The Effect of Sponsor-Event Congruence on Sponsor Credibility, Attitude toward the Sponsor, and Purchase Intention: A Study of Implora Brand

by Purnamaningsih Purnamaningsih

The Effect of Sponsor-Event Congruence on Sponsor Credibility, Attitude toward the Sponsor, and Purchase Intention: A Study of Implora Brand

Angelia Maretta [a], Purnamaningsih Purnamaningsih [a*] and Florentina Kurniasari [a]

[a] *Universitas Multimedia Nusantara, Scientia Boulevard, Tangerang, Indonesia.*

Authors' contributions

This work was carried out in collaboration among all authors. Author AM designed the study, collected data and performed the statistical data. Authors PP and FK managed the analyses of the study. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Aims: This research was conducted to find out the effect of sponsorship on one of the biggest beauty events in Indonesia, namely Jakarta x Beauty 2022 through sponsor-event congruence, sponsor credibility, and attitudes towards the sponsor to purchase intention of a local beauty brand, namely Implora.
Study Design: Cross-Sectional Descriptive Quantitative Research with a non-probability sampling technique.
Place and Duration of Study: The population consisted of Indonesians who had visited the

Corresponding author: E-mail: purnamaningsih@umn.ac.id;

Jakarta x Beauty 2022 beauty event held by the Female Daily Network. The samples used as respondents who participated in this study were women and men with a minimum age of 17 years who like to pay attention to appearance, know about the Female Daily Network, know about the Jakarta x Beauty program, attend the Jakarta x Beauty 2022 event, know about a beauty brand called Implora, know about Implora is a sponsor at the Jakarta x Beauty 2022 event, and has never purchased beauty products from Implora.

Methodology: There are three hypotheses tested through the structural equation model (SEM) method with a total sample of 112 respondents.

Results: In this study, it is proven that event-sponsor congruence has a positive influence on sponsor credibility. Furthermore, sponsor credibility has a positive influence on attitude toward the sponsor, as well as purchase intentions which are positively influenced by attitude toward the sponsor.

Conclusion: This research can be considered by Implora in conducting sponsorship in the future, as well as contributing to further similar research so it can obtain a maximum research result.

1. INTRODUCTION

The development of the beauty industry in Indonesia continues to increase consistently from year to year. The Minister of Tourism and Creative Economy, Sandiaga Uno predicts that in 2022 the beauty industry will increase by US\$8.46 billion, and is optimistic that in the next 5 to 10 years Indonesia will become the 5th largest market for the beauty industry worldwide [1]. Based on research conducted by the Indonesian Digital Marketing Association Team in February 2022, it appears that beauty care products are the best-selling products sold in the marketplace. Sales reached 33.4 million products out of 700 million products available on the 2 largest marketplaces in Indonesia, namely Shopee and Tokopedia [2].

These products also come from local beauty products that have started to appear in Indonesia in recent years. Based on a survey conducted by Populix of 500 Indonesian women, the result is that more than half or 54% of respondents prefer local brand cosmetics to international brands [3]. The tendency of the Indonesian people to choose local cosmetic products is supported by the implementation of various activities in the beauty industry which are very diverse and present many local brands. One of the largest beauty forums in Indonesia is the Female Daily Network, a website and application-based platform that provides beauty product articles and reviews. Every year, Female Daily Network holds an annual beauty event called FD x Beauty which is held in several cities in Indonesia, including Jakarta, Surabaya and Medan. Jakarta x Beauty is back after a hiatus of 2 years due to

the Covid-19 pandemic. Jakarta x Beauty 2022 is the largest skincare and cosmetics exhibition in Southeast Asia which presents more than 200 beauty brands and 70% of them are local brands. Jakarta x Beauty is a place for local products to grow not only in Indonesia, but also globally [4].

In the year 2022, Jakarta x Beauty is sponsored by Implora, a local cosmetic brand that was founded in 2002 and was founded by Go Wie Liem and his wife Sri Melani. Some of the benefits Implora received as a silver sponsor at the Jakarta x Beauty 2022 event include: placement of Implora logo on the first page banner of the Jakarta x Beauty 2022 website (www.jakartaxbeauty.com), writing of the Implora brand on the Jakarta x Beauty website (www.jakartaxbeauty.com) and the official website of the Female Daily Network (www.editorial.femaledaily.com), as well as in various articles written by Jakarta event media partners x Beauty 2022, and benefit to hold a Meet & Greet event at the Implora booth at Jakarta x Beauty 2022.

Sales of the Implora brand are dominated by online sales, especially through marketplaces. From the information listed on the official Implora website (Implora.co.id) in the "Where to Buy" section and in the "Frequently Asked Questions" section which states that Implora focuses its sales on its official marketplaces at Tokopedia, Shopee and Lazada, as well as offline at several local cosmetic shops that sell Implora products. At the beginning of 2022, namely in February and March, Implora was in the first position of the best-selling facial serum based on the Compass Dashboard. After holding on to first position,

Implora then dropped to position 8 in June 2022, even its sales were beaten by the Skintific brand, which is the first time to enter the top line of facial serum brands in 7th position [5].

According to [6], the purpose of a brand sponsoring an event is to increase sales, brand recognition, and brand image, as well as develop consumer loyalty to the brand. One example of an increase in sales of a brand sponsoring an event is the Hydro Coco brand by sponsoring the Foam Run 5K Telkomsel and Color Run events with PT. Kimia Farma was successful in increasing its sales by 63.71% in 2017 [7]. The event sponsored by Hydro Coco is aligned with its brand which has a similar target market, in the form of people who pay attention to their health. Likewise, with the Implora brand which sponsors the Jakarta x Beauty 2022 event with industry alignment, namely the beauty industry, as well as the target audience for Jakarta x Beauty 2022 and the target market for Implora, namely beauty enthusiasts throughout Indonesia.

Implora, which is sponsoring the Jakarta x Beauty 2022 event with a specific target market, namely beauty enthusiasts or fans of beauty products, is very suitable to support increased sales of the company's products which experienced a decline exactly one month before the event was held through the creation of sponsor credibility, attitude towards the sponsor, as well as purchase intention towards Implora. It is known that Implora focuses its sales online, so the downward trend in sales on the marketplace represents the majority of sales of Implora's beauty products. Therefore, this research was conducted to determine the effect of sponsorship at one of the biggest beauty events in Indonesia, namely Jakarta x Beauty 2022 on the intention to purchase the Implora brand so that it can compete with its competitors in the market by taking advantage of the momentum of the Jakarta x Beauty 2022 event which was held in July 2022 or one month after the phenomenon of declining sales experienced by Implora, so that it can return to its position earlier this year.

2. LITERATURE REVIEW

2.1 Sponsor-Event Congruence

According to [8], sponsorship is all the means used by companies to get public relations exposure. Based on [9], there are 2 forms of sponsorship which include financial sponsorship and in-kind sponsorship. Congruity or harmony is a psychological theory put forward by Osgood and Tannebaum in 1955 which explains changes in individual behavior, in the form of the emergence of sympathy when someone they like agrees to the same thing as them [10]. One application of congruity theory in marketing science is sponsor-event congruence. Its application can be in the form of audience alignment attending an event with the target market of the sponsoring company, as well as the suitability of the sponsoring company's brand, product or service to an event based on the perceptions and expectations held by consumers [11].

According to [12], sponsor-event congruence is a factor of "fit" between an event and the brand that sponsors the event. Meanwhile, according to [13], sponsor-event congruence is defined as a situation where the sponsor's product or service is intrinsically aligned with the event it sponsors, and there is relevance and similarity of the image of an event to several aspects contained in the brand that sponsors the event. In line with this, according to [14], sponsor-event congruence is the extent to which consumers believe that an event and a sponsor's brand have the same identity. Therefore, the study proposes the 1st Hypothesis:

Hypothesis 1: Sponsor-event congruence has a positive impact on sponsor credibility.

2.2 Sponsor Credibility

Credibility is an important factor in persuasion techniques. To be persuasive, a person's sense of trust must be generated in something that is argued that this is the truth, based on experience and knowledge [15]. Based on [16], there are 3 components in credibility to send messages effectively including attractiveness, trustworthiness, and expertise. Expertise or expertise is the level of understanding of the source based on another person's point of view. Trust or trustworthiness is the level of consumer confidence that the statement given is valid. Attractiveness is something that is considered impressive and attracts the attention of consumers.

Credible companies are assessed based on altruistic corporate motivation and not only profit-oriented [17]. A good brand earns the trust of its consumers. When sponsoring a particular event, it is hoped that it can help a brand build trust from potential customers and existing customers

through the event. The credibility of a good company will increase the positive attitude of consumers towards the company concerned. Based on [18] sponsor credibility is the extent to which the sponsor is considered trustworthy and can be trusted by consumers. Sponsor credibility is one of the most important characteristics of a brand signal [19]. In line with this, sponsor credibility is defined as consumer perception in terms of the level of trust in products and information, as well as the fulfillment of a brand's promises [20]. Therefore, this study proposes the following hypothesis:

Hypothesis 2: Sponsor credibility has a positive impact on attitude toward the sponsor.

2.3 Attitude toward the Sponsor

In psychology, attitude is a series of emotions, beliefs, and behaviors towards certain objects, people, things, or events. Attitude is usually the result of experience or education received by a person, and influences behavior and actions in various situations [21]. Based on [21], there are several factors that affect the formation of attitude such as experience, social factors, observation, learning, and conditioning.

A person's positive or negative reaction to a brand is determined by the ethics that consumers raise in their daily lives with a brand. Attitudes are one of the important factors that shape individual habits, including determining what brand you want to buy or what shop you want to subscribe to. Brand determination is usually based on the most profitable evaluation [22]. Based on [23], there are 3 main components known as the tri- component attitude model, including the cognitive component, affective components, and the coactive component. [24] stated that attitudes toward the sponsor are positive or negative reactions of consumers towards a brand after getting experience from an event. Meanwhile, according to [25], attitudes toward the sponsor are the overall evaluation of consumers towards a brand including names,

logos and symbols, as well as other attributes and characters in a brand that determine consumer behavior and decisions. In line with this, attitudes toward the sponsor are also interpreted as all consumer evaluations of a brand which form the basis for choosing a brand [26]. Based on the explanation, the 3rd hypothesis is proposed for this study:

Hypothesis 3: Attitude toward the sponsor has a positive impact on purchase intention.

2.4 Purchase Intention

The desire to buy a particular product from a brand is determined by several things and consumer considerations. Based on [8], purchase intention is defined as a preference possessed by consumers in buying a product or service. Meanwhile, according to [24], purchase intention is the tendency of consumers to buy products in certain situations. Research in psychology shows that purchase intention tends to be a predictive actual purchase when there is a relationship between action, context, and time [8].

Consumers in various parts of the world have different responses to marketing or marketing activities. In a research it was found that the purchase intention of consumers in the United States is twice as likely to be influenced by beliefs and attitudes towards the brand. Meanwhile, South Korean consumers have an eightfold tendency to be affected based on the beliefs of prevailing social norms [8]. According to [17], purchase intention is defined as an intention and consideration that consumers have before buying a product according to the results of the product function analysis according to the behavior and habits of consumers in making purchases. Purchase intention is a decision that explores the reasons consumers buy a particular brand [24]. Meanwhile, according to [27], purchase intention is a process of consumer analysis of a product based on knowledge of the product and comparison with other products.

Following is the research framework based on the explanation of the proposed hypothesis:
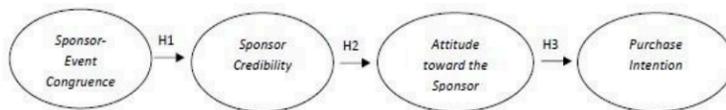
3. RESEARCH METHODS

3.1 Pre-Test

The accuracy of the data used in the measurement is determined through a validity test. This is done to find out how much an indicator can represent something that is measured in a study. Test validity relates to how well a research concept is defined through measurement. The measured data must be free from systematic or non-random errors [28]. Reliability test refers to how consistently a variable that is measured is true and error free. All indicators in measurement must be consistent and interrelated to show that these indicators measure the same thing [29]. An indicator is declared reliable through a reliability measurement tool called Cronbach's Alpha. Cronbach's Alpha value ≥ 0.6 to state a reliable indicator [28].

3.2 Participants, Study Design, and Procedure

In this study, the population consisted of Indonesians who had visited the Jakarta x Beauty 2022 beauty event held by the Female Daily Network. The samples used as respondents who participated in this study were women and men with a minimum age of 17 years who like to pay attention to appearance, know about the Female Daily Network, know about the Jakarta x Beauty program, attend the Jakarta x Beauty 2022 event, know about a beauty brand called Implora, know about Implora is a sponsor at the Jakarta x Beauty 2022 event, and has never purchased beauty products from Implora. This study uses conclusive research through descriptive research with a cross-sectional design, namely a single cross-sectional design. This research uses conclusive research because it wants to know the relationship between variables that influence purchase intention for the Implora brand as a silver sponsor for the Jakarta x Beauty 2022 event. Descriptive research is used in this study to find out certain characteristics in the market. The reason for using a cross-sectional design is because data collection from the sample is only done once through a single cross- sectional design, where the sample used is only one representative group of respondents representing the target population of visitors to the Jakarta x Beauty 2022 event who know Implora as the sponsor of the event.

3.3 Measures

Based on [28], a procedure that estimates the correlation of several independent and dependent variables in a construct that is represented through a measured variable or measured variable and included in a connected model is called Structural Equation Modeling (SEM). SEM is usually used when a study consists of 2 or more endogenous variables. This study applies the Structural Equation Modeling (SEM) method because the research model contains more than one endogenous variable and includes several structural relationships. Structural Equation Modeling (SEM) is usually used as a form of confirmation rather than exploration in determining whether a particular model is valid to use or not. SEM helps in measuring variables and testing relationships based on the theory described using a single technique [28].

3.4 Data Analysis

There were 112 respondents in this study who had passed the screening stage through the Google Form, where respondents who did not meet the criteria were immediately directed to submit the form before entering the list of questions for the variables measured in this study. The samples used as respondents were women and men who were at least 17 years old, liked to pay attention to appearance, knew about the Female Daily Network, knew about the Jakarta x Beauty event, attended the Jakarta x Beauty 2022 event, knew about a beauty brand called Implora, knew that Implora was a sponsor at the Jakarta event x Beauty 2022, and have never purchased beauty products from the Implora brand.

The results of the sponsor-event congruence variable assessment data processing, namely the dominant respondent's assessment on a scale of 6 with an overall mean value of 5.85 and included in the "Very High" category. These results show that the respondents in the study considered that the congruence event sponsors for Jakarta x Beauty 2022 and Implora were very high. Overall, the mean value of male respondents who were visitors to the Jakarta x Beauty 2022 event for sponsor-event congruence was 5.93. This mean value is higher than that of female respondents of 5.85. This means that male respondents think that the alignment of the Implora brand and the Jakarta x

Beauty 2022 event is better than female respondents.

The results of data processing on the sponsor credibility variable assessment, namely the dominant respondent's assessment on a scale of 6 with an overall mean value of 5.82 and included in the "Very High" category. These results indicate that respondents in the study considered that Implora's sponsorship credibility was very high. Overall, the mean value of the male respondents to Implora's sponsor credibility as the sponsor of the Jakarta x Beauty 2022 event is 5.90, which means it is slightly higher than the female respondents with a mean value of 5.89.

The results of processing the attitude towards the sponsor variable assessment data, namely the dominant respondent's assessment on a scale of 6 with an overall mean value of 5.83 and included in the "Very High" category. These results indicate that the respondents in the study had a very high attitude toward the sponsor, namely towards Implora. Overall, the male respondent's attitude toward the sponsor was better than the female respondent who was a visitor to the Jakarta x Beauty 2022 event. This was shown by the mean value of male respondents of 5.89 and female respondents of 5.86.

The results of processing the purchase intention variable assessment data, namely the dominant respondent's assessment on a scale of 5 and 6 with an overall mean value of 5.48 and included in the "High" category. These results indicate that the respondents in the study had a high purchase intention for Implora. Overall, the mean value of female respondents to purchase intention is 5.50. This mean value is higher than that of the male respondents of 5.43. This means that female respondents have a better purchase intention for the Implora brand than male respondents after visiting the Jakarta x Beauty 2022 event.

4. RESULTS

4.1 Preliminary Analysis

Based on the validity test of 30 respondents at the pre-test stage through the IBM SPSS Statistics 25 application, all question instruments in the research variables including sponsor-event congruence, sponsor credibility, attitude toward the sponsor, and purchase intention were declared valid. All variables in the pre-test of this study are reliable based on the provisions of Cronbach's Alpha ≥ 0.6 [28]. So that research instruments can be distributed to obtain data according to what is needed because it meets the value of Cronbach's Alpha ≥ 0.6.

4.2 Measurement Model Analysis

All variables in this study proved valid based on the results of the validity test, where each indicator has standardized loading factors (SLF) ≥ 0.5 and t-values ≥ 1.96.

Calculations of construct reliability (CR) and variance extracted (VE) for all variables in this study is proved to be reliable because they met the criteria CR ≥ 0.7 and VE ≥ 0.5.

Table 1. Overall data validity test results

No	Variable	Code	Standard Loading Factors ≥ 0,5	T-value ≥ 1,96	Analysis
1	Sponsor-Event Congruence	SEC1	0,73	8,29	Valid
		SEC2	0,75	8,84	Valid
		SEC3	0,66	7,52	Valid
2	Sponsor Credibility	SC1	0,64	*	Valid
		SC2	0,71	6,22	Valid
		SC3	0,72	6,22	Valid
3	Attitude toward the Sponsor	ATS1	0,73	*	Valid
		ATS2	0,78	7,63	Valid
		ATS3	0,73	7,18	Valid
4	Purchase Intention	PI1	0,75	*	Valid
		PI2	0,68	5,53	Valid
		PI3	0,54	4,53	Valid

Table 2. Overall Data Reliability Test Results

No	Variable	CR ≥ 0,7	VE ≥ 0,5	Analysis
1	Sponsor-Event Congruence	0,757	0,510	Reliable
2	Sponsor Credibility	0,767	0,524	Reliable
3	Attitude toward the Sponsor	0,815	0,595	Reliable
4	Purchase Intention	0,798	0,574	Reliable

Table 3. Goodness of Fit Test Results (Structural Model)

Goodness of Fit (GOF) Measure	Target Match Rate	Result	Match Rate
Absolute Fit Measure			
RMSEA	RMSEA < 0,8	0,079	Acceptable Fit
Incremental Fit Measure			
CFI	CFI ≥ 0.97	0,98	Acceptable Fit
Parsimony Fit Measure			
PNFI	0 ≤ NFI ≤ 1	0,94	Acceptable Fit

Table 4. Hypothesis Test Results (Structural Model)

Hypothesis	Path	Estimates	T-values	T-table	Conclusion
H1	Sponsor-Event Congruence (SEC) has positive effect on Sponsor Credibility (SC)	0,96	6,75	1,96	Support Data
H2	Sponsor Credibility (SC) has positive effect on Attitude toward the Sponsor (ATS)	0,88	5,89	1,96	Support Data
H3	Attitude toward the Sponsor (ATS) has positive effect on Purchase Intention (PI)	0,79	5,83	1,96	Support Data

The level of agreement with the RMSEA, CFI, and PNFI measurements in this study is acceptable fit, so it is feasible and good to proceed to the next stage.

4.3 Structural Model Analysis

The results of the structural model equation analysis using LISREL version 8.8 show that there is a relationship between variables based on estimates and t-values displayed in the structural model path diagram of this study. The hypothesis can be accepted if the t-value ≥ 1.65 so that it can be interpreted that there is a positive influence of the dependent variable and the independent variable in this study. Conversely, if the t-value ≤ 1.65, it can be concluded that the two variables have a negative effect and are not significant.

5. DISCUSSION

The results of the structural model test prove that sponsor-event congruence has a positive effect on sponsor credibility. This is in line with the results of research conducted by [22] which shows that sponsor credibility is positively influenced by sponsor-event congruence. Similar results were found in the study by [17], this study shows that sponsor-event congruence directly has a positive effect on sponsor credibility. This study proves that sponsor-event congruence has a positive effect on sponsor credibility. This means that customers can trust a brand to sponsor a particular event if the sponsoring brand and the event are related. So that visitors to Jakarta x Beauty 2022 who are respondents in this study agree that Implora and Jakarta x Beauty 2022 have a similar brand image and are compatible with one another. This resulted in Implora's high credibility as a sponsor of Jakarta x Beauty 2022.

The results of the structural model test prove that sponsor credibility has a positive effect on attitude toward the sponsor. This relationship is in accordance with the results of a study by [9] which showed a positive relationship between

sponsor credibility and attitude toward the sponsor. This is also in line with the results of another study by [17] and [14] which shows that sponsor credibility has a positive effect on attitude toward the sponsor. This study proves that sponsor credibility has a positive influence on attitude toward the sponsor. This means that consumers perceive the Implora brand as a sponsor of the Jakarta x Beauty 2022 event as a brand that is credible, has high integrity, and is a trusted brand of beauty products. So that it creates an attitude towards the sponsor, in the form of better impressions and opinions towards the Implora brand after visiting the Jakarta x Beauty 2022 event.

The results of the structural model test prove that attitude toward the sponsor has a positive influence on purchase intention. This is consistent with the research of [14] which shows that attitude toward the sponsor has a positive effect on purchase intention. Similar results are also found in research by [21], namely attitude toward the sponsor has a positive effect on purchase intention, as well as research conducted by [24] stated that attitude toward the sponsor has a positive effect on purchase intention. This study proves that attitude toward the sponsor has a positive influence on purchase intention. This means that after visiting the Jakarta x Beauty 2022 event there is an increased intention to buy beauty products from Implora. Especially with the affordable price of Implora products so that it fits into the budget spent by the majority of respondents in this study to buy beauty products, which is IDR 50,000 – IDR 200,000 per month. By sponsoring the Jakarta x Beauty 2022 event, Implora can increase consumers' intention to use Implora products, buy implora products regularly and in their daily lives. This resulted from the creation of a positive attitude toward the sponsor from customers towards the Implora brand.

6. CONCLUSIONS AND SUGGESTED FOR FURTHER RESEARCH

Sponsor-event congruence has a positive effect on sponsor credibility. This is in line with research conducted by [9] and [17] which shows that sponsor-event congruence has a positive effect on sponsor credibility. Thus, the high sponsor credibility owned by sponsor brands is influenced by sponsor-event congruence. In this study, it means that Implora's perception of

sponsor credibility is influenced by sponsor-event congruence between Implora as a sponsor and the event she sponsors, namely Jakarta x Beauty 2022.

Sponsor credibility has a positive effect on attitude toward the sponsor. This is in line with research conducted by [24], [17], as well as [14] which shows that sponsor credibility has a positive effect on attitude toward the sponsor. Thus, the better the sponsor credibility of a brand, the better the attitude toward the sponsor the consumer will have. This research shows that consumers have a good attitude toward sponsorship towards Implora due to Implora's perception of sponsorship's good credibility when sponsoring the Jakarta x Beauty 2022 event.

Attitude toward the sponsor has a positive influence on purchase intention. This is in line with research conducted by [14], P [27] and [24] which states that attitude toward the sponsor has a positive effect on purchase intention. So that the high purchase intention of a brand is influenced by how good the customer's attitude toward the sponsor is after visiting a particular event. In this study, the purchase intention of Implora beauty products was influenced by the attitude toward the sponsors of the visitors to the Jakarta x Beauty 2022 event.

The next research is expected to be able to measure purchase intention towards the Implora brand specifically for one product category or one particular product so that it can be considered as a more targeted brand. In this study only tests between variables were carried out, so that further research is expected to obtain better results by conducting tests of mediating variables. Also, the next research is also expected to be able to add one variable, namely self-congruity to support more accurate research results.

ACKNOWLEDGEMENTS

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Angelia. 9 Alasan Perempuan Lebih Memilih Produk Kosmetik Lokal Daripada Luar Negeri; 2022.

2. Digimind. Hasil Riset Penjualan Team Asosiasi Digital Marketing Indonesia Periode Februari 2022; 2022.

3. Pahlevi. Survei: 54% Konsumen Kosmetik Lebih Pilih Brand Lokal; 2022.

4. Indonesia C. Jakarta X Beauty 2022 jadi Wadah Produk Kecantikan Lokal Makin Dikenal; 2022.

5. Rukmana. Beda Tipis, Intip Strategi Marketing Skintific VS Implora di Kategori Serum Wajah Terlaris 2022; 2022.

6. PPDAC, Parganas TA. Linking sport team sponsorship to perceived switching cost and switching intentions., European Sport Management Quarterly. 2017;17(4): 457-484.

7. R, Rahmaniati RN.Event Sponsorship Sebagai Salah Satu Strategi Komunikasi Pemasaran Hydro Coco. Jurnal Ilmu Komunikasi. 2019;8(2):42-53.

8. PWVSJ, Kotler AG. Principles of marketing (European 4th edition)., Prentice Hall; 2005.

9. TWC, a. Cornwell RD. Sponsorship-linked marketing: opening the black box, Journal of Advertising. 2005;34(2):21-42.

10. Gordon J, Congruity Theory; 2022.

11. EWJJ, Jagre WJG. Sponsorship and congruity theory: A theoretical framework for explaining consumer attitude and recall of event sponsorship., ACR North American Advances.; 2001.

12. J, Ruth SB. Brought to you by Brand A and Brand B" Investigating Multiple Sponsors' Influence On Consumers' Attitudes Toward Sponsored Events., Journal of Advertising. 2013;32(3):19-30.

13. GPPD, Prendergast WDC. Match game: Linking sponsorship congruence with communication outcomes., Journal of Advertising Research. 2010;50(2):214-226.

14. R, Lacey CAG. How fit connects service brand sponsors with consumers' passions for sponsored events. International Journal of Sports Marketing and Sponsorship; 2013.

15. ME, Guffey LD. Business communication: Process and product., Cengage Learning; 2014.

16. Ohanian R. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness., Journal of advertising. 1990;19(3):39-52.

17. NJCSMTCS, Rifon LH. Congruence effects in sponsorship: The mediating role of sponsor credibility and consumer attributions of sponsor motive. Journal of Advertising. 2004;33(1):30-42.

18. MCJPB, Wang EK. The determinants of the sports team sponsor's brand equity: a cross-country comparison in Asia, International Journal of Market Research. 2011;53(6):811-829.

19. APR, a. Spry CT. Celebrity endorsement, brand credibility and brand equity, European Journal of Marketing. 2011; 45(6):882-909.

20. Sanjaya R. Peran Brand Credibility terhadap Niat Beli di Bidang Jasa Keuangan (Survei Pada Pt "X" Di Kota Bandung)., Journal of Accounting and Business Studies. 2016;1(1).

21. Cherry K. Attitude in Psychology; 2022.

22. Alfianto F. Analysing The Effect of Social Media on Purchase Intention And Brand Attitude As Interverning Variable At Malang Strudel, Universitas Brawijaya, Malang; 2018.

23. L, Schiffman WJ. Consumer Behavior Twelfth Edition., Pearson Education; 2019.

24. NFWAGWSAMNA, Mohd Sah MAMK. Event sponsorship factors towards purchasing intention. Journal of International Business, Economics and Entrepreneurship. 2020;5(2):73-79.

25. Sasmita JL. Pengaruh Advertising Appeal, Attitude Toward Brand, Dan Attitude Toward Advertising Terhadap Variabel Brand Preference Pada Obyek Iklan Popmie Edisi Gadis Hongkong. Jurnal Strategi Pemasaran. 2017;4(1):9-18.

26. VA, Seitz ANM. The effectiveness of branded mobile apps on user's brand attitudes and purchase intentions., Review of Economic and Business Studies. 2016;9(1):141-154..

27. MAAMASMAAM, Raza RM. The Determinants of Purchase Intention towards Counterfeit Mobile Phones in Pakistan., Journal of Public Administration and Governance. 2014;4(3).

28. Malhotra NK. Marketing Research, An Applied Orientation Seventh Edition, Pearson Education In.; 2010.

29. JBWBB, Hair AR. Multivariate Data Analysis 7th Edition, Pearson Prentice Hall: JOUR.; 2010.

Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle5.com/review-history/98723

The Effect of Sponsor-Event Congruence on Sponsor Credibility, Attitude toward the Sponsor, and Purchase Intention: A Study of Implora Brand