



THE EFFECTIVENESS OF EVENT-SPONSORSHIP IN ENHANCING BRAND EQUITY
ON THE PEOPLE IN KOTA KINABALU

A STUDY ON

THE EFFECTIVENESS OF EVENT-SPONSORSHIP IN ENHANCING BRAND EQUITY
ON THE PEOPLE IN KOTA KINABALU

MOHD ZAMEER AIZAT BIN BASHIR

2009938661

MOHD ZAMEER AIZAT BIN BASHIR

2009938661

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SABAH

HAKMILIK

Perpustakaan
Universiti Teknologi MARA (UiTM) Sabah
Blok Bersekolah 7-1
88007 Kota Kinabalu, Sabah

JUNE 2012

JUNE 2012

Bismillahirrahmanirrahim. I, Mohd Zameer Aizat Bin Bashir would like to first and foremost thank Allah s.w.t. for the strength and opportunity that HE had given me, and everyone that has helped me in completing this research, "A Study on the Effectiveness of Event-Sponsorships in Enhancing Brand Equity on the People in Kota Kinabalu", as part of my requirement to complete my Industrial Training (MKT 662).

I would like to take this opportunity to express my greatest gratitude and huge appreciation to Madam Dayang Haryani Diana Awang Damit, for her valuable guidance, wise advices, and support to me in completing this research paper.

I also would like to thank Mr. Franklyn Hazley Lai for his help, support, and guidance that he had given me.

Moreover, I would like to thank my entire course mates, friends, and family that have given me useful tips and advices, encouragement, and support to me in completing this research. I have learnt a lot throughout this journey of completing this research report which I believe have given me valuable lessons and experiences that will be very beneficial for me in the future.

2.3 Definition of Brand Equity 9

2.4 Definition of Effectiveness 10

2.5 Definition of People in Kota Kinabalu 10

2.6 Theoretical Framework 11

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENTS	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	ix
Chapter 1: Introduction	16
1.1 Background of the study	1
1.2 Problem statement	3
1.3 Research objectives	4
1.4 Scope of Study	4
1.5 Significance of the study	5
1.6 Limitation of the study	6
Chapter 2: Literature review	48
2.1 Introduction	7
2.2 Definition of Event-Sponsorship	7
2.3 Definition of Brand Equity	9
2.4 Definition of Effectiveness	10
2.5 Definition of People in Kota Kinabalu	10
2.6 Theoretical Framework	11

Chapter 3: Research Methodology

	Page	
3.1 Introduction	16	
3.2 Primary data	16	
3.3 Questionnaire	16	
3.4 Secondary data	17	
3.5 Sampling procedure	17	
3.5.1 Sampling frame	17	
3.5.2 Sampling technique	18	
3.5.2.1 Simple Random Sampling	18	
3.5.4 Sample size	18	
3.5.5 Data analysis procedure	19	
3.5.6 Questionnaire design	19	
Chapter 4: Data Finding		
4.1 Frequency Analysis	21	
4.2 Reliability Test	46	
Chapter 5: Conclusions		
5.1 Recommendations	49	
REFERENCES	51	
APPENDICES	54	
Table 4.1.11	31	
Table 4.1.12	32	
Table 4.1.13	33	
Table 4.1.14	34	
Table 4.1.15	35	

ABSTRACT

In recent years, marketers have started to realize that the key to a successful marketing is by creating differential advantage through providing emotional (experiential) benefits for the market. This is because the market nowadays are more active, involvement craving in deciding whether or not to consume a product or brand. To provide that, marketers have turned to the now-conventional approach to communicate their brand to the market; which is through *event-sponsorship*. It is an approach where marketers can engage the market, promote interactivity with the market, earning their trust and eventually be able to earn and create good, positive brand image. This will then theoretically help to persuade and initiate the desire within the audiences toward the brand or product, in other words, enhancing the brand equity. The key to this is first to adapt to the market, their ever-evolving wants for exciting, engaging experiences, staying afloat with and suiting their way by getting them involved. Hence, in this research, the effectiveness of *event-sponsorship* will be tested on people in Kota Kinabalu, to see how beneficial such approach is for marketers in approaching the people in the capital city of the State. The number of respondents for this research was regulated so that the result will favor neither over nor under estimation, hence a fair assessment of the issue can be extracted. The test result will then be analyzed to see the effectiveness of event-sponsorships in enhancing brand equity on the people in Kota Kinabalu; and further recommendations will be obtained for future event-sponsorships to be more effective.