

The Fanaticism of Cricket Fans' Impact on Brand Recall of Advertised Brand While Cricket Match Being Telecasted

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Abstract

Cricket fans have a doubt when they sit in front of the TV to watch the game .It is about what actually are they watching either match or TV Commercials)TVC .(Therefore, this study was mainly focused to find the impact of "Fanaticism" (FAN) on "Brand Recall" (BR) of products which being telecasted during the cricket match subjectively with L shape (LS) vs Full Frame (FF)² Secondly, to develop an empirical instrument to measure "fanaticism "as a latent concept to confirm which type of TVC more impact on BR. This study was based to the hypothesis of FF TVC makes relatively more benefits in terms of BR than LS TVC does.

First, exploratory factor analyses)EFA (procedure was used to reduce the dimension on the 58-items in questionnaire . We found statistical evidence to reduce the 58 items in to 43 items which have over 0.7 eigenvalue and over 0.75 Cronbach's Alpha value averagely . Second, data were collected by reduced questioner from 200 respondents who in boy's hostel of the University. We used Confirmatory Factor Analysis)CFA (approach using Structural Equation Modelling)SEM (procedure for parcel the items with minimum error in each measurement. The IFI (0.918 =FF, .725= LS) value and TLI (0.902=FF, 078= LS) value close to 1 indicates that goodness fit of the empirical model with conceptualized model. On the other hand, RMSEA value is less than 0.8 indicates that close fit of the model in relation to the degree of freedom.

The estimated value of each hypothesized relationship of conceptualized models were statistically significant except the relationship between "Attitudinal Loyalty" and indicator called "Q19.5. There is a negative relationship between BR and FAN, on the other hand

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² (Part-screen ads)L shape ads (during the over and Full ads at the end of the over.