

The emotional impact of television sponsorship on consumer behavior in terms of memorization of brand and attitude toward the brand: moderator effect of program type and sex

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Abstract— Television sponsorship is a significant event in the development of sponsorship and whose incomes are increasing. However, academic research on television sponsorship is almost absent in contrast to sponsoring researches which are abundant and have focused on the sports field. Certainly, the power of communication of this social phenomenon was considered by most companies whose emotional impact is considerable. However, empirically the question of the influence of emotional reactions on the effectiveness of sponsorship was rarely addressed by researchers. Most research on sponsorship has enough to study its effectiveness in terms of memorization and/or attitude toward the sponsor. However, the impact of sponsorship on the attitude toward the sponsor brand has received less attention than the effect of memorization. So, this communication tries to show the impact of the emotion aroused by a sponsored program on the memorization of the brand sponsor and on the attitude to the brand as well as the moderating role of program type and sex. After introducing variables likely to influence operation of television sponsorship, a conceptual model was proposed. The validation of causal model can explain the efficiency factors of television sponsorship and appropriate recommendations.

Keywords— emotion, memorization, attitude, program type, sex.

I. INTRODUCTION

Television sponsorship is a means of communication which invaded our screens and starts to know the same phenomenon of saturation as publicity. The advertisers understood the need for investing in this means which enables them to be dissociated and for escaping advertising saturation while reaching most powerful from the media (through a TV program) and apart advertising screens while performing the objectives of the sponsors (commercial or institutional). However, academic research on television sponsorship is almost absent unlike sponsorship where researches are abundant and have focused on the sports field. Certainly, the power of communication of this social phenomenon has been assimilated by most companies whose emotional impact is considerable. In fact, research has shown that this is the sport that generates the richest and most powerful range of emotions (Broach, Page and Wilson, 1995). But empirically the question of the influence of emotional reactions on the effectiveness of sponsorship was rarely addressed by researchers (Pham, 1992; Walliser, 1994b, 1996, Christensen, 2006; Bal, 2010).

Most research on sponsorship was sufficient to study its effectiveness in terms of awareness (Anne, 1990; Walliser, 1994a, b; Didellon, 1998) and/or attitude toward the sponsor (Kinney et Mc Daniel, 1996; Roy and Graeff, 2002). However, the impact of sponsorship on the attitude toward the sponsor brand has received less attention than the effect of memorization. Therefore, this article attempts to examine the impact of emotional reactions to the sponsored program on the consumer behavior both in terms of memorization and attitude toward the brand. Also, this article seeks to demonstrate the moderating role of program type and sex.

Therefore, the objectives of this research are as follows:

- Identify the factors of effectiveness of television sponsorship.
- Study the role of emotion generated by a program on memorization of brand sponsor and the attitude toward the brand sponsor.
- Study the moderating role of program type and sex.
- Study the causal links between implication toward the program, emotion and memorization of brand sponsor.
- Study the mediating role of emotion in the context of sponsored program between implication toward the program and memorization of brand.

II. LITERATURE REVIEW

A. Television sponsorship

Television sponsorship is a striking fact of the development of the sponsoring. It offers to the announcers the advantage to be valued through the most powerful of the media and is distinguished by its own communicational and statutory specificities. Television sponsorship is relatively recent means of communication compared with other means (television advertising, product placement, informercial, the barter, teleshopping etc.). However, it is enjoying a strong application on the market and has become the means of communication outside advertising screen whose incomes are increasing from one year to another. Television sponsorship has been very little studied in the marketing literature. Indeed, little research that focused on the television sponsorship (Courbet, 1997; Abbassi, 2007; Meziou, 2010). Academic definitions of television sponsorship identified in the marketing literature are almost non-existent. We propose the following definition: "The television sponsorship is a contribution of resources (mostly financial) of a company or a public or private entity for the purpose of seeing his name, trade mark, his activity or

achievements associated with the transmission of a program by a TV channel "Courbet (2000, p.39).

B.The memorization of sponsor brand

The majority of studies measuring the effects of sponsorship have chosen memorization as dependent variable. Indeed, notoriety constitutes the objective generally associated with a sponsorship campaign. We speak about "recall and recognition" (Barros et al., 2007). The results of these studies are heterogeneous. These studies have focused on sporting events such as the Football World Cups (Muller, 1983; Troll, 1983; Okter and Hayes, 1988; Serr and Reiter, 1991), the European Championships Football (Schumann, 1987, Hackforth 1989; Eatson and Mackie, 1997) and the Olympic games (Sandler and Shani, 1989; Crimmins and Horn, 1996; Stipp and Schiavone, 1996). The results are often significant (Harvey, 2001), that is to say that sponsorship increases the memorization of the sponsor. Previous research has shown that memory scores depend on a number of factors (Anne and Cheron, 1991; Walliser, 1996, Pope and Voges, 1997; Quester, 1997). These factors can be classified into five groups (Walliser, 1994a): conditions of exposure, characteristics of the brand/product sponsors, characteristics of the message, individual characteristics of the audience and integration of sponsorship in the mix communication.

C.The attitude toward the sponsor brand

In the area of sponsorship research, interest is focused on two types of attitudinal impact: the attitude toward the event (Didellon 1996; Gwinner, 1997) and the attitude toward the sponsor (Kinney and McDaniel, 1996; Roy Graff, 2002). In this study, we will focus on the attitude toward the brand. Indeed, the work of Stipp and Schiavone (1996) found that attitude toward the sponsor as a good indicator of the effectiveness of sponsorship. Derbaix and Grégory (2004) define the attitude to the brand as a predisposition to react in a more or less favorable way to the announcer. A predisposition which arises at the same time from the emotional experience of the brand (Didellon, 1996) and protruding beliefs which are activated by the brand at some point (Mitchell and Olsen, 1981).

The impact of the sponsoring on the attitude to the brand sponsor received less attention than the effect of the memorization. This is partially due to the multidimensional nature of the attitude which makes complex its measure. Certainly, one of the major objectives of the companies which launch into the sponsoring is to improve the perception which the individuals have of their image, and to strengthen it on certain aspects. The impact of sponsorship on attitudes was treated increasingly by researchers in sponsorship and the results are conflicting (Dean, 1999). For some, the impact of sponsorship on attitude is thus made accidentally rather than central (Quester, 1997). For others, sponsorship positively influences the image of the company (Dean, 1999; Harvey, 2001; Giannelloni, 1993). The influence of sponsorship on consumer attitude depends on several factors: exposure to sponsorship (Didellon 1997; Lardinoit, 1997; Courbet, 2000;

Harvey, 2001), exploitation of sponsorship (Lardinoit and Quester, 2001), degree of congruity (Gwinner and Eaton, 1999), emotional intensity (Walliser, 1996), involvement of the fan (Levin et al., 2001),

D.The emotion

There are many definitions of emotion proposed in the literature and this may be partly explained by the complexity and nature of emotion as well as the different forms through which it is expressed. According to Goutheron (1995), the emotion is multidimensional, "a temporary reaction disrupting sustainable and subject to exogenous state" is "a momentary affective response, multifaceted and more or less intense that is made to a disturbing factor and external to the individual". According to Graillot (1994, 1996), an emotion is an emotional phenomenon, subjective "experiential" momentary, multidimensional source of motivation, caused by external factors to the individual, who interacts with the processing of information collected for an eating experience with the behavior and the consumption experience. The examination of these definitions shows that the emotion is at the same time an answer, a reaction, a process and confirms that the use of a consensual definition on behalf of all the researchers does not yet seem to make the unanimity. In front of these difficulties, numerous authors prefer to stay at the stage of the description and specify the components of emotions (Ekman, 1977; Kirouac, 1993). Since the beginning of the Eighties, the concept of the emotion occupies an increasingly dominating place in the research devoted to the consumer behavior (Graillot, 1998). However, the awakening of the extent of the role of the emotion in the consumer behavior was not immediate. Because of its explanatory power, the concept of the emotion was introduced into various fields of research marketing such as publicity (Pavelchak and al., 1988) and recently in sponsorship (Abbassi, 2007). However, the majority of work on sponsorship agrees to say that sponsorship provides strong emotions. These studies related to the effect of the emotional reactions on the memorization of the sponsor and the implication toward the activity.

E.The implication toward the program

Rothschild (1984, p. 217) defines the implication as "an unobservable state of motivation, excitation or interest which involve behaviors, certain forms of researches of product, information processing and decision making". Within the framework of work on sponsorship, the implication of the audience reflects the interest which the audience compared to the sponsored demonstration nourishes. This interest is also called "implication of the fans" (Meenaghan, 2001), "implication toward the event" (Grohs and Reisinger, 2004), or "interest of the consumer" (D' Astous and Bitz, 1995). Work on sponsorship takes mainly account of the implication in the category of product (Shimp, 1981; Gwinner, 1997) and of the implication in the activity (Giannelloni, 1990; Anne and Chéron, 1991; Anne, 1992; Didellon, 1996; Lardinoit, 1998,1999). The implication toward the activity gathers two dimensions: a durable dimension and a situational dimension

(Rothschild, 1984; Laurent and Kapferer, 1985; Valette-Florence, 1989; Giannelloni, 1990). The durable implication predicts regular behaviors in the relation which the consumer maintains with the product (and in particular the research for information). It thus results in a stable interest for the sponsored activity (example: the sport). It is associated with the concept of pleasure and value.

The situational implication, because of a certain perceived risk, is at the origin of punctual behavior of implication in the task. It represents an interest relative to a particular event, which takes place at a given period (example: World cup, Olympic Games...).

Within the framework of our research, we chose the durable implication. Indeed, in the case of sponsorship, the durable implication is considered more effective than the situational implication (Giannelloni, 1990; Anne and Chéron, 1991; Anne, 1992; Couty, 1994; Didellon, 1996; Lardinois, 1998, 1999).

F. Moderating variables

The majority of studies on sponsorship have treated sex and program type as moderating variables. Within the framework of this research, we are going to consider these variables as moderating the impact of the emotion on memorization of brand seen the importance and the weight of the emotional factor in the context of television sponsorship.

-The effect of sex on the relationship between emotion and memorization

The study of the effect of sex as moderating variable concerned more its impact on the memorization (Walliser, 1994a, 2006). Studies have shown that memorization of sponsors from men compared to women is sometimes higher (Muller, 1983; Pham, 1990), and sometimes lower (Schumann, 1987) and may equal (Anne and Cheron, 1990; Cornwell and al., 1997). However, other studies have focused on the three levels of behavior that is to say, awareness, attitude and purchase intention (Mazodier and Chandon, 2004). For example in one study, McDaniel and Kinney (1998) demonstrated that women answer more positively than men in the sponsoring in terms of notoriety, attitude and intention of purchase.

-The effect of program type on the relationship between emotion and memorization

The program type has rarely been used in studies on sponsorship. To our knowledge, few works have focused on are those of D'Astous and Bitz (1995), Courbet (2000) and Ladhari and al. (2004).

D'Astous and Bitz (1995) introduced this variable as a moderating variable. They felt that the program represents a specific context for television sponsorship and that logically moderates the impact of sponsorship on television consumer reactions. Courbet (2000) studied the effects of non-conscious of sponsorship of two almost identical programs, but of different emotional valences on the attitude toward a new brand. Ladhari and al. (2004) show that television programs seems associated with certain personality traits which allows

provide practitioners nuances about the features that best characterize the programs of a particular gender. Thus, in the case of television sponsorship, it is possible to make the choice based on the congruity between the personality of the program and that desired for the brand.

G. Conceptual model and assumptions of research

With regard to the marketing literature, some research has shown that implication could affect emotions (Izard, 1977; Derbaix 1987; Pham, 1992; Gouteron 1994; Plichon, 1999). For example, Pham (1992) showed a positive impact of implication in the sponsored event on the intensity of emotional responses (arousal). Walliser (1996) found a significant and positive relationship between implication in the event and the emotions experienced by viewers. Hence the following hypothesis:

H1: Implication toward the program has a direct and positive impact on emotion.

Furthermore, the emotion has an impact on memorization of brand. Indeed, according to Walliser (1996), the intensity of the feelings aroused at the viewer by the sponsored activity has a negative incidence on the memorization of the names of the sponsors. Based on these results, we can advance the following hypothesis:

H2: Emotion has a direct and negative impact on memorization of brand.

Finally, the impact of implication toward the program on memorization of brand was the subject of a number of marketing researches. Indeed, Lardinois and Derbaix (2001) showed that more the viewers are involved in the sport more the memorization of the sponsors is important. Similarly, Mayer and Christner (1991) argue that implication of the audience with sponsors leads to a stronger memory. In light of these theoretical results, we propose the following hypothesis:

H3: Implication toward the program has a direct and positive impact on memorization of brand.

On the other hand, studies have examined the effect of emotion on brand attitude. For example, Morris and al. (2002) found a positive impact of emotion on attitude toward brand. This leads us to assume the following hypothesis:

H4: Emotion has a direct and positive impact on attitude toward the sponsor brand.

As we have already pointed out previously, sex and program type moderate the relationship between emotion and memorization. This brings us to assume that in the case of television sponsorship the impact of emotion on memorization of brand varies by sex and program type. Hence the following hypotheses:

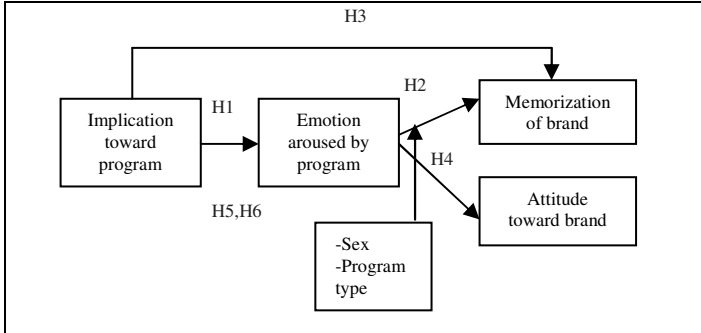
H5: Sex moderates the relationship between emotion and memorization of brand.

H6: The program type moderates the relationship between emotion and memorization of brand.

Thus, the conceptual model of our research (Fig. 1) enables to trace the possible links between implication toward the program, emotion, memorization of brand and attitude toward the brand. It attempts to test the importance of the mediator

role of emotion in explaining the relationship between implication toward the program and memorization of brand. Indeed, emotion could influence the relationship between implication toward the program and memorization of brand. Also, it attempts to test the moderating role of sex and program type on the link between emotion and memorization of brand.

Fig. 1. The conceptual model of the research



III. METHODOLOGY

To validate our causal model, we opted for a real approach to the study. We chose to conduct a research type "after". Two types of programs have been the subject of this research. A sport program "El Ahad erriyadhi" sponsored by Orange (mobile phone operator, fixed and Internet) and a talk show "Ness Nessma" sponsored by "FATAL spaces" (specialized in the sale of cosmetics spaces). The choice of these programs types is mainly motivated by the fact that these are the national programs types watched by the Tunisian viewer. Also, these programs are sponsored by only one sponsor that avoids skews on the part of the respondent. Indeed, the main disadvantage of working with programs with more than one sponsor is to induce a feeling of weariness on the part of respondents to the extent that the questionnaire lasts twice as long. The risk is that they respond in a way less concentrated. Another problem may arise is that people respond to the same questionnaire for a second brand can streamline their answers. Data collection for the study was conducted through a questionnaire. The questionnaire addresses to a convenience sample, constituted by 400 observations distributed fairly between both kinds of programs (among which 51,8% men and 48,2 % women. See [Appendix 2](#) on the characteristics of the sample). We opted for the method of direct inquiry with the interviewee (face to face). The collected data were processed with SPSS 18.0 software and AMOS 18.0 software, and were subjected to a series of analyzes to obtain the empirical results of the investigation. Indeed, the exploratory analysis identifies latent variables and checks their internal reliabilities. Furthermore, confirmatory analysis used to test the reliability and validity of the constructs obtained, while structural analysis attempts to validate the research hypotheses. Since the technique of maximum likelihood (ML) is very sensitive to the violation of the multinormality data (Roussel and al., 2002), the use of bootstrap procedure allows

to ensure the stability of the estimated coefficients of structural models.

IV. OPERATIONALIZATION OF CONSTRUCTS

The operationalization of the constructs was established by the use of scales tested in the marketing literature. To this end, we have adopted the following measurement scales:

To measure implication toward the program, we chose the scale of Strazzeri (1994). This scale is one-dimensional and is based on three components:

- The relevance (2 items) which refers to "the extent of the relationships established by the subject between a class of products and his personal values";
- The interest (2 items), which measures the "intensity of the cognitive relation of the individual to the object";
- And the attraction (2 items) which concerns "the intensity of the emotional relationship of the involved which is supposed to liked the object of his implication and thus be attracted to him and everything that regards"

Items are assessed through a Likert scale in five points (from "strongly agree" to "not agree").

To measure the emotion aroused by the sponsored program, we used the scale of Mehrabian and Russell (1974). The theory of Mehrabian and Russell (1974) is based on the idea that any emotional response can be represented by three independent and bipolar dimensions: pleasure, activation and dominance (PAD).

Pleasure refers to a positive affective state which appears at the individual as a feeling of joy, satisfaction and contentment (Mehrabian, 1976). Stimulation is generally the dominant component of the activation of a system. For humans, it refers to the way in which an individual is active, gets excited, agitated, or wakes alert (Mehrabian, 1976). Dominance refers to the feeling of being detached from stress and be able to act freely and in many ways. Hui and Bateson (1991) define control as the need to demonstrate a skill, superiority and mastery faced with environment.

To measure the emotional states, certain studies retained only two dimensions of the PAD realizing that a two-dimensional structure is enough to measure emotions (Hui and Bateson, 1991; Mano and Oliver, 1993): these dimensions are pleasure and activation. Dominance seems to explain only a small portion of the variance in emotional responses triggered by the environment (Russell and Pratt, 1980; Russell, 1980). This two-dimensional structure has been used in various studies in sponsorship to measure the intensity and quality of emotions at a sporting event (Pavelchak and al., 1988 ; Pham, 1992 ; Walliser, 1996 ; Abbassi, 2007). In our study we will also retain it. These two dimensions include six items each. The 12 items of the scale of emotion measured through a semantic differential scale in 5 points.

To measure the memorization of sponsors, we opted for the measurement of recognition. Indeed, the recognition tests are more sensitive than recall tests (Singh and al., 1988). They

offer the most reliable place in a complex statistical model data.

In this study, the attitude toward the sponsor brand was measured by the scale of Mitchell (1986). This scale is a widely used reference in the marketing literature. It has been applied in the field of advertising and it is semantic type in 5 points.

The program type is measured through a nominal question which consists to ask the person interviewed to indicate the type of program that it follows the most among the kinds suggested (see [Appendix 1](#)).

V. ANALYSIS AND INTERPRETATION OF RESULTS

A. Measure of emotion

The exploratory and confirmatory analyses allow to present and to specify the measure of the emotion. Indeed, table 1 presents the results of the components of the PCA as well as the internal coherence of dimensions obtained.

Table 1. Results of the exploratory analyzes of emotion

Items	Quality representation	Components after rotation varimax	
		Pleasure	Activation
Content/upset	0,723	0,777	-
Gay/sad	0,691	0,831	-
Entertained/bored	0,635	0,791	-
Excited/relaxed	0,753	-	0,752
Full of energy/without energy	0,851	-	0,921
eigenvalue		2,510	
Cronbach's alpha		0,7549	
KMO= 0,715 Significance of Bartlett =0,000			
Fair value of the dimensions of emotion = 3,652			
Percentage of explained variance of emotion = 73,055%			

Table 1 shows a satisfactory value of KMO justifying the presence of a factor solution. The Bartlett test of sphericity was significant (p = 0.000) and shows the existence of an array of non-zero correlations. The quality of representation of the indicators of measure of the emotion is good because the items have a higher value to the minimal threshold of 0.5 except for the following items: happy/unhappy, satisfied/dissatisfied, full with hope/despaired, irritated/calms, nervous and anxious/apathetic, waked up/deadened, stimulated/not stimulated. These indicators of measurement were purified because their quality of representation is relatively low. The percentage of explained variance allows us to achieve a two-dimensional structure of emotion. Each component obtained has an eigenvalue higher than 1. Indeed, the items (Content/opposed, Merry/sad and Diverted/annoyed) can be grouped into the planned dimension "Pleasure" of which the percentage of the eigenvalue is of 50.207%. The items (Excited/slackened and Full with energy/without energy) form the planned dimension "Activation" of which the percentage of the eigenvalue is of order 22.848%. Finally, the whole of these two components has a cumulated eigenvalue of order 3,652, which results in a cumulated percentage of 73.055%. The examination of internal reliability for each dimension obtained watch of the satisfactory coefficients Cronbach's alpha superiors with the minimal threshold of 0.6 at the exploratory level.

Thereafter, the confirmatory analysis enables us to check the reliability and the validity of dimensions obtained. Thus, we adopted the procedure of Fornell and Larcker (1981), in order to calculate the convergent validity and the discriminating validity of built. The rho of Jöreskog indicates a satisfactory value exceeding the minimal threshold of 0.7 (0.756). The rho of the convergent validity is higher than the recommended minimal threshold of 0.5 for each dimension obtained (0.509). The discriminating validity was checked since the extracted average variance is higher than the square of the correlation between the latent variables. Thus, we can conclude that dimensions obtained are reliable and valid. A first CFA was carried out. The results of this analysis are not all acceptable (see [Appendix 3](#)). We regret the low value of SMC for item Full of energy/without energy as well as the value of sound loading. We decide after study of the items and the modification index to eliminate item Full of energy/without energy. However, if the item is removed, the dimension "Activation" will have only one item. Therefore, we decide to eliminate dimension "Activation". A second CFA was carried out following a re-specification. The latter indicates good performances. The factorial contributions all are significant. SMC are as a whole acceptable (the values of the items Gay/sad and Entertained/bored approach 0.5) (see [Appendix 3](#)). The adjustment of the model is rather good. The GFI, the NFI and the CFI are higher than 0.9. Normalized Chi-square is null, which is completely normal owing to the fact that the scale understands three items and thus the model becomes just identified. Moreover, the model of measurement presents a good adjustment (with GFI = 0.983 and RMR = 0.071). In addition, the procedure of bootstrap (N = 250) was operated with an aim of making sure of the robustness of the estimated coefficients and of coping with the violation of the multinormality of the data observed (Mardia =13,639). Ultimately, we can affirm that the scale of measurement of the emotion obtained is reliable and valid.

B. Measure of implication toward the program

The results of the exploratory analysis favor the determination the dimensionality and reliability of the measure of implication. The results of the PCA resulted in a one-dimensional structure. The percentage of the cumulative variance reaches 71.993%. In addition, the Cronbach's Alpha value of 0.9211 indicates a considered satisfactory at the exploratory level.

Table 2. Results of the exploratory analyzes of implication toward the program

Items	Quality representation	Components
Imp1	0,745	0,863
Imp2	0,798	0,893
Imp3	0,703	0,838
Imp4	0,683	0,827
Imp5	0,787	0,887
Imp6	0,603	0,777
KMO=0,892 Significance of Bartlett =0,000		
Fair value of implication= 4,320		
Percentage of explained variance of implication = 71,993 %.		
Cronbach's alpha = 0,9211		

Furthermore, the use of confirmatory analyzes ensures the reliability, validity and model fit to measure dimension "Implication". Indeed, the rho of Jöreskog (ρ) has a satisfactory value of 0.923, which exceeds the threshold of 0.7 commonly accepted in the marketing literature. While the rho of convergent validity reached a satisfactory level of 0.668 greater than 0.5. In addition, the measurement model provides a good fit (GFI = 0.976 and with RMR = 0.043). In addition, the bootstrap procedure (N = 250) was made in order to ensure the robustness of the estimated coefficients and deal with the violation of the multinormality observed (Mardia = 8.992) data. Ultimately, we can say that the scale of measurement of involvement with the program is reliable and valid.

C. Measure of attitude toward the brand

The use of exploratory and confirmatory analyzes allows validation of the scale of attitude toward the brand. Indeed, results from the PCA allowed to have a latent variable of which the percentage of the cumulative variance of 74.956%. In addition, the Cronbach's alpha adopted in addition to the PCA, indicates a value of 0.8305 considered satisfactory at the exploratory level.

Table 3. Results of the exploratory analyzes of attitude toward brand

Items	Quality representation	Components
Att1	0,800	0,894
Att2	0,814	0,902
Att3	0,635	0,797
KMO=0,685		Significance of Bartlett =0,000
Fair value of attitude = 2,249		
Percentage of explained variance of attitude = 74,956 %.		
Cronbach's alpha = 0,8305		

Furthermore, the use of confirmatory analyzes ensures reliability, validity and adjustment of the measurement model of the dimension "Attitude". Indeed, the rho of Jöreskog (ρ) has a satisfactory value of 0.838 which exceeds the threshold of 0.7 commonly accepted in the marketing literature. While the rho of validity convergent reached a satisfactory level 0.638 greater than 0.5.

The scale of attitude toward the brand has three items which makes it impossible confirmatory factor analysis because their model is said "exactly identified" (Bagozzi and Heatherton, 1994). In this case, we just check the two indicators namely SMC and loading (see **Appendix 4**). The values of all indicators are acceptable. Thus, the SMC values exceed the threshold of 0.5 except that the item att3. All loadings are above the selected threshold. Ultimately, we can say that the scale measuring attitudes obtained is reliable and valid.

D. Presentation of the causal model and validation of the research hypotheses

The causal model (Fig. 2) makes it possible to check the assumptions of research as well as the intensity and significance of the causal links between latent variables. Multinormality conditions have been met. Indeed, the coefficient of Mardia gives a value less than | 3 | (Mardia = M = -1.294).

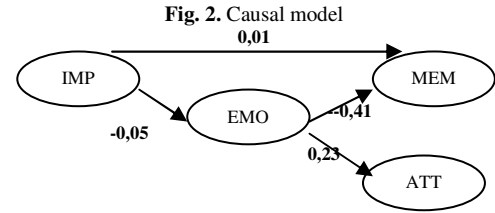


Table 4. The adjustment of the causal model

Index	Chi-square	GFI	AGFI	RMR	RMSEA	NFI	CFI
Value	4,343	0,989	0,947	0,073	0,092	0,790	0,811

Table 5. Significance of causality and validation of hypotheses

Causal link	C.R.	Significance links	Validation of hypotheses
H1 :IMP→EMO	-1,007	0,314	invalidated
H2 :EMO→MEM	-3,669	0,000	confirmed
H3 :IMP→MEM	0,100	0,920	invalidated
H4 :EMO→ATT	4,328	0,000	Confirmed
P < 0,01			

From Table 4, the causal model has a good fit. In addition, the results in Table 5 show that emotion has a negative and significant impact on the threshold of 1% on the memorization and a positive and significant impact on the attitude toward the brand. This then confirms the hypotheses H2 and H4. Concerning the effect of implication on emotion and the effect of implication on memorization, research has not found any significant relationship. This then allows refute hypotheses H1 and H3. Finally, hypotheses H1, H2 and H3 allow us to conclude that emotion does not constitute a mediating variable.

E. Test of moderating variables

To verify the role of the moderator variables, we used a multi-group invariance analysis in total. Three steps allow the realization of this procedure:

- Identify groups of individuals in relation to each test moderating variable.
- Establish a difference test Chi-square and determine the level of significance.
- Compare between groups and study the specific moderating effects in case of the significance of the test.

Moderating effect of sex

Recall that our research hypothesis (H5) assumes that sex has a moderating role in the impact of emotion on memorization of the sponsor brand.

At the operational level, the verification of this hypothesis requires first identifying two groups (men versus women) based on the terms of this variable.

The results of the simple sorting show that men represent 51.8% (207 observations) while women represent 48.2% (193 observations). We adopted the multi-groups full invariance (Amos 18) analysis to test the moderating role of sex on the impact of emotion on memorization of the sponsor brand. The difference of the calculated chi-square is significant at the

level of 5 % (P=0,002) thus the impact of the emotion on the memorization of the brand sponsor depends on sex. Hence the hypothesis H5 is confirmed.

Table 6. Comparison between groups

Groups	Group1 : Men			Group2 : Women		
	Standard regression	T	P	Standard regression	T	P
EMO→MEM	0,001	0,007	0,994	-0,658	-4,628	0,000

The comparison between the groups shows that the impact of emotion on memorization of the sponsor brand is negative and significant for the group of women. Indeed, the Student test is greater than 2. In addition, the probability level for the estimated coefficient is lower than the risk of 5 %. This leads us to conclude that the impact of emotion on memorization of the sponsor brand is negatively influenced when viewers are women. In other words, the impact of emotion on memorization of the sponsor brand becomes positive when viewers are women.

Moderating effect of program type

Recall that our research hypothesis (H6) is to verify the moderating role of the program type on the causal link between emotion and memorization of the sponsor brand.

At the operational level, the verification of this hypothesis requires first identifying two groups (sport program versus talk show) based on the terms of this variable. The results of the simple sorting show that the sporty type represents 50 % (200 observations), while the talk show type is 50 % (200 observations). Thereafter, we will adopt the test of chi-square difference to verify the presence of the moderating effect of program type at this relationship. We adopted the multi-groups full invariance (Amos 18) analysis to test the moderating role of the type of program on the impact of emotion on memorization of the sponsor brand. The calculated difference of chi-square is significant at the level of 5 % (p=0,049) thus the impact of emotion on memorization of the sponsor brand depends on the type of program. This allows concluding that this variable exerts a moderating effect at the causal link between emotion and memorization of brand. Hence the hypothesis H6 is confirmed.

Table 7. Comparison between groups

Groups	Group1 : sport program			Group2 : talk show		
	Standard regression	T	P	Standard regression	T	P
EMO→MEM	-0,108	-0,692	0,489	0,289	2,275	0,023

The comparison between the groups shows that the impact of emotion on memorization of the sponsor brand is positive and significant for group 2. Indeed, the Student test is greater than 2. In addition, the probability level for the estimated coefficient is lower than the risk of 5%. This leads us to conclude that the impact of emotion on memorization of the sponsor brand is positively influenced when the program is kind talk show. In other words, the impact of emotion on memorization of the sponsor brand is negative when the program is kind talk show.

VI. DISCUSSION OF RESULTS AND CONCLUSION

When reading the results, our research allows to make a contribution on the mechanisms of television sponsorship.

First, our research has allowed us to demonstrate that the implication toward the program has no impact on the memorization of the sponsor brand. Similarly, we found no influence of implication toward the program on the emotion generated by the program. This can be explained by the type of implication selected in previous research on sponsorship (durable or situational). Indeed, the work that has found a significant relationship between implication toward the program and memorization of brand (Pham, 1992) on the one hand, and on the other hand between implication toward the program and emotion generated by the program (Pham, 1992; Walliser, 1994b, 1996) used the scale of Strazziéri (1994) to measure implication with a sporting event which is a situational implication. However, in the case of our study, we used this scale to measure a durable implication. Indeed, within the framework of television sponsorship durable implication is considered more effective than situational implication because it reflects regular behavior when situational implication reflects an interest relating to a particular event, which takes place at a period. These results refute the hypotheses H1 and H3.

Then, the research shows a negative influence of emotion generated by the program on memorization of sponsor. Indeed, we know that generally strong emotions positively affect the memorization of elements causing the intensity of emotions. In other words, a person who attends a program that gives pleasure remembered very well the program and poorly elements around the program (including sponsorship operations are part). For that, the sponsors should choose well the entity to sponsor (the program) so that there is congruence between the program and the brand and that this congruence is strong. Also, sponsors should integrate their operations sponsorship in the mix communication for better memorization. These results allow us to confirm the hypothesis H2 and agree with the results of Walliser (1996). The latter found that emotion has a negative impact on memorizing the names of sponsors (recall). Furthermore, these results let to us suggest that emotion generated by the sponsored program rather constitutes an explanatory variable that mediating.

We also demonstrated that the emotion generated by television sponsorship is able to improve the attitude toward the sponsor. Indeed, viewers of the sponsored program assess positively the brand of the sponsor. Television sponsorship is effective in improving attitudes towards the sponsor. These results allow us to confirm the hypothesis H4 and consolidate researches of Gianelloni (1993), Didellon (1998) and Morris and al. (2002). Our research says that sex is a factor that can influence the memorization of the sponsor brand. Moreover, the results obtained allowed to retain the hypothesis H5 that sex moderates the relationship between emotion and memorization of the sponsor brand. Our study shows that the impact of

emotion on memorization of the sponsor brand is negatively influenced when viewers are women. Thus, the impact of emotion on memorization of the sponsor brand becomes positive when viewers are women. These results agree with those of Muller (1983) and Pham (1990).

Our research has allowed us to demonstrate the moderating role of program type in the relationship between emotion and memorization of the sponsor brand. Thus, the impact of emotion on memorization of the sponsor brand is positively influenced when the program is kind talk show. Whence, the impact of emotion on memorization of the sponsor brand is negative when the program is kind talk show.

We have shown that the emotion generated by the sponsored program provide pleasure. Indeed, the profile of the program type talk show gets pleasure than a sporty type where the viewer will be concentrated with the results of the event. These results agree with those of D' Astous and Bitz (1995). These showed that in the case of sponsored programs, the program moderates the impact of television sponsorship on consumer reactions what makes it possible to retain the hypothesis H6.

VII. MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

Our research provides arguments in favour of the use of television sponsorship as well as useful recommendations to make it effective communication tool. Indeed, during the implementation of an operation of television sponsorship, the manager must give importance to certain variables.

Among these variables, we distinguish the emotions caused by the sponsored program. These must be considered carefully by the sponsors when selecting the entity to sponsor. We found that emotional reactions to the program give pleasure and act at the expense of memorization of brand. Knowing therefore the nature of the emotion generated by the program would allow choose well the features that best characterize the brand is done by a suitable choice of program type.

Particular sex should be taken into account by managers when developing their strategies. Indeed, our study showed that sex has an impact on the responses to television sponsorship. So choose the target (public) would better carry out its campaign. These elements combined together allow the sponsor to be considered by the viewer as part of the show rather as an auxiliary element thus reducing the distance between the emotional reactions of viewer and sponsor and contributing to the effectiveness of television sponsorship in terms of memorization and attitude toward the brand.

VIII. CONTRIBUTIONS, LIMITS AND PERSPECTIVES OF RESEARCH

First, our research is distinguished by its real approach in order to study the reactions of viewers which gives it to our meaning a better external validity than experiences or quasi-experiences in the laboratory (Drees 1987; Schuman, 1987; Pham, 1992; Courbet, 2000 ; Fleck- Dousteysier, 2006;

Meziou , 2010) also conducted to study the effectiveness of sponsorship.

Our research allowed setting relationship of different variables that may explain the effectiveness of television sponsorship in a causal model and confirm the theory of sponsorship.

However, this paper has some limitations. A first limit related to verbal measure of emotion. Admittedly, it is difficult for an individual to verbalize accurately their emotions, in fact, it could well lead the individual to change his feelings. It is for this reason that other measures may be preferred to verbal measures such as physiological measurements, facial measurements or cerebral measurements but those incur costs. However, insofar as we addressed individuals by explaining to them that sought to understand their emotions through their follow of one of two programs proposed in the questionnaire, we estimate that they have agreed to respond without concealing the reality of their emotions.

The durable implication is a built whose role in the effectiveness of television sponsorship merits further consideration. Indeed, the literature review presents various scales to measure the durable implication. Among the most commonly used scales, there are the scale of Zaichkowsky (1985) and the scale of Laurent and Kapferer (1985). We have not used any of these scales for practical and conceptual reasons. Certainly, the scale of Zaichkowsky (1985) consists of 20 semantic differentiators and the scale of Laurent and Kapferer (1985) consists of 16 items. It was therefore difficult to integrate one of these scales to the questionnaire. Moreover, despite the superiority of validity (Roehrich and Valette-Florence, 1989) of scale of Laurent and Kapferer (1985) its application to the field of sponsorship remains difficult because it was designed to measure the implication of consumers for products and foremost consumer products.

Finally, avenues of research are extensible to the integration of variables excluded from our model, which may influence the effectiveness of television sponsorship (situational factors, familiarity with the brand, the preliminary notoriety of a brand).

Another interesting line of research would be to complete this research through a qualitative study with specialist companies in the sector. This study would address the lack of work in the literature on the television sponsorship.

It would be desirable to give the investigation a national reach on a larger and more representative sample.

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Appendix 1: The scales adopted

1) Scale of implication (Pertinence-Interest-Attraction) (Strazzieri, 1994)

Forward	Dimensions
Product X is a product that really matters to me X is a product which I attach particular importance	Relevance
I especially like about the product X We can say that product X is a product that interests me	Interest
I feel particularly attracted by the product X The mere information on product X is a pleasure	Attraction

2) Scale of emotion (Mehrabian and Russell, 1974)

The items used to measure the pleasure dimension of emotion are:

<ul style="list-style-type: none"> •Happy/unhappy •Content/upset •Satisfied/dissatisfied •Gay/sad •Hopeful/desperate •Entertained/bored

The items used to measure the activation of emotion dimension are:

<ul style="list-style-type: none"> •Excited/relaxed •Annoyed/quiet •Full of energy/without energy •Nervous and anxious/apathetic •Awake/asleep •Stimulated/unstimulated

3) Scale of attitude (Mitchell, 1986)

I do not appreciate this brand	1	2	3	4	5	I really appreciate this brand
I find this brand unpleasant						I find this brand pleasant
My opinion toward this brand is negative						My opinion vis-à-vis this brand is positive

Appendix 2: Sample distribution according to age and sex

Age groups	Percentage
15-25years	43,0
26-35years	25,0
36-49years	18,5
50years and over	13,5

Sex	Percentage
Men	51,8
Women	48,2

Appendix 3 : Results of CFA emotion

First Confirmatory Factor Analysis of emotion

<i>Title of item</i>	<i>Bootstrap</i>		<i>After Bootstrap</i>	
	<i>SMC</i>	<i>λ</i>	<i>SMC</i>	<i>λ</i>
Content/upset	0,712	0,844	0,714	0,844
Gay/sad	0,409	0,640	0,411	0,639
Entertained/bored	0,407	0,638	0,408	0,637
Excited/relaxed	1,354	1,164	1,420	1,183
Full of energy/without energy	0,184	0,429	0,193	0,434
			Noted value	
Chi-square/ ddl			4,182	
GFI			0,983	
AGFI			0,936	
RMR			0,071	
RMSEA			0,089	
NFI			0,970	
CFI			0,977	

Second Confirmatory Factor Analysis of emotion

<i>Title of item</i>	<i>Before Bootstrap</i>		<i>After Bootstrap</i>	
	<i>SMC</i>	<i>λ</i>	<i>SMC</i>	<i>λ</i>
Content/upset	0,607	0,779	0,611	0,779
Gay/sad	0,460	0,678	0,461	0,677
Entertained/bored	0,462	0,679	0,467	0,681
			Noted value	
Chi-square / ddl			0	
GFI			1	
AGFI			0	
RMR			0	
RMSEA			0,488	
NFI			1	
CFI			1	