

早稲田大学審査学位論文

博士（スポーツ科学）

概要書

The Effect of CSR-linked Sport Sponsorship on Attitude toward the Sponsor

CSRに関連したスポーツスポンサーシップがスポンサーに対する消費者の態度に与える影響

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## ABSTRACT

Sponsors increasingly engage in CSR activities surrounding sporting events (i.e., CSR-linked sponsorship) to strengthen their socially responsible images. The purpose of the current study was to further identify the effect of CSR-linked sponsorship on consumers' attitudes toward the sponsor. The positive effect of CSR-linked sponsorship on attitude toward the sponsor has been explained by two forms of mediation chain: (1) sponsor-property fit and (2) CSR perception of sponsor. However, each mediation chain had a question that was unanswered. This research extended previous studies by answering such questions through two studies: Study 1 contributed to sponsor-property fit, whereas Study 2 strengthened existing evidence on CSR perception of sponsor.

Study 1 aimed to investigate the effects of two sponsorship purpose articulations (i.e., noncommercially-oriented vs. commercially-oriented) on attitude toward the sponsor via sponsor-property fit and the moderating effects of an overlapped-mission between a sponsor and a sponsored property. A 2 (purpose articulation type: noncommercially-oriented vs. commercially-oriented)  $\times$  2 (mission overlap articulation condition: present vs. absent) between-subjects experimental design with a control condition was employed with student sample ( $n = 171$ ). The moderated mediation model was tested using Hayes' PROCESS macro model 8. The noncommercially-oriented purpose articulation improved sponsor-property fit more than the commercially-oriented purpose articulation, resulting in more favorable attitude toward the sponsor. When the mission overlap was simultaneously articulated, the less positive effects of the commercially-oriented purpose articulation were weaker.

Study 2 examined the effect of CSR-CSI domain overlap conditions (i.e., high vs. low domain overlap) on attitude toward the sponsor via CSR perception of sponsor and the moderating effects of perceived firm-serving motive for CSR activity. Two experiments were executed: Experiment 1 ( $n = 173$ ) assessed the mediation model using Hayes' PROCESS

macro model 4; Experiment 2 ( $n = 247$ ) tested the moderated mediation model using Hayes' PROCESS macro model 8. The results indicated that participants reported less positive attitude toward the sponsor when CSR activity was strongly associated with CSI (i.e., in the high CSR-CSI domain overlap condition) than when CSR activity was weakly associated with CSI (i.e., in the low CSR-CSI domain overlap condition). CSR perception of sponsor mediated the relationship between the CSR-CSI domain overlap and attitude toward the sponsor. Such positive effects of the low CSR-CSI domain overlap were weakened when they attributed firm-serving motives to the sponsor.

In summary, the findings of Study 1 provided incongruent sponsors with insights on mixed-articulation strategies with sponsorship purposes and the overlapped-mission. In Study 2, the application of CSR-CSI domain overlap strategy was suggested as scientific contributions to sponsors with CSI. Therefore, the current research further identified the effect of CSR-linked sponsorship on attitude toward the sponsor by examining two forms of medication chain: (1) sponsor-property fit and (2) CSR perception of sponsor.