

**EFFECT OF AMBUSH MARKETING TO CUSTOMERS'
ATTITUDE TOWARDS BRAND IN OLYMPIC GAME 2016**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**EFFECT OF AMBUSH MARKETING TO CUSTOMERS'
ATTITUDE TOWARDS BRAND IN OLYMPIC GAME 2016**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
December 12th, 2016



.....
Mr. Metee Ploymee
Candidate

.....
Asst. Prof. Dr. Peter De Maeyer,
Ph.D.
Advisor

.....
Asst. Prof. Dr. Kannika Leelapanyalert ,
Ph.D.
Chairperson

.....
Clinical Professor Suwat Benjaponpitak,
M.D.
Acting Dean
College of Management
Mahidol University

.....
Asst. Prof. Dr. Phallapa Petison,
Ph.D.
Committee member

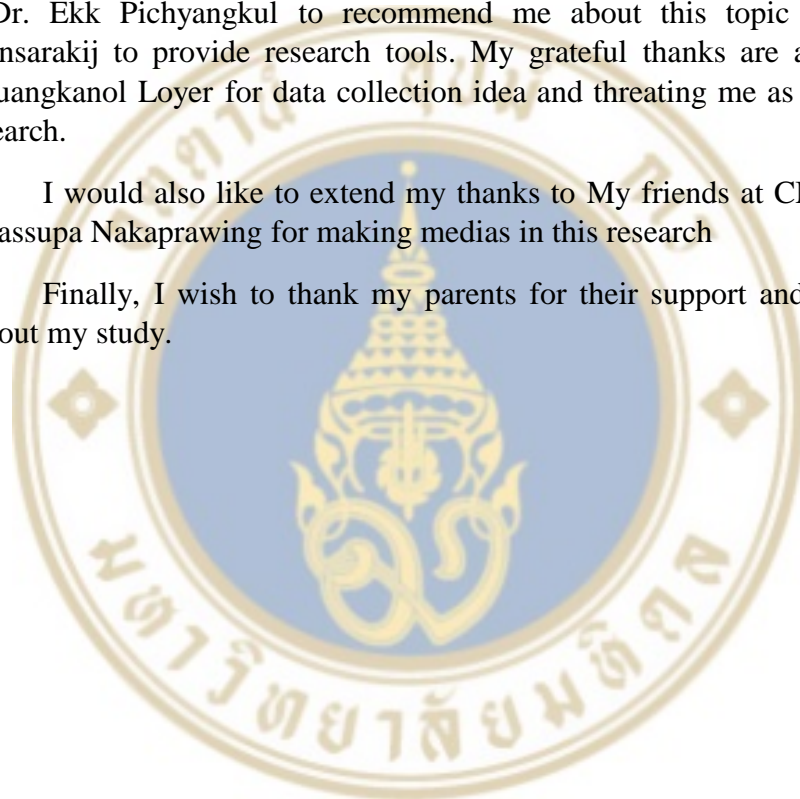
ACKNOWLEDGEMENTS

I would like to gratefully thank Assistant Professor Peter De Maeyer, Ph.D, for his valuable and constructive suggestions during the planning and development of this research. His experience and knowledge have helped me to achieve this research since we started this topic without idea or information to support. I would also like to thank Dr. Ekk Pichyangkul to recommend me about this topic and Dr Suwan Juntiwansarakij to provide research tools. My grateful thanks are also extended to Miss Duangkanol Loyer for data collection idea and threatening me as I could not pass this research.

I would also like to extend my thanks to My friends at CMMU especially Miss Massupa Nakaprawing for making medias in this research

Finally, I wish to thank my parents for their support and encouragement throughout my study.

Metee Ploymee



EFFECT OF AMBUSH MARKETING TO CUSTOMERS' ATTITUDE TOWARDS
BRAND IN OLYMPIC GAME 2016

METEE PLOYMEE 5849066

M.M.

THEMATIC ADVISORY COMMITTEE: ASST. PROF. PETER DE MAEYER,
Ph.D., ASST. PROF. PHALLAPA PETISON, Ph.D., ASST. PROF. KANNIKA
LEELAPANYALERT, Ph.D.

ABSTRACT

In the consumer centric era, marketers need to look out consumer interesting to develop marketing strategy. There are several marketing tools to capture consumers' insight, the most powerful tool is sponsorship because it can capture mass awareness. Due to cost of sponsorship is too expensive, it causes to other brands do ambush strategy. In this research aims to understand the ambush strategy in Olympic, 2016 by measuring attitude towards brands. The result shows that 150 Thai respondents did not be influenced by event, sponsorship and ambusher. Consumers believe that being a sponsorship is a good image to brand but they still purchase products or service from ambusher. Moreover, doing event marketing as sponsor and ambush marketing is not effect to consumers' attitude, thus it is an opportunity to brands to do marking strategy which related to event for gain benefit during event.

KEY WORDS: Event Marketing / Marketing strategy / Sponsorship / Ambush
marketing / Ambusher

66 pages

CONTENTS

	Page
ACKNOWLEDGE	ii
ABSTRACT (ENGLISH)	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Sponsorship	1
1.2 Ambush Marketing	2
1.3 Research on ambush marketing	4
CHAPTER II LITERATURE REVIEW	5
2.1 Consumer centric	5
2.2 Marketing communication	5
2.3 Sponsorship	6
2.3.1 Criteria of sponsorship	7
2.3.2 The objective of sponsorship	8
2.3.3 The sponsorship effect	9
2.4 Ambush Marketing	11
2.4.1 Ambush strategies	11
2.4.2 Counter attack strategies	12
2.5 Attitude towards brand	13
2.6 Hypotheses	15

CONTENTS (cont.)

	Page
CHAPTER III RESEARCH METHODOLOGY	17
3.1 Research Design	17
3.2 Sample Selection	18
3.3 Research questionnaire	18
3.4 Data collection	24
3.5 Data analysis	24
CHAPTER IV DATA COLLECTION	26
4.1 Demographic profile	26
4.2 Reliability assessment	27
4.3 Consumers' feeling towards Olympic	28
4.4 Consumers' attitude towards brands	29
4.5 Sponsorship's identification	30
4.6 Customers' knowledge in ambush marketing	32
4.7 Hypothesis testing	33
CHAPTER V DISCUSSION AND CONCLUSION	37
5.1 Summary of finding	37
5.2 Limitation	38
5.3 Recommendations	39
REFERENCES	41
APPENDICES	43
Appendix A Data table	44
Appendix B Questionnaires (Thai version)	57
Appendix C Questionnaires (English version)	62

LIST OF TABLE

TABLES	Page
1 Advertising's hierarchy of model	9
2 Illustrated Part A Questionnaires	19
3 Illustrated Part B Questionnaires	20
4 Illustrated Part C Questionnaires	21
5 Illustrated Part D Questionnaires	23
6 Demographic profile of respondents	26
7 Reliability analysis of perception in event and brands	28
8 Feeling towards Olympic	28
9 Attitude towards to brands	29
10 Attitude towards to brands after saw advertising	29
11 Sponsorship and Ambusher identification	30
12 Sponsorship and Ambusher identification checking	30
13 Quote of media to identification	31
14 Consumers' knowledge in ambush marketing	32
15 Paired sample test between perception of event and brands	33
16 Paired sample test between perception of brands before and after	34
17 ANOVA of Increasing of brand perception	35
18 ANOVA of brands' identifications and consumers know in ambush marketing	36

LIST OF FIGURES

FIGURES		Page
1	Sponsorship Synergy Model	2
2	Tools of marketing communication	6
3	Factors Influencing Sponsorship Choice	7
4	Six-Step Effects Sequence Model	10
5	Components of Attitude Toward Brand	14
6	Research model	16
7	Research design	17
8	Coke: The official sponsor advertising	22
9	Coke: The non-sponsor advertising	22
10	Pepsi: The non-sponsor advertising	22
11	Samsung galaxy S7 edge Olympic 2016 edition	37

CHAPTER I

INTRODUCTION

In the reality, we can see the white and dark in a same situation. It looks like the usual thing that we are facing and ignoring. In the marketing, we know that there are good and bad players in the marketing game. When consumer centric era has begun, marketers need to use strategies to allure consumers to belong to them. Someone are trying to develop and copy the strategy which help them to achieve their goal. Sometimes, they can reach the goal accidentally. The successful method is event marketing. Creating a Marketing activity needs budget. It is as same as Event marketing which gain budget from their partnership or sponsorship.

1.1 Sponsorship

Sponsorship has increased from a small-scale activity because of a limited number of industrialised countries to a major global industry (Meenaghan, 1998). From IEG Sponsorship Report, 2009, represented the global annual investment of sponsorship climbed from US\$24 billion in 2001 to US\$39 billion in 2009

Definition of sponsorship was providing of assistance in financial to an activity such as music, sport, festival, fair, or activity which relate to art by commercial company to achieve commercial target (Meenaghan, 1983) To increase brand awareness and establish, strengthen, or change brand image, many companies have used this method for those feature benefits of being sponsorship. Moreover, they receive the exclusive marketing right during the event, thus it is easy for them to achieve their goal. Sport sponsorship fee turns to be funding resource of event and another way company or brand will receive feature benefits too (as figure 1) The fee is used for event funding

is significantly increasing year to year because the sport event such as Olympic and Fifa soccer world cup is related to customer mind (Meenaghan, 1996)

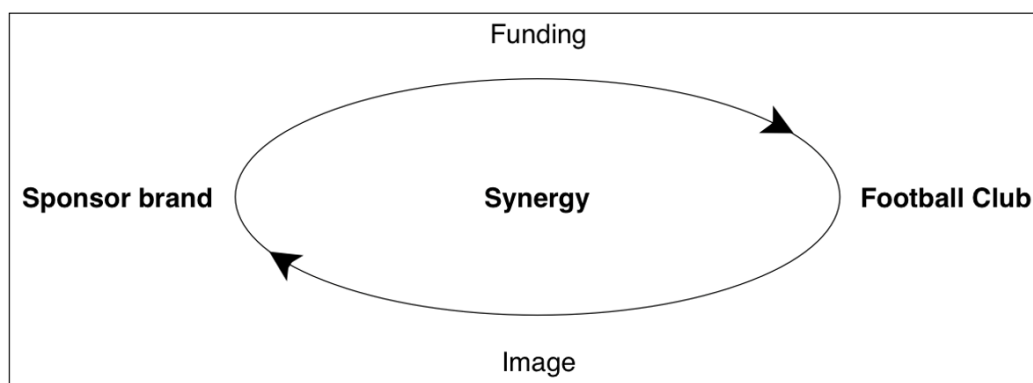


Figure 1 Sponsorship Synergy Model

1.2 Ambush Marketing

Due to sponsorship benefit and company limited budget, other brands turn to non- sponsorship. They make different strategies which call “Ambush Marketing” to capture sponsorship benefit. The ambush marketing was described as the pseudo sponsoring companies which planed a campaign tried to associated themselves with an event indirectly for receive benefits including brand recognition or brand image as same as official sponsor (Sandler and Shani,1998)

The first ambush marketing was identified in Los Angeles Olympic Games, 1984. The official sponsor was Fuji. In that period, Kodak presented as it was the sponsorship in ABC’s broadcast of the Olympic Game and was sponsor of the official film of US team (Crompton, 2004) The real sponsor (Fuji) lost huge benefits and opportunities in this event. Moreover, consumers identified incorrectly and believed that Kodak was the official sponsor in this game.

The most famous ambush marketing occurred in Beijing Olympic 2008, It was called “Li Ning effect” Li Ning was a Chinese athlete who lighted the stadium and ran around the inside perimeter of the bird’s Nest arena. Li Ning also had a sport clothing and footwear company which is not an official sponsorship. During that situation, consumers remembered the Li Ning’s brand more than an official sponsor which was Adidas. (Pitt, 2010)

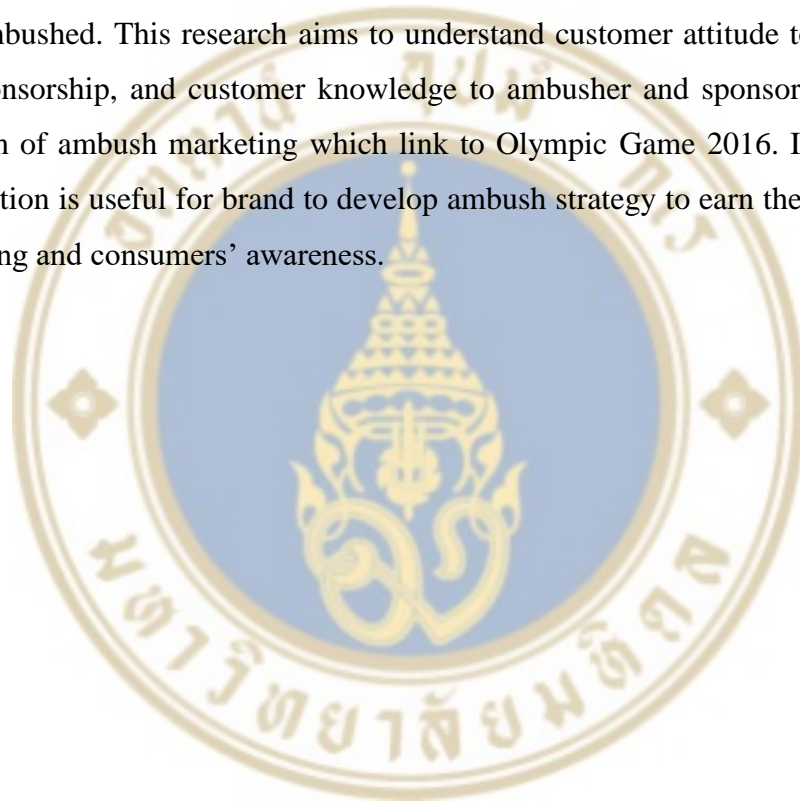
Sometimes, brand can be a sponsorship for team or nation, but it can become to ambusher to the event. For example, Olympic game in Rio de Janeiro, 2016, Under Armour was sponsor of USA team, the company used Michael Phelps to promote their campaign, so UA earned media and brand awareness without pay Olympics fee in that time. (DAILYMAIL)

In Thailand, the official sponsorship of Thai football club is Grandsports, 2016. The company launched 100 years’ player shirt to King Cup, 2016. This product was also made for consumers to purchase as a souvenir. Another competitor was FBT (Football Thai) also produced the same version without Thai football club’s logo. Regarding to huge demands of 100 years’ player shirt, FBT earned a lot profit in that time

Increasing sponsorship demand and fee effect to other brands. Ambush strategies have become more practical activities. Marketers do ambush strategies for both defensive and offensive reason (Tripodi and Sutherland, 2000) From previous result of ambush marketing, brands believe that it is better than sponsorship. This issue has developed to sponsoring industry. Without capital injection from sponsors, it is questionable whether current major sports events can still be organized soon (Tripodi and Sutherland, 2000).

1.3 Research on ambush marketing

Over decade years, Ambush marketing has increased in the practical activities. Marketers have tried to understand and discuss about ambush strategies. Meenaghan (1998) explained the common ambush strategies and examined those ones. In the past, Ambush marketing was occurred without legal systems to protect sponsorship benefits. Recently, legal systems and event owners make strategies to protect benefits and uniqueness of sponsorship. Due to the prevention method impact to ambushers in Olympic Game 2016, so it is very hard to compared directly sponsorship with ambushed. This research aims to understand customer attitude toward ambusher and sponsorship, and customer knowledge to ambusher and sponsorship by creating situation of ambush marketing which link to Olympic Game 2016. In the future, the information is useful for brand to develop ambush strategy to earn the benefit of event marketing and consumers' awareness.



CHAPTER II

LITERATURE REVIEW

2.1 Consumer centric

Nowadays, we are in consumer centric marketing era that “*deploying and capturing consumer insights to enhance marketing improvement and better serve those consumers that are brand’s best prospects*” by Outi. (2007) The number of companies is increasing in global market. It effects to consumer decision to buy products and services. All companies try alluring consumers by using marketing mix including price, place, product and promotion. For the Italian soccer club, AS. Roma, they use digital platform which is ww.reddit.com or official website to engage fan get feedback and send content to their fan (Jeff Beer,2015) Consumer experience which including the emotional and irrational side of behaviour turns into an importance element for marketers to create marketing campaigns or activities. Whole experience can build relationship between a company and its consumer (Adrian, 2010), thus keeping positive relationship and attitude, many companies drive emotion and delivery brand through Marketing communication.

2.2 Marketing communication

Since 1990, people who were in marketing field have been interesting in marketing communication. In the past, marketing budget was spent into 75 percent of advertising, but nowadays, the portion of marketing budget obviously changes. 50 percent of budget is spent into trade promotion, 25 percent of budget is into consumer promotion and others are into advertising (Olof, 2006) Marketers create mass awareness through communication tools as Figure 2.

1. Media Advertising <ul style="list-style-type: none"> • TV • Radio • Magazines • Newspapers 	5. Trade- and Consumer-Oriented Promotions <ul style="list-style-type: none"> • Trade deals and buying allowances • Display and advertising allowances • Trade shows • Cooperative advertising • Samples • Coupons • Premiums • Refunds/rebates • Contests/ sweepstakes • Promotional games • Bonus packs • Price-off deals 	6. Event Marketing and Sponsorships <ul style="list-style-type: none"> • Sponsorship of sporting events • Sponsorship of arts, fairs, and festivals • Sponsorship of causes
2. Direct Response and Interactive Advertising <ul style="list-style-type: none"> • Direct mail • Telephone solicitation • Online advertising 		7. Marketing-Oriented Public Relations and Publicity
3. Place Advertising <ul style="list-style-type: none"> • Billboards and bulletins • Posters • Transit ads • Cinema ads 		8. Personal Selling
4. Store Signage and Point-of-Purchase Advertising <ul style="list-style-type: none"> • External store signs • In-store shelf signs • Shopping cart ads • In-store radio and TV 		

Figure 2 Tools of marketing communication

The common tool is media advertising to capture mass consumer. Nowadays, there are many touch points of consumer as mobile, billboard or event, thus those tools are developed to capture and fit to consumer behaviour, For example, Interactive advertising as online advertising matches with online consumer or internet user. Event marketing and sponsorship is useful tool to capture consumers who are related those event as sport (Sport lovers are easily turn into brand target through this method)

2.3 Sponsorship

Many marketers have explained the concept of sponsor. Sponsorship means as 2 sides, the first side is financial to an activity and the second side is commercial organisation for achieving commercial targets (Meenaghan, 1983) At the 1990s, sponsorship had been developing to be powerful communication tools. Another marketer gave the definition of sponsorship as Sponsorship is a part of communication which is powerful tool to exploit an association with target audiences by changing with funds, services, or resources (Fill, 2005) At the moment, a number of companies is

trying investment, in cash, in kind, in return for gain advantage in an event such as brand awareness, sale or brand in mind.

2.3.1 Criteria of sponsorship

From Brassington and Pettitt, 2000, there are many factors that companies or brands need to be considered for being sponsorship as figure 3.

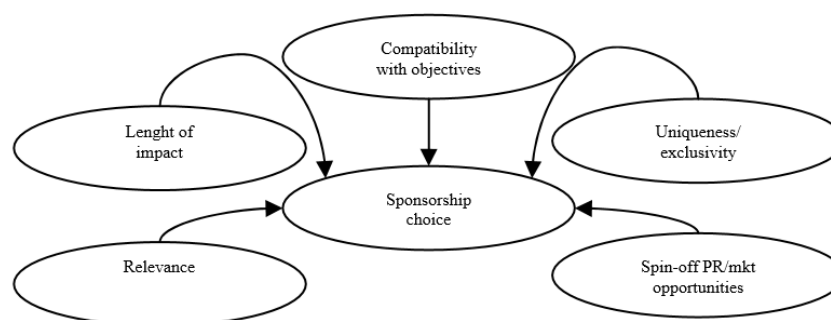


Figure 3. Factors Influencing Sponsorship Choice

1 Relevance of sponsorship, company or brand need to consider that how brand image fits to event target.

2 Length of impact, it's very hard to build the name familiarity during the event, even if your company's profile is very high. To reach target audiences as same as television commercial, advertising appearing need eight to twenty during event.

3 Uniqueness, International event needs a uniqueness sponsor. For example, Allied Dundar that is sponsorship of Ruby's premiership league managed awareness profile to be high by using both of sponsorship commercial and television commercial in the same time.

4 Spin-off promotion and other marketing activities, using advertising and promotion which have a high cost, but it can definitely increase impact of sponsorship.

5 Compatible, being sponsorship should do calculate and unemotional judgement because it is very high cost and must link to company objective. It should not relate to director need.

Due to pre and post selection of sponsorship, sponsorship projection, is described by Mccook (1997)

- 1.The revenue prospect for the company.
- 2.The capability to integrate the product into the sporting event.
- 3.The cost of the sponsorship.
- 4.The exposure to the company's target market.
- 5.The company image improvement gained from the sponsorship
- 6.The company's competitive advantage achieved in the marketplace through the sponsorship.
- 7.The hospitality/entertainment possibilities for company that are gained through the sponsorship.
- 8.The sponsorship opportunity to demonstrate the company's commitment to the community.

Moreover, Walliser (2003) suggest additional criteria for sponsorship selection such as perceived similarity between the sponsored products and sponsored activities, the status and image of the potential sponsorship and it eagerness to collaborate, Geographical reach, contract frequency and quality, expected sponsorship costs and benefits, the type of rights received, and the opportunity to add the sponsorship to the present marketing strategy.

2.3.2 The objective of sponsorship

There are two main entities for being a sponsorship which are a sponsoring company and the sponsor object. Both of them are related to economic side. While the company use sponsorship for main reason is an outcome, the sponsorship object also looks for financial remuneration (Andrew, 2019) Normally, sponsorship objectives are contrast between commercial and corporate communication. The different of both objectives is enhanced awareness. Corporate communication is looking for company's social image, value or management style, but another one is seeking for rising sale, brand loyalty and frequency of purchase (Ferrand, Torrigiani, & Povill, 2007). The

reason of being sponsor has 2 points, the primary reason is building brand awareness, improving the image or brand reinforcement and developing brand loyalty. Another reason is drawing attention from new users, supporting sale division and increase staff motivation (Fill, 2005).

2.3.3 The sponsorship effect

The sponsorship effect is described by using Advertising's Hierarchy of effect model. This model that was developed by Lavidge and Steiner (1961) presented stage of customer as step to step to move customer toward to purchase as table 1.

Table 1. Advertising's hierarchy of model

Movement towards Purchase	Behavioural Dimension	Related Research
Purchase		
	Conative – the realm of motives	Split-run tests Intention to buy Projective techniques
Conviction		
Preference		
	Affective – the realm of emotions	Brand preference measures Image measures Projective techniques
Liking		
Knowledge		
	Cognitive – the realm of thoughts	Awareness surveys Aided recall
Awareness		

The model is supported by consumer's behaviour attribute of psychology including cognition, affection and conation. The objectives of model are improving brand awareness, and brand image via by sponsorship and induce consumer's decision to purchase. (Meenaghan,1983) Many companies assume that being a sponsorship can achieve sale target. Before that the company or brand must create or improve its brand awareness and brand image through sponsorship. Rossiter and Percy's (1997) explained the relationship between sponsorship and hierarchy of effects of marketing communication as figure 4. It calls Six-Step Effects Sequence model.

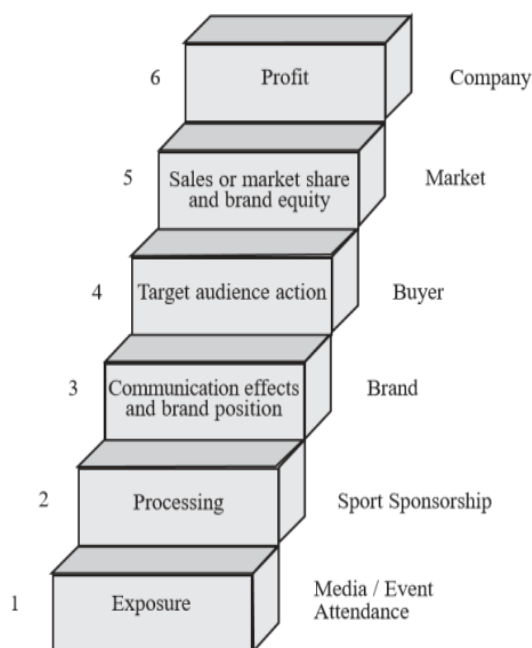


Figure 4. Six-Step Effects Sequence Model

Step 1: In order to be an impacted sponsorship, purchasers must be exposed to media or attendance of sponsorship at the event

Step 2: Purchasers must know process of sponsorship and take responses (learning and attention)

Step 3: Producing permanent response such as communication effects aligned to the sponsoring brand. The communication effects, brand awareness and brand image, will be a brand's position in buyer's mind.

Step 4: The result of communication effects and brand positioning will allure the target consumers to take action and buy sponsoring products.

Step 5: Let the target consumers act, thus the sponsoring brand can increase more market share and enhance the brand's equity.

Step 6: As the result, the company or brand receive more sale target and profit.

2.4 Ambush Marketing

In the sport event, many company or brand try to spend money for the sponsorship to capture huge consumers and have right in the event. sponsorship fee increases in every year, marketers know that being a sponsorship will be reach out their budget, so they use another way to do marketing campaign which is related to the event like Olympic without pay sponsorship fee. It is called Ambush marketing (Meenaghan, 1996)

2.4.1 Ambush strategies

From Meenaghan (1996) described the common ambush strategies which observed from sport event as following

1. Sponsorship of the broadcast of an event

This situation happens in the television. It has right holder offer non-sponsors to be proud sponsor of the event for instance, FIFA world cup 2010 broadcast. Sponsors have right to promote the event theme in that broadcasting company, and not to the FIFA. That fee is cheaper than sponsorship.

2. Purchasing advertising time in and around event broadcasts

The official sponsorship in FIFA 2010 was Adidas, Nike endorsed contract some national teams as Netherland, Portugal and England. Nike presented commercials national teams during the match break. From research of Nielsen company,2010, It showed that this advertising was linked to event more than official sponsor.

3. Sponsoring person instead of a team or an event

During the Olympic game (Sydney, 2000), the official clothing sponsor of Australian Olympic Team was Nike, but Ian Thorpe was an Australian swimmer who was sponsored by Adidas.

4. Purchasing advertising space at locations that are in close proximily to the event venue

The football village which closed to main stadium in FIFA world cup, 1986 was built by Nike. Many national players who lived in that village had talked to supporter and press.

5. Thematic advertising and implied allusion

The main benefit of purchasing sponsorship is rights of marketing activity which related to event such as theme, symbolic and image. On the other hand, non-sponsors try to use that image for their communication. In the winter, Olympic game in Vancouver,2010, Sven Kramer who was the Dutch skater player was sponsored by Essent (Energy company), So The company communicated about “Svancouver”, Which directly associated to hosting city of the Olympic games

6. Other ambush marketing strategies

Non-sponsors allured consumer by using other creative strategies which related to a sport event. For example, their advertising represents a team or player good luck, they give free tickets or licensed items from their marketing programs and Some ambush marketing is occurred accidentally.

2.4.2 Counter attack strategies

Many case the ambush marketing are legal by law. The reason is ambushers hire some lawyers to understand and do marketing campaigns which are associated without overstepping legal boundaries (Farrelly,2005) Even if ambushers perform in the “Grey Zone”, there still are a few legal models of ambush marketing (Hartland and Skinner,2005)

In Term of Event owners as IOC and FIFA, they are not athlete owners, thus ambushers use this gap to create marketing campaign. According to Pitt (2010) represents that sponsorship companies get negative attitude toward to themselves because they undertake too much legal action again ambushers. There are not sufficiently government and legal system to prevent event organisers and official sponsors from ambush marketing, so there are many legal strategies to protect benefit of sponsorship.

1. Using unique logos and brand names for official sponsors

Event owners offer the protection as event logo or programme for partner marketing campaign. It is easy for consumer to identify the different between sponsorship and ambusher. For example, Olympic protection act was created in 1987, this act says about the protection of using the Olympic rings and associated trademarks.

2. Making clear exclusivity agreements

Event owners set an exclusive agreement for their partners, In FIFA World Cup, 2006, the part of official sponsor was Master card. From that agreement, FIFA offered the exclusively campaign as people only purchased an event ticket via by Master Card (Hartland & Skinner, 2005).

3. Forming a sponsor's protection committee directed by competent sports lawyers

The big event owners have their protection methods for guarantee the right to sponsor. The IOC, International Olympic Committee, wrote the guidelines for apply in the Olympic Game. Moreover, hit squad was developed by IOC to control ambush marketing in the Olympic (Meenaghan, 1996)

4. Sponsoring both the event and its broadcast

The prevention of ambush strategies is that event owners offer sponsor to do broadcast and event.

2.5 Attitude towards brand

In order to increase awareness, many brands become associated with an event. This method can become in the memory of people and brands. (Keller, 1993). Due to Keller (1993) the component of brand image is attitude towards a brand. The meaning of Brand image is described as "*perceptions about a brand as reflected by the brand associations held in memory*". The definition of Brand attitude is "consumers' overall evaluations of a brand" Both of brand image and brand attitude are related to purchase intension.

According to Fill (2005), Attitudes come from past experiences and serve as connection between thoughts and behaviour. Attitudes also link to product and communications. In Figure5, it represents three components of attitudes.

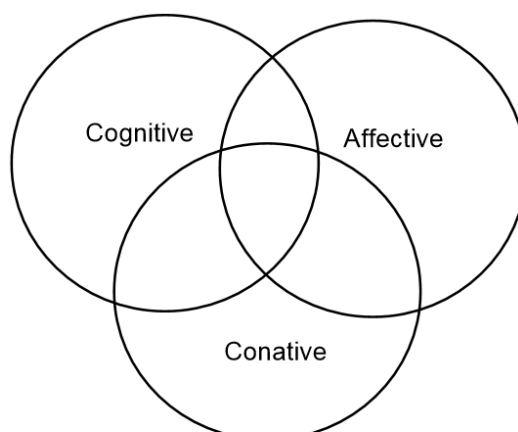


Figure 5. Components of Altitude Toward Brand

Cognitive component

The cognitive component means the degree of knowledge and beliefs held by individuals about a product or the beliefs about exclusive attributes of the offering. For this research, the impact of the level of knowledge about ambush marketing on brand attitude will be examined.

Affective component

The affective component refers to feelings, sentiments, moods and emotions in a product. This feeling is related to object which consumers have evaluated by express the feelings held about a product (e.g. good, bad, pleasant, unpleasant) For this research, the feelings held about the brands will be examined.

Conative component

The conative component is related to the individual's intention to behave in a certain way. This component refers to observable behaviour. For this research, recommendation and of respondents will be examined.

2.6 Hypotheses

Many people are interesting sport events, Olympic. Brands try to do marketing activities which are related to those events. It can influence consumer attitude. Most consumers do not exactly know which official sponsors are, so attitude toward event should influence to attitude toward brand. This research is designed to relate with Olympic 2016 in Rio De Janeiro. This leads to the first hypothesis:

H1: A higher degree of feeling toward event influences to attitude towards to brand.

The formation of consumers' attitude towards a brand consists of a cognitive, affective and conative component (Fill, 2005). while consumers do not understand completely in the sponsorship, they will easily allure and involve to ambushers. This increased knowledge concerning ambush marketing or sponsorship might in turn affect the consumers' attitude towards the brand of ambushing or sponsoring companies. This leads to the second hypothesis:

H2: The attitude towards ambush marketing affects the attitude towards the brand of an ambushing company.

The interesting reality of ambush marketing is consumers have a lack of knowledge or idea about what sponsorship or ambusher are, this leads to the following hypothesis:

H3: Consumers' knowing about ambush marketing / sponsor affect to right of advertising in the event.

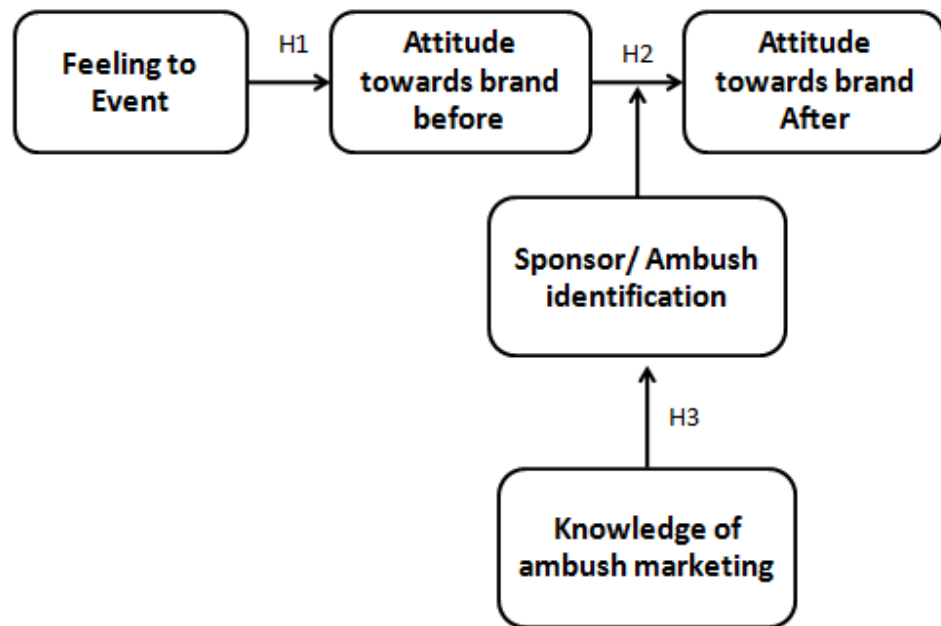
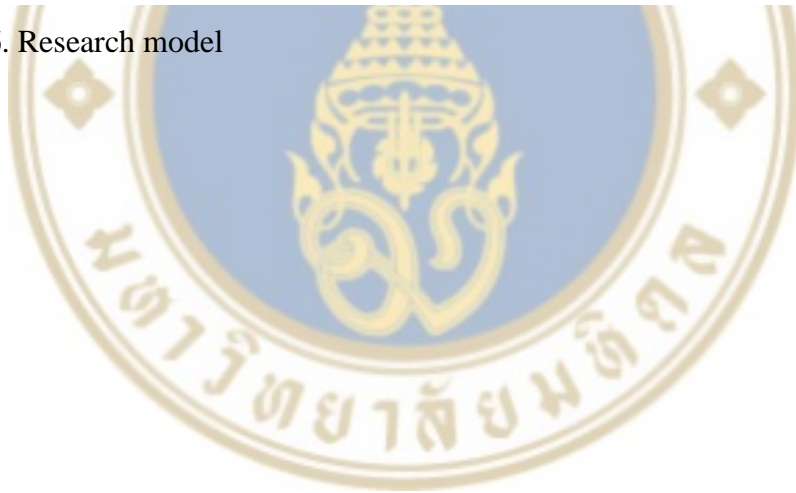


Figure 6. Research model



CHAPTER III

RESEARCH METHODOLOGY

This chapter covers methods and techniques to understand consumers' attitude towards brand in Olympic game, 2016. It describes steps of research method as sample design, sample selection, research questionnaire, data collection and data analysis respectively.

3.1 Research Design

This research understands consumer knowledge about sponsor and ambush marketing influence to consumers' attitude towards brand. Therefore, this study considers to be an explanatory study which is in the relationship between different variables, 1. Feeling to event 2. the attitude towards brand, 3. the attitude towards ambushing and sponsoring companies, and 4. the level of consumer knowledge of ambush marketing. Following the diagram 1 represents research design which is used to understand hypotheses

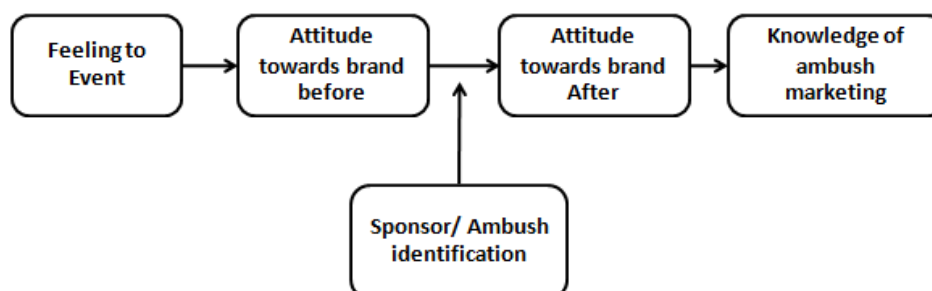


Figure 7. Research design

3.2 Sample Selection

3.2.1 Sample characteristics

Male and female who enjoy doing sport was target respondents. This research focuses on people who do sport activities in Lumpini Park, Jatujat Park and National stadium in Bangkok, Thailand.

3.2.2 Sample size

The minimum sample was 150 respondents because the research had 3 influent advertisings to analysis consumers' knowledge and attitude in ambush and sponsor marketing which had 2 ambushers and an official sponsor advertising material. Each material was 50 respondents, so total respondents are 3 materials x 50 respondents = 150 respondents. In each criterion, the multiple regression required at least 30 respondent (Roscoe,1975)

3.2.3 Sampling method

150 respondents were collected by non-probability judgment sampling method. The method selects the target respondents base on judgment (Statpac.com), thus people who run in the park were chosen to be respondents

3.3 Research questionnaire

The research of ambush marketing aims to understand customers' attitude toward ambush strategies, customers' knowledge in ambush marketing and impact of event to brand. This research used qualitative approach to analysis association between each variable. Paper-based questionnaires were used to collect data.

The questionnaires consist of 4 parts which base on hypotheses.

Part A: Demographic

Part B: Impact of event to attitude toward brand

Part C: Impact of ambusher or sponsor to attitude toward brand

Part D: Customers' knowledge in ambush marketing

Part A: Demographic

This part represented respondents' demographic profile which included gender, age, current occupation and monthly income.

Table 2. Illustrated Part A Questionnaires

Demographic	
GenderMaleFemale
Age<2036-40
21-2541-45
26-30>46
31-35
OccupationStudent
Government employee
Employee
Business Owner
Unemployed
Monthly Income <10,000 Baht
 10,001-30,000 Baht
 30,001-50,000 Baht
 50,001-70,000 Baht
> 70,001 Baht

Part B: Impact of event to attitude toward brand

This part studied effect of event to attitude toward brand by using the Olympic game in 2016 to be representative event. Coke and Pepsi which were representative to freshness category were used to study. A semantic differential rating was used to measure customers' attitude toward brand and event. Scales of attitude toward brand was develop by Pitt et al. (2010) The scale consisted of 7-point semantic differential scale items. The highest score on each scale mean that the respondent had a positive evaluation. Each scale item used reference from Nancy Sears, 2014.

Table 3. Illustrated Part B Questionnaires

Feeling towards to sport event													
Please rate your feeling to Olympic 2016													
Very bad													Very good
Very unlikable													Very likable
Very boring													Very interesting
Very unpleasant													Very pleasant
Very negative													Very positive
Attitude towards to brand													
Please rate your attitude to Coke or Pepsi													
Very weak													Very strong
Very general													Very distinctive
Very unattractive													Very attractive
Very negative													Very positive
Do I not at all													I love very much
Very unadvisable													Very advisable
Very untouchable													Very touchable
Very boring													Very interesting



Figure 8 Coke: The official sponsor advertising



Figure 9 Coke: The non-sponsor advertising



Figure 10 Pepsi: The non-sponsor advertising

Part D: Customers' knowledge in ambush marketing

This part aims to understand impact and customers' knowledge of ambush marketing. This parts designed to ask customers agree or disagree in following statement.

Table 5. Illustrated Part D Questionnaires

Please tick statement below		
Statement	Agree	Disagree
I know ambush marketing		
I <u>definitely prefer</u> to buy products and services, when brands are the official sponsor		
Being an official sponsor positively affects to brand image		
A sponsor has right to do a marketing campaign thought event		
I still prefer to buy products and services, when brands do an ambush marketing		
Consumers' purchasing products and services have decreased because of ambush marketing		
It was not a fair game for official sponsor, if other brands were ambushers		
Many ambushers <u>definitely affect</u> to identify an official sponsor.		

3.4 Data collection

3.4.1 Pivot Study

Before the questionnaires will be launched, this research was conducted on 20 respondents to look for ways to improve data and instruction

3.4.2 Questionnaires distribution

The questionnaires were allocated through Bangkok area, Lumpini park, Jatujat park and National stadium via face to face survey. The collected period was 4 weeks after end of October. The Thai questionnaire in appendix B was used to conduct respondents. The English questionnaire is in Appendix C.

3.5 Data analysis

In order to understand hypotheses, this research uses SPSS to analysis the data which collect from target respondents.

Part A represented to respondents' demographic profile including gender, age, current occupation and monthly income. Descriptive analysis is used to measurement including mean, standard deviation, variance and frequency.

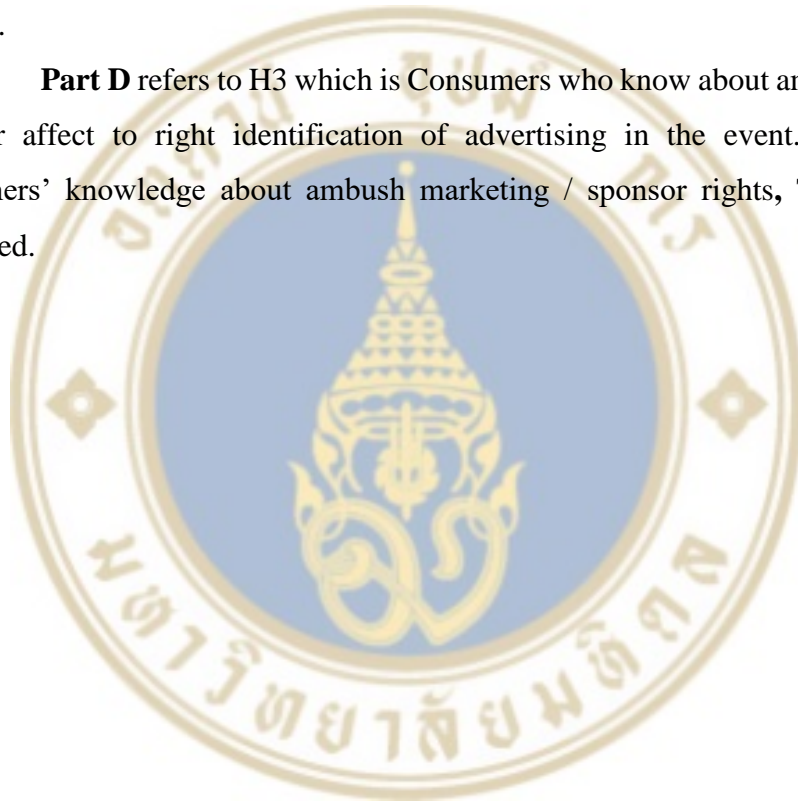
Part B refers H1 which is A higher degree of feeling towards event influences to attitude towards to brand. To understand feeling towards to event which is Olympic game and attitude towards brands, Coke and Pepsi have changed following the Olympic game in 2016, a paired sample T-test is conducted. Moreover, using the same respondents can reduce error better than differences between participants.

The paired sample T-test use to determine the influence level of feeling towards to event which is Olympic game and attitude towards brands, Coke and Pepsi between the variables FEELING TOWARDS EVENT and ATTITUDE TOWARDS BRAND BEFORE.

Part C refers H2 which is the attitude towards ambush marketing affects the attitude towards the brand of an ambushing company. To understand the attitude towards ambush marketing which are Coke and Pepsi through advertising material affects the attitude towards the brand of an ambushing company. This part is conducted by a paired sample.

The paired sample T-test use to determine the influence level of feeling towards to event which is attitude towards brands, Coke and Pepsi between the variables ATTITUDE TOWARDS BRAND BEFORE and ATTITUDE TOWARDS BRAND AFTER.

Part D refers to H3 which is Consumers who know about ambush marketing /sponsor affect to right identification of advertising in the event. To understand Consumers' knowledge about ambush marketing / sponsor rights, The ANOVA is conducted.



CHAPTER IV

DATA COLLECTION

This chapter represents the data of research which was conducted in 150 respondents. The data were analysed by using the statistical software application Statistical Package for the Social Science (SPSS)

4.1 Demographic profile

The sample size is consisted of 150 Bangkokian consumers which was collected by paper-based questionnaire. The demographic data including gender, age, occupation and monthly income which show in table 6 are analysed by the frequencies of the descriptive statistics

Table 6 Demographic profile of respondents

Demographic		Number of respondents	Percentage
Gender	Male	59	39.3%
	Female	91	60.7%
Age	<20	9	6.0%
	21-25	52	34.7%
	26-30	49	32.7%
	31-35	20	13.3%
	36-40	12	8.0%
	41-45	5	3.3%
	>46	3	2.0%
Occupation	Student	47	31.3%
	Government employee	24	16.0%
	Employee	63	42.0%
	Business Owner	10	6.7%
	Unemployed	6	4.0%
Income	<10,000 Baht	27	18.0%
	10,001-30,000 Baht	65	43.3%
	30,001-50,000 Baht	44	29.3%
	50,001-70,000 Baht	5	3.3%
	>70,001 Baht	9	6.0%

From the table 4.1, the major portion of gender is female as 60.7% (N=91). The another is male as 39.3% (N=59)

The age range is divided into 7 groups, The large majority is 21-25 years old as 34.7% (N=52) and other age ranges are 26-30 years old (32.7%, N=49), 31-35 years old (13.3%, N=20), 36-40 years old (8.0%, N=12), below 20 years old (6.0%, N=9), 41-45 years old (3.3%, N=5) and more above 46 years old (2.0%, N=3) respectively.

There are 5 group of occupation which are employees (42.0%, N=63), students (31.3%, N=47), government employees (16.0%, N=24), business owners (6.7%, N=10) and unemployed people (4.0%, N=6) respectively. The major occupation in this sample size is employees and the minor portion is unemployed people.

Moreover, the major of respondents' income is between 10,001 to 30,000 Baht (43.3%, N=65) and other income range are 30,001-50,000 Baht (43.3%, N=65), below 10,000 Baht (18.0%, N=27), above 70,001 Baht (9.0%, N=6), and 50,001-70,000 Baht (3.3%, N=5) respectively.

4.2 Reliability assessment

Before testing hypothesis, the measurement should do reliable reliability to accept the concept which are more feeling toward event influences to attitude towards to brand and the attitude towards ambush marketing affects the attitude towards the brand of an ambushing company

To measure effect of ambush marketing, the research uses 7-point semantic different scale items which can be found in an appendix C. The scale was used to understand different scenarios as Olympic event, Brand and Ambush marketing.

Table 7 Reliability analysis of perception in event and brands

Scales	Cronbach's Alpha	N of items
Perception of Olympic	0.885	5
Perception of Coke	0.934	8
Perception of Pepsi	0.944	8
Perception of Brand after	0.944	8

From the table 7, It represents that Cronbach's alpha of all perception is greater than 0.7, Perception of Olympic is 0.885, Perception of Coke is 0.934, Perception of Pepsi is 0.944 and Perception of brand after saw advertising is 0.944 respectively, thus it means there is internal reliability in each set of perception of scale. Furthermore, no need to delete any items to increase the reliability of perception scale.

4.3 Consumers' feeling towards Olympic

In order to understand consumers' feeling towards to Olympic event, questions were designed by using Likert scale. The scale of feeling ranges in value from 1 to 7. The result which is nearer 7 mean that consumers have more positive feeling to Olympic event. All statistic which found in appendix C represents the average, minimum and maximum of feeling towards to Olympic which show in table 8

Table 8 Feeling towards Olympic

	Min	Max	Mean
Feeling towards Olympic	2.00	7.00	4.77

The result shows that consumers have slightly positive feeling towards Olympic event as score 4.77

4.4 Consumers' attitude towards brands.

In order to understand attitude towards brands, this research uses 2 brands which are Coke and Pepsi to demonstrate effect of ambush marketing after Olympic, 2016. During Olympic game, Coke was a sponsor in soft drink category (refreshness) Questions were designed by using Likert scale. The scale of feeling ranges in value from 1 to 7. The result which is nearer 7 mean that consumers have more positive attitude towards brand. All statistic which found in appendix C represents the average, minimum and maximum of attitude towards brand which show in table 9

Table 9 Attitude towards to brands

	Min	Max	Mean
Attitude to Coke	2.00	7.00	4.87
Attitude to Pepsi	2.00	6.75	4.69

The result shows that consumer have slightly positive attitude towards Coke and Pepsi as score of 4.87 and 4.69 respectively. It means that consumer have high attitude to brand Coke more than Pepsi.

In the table 10 shows that all statistic which found in appendix C represents the average, minimum and maximum of attitude towards brand after consumer saw advertizing material in 2 scenarios.

Table 10 Attitude towards to brands after saw advertising

		Min	Max	Mean
Sponsor	Attitude to Coke	3.25	6.38	4.81
Ambush	Attitude to Coke	3.00	7.00	5.02
Ambush	Attitude to Pepsi	2.00	7.00	4.49

The results show that consumers, after saw advertising, Attitude towards Coke is still maintained and slightly increase, compared to attitude towards Coke before, in different group as ambush (5.02) and sponsor (4.81) respectively. The lowest attitude is Pepsi which is 4.49. Pepsi advertising refers to ambush marketing. All of attitude are slightly positive because they are higher than 4.00.

4.5 Sponsorship's identification

In order to know consumers' identification in sponsorship and non-sponsorship, they need to answer after they saw advertising picture. In this case, Coke was a sponsorship and others are Coke and Pepsi which created to demonstrate to non-sponsorship. The data was analysed by using descriptive method (frequency).

Table 11 Sponsorship and Ambusher identification

	Theme							
	Coke sponsor		Coke ambusher		Pepsi Ambusher		Sum	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Sponsorship	34	68.0%	14	28.0%	22	44.0%	70	46.7%
Non sponsorship	10	20.0%	15	30.0%	21	42.0%	46	30.7%
Not sure	6	12.0%	21	42.0%	7	14.0%	34	22.7%
Total	50	100.0%	50	100.0%	50	100.0%	150	100.0%

Table 12 Sponsorship and Ambusher identification checking

	Theme							
	Coke sponsor		Coke ambusher		Pepsi Ambusher		Sum	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Correct	34	68.0%	15	30.0%	21	42.0%	70	46.7%
Incorrect	16	32.0%	35	70.0%	29	58.0%	80	53.3%
Total	50	100.0%	50	100.0%	50	100.0%	150	100.0%

The results which in table 11 and table 12 represents, in case of correct identification, 68.0% (N=34) of consumers think that Coke is sponsorship, 30.0% (N=15) of consumers think that Coke is ambusher (non-sponsorship) and 42.0% (N=21) of them think that Pepsi is ambusher (non-sponsorship) respectively. In another case of incorrect identification which combine with wrong identification and not sure answer, 32.0% (N=16) of consumers do not think that Coke is sponsorship, 70.0% (N=35) of consumers do not think that Coke is ambusher (non-sponsorship) and 58.0% (N=29) of them do not think that Pepsi is ambusher (non-sponsorship) respectively.

Moreover, research is designed to understand quotes which consumer refer to identification by asking open-end question in table 13

Table 13 Quote of media to identification

		Theme							
		Coke sponsor		Coke Ambusher		Pepsi Ambusher		Sum	
		Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Quote	Theme	5	12.5%	1	3.3%	2	5.0%	8	7.3%
	Athele	3	7.5%	1	3.3%	2	5.0%	6	5.5%
	Logo brand	15	37.5%	9	30.0%	12	30.0%	36	32.7%
	Logo olympic	6	15.0%	7	23.3%	7	17.5%	20	18.2%
	Product	3	7.5%	3	10.0%	5	12.5%	11	10.0%
	Familiar	3	7.5%	4	13.3%	2	5.0%	9	8.2%
	Others	5	12.5%	5	16.7%	10	25.0%	20	18.2%
Total		40	100.0%	30	100.0%	40	100.0%	110	100.0%

The result represents that consumers look for Brand logo as 32.7% (N=36), Olympic logo as 18.2% (N= 20), products as 8.2% (N=9) and Others. This pattern is as same as group of sponsorship and ambusher (non-sponsorship), they search on brand logo to identify and explain how brand associate with event.

4.6 Customers' knowledge in ambush marketing

This data aims to understand consumers' opinion in ambush marketing by showing statement and asking for agree or disagree. The questions are showed in the table 14 then analysed by using descriptive method to find frequency.

Table 14 Consumers' knowledge in ambush marketing

	Statement	Agree		Disagree		Sum	
		Count	Percentage	Count	Percentage	Count	Accumulated Percentage
Q1	I know ambush marketing	107	71.3%	43	28.7%	150	100.0%
Q2	I definitely prefer to buy products and services, when brands are the official sponsor	76	50.7%	74	49.3%	150	100.0%
Q3	Being an official sponsor positively affects to brand image	126	84.0%	24	16.0%	150	100.0%
Q4	A sponsor has right to do a marketing campaign thought event	127	84.7%	23	15.3%	150	100.0%
Q5	I still prefer to buy products and services, when brands do an ambush marketing	113	75.3%	37	24.7%	150	100.0%
Q6	Consumers' purchasing products and services have decreased because of ambush marketing	59	39.3%	91	60.7%	150	100.0%
Q7	It was not a fair game for official sponsor, if other brands were ambushers	79	52.7%	71	47.3%	150	100.0%
Q8	Many ambushers definitely affect to identify an official sponsor.	85	56.7%	65	43.3%	150	100.0%

Form the result, most of Consumers agree with 7 statements, I know ambush marketing (71.3%, N=107), consumers' purchasing products and services have decreased because of ambush marketing, being an official sponsor positively affects to brand image (50.7%, N=76), a sponsor has right to do a marketing campaign thought event (84.0%, N=126), I still prefer to buy products and services when brands do an ambush marketing (75.3%, N=113), it was not a fair game for official sponsor (52.7%, N=79), if other brands were ambushers and many ambushers definitely affect to identify an official sponsor (56.7%, N=85) respectively. For another statement, 60.7% (N=91) of consumers disagree with consumers' purchasing products and services have decreased because of ambush marketing.

4.7 Hypothesis testing

4.7.1 Hypothesis 1

H:1 A Higher feeling towards event influences to attitude towards to brand.

In order to test level of feeling towards event influences to attitude towards to brand, this part uses a paired sample T-test to find out the relationship between FEELING FOWARDS EVENT and ATTITUDE TOWARDS BRAND BEFORE.

Table 15 Paired sample test between perception of event and brands

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MeanOlympic	4.7707	150	.86121	.07032
	MeanCokebefore	4.8658	150	.92278	.07534
Pair 2	MeanOlympic	4.7707	150	.86121	.07032
	MeanPepsibefore	4.6925	150	.89843	.07336

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	MeanOlympic & MeanCokebefore	150	.384	.000
Pair 2	MeanOlympic & MeanPepsibefore	150	.309	.000

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	MeanOlympic - MeanCokebefore	-.09517	.99164	.08097	-.25516	.06483	-1.175	149	.242
Pair 2	MeanOlympic - MeanPepsibefore	.07817	1.03443	.08446	-.08873	.24506	.925	149	.356

From table 15, It represents that feeling towards Olympic event and feeling towards Olympic brands have positive correlation (Coke which has Sig=0.000, Correlation=0.384 and Pepsi has Sig=0.000 , Correlation=0.09) Due to pair samples T-test, There are not any significant relationship in feeling to Olympic to attitude towards brands Coke (Sig =0.242) and Pepsi (Sig =0.356) because both two significant of method are higher than 0.05, Thus The Hypothesis 1 is rejected. A Higher feeling towards event does not influence to attitude towards to brand.

4.7.2 Hypothesis 2

H:2 the attitude towards ambush marketing affects the attitude towards the brand of an ambushing company.

In order to understand effect of ambush marketing by using different criteria of advertising. This hypothesis uses pair simple T-test to find out relationship between the variables ATTITUDE TOWARDS BRAND BEFORE and ATTITUDE TOWARDS BRAND AFTER

Table 16 Paired sample test between perception of brands before and after

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MeanCokebefore	4.8075	50	.75051	.10614
	MeanCokeSponsorafter	4.7600	50	.91293	.12911
Pair 2	MeanCokebefore	5.0175	50	.96726	.13679
	MeanCokeAmbushafter	4.8925	50	.95832	.13553
Pair 3	MeanPepsibefore	4.4875	50	.95105	.13450
	MeanPepsiAmbushafter	4.5000	50	1.04308	.14751

Paired Samples Correlations			
	N	Correlation	Sig.
Pair 1 MeanCokebefore & MeanCokeSponsorafter	50	.543	.000
Pair 2 MeanCokebefore & MeanCokeAmbushafter	50	.307	.030
Pair 3 MeanPepsibefore & MeanPepsiAmbushafter	50	.637	.000

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	MeanCokebefore - MeanCokeSponsorafter	.04750	.80768	.11422	-.18204	.27704	.416	49	.679
Pair 2	MeanCokebefore - MeanCokeAmbushafter	.12500	1.13333	.16028	-.19709	.44709	.780	49	.439
Pair 3	MeanPepsibefore - MeanPepsiAmbushafter	-.01250	.85351	.12070	-.25506	.23006	-.104	49	.918

From table 16 represents that there is positive correlation in advertising base on the sport event. A sponsorship which was Coke has Sig=0.000, Correlation=0.543. An ambusher which was Pepsi has Sig=0.000, Correlation=0.637. Moreover, this research also finds out that if Coke were an ambusher, how would adverting affect to consumers? It shows that It has positive correlation because of Sig=0.0000 and Correlation =0.637. Due to paired sample T-test, there are not any significant relationship in advertising of sport event with attitude to brand because Sig of coke, sponsorship and ambusher, and Pepsi, ambusher, are greater than 0.05, so Hypothesis 2

is rejected. The attitude towards ambush marketing does not affect the attitude towards the brand of an ambushing company.

Moreover, the research also tests in perception in the brand after did advertising in event by using ANOVA. The results in the table 17 shows that there is not any significant (sig 0.628 is greater than 0.05), so doing adverting in the sport event does not increase brand perception or attitude.

Table 17 ANOVA of Increasing of brand perception

ANOVA

BrandPerceptionIncrease

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.123	1	.123	.236	.628
Within Groups	50.833	98	.519		
Total	50.956	99			

4.7.3 Hypothesis 3

H:3 Consumers who know about ambush marketing / sponsor affect to right identification of advertising in the event.

To test this hypothesis, it uses Q1 which refers to I know ambush marketing and event identification. From table, It shows that 71.3 % of consumers know about ambush marketing and 46.7% of consumers can identify correctly sponsor or ambusher in the Olympic event.

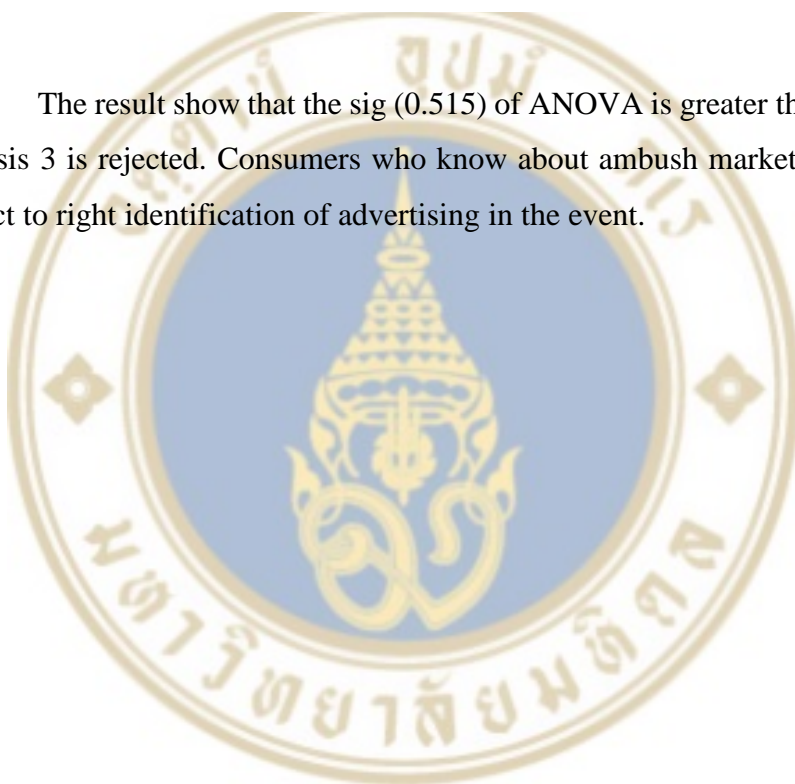
Table 18 ANOVA of brands' identifications and consumers know in ambush marketing

ANOVA

Q1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.081	1	.081	.426	.515
Within Groups	21.669	114	.190		
Total	21.750	115			

The result show that the sig (0.515) of ANOVA is greater than 0.05, thus the hypothesis 3 is rejected. Consumers who know about ambush marketing / sponsor do not affect to right identification of advertising in the event.



CHAPTER V

DISSCUSION AND CONCLUSSION

5.1 Summary of finding

5.1.1 Does sport event can influent to consumers' attitude to brands? and Do sponsorship or ambusher can influent to consumers' attitude to brands?

In the consumer centric era, Many marketers believe that the good way to allure consumers by using advertising which is related to their interesting, but a number of consumer is also looking for hedonistic things which are exclusive products or services too (Arnould and Tierney, 1995)

From study, it shows that the Olympic event, sponsorship and ambusher do not influence attitude of Thai consumers because the brand in this studying does not have any exclusive products as Samsung mobile (Olympic sponsorship) which had galaxy S7 edge Olympic edition. There were marketing activities in some countries, for example Coke and McDonald had co-marketing in Brazil.



Figure 12 Samsung galaxy S7 edge Olympic 2016 edition

Another reason is Thai consumers' involvement. They did not involve in this event as much as marketer's expectation because this event is not popular as Fifa euro 2016 which is a football event because the most popular sport for Thai people is football. Many people enjoyed watching and playing bet. They know football player better than Olympic sport player and they are a fan club of some countries, so they were following that event during period.

5.1.2 Do Thai consumer really think about ethic in ambush marketing?

From the result, many Thai consumers know ambush marketing and they believe that being a sponsorship has benefit to sponsor brand, but Thai consumers still prefer to purchase from ambusher because of product and marketing activity.

Product: for the research shows that Coke and Pepsi are substitution goods, so if brands can serve consumer in the right time, those brands will gain sale and brand image too.

Marketing activity: some Thai people do not care about advertising, if brand do others activities which link to event as broadcast live or hard promotion in their store because it helps to increase sale and brand image. For example, sport retail in Thailand, Supersports, did monthly promotion by using Olympic theme.

Moreover, from research also shows that people know in ambush marketing do not affect to right identification of advertising in the event, so they do not really know in ambush marketing and how to be a good loyalty in the event involvement as purchasing, loyalty or ethic.

5.2 Limitation

5.2.1 Advertising media and manipulation

Due to legal system of Olympic ,2016, it effects to some brands do advertising invisibly. Mostly advertising is from sponsorship. Coke, a sample brand in the research, did series advertising which combined idea of taste of feeling and that is

gold. The company used national athlete from each nation as USA, Brazil and Australia. Moreover, Coke did co-advertising with McDonald in Brazil to celebrate during Olympic ,2016. In the other hands, Pepsi did not do any advertising which related to event, so It was hard to look out the fitted media to compare.

Another reason is advertising manipulation, the media only found in Brazil so it caused to Thai consumers did not familiar to those advertising media. They might have showed opinion base on their believe more than reason.

5.2.1 Consumers' involvement

Thai consumers might not involve in the Olympic event because of different time zone. While there was taekwondo match in the morning at Rio De Janiro, Thai audiences went to the bed. Thai consumer often missed attractive matches. Sponsor advertisings were ignored by time zone too. If Thai people did watch sport matches, Advertising medias would be missed. Moreover, Olympic event which is a sport event cannot link to Thai consumers interesting because it is not popular sport event as same as Fifa Euro which is a football event.

5.3 Recommendations

From the research shows that consumers understand unclearly to sponsorship, so they cannot identify which brand is a sponsorship in sport event. This cause also consumers' perception to fluctuate while consumers still have not idea to judge sponsorship and ambusher. The recommendation for sponsorship and ambusher are below.

5.3.1 Marketing activity

Due to the result, it shows that the sport event and ambush strategy do not influent to Thai consumers' perception. For sponsorship, they should do a unique marketing. For example, they should produce exclusive products as galaxy S7 edge Olympic edition. It is good to brand identification and brand image. Regarding to IOC agreement, some ambushers which are national sponsorship. They need to do marketing

activities following to IOC agreement. For real ambushers, they can use marketing tools to promote their brand and product because consumers still purchase products or services which they want. The brand needs to hire lawyer to understand event rules and find the benefit gap for advertising.

5.3.2 Sponsorship and Event owner

Thai consumers know about ambush marketing but they do not realise about marketing's ethic because they have a lack of knowledge in the sponsor strategy. Event owner and sponsorship must protect the right benefit of sponsorship and event owner. Sometimes, using legal system is not enough. They must inform consumers by invisible event's trademark and event's knowledge. Those activities may spend more high cost. It will be valuable in the long term if consumers recognise that how to notice what is the sponsorship.

5.3.3 Future research

For the future research needs to concern more in the time zone and consumer interesting. The next event should have time zone as same as Thai consumer behaviour and relate to their insight such as AFF Suzuki cup or Fifa Euro, so consumers will have more involvement in the event and explode media easily.

Another topic is about Purchase intension. Most of Purchase intension is related to attitude towards brands. When consumers have a good attitude, they might purchase product or service from the brands during the event. This evaluation is very useful to do product and media planning for sponsorship and ambusher in the future.

REFERENCES

- Adrian, P. (2010). Customer experience management: a critical review of an emerging idea, *Journal of Services Marketing*, Vol. 24 Iss 3 pp. 196 – 208
- Brassington, F. and Pettitt, S. (2000). *Principle of marketing* (2nd ed). London: Prentice Hall.
- Bryman, A. and Cramer, D. (2009). *Quantitative Data Analysis with SPSS 14, 15 & 16. A Guide for Social Scientists*. Routledge.
- Crompton, J.L. (2004). Sponsorship Ambushing in Sport. *Managing Leisure*, 9, pp. 1-12.
- Farrelly, F., Quester, P. and Greyser, S.A. (2005). Defending the Co - Branding Benefits of Sponsorship B2B Partnerships: The Case of Ambush Marketing. *Journal of Advertising Research*, 45 (3), pp. 339-348.
- Fill, C. (2005). *Marketing Communications: Engagements, Strategies and Practice*. Prentice Hall, 4th edition
- Giner-Soralla, R. (1999). Affect in Attitude: Immediate and Deliberative Perspectives. in *Dual-Process Theories in Social Psychology*. Shelley and Yaacov Trope, eds., The Guilford Press: New York, 441-61.
- Hartland, T. and Skinner, H. (2005). What is being done to deter ambush marketing? Are these attempts working? *International Journal of Sports Marketing & Sponsorship*, 6 (4), pp. 231-241.
- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57, pp. 1-22.
- Lavidge, R.J., and Steiner, G.A., (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 25, October, pp.59-62
- Malhotra, N.K. and Birks, D.F. (2003). *Marketing Research: An Applied Approach*. 3rd edition. Harlow: Prentice Hall/Pearson Education.
- McCook, K., Turco, D., and Riley, R. (1997). A Look at the Corporate Sponsorship Decision-Making Process. *Cyber-journal of sport Marketing*. [On-line].

- Available: <http://www.ausport.gov.au/fulltext/1997/v1n2/mcook.htm>
[2016, November 13.].
- Meenaghan, T. (1983). Commercial sponsorship, *European Journal of Marketing*, 7 (7), pp. 5-73.
- Meenaghan, T. (1994). Point of View: Ambush marketing – Immoral or Imaginative Practice? *Journal of Advertising Research*, 34 (3), pp. 77-88.
- Meenaghan, T. (1996). Ambush marketing: A Threat to Corporate Sponsorship. *Sloan Management Review*, pp. 103-113.
- Meenaghan, T. (1998). Ambush marketing: Corporate strategy and consumer reaction. *Psychology and Marketing*, 15 (4), pp. 305-322.
- Shani, D. and Sandler, D.M. (1998). Ambush marketing: Is confusion to blame for the flickering of the flame *Psychology and Marketing*, 15 (4), pp. 367-383.
- McKelvey, S. (1994). Sans Legal Restraint, No Stopping Brash, Creative Ambush Marketeers. *Brandweek*, 35 (24), p. 20
- Nancy, S. and Surendra, N, S. (2004). Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues and Research in Advertising*, pp.55-66
- Olof, H. (2006) Integrated marketing communication: from tactics to strategy, *Corporate Communications: An International Journal*, Vol. 11 Iss 1 pp. 23 - 33
- Outi, N. Dimitrios, B. and Roger, M. (2007), Customer empowerment in tourism through consumer centric marketing (CCM), *Qualitative Market Research: An International Journal*, Vol. 10 Iss 3 pp. 265 281
- Rossiter, J.R., and Percy, L., (1997), *Advertising Communications & Promotion Management* (2nd ed), New York: McGrawHill.
- Pitt, L., Parent, M., Berthon, P. and Steyn, P.G. (2010). Event Sponsorship and Ambush Marketing: Lessons from the Beijing Olympics. *Business Horizons*, 53, pp. 281-290.
- Tripodi, J.A. and Sutherland, M. (2000). Ambush marketing – ‘An Olympic event’. *The Journal of Brand Management*, 7 (6), pp. 412-422.
- Walliser, B. (2003). An International Review of Sponsorship Research: Extension and Update. *International Journal of Advertising*, 22, 5-40.



APPENDIX A DATA TABLE

1) Frequency table of Olympic feeling

Oympic1 : good or bad feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bad	4	2.7	2.7	2.7
	Somewhat Bad	10	6.7	6.7	9.3
	Neutral	51	34.0	34.0	43.3
	Somewhat Good	51	34.0	34.0	77.3
	Good	26	17.3	17.3	94.7
	Very Good	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Oympic2 : likable or unlikable feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unlikeable	2	1.3	1.3	1.3
	Somewhat Unlikable	8	5.3	5.3	6.7
	Neutral	57	38.0	38.0	44.7
	Somewhat likable	48	32.0	32.0	76.7
	likable	30	20.0	20.0	96.7
	Very likable	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Oympic3 : interesting or boring feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Boring	1	.7	.7	.7
	Boring	2	1.3	1.3	2.0
	Somewhat Boring	10	6.7	6.7	8.7
	Neutral	52	34.7	34.7	43.3
	Somewhat Interesting	47	31.3	31.3	74.7
	Interesting	32	21.3	21.3	96.0
	Very Interesting	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Oympic4 : pleasant or unpleasant feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unpleasant	1	.7	.7	.7
	Somewhat Unpleasant	8	5.3	5.3	6.0
	Neutral	53	35.3	35.3	41.3
	Somewhat Pleasant	58	38.7	38.7	80.0
	Pleasant	25	16.7	16.7	96.7
	Very Pleasant	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Oympic5 : positive and negative feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	3	2.0	2.0	2.0
	Somewhat Negative	10	6.7	6.7	8.7
	Neutral	44	29.3	29.3	38.0
	Somewhat Positive	48	32.0	32.0	70.0
	Positive	35	23.3	23.3	93.3
	Very Positive	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

2) Frequency table of attitude towards Coke

Coke1 : strong or weak attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weak	2	1.3	1.3	1.3
	Somewhat Weak	7	4.7	4.7	6.0
	Neutral	34	22.7	22.7	28.7
	Somewhat Strong	42	28.0	28.0	56.7
	Strong	39	26.0	26.0	82.7
	Very Strong	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

Coke2 :distinctive or general attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General	2	1.3	1.3	1.3
	Somewhat General	11	7.3	7.3	8.7
	Neutral	39	26.0	26.0	34.7
	Somewhat Distinctive	45	30.0	30.0	64.7
	Distinctive	37	24.7	24.7	89.3
	Very Distinctive	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

Coke3 :attractive or unattractive attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unattractive	4	2.7	2.7	2.7
	Somewhat Unattractive	15	10.0	10.0	12.7
	Neutral	32	21.3	21.3	34.0
	Somewhat Attractive	57	38.0	38.0	72.0
	Attractive	25	16.7	16.7	88.7
	Very Attractive	17	11.3	11.3	100.0
	Total	150	100.0	100.0	

Coke4 :positive or negative attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	3	2.0	2.0	2.0
	Somewhat Negative	13	8.7	8.7	10.7
	Neutral	38	25.3	25.3	36.0
	Somewhat Positive	56	37.3	37.3	73.3
	Positive	27	18.0	18.0	91.3
	Very Positive	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

Coke5 :love or unlove attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do I not	3	2.0	2.0	2.0
	Somewhat, Do I not	9	6.0	6.0	8.0
	Neutral	54	36.0	36.0	44.0
	Somewhat, I love	50	33.3	33.3	77.3
	I love	24	16.0	16.0	93.3
	I love very much	10	6.7	6.7	100.0
	Total	150	100.0	100.0	

Coke6 :advisable or unadvisable attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unadvisable	4	2.7	2.7	2.7
	Somewhat Unadvisable	7	4.7	4.7	7.3
	Neutral	55	36.7	36.7	44.0
	Somewhat Advisable	47	31.3	31.3	75.3
	Advisable	29	19.3	19.3	94.7
	Very Advisable	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Coke7 :touchable or untouchable attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Untouchable	3	2.0	2.0	2.0
Somewhat Untouchable	13	8.7	8.7	10.7
Neutral	51	34.0	34.0	44.7
Somewhat Touchable	50	33.3	33.3	78.0
Touchable	30	20.0	20.0	98.0
Very Touchable	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Coke8 :interesting or boring attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Boring	3	2.0	2.0	2.0
Somewhat Boring	11	7.3	7.3	9.3
Neutral	50	33.3	33.3	42.7
Somewhat Interesting	52	34.7	34.7	77.3
Interesting	29	19.3	19.3	96.7
Very Interesting	5	3.3	3.3	100.0
Total	150	100.0	100.0	

3) Frequency table of attitude towards Pepsi

Pepsi1 :strong or weak attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Weak	3	2.0	2.0	2.0
Somewhat Weak	9	6.0	6.0	8.0
Neutral	45	30.0	30.0	38.0
Somewhat Strong	43	28.7	28.7	66.7
Strong	39	26.0	26.0	92.7
Very Strong	11	7.3	7.3	100.0
Total	150	100.0	100.0	

Pepsi2 :distinctive or general attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid General	3	2.0	2.0	2.0
Somewhat General	7	4.7	4.7	6.7
Neutral	56	37.3	37.3	44.0
Somewhat Distinctive	44	29.3	29.3	73.3
Distinctive	34	22.7	22.7	96.0
Very Distinctive	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Pepsi3 :attractive or unattractive attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unattractive	5	3.3	3.3	3.3
Somewhat Unattractive	11	7.3	7.3	10.7
Neutral	51	34.0	34.0	44.7
Somewhat Attractive	49	32.7	32.7	77.3
Attractive	28	18.7	18.7	96.0
Very Attractive	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Pepsi4 :positive or negative attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Negative	5	3.3	3.3	3.3
Somewhat Negative	9	6.0	6.0	9.3
Neutral	54	36.0	36.0	45.3
Somewhat Positive	55	36.7	36.7	82.0
Positive	22	14.7	14.7	96.7
Very Positive	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Pepsi5 :love or unlove attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Do I not	3	2.0	2.0	2.0
Somewhat, Do I not	11	7.3	7.3	9.3
Neutral	60	40.0	40.0	49.3
Somewhat, I love	42	28.0	28.0	77.3
I love	27	18.0	18.0	95.3
I love very much	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Pepsi6 :advisable or unadvisable attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unadvisable	2	1.3	1.3	1.3
Somewhat Unadvisable	13	8.7	8.7	10.0
Neutral	59	39.3	39.3	49.3
Somewhat Advisable	47	31.3	31.3	80.7
Advisable	24	16.0	16.0	96.7
Very Advisable	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Pepsi7 :touchable or untouchable attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Untouchable	3	2.0	2.0	2.0
Somewhat Untouchable	15	10.0	10.0	12.0
Neutral	52	34.7	34.7	46.7
Somewhat Touchable	51	34.0	34.0	80.7
Touchable	24	16.0	16.0	96.7
Very Touchable	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Pepsi8 :interesting or boring attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Boring	5	3.3	3.3	3.3
Somewhat Boring	15	10.0	10.0	13.3
Neutral	47	31.3	31.3	44.7
Somewhat Interesting	52	34.7	34.7	79.3
Interesting	28	18.7	18.7	98.0
Very Interesting	3	2.0	2.0	100.0
Total	150	100.0	100.0	

4) Frequency table of attitude towards Coke (sponsorship)

ATT 1 :strong or weak attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Somewhat Weak	4	8.0	8.0	8.0
Neutral	11	22.0	22.0	30.0
Somewhat Strong	23	46.0	46.0	76.0
Strong	12	24.0	24.0	100.0
Total	50	100.0	100.0	

ATT 2 :distinctive or general attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Somewhat General	4	8.0	8.0	8.0
Neutral	13	26.0	26.0	34.0
Somewhat Distinctive	19	38.0	38.0	72.0
Distinctive	9	18.0	18.0	90.0
Very Distinctive	5	10.0	10.0	100.0
Total	50	100.0	100.0	

ATT 3 :attractive or unattractive attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unattractive	1	2.0	2.0	2.0
	Somewhat Unattractive	5	10.0	10.0	12.0
	Neutral	16	32.0	32.0	44.0
	Somewhat Attractive	15	30.0	30.0	74.0
	Attractive	11	22.0	22.0	96.0
	Very Attractive	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 4 :positive or negative attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Negative	1	2.0	2.0	2.0
	Negative	1	2.0	2.0	4.0
	Somewhat Negative	4	8.0	8.0	12.0
	Neutral	19	38.0	38.0	50.0
	Somewhat Positive	11	22.0	22.0	72.0
	Positive	10	20.0	20.0	92.0
	Very Positive	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

ATT 5 :love or unlove attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do I not	1	2.0	2.0	2.0
	Somewhat, Do I not	5	10.0	10.0	12.0
	Neutral	14	28.0	28.0	40.0
	Somewhat, I love	21	42.0	42.0	82.0
	I love	7	14.0	14.0	96.0
	I love very much	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 6 :advisable or unadvisable attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unadvisable	2	4.0	4.0	4.0
	Somewhat Unadvisable	3	6.0	6.0	10.0
	Neutral	16	32.0	32.0	42.0
	Somewhat Advisable	16	32.0	32.0	74.0
	Advisable	12	24.0	24.0	98.0
	Very Advisable	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

ATT 7 :touchable or untouchable attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Untouchable	3	6.0	6.0	6.0
	Somewhat Untouchable	4	8.0	8.0	14.0
	Neutral	13	26.0	26.0	40.0
	Somewhat Touchable	20	40.0	40.0	80.0
	Touchable	8	16.0	16.0	96.0
	Very Touchable	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 8 :interesting or boring attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boring	2	4.0	4.0	4.0
	Somewhat Boring	4	8.0	8.0	12.0
	Neutral	15	30.0	30.0	42.0
	Somewhat Interesting	12	24.0	24.0	66.0
	Interesting	14	28.0	28.0	94.0
	Very Interesting	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

ATT 9 :refresh or depress attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Depress	1	2.0	2.0	2.0
	Depress	2	4.0	4.0	6.0
	Somewhat Depress	4	8.0	8.0	14.0
	Neutral	6	12.0	12.0	26.0
	Somewhat Refresh	12	24.0	24.0	50.0
	Refresh	18	36.0	36.0	86.0
	Very Refresh	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

5) Frequency table of attitude towards Coke (ambusher)

ATT 1 :strong or weak attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Weak	1	2.0	2.0	2.0
	Neutral	10	20.0	20.0	22.0
	Somewhat Strong	18	36.0	36.0	58.0
	Strong	15	30.0	30.0	88.0
	Very Strong	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

ATT 2 :distinctive or general attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General	2	4.0	4.0	4.0
	Somewhat General	1	2.0	2.0	6.0
	Neutral	12	24.0	24.0	30.0
	Somewhat Distinctive	16	32.0	32.0	62.0
	Distinctive	16	32.0	32.0	94.0
	Very Distinctive	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

ATT 3 :attractive or unattractive attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unattractive	1	2.0	2.0	2.0
	Somewhat Unattractive	5	10.0	10.0	12.0
	Neutral	12	24.0	24.0	36.0
	Somewhat Attractive	15	30.0	30.0	66.0
	Attractive	12	24.0	24.0	90.0
	Very Attractive	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

ATT 4 :positive or negative attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	1	2.0	2.0	2.0
	Somewhat Negative	3	6.0	6.0	8.0
	Neutral	11	22.0	22.0	30.0
	Somewhat Positive	21	42.0	42.0	72.0
	Positive	10	20.0	20.0	92.0
	Very Positive	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

ATT 5 :love or unlove attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Do I not	1	2.0	2.0	2.0
Somewhat, Do I not	3	6.0	6.0	8.0
Neutral	19	38.0	38.0	46.0
Somewhat, I love	15	30.0	30.0	76.0
I love	8	16.0	16.0	92.0
I love very much	4	8.0	8.0	100.0
Total	50	100.0	100.0	

ATT 6 :advisable or unadvisable attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unadvisable	1	2.0	2.0	2.0
Somewhat Unadvisable	3	6.0	6.0	8.0
Neutral	22	44.0	44.0	52.0
Somewhat Advisable	12	24.0	24.0	76.0
Advisable	9	18.0	18.0	94.0
Very Advisable	3	6.0	6.0	100.0
Total	50	100.0	100.0	

ATT 7 :touchable or untouchable attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Untouchable	1	2.0	2.0	2.0
Somewhat Untouchable	4	8.0	8.0	10.0
Neutral	17	34.0	34.0	44.0
Somewhat Touchable	14	28.0	28.0	72.0
Touchable	12	24.0	24.0	96.0
Very Touchable	2	4.0	4.0	100.0
Total	50	100.0	100.0	

ATT 8 :interesting or boring attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Boring	2	4.0	4.0	4.0
Somewhat Boring	3	6.0	6.0	10.0
Neutral	20	40.0	40.0	50.0
Somewhat Interesting	12	24.0	24.0	74.0
Interesting	9	18.0	18.0	92.0
Very Interesting	4	8.0	8.0	100.0
Total	50	100.0	100.0	

ATT 9 :refresh or depress attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Depress	3	6.0	6.0	6.0
Depress	2	4.0	4.0	10.0
Somewhat Depress	2	4.0	4.0	14.0
Neutral	13	26.0	26.0	40.0
Somewhat Refresh	14	28.0	28.0	68.0
Refresh	13	26.0	26.0	94.0
Very Refresh	3	6.0	6.0	100.0
Total	50	100.0	100.0	

6) Frequency table of attitude towards Pepsi (ambusher)

ATT 1 :strong or weak attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Weak	2	4.0	4.0	4.0
Weak	1	2.0	2.0	6.0
Somewhat Weak	1	2.0	2.0	8.0
Neutral	19	38.0	38.0	46.0
Somewhat Strong	18	36.0	36.0	82.0
Strong	6	12.0	12.0	94.0
Very Strong	3	6.0	6.0	100.0
Total	50	100.0	100.0	

ATT 2 :distinctive or general attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very General	1	2.0	2.0	2.0
General	2	4.0	4.0	6.0
Somewhat General	7	14.0	14.0	20.0
Neutral	13	26.0	26.0	46.0
Somewhat Distinctive	20	40.0	40.0	86.0
Distinctive	5	10.0	10.0	96.0
Very Distinctive	2	4.0	4.0	100.0
Total	50	100.0	100.0	

ATT 3 :attractive or unattractive attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unattractive	1	2.0	2.0	2.0
Unattractive	2	4.0	4.0	6.0
Somewhat Unattractive	4	8.0	8.0	14.0
Neutral	16	32.0	32.0	46.0
Somewhat Attractive	16	32.0	32.0	78.0
Attractive	8	16.0	16.0	94.0
Very Attractive	3	6.0	6.0	100.0
Total	50	100.0	100.0	

ATT 4 :positive or negative attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Negative	1	2.0	2.0	2.0
	Negative	1	2.0	2.0	4.0
	Somewhat Negative	4	8.0	8.0	12.0
	Neutral	20	40.0	40.0	52.0
	Somewhat Positive	15	30.0	30.0	82.0
	Positive	7	14.0	14.0	96.0
	Very Positive	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 5 :love or unlove attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do I not	3	6.0	6.0	6.0
	Somewhat, Do I not	5	10.0	10.0	16.0
	Neutral	18	36.0	36.0	52.0
	Somewhat, I love	16	32.0	32.0	84.0
	I love	6	12.0	12.0	96.0
	I love very much	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 6 :advisable or unadvisable attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unadvisable	2	4.0	4.0	4.0
	Somewhat Unadvisable	9	18.0	18.0	22.0
	Neutral	17	34.0	34.0	56.0
	Somewhat Advisable	12	24.0	24.0	80.0
	Advisable	8	16.0	16.0	96.0
	Very Advisable	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 7 :touchable or untouchable attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Untouchable	2	4.0	4.0	4.0
	Somewhat Untouchable	8	16.0	16.0	20.0
	Neutral	17	34.0	34.0	54.0
	Somewhat Touchable	14	28.0	28.0	82.0
	Touchable	7	14.0	14.0	96.0
	Very Touchable	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 8 :interesting or boring attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boring	2	4.0	4.0	4.0
	Somewhat Boring	5	10.0	10.0	14.0
	Neutral	20	40.0	40.0	54.0
	Somewhat Interesting	13	26.0	26.0	80.0
	Interesting	8	16.0	16.0	96.0
	Very Interesting	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

ATT 9 :refresh or depress attitude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Depress	1	2.0	2.0	2.0
	Somewhat Depress	3	6.0	6.0	8.0
	Neutral	10	20.0	20.0	28.0
	Somewhat Refresh	12	24.0	24.0	52.0
	Refresh	18	36.0	36.0	88.0
	Very Refresh	6	12.0	12.0	100.0
	Total	50	100.0	100.0	



APPENDIX B QUESTIONAIRES (THAI VERSION)

ทัศนคติของลูกค้าที่มีผลต่อแบรนด์ในงานแข่งขันกีฬา

แบบสำรวจสอบถามฉบับนี้จัดทำขึ้นเพื่อเปรียบเทียบและทัศนคติของลูกค้าต่อแบรนด์ที่เป็นผู้สนับสนุนอย่างเป็นทางการและผู้สนับสนุนแอมแปงในงานโอลิมปิกปี2016 ที่ประเทศบราซิล

กลุ่มบุคคลเป้าหมายในการทำแบบสำรวจคือ ผู้ที่ชอบดูกีฬาและออกกำลังกายที่อาศัยอยู่ในจังหวัดกรุงเทพมหานคร ประเทศไทย

ทัศนคติต่อแบรนด์คือ ความเชื่อ,ความรู้สึก,พฤติกรรมและปัจจัยอื่นๆที่ส่งผลต่อการแสดงออกมาในรูปของทัศนคติ (Giner-Sorolla 1999)

ข้อมูลทั่วไป

เพศชายหญิง	
อายุ<2036-40	
21-2541-45	
26-30>46	
31-35		
อาชีพนักเรียน/นักศึกษา		
พนักงานราชการ		
ลูกจ้าง		
เจ้าของกิจการ		
ว่างงาน		
รายได้ต่อเดือน <10,000 บาท		
 10,001-30,000 บาท		
 30,001-50,000 บาท		
 50,001-70,000 บาท		
> 70,001 บาท		

หัวข้อที่1 : ความรู้สึกต่องานแข่งขันกีฬาและทัศนคติต่อแบรนด์

ความรู้สึกต่องานแข่งขันกีฬา

กรุณาให้ระดับความรู้สึกต่องาน โอลิมปิกปี2016

แย่ที่สุด								ดีที่สุด
ไม่ชอบที่สุด								ชอบที่สุด
น่าเบื่อที่สุด								น่าสนใจที่สุด
ไม่พอใจเป็นที่สุด								พอใจเป็นที่สุด
ให้ความรู้สึกในเชิงลบที่สุด								ให้ความรู้สึกในเชิงบวกที่สุด

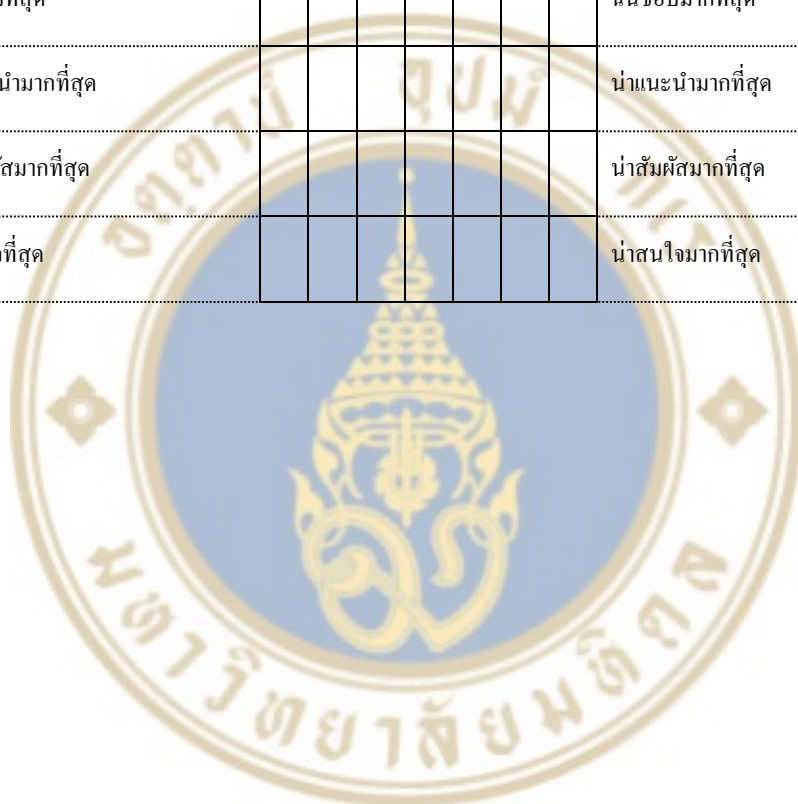
ทัศนคติต่อแบรนด์

กรุณาให้ระดับทัศนคติต่อแบรนด์โล้ก

อ่อนที่สุด								แข็งแรงที่สุด
ธรรมดาที่สุด								โดดเด่นที่สุด
ไม่ดึงดูดที่สุด								ดึงดูดที่สุด
ให้ทัศนคติในแง่ลบที่สุด								ให้ทัศนคติในแง่บวกที่สุด
ฉันไม่ชอบที่สุด								ฉันชอบมากที่สุด
ไม่น่าแนะนำมากที่สุด								น่าแนะนำมากที่สุด
ไม่น่าสัมผัสมากที่สุด								น่าสัมผัสมากที่สุด
น่าเบื่อมากที่สุด								น่าสนใจมากที่สุด

กรุณาให้ระดับทัศนคติต่อแบรนด์เป๊ปซี่

อ่อนที่สุด								แข็งแรงที่สุด
ธรรมดาที่สุด								โดดเด่นที่สุด
ไม่ดึงดูดที่สุด								ดึงดูดที่สุด
ให้ทัศนคติในแง่ลบที่สุด								ให้ทัศนคติในแง่บวกที่สุด
ถื่นไม่ชอบที่สุด								ถื่นชอบมากที่สุด
ไม่น่าแนะนำมากที่สุด								น่าแนะนำมากที่สุด
ไม่น่าสัมผัสมากที่สุด								น่าสัมผัสมากที่สุด
น่าเบื่อมากที่สุด								น่าสนใจมากที่สุด



หัวข้อที่ 2 : ผลกระทบของสื่อโฆษณาที่มีผลต่อทัศนคติของแบรนด์

หลังจากที่ดูภาพโฆษณาแล้ว

คุณคิดว่าแบรนด์ที่เห็นจากโฆษณาเป็นผู้สนับสนุนอย่างเป็นทางการและผู้สนับสนุนแอบแฝงในงาน โอลิมปิกปี 2016 ที่ประเทศบราซิล

.... ผู้สนับสนุนอย่างเป็นทางการ ผู้สนับสนุนแอบแฝง ไม่แน่ใจ

ทำไมถึงคิดว่าแบรนด์นั้นเป็นผู้สนับสนุนอย่างเป็นทางการและผู้สนับสนุนแอบแฝง

.....

.....

.....

.....

.....

กรุณาให้ระดับทัศนคติต่อแบรนด์

อ่อนที่สุด										แข็งแรงที่สุด
ธรรมดาที่สุด										โดดเด่นที่สุด
ไม่ดึงดูดที่สุด										ดึงดูดที่สุด
ให้ทัศนคติในแง่ลบที่สุด										ให้ทัศนคติในแง่บวกที่สุด
ฉันไม่ชอบที่สุด										ฉันชอบมากที่สุด
ไม่น่าแนะนำมากที่สุด										น่าแนะนำมากที่สุด
ไม่น่าสัมผัสมากที่สุด										น่าสัมผัสมากที่สุด
น่าเบื่อมากที่สุด										น่าสนใจมากที่สุด
เศร้าหมองมากที่สุด										สดชื่นมากที่สุด

กรุณาแสดงเลือกข้อความที่เห็นด้วยและไม่เห็นด้วยดังต่อไปนี้

ข้อความ	เห็น ด้วย	ไม่เห็น ด้วย
ฉันรู้จักการตลาดแอมแปง		
ฉันเลือกที่จะซื้อสินค้าและบริการจากแบรนด์ที่ฉันสนับสนุนอย่างเป็นทางการมากกว่า ผู้สนับสนุนแอมแปง		
การเป็นผู้สนับสนุนอย่างเป็นทางการส่งผลดีต่อภาพลักษณ์แบรนด์		
ผู้สนับสนุนอย่างเป็นทางการมีสิทธิที่จะสร้างกิจกรรมการตลาดผ่านงานแข่งขันกีฬานั้นๆ		
ฉันยังคงเลือกที่จะซื้อสินค้าและบริการจากแบรนด์ที่ฉันสนับสนุนแอมแปงถึงแม้ทราบว่าแบรนด์ นั้นๆเป็นผู้สนับสนุนแอมแปง		
การซื้อสินค้าและบริการของผู้บริโภคลดลงเมื่อรู้ว่าแบรนด์นั้นๆเป็นผู้สนับสนุนแอมแปง		
การเป็นผู้สนับสนุนแอมแปงส่งผลเสียต่อผู้สนับสนุนอย่างเป็นทางการ		
การเป็นผู้สนับสนุนแอมแปงส่งผลให้ลูกค้าไม่สามารถระบุผู้สนับสนุนอย่างเป็นทางการได้		

Attitude toward to brand

Please rate your attitude to Coke

Very weak								Very strong
Very general								Very distinctive
Very unattractive								Very attractive
Very negative								Very positive
Do I not at all								I love very much
Very unadvisable								Very advisable
Very untouchable								Very touchable
Very boring								Very interesting

Please rate your attitude to Pepsi

Very weak								Very strong
Very general								Very distinctive
Very unattractive								Very attractive
Very negative								Very positive
Do I not at all								I love very much
Very unadvisable								Very advisable
Very untouchable								Very touchable
Very boring								Very interesting

Section 2: Advertising effects to Attitude to brand

After you saw the advertising

Do you think brand which you saw was a sponsor or non-sponsor?

.... Sponsor
sure

.... Non- sponsor

.... I am not

Why do you think brand which you saw was a sponsor or non-sponsor?

.....

.....

.....

.....

please rate your attitude to brand again

Very weak								Very strong
Very general								Very distinctive
Very unattractive								Very attractive
Very negative								Very positive
Do I not at all								I love very much
Very unadvisable								Very advisable
Very untouchable								Very touchable
Very boring								Very interesting
Very depress								Very refresh

Please tick statement below

Statement	Agree	Disagree
I know ambush marketing		
I definitely prefer to buy products and services, when brands are the official sponsor		
Being an official sponsor positively affects to brand image		
A sponsor has right to do a marketing campaign thought event		
I still prefer to buy products and services, when brands do an ambush marketing		
Consumers' purchasing products and services have decreased because of ambush marketing		
It was not a fair game for official sponsor, if other brands were ambushers		
Many ambushers definitely affect to identify an official sponsor.		