



A STUDY ON SPONSORSHIP EFFECTIVENESS: A CASE STUDY OF U STAR  
COSMETICS-U STAR (THAILAND) CO., LTD.

By  
SUPANIDA KHUNKITTI

A Thesis Submitted in Partial Fulfillment  
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok Thailand

October 2003



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**Examination Committee :**

- |    |                                   |                      |   |
|----|-----------------------------------|----------------------|---|
| 1. | Bro. Vinai Viriyavidhayavong      | (Advisor)            |   |
| 2. | Dr. Jakarin Srimoon               | (Member)             |  |
| 3. | Dr. Chittipa Ngamkroeckjoti       | (Member)             |   |
| 4. | Dr. Adarsh Batra                  | (Member)             |  |
| 5. | Assoc. Prof. Siripen Supakankunti | (MUA Representative) |  |

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## **Abstract**

The purposes of this study are to test awareness of sponsor on TV program in the case of U Star Co., Ltd., image of sponsor and sponsorship program of U Star. The variables that were applied in this study are participation of sponsorship program, awareness of sponsor or U Star, image of sponsor or U Star, attitude toward sponsorship program of U Star and demographic characteristics. The respondents were divided into two groups: participants of the program and non-participants of the sponsorship program.

The population of this research is a group of women who have age over 20 years old and the sample size of this group of women are 150 respondents. The statistical tests applied are two sample t-test, chi-square test and Kruskal Wallis test. The results of this study indicate that there is a different awareness of sponsor between participating and non-participating group. The people who participate in the program can recognize the sponsor while the people who do not participate in the program cannot recognize the sponsor. The different level of income groups have affected on the image of U Star : the lower income group of women perceives a good image of U Star while the other groups do not.

Based on the findings, people do not aware of U Star on TV program and U Star itself was perceived as low image. The researcher recommends that the company promotes its products to the people by using several styles of promotion such as creating events to increase brand awareness and sales; planning the presenter strategy by implementing research to improve the company image; and show the quality of the products by giving consumers the product's information in order to persuade people to apply for membership and buy the product. The future research should provide more sample size of the respondent, study more on sponsorship types and companies case.



## **Acknowledgement**

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## **Chapter 1**

### **1.1 Background of the Study**

- ***Sponsorship in the Marketing Communication Mix :***

Sponsorship must be viewed as an element of marketing communications within the broader context of the marketing mix of product, price, distribution and marketing communication (Meenaghan,1991a). Companies use sponsorship to fulfill the primary marketing communication objectives of creating brand awareness and enhancing image, although they sometimes explicitly seek and achieve bottomline sales result (Meenaghan,1996). Sponsorship is also concerned with creating corporate awareness and a “feel good” factor amongst the company target market (Wright, 2000).

Sponsorship is a form of promotion but it differs from advertising in that the medium and creative message are not tightly controlled by the sponsor. It involves the staging of an event around which advertising might or might not take place (Javalgi, Traylor, Gross and Lampman,1994). There is an evidence of a trend towards sponsorships that are more diverse than the traditional areas of arts and sport. While sport remains the largest sector for sponsorship expenditure, new opportunities are opening up in emerging areas such as popular music, broadcast sponsorship and cause-related marketing activities (Meenaghan,1991a). Sponsoring an event simultaneously attracts and provides access to an audience (Meenaghan,1996).

We can see that companies use sponsorship programs to achieve the branding objectives and company objectives like awareness, recall and other. Due to the increasing number of sponsorship program to achieve communication objective, most of the sponsors select the most suitable type of the program to publish their name (Kitchen,1999).



- ***U Star Co., Ltd.***

**U Star Direct Sales of Cosmetic** is a new-comer to the direct sales of cosmetic business. U Star is under U Star (Thailand) Co., Ltd., which is a new business of GMM Grammy PCL., that is mainly an entertainment business. The reasons that Grammy decided to diversify its business into direct sales are the profit margin is high for the cosmetic products, second, if the products is success, it will be in a market for long time and the last is, there are many make-up artists as well as stylists in Grammy and it will be benefit for the cosmetic business (Sunday newspaper September 17, 2002).

U Star Cosmetic has advantages over other direct sales companies because Grammy has its own celebrities like Bird-Thongchai as a presenter as well as other singers, who are popular among the target groups, the management team which has more than 10 year of experience on direct sales business and U Star invited Mrs. Laddawan Wongsrivong (Ex-Vice Minister of Ministry of Labor and Social Welfare) to join the team as Managing Director (Thai Post January 17, 2003). The selling point of U Star is the product itself. The cosmetic was mixed between cosmetic and skin care by developing for skin of Asian people, all product is around 300 lists and it will be up to 1,000 lists at the end of this year. The main target market is people who age between 18-25 years old. There are 4 product categories. Coloring, skin care, private use and perfume (Tannes Setthakij 3 days March 2, 2003).

The budget that U Star spent in a promotion is a large amount. Total budget is 400-500 millions baht and it is divided into 2 sections: 100 million baht for advertising and public relations and 300-400 millions baht for marketing events (Business Thai January 27, 2003). The difference that makes U Star unique is the focus on event activities which its competitors do not have (Tanes Setthakij 3 days March 2, 2003).

U Star has objective of competing with competitors and persuading the people to be a membership of selling and using the products. Table 1.1 shows the comparison number of the member among the competitors.

**Table 1.1 The Comparison Objective of Direct Selling Member in 2003**

Company	Expecting number of Salesperson (person)	Expecting number of Marketing Manager (person)	Expected Sales (million baht)
Mistine	600,000	600	6,000
Avon	100,000	N/A	>2,400
<b>U Star</b>	<b>100,000</b>	<b>60</b>	<b>1,000</b>
Giffarine	600,000	N/A	>1,800

Source : Tannes Setthakij 3 days March 2,2003.

U Star expects that the first year of launching the product, the sale should be 1,000 million baht, first year member should be 100,000 persons and up to 400,000 persons during the first 3 years.

***Some event activities and sponsorship programs of U Star:***

1. **Miss Thailand Universe 2003** : U Star was an official sponsor in order to achieve the objective of promoting the name of U Star, increasing brand awareness via the beauty event, and competing with Avon who was an official sponsor of Miss Thailand World contest.
2. **Laddawan Road Show** : The activity was set to introduce the products of U Star to people in other provinces, and to get the new members to expand the distribution channel by coordinating with F. Fan Concert.
3. **TV Program Sponsorship** : U Star sponsors TV program because U Star want to increase awareness as well as get the potential customers to be members in order to use and sell products to others. TV programs can raise awareness due to the wide coverage.



4. **Freshy Activity with Seventeen Magazine** : The event coordinates with Seventeen magazine in order to promote the products of U star to teenagers group who can be the next target market. The event is about welcoming the freshy student from 17 universities.
5. **Nang Show Contest** : In this event, U Star will sponsor by giving the cosmetic. The objective is to promote product and name of U Star. The event is a cabaret show from women group.

- ***Direct Sales of Cosmetics in Thailand***

**Direct sales of cosmetics** in Thailand is an expanding business. There are two leading brands in direct sales of cosmetic: Mistine and Avon. These two brands have been in this industry for a long time, so, they have the higher market share than the other who just came in. Another brand is Giffarine, all of them are in a SLM or Single Level Marketing which is the only level of selling the product but the rest of direct sales companies mostly can be considered as a MLM or Multi Level Marketing. The direct sales industry has an increasing growth rate which can attract many investors. The growth rate of direct sales industry can be seen in Table 1.2. The growth rate in this table shows the movement of each company that U Star has to compete with Mistine and Avon.

**Table 1.2 Top 10 Sales of the Direct Sales Company**

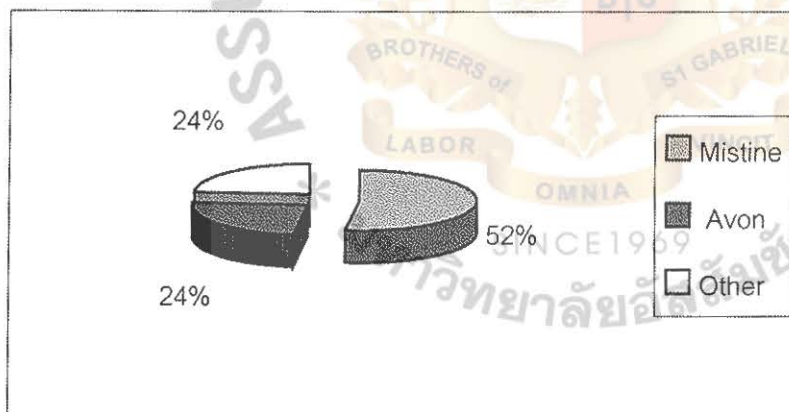
Rank	Companies	Sales Year 2001	Sales Year 2000	Growth Rate	Sales Year 1999	Growth Rate
1	Amway	4,055	3,687	10%	3,077	20%
2	Mistine	2,582	2,477	4%	1,784	39%
3	Giffarine	1,973	1,606	23%	1,536	5%
4	Avon	1,444	1,376	5%	1,216	13%
5	Suprederm	912	890	2%	904	-2%
6	Lux Royal	717	763	-6%	-	-
7	Nu Skin	365	193	89%	192	0%
8	Morinda	356	142	150%	-	-
9	Shulian	338	304	11%	105	187%
10	Kungsen-Kenko	282	241	17%	264	-9%

Remark : A digit as million baht

Source : Pujadkarn Raiwan newspaper October 26, 2002.

Mistine is under Better Way (Thailand) Co., Ltd. and Avon is under Avon Cosmetic (Thailand) Co., Ltd. These 2 brands are obviously the leader in direct sales cosmetic in Thailand mentioned above. The number of share was shown in Figure 1.1.

**Figure 1.1 The Direct Sales of Cosmetic market share**



Source : Tannes Setthakij 3 days March 2, 2003.

In order to access direct sales for the cosmetic industry, companies or investors have to consider many factors, and analyze the industry carefully because in this industry, there are not many investors but the existing investors are already in the consumers' mind and stay in this market for a long period of time which is difficult for the new comer to join the market. Table 1.3 shows the SWOT Analysis of direct sales of cosmetic.

**Table 1.3 SWOT Analysis of Direct Sales of Cosmetic**

<b>Strengths</b>	-Variety of product -Continuity of product in the market -Use celebrity or star as a presenter -Sales promotion on price
<b>Weaknesses</b>	-Brand loyalty -Standard and quality of product
<b>Opportunities</b>	-Broad range of consumer -Expanding of overall market
<b>Threats</b>	-Attitude on direct sales business -High competition -Limitation of direct sales laws -High investment at beginning

Source : Business Thai January 27,2003.

• **Target Market of U Star :**

The main target group of U Star is a female group who have age over 20 years old. They work in the office or study in the senior year of the university. U Star defines target group into 2 groups, the first group is the group that interest in applying for U Star member to use and sell product, the second group is end-user who use the product only but generally, they have similar demographic factor which was mentioned above.

U Star focus on the first group because they can be the U Star representative and distributor which can create the sale of the product. According to the customer-development process of Kotler (2000), these groups can be considered as a suspects



customer which means everyone who might conceivably buy the product. Then they can develop themselves along with process and they can be a customer of U Star in the future.

- ***Some sponsorship programs of U Star via Television:***

- 1. Game Pan Naa (Ch.7)**

The program is produced by Tripple Two Co., Ltd. The program is a game and shows on every Sunday at 12:15 -1:15 pm.

- 2. Theweda Saranae or Saranae Show Day(Ch.3)**

The program is produced by Lux (666) Co., Ltd. The program is a kind of entertainment show that combines between a variety show and talk show. The program shows on every Saturday afternoon at 3:30-4:30 pm.

- 3. Ruk Marathon (Ch.5)**

The program is produced by JSL Co., Ltd. The program is a game show for a couple or girl / boy friend , after they play game, they will get the prize. The program shows on every Sunday at 11:00 – 12:00 am.

- 4. Other like Wake Club and program that produced by Grammy Group Companies.**

## **1.2 Statement of the Problem**

Sponsorship is one of a marketing communication mix that can help the company to achieve the sponsor's objectives which are enhancement of corporate image, the enhancement of brand image, increase brand awareness as well as increase sales (Javalgi, Traylor, Gross and Lampman, 1994).

In the case of U Star, company wants to communicate slogan “U Star : Cosmetic for Super Star” to target audience with can be a customer in the future. Company uses both

above the line and below the line advertising to achieve the objectives of increasing brand awareness, increasing sales and creating company image.

Company uses sponsorship program to build brand awareness, increase number of member or representative as well as sales and link this to company image because some sponsorship event like Miss Thailand Universe 2003 deal directly with company image and promote the brand.

To measure the effectiveness of sponsorship is an unclear of the result. Sometimes, company does not receive the expected return and the question of “Is our sponsorship effective ?” may occur when the time pass by. To find out this solution, we can link the awareness and attitude to the sponsorship activities and sponsor. Therefore, this research is ***“Does the sponsorship program affect people’s awareness and attitude of U Star and attitude toward sponsorship program of U Star ?”***

### **1.3 Research Objectives**

There are four objectives of this study:

1. To compare awareness of U Star between participants of sponsorship program and non-participants of the sponsorship program of U Star;
2. To compare the attitude of the image of U Star between participants of the sponsorship program and non-participants of the sponsorship program of U Star;
3. To compare the image of U Star between participants of the sponsorship program and non-participants of the sponsorship program of U Star based on demographic factor;
4. To compare the attitudes toward the U Star sponsorship program of participant groups based on demographic factors.

#### **1.4 Research Scope & Limitation**

Research Scope : This study was designed to find out the effectiveness of the sponsorship programs which will be scoped only one types of sponsorship that is broadcasting sponsorship or the name of sponsor show on the name plate behind the M.C. Stand and the game player's podium. The respondent in this study is the group of women who live in Bangkok and see the programs that sponsored by U Star which are Game Pan Naa, Thewada Saranae and Ruk marathon. The variables that use in this study are awareness of sponsor on TV program in the case of U Star, image of sponsor, attitude toward sponsorship program of U Star and demographic characteristics.

Research Limitation : The limitation of this research is study only in Bangkok which cannot be generalize to out the whole country population because people in the different locations might have the different attitudes.

#### **1.5 Significance**

The study results will be useful in the field of sponsorship marketing because they can provide information and details about consumers who have different attitudes :

- **Sponsor** : U Star can apply useful information from consumers' perspective in terms of attitude because different people, they will have different thoughts. The information that is obtained from the collected data as well as interpreted data will be useful for U Star to adapt the style of sponsorship programs and can create the most beneficial programs for consumer in order to gain the maximum return which include name recognition and sales. U Star will know how effective of the sponsorship program that consumer can recognize to the brand or not. Therefore, U Star can reorganize the way of communication the



name to make consumers increase the awareness, then U Star can develop or change the sponsorship program and promotion plan to suit the target market.

- **Direct Sales Cosmetic Market** : The information also useful for this market and other direct sales cosmetic ,furthermore direct sales companies can use this information to develop their promotion plan especially sponsorship program.

## **1.6 Glossary**

**Attitude** : is a person's enduring favorable or unfavorable evaluations, emotional feeling, and action tendencies toward some object or idea (Kotler,2000).

**Awareness** : The attempt to build the image of a product or familiarity with the name (Arens,1999).

**Cosmetic** : A substance for putting on the body, especially the face, to make I beautiful (Oxford Advanced Learner's Dictionary).

**Direct Sales** : Strategy where representatives sell to customers directly at home or work rather than through a retail establishment or other intermediary (Arens,1999).

**Integrated Marketing Communication (IMC)** : The process of building and reinforcing mutually profitable relationships with employees, customers, other stakeholders, and the general public by developing and coordinating a strategic communications program that enables them to make constructive contact with the company/brand through a variety of media (Arens,1999).

**Marketing communication** : The various effort and tools companies use to initiate and maintain communication with customers and prospects, including solicitation letters, newspaper ads, event sponsorships, publicity, telemarketing, statement stuffers and coupon, to mention just a few (Arens,1999).

**Marketing mix** : Four elements, called 4Ps (product, price, place, and promotion), that every company has the option of adding, subtracting, or modifying in order to create a desired marketing strategy (Arens, 1999).

**MLM** (Multi Level Marketing) : A scheme in which people sell products, and enroll people under you who sell products and enroll people under them ([www.turnstep.com/Spambot/glossary.html#MLM](http://www.turnstep.com/Spambot/glossary.html#MLM)).

**Non-participant** : The group of people who do not see the sponsorship program of U Star.

**Participant** : The group of people who see the sponsorship program of U Star.

**SLM** (Single Level Marketing) : The way of selling the product by not using the intermediary pass the product to control quality of people and other factors to get the best result (Siam Business, 2002).

**Sponsor** : The company or organization ultimately responsible for the message and distribution of an advertisement. Although the sponsor is often not the author, the sponsor typically pays for the creation of the ad and its distribution (Arens, 1999).

**Sponsorship** : The presentation of a radio or TV program, or an event, or even a Web site by a sole advertiser. The advertiser is often responsible for the program content and the cost of production as well as the advertising (Arens, 1999).

**Sponsorship effectiveness** : Sponsorship is effective if it accomplishes sponsor's objectives (Meenaghan, 1991a).

## **Chapter 2 : Literature Review**

There are 3 sections in this chapter. First section is about the literature that supports the framework. This part will show the details of sponsorship, the model of sponsorship process, the detail of awareness and attitude, the model of awareness and attitude and the model. Section two related to the literature that supports the methodology and the last section is an empirical result of previous research.

### **2.1 Literature to support framework**

#### **2.1.1 Sponsorship Definition**

##### ***Sponsorship defined :***

Many definition of sponsorship have been giving which will be as follow :

**Meenaghan** (1991a) *defined commercial sponsorship as an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity.*

**Wragg** (1994) *defined sponsorship as a support of an activity or an event which sponsor expects to derive a tangible benefit.*

**Duncan** (2002) *defined sponsorship as a cash or in-kind fee paid to a property (which may be a sports, entertainment, or nonprofit event or organization) in return for access to the exploitable commercial potential associated with property.*

The definition which have shown are related to each other but do not give the exactly same meaning. Therefore, to summarize into a similar meaning, sponsorship is the supporting of financial to achieve the objective of sponsor and sponsorship is one of the primary ways a brand develops association (Duncan,2002). Also, sponsorship is the underwriting of a special event to support corporate objects by enhancing corporate image,



increasing awareness of brands, or directly stimulating sales of products and services. It can be individual or joint; the event can be a one-time affair or a continuing series of activities (Javalgi, et al., 1994).

In order to implement the sponsorship program, there are the advantages and disadvantages which defined by Wright(2000) because sponsorship can be created in many forms. So, the sponsor should carefully implement.

***Advantages of sponsorship :***

- Corporate and brand awareness in association with respected and well known activity
- Audience more receptive than with conventional advertising
- Opportunity for either widespread or more focused coverage
- Target markets can be clearly defined

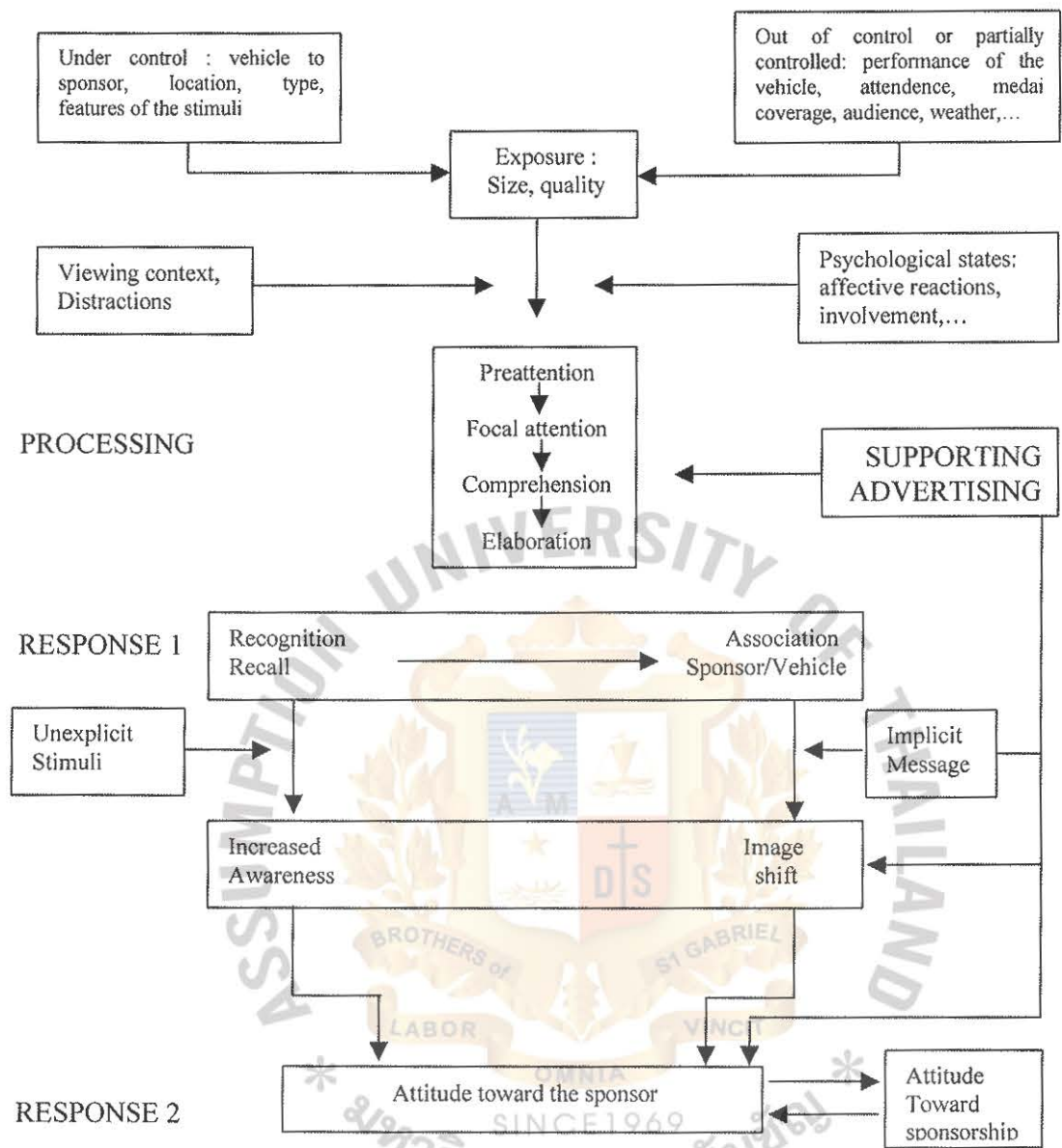
***Disadvantages of sponsorship :***

- Message dilution amongst competing sponsorship clutter
- The strength of the event or personality sponsored overshadows and negates the sponsoring brand
- Ambush marketing causes confusion about the official sponsors

**2.1.2 The Communication Process of Sponsorship**

According to Pham (1991), It is obvious that awareness and image objectives cannot be achieved unless sponsors succeed in associating their logos, colors, billboards, flags with the sponsored vehicles(e.g. soccer or racing teams, tennis or golf tournaments, etc.). Understandingly, an important portion of the sponsorship management process consist of making one's stimuli clearly visible (or audible) to target audience. The sponsorship communication process is displayed in Figure 2.1.

**Figure 2.1 A Model of Sponsorship Communication Processes**



Source : The evaluation of sponsorship effectiveness : a model and some methodological consideration (Pham,1991:p.49).

The model in Figure 2.1 will explain the communication process of sponsorship. The communication process starts when exposure to the sponsorship stimuli is created and many factors will influence to the exposure of sponsorship. The influencer can be under control and out of control which can affect the exposure in term of the expectation of sponsorship.

The sponsor can choose the vehicle that determines the characteristic of sponsorship stimuli. Then, these will be a response to the stimuli and a response will require the process by the audience. The processing is the function of the amount of attention paid the stimuli. There are four levels of processing: preattention, focal attention, comprehension and elaboration. The different level processing will reflect on the audience's responses.

When some processing does occur, a response may follow. Two types of responses will be occurred. First, simple, unelaborated responses: the sponsor is better identified, the stimuli is recognized or recall by the audience. The first response may in turn lead to a second response which is type-2 response include increases in brand or corporate awareness, shifts in image, and possibly modifications of attitudes toward the brand/firm. But the type-2 responses will not always occur (Pham,1991).

### **2.1.3 Sponsorship and its Importances**

Since, the pursuit of sport, leisure and cultural activities has become increasing important element of some consumers' life styles, making sponsorship an ideal medium for reaching people (Meenaghan,1991b). So, there are many purposes that company decide to use sponsorship, the obvious objectives according to Meenaghan (1991a) are :

#### **1. Corporate objectives**

- Increase public awareness of the company
- Change the corporate image

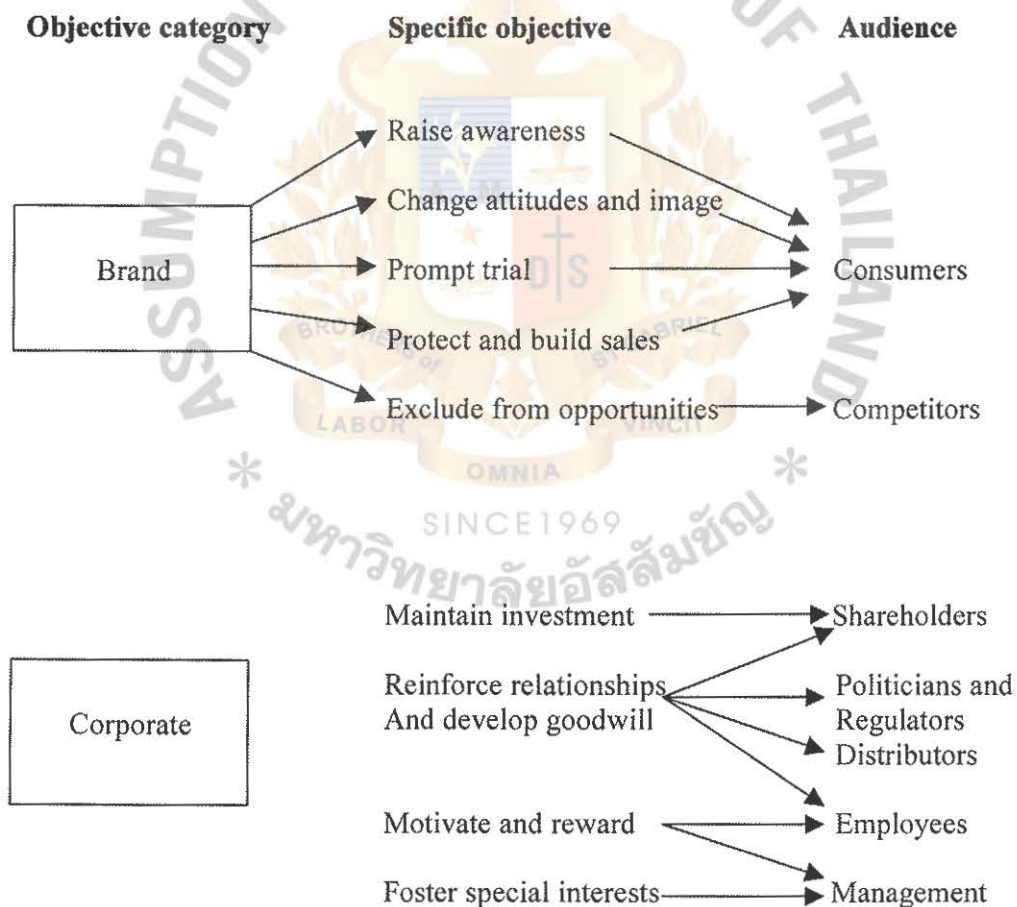
2. **Brand objectives** : The ability to achieve both brand awareness and brand image objectives.



By sponsoring an event or providing a budget for an event's budget broadcast, a sponsor can generate audience awareness while simultaneously creating associations of the event's values in people's minds (Meenaghan,1996).

From the sponsorship objective, we have to consider about the audience. Each sponsorship property or vehicle has certain associated images in the consumer's mind that transfer to the sponsor (Meenaghan,1996). There is a range of audiences whom specific objective was reached. In order to achieve the objective, the objective should set for each audience group which can see in Figure 2.2.

**Figure 2.2 Sponsorship Objectives and Audiences**

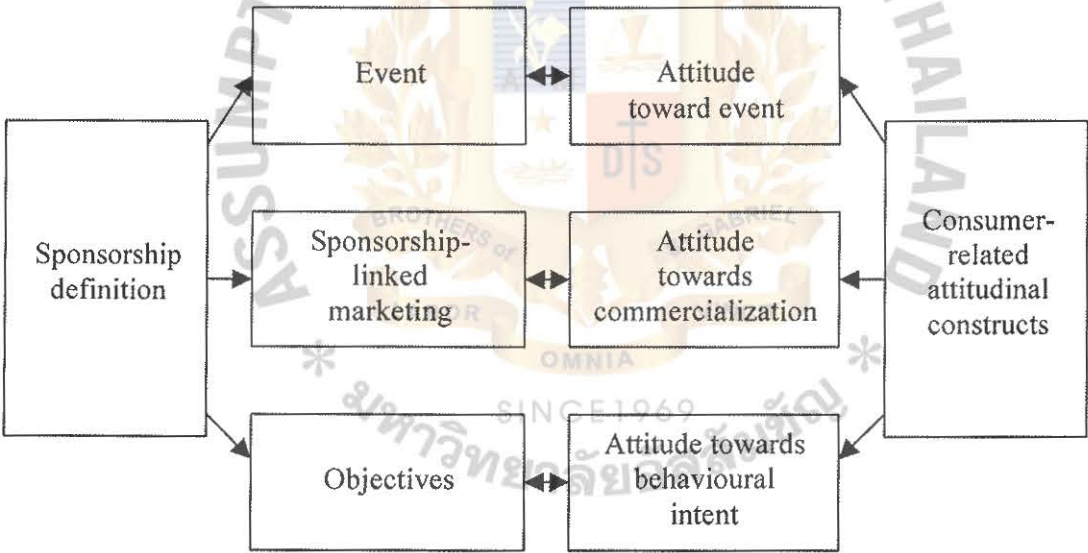


Source : Marketing Communications: Principles and Practice (Kitchen, 1999: p. 365).

The Figure 2.2 shows the objectives of sponsorship but company has to consider the objective category first whether they are brand or corporate then company can specific the objective to reach the right audience. The audiences start from consumers, competitors, shares holders, politicians and regulators, distributors, employees and the last audience is management. Therefore, to communicate to the right audience company has to set the objective category first then company can choose the specific objective and the objectives will be communicate to the audiences.

Sponsorship is largely a “Mute, non-verbal medium” (Meenaghan,1991b), there are some doubts that how the sponsorship work. As Figure 2.3, sponsorship’s characteristics attribute a central role to various attitude components.

**Figure 2.3 Sponsorship Perspective, Consumer Perspective**



Source : Marketing Communications: Principles and Practice (Kitchen, 1999: p. 366).

This model is consistent with the heavy emphasis on awareness and attitudinal goals and also with the belief that these variables foster behavior. One of the only attempts to adapt cognitive information processing models to suit sponsorship’s characteristics attribute a central role to various attitude components.

The benefits that company can gain from the sponsorship are community image building, marketing leverage, hospitality opportunity and media leverage (Lorthongkum, 2002). Another benefit which will be gain from sponsorship is influence as well as impress customers (Wragg,1994).

Sponsorship is not limit only sport which is quite famous and the most selected of sponsor but there are many types of sponsorship that sponsor or company can select the most suitable type. According to Wragg (1994), the sponsorship opportunities were Sporting event, Artistic event, Local amenities, Broadcast program, Restoration projects, Environmental projects, Books, Newspapers and Magazines, Education, Activities, Conferences and exhibitions, Fairs or Shows. Although, sponsorship has many types but in Thailand not all of them are popular to produce, we can see from Lorthongkum(2002), there are approximately 7 types of sponsorship.

### ***1. Sport sponsorship marketing***

The most famous sponsorship by sponsoring in sport, which can be a whole team or just only one athlete, or sponsor the sport accessory.

### ***2. Cultural sponsorship marketing***

For example Singha Beer focuses itself as a Thai beer, so, Singha Beer will be a sponsor the cultural event of Thai emphasize the brand standing point.

### ***3. Program and Broadcast sponsorship marketing***

Many companies decide to invest huge amount of the budget because there is a chance for company to create the favorable association with target market, program producer and other involving parties.



#### **4. Entertainment sponsorship marketing**

Soft drink product like “Coca-Cola” was a main sponsor of “Harry Potter”. Furthermore, Coca-Cola Live the Magic” in order to respond J. K. Rowling’s purpose which want children love to read.

#### **5. Education sponsorship marketing**

Sponsorship marketing which is related to education and knowledge course.

#### **6. Arts sponsorship marketing**

This is similar to cultural sponsorship marketing but it will focus on art rather than other.

#### **7. Other sponsorship marketing which are cause-related sponsorship, ambush sponsorship and mush sponsorship.**

Duncan (2002) provided the following guidelines for company in choosing sponsorships:

##### **1. Target audience**

The audience for what is being sponsored should have the same profile as the brand’s target audience(s) within the geographical areas served by the brand.

##### **2. Brand image reinforcement**

Sponsorships should be used in an environment that is consistent with a brand’s positioning and image.

##### **3. Extendability**

The more brand exposure a sponsorship can provide, the more beneficial it can be. If the sponsorship is a multiyear relationship, for example, a company may consider promoting the sponsorship on its packaging, as many of the Olympic sponsors do. One of the main opportunities to look for is brand publicity that extends beyond that directly provided by the event itself.

#### **4. *Brand involvement***

The more privileges a sponsorship provides, the better. Sponsorship of a museum, for example, could include the right to use the museum for a corporate social function, exclusive tours for customers and employees, and invitations to openings of new exhibits.

#### **5. *Cost-effectiveness***

Some sponsorships produce enough brand message exposure that if the cost the sponsorship were converted to a cost per thousand (CPM), it would be competitive with other media buys.

#### **6. *Other sponsors***

When a company associates with an event or cause, it does so to enhance its own image and positioning. Because some organizations have many sponsors, a company would be wise to know who the other sponsors are. Most companies expect exclusivity, which means none of its competitors will be a sponsor.

### **2.1.4 Consumers and Marketing Communication**

Consumers are people who buy or use products in order to satisfy needs and wants. There are actually two types of consumers: those who shop for and purchase the product, and those who actually use the product (Wells, Burnett, Moriarty, 1995).

The consumer behavior is the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1999).

According to Kitchen (1999), marketing communication was the process where commonness of thought and meaning is achieved or attempted between organization (companies) and individuals (prospective customers and consumers).

### **2.1.5 Demographic Characteristics**

In this study, the demographic factor is an important point due to the difference between the target population. These can identify the differences of each group of people which can see from the age, income, occupation and education.

According to Armstrong and Kotler (2003), demographic segmentation divides the market into groups based on variables such as age, gender, family size, family life-cycle, income, occupation, education, religion, race, generation and nationality. Demographic factors are the most popular bases for segmenting customer groups. In this case of study, there are 4 factors that will be studied.

- ***Age and Life-cycle***

Customer needs and wants change with age. Some companies use age and life-cycle segmentation, offering different products or using different marketing approaches for different age and life-cycle groups.

- ***Income***

Income segmentation has long been used by the marketers of products and services such as automobiles, boats, clothing, cosmetics, financial services and travel. Many companies target affluent consumers with luxury goods and convenience services.

- ***Education***

According to Schiffman and Kanuk (1997), education, occupation, and income tend to be closely correlated in almost a cause-and-effect relationship. High-level occupations that produce high incomes usually require advanced educational training. Individuals with little education rarely qualify for high level jobs.



- **Occupation**

According to Kotler (2000), occupation also influences a person's consumption pattern. Marketers try to identify the occupation groups that have above in their products and services. A company can even specialize its products for certain groups. Product choice is greatly affected by economic circumstances: spendable income, saving and assets, debt, borrowing power, and attitude toward spending versus saving.

### **2.1.6 The Model to Study Advertising Effectiveness**

It is important to regard sponsorship as similar to advertising in that money is invest for commercial purposed (Meenaghan,1991a). There are many models that affect consumer behavior in term of awareness and attitude. Each model has different elements but all of them try to communicate the message that gains the consumers' interest. Therefore, the model of advertising effectiveness is relevant to the sponsorship effectiveness due to the objectives.

In the case of studying the effectiveness of sponsorship, the researcher has to apply the advertising theory in order to support the model which will be discussed below.

Sponsor wants to communicate the message as well as name to target audiences. This has led to the development of many different models all attempting to understand methods of message perception, selection, retention, analysis, decision making and eventual purchase (Wright, 2000).

In this case of study, the researcher will study 2 factors that affect to consumer. The two factors are awareness and attitude. The understanding among these two are as followed:

**Awareness :**

Brand awareness is the recognition or recall of a brand; this usually implies the differentiation of one brand from other brands by reference to one or more characteristics. In many categories the differences between brands are small, both objectively and in consumer's perception (East,1999).

Some ads are intended to bring about immediate action by readers; others have a long-term goal. The objectives of awareness advertising are to create interest in, and an image for, a product and to influence readers or views to select a specific brand the next time they shop (Arens, 1999).

Sponsorship also has some of the advantages of publicity in that brand awareness can be created, not in the obvious in-the-face advertising manner, but by the almost subliminal association with a well respected (Wright, 2000).

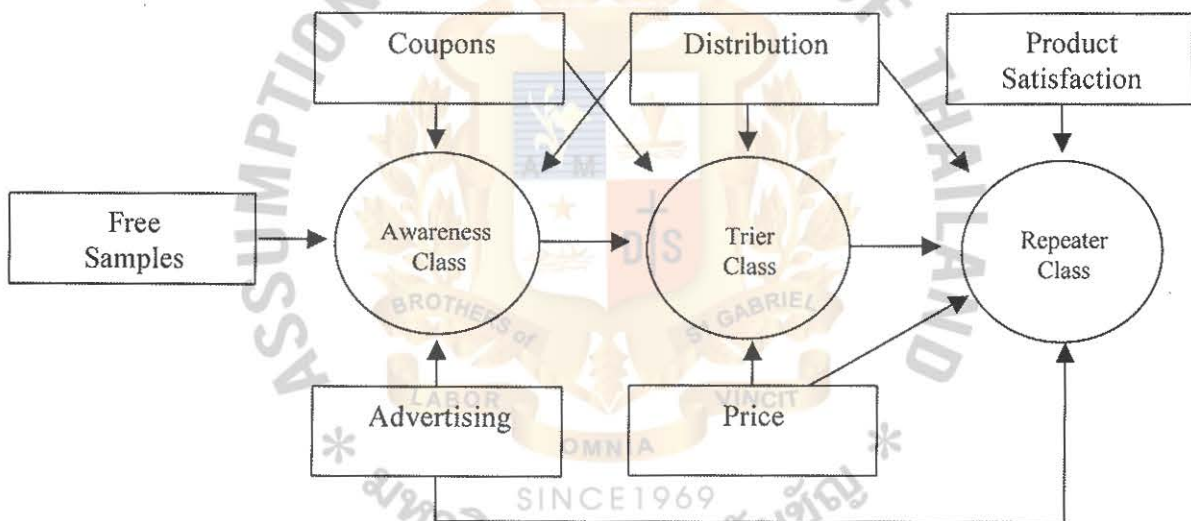
Awareness in the role of marketing communication is also important, according to Shimp (1997), a product's degree of innovation, an organization's marketing communications specialists have a number of responsibilities to ensure new-product success. The new-product adoption process model (Figure 2.4) shows that there are three main stages through which an individual becomes a new-brand consumer: awareness class, trier class, and repeater class. The block surrounding the circles are marketing-mix element, most of which are marketing communication tools, that are responsible for moving consumers through the three classes and ultimately creating new-product users.

The first step in facilitating adoption is to make the consumer aware of a new product's exist. Figure 2.4 shows that four marketing mix variables influence the awareness class: free samples, coupons, advertising and distribution. The first three variables are distinctly marketing communication variables, and the fourth, distribution, is

closely allied in that the sales force is responsible for gaining distribution, providing reseller support, and making point-of-purchase material available to the trade.

Once a consumer becomes aware of a new product or brand, there is an increase in the probability that the consumer will actually try the offering. Coupons, distribution, and price are the variables that affect the trier class. Repeating purchasing, demonstrated by the repeater class, is a function of four primary sources: advertising, price, distribution, and product satisfaction. That is, consumers are more likely to continue to purchase a particular brand if advertising reminds them about the brand, if the price is considered reasonable, if the brand is accessible, and if product quality is considered satisfactory.

**Figure 2.4 New-Product Adoption Process Model**



Source : Advertising, Promotion, and Supplemental: Aspects of Integrated Marketing Communications (Shimp, 1997: p. 173).



**Attitude :**

Attitude can be a positive or negative depends on the way we learn and perceive. Attitude are what we feel about a concept which may be a brand, a category, a person, an ideology or any entity about which we can think and to which we can attach feeling. Attitude are thus about the evaluation that we give to a specific concept; they are not like mood, which is a generalized state of feeling with no clear focus, and they are not though structures with no feeling attached (East,1999). Some advertisers use attitude test to measure a campaign's effectiveness in creating a favorable image for a company, its brand, or its products (Arens,1999).

According to Shimp (1997), the term attitude will be used here to mean a general and enduring positive or negative feeling toward or evaluation judgment of some person, object, or issue. Beyond this basic definition are three other notable features of attitudes: they (1) are learned, (2) are relatively enduring, and (3) influence behavior.

The preceding description focuses on feeling and evaluations, or what is commonly referred to as the affective component; this is generally what is referred to when people use the word attitude. However, attitude theorists recognize two additional components, cognitive and conative. The cognitive component refers to a person's belief (i.e., knowledge and thoughts) about an object or issue. The conative component represents one's behavioral tendency, or predisposition to act, toward an object. In consumer-behavior term, the conative component represents a consumer's intention to purchase a specific item. Generally speaking, attitude predispose people to respond to an object, such as a brand, in a consistently favorable or unfavorable.

A clear progression is implied: from initial cognition, to affection, to conation. An individual becomes aware of an object, such as a new brand, then acquires information and form beliefs about the brand's ability to satisfy consumption needs (cognitive component).

Beliefs are integrated, and feeling toward and evaluations of the product are developed (affective component). On the basis of these feelings and evaluations, an intention is formed to purchase or not to purchase the new product (conative component). An attitude, then, is characterized by progressing from think (cognitive), to feeling (affective), to behavior (conative).

### **The Traditional Model of Attitudes**

According to Hanna and Wozniak (2001), the traditional model of attitudes, called the tricomponent model, express this interrelationship and posits that attitudes consist of three components: cognitive, affective, and behavioral conative.

- **Cognitive Component**

The **cognitive component** is what we think we know about an attitude object. Our beliefs could be based on *knowledge* (one's experience documents that aspirin relieves pain and reduces the risk of heart attacks), *opinion* (inconclusive beliefs based on a medical journal's claims about aspirin's role in reducing the risk of heart attacks), *faith* (convictions about the integrity of the researchers and their methods), or *value systems* (people should heed medical advice to maintain good health).

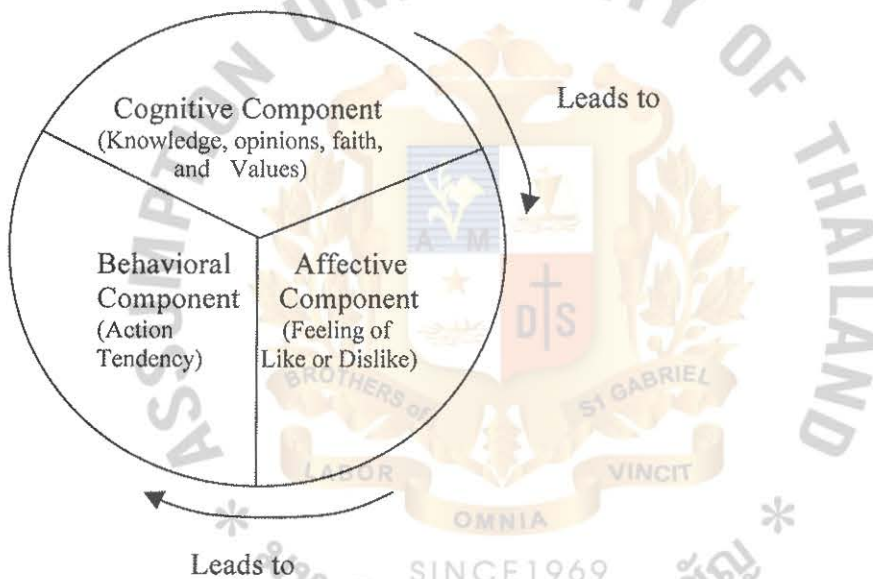
- **Affective Component**

The **affective component** of an attitude includes feelings of like or dislike, representing our reaction to the cognitive aspect of the attitude. For example, after reading the medical journal's report about the way of aspirin can affectively reduce heart attack risks, an individual begins to form positive feelings toward aspirin and commences to consider it as a viable treatment for maintaining good health.

- **Behavioral or Conative Component**

The **behavioral** or **conative component** of an attitude represents our tendency to respond in a certain way, as an expression of the favorable or unfavorable feelings formed earlier. The behavioral component may take the form of *overt behavior*. Consumers' rush to purchase and use aspirin after reading the medical report is a manifestation of the response to the positive feeling generated by the article. Researchers attempt to assess the *intentions* of consumers in such cases by asking about their possible future actions relating to the product under investigation.

**Figure 2.5 Schematic Conception of Attitudes: The Traditional Model**



Source : Consumer Behavior : An Applied Approach (Hanna and Wozniak, 2001: p. 183).



**The Three ‘A’s Model**

According to Wright (2000), the linear model worked on the concept that there are three basic tasks that communicate needs to undertake.

**Awareness :**

The first task of advertising is to get noticed. The best advert in the world is a waste if it isn’t seen. This task must be achieved both in competition with others and with the participation of a media-literate target audience able to see selective or reject the message at both conscious and subconscious level.

**Attitude :**

Once the advert has been seen by the customer, attention gained, awareness focused, then belief and attitude must affected in a way that will create an interest to hear or see more. This difficulty of the task will depend on the existing mental state of the message’s recipient. If the existing attitude to the message’s benefits is positive then little convincing might be needed, if neutral then more persuasion will have to be used and if the attitude is negative then the message strength and message repetition will have to be such that the attitude is changed and the advertiser and /or brand seen in a favorable light.

**Action :**

The third stage in the process is to persuade the audience into action of some kind. This might be to apply for more information, to visit the shop or to buy the product and to keep buying the product.

**Figure 2.6 The Three ‘A’s Model**



Source : Advertising (Wright, 2000: p.52).

### **AIDA Model**

Crimmins and Horn(1996) used the AIDA Model to argue that sponsorship fulfils a persuasive role, analogous to, but less direct than, that played by advertising. Their claim that 'Sponsorship improved the perception of a brand by flanking our beliefs about the brand and linking the brand to an event or organization that the target audience already value highly'. According to the AIDA model, high levels of awareness are an important prerequisite for interest, the next variable in the sequence proposed (Kitchen,1999).

### **Figure 2.7 AIDA Model**

Awareness  
Interest  
Desire  
Action

Source : Marketing Communications: Principles and Practice (Kitchen, 1999: p. 366).

### **The Hierarchy of Effects Model**

Shimp (1997) used the hierarchy of effects model or Figure 2.8 implies that for advertising to be successful it must move consumers from one goal to the next goal, much in the same way that one climbs a ladder- one step, then another, and another until the top of the ladder is reached.

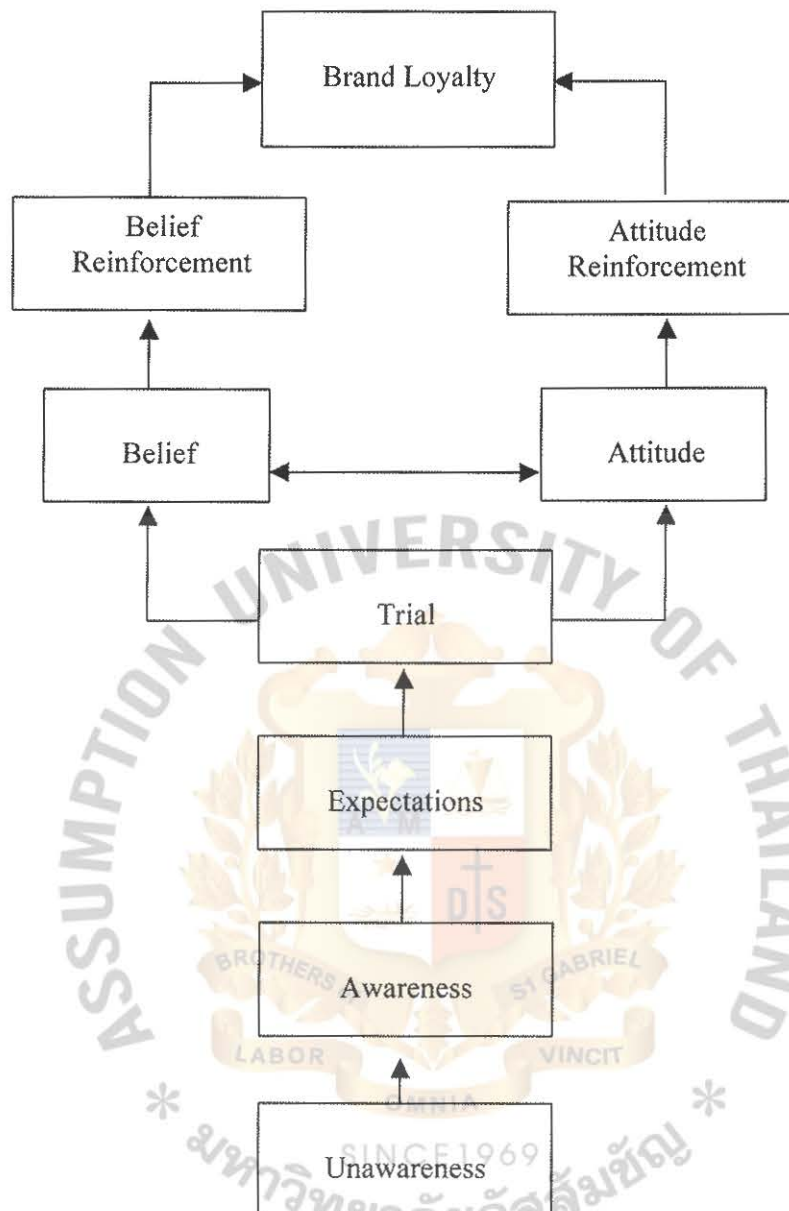
Although a variety of hierarchy-of-effects models have been formulated, all are predicted on the idea that advertising moves people from an initial state of unawareness about a brand to eventually purchasing that brand. The model shows the meaning of each of these stages, or hierarchy steps, is best understood by examining an actual advertisement.

When this brand was first introduced to the market, consumers were initially unaware of the brand's existence and of its special features. The initial advertising imperative, therefore, was to make people aware of brand name. However, mere brand name awareness generally is not sufficient to get people to buy a brand, particularly when that brand competes in a category with other well-know brands. The ads, in other words, must influence consumer expectation. To the extent the consumer develops this expectation, she or he may undertake a trial purchase. Upon using the product, the consumer will form beliefs about performance benefits and an overall attitude, or evaluation, toward the brand.

If product lives up to the consumer's expectation, the attitude most likely will be positive; on the other hand, the attitude can be expected to be somewhat ambivalent or even negative if the brand fails to meet expectations. Once the attitude is formed, the consumer's additional exposure to advertisement serve to reinforce the attitude. In turn, the consumer can be expected to develop a somewhat resolute beliefs. This key belief, which the advertising is directed at influencing. As long as the brand continues to satisfy expectations and a superior brand is not introduced, the consumer may become a brand loyal purchaser of product.



**Figure 2.8 A Hierarchy Model of How Advertising Works**



Source: Advertising, Promotion, and Supplemental: Aspects of Integrated Marketing Communications (Shimp, 1997: p. 226).

## **2.2 Literature to Support Methodology**

The questionnaire is a research instrument used to test the attitude and awareness. The tests that will be applied to this study are the two sample t-test, chi-square test and Kruskal Wallis Test, the researcher uses these tests because the researcher wants to compare the difference between the two groups which are participant and non-participant group. Then the awareness of these groups will be measured as well. After the researcher gets the result, the researcher has to compare the result of both groups and find out the difference, this will include the demographic characteristics.

- **Two sample t-test**

The two sample t-test or independent sample t is to compare the average of one variable of two groups by comparing means. Quester and Thompson (2001) designed the study of the participant and non-participant group by comparing these two groups and they compared the result to find out the different attitude.

- **Chi-square test**

The chi-square statistic is used to test the statistical significance of the observed association in a cross-tabulation. It assists us in determining whether a systematic association exists between two variables (Malhotra, 2002). Quester and Thompson (2001) designed the test of awareness by considering the chi-square test.

- **Kruskal Wallis test**

Depending on the type of demographic data, Kruskal Wallis nonparametric tests were used to test for group differences in demographic composition (La Tour and Rotfeld, 1997). The Kruskal Wallis one-way analysis of variance was selected to identify significant differences among respondents with various demographic characteristics (Jordan, Price and Telljohann, 1998).

### **2.3 Empirical Findings**

**Quester and Thompson (2001)** studied on “*Advertising and Promotion Leverage on Arts Sponsorship Effectiveness*”. In this research, they want to know that “Is sponsorship effective?”. They have participant and non-participant groups to measure the change in attitude to , awareness of three particular sponsors. The result showed that sponsorship effectiveness is related to awareness and attitude.

According to Quester and Thompson (2001), the study was focused on attitude toward sponsorship program and awareness of sponsor by divided the respondent into 2 groups. The awareness of these two groups was changed. The awareness was increased when the Festival finished. People knew who are the sponsors of the Festival after the Festival was ended.

**Moser and Johns (1996)** studied on “*An empirical analysis of consumers’ attitudes toward attorney advertising*”. A study was conducted with the purposes of determining: a. consumers’ attitude toward advertising by attorneys, and b. whether age, occupation, income, education, and/or sex of the consumer accounted for any significant difference in attitude toward attorneys who do advertise. The study used chi-square tests to perform the significance differences between the cross-tabulation. The study also found that opinions were mixed regarding the use of advertising by lawyers as a mean for obtaining useful information. Respondents agrees that advertising helps consumers make more intelligent choices between lawyers, but they did not view advertising as a useful means of informing clients about services and specialties.

**Speed and Thompson (2000)** studied on “*Determinants of Sports Sponsorship Response*”. The study found the effects of consumers’ attitudes about a sports event, their perceptions of sponsor-event fit, and their attitudes about the sponsor on a multidimensional measure of sponsorship response. The results suggest that sponsor-event



fit, perceived sincerity of the sponsor, perceived ubiquity of the sponsor, and attitude toward the sponsor are key factors in generating a favorable response from sponsorship. Liking of the event and perceive status of the event have differing significance depending on how response is measured. Sponsor-event fit also has interaction effects with perceived status of the event and personal interest in the event.

**Javalgi, Traylor, Gross and Lampman** (1994) studied on *“Awareness of sponsorship and corporate image : an empirical investigation”*. The exploratory study suggested that corporate sponsorship can enhance corporate image, but that such an outcome is not automatic. It may occur if the company has a good image before the sponsorship. If awareness of corporate sponsorship has differential effects on certain dimensions of corporate image, the way sponsorship information is processed and the way these dimensions of image are formed should become the focus of future research. The study addressed only on internal antecedent of corporate image-awareness of sponsorship. Furthermore, even two companies whose names were linked with an event were rated differently by persons who were aware of the event.

From the empirical findings, the attitude and awareness are related to sponsorship program because the event or program is a good opportunity for company to show the name instead of using advertisement which seems to be profit seeking while the sponsorship seems to be a non-profit seeking. People will have a different attitude which can be a positive or negative and people will aware of sponsor’s name. Therefore, the relation was clearly observed from this empirical findings which will be benefit to researcher for this study.

There are also the limitations of the empirical findings, some researches like Quester and Thompson (2001) may not suitable for Thai culture because they use a mail

letter as the instrument to study but in Thailand this is may not suitable due to the low response rate and the incentive provided.

Conversely, there are also the good point of the empirical finds and research because they can be the guidelines like Quester and Thompson (2001) which is the researcher's main literature to follow. This can be adapted to the researcher's study because they wrote about the measure of awareness and can be linked to the rest literature that when people have aware toward sponsor then the attitude of like or dislike will be occurred and it leads to the buying behavior but the researcher does not focus on the buying behavior due to the limitation in chapter 1 that the researcher study only in Bangkok area which might generalize to the whole population in Thailand.



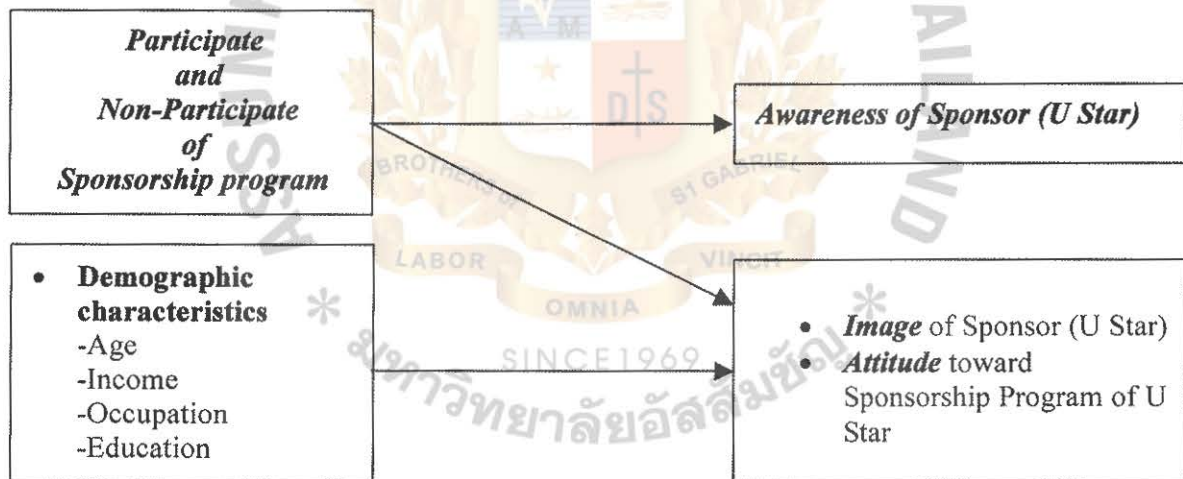
### Chapter 3 : Research Framework

This part will consist of the conceptual framework which contains the independent and dependent variables. Also, this part consists of definition of variables and hypotheses.

#### 3.1 Diagram of Framework

The first part of this chapter is about diagram of framework which can see from Figure 3.1. There are 3 variables in this framework which is divided into independent variable and dependent variable. The independent variable is participation of sponsorship program and the dependent variables are awareness toward sponsor which is U Star and attitude toward sponsorship program

**Figure 3.1 Conceptual Framework**





### **3.2 Definition of the Variables**

- ***Attitude toward sponsorship program*** : Consumer might have the different feeling toward sponsorship program and the feeling will reflect consistently favorable or unfavorable response to the sponsorship program. This factor relates to consumers' support for event and their belief that it presents a high quality of performance (Lee, Myung Soo, Sandler and Shani, 1997).
- ***Awareness toward sponsor*** : The audience know about sponsor by considering that the audience has some change in awareness when attend the program or event sponsorship (Quester and Thompson, 2001).
- ***Demographic characteristics*** : The differences of demographic characteristics indicate the differences of attitude and can measure how favorably consumer perceived advertising by company (Moser and Johns, 1996).
- ***Image of Sponsor*** : Image captures the perception and attitude of company who does the sponsorship. It refers to the impression of particular company (Javalgi, Traylor, Gross and Lampman, 1994).
- ***Participation of sponsorship program*** : People have attended or seen the program or event on TV or inside that particular events. They will be asked about attitude and awareness toward sponsor and sponsorship. This attendance group will be considered as "Participant Group" (Quester and Thompson, 2001).

### **3.3 Hypotheses**

**H1o** : There is no difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.

**H1a** : There is a difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.

**H2o** : There is no difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.

**H2a** : There is a difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.

**H3o** : There is no difference on image of U Star among the age groups.

**H3a** : There is a difference on image of U Star among the age groups.

**H4o** : There is no difference on image of U Star among the income groups.

**H4a** : There is a difference on image of U Star among the income groups.

**H5o** : There is no difference on image of U Star among the occupation groups.

**H5a** : There is a difference on image of U Star among the occupation groups.

**H6o** : There is no difference on image of U Star among the education groups.

**H6a** : There is a difference on image of U Star among the education groups.

**H7o** : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program age groups.

**H7a** : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program age groups.

**H8o** : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program income groups.

**H8a** : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program income groups.

**H9o** : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program occupation groups.

**H9a** : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program occupation groups.

**H10o** : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program education groups.

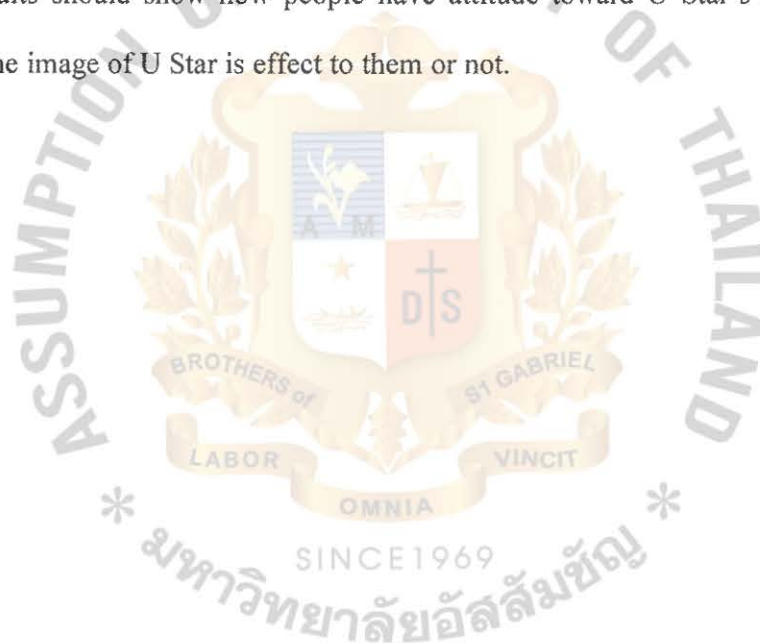
**H10a** : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program education groups.



### **3.4 Expected outcome**

The results that the researcher expects are various. The researcher expects that the differences should be occurred among each demographic factor like age, income, occupation and education (Moser and Johns, 1996). In each level in the demographic factor, it should be different in tem of attitude toward the sponsor and sponsorship program. Also, the respondents who see the program should aware and know who is the sponsor of the program (Quester and Thompson, 2001). Also, the image of the sponsor is the important factor that people will like the company which sponsorship can help company to enhance corporate image (Javalgi, Traylor, Gross and Lampman, 1994).

The results should show how people have attitude toward U Star's sponsorship programs and the image of U Star is effect to them or not.



## **Chapter 4 : Research Methodology**

This chapter will show the research methodology, there are 4 parts in this chapter which composed of data source, data collection, data measurement and data analysis. This chapter will include the detail of operationalization of variables, questionnaire design, analyze data and other detail that related to research methodology.

### **4.1 Data Source**

In this study, the data will be collected by quantitative research and using both primary data.

- **Primary data** : The data will be collected by questionnaire survey. The researcher will distribute the questionnaire to the sample of respondents which are divided into non-participant group and participant group.
- **Interview** : The data of U Star was gained by personal interview with U Star merchandise manager.

#### **4.1.1 Target Population**

The researcher divides target population into 2 group :

- **Non-participant group** : The respondent will be a group of people who do not participate in the sponsorship program of U STAR.
- **Participant group** : The respondent will be the group of people who participate in the sponsorship program of U STAR.

The respondents are :

- Women
- Age : over 20 years old
- Participant or Non-Participant in any programs as follow :
  - Game show *"Game Pan Naa"*(Ch. 7: shows on every Sunday at 11:15 – 1:15 pm.)
  - Entertainment program *"Thewada Saranae"*(Ch. 3: shows on every Saturday afternoon at 3:30-4:30 pm.)
  - Game show *"Ruk Marathon"* (Ch. 5: shows on every Sunday at 11:00 – 12:00 am.)

#### **4.1.2 Sampling Procedure**

In this study, the researcher decides to use nonprobability sampling because it is the best suite for the study's purpose (Zikmund, 1997). Furthermore, the convenience sampling and quota sampling was developed to the study because convenience sampling can obtain a large number of completed questionnaires quickly and economically (Zikmund, 1997) which is matched to the limitation. The researcher has to use quota sampling due to the non-participant and participant group test that the researcher has separate them into an equal number.

To get the better result, the researcher decides to test the different of attitude and awareness of both non-participant and participant group but the researcher will use the different statistical testing method of these two which will show later in the section of data analysis.



**Sample size** refers to the number of elements to be included in the study (Malhotra, 2000). The researcher will distribute the questionnaire totally 150 sets to office women and university student.

The researcher will divide the respondent into non-participant and participant group by using quota sampling. Each group will get 75 set of questionnaire and the collecting method will be the same for the both group.

The sample size to be studied is 150 respondents which the researcher refers from the Marketing Research Table which can be seen from Table 4.1.

**Table 4.1 Sample Sizes Used in Marketing Research Studies**

Type of Study	Minimum Size	Typical Range
Problem identification research (e.g., market potential)	500	1,000-2,500
Problem solving research (e.g., pricing)	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500
TV/radio/print advertising (per commercial or ad tested)	150	200-300
Test market audits	10 stores	10-20stores
Focus groups	6 groups	10-15 groups

Source : Marketing Research : An Applied Orientation (Malhotra, 2000 : p.332).

## 4.2 Data Collection

The procedure to collect the data is convenience sampling. The respondents will be divided into quota which is 75 respondent is a participant of sponsorship program and 75 respondent is non-participant of sponsorship program by using questionnaire to screen them into these group. The researcher will distribute the questionnaire during August 6-26, 2003 and the researcher will distribute the questionnaires during the lunch time because they have to go out from their office and the researcher will get the respondents who come from several offices.

The researcher will distribute the questionnaire to the respondents by going to the office areas and university which are Silom road, Abdulrahim building, All seasons place and Assumption University. Table 4.2 shows the number of questionnaire distribute and the areas of distribute. Therefore, totally 150 sets of questionnaire will be distribute to both office workers and university students but the researcher focuses more on office workers then 130 sets of questionnaire will be distributed to office workers and only 20 sets of questionnaire will be distribute to the university students. The respondents will have chance to ask the the questions if they do not understand the questions.

**Table 4.2 Data Collection**

Areas of Distributing	Number of Questionnaire Distribute
Silom Road Area	50
Abdulrahim Building Area	30
All Seasons Place Area	50
Assumption University	20
Total	150

#### 4.2.1 Questionnaire

Research instrument that use in this study is a self-administered questionnaire. The questionnaire was composed of 3 parts which is composed of 21 questions and each part will contain as follow:

- **Part I**: This part is to know the awareness toward sponsor which is U Star and the researcher will screen the respondent to participant and non-participant group. There are 2 questions in this part and the researcher uses the nominal scale.

- **Part II** : This part is divided into 2 section, the first section is to test the attitude of corporate image or the image of U Star and the second part is to test the attitude toward U Star's sponsorship program. There are 11 questions in this part and the researcher use nominal scale and ordinal scale.
- **Part III** : This part is a personal data which composes of 4 questions.

Before the distribution of the questionnaire, the researcher will do the questionnaire pretesting by distributing 30 set of questionnaire in order to find out the error and test reliability. The error and mistake will be corrected to avoid the bias and distortion which will be shown in 4.3.2.

#### **4.3 Data Measurement**

##### **4.3.1 Operationalization of Variables**

In order to measure the data, the researcher sets the concept along with the scale of measurement. The measurement in this study, the researcher uses 2 scales of measurement which are nominal and interval. They are applicable to the study because the researcher has to compare the result of 2 groups.

**Table 4.3 Operationalize Table**

Variables	Variable Definition	Level of Measurement	Question Number
Participation of sponsorship program	People have attended or seen the program or event on TV or inside that particular events. They will be asked about attitude and awareness toward sponsor and sponsorship. This attendance group will be considered as "Participant Group" (Quester and Thompson,2001).	Nominal	1



Variables	Variable Definition	Level of Measurement	Question Number
Awareness toward sponsor	The audience know about sponsor by considering that the audience has some change in awareness when attend the program or event sponsorship (Quester and Thompson ,2001).	Nominal	2-3
Attitude toward sponsorship	Consumer might have the different feeling toward sponsorship program and the feeling will reflect consistently favorable or unfavorable response to the sponsorship program. This factor relates to consumers' support for event and their belief that it presents a high quality of performance (Lee, Myung-Soo and Sandler and Shani, 1997).	Interval	10-13
Image of Sponsor	Image captures the perception and attitude of company who does the sponsorship. It refers to the impression of particular company (Javalgi, Traylor, Gross and Lampman, 1994).	Interval	4-8
Demographic Characteristics	The differences of demographic characteristics indicate the differences of attitude and can measure how favorably consumer perceived advertising by company (Moser and Johns, 1996).	Nominal and Ratio	Personal Data 1-4

#### 4.3.2 Pretest

A pretest was conducted to test the reliability of the questionnaire which is the research instrument. The pretest period was during July 29-31, 2003 at Silom area. The 30 respondents were randomly distributed the questionnaire and asked to fill in the questionnaire. During the pretest process, the researcher found out the some of the

respondent do not recognize the U Star name and do not know what is the product of U Star. The result of the reliability test shows in table 4.4

**Table 4.4 Reliability Test**

Variable	Alpha
Image of Sponsor	.7837
Attitude toward sponsorship program	.7852

**4.4 Data Analysis**

To analyze the data, the researcher will use 3 statistical testing methods which are sample two t-tests and chi-square test.

- Two sample t-test is to find out the difference of 2 groups of study *but*
- Chi-square test is to find the different awareness between 2 groups of respondents *and*
- Kruskal Wallis is to test the differences among demographic characteristics

Also, the researcher will use SPSS (Statistical Package for Social Science) to summarize the data that will be collected and interpret them into the suitable format.

**4.4.1 Two sample t-test (Independent sample t)**

The independent-sample t test procedure compares the means of one variable for two group of cases. Descriptive statistics for each group and Levene’s test for equality of variances are provided, as well as both equal- and unequal- variance t value and a 95% confidence interval for the difference in means. The subject should be randomly assigned to two groups, so that any difference in response is due to the treatment (or lack of treatment) and not to other factor (SPSS, 1999).

To interpret this data, the researcher uses 0.05 level of significant, If significant level is less than 0.05, the null hypothesis would be rejected and there is difference between independent and dependent variables.

#### **4.4.2 Chi-square test** (Test for Goodness of Fit)

The chi-square test tabulates a variable into categories and computes a chi-square statistic based on the differences between observed and expected frequencies. This goodness-of-fit test compares the observed and expected frequencies in each categories to test either that all categories contain the same proportion of values or that each category contains a user-specified proportion of values (SPSS, 1999).

To interpret the data, the researcher uses 0.05 level of significant, the decision rule is that if p value is less than 0.05, the null hypothesis would be rejected and there is significant difference in the groups' distributions across categories. But if p value is greater than 0.05, the null hypothesis would be accepted and there is no significant difference in the groups' distributions across categories.

#### **4.4.3 Kruskal Wallis**

Kruskal Wallis test will be applied when k population means are equal. Analysis of Variance (ANOVA) is a data analysis technique for examining the significance of the factors (=independent variables) in a multi-factor model. The one factor model can be thought of as a generalization of the two sample t-test. That is, the two sample t-test is a test of the hypothesis that two population means are equal. The one factor ANOVA tests the hypothesis that k population means equal. The Kruskal Wallis test can be applied in the one factor ANOVA case. It is a non-parametric test for the situation where the ANOVA



normality assumptions may not apply (National Institute of Standards and Technology, 2003).

To interpret the data, the researcher used Kruskal Wallis test to measure the difference between independent variables and dependent variables. By using 0.05 level of significant, the decision rule is that if p value is less than 0.05, the null hypothesis would be rejected and there is a significant difference between independent variables and dependent variable. But if p value is greater than 0.05, the null hypothesis would be accepted and there is no significant difference between independent variables and dependent variable.

Each hypothesis should have a test methodology that can apply to it. Therefore, the researcher will use 3 test methodologies which described in section 4.5 to apply to each hypothesis.

The hypotheses and the test are as in Table 4.5 which will show the hypotheses as well as the data analysis for each hypothesis.

Therefore, the hypothesis testing will have 3 statistical methods to be used. The researcher will collect the data as explain in the recent part of this chapter. The data that will be received, it would be interpreted in the next chapter and related to the recommendation part.

**Table 4.5 Hypotheses Table**

<b>Hypotheses</b>	<b>Test</b>
<p><b>H1o</b> : There is no difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.</p> <p><b>H1a</b> : There is a difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.</p>	<b>Chi-square test</b>
<p><b>H2o</b> : There is no difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.</p> <p><b>H2a</b> : There is a difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.</p>	<b>Independence sample t-test</b>
<p><b>H3o</b> : There is no difference on image of U Star among the age groups.</p> <p><b>H3a</b> : There is a difference on image of U Star among the age groups.</p>	<b>Kruskal Wallis Test</b>
<p><b>H4o</b> : There is no difference on image of U Star among the income groups.</p> <p><b>H4a</b> : There is a difference on image of U Star among the income groups.</p>	<b>Kruskal Wallis Test</b>

Hypotheses	Test
<p><b>H5o</b> : There is no difference on image of U Star among the occupation groups.</p> <p><b>H5a</b> : There is a difference on image of U Star among the occupation groups.</p>	<p><b>Kruskal Wallis Test</b></p>
<p><b>H6o</b> : There is no difference of image of U Star among the education groups.</p> <p><b>H6a</b> : There is a difference of image of U Star among the education groups.</p>	<p><b>Kruskal Wallis Test</b></p>
<p><b>H7o</b> : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program age groups.</p> <p><b>H7a</b> : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program age groups.</p>	<p><b>Kruskal Wallis Test</b></p>
<p><b>H8o</b> : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program income groups.</p> <p><b>H8a</b> : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program income groups.</p>	<p><b>Kruskal Wallis Test</b></p>



Hypotheses	Test
<p><b>H9o</b> : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program occupation groups.</p> <p><b>H9a</b> : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program occupation groups.</p>	<p><b>Kruskal Wallis Test</b></p>
<p><b>H10o</b> : There is no difference of attitude toward U Star's sponsorship program among the participant of sponsorship program education groups.</p> <p><b>H10a</b> : There is a difference of attitude toward U Star's sponsorship program among the participant of sponsorship program education groups.</p>	<p><b>Kruskal Wallis Test</b></p>

## **Chapter 5 : Data Analysis**

In this chapter, the researcher will show the result that gathered during the past period of time. For the study on awareness of sponsor, attitude toward sponsor's image and sponsor's program, the researcher collected the primary data by distributing 150 sets of questionnaires. Data was collected during August 6-26, 2003 at the selected areas which are described in chapter 4.

Before entering the hypothesis testing part, the researcher will show the demographic characteristics data in the descriptive form to compare the different characteristics of demographic factor and compare the demographic between the group of participant and non-participant of the sponsorship program of U Star because in the study the demographic characteristics is a variable that indicates the differences among the groups and it can help company to see clearly how consumer in each level think of the image of company as well as the program provided by U Star.

**5.1 Demographic Characteristics of Respondent**

The demographic characteristics of respondent were divided into 2 groups which are participant of the sponsorship program of U Star and non-participant of the sponsorship program of U Star. The comparisons between these 2 groups are as the following tables.

**Table 5.1 Respondent Age Group**

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	75	50.0	50.0	50.0
	26-30	42	28.0	28.0	78.0
	31-35	23	15.3	15.3	93.3
	Above 35	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

**Have you seen any of these program? \* Age Crosstabulation**

			Age				Total
			20-25	26-30	31-35	Above 35	
Have you seen any of these program?	yes	Count	39	21	9	6	75
		% of Total	26.0%	14.0%	6.0%	4.0%	50.0%
	no	Count	36	21	14	4	75
		% of Total	24.0%	14.0%	9.3%	2.7%	50.0%
Total	Count		75	42	23	10	150
	% of Total		50.0%	28.0%	15.3%	6.7%	100.0%

Table 5.1 shows that 50% of respondent has age between 20-25 years old which separate to 26% is the participant group and 24% is non-participant group, 28% of respondent has age between 26-30 years old. This age group of respondent is match to the target group of this study. They will give the opinion in the direction that gets along to the study.



**Table 5.2 Respondent Income Group**

		Monthly Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 10,000	38	25.3	25.3	25.3
	10,000-20,000	75	50.0	50.0	75.3
	20,001-30,000	22	14.7	14.7	90.0
	More Than 30,000	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

**Have you seen any of these program? \* Monthly Income Crosstabulation**

			Monthly Income				Total
			Less Than 10,000	10,000-20,000	20,001-30,000	More Than 30,000	
Have you seen any of these program?	yes	Count	25	34	13	3	75
		% of Total	16.7%	22.7%	8.7%	2.0%	50.0%
	no	Count	13	41	9	12	75
		% of Total	8.7%	27.3%	6.0%	8.0%	50.0%
Total	Count		38	75	22	15	150
	% of Total		25.3%	50.0%	14.7%	10.0%	100.0%

Table 5.2 shows that 50% of respondent has income between 10,000-20,000 baht per month which divided into 22.7% is the participant group and 27.3% is the non-participant group. The 25.3% of respondent has income less than 10,000 baht per month. This range of income is match to this study because each group should have different opinions.

**Table 5.3 Respondent Occupation Group**

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee-Private	125	83.3	83.3	83.3
	Employee-Government	2	1.3	1.3	84.7
	Employee-State Enterprise	3	2.0	2.0	86.7
	Other-Student	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

**Have you seen any of these program? \* Occupation Crosstabulation**

			Occupation				Total
			Employee -Private	Employee-G overnment	Employee-Sta te Enterprise	Other-Stu dent	
Have you seen any of these program?	yes	Count	58	0	2	15	75
		% of Total	38.7%	.0%	1.3%	10.0%	50.0%
	no	Count	67	2	1	5	75
		% of Total	44.7%	1.3%	.7%	3.3%	50.0%
Total		Count	125	2	3	20	150
		% of Total	83.3%	1.3%	2.0%	13.3%	100.0%

Table 5.3 shows that 83.3% of respondent is an employee of private sector and the rest is an employee of Government and State Enterprise which divided into 38.7% is the participant group and 44.7% is the non-participant group. 13.3% of the respondent is a student from Assumption University.

**Table 5.4 Respondent Education Group**

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	7	4.7	4.7	4.7
	Bachelor Degree	115	76.7	76.7	81.3
	Master Degree	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

**Have you seen any of these program? \* Education Crosstabulation**

			Education			Total
			High School	Bachelor Degree	Master Degree	
Have you seen any of these program?	yes	Count	4	62	9	75
		% of Total	2.7%	41.3%	6.0%	50.0%
	no	Count	3	53	19	75
		% of Total	2.0%	35.3%	12.7%	50.0%
Total		Count	7	115	28	150
		% of Total	4.7%	76.7%	18.7%	100.0%

Table 5.4 shows that 76.7% of respondent is in the bachelor degree of education which divided into 41.3% is the participant group and 35.3% is the non-participant group. They should understand the idea of the study and they are in the target of U Star because they have to work in the office and study in the senior year of study.

### 5.2 The Program Participation of the Respondent

The participation of the program is related to this study because the researcher can compare the awareness between the groups that are participant and non-participant. The following table shows the number of participant of each program.

**Table 5.5 Table of Sponsorship Program Participation**

Have you seen any of these program?				
		Frequency	Percent	Cumulative Percent
Valid	yes	75	50.0	50.0
	no	75	50.0	100.0
	Total	150	100.0	

Table 5.5 shows the number of participant of program. Since, the researcher divides the respondent into the quota sampling, so, each group will the same number of respondent which 50% is participant group and 50% is non-participant group.



**Table 5.6 List of the Sponsorship Program Table**

**Game Pan Naa**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	62	41.3	41.3	41.3
no	88	58.7	58.7	100.0
Total	150	100.0	100.0	

**Thewada Saranae**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	55	36.7	36.7	36.7
no	95	63.3	63.3	100.0
Total	150	100.0	100.0	

**Ruk Marathon**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	35	23.3	23.3	23.3
no	115	76.7	76.7	100.0
Total	150	100.0	100.0	

Table 5.6 shows the number of participant of program “Game Pan Naa”, “Thewada Saranae” and “Ruk Marathon”. From the table, 41.3% of respondent have seen Game Pan Naa, 36.7% have seen Thewada Saranae and 23.3% have seen Ruk Marathon. In this question, the respondents can answer more than one choice, so, some respondents may answer more than one program. This can create the unequal number of each program that seen by the respondent. The total count is 75 respondents who see the program whether the respondent see only one program, 2 programs or all of the program, they also count as 1 for this question.

The program “Game Pan Naa” is the program that most of the respondents have seen because this program is the entertainment program that provides the comedy show. The entire program was offered the chance to the people to join the program by applying to the program and people could join it. The reward will be given to the people rather than

actor or actress. People who join the program, at least, get some money or gift that offered from the sponsor. They also have chance to be on TV and show their abilities in order to win the games.

**5.3 Hypothesis Testing Result**

The purpose of hypothesis testing is to determine which of the two hypothesis is correct (Zikmund, 1997). In this study, there are 10 hypotheses to be tested. The testing methodologies that can apply to the test are chi-square test, two sample t-test and Kruskal Wallis test. If the significant value is less than the selected level of significant which is 0.05, the null hypothesis will be rejected, conversely, the null hypothesis will be accepted.

Table 5.7 shows the summary of the hypotheses and the statistical test that applied to get the result. The chi-square test is to test the difference of more than two group of population which applied to test the awareness of sponsor, two-sample t-test was applied to test the difference of image of sponsor and Kruskal Wallis test was applied to test the demographic characteristics to the image of sponsor and attitude toward sponsorship program of U Star. The selected level of significance is 0.05. The result of each hypothesis is shown in the following parts:

**Table 5.7 Summary of Statistical Methodology**

Hypotheses	Statistical Test	Level of Significance
H1o	Chi-Square Test	0.05
H2o	Two Sample T-Test	0.05
H3o – H10o	Kruskal Wallis Test	0.05

**H1o** : There is no difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.

**H1a** : There is a difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.

**Table 5.8 The Chi-Square Test of Awareness (Game Pan Naa)**

			Crosstab			
			Who is the sponsor of Game Pan Naa?			Total
			U Star	Avon, Giffarine, Mistine	Cannot remember/ Don't Know	
Have you seen any of these program?	yes	Count	31	7	37	75
		Expected Count	23.5	10.0	41.5	75.0
	no	Count	16	13	46	75
		Expected Count	23.5	10.0	41.5	75.0
Total	Count		47	20	83	150
	Expected Count		47.0	20.0	83.0	150.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.563 <sup>a</sup>	2	.023
Likelihood Ratio	7.678	2	.022
Linear-by-Linear Association	4.715	1	.030
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.00.

Table 5.8 shows that the significant level is .023 which is less than .05. Therefore, the Ho was rejected, it means that there is a difference between participant of sponsorship program and non-participant of sponsorship program in the Game Pan Naa program. Also, the participant group aware of U Star when they were asked about the sponsor but non-participant group aware of other brands and does not know who is the sponsor of the program.



**Table 5.9 The Chi-Square Test of Awareness (Thewada Saranae)**

**Crosstab**

			Who is the sponsor of Thewada Saranae?			
			U Star	Avon, Giffarine, Mistine	Cannot remember/ Don't Know	
Have you seen any of these program?	yes	Count	29	11	35	75
		Expected Count	20.0	14.0	41.0	75.0
	no	Count	11	17	47	75
		Expected Count	20.0	14.0	41.0	75.0
Total		Count	40	28	82	150
		Expected Count	40.0	28.0	82.0	150.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.142 <sup>a</sup>	2	.004
Likelihood Ratio	11.456	2	.003
Linear-by-Linear Association	8.110	1	.004
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.00.

Table 5.9 shows that the significant level is .004 which is less than .05. Therefore, the  $H_0$  was rejected, it means that there is a difference between participant of sponsorship program and non-participant of sponsorship program of sponsorship program in the Thewada Saranae program. Also, the participant group aware of U Star when they were asked about the sponsor but non-participant group aware of other brands and does not know who is the sponsor of the program.

**Table 5.10 The Chi-Square Test of Awareness (Ruk Marathon)**

Crosstab

			Who is the sponsor of Ruk Marathon?			Total
			U Star	Avon, Giffarine, Mistine	Cannot remember/ Don't Know	
Have you seen any of these program?	yes	Count	25	6	44	75
		Expected Count	16.5	12.5	46.0	75.0
	no	Count	8	19	48	75
		Expected Count	16.5	12.5	46.0	75.0
Total		Count	33	25	92	150
		Expected Count	33.0	25.0	92.0	150.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.691 <sup>a</sup>	2	.000
Likelihood Ratio	16.470	2	.000
Linear-by-Linear Association	4.303	1	.038
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.50.

Table 5.10 shows that the significant level is .000 which is less than .05. Therefore, the  $H_0$  was rejected, it means that there is a difference between participant of sponsorship program and non-participant of sponsorship program of sponsorship program in the Ruk Marathon program. Also, the participant group aware of U Star when they were asked about the sponsor but non-participant group is not.

According to these three tables, the significant value are .023, .004 and .000 respectively. Therefore, the null hypothesis was rejected due to the significant is less than .05. It means that there is a difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.

**H2o** : There is no difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.

**H2a** : There is a difference on image of U Star between participant of sponsorship program and non-participant of sponsorship program.

**Table 5.11 The Two Sample T-Test on Sponsor Image**

Group Statistics										
Have you seen any of these program?		N	Mean	Std. Deviation	Std. Error Mean					
IMAGE	yes	71	3.1803	.50839	.06034					
	no	52	3.1000	.49229	.06827					

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
IMAGE	Equal variances assumed	.008	.930	.877	121	.382	.0803	.09157	-.1010	.2616
	Equal variances not assumed			.881	112.0	.380	.0803	.09111	-.1002	.2608

According to this table, the significant value are .382. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that there is no difference attitude toward image of U Star between participant of sponsorship program and non-participant of sponsorship program.



**H3o** : There is no difference on image of U Star among the age groups.

**H3a** : There is a difference on image of U Star among the age groups.

**Table 5.12** Kruskal-Wallis Test of Attitude (Image and Age Group)

**Test Statistics<sup>a,b</sup>**

	IMAGE
Chi-Square	1.103
df	3
Asymp. Sig.	.776

a. Kruskal Wallis Test

b. Grouping Variable: Age

Table 5.12 shows that the significant value are .776 which more than .05 level of significant, therefore, the null hypothesis was accepted. It means that there is no difference of attitude toward image of U Star among the age groups.

**H4o** : There is no difference on image of U Star among the income groups.

**H4a** : There is a difference on image of U Star among the income groups.

**Table 5.13** Kruskal-Wallis Test of Attitude (Image and Income Group)

**Ranks**

	Monthly Income	N	Mean Rank
IMAGE	Less Than 10,000	36	68.10
	10,000-20,000	57	66.73
	20,001-30,000	18	47.33
	More Than 30,000	12	43.25
	Total	123	

**Test Statistics<sup>a,b</sup>**

	IMAGE
Chi-Square	8.675
df	3
Asymp. Sig.	.034

a. Kruskal Wallis Test

b. Grouping Variable: Monthly Income

According to table 5.13, the significant value are .034. Therefore, the null hypothesis was rejected due to the significant is less than .05. It means that there is a difference of attitude toward image of U Star among the income groups. From table 5.13, the income less than 10,000 group have good attitude toward image of U Star.

**H5o** : There is no difference on image of U Star among the occupation groups.

**H5a** : There is a difference on image of U Star among the occupation groups.

**Table 5.14** Kruskal-Wallis Test of Attitude (Image and Occupation Group)

**Test Statistics<sup>a,b</sup>**

	IMAGE
Chi-Square	1.167
df	3
Asymp. Sig.	.761

- a. Kruskal Wallis Test
- b. Grouping Variable: Occupation

According to table 5.14, the significant value are .761. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that there is no difference of attitude toward image of U Star among the occupation groups.

**H6o** : There is no difference on image of U Star among the education groups.

**H6a** : There is a difference on image of U Star among the education groups.

**Table 5.15** Kruskal-Wallis Test of Attitude (Image and Education Group)

**Test Statistics<sup>a,b</sup>**

	IMAGE
Chi-Square	.451
df	1
Asymp. Sig.	.502

- a. Kruskal Wallis Test
- b. Grouping Variable: Education

According to the table 5.15, the significant value are .502. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that there is no difference of attitude toward image of U Star among the education groups.

**H7o** : There is no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program age groups.

**H7a** : There is a difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program age groups.

**Table 5.16** Kruskal-Wallis Test of Attitude  
(Sponsorship Program and Age Group)

Test Statistics <sup>a, b</sup>				
	I think the image of the program and the image of the sponsor is similar	I think the sponsor and program fit together well	It makes sense to me that this company sponsors these programss	I like the programs that sponsored by U Star
Chi-Square	.882	3.148	3.255	5.230
df	3	3	3	3
Asymp. Sig.	.830	.369	.354	.156

- a. Kruskal Wallis Test
- b. Grouping Variable: Age

According to this table, all of the significant value are .830, .369, .354 and .156. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program age groups.



**H8o** : There is no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program income groups.

**H8a** : There is a difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program income groups.

**Table 5.17** Kruskal-Wallis Test of Attitude  
(Sponsorship Program and Income Group)

Test Statistics <sup>a,b</sup>				
	I think the image of the program and the image of the sponsor is similar	I think the sponsor and program fit together well	It makes sense to me that this company sponsors these programss	I like the programs that sponsored by U Star
Chi-Square	2.497	1.637	.174	6.081
df	3	3	3	3
Asymp. Sig.	.476	.651	.982	.108

- a. Kruskal Wallis Test
- b. Grouping Variable: Monthly Income

According to this table, all of the significant value are .476, .651, .982 and .108. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program income groups.

**H9o** : There is no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program occupation groups.

**H9a** : There is no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program occupation groups.

**Table 5.18** Kruskal-Wallis Test of Attitude  
(Sponsorship Program and Occupation Group)

Test Statistics <sup>a,b</sup>				
	I think the image of the program and the image of the sponsor is similar	I think the sponsor and program fit together well	It makes sense to me that this company sponsors these programss	I like the programs that sponsored by U Star
Chi-Square	.145	1.819	.829	.059
df	2	2	2	2
Asymp. Sig.	.930	.403	.661	.971

a. Kruskal Wallis Test  
b. Grouping Variable: Occupation

According to this table, all of the significant value are .930, .403, .661 and .971. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program occupation group groups.

**H10o** : There is no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program education groups.

**H10a** : There is a difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program education groups.

**Table 5.19** Kruskal-Wallis Test of Attitude  
(Sponsorship Program and Education Group)

Test Statistics <sup>a,b</sup>				
	I think the image of the program and the image of the sponsor is similar	I think the sponsor and program fit together well	It makes sense to me that this company sponsors these programss	I like the programs that sponsored by U Star
Chi-Square	.931	.962	.806	.724
df	1	1	1	1
Asymp. Sig.	.335	.327	.369	.395

a. Kruskal Wallis Test

b. Grouping Variable: Education

According to this table, all of the significant value are .335, .327, .369 and .395. Therefore, the null hypothesis was accepted due to the significant is more than .05. It means that no difference of attitude toward U Star’s sponsorship program among the participant of sponsorship program education groups.



#### 5.4 Summary of Hypothesis Testing Results

The table 5.20 shows the summary of the hypothesis testing result which the result shows that there are 2 hypothesis testing were reject due to the significant level is less than the selected level or .05 level of significant.

**Table 5.20 Summary of Hypothesis Testing Results**

Hypothesis	Statistics Technique	Significant Value (2-tailed)	Result
Hypothesis 1	Chi-Square	.023	Reject Ho
		.004	Reject Ho
		.000	Reject Ho
Hypothesis 2	Two Sample T-Test	.382	Accept Ho
Hypothesis 3	Kruskal-Wallis Test	.776	Accept Ho
Hypothesis 4	Kruskal-Wallis Test	.034	Reject Ho
Hypothesis 5	Kruskal-Wallis Test	.761	Accept Ho
Hypothesis 6	Kruskal-Wallis Test	.502	Accept Ho
Hypothesis 7	Kruskal-Wallis Test	.830	Accept Ho
		.369	Accept Ho
		.354	Accept Ho
		.156	Accept Ho
Hypothesis 8	Kruskal-Wallis Test	.476	Accept Ho
		.651	Accept Ho
		.982	Accept Ho
		.108	Accept Ho
Hypothesis 9	Kruskal-Wallis Test	.930	Accept Ho
		.403	Accept Ho
		.661	Accept Ho
		.971	Accept Ho
Hypothesis 10	Kruskal-Wallis Test	.335	Accept Ho
		.327	Accept Ho
		.369	Accept Ho
		.395	Accept Ho

From hypothesis testing result, it shows two points of important opinion, *first*, people do not aware who is the sponsorship program especially the non-participant group because they did not see the program and they recognize the other brands rather than U Star but the participant group know who is the sponsor of the program but some of them cannot remember the sponsor of the program. This situation may occur because U Star just entered the market and consumers do not know as well as recognize the name. It also

happen because U Star may have not widely promote the name of the company and product (Quester and Thompson, 2001). **Second**, the image of U Star was perceived as favorable on the low-income group of respondent who has income less than 10,000 baht per month which can see from the fourth hypothesis. It can explain that U Star has good image for the low-income people. The corporate image was liked to the presenter as well as the program that company have done (Javalgi, et al., 1994). These two points will be discussed later in the next chapter which is related to conclusion and recommendation parts.



## **Chapter 6 : Conclusion and Recommendation**

In this chapter, the researcher will summarize the findings and hypothesis testing results. It will be included the conclusion, recommendation provided for company and the future suggestion for other interesting researcher.

### **6.1 Summary of Findings**

This research was conducted to study the awareness of sponsor, attitude toward image of U Star and sponsorship program of U Star by studying from 150 women who work in the office and study in the senior year of the university. The variables that were added to the research in order to study clearly on attitude are demographic characteristics.

The total respondent is 150 women who age over 20 years old which was shown in a table 5.1. The majority of age group of respondent is between 20-25 years old that is 50% of the respondent. The income level is 10,000 – 20,000 baht per month that is 50% of the respondent. The occupation of the respondent is employee under private sector that is 83.3 %. They graduated in the bachelor degree level that is 76.7%.

The respondents who have seen the sponsorship program of U Star is 50% of total respondent that is 75 women. The selected programs are Game Pan Naa, Thewada Saranae and Ruk Marathon. The program that most of the respondents have seen is Game Pan Naa that is 41.3% if compare to the other programs.



The data collected from chapter 5 which can answer the research objectives are summarized as follow :-

- Both groups of respondent which are participant and non-participant have different awareness of sponsor that is U Star. The participant group has awareness of sponsor of the program but the non-participant group does not have awareness about the sponsor. Therefore, there is a different awareness between the 2 groups of respondent. The non-participant group does not know who is the sponsor of the program and they list the other brand like Avon, Mistine and Giffarine except U Star which can see from table 5.8, 5.9 and 5.10.
- The program itself does not create a different image between these 2 groups and all the respondent have no idea on image of U Star but it is going to the positive trend which can see from table 5.11.
- The demographic characteristic were applied to study the difference on image of U Star and the result shows that one demographic characteristic that was different is income level which can see from table 5.13. The respondents who have income less than 10,000 baht per month think in the positive way of U Star image. The rest of the demographic characteristics have the same idea on image of U Star.
- The participant group of respondent was applied to the demographic characteristic in order to study the different attitude toward the sponsorship program of U Star and all the result shows that there is no difference among the demographic characteristics which can seen from table 5.16, 5.17, 5.18 and 5.19.

## **6.2 Conclusion**

The purpose of this research is to study the sponsorship issue which include awareness of sponsor, attitude toward sponsor's image and attitude toward sponsor's program. The researcher decides to apply this research into the case of U Star, a new direct sales of cosmetic in Thailand. This research will study the awareness of the people as well as attitude toward the sponsorship issue. The demographic characteristics were added to see the differences among the characteristics, so, the researcher will know how do they different among themselves.

The respondent that the researcher chooses in this study is the target group of U Star that is women who age over 20 years old, work in the office and study in the senior year in the university. The data was collected in several places like Silom area, All Seasons Place area, Abdulrahim Building area and Assumption University during August 6 – 26, 2003, the total respondent is 150 women. The respondent was divided into 2 group which are participant (who participate the sponsorship program of U Star) and non-participant (who do not participate the sponsorship program of U Star). The convenience sampling was developed and the statistical methodologies that were used are chi-square test (test for goodness of fit), two sample t-test and Kruskal Wallis test.

The result shows that the participant and non-participant group are aware of the sponsor. The participant group knows who is the sponsor of the program but some of them do not know and cannot remember the sponsor of the program. For non-participant who do not know and cannot remember who is the sponsor of the program at all but the researcher let them guess on the sponsor, the sponsor that they think of are other brands not U Star for example Mistine, Avon and Giffarine. The image of U Star, both groups have indifference that U Star's image is in the middle range or they think nothing. For the differences among demographic characteristics, most of them are the same just only one characteristic

compares to the image of U Star that is income level. The different income levels create the difference on image of U Star which means that the low income group perceive good image of U Star but high income group perceive low image of U Star. The rest are all the same which means that there are no difference for any demographic characteristics. The attitude toward sponsorship program is another variable that was studied and the respondents answer that sponsorship program of U Star is suitable for the product because the sponsorship program of U Star can go along with the product itself. When the demographic characteristics were added to find the differences, the result shows that there is no difference among all the groups.

### **6.3 Recommendation**

The data collected from the last chapter, the researcher found that the image of U Star was perceived well in the eye of low income group of respondent, this was probably occurred because many reasons. The people who participate the TV program of U Star can recognize U Star's name but people who do not participate the program cannot remember or recognize the name of U Star. The research tried to aid them the industry and advertising but the brand that they think of is Mistine and Avon. The people cannot recognize U Star probably because U Star is new to the market while the other brands have stayed in the market for a long time.

Table 6.1 shows the summary of the findings and recommendation that provided by the researcher. There are 2 points of recommendation which come from the findings result that were interesting and company should not look over.



**Table 6.1 Summary of Recommendations**

Findings	Recommendations
There is a difference of awareness of sponsor (U Star) between participant of sponsorship program and non-participant of sponsorship program.	Some groups of people do not aware of the name of U Star. <ul style="list-style-type: none"><li>• Increase the promotion plan of U Star</li></ul>
There is a difference of attitude toward image of U Star among the income groups.	The low income group of people perceive well of U Star image. <ul style="list-style-type: none"><li>• Presenter strategy</li><li>• Promote the level of the product</li></ul>

• ***Increase the promotion plan of U Star***

From the hypothesis that related to the awareness, people have awareness of U Star name, especially participant group but the non-participant does not aware. This situation occurred because they do not participate in the program and U Star name is not in their mind. In order to increase brand awareness to the audience, the more media coverage is the wider reach to audience. Nowadays, many companies promote their product to various media like TV, printed media, outdoor, radio and internet advertising. This will help company to reach the audience. Furthermore, the event marketing was developed to show the product and give a chance to consumers to test the product.

In the case of U Star, the researcher would like to recommend company to do as follow:

- Make up training event

U Star should create the make up training course or competition event in order to promote the product to consumers that are ordinary consumers who like to make up and make up artists. This will help company show how good and effective of the product. It gives a chance for people know about the product detail, ingredient and show the variety of product that consumers have choice to choose. This can increase the number of member as well as sales.

- Sponsor more on TV programs

From the observation of the researcher, U Star does not sponsor many programs like other brands which stay in the introduction stage. U Star should sponsor more of the program during the prime-time period because the target group of U Star will come back from their work and see the program. The programs during the weekend are also important because the weekend, people will stay at home and watch TV. Personal liking for the programs which come from chapter 5 show that people do not really like the program but they think U Star is suitable to be a sponsor of the program.

U Star should choose the program that most of people especially women by buying the research paper from the research company. This will create the cost but it will be useful for company to promote and sponsor in the right program.

- Sponsor other important events

The official sponsor is very important because it will link to the company image as well as awareness. U Star should select the right event that relate to the product and company image. The past event that U Star have been a sponsor is Miss

Thailand Universe 2003, is good and match to image because this event is a beauty event and it is related to the product of U Star.

- ***Presenter strategy***

From the findings in the previous chapter, the image of U Star is in the middle range of people attitude. This can be told that U Star is new to the market and the product is not well-known to consumers. The sponsorship programs that U Star has done on TV do not lift the company image.

The researcher has opinion that U Star first launching used 4 presenters with the concept “Cosmetic for Super Star”. The second series of U Star advertisement uses the country singer who is popular in the rural area. This can be affected to the image of U Star target group’s point of view. Since, the target market of U Star are the office working women and student in the senior year, the presenter can reflect their image and this presenter may not directly impress them.

From the data collection, less than 50% of respondent want to apply for U Star member. It can be explained that people worry on self –image that U Star may not build the good image. U Star should do the research on target group to find out the most wanted presenter or select any singers from the parent company in order to save cost instead of doing research.

The presenter itself may create a better image for U Star due to the reflecting of the target population self-image because the selecting celebrity or any famous people, the consumer may think that this is suitable for their image. U Star’s presenter strategy is to promote the product by using different presenters for different product sets but there is another way that presenter strategy can be done which is the presenter can be only one for long period of time to present the different looks or make up style.



- ***Promote the product in the detail (variety of product and level of product)***

Not many people know that U Star has variety of the product and variety level of the product. U Star should promote the product and educate consumers about the product usefulness of U Star. Consumers will think that they have choice to choose the product that suitable for them. This can be another way that when people see the product, they will have attitude toward company image.

The researcher would like to conclude this recommendation part that every element under the promotional plan are related to each other. Sponsorship is one of promotion mix that can enhance corporate image but company should have good image before the sponsorship (Javalgi, Tryalor, Gross and Lampman, 1994). The sponsorship program should match to the product and the presenter can be in consumers' mind for a long time especially the first presenter. Therefore, company should consider the one who can represent the target group well.

#### **6.4 Suggestions for Further Research**

For the further research, the researcher will suggest that :

- The sample size in this research is 150 respondents which can interpret the opinion of small group of people. The next research should have more sample size in order to interpret the data for the large group of people.
- The research was focused on only one type of sponsorship program: broadcasting sponsorship. The next research should have more types of sponsorship like event sponsorship, sport sponsorship and others because it will provide the wider idea.
- The research was focused on only one company; the next research should study more companies because the result will be compared in order to see the differences.

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# Appendix A



## Questionnaire

*This questionnaire is conducted as a part of a thesis topic of “A Study on Sponsorship Effectiveness” which is a partial fulfillment of the thesis requirement for Master Degree at Assumption University. For the accurate information, please choose the choice from the fact and your experience. And I would be thankful for your kind cooperation by this way.*

*Objective: To test the awareness and attitude of sponsor and its sponsorship program via TV*

### Part I : Awareness of sponsor and Screening question

*(Please mark the ✓ in the blank line that you think is the best answer)*

#### 1. Have you seen any of these programs?

\_\_\_\_\_ Yes, I have seen these program and the program I have seen is/are :

\_\_\_\_\_ Game Pan Naa (The program shows on every Sunday at 12.15 – 1.15 pm on Ch.7).

\_\_\_\_\_ Thewada Saranae (The program shows on every Saturday at 3.30 – 4.30 pm on Ch.3).

\_\_\_\_\_ Ruk Marathon (The program shows on every Sunday at 11.00 – 12.00 am on Ch.5)

\_\_\_\_\_ Never seen these programs at all (go to no. 2- 9 then go to Personal Data)

#### 2. Do you know who sponsor these programs ?

(Please answer all the questions , if you cannot remember please answer the last one but if you are not sure please answer the one that you think it is the correct one)

\*\*\*For the one who choose never seen the program before, please try to think and answer all of the question.

##### • **Game Pan Naa**

\_\_\_\_\_ Avon      \_\_\_\_\_ Giffarine      \_\_\_\_\_ U Star      \_\_\_\_\_ Mistine  
\_\_\_\_\_ Cannot Remember/ Don't Know

##### • **Thewada Saranae**

\_\_\_\_\_ Avon      \_\_\_\_\_ Giffarine      \_\_\_\_\_ U Star      \_\_\_\_\_ Mistine  
\_\_\_\_\_ Cannot Remember/ Don't Know

##### • **Ruk Marathon**

\_\_\_\_\_ Avon      \_\_\_\_\_ Giffarine      \_\_\_\_\_ U Star      \_\_\_\_\_ Mistine  
\_\_\_\_\_ Cannot Remember/ Don't Know



**Part II : Image of U Star Co., Ltd. and attitude toward Sponsorship program of U Star**  
*(Please mark the ✓ in the blank line that you think is the best answer)*

3. Do you what is the product of U Star?

\_\_\_\_\_ Yes (mention the product \_\_\_\_\_)

\_\_\_\_\_ No (go to no. 9 then go to Personal Data)

<b>Image of U Star Co., Ltd</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
4. I think U Star has good product.					
5. I think U Star is involve to the community.					
6. I think U Star can respond to the consumer needs.					
7. I think U Star Co., Ltd. is a good company to work for.					
8. I will buy the product of U Star because of its image.					

9. I'm interested in applying for U Star member

\_\_\_\_\_ Yes

\_\_\_\_\_ No

<b>Attitude toward Sponsorship Program of U Star</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
10. I think the image of the program and the image of the sponsor is similar.					
11. I think the sponsor and the program is fit together.					
12. I think it makes sense to me that company sponsors this program.					
13. I like U Star sponsorship program.					

### Personal Data

(Please check the ✓ in the box below that you think is the best answer)

1. Age : ☐ 20-25 ☐ 26-30  
☐ 31-35 ☐ Above 35
2. Education : ☐ Below high school ☐ High school  
☐ Bachelor Degree ☐ Master Degree  
☐ Above Master Degree
3. Occupation : ☐ Employee ☐ Own business  
☐ Government officer  
☐ Other (please specify \_\_\_\_\_)
4. Monthly Income : ☐ Less than 10,000 ☐ 10,000-20,000  
☐ 20,001-30,000 ☐ Above 30,000

\*\*\*\*\*Thank you for your kind cooperation\*\*\*\*\*



## แบบสอบถาม

แบบสอบถามฉบับนี้เป็นการจัดทำขึ้นเพื่อใช้ในการศึกษาเรื่อง “ประสิทธิภาพของการเป็นผู้สนับสนุนหรือการทำสปอนเซอร์” ซึ่งเป็นส่วนหนึ่งของการทำวิทยานิพนธ์ของนักศึกษาระดับปริญญาโท มหาวิทยาลัยอัสสัมชัญ กรุณากรอกข้อมูลตามความจริง ข้อมูลของท่านจะใช้ในการศึกษาเท่านั้น

วัตถุประสงค์: เพื่อทดสอบการรับรู้และทัศนคติของการเป็นสปอนเซอร์ และรายการที่สนับสนุนโดยสปอนเซอร์ทางทีวี

### ส่วนที่ 1 : การรับรู้ต่อการเป็นผู้สนับสนุนหรืออุปถัมภ์ทางการตลาด

(กรุณาใส่เครื่องหมาย ✓ ลงในช่องที่คิดว่าเหมาะสมและถูกต้องที่สุด)

1. คุณเคยรับชมรายการต่างๆเหล่านี้ทางโทรทัศน์บ้างหรือไม่?

\_\_\_\_\_ ฉันเคยรับชมรายการต่างๆ ดังข้างล่าง :

\_\_\_\_\_ เกมพันหน้า (รายการเกมโชว์ทุกวันเสาร์ เวลา 12.15-13.15 น. ทางช่อง 7) on Ch.7).

\_\_\_\_\_ รายการเทวดาสาระแน (รายการวาไรตี้โชว์ทุกช่วงบ่ายวันเสาร์ เวลา 15.30- 16.30 น. ทางช่อง 3)

\_\_\_\_\_ รายการรักมาราธอน (รายการเกมโชว์ทุกวันอาทิตย์เวลา 11.00- 12.00 น. ทางช่อง 5)

\_\_\_\_\_ ฉันไม่เคยรับชมรายการต่างๆเลย (ไปทำข้อ 2-9 และข้ามไปทำข้อมูลส่วนตัว)

2. คุณทราบหรือไม่ว่าใครเป็นผู้ให้การสนับสนุนรายการ หรือสปอนเซอร์รายการดังต่อไปนี้?

(กรุณาตอบทุกข้อ ถ้าจำไม่ได้เลย ตอบว่าจำไม่ได้ หรือถ้าคิดว่าจำได้กรุณาตอบ 1 ข้อที่ท่านมั่นใจว่าใช่)

สำหรับ ผู้ที่ตอบว่าไม่เคยรับชมรายการใดๆเลย โปรดตอบทุกข้อ โดยลองนึกดูว่าท่านเคยได้ยินมาบ้างหรือไม่ว่าใครคือผู้ให้สปอนเซอร์รายการดังกล่าว

- รายการเกมพันหน้า

\_\_\_\_\_ เอวอน \_\_\_\_\_ กิฟฟารีน \_\_\_\_\_ ยูสตาร์ \_\_\_\_\_ มิสทีน

\_\_\_\_\_ จำไม่ได้เลย / ไม่ทราบจริงๆ

- รายการเทวดาสาระแน

\_\_\_\_\_ เอวอน \_\_\_\_\_ กิฟฟารีน \_\_\_\_\_ ยูสตาร์ \_\_\_\_\_ มิสทีน

\_\_\_\_\_ จำไม่ได้เลย / ไม่ทราบจริงๆ

- รายการรักมาราธอน

\_\_\_\_\_ เอวอน \_\_\_\_\_ กิฟฟารีน \_\_\_\_\_ ยูสตาร์ \_\_\_\_\_ มิสทีน

\_\_\_\_\_ จำไม่ได้เลย / ไม่ทราบจริงๆ



## ส่วนที่ 2 : ทศนคติต่อบริษัทยูสตาร์ และ รายการที่สนับสนุนโดยบริษัทยูสตาร์

(กรุณาใส่เครื่องหมาย ✓ ลงในช่องที่คิดว่าเหมาะสมและถูกที่สุด)

3. คุณทราบหรือไม่ว่าสินค้าของยูสตาร์คืออะไร?

\_\_\_\_\_ทราบ (กรุณาระบุสินค้า \_\_\_\_\_)

\_\_\_\_\_ไม่ทราบ (ข้ามไปทำข้อ 9 และข้อมูลส่วนตัว)

ทัศนคติต่อบริษัทยูสตาร์ (ภาพลักษณ์ของบริษัท)	ไม่เห็นด้วย มากที่สุด 1	ไม่เห็นด้วย 2	เฉยๆ 3	เห็นด้วย 4	เห็นด้วย มากที่สุด 5
4. ฉันคิดว่ายูสตาร์นำเสนอสินค้าที่ดี					
5. ฉันคิดว่ายูสตาร์มีการเกี่ยวข้องกับสังคมและชุมชน					
6. ฉันคิดว่ายูสตาร์สามารถตอบสนองความต้องการของลูกค้าได้					
7. ฉันคิดว่ายูสตาร์เป็นบริษัทที่น่าทำงานด้วย					
8. ฉันคิดว่าฉันจะซื้อสินค้าของยูสตาร์เพราะภาพลักษณ์ของบริษัทยูสตาร์					

9. ฉันสนใจที่จะสมัครสมาชิกของยูสตาร์

\_\_\_\_\_ใช่ \_\_\_\_\_ไม่ใช่

\*\*\*\*\*รายการทั้ง 3 รายการที่แสดงในส่วนที่ 1 มีการสนับสนุนรายการ/เป็นสปอนเซอร์โดยยูสตาร์\*\*\*\*\*

ทัศนคติต่อรายการที่ยูสตาร์ให้การสนับสนุน/ เป็นสปอนเซอร์	ไม่เห็นด้วย มากที่สุด 1	ไม่เห็นด้วย 2	เฉยๆ 3	เห็นด้วย 4	เห็นด้วย มากที่สุด 5
10. ฉันคิดว่าภาพลักษณ์ของรายการและภาพลักษณ์ของยูสตาร์มีลักษณะคล้ายคลึงกัน					
11. ฉันคิดว่ายูสตาร์และรายการที่ได้รับการสนับสนุน/เป็นสปอนเซอร์ เข้ากันได้ดี					
12. ฉันคิดว่ายูสตาร์เหมาะสมแล้วที่ทำการสนับสนุน/เป็นสปอนเซอร์รายการดังกล่าว					
13. ฉันชอบรายการที่สนับสนุน/เป็นสปอนเซอร์โดยยูสตาร์					

## ข้อมูลส่วนตัว

(กรุณาใส่เครื่องหมาย ✓ ลงในช่องที่คิดว่าเหมาะสมและถูกต้องที่สุด)

1. อายุ : \_\_\_\_\_ 20-25 \_\_\_\_\_ 26-30  
\_\_\_\_\_ 31-35 \_\_\_\_\_ มากกว่า 35
2. การศึกษา : \_\_\_\_\_ ต่ำกว่ามัธยมปลาย \_\_\_\_\_ มัธยมปลาย  
\_\_\_\_\_ ปริญญาตรี \_\_\_\_\_ ปริญญาโท  
\_\_\_\_\_ สูงกว่าปริญญาโท
3. อาชีพ : \_\_\_\_\_ พนักงานภายใต้บริษัทเอกชน \_\_\_\_\_ พนักงานภายใต้รัฐบาล  
\_\_\_\_\_ พนักงานภายใต้รัฐวิสาหกิจ  
\_\_\_\_\_ อื่นๆ (โปรดระบุ \_\_\_\_\_)
4. รายได้ต่อเดือน(บาท) : \_\_\_\_\_ น้อยกว่า 10,000 \_\_\_\_\_ 10,000-20,000  
\_\_\_\_\_ 20,001-30,000 \_\_\_\_\_ มากกว่า 30,000

\*\*\*\*\*ขอขอบพระคุณ ในความร่วมมือค่ะ\*\*\*\*\*

# Appendix B



## Reliability Test

### Reliability for Image

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

#### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 26.0

N of Items = 5

Alpha = .7837

### Reliability for Program

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

#### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 15.0

N of Items = 4

Alpha = .7852



Summary Table of Data Collection

**Table 1**

**Statistics**

Have you seen any of these program?

N	Valid	150
	Missing	0

**Have you seen any of these program?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid    yes	75	50.0	50.0	50.0
no	75	50.0	50.0	100.0
Total	150	100.0	100.0	



Table 2

Statistics

		Game Pan Naa	Thewada Saranae	Ruk Marathon
N	Valid	150	150	150
	Missing	0	0	0

Frequency Table

Game Pan Naa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	62	41.3	41.3	41.3
	no	88	58.7	58.7	100.0
	Total	150	100.0	100.0	

Thewada Saranae

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	55	36.7	36.7	36.7
	no	95	63.3	63.3	100.0
	Total	150	100.0	100.0	

Ruk Marathon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	35	23.3	23.3	23.3
	no	115	76.7	76.7	100.0
	Total	150	100.0	100.0	

Table 3

Statistics

	Who is the sponsor of Game Pan Naa?	Who is the sponsor of Thewada Saranae?	Who is the sponsor of Ruk Marathon?
N	Valid 150	Valid 150	Valid 150
	Missing 0	Missing 0	Missing 0

Frequency Table

Who is the sponsor of Game Pan Naa?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	U Star	47	31.3	31.3	31.3
	Avon, Giffarine, Mistine	20	13.3	13.3	44.7
	Cannot remember/Don't Know	83	55.3	55.3	100.0
	Total	150	100.0	100.0	

Who is the sponsor of Thewada Saranae?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	U Star	40	26.7	26.7	26.7
	Avon, Giffarine, Mistine	28	18.7	18.7	45.3
	Cannot remember/Don't Know	82	54.7	54.7	100.0
	Total	150	100.0	100.0	

Who is the sponsor of Ruk Marathon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	U Star	33	22.0	22.0	22.0
	Avon, Giffarine, Mistine	25	16.7	16.7	38.7
	Cannot remember/Don't Know	92	61.3	61.3	100.0
	Total	150	100.0	100.0	

**Table 4**

**Statistics**

Do you know what is the product of U Star?

N	Valid	150
	Missing	0

**Do you know what is the product of U Star?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	123	82.0	82.0	82.0
	no	27	18.0	18.0	100.0
	Total	150	100.0	100.0	





Table 5

Statistics						
		I think U Star has good products	I think U Star is involved in the community	I think U Star can respond to consumer needs	I think U Star is a good company to work for	I think I will buy the product of U Star becuae the image
N	Valid	123	123	123	123	123
	Missing	27	27	27	27	27

Frequency Table

I think U Star has good products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.7	.8	.8
	Disagree	3	2.0	2.4	3.3
	neutral	81	54.0	65.9	69.1
	Agree	37	24.7	30.1	99.2
	Strongly Agree	1	.7	.8	100.0
	Total	123	82.0	100.0	
Missing	System	27	18.0		
Total		150	100.0		

I think U Star is involved in the community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.6	1.6
	Disagree	23	15.3	18.7	20.3
	neutral	74	49.3	60.2	80.5
	Agree	23	15.3	18.7	99.2
	Strongly Agree	1	.7	.8	100.0
	Total	123	82.0	100.0	
Missing	System	27	18.0		
Total		150	100.0		

**I think U Star can respond to consumer needs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.7	.8	.8
	Disagree	7	4.7	5.7	6.5
	neutral	68	45.3	55.3	61.8
	Agree	46	30.7	37.4	99.2
	Strongly Agree	1	.7	.8	100.0
	Total	123	82.0	100.0	
Missing	System	27	18.0		
Total		150	100.0		

**I think U Star is a good company to work for**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.7	.8	.8
	Disagree	6	4.0	4.9	5.7
	neutral	78	52.0	63.4	69.1
	Agree	36	24.0	29.3	98.4
	Strongly Agree	2	1.3	1.6	100.0
	Total	123	82.0	100.0	
Missing	System	27	18.0		
Total		150	100.0		

**I think I will buy the product of U Star because the image**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	6.0	7.3	7.3
	Disagree	24	16.0	19.5	26.8
	neutral	62	41.3	50.4	77.2
	Agree	27	18.0	22.0	99.2
	Strongly Agree	1	.7	.8	100.0
	Total	123	82.0	100.0	
Missing	System	27	18.0		
Total		150	100.0		

**Table 6**

**Statistics**

I'm interested in applying for U Star member

N	Valid	150
	Missing	0

I'm interested in applying for U Star member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	32.7	32.7	32.7
	no	101	67.3	67.3	100.0
	Total	150	100.0	100.0	



Table 7

Statistics

	I think the image of the program and the image of the sponsor is similar	I think the sponsor and program fit together well	It makes sense to me that this company sponsors these programss	I like the programs that sponsored by U Star
N	Valid 71	71	71	71
	Missing 79	79	79	79

Frequency Table

I think the image of the program and the image of the sponsor is similar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	14	9.3	19.7	19.7
	neutral	33	22.0	46.5	66.2
	Agree	23	15.3	32.4	98.6
	Strongly Agree	1	.7	1.4	100.0
	Total	71	47.3	100.0	
Missing	System	79	52.7		
Total		150	100.0		

I think the sponsor and program fit together well

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	3.3	7.0	7.0
	neutral	29	19.3	40.8	47.9
	Agree	37	24.7	52.1	100.0
	Total	71	47.3	100.0	
Missing	System	79	52.7		
Total		150	100.0		



**It makes sense to me that this company sponsors these programss**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	2.0	4.2	4.2
	neutral	28	18.7	39.4	43.7
	Agree	40	26.7	56.3	100.0
	Total	71	47.3	100.0	
Missing	System	79	52.7		
Total		150	100.0		

**I like the programs that sponsored by U Star**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	4.7	9.9	9.9
	neutral	52	34.7	73.2	83.1
	Agree	11	7.3	15.5	98.6
	Strongly Agree	1	.7	1.4	100.0
	Total	71	47.3	100.0	
Missing	System	79	52.7		
Total		150	100.0		



Table 8

Statistics

		Age	Education	Occupation	Monthly Income
N	Valid	150	150	150	150
	Missing	0	0	0	0

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	75	50.0	50.0	50.0
	26-30	42	28.0	28.0	78.0
	31-35	23	15.3	15.3	93.3
	Above 35	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	7	4.7	4.7	4.7
	Bachelor Degree	115	76.7	76.7	81.3
	Master Degree	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee-Private	125	83.3	83.3	83.3
	Employee-Government	2	1.3	1.3	84.7
	Employee-State Enterprise	3	2.0	2.0	86.7
	Other-Student	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 10,000	38	25.3	25.3	25.3
	10,000-20,000	75	50.0	50.0	75.3
	20,001-30,000	22	14.7	14.7	90.0
	More Than 30,000	15	10.0	10.0	100.0
	Total	150	100.0	100.0	



# Appendix C





## Interview

**Date :** July 24, 2003

**Time :** 11:00 –11:30 am.

**Place :** U Star Co., Ltd. Office (GMM Building 15<sup>th</sup> floor)

**Name :** Miss Pattaravadee Suvannavegh

**Position :** Merchandising Manager of U Star Co., Ltd.

### **Question 1 : What are the objectives of the company ?**

U Star wants to help people to gain more income and the policy of U Star is to make people especially the lady to be “Good looking, Rich and Smart”. U Star wants to help Thai lady due to the economic crisis. Many companies downsized their business and make people unemployed. This is another way to help in earning more income.

The first objective is to make people earn more income and spread the earning. Since, Grammy is in the entertainment business, so, the second objective is to be covered all the entertainment line that is providing the cosmetic product and this is the new business of Grammy.

### **Question 2 : Who is the main target group of U Star ?**

Actually, U Star provides for all people. It means that we have many level of product to sell to the consumer. Starting with teenager group, working group and adult group but the main target group is starting from the senior year student group and office working lady group and also focus on women. In the future, the target will be expanded to male but now, we have product for male that are My Guy and Country Road.

### **Question 3 : What are the marketing objectives of U Star ?**

The marketing objectives are as followed the news that are to promote the product to target and to compete with other direct sale of cosmetic companies.

### **Question 4 : What is the opinion on the sponsorship issue ?**

Sponsorship program can increase awareness to consumers and build brand awareness. In the case of U Star, it makes people aware of the U Star name and product. It can deal with the program producer and make people familiar with U Star's name. At this point, it can stimulate people to apply for the U Star member and increase sale. At this moment, we have more than 1,000 members. The sale is going well and has an increasing growth rate.

**Question 5 : What are the objectives of the sponsorship program of U Star ?**

We focus on 3 main objectives which are build brand awareness, increase sale and increase the number of member. We also have PR in order to promote the company which can help sponsorship program.

**Question 6 : In each event that U Star has sponsored, there are any specific objectives that U Star set ?**

The past sponsorship program are Miss Thailand Universe 2003, Freshy activity with Seventeen Magazine, Laddawan Road Show and sponsorship via TV.

*Miss Thailand Universe 2003*, it's the sponsorship event that U Star can promote the product due to the event is in the beauty industry. *Freshy Activity with Seventeen Magazine* is to promote product to the teenager group which U Star plans to expand the product to. *Laddawan Raod Show* is the event that go along with F.Fun Concert and this is a good chane that U Star can promote to other provinces. It will create the way to get more income and train people especially women to have more knowledge in using the cosmetic. This also make women have more self-confidence as well as good personality in the working atmosphere and can going to higher level, have an achievement in work and life.

We also have events and sponsorship program to catch up our target group and make people aware more of U Star. For Nang Show Contest which we onair on ch. 3 , the objective of this sponsorship program is related to women who fight for the better life.

**Question 7 : Each event that U Star have done, what are the special thing ?**

In each event and sponsorship program, we want to build brand awareness, create image of U Star to people. We want to increae the number of member as well as increase sale of U Star product.

**Question 8 : If U Star compares to competitors, are there any differences ?**

We cannot compete directly because we just came into this market but our competitors stay in this market for a long time. We have to compete with ourself because we want to continue increasing the growth rate.

**Question 9 : Are there any differences between the product of U Star and others ?**

We emphasize on product that up to date that are the trendy package or the product itself. But we focus on the quality of the product, we make the product with high quality material. We sell the quality product with the reasonable price. We use the

test lab that has a Iso and GMP standard which come from Ministry of Industry, therefore, the consumer will not be harmful by using our quality product. The formula come from Japan and we have pharmacist who invents the formula, we also concern about the cleaning stuff. Therefore, the main points are high quality and trendy packaging.

**Question 10 : There are many packaging styles in the catalogue, why ?**

This is our unique point because the packaging can tell the difference of U Star among competitors.

**Question 11 : The different style of packaging is related to target market or not ?**

It's related to target because we have to choose the packaging that match to target group. For example, the double chic eye&lip color for teenager group, we sell at 99 baht but the packaging is similar to Body Shop brand who sell at 800 baht. The quality product is put in the trendy packaging at a reasonable price is for Thai people can afford. Our product is no need to give high price like the import product because we don't have to spend much for advertising and presenter. We have our own singers and actors to promote U Star and consumers will not be push this cost to.

**Question 12 : How much that you spend during the introduction stage and do you have any future direction ?**

The introduction stage, we spend a lot to promote the product and gain more awareness as well as sale and in the future, we will expand the target group to teenager group and men.



