

**FACULTY DEVELOPMENT ENDOWMENT FUNDS**

Eleanor Lane Endowment

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**Proposal Title:** Perceived Brand Personality through Sports Sponsorship Locating a Blurred  
Line between Entertainment and Persuasion in Mediated Sports

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## **Perceived Brand Personality through Sports Sponsorship Locating a Blurred Line between Entertainment and Persuasion in Mediated Sports**

A limited amount of research was undertaken to investigate perceived brand personality in the context of sports sponsorship. By using a two (Sports team performance: Win versus loss) by two (Gender difference: Male versus female) between-subjects experiment with two control variables (Sports team identification and self-brand connection), this study was aimed to examine sports viewers' perceptions of brand responsibility, activity, aggressiveness, simplicity, and emotionality. The results of multivariate tests exhibited that sports team performance, sports team identification, and self-brand connection came into play to influence perceived brand personality. Sports team performance did yield significant effects on five dimensions of brand personality. Furthermore, while sports team identification yielded significant effects on brand responsibility, aggressiveness, and simplicity, self-brand connection generated moderating effects for sports team performance on brand responsibility and activity. Theoretical implications and practical insights were discussed for account planners, sports sponsors, and brand managers. The study is competitively selected for presentation at the 66th Annual Convention of International Communication Association in Fukuoka, Japan.