

Vol II Issue V Nov 2012

Impact Factor : 0.1870

ISSN No :2231-5063

## Monthly Multidisciplinary Research Journal

# *Golden Research Thoughts*

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**RNI MAHMUL/2011/38595**

**ISSN No.2230-7850**

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## EDUCATIONAL EXHIBITION SPONSORSHIP: RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILES OF VISITORS AND THE SPONSORS' BRAND RECALL

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### Abstract:

*Brand building activity includes a brand recall, brand attitude, brand purchase intension, brand loyalty. A brand recall is the first step of brand building activity. We can't reach to the top/upper staircase (brand purchase intension, brand loyalty) without foot stepping on the first staircase (brand recall). Practically, it is not possible to occurs brand attitude, brand purchase intension and brand loyalty without occurring brand recall. This research is focused on relationship between the demographic profiles (age, education, occupation, gender) of the visitors and the educational exhibition sponsors' brand recall.*

### KEYWORDS:

Educational exhibition sponsorship, Demographic profiles (age, education, occupation and gender), Unaided brand recall, Aided brand recall.

### INTRODUCTION :

Educational branding is not new phenomena in Indian. IIT's and IIM's are doing the branding activities from the last four decades. Now days, Indian education sector is facing the structural changes due to the globalization, liberalization and privatization. Marketing and Branding of educational Institutions, Universities is gaining momentum in India, as the sector is open for private investment. The sector is in expanding mode. Peoples' attitude towards education is also changing. They feel that spending on education is a life time investment. New forms of education such as distance learning, online learning, learning through video conferencing, have increased the significance of marketing and branding in Indian education sector. Educational institutions are using various tools of IMC (Integrating Marketing Communication) for creating a strong brand. Various tools are the TV- Radio advertising, print media advertising, Hoarding, Public relation etc. However, they are giving less attention toward the educational exhibition sponsorship. An educational exhibition sponsorship provides an opportunity of personal interaction with the students and their parents. Exhibition sponsorship can provide a maximum branding benefit if sponsors and organizers think, manage and work in a scientific way.

### TERMS USED IN THE RESEARCH:-

Exhibition - A place where corporate/ organization exhibit product(s) or service(s). It is a place to make presentation, show your products, obtain leads and follow up on the leads. In some consumer exhibitions, the exhibitors also sell their product(s)/ service(s), which they exhibit.

Sponsorship- "An investment in cash or kind, in an activity, person or event, in return for access to

the exploitable commercial potential associated with that activity, person or event by the investor (sponsor)” (Meenaghan, 1991)

**Unaided brand recall-** This measure indicates the degree of presence in the mind of the respondent to the brand (Anne 1992, 121-148). This is the percentage of people able to spontaneously name the brand without help. It is the brands that the respondent has in mind and when he is questioned he can mention these brands without any cue.

**Aided brand recall-** The aided recall is a marketing technique testing the 'memorability' of a brand. This indicator measures the recognition that allows observing the "traces" left by the sponsor in the respondent's mind (Anne 1992). This is the percentage of people who mention the brand in a list that includes the brand.

#### RESEARCH DESIGN:-

The main purpose of this study is to analyze the educational exhibition sponsorship effectiveness on brand recall activity, this study is helpful to the educational institutes (sponsors) to design appropriate sponsorship strategy so that it can match with their short term and long term educational branding strategy. This research is valuable for event sponsors, event organizers for developing effective exhibition planning & execution strategy.

The outcome of the study is limited for educational exhibition sponsorship. The result may vary in sport sponsorship and other type of exhibitions such as food exhibition, art exhibition. The study was carried out at Sangli so the result is more valid for metropolitan cities.

The research study focuses on the following objectives:-

1. To compare the unaided brand recall and the aided brand recall of the sponsors'.
2. To study the unaided brand recall of the title sponsor & co-sponsor among the visitors.
3. To study the aided brand recall of the title sponsor & co-sponsor among the visitors.

In the light of the objectives framed for the study, the following Null Hypothesis (H<sub>0</sub>) has been set for the testing.

1. There is no significant difference between age of visitors and unaided brand recall of the title sponsor & co-sponsor among the visitors.
2. There is no significant difference between age of visitors and aided brand recall of the title sponsor & co-sponsor among the visitors
3. There is no significant difference between education of visitors and unaided brand recall of the title sponsor & co-sponsor among the visitors.
4. There is no significant difference between education of visitors and aided brand recall of the title sponsor & co-sponsor among the visitors
5. There is no significant difference between occupation of visitors and unaided brand recall of the title sponsor & co-sponsor among the visitors.
6. There is no significant difference between occupation of visitors and aided brand recall of the title sponsor & co-sponsor among the visitors
7. There is no significant difference between gender of visitors and unaided brand recall of the title sponsor & co-sponsor among the visitors.
8. There is no significant difference between gender of visitors and aided brand recall of the title sponsor & co-sponsor among the visitors

Data for the present study has been collected through survey method. The survey has been carried out at the exhibition place. Three enumerators have collected the information from the visitors at the exit door of the exhibition.

The researchers have collected 100 as sample size for the study. 7500\* visitors (population) have visited the event during the period of exhibition. For identifying exact size of sample, researchers' have used sample size notation at 5% significance level and 9.7% confident interval. Note- \* mean Figure finalized after valuable discussion with senior representatives of the sponsors' and organizer's.

The topical scope of the study is related to the educational exhibition sponsorship and brand building of educational institutes. The geographical scope of the research was under taken in one of the district of Maharashtra state that is Sangli.

Researchers used Microsoft Excel and SPSS (Version 16) for data analysis. The research adopts

chi-square test and Fisher Exact test to examine the hypotheses.

#### RESULTS AND DISCUSSION:-

Enumerators asked about aided recall of the sponsors'. There were five options out of five, four were dummy options. 12 visitors were not responding about aided recall of the title sponsor's brand name and 20 visitors were not responding about aided recall of the Co- sponsor's brand name. During the data analysis of aided recall of the title sponsor's the valid sample size was 88. During the data analysis of aided recall of the Co- sponsors the valid sample size was 80.

**Table: 1**

Age of Visitors	Unaided Brand Recall of Title Sponsor			Unaided Brand Recall of Co- Sponsor		
	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value
Age 15-20	4	48	0.592	5	47	0.043
Age 21-30	1	27		0	28	
Age 31-58	2	18		4	16	

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between age of visitors and unaided brand recall of the title sponsor among the visitors.

P value < 0.05, Hence we reject the null Hypothesis at 5% level of significance. i.e. There is significant difference between age of visitors and unaided brand recall of the co-sponsor among the visitors.

**Table: 2**

Age of Visitors	Aided Brand Recall of Title-Sponsor			Aided Brand Recall of Co-Sponsor		
	Correct Option	Four Dummy Options	Chi-Square Test P value	Correct Option	Four Dummy Options	Chi-Square Test P value
Age 15-20	19	28	0.007	17	25	0.008
Age 21-30	1	22		3	19	
Age 31-58	6	12		10	6	

P value < 0.05, Hence we reject the null Hypothesis at 5% level of significance. i.e. There is significant difference between age of visitors and aided brand recall of the title sponsor among the visitors

P value < 0.05, we reject the null Hypothesis at 5% level of significance. i.e. There is significant difference between age of visitors and aided brand recall of the co- sponsor among the visitors.

**Table: 3**

Education of Visitors	Unaided Brand Recall of Title Sponsor			Unaided Brand Recall of Co- Sponsor		
	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value
10 <sup>th</sup> , 11 <sup>th</sup> and 12 <sup>th</sup> std	4	37	0.717	5	36	0.508
Conventional	2	28		1	29	
Professional	1	28		3	26	

Conventional education means B.A., B.Sc., B.Com., M.A., M.Sc., M.Com. and Professional education means Engineering, Management and other professional courses.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between education of visitors and unaided brand recall of the title sponsor among the visitors.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between education of visitors and unaided brand recall of the co-sponsor among the visitors.

**Table: 4**

Education of Visitors	Aided Brand Recall of Title-Sponsor			Aided Brand Recall of Co-Sponsor		
	Correct Option	Four Dummy Options	Chi-Square Test P value	Correct Option	Four Dummy Options	Chi-Square Test P value
10 <sup>th</sup> , 11 <sup>th</sup> and 12 <sup>th</sup> std	15	24	0.086	13	20	0.698
Conventional	3	21		7	16	
Professional	8	17		10	14	

Conventional education means B.A., B.Sc., B.Com., M.A., M.Sc., M.Com. and Professional education means Engineering, Management and other professional courses.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between education of visitors and aided brand recall of the title sponsor among the visitors.

P value > 0.05, we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between education of visitors and aided brand recall of the co-sponsor among the visitors

**Table: 5**

Occupation of Visitors	Unaided Brand Recall of Title Sponsor			Unaided Brand Recall of Co- Sponsor		
	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value	Correctly Option	Don't know and wrong Answer	Chi-Square Test P value
Student	4	62	0.687	5	61	0.485
Non-Student	3	31		4	30	

Non- Students means visitors who are employee, businessman, house wife.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between occupation of visitors and unaided brand recall of the title sponsor among the visitors.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between occupation of visitors and unaided brand recall of the co-sponsor among the visitors.

**Table: 6**

Occupation of Visitors	Aided Brand Recall of Title-Sponsor			Aided Brand Recall of Co-Sponsor		
	Correctly Option	Four Dummy Options	Chi-Square Test P value	Correctly Option	Four Dummy Options	Chi-Square Test P value
Student	19	41	0.523	19	35	0.538
Non-Student	7	21		11	15	

Non- Student means visitors who are employee, businessman, house wife.

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between occupation of visitors and aided brand recall of the title sponsor among the visitors

P value > 0.05, Hence we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between occupation of visitors and aided brand recall of the co-sponsor among the visitors.

**Table: 7**

Gender of Visitors	Unaided Brand Recall of Title Sponsor			Unaided Brand Recall of Co- Sponsor		
	Correctly know	Don't know and wrong Answer	Fisher Exact Test P value	Correctly know	Don't know and wrong Answer	Chi-Square Test P value
Male	5	65	1.000	5	65	0.446
Female	2	28		4	26	

P value > 0.05, we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between gender of visitors and unaided brand recall of the title sponsor among the visitors.

P value > 0.05, we accept the null Hypothesis at 5% level of significance. i.e.. There is no significant difference between gender of visitors and unaided brand recall of the co-sponsor among the visitors.

**Table: 8**

Gender of Visitors	Aided Brand Recall of Title-Sponsor			Aided Brand Recall of Co-Sponsor		
	Correct Option	Four Dummy Options	Chi-Square Test P value	Correct Option	Four Dummy Options	Chi-Square Test P value
Male	17	45	0.500	21	35	1.000
Female	9	17		9	15	



P value > 0.05, we accept the null Hypothesis at 5% level of significance. i.e.. There is no significant difference between gender of visitors and aided brand recall of the title sponsor among the visitors.

P value > 0.05, we accept the null Hypothesis at 5% level of significance. i.e. There is no significant difference between gender of visitors and aided brand recall of the co-sponsor among the visitors.

#### CONCLUSION:-

**The results are:-** (a) the unaided recalls of the sponsors' are very low as compared to the aided recall of the sponsors'. (Table No. 1, 3, 5, 7 are compared with Table No. 2, 4, 6, 8) (b) the relationship between age and sponsors' brand recall are significant; (Table No. 1, 2) (c) the relationship between education, occupation, gender and sponsors' brand recall are insignificant. (Table No. 3, 4, 5, 6, 7, 8)

The study suggests that educational exhibition sponsors and organizer design promotion activities on the basis of the age of target visitors. The stronger unaided brand recall, the more likely people recognize, think, consider your product(s) and/or service(s). Hence the educational exhibition sponsors and organizers ought to promote its brand through various tools of effective marketing communication, such as, banners and hoarding at the place of exhibition i.e. at POP (Point of Purchase). They must design effective advertising campaigning before the exhibition, which is beneficial for increasing the sponsors' brand awareness. When brand awareness is high, its brand recall will also increase.

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