

Impact of Local Event Sponsorship on Brand Image and Consumer Buying Behavior

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ABSTRACT

Event sponsorships play a vital role in enhancing a company's market presence, increasing profitability, and influencing consumer purchasing decisions. By sponsoring events, businesses can strengthen their brand image and connect with their target audience. This quantitative study sought to determine whether local event sponsorships enhance brand image and influence consumer purchasing behaviour. Utilizing a convenience sampling technique, data was collected from 200 attendees of local brand sponsorships through a structured questionnaire. The research findings revealed that local event sponsorship can strengthen brand image; the Pearson correlation coefficient indicated 0.624, a positive relation between variables. Additionally, the relationship between event sponsorship and consumer buying behaviour was found moderately positive, with a Pearson correlation coefficient of 0.519. Also, this study implied that event sponsorship can significantly impact both the attendee's perception of brand image and consumer buying behavior. Regression analysis revealed 38.9% variability in the perception about brand image and 27% in consumer buying behaviour. Therefore, brands that actively engage in sponsorships are perceived more positively, leading to recognition and customer loyalty. These results recommended that local brand owners, the Department of Trade Industry (DTI), and event organizers should continue investing in and developing local event sponsorship. By doing so, they can create more engaging and impactful experiences that foster stronger consumer connections, ultimately driving brand awareness.

Keywords: Event Sponsorship, Brand Image, Consumer Buying Behavior

INTRODUCTION

Event sponsorship is a marketing technique that seeks to improve brand visibility, interactions, and overall market position. In general, it can be said that well-attended events offer businesses a set of possibilities for bringing about positive brand perception and loyal clients. Forms of sponsorship include financial support, product placements, and exclusive activations by a brand, all of which will have a tremendous joint effect on the market presence of an event. For local brands such sponsorship would mean immersion in the community: by being visible in community activities, engendering image formation in connection to the event will be further enhanced. Major events such as Araw ng Digos and the Padigosan Festival provide a venue for companies to exhibit their wares, build brand names, and generate consumer interest in Digos City.

In the global context, event sponsorship has become a legitimate phenomenon. With popularity, event sponsorship has become important in creating a powerful brand image and engaging the consumers. Studies have shown that consumer responses regarding brand recall increased significantly as a result of the relationship between an event's image and a sponsoring brand's image (Boronczyk & Breuer, 2019). The transfer of positive event attributes such as prestige or excitement to the related sponsoring brand creates a perception of that brand. Moreover, the analysis of sponsorship in corporate strategy by Cornwell and Kwon (2020) revealed the effect of sponsorship involvement on the consumer's perception, loyalty, and purchase behavior. Consumer perceptions also play a critical role in enhancing the relationship between the brand and its consumers, as the authors affirm that the attitude of the consumers toward the sponsors would be a predictor of purchase intentions. Sponsoring events, particularly sports events, serves as a strategic marketing tool that

enhances brand image and drives sales growth by increasing consumer engagement, brand visibility, and loyalty. A study by Nuiser (2020) noted that sponsoring events, specifically sports events, can help enhance brand image and increase sales. Besides, through deepening engagement with the existing clientele, event sponsorship may encourage more purchases and better overall satisfaction leading to better long-term returns from these connections (Nickell & Johnston, 2020). Moreover, Baek et al. (2020) found that perceived cause-related marketing (CRM) motives significantly influenced fan attitudes and purchase intentions for team-licensed products. This form of participation boosts customer citizenship and broadens the brand's coverage and facilitates the building of enduring relationships that guarantees profitability in the future.

In Southeast Asia, especially countries like Indonesia, India, Malaysia, Thailand, and Vietnam, are witnessing the growth of local brands that aim to rival global players. For brands focused on reaching out to their audiences and embedding them into the social life of the city, event marketing has become a primary approach. For example, in Malaysia, González-Jiménez et al. (2020) found that event connection and self-congruity or the match between brand image and an individual's self-concept, is the reason why brand sponsorship is effective, related emotions can create more favorable attitudes towards sponsor brands and enhance consumers' tendency to purchase from those sponsoring brands. Additionally, in India, televised event involvement positively influenced event reputation, which in turn boosted corporate brand credibility and image, ultimately increasing purchase intentions of sponsor brands (Rai et al., 2023). Moreover, sponsorship in Thailand is a key strategy for businesses to increase brand visibility, attract consumers, and strengthen market presence. Alcohol brands, for example, leverage sponsorship of sports events to enhance brand recognition and influence consumer preferences (Jindaratnaporn et al., 2023). Beyond alcohol, tobacco sponsorship in ASEAN countries has also demonstrated how sponsorship increases consumer awareness. Research conducted by Stubbs (2021) shows that while exposure to tobacco sponsorship varies across the region, many young people recall seeing such advertisements at sports and community events. This highlights how sponsorship, regardless of the industry, plays a powerful role in shaping consumer awareness and engagement. Furthermore, research by Nguyen and Vu (2022) found that sponsor-event congruence, involvement with sponsored events, and exposure all influence consumer attitudes toward sponsors and their purchase intentions. Additionally, research conducted by Tan and Rahman (2022) stated that presence in a physical event enhances consumers' perception of the brand's quality. Hence, they are more likely to buy from brands when these companies sponsor the events that they attend. The great fit between the sponsor and the event makes a very positive impression on the brand image and consumer attitudes toward the sponsor, thus improving the effectiveness of sponsorship (Hutabarat & Gayatri, 2014; Zain & Adiwijaya, 2024). Additionally, In Myanmar, Thet (2023) found that celebrity trustworthiness, expertise, attractiveness, similarity, liking, familiarity, and congruence significantly influenced attitudes and purchase intentions toward local food brands. The results demonstrate the importance of providing an effective experience to the intended audience, making local brands a norm in the markets of the ASEAN region.

In the Philippine context, event sponsoring has become an increasing practice in the area of business, with brands capitalizing on events as a means to promote brand visibility, consumer interaction, and market engagement. As stated by Dalangin et al. (2020), sponsorship activities within the Philippine context can be effective. The factors of sports attachment, brand image, income, and education drive word of mouth and purchase intentions. Consumers with high sports attachment, favorable brand perception, education, and middle to upper income are able to increase sales, especially when they have trademark endorsers who testify for the brands. Sales promotions and public relations have emerged as the most effective promotional strategies, especially in recent years, in enhancing a company's image and altering consumer behavior (Paguntalan, 2020). On the other hand, firms practicing Corporate Social Responsibility (CSR) have been found to increase satisfaction and perceived quality of the firm's products, which in turn will lead to enhanced brand loyalty (Lacap et al., 2021). In addition, a study by Dasig et al. (2023) proved that malls practicing active participatory engagement in their Corporate Social Responsibility or CSR programs are perceived positively by consumers, thus impacting their overall brand image. Similarly, Dalangin et al. (2021) stated that a Filipino social media influencer who demonstrates integrity in their CSR efforts can affect their follower's buying behaviour and purchase intention. In conclusion, these studies underscore that CSR activities, whether from businesses or influencers, have a strong influence on consumer attitudes and behaviors through trust building, improving brand reputation, and eventually driving consumer choices and loyalty.

Brand sponsorship of events in the locality of Davao del Sur is now becoming popular. Significant events like festivals, pageants, and sports tournaments attract large crowds, offering opportunities for brands to promote their product to a more substantial number of possible consumers. Thus a study by Dayap et al. (2024) showed that the condemning role of Corporate Social Responsibility influences young professionals' perception of the company's brand image in Davao del Sur. In addition, Donque et al. (2019) also stated that social responsibility practices of companies can affect customer satisfaction. They have been engaged in corporate social responsibility initiatives by which they employed their brand improvement in terms of convincing images and forging strong customer relationships with their consumers in Davao del Sur. Such companies are likely to acquire consumer trust, loyalty, and a competitive market advantage through an enhanced CSR-focused image.

While past literature has only focused on the effects of sponsored events on consumer behavior, the researchers seek to fill the existing gap in the literature as this research aims to explore more on the relationship of local brand sponsorship on brand image and consumer buying behavior, specifically in Digos City. By examining the impact of local brand sponsorships in Digos City, this study will provide clear insight into how these sponsorships impact consumer buying behavior, and brand image within the context of Digos City. The implications of this study will provide relevant information that could help local brand owners maximize their promotional strategies and increase their brand; awareness in the community.

In framing this study, the theory of Keller (1993) known as the Brand Association Theory was used as a framework. This theory suggests that brands become the primary sponsors of events that will remain in the consumers' minds, which can help create or enhance their likes. Local brands may participate in or even support community cultural or social initiatives, making their efforts look more focused on strengthening their equity and building a positive emotional connection with the consumers with characteristics such as trust, mutual respect, and pride in their community. This research applies Keller's theory to explore how such local events influence consumer perception, brand image, and purchasing behavior through sponsorship in Digos City.

In addition, this study was based on the Congruity Theory of Osgood and Tannenbaum (1955), which states that the effectiveness of local brand sponsorships within Digos City will be dependent on how congruent a brand is to both event and experience. A strong correlation results in a more positive brand image, increased consumer trust, and heightened purchase intentions. This research employs the theory to evaluate how congruent between events and brands impacts consumers' perceptions and buying behavior, specifically acting as a guide for local businesses in picking sponsorships that yield the greatest impact.

Moreover, this study was based on Image Transfer Theory (Gwinner, 1997), which explains how a brand's image is shaped by the events it sponsors. When a brand supports an event, people naturally connect the event's reputation, emotions, and values with the brand itself. If the event is seen as positive or memorable, those feelings can transfer to the brand, influencing how consumers perceive it. This effect is even stronger when the event and the brand feel like a natural match. By sponsoring the right events, brands can build trust, strengthen their reputation, and create a deeper connection with consumers. Over time, these associations help the brand stand out, making it more recognizable and appealing. Event sponsorship isn't just about getting a logo seen, it's about leaving a lasting impression that shapes how people feel about the brand.

Lastly, this study was anchored on the Hierarchy of Effects Model proposed by Lavidge and Steiner (1961), which explains how consumers go through different stages before deciding to buy a product. People do not instantly choose a brand the moment they see it. First, they become aware of it and start recognizing its presence. As they encounter it more, they develop feelings and preferences toward it, associating it with positive experiences. Eventually, this familiarity and trust lead them to take action and make a purchase. In the context of event sponsorship, a brand first captures attention by being part of an event that people already care about. As the event unfolds, the brand becomes more familiar and starts to feel like a natural part of the experience. Over time, this connection builds loyalty, making consumers more likely to choose the brand when making a purchase. Lavidge and Steiner (1961) highlight that sponsorship is not just about being seen, it is about creating a journey that guides consumers toward trust and action.

Statement of the Problem

This study is designed to analyze how local brands benefit from sponsoring events and their impact on their brand image and consumer buying behavior.

Specifically, the study aims to address the following objectives:

1. What is the level of perception on event sponsorship among attendees of local sponsored events?
2. What is the level of brand image among attendees of local sponsored events?
3. What is the level of consumer buying behavior among attendees of local sponsored events?
4. Is there a significant relationship between the perception on event sponsorships and brand image?
5. Is there a significant relationship between the perception on event sponsorships and consumer buying behavior?
6. Is there a significant impact of event sponsorships on brand image?
7. Is there a significant impact of event sponsorships on consumer buying behavior?

Hypothesis

To answer the problem listed in the preceding section objectively, the null hypotheses were formulated:

H₀₁: There is no significant relationship between the perception on event sponsorships and brand image.

H₀₂: There is no significant relationship between the perception on event sponsorships and consumer buying behavior

H₀₃: There is no significant impact of event sponsorships on brand image

H₀₄: There is no significant impact of event sponsorships on consumer buying behavior.

Significance of the Study

This study examines the impact of sponsoring local events on brand image and consumer buying behavior, highlighting several key areas of significance:

Department of Trade and Industry (DTI) Officials. The studies insights would help the Department of Trade and Industry (DTI) Officials in developing or refining current policies that are responsive to the unique needs of local brand owners. It will also contribute to making innovative programs that encourage more local brands to invest on event sponsorships, trade fairs, and other promotional activities that happen locally.

Brand Owners. This study would demonstrate how sponsoring local events can significantly enhance brand image, highlighting the role of community involvement in brand visibility and consumer trust. Local brands will be equipped with valuable insights to improve their marketing strategies, having the opportunity to forge stronger connections with their target audiences, differentiate from competitors, and foster customer loyalty.

Event organizers. This study provides important insights for event organizers by demonstrating how local brand sponsorships increase the overall appeal and reputation of events in Digos City. By inspecting the impact of such sponsorships on brand image and consumer buying behavior, the research will help the event organizers to have the right information and data-driven strategies to attract and secure sponsorships that not only elevate the event experience but also drive consumer engagement.

Consumers. This study would help consumers shape their perceptions of brands and influence their purchasing decision. By understanding the connection between sponsorship events and brand image, consumers can become more informed of how these marketing efforts affect the products and services they choose. Additionally, this research highlights how local brands supporting community events can build local pride and motivate consumers to back businesses that energize their community.

Future Researcher. For future researchers, this study would provide information about local brands that participate in sponsorships. It will investigate the factors of how local brand sponsorships affect customers' brand perception and purchase intention. The findings will serve as a reference and guide for the future development of related research.

Scope and Limitation

This study aimed to investigate the impact of local brand-sponsored events like pageants, festivals, and sports tournaments in improving brand image and influencing consumer purchasing behavior.

Specifically, it investigated how the sponsoring of local brands in local events impacts their brand image as well as consumer buying behavior. The respondents were attendees in legal age who finished any sponsored events in Digos City. It was conducted in Digos City, Davao del Sur, during the first and second semesters of the 2024-2025 academic year. The focus is exclusively on the City of Digos, allowing for a targeted analysis of consumer perceptions and behaviors within this specific context.

However, this study has certain limitations. One of the limitations of this study is that it exclusively provides qualitative data, as it is designed as a qualitative research study. The findings are based on the subjective perceptions and experiences of 200 participants who attended various local events in Digos City. Additionally, not only has this study focused entirely on local events in Digos City from 2020 to current times, but it has also eliminated individuals under 18 years of age. Respondents are confined to those event-goers who have completed the event, aiming to ensure that the respondents would be valid as far as their perception of the sponsorship is concerned. This criterion was put in place to ensure that the respondents were sufficiently exposed to the event and its sponsors to generate more valid insights. Convenience sampling was applied, which, while providing us a sample, may impose limits on the generalizability of our results as the sample had been selected on the basis of convenience rather than a random selection. Thus, the gathered perspectives may not be a fully valid representation of the greater population of event attendees.

Definition of Terms

The following terms were defined in order to have a better understanding of this study.

Brand Image. It refers to the combination of a customer's thoughts, feelings, and associations with a particular brand (Abbas et al., 2021). This study examined the impact of event sponsorship on the brand image of a local brand. Specifically, the researchers assessed whether sponsoring local events can positively influence consumer perceptions of the brand, ultimately leading to a stronger brand image among customers.

Consumer Buying Behavior. This refers to the study of how individuals make decisions about what to buy, how to buy it, when to buy it, and where to buy it (Prabhu, 2020). This study examined the level, significance, and impact of event sponsorship on consumer buying behavior.

Event Sponsorship. It refers to a marketing strategy where a company provides financial or in-kind support to an event in exchange for promotional benefits (Koo & Lee, 2019). This study examined the impact of event sponsorship in enhancing the brand image of the local brand sponsors, and the consumer buying behavior of the customers. The findings provided insights into the effectiveness of event sponsorship as a strategy for building brand image and driving consumer buying behavior.

Local Events. A local event is an event that is held within a specific geographic area, typically a city, town, or region. They are often organized by local businesses and community groups (Mihajlović & Vidak, 2019). This study evaluated the perceived value of local brand sponsorship on local events, specifically focusing on the

impact of sponsorship on events like Mutya ng Digos, Araw ng Digos, and Padigosan. The research explored how consumers perceive the value of local brands sponsoring these events, examining factors such as brand image enhancement and consumer buying behavior.

METHODS

This chapter outlines the information on the methods utilized in conducting the study. It includes research design, respondent selection, sampling methods, data sources, data collection procedures, measurement techniques, and analysis methods, along with key ethical considerations.

Research Design

This study used quantitative research design employing a correlational approach to determine the relationship between local brand sponsors, brand image, and consumer buying behavior. A descriptive-correlational design is used to examine the extent to which two or more variables are related without manipulating them (Tan, 2014). Findings from a correlational study enable researchers to determine whether or not, and to what degree, two variables change together. This approach is valuable because it allows researchers to observe real-world connections between sponsorship efforts and consumer behavior without interference, making the results more applicable to actual marketing strategies.

The study utilized descriptive-correlational design to identify the relationship between variables and to describe the level of events sponsorship perception, brand image perception, and consumer buying behavior perception. This research design is the proper method to utilize in this study to examine whether a significant relationship between local brand sponsors, brand image, and consumer buying behavior occurs without manipulating them. The findings will help businesses and marketers determine whether sponsoring local events positively impacts their brand image and encourages customer engagement. Since the study does not alter any variables, it captures authentic consumer responses, making the results more relevant for companies looking to improve their marketing strategies.

Respondents

The respondents for this study were individuals aged 18 and above who have attended local brand-sponsored events in Digos City, Davao del Sur from 2020 to current. These events include pageants, festivals, sports tournaments, and similar gatherings where local brands are involved. The study focused on this specific group of people to better understand how event sponsorship affects brand image and consumer purchasing behavior. To ensure diverse representation from various types of events, convenience sampling was used, allowing for a more thorough analysis of how different events might influence consumer perceptions and actions. By selecting participants from each group in proportion to their presence at the events, the study aimed to gather valuable insights into the effectiveness of sponsorship efforts across different event types (Stratton, 2019).

Exclusion criteria was applied to individuals who have not attended any local brand-sponsored events during the study period. Individuals who attended events prior to the year 2020 and events outside Digos City will also not be factored into this study. Additionally, attendees of events not sponsored by any local brands in Digos City were also excluded. Lastly, any incomplete responses that could affect the accuracy of the data were excluded to ensure the results are valid and dependable.

Sampling Technique

The researchers utilized convenience sampling technique, a type of non-probability sampling method that selected participants based on their availability and willingness to participate. This approach was chosen because event attendees were easily accessible, allowing data to be gathered efficiently without the need for random selection or stratification. This method facilitated a smooth data collection process, ensuring that responses reflected firsthand experiences from the events.

Following this methodology, a total of 200 respondents participated in the study, as anchored by the recommendations of Samson (2024) that a sample of 200 to 300 is appropriate for business research to strengthen credibility. The target population consisted of local brands sponsored event attendees in Digos City. The sample was drawn from individuals who met the inclusion criteria such as aged 18 and above and having attended any sponsored events in the locality. Convenience sampling does allow for fast data collection but this study recognizes potential drawbacks such as selection bias and limited generalizability. However, because of the exploratory nature of the study and the time limitation, this method was suitable for collecting valid insights into the effects of sponsorship to brand image and consumer buying behavior.

Data Gathering Procedure

This study used a systematic protocol for data collection. A structured process in gathering data is important for data integrity. In particular, the researchers followed these following steps to ensure proper data collection procedure were performed:

1. The researchers secured approval from the principal together with the recommendation of the research teacher to conduct the study.
2. The researchers submitted the questionnaire for validation to secure its accuracy. Comments and feedback from the validators are then applied before proceeding with the pilot testing.
3. Assistance from a statistician was sought by the researchers to conduct a cronbach's alpha test to assess the consistency and reliability of the questionnaire.
4. The researchers conducted a pilot test with 30 local event attendees who met the inclusion criteria to evaluate the accuracy of the questionnaire before proceeding with the full data collection.
5. Upon completion of the pilot testing and validation process, the researchers distributed the finalized questionnaire to the designated respondents.
6. The study used both printed questionnaires and Google Forms for distribution with both having an informed consent letter, ensuring that participation was voluntary and all responses remained confidential.
7. Printed questionnaires were gathered promptly after the respondents completed their answers, which took an approximate time of 3 to 5 minutes.
8. Respondents using Google Forms were informed to complete the questionnaire within the time limit of 10 minutes. Responses submitted after this time frame are considered invalid to ensure the reliability of the data collected.
9. Lastly, after gathering the data, the statistician analyzed and processed it using SPSS statistical tools to generate the results.

Measures

This quantitative study utilized a survey instrument to collect the necessary data for analyzing the variables of sponsoring local events, brand image, and consumer buying behavior. The questionnaire was divided into three sections with a total of 13 questions aligned with the study's objectives. The items in the first section measures the variable of local event sponsorship and it was adapted and modified from Alrayees and Saleh (2019), focusing on assessing participants' attitudes toward sponsoring local events, including their attraction, positivity, and overall interest in the event. The questionnaire holds a Cronbach Alpha of 0.786, which is considered a good level of reliability. The items of the second section measures the variable of brand image and it was also adapted and modified from Chandra et al. (2017), which evaluates the image of the official sponsors by looking at product quality, availability, responsiveness to consumer needs, and emotional involvement in the brand. The questionnaire of this variable holds a Cronbach's Alpha of 0.885, which is also considered a good level of reliability. Lastly, the items in the third section measures the variable of consumer

buying behavior. This section was mainly developed by the researchers and was pilot tested to ensure the validity and reliability of the assessment. All responses were recorded on a five-point Likert scale, allowing them to express their agreement or disagreement ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The responses were then analyzed using an interpretation table to provide a clear understanding of the data.

To ensure the validity and reliability of the questionnaire, a pilot test involving 30 respondents (N=30) was conducted prior to the distribution of the survey questionnaire to the intended population. The pilot test was done in December 2024 and the results from the pilot test are presented in Table 1. The completed questionnaire was distributed in both digital via Google Forms and printed formats to ensure accessibility. Cronbach's alpha was utilized to evaluate the internal consistency of the scales, validating their reliability. All variables achieved a Cronbach's Alpha score of greater than 0.70, indicating they are valid and reliable. This method enhanced the study's capacity to analyze the impact of local event sponsorship on brand image and consumer buying behavior.

Table 1. Results and Interpretation of Reliability Test

Variables	Cronbach's Alpha	Number (N) of Items
Event Sponsorship	0.786	4
Brand Image	0.885	5
Customer Buying Behavior	0.861	4

Table 2 shows the interpretation of the levels of perception on event sponsorship from local sponsored events, mean ranges, and its associated rating. The interpretation focuses on how each respondent perceives the sponsored event, rating from a strongly agree impression to a strongly disagree impression concerning mean scores.

Table 2. Interpretation of the Level of Perception on Event Sponsorship among Attendees of Local Sponsored Events

Mean Range	Rating	Interpretation
4.21 - 5.00	Strongly Agree	The respondents liked and thoroughly enjoyed the sponsored event.
3.41 - 4.20	Agree	The respondents liked and enjoyed the sponsored event.
2.61 - 3.40	Neutral	The respondents felt neutral about the sponsored event.
1.81 - 2.60	Disagree	The respondents disliked and found the sponsored event uninteresting.
1.00 - 1.80	Strongly Disagree	The respondents intensely disliked and were highly dissatisfied with the sponsored event.

Table 3 illustrates the interpretation of the level of brand image among attendees of local sponsored events, together with its mean range and its corresponding rating. The interpretation outlines how the respondents perceive the brand image of the sponsoring brandbase on mean.

Table 3. Interpretation of the Level of Brand Image among Attendees of Local Sponsored Events

Mean Range	Rating	Interpretation
4.21 - 5.00	Strongly Agree	The respondents perceived the brand image of the shop of the sponsoring brand as very positive and highly trustworthy.
3.41 - 4.20	Agree	The respondents perceived the brand image of the shop of the sponsoring brand as positive and trustworthy.
2.41 - 3.20	Neutral	The respondents perceived the brand image of the shop of the sponsoring brand as neutral.
1.81 - 2.60	Disagree	The respondents perceived the brand image of the shop of the sponsoring brand as hostile and untrustworthy.
1.00 -1.80	Strongly Disagree	The respondents perceived the brand image of the shop of the sponsoring brand as very hostile and highly untrustworthy.

Table 4 illustrates the interpretation of the level of consumer buying behavior of those who attended local sponsored events and their corresponding mean range ratings. It demonstrates how the respondents perceived consumer buying behavior about the sponsoring brands.

Table 4. Interpretation of the Level of Consumer Buying Behavior among Attendees of Local Sponsored Events

Mean Range	Rating	Interpretation
4.21 - 5.00	Strongly Agree	Consumer buying behavior was strongly influenced by the sponsoring brand.
3.41 - 4.20	Agree	Consumer buying behavior was somewhat influenced by the sponsoring brand.
2.41 - 3.20	Neutral	Consumer buying behavior showed no clear preference for the sponsoring brand.
1.81 - 2.60	Disagree	Consumer buying behavior was unaffected by the sponsoring brand.
1.00 -1.80	Strongly Disagree	Consumer buying behavior was negatively influenced by the sponsoring brand.

Analysis and Interpretation

In analyzing the data, both and inferential statistics were applied. The findings were validated by testing statistical significance at a 0.05 level. The statistical tools are enumerated below:

Mean. The mean was calculated to provide a central value or average for the collected data and it helps to identify the overall impact of local brands sponsoring events on brand image and consumer buying behavior.

Hurley and Tenny (2023) defined the mean as the sum of values in a sample divided by the number of values, providing a precise overview of the general levels within the sample.

Standard Deviation. It is a statistical measure that quantifies the variability of data adhering to a normal distribution. According to Hargrave (2024), standard deviation (S.D.) is a statistical measurement that looks at how far individual points in a dataset are dispersed from the mean of that set. Therefore, in this study, this statistical measure was employed to determine how widely the impact of the sponsorship varies among different consumers.

Pearson Product-Moment Correlation. The study utilized Pearson Product-Moment Correlation to examine the relationship between local brand sponsoring local events, brand image, and consumer buying behavior. As defined by Kenton (2024), Pearson correlation measured the strength of the association between two continuous variables, ranging from -1 (perfect negative relationship) to +1 (perfect positive relationship), with 0 indicating no correlation. A strong positive correlation between respondents' perceptions of event sponsorship and their buying behavior towards sponsoring brands suggests that more favorable perceptions of event sponsorships may lead the event attendees to increase their likelihood of purchasing from sponsoring brands. This analysis served as a tool to statistically assess both the strength and direction of this connection, providing important insights into how local brands' sponsorship of local events influences brand perception and consumer buying behavior.

Simple Linear Regression. Bevans (2023) defined the simple linear regression as a statistical tool to assess the relationship between the variables. It was utilized to examine how local brand sponsoring local events affects brand image and consumer buying behavior.

One-way Analysis of Variance (ANOVA). It is a specific form of ANOVA test that involves a single independent variable, serving as a statistical technique to evaluate the mean values of different samples to determine if they significantly differ (Gajendrakar, 2022). This study utilized one-way ANOVA to establish statistically significant differences between attendees' perceptions of event sponsorship, brand image perception, and consumer buying behavior across different groups.

Ethical Consideration

This study places significant importance on ethical considerations to protect the rights of respondents of the study.

Informed consent is a vital component of this study ensuring that participants provide their consent with a thorough grasp of the potential consequences. Respondents were thoroughly informed about the benefits and potential dangers of participating in the research (American Psychological Association, 2020). The researchers provided informed consents, at which they signed voluntarily to show that they understand their roles and express willingness to participate. This process was carried out in compliance with recognized ethical principles, indicating their willing participation.

Privacy and Confidentiality of this research are critical to its integrity. In this context, privacy refers to the state of being secluded from public scrutiny, whereas confidentiality ensures that sensitive information is safely kept and only accessible to authorized individuals. The researchers ensure that all personal information gathered from the respondents of this study were kept strictly confidential, with strict safeguards in place to prevent unauthorized access (Resnik, 2018)

Voluntary Participation emphasizes the autonomy of all research subjects to choose whether or not to participate, free of force or pressure. It is critical to support and accept the decisions of participants without imposing any negative repercussions or seeking to influence their choices. Participants who chose not to answer, even if chosen at random, had their decision respected and no attempt was made to pressure or persuade them otherwise. According to the findings of Nosenzo and Tufano (2017), this devotion ensures a culture of true and voluntary engagement.

RESULTS AND DISCUSSION

This chapter deals with the presentation, analysis, and interpretation of data. This section also presents the summary of findings, conclusions, and recommendations of the researchers based on the results of the study.

Level of Perception on Event Sponsorships among Attendees of Local Sponsored Events

One of the objectives of this study is to determine the level of perception on event sponsorship. The researcher surveyed attendees of locally sponsored events in Digos City, Davao del Sur, to assess their level of perception of event sponsorships. The evaluation examined how attendees perceive sponsorships, their impressions of sponsoring brands, and how these factors influence their purchasing decisions. To assess this research objective, the data collection followed a systematic process and was analyzed through statistics.

Table 5. Level of Perception on Event Sponsorships among attendees of local sponsored events

	Mean	SD	Description
1. I like this sponsorship event.	4.10	0.84	Agree
2. The sponsorship event benefits me.	3.74	0.99	Agree
3. I am attracted to this sponsorship event.	3.81	0.91	Agree
4. I like the brands sponsoring the event.	4.05	0.88	Agree
Overall Mean	3.92	0.72	Agree

Table 5 shows the level of perception of event sponsorships among attendees of local sponsored events. It shows that the overall mean of this variable is 3.92, which falls within the “Agree” category. It means that the sponsoring brand somewhat influenced the perception of event sponsorships. It suggests that the attendees of the event are recognized and are influenced by sponsoring brands. In addition, the overall standard deviation is 0.72 which is less than one, denoting that the respondents have ratings that are practically almost the same.

This finding aligns with the study of Kończak (2020) and Susanto and Astutiningsih (2024), which supports the idea that sponsorships play a significant role in enhancing brand awareness and recognition. With an overall mean score of 3.92, the results highly suggest that sponsoring brands influence the attendees. Furthermore, it gives the idea that event sponsorship is an effective strategy for increasing brand awareness and influence. Similarly, Ling et al. (2023) emphasized that brand plays a crucial role in shaping perceived value and strengthening brand trust. Through the use of event sponsorships, companies can build a strong brand image that can foster trust and loyalty toward the customers and can engage in long-term customer loyalty

Moreover, in the case of Handa and Bhalla (2023), the study emphasizes strategic sponsorship methods, including celebrity endorsements in music festivals and concerts, and marketing through social media influencers to enhance brand visibility. Additionally, they highlight the importance of a targeted audience to improve the connection between the attendees and the brand. By using these strategies, sponsors can attract more consumers, increase engagement, and strengthen the brand presence. In addition, Yousaf (2018) highlights the importance of perceived value and brand trust as mediators between brand knowledge and purchase intention. This implies that when attendees have a positive perception of a sponsorship event, it can lead to them influencing their decision to purchase, and can enhance their trust in the brand.

The study of Zimand-Sheiner et al. (2019), states that the high credibility of advertisements positively influences brand credibility, ultimately strengthening the overall brand image. This suggests that when a sponsoring brand is perceived as credible, it enhances consumer trust and loyalty and improves brand perception. As shown in the results, attendees had a generally high level of positive perception towards sponsorship events with the overall score being ($M = 3.92$), supporting the idea that credible sponsorships contribute to a stronger and more favorable brand image. Furthermore, Husain et al. (2020) emphasized that a

brand's credibility can be further reinforced through celebrity endorsements, this aligns with Osei-Frimpong et al. (2019), who found that celebrity endorsements positively impact consumer purchase intentions, using these tactics makes them valuable marketing tool in sponsorship strategies. Combining event sponsorship with good marketing strategies can increasingly enhance brand perception.

Level of Brand Image among Attendees of Local Sponsored Events

Another objective of the study is the level of brand image among attendees of locally sponsored events including their perception of the sponsor's product quality, brand appeal, responsiveness to consumer needs, and overall impression of the sponsoring brand. To provide a comprehensive understanding regarding the level of brand image among the respondents, the data were gathered and analyzed systematically by utilizing statistical means.

Table 6. Level of Brand Image Perception among Attendees of Local Sponsored Events

	Mean	SD	Description
1. The official sponsor's product is well managed.	3.94	0.86	Agree
2. The official sponsors have a good range of products and services.	4.01	0.78	Agree
3. The official sponsors respond to consumer needs.	3.89	0.81	Agree
4. I feel a strong sense of belonging to the brand that is being sponsored.	3.77	0.89	Agree
5. I feel the sponsorship creates a positive thinking about the brand.	4.21	0.81	Strongly Agree
Overall Mean	3.96	0.60	Agree

Table 6 presents the level of brand image among attendees of local sponsored events. It shows that the overall mean of this variable is 3.96, which falls within the "Agree" category. It implies that attendees often perceive the sponsoring brands positively. It suggests that event sponsorships effectively enhance brand recognition and appeal. In addition, the overall standard deviation is 0.60 which is less than one, denoting that the respondents have ratings that are practically almost the same.

The study of Afriani and Syah (2019), emphasized that companies should enhance their brand image, as it reflects the fulfillment of customer quality expectations. The high ratings shown in table 6, indicate that attendees associate sponsorship with reliability and quality. Additionally, Rai et al. (2020) highlight how attendees' positive emotions toward an event enhance the cognitive processing of the sponsor's brand, leading to a better impression. This implies that when attendees have a positive experience at an event, they are more likely to develop stronger impressions toward the sponsoring brand, further developing their brand image in the attendee's minds. In line with this, Munir and Putra (2021) state that improving a brand's image strengthens consumers' perception of the brand, further enhancing the idea that event sponsorship can strengthen brand identity in attendees' minds.

Furthermore, the results resonate with Rachmad et al. (2023), who found that 62% of respondents agreed that a brand's logo is easy to recognize and remember. This further reinforces the idea that sponsorships enhance brand recognition, making attendees recall and influence their decision to purchase. In relation to this, the findings of Trivedi (2020) and Waluya et al. (2019) emphasize the role of brand image in influencing consumer satisfaction and purchasing decisions. Brand image affects consumers' purchasing behavior, altering perceptions and trust, and leading consumers to prefer brands they know and respect. A strong brand image leaves positive impressions, engendering preference and loyalty.

In addition, Chandramohan (2024) finds that consumer perceptions and preferences are greatly influenced by brand image, which in turn affects how consumers feel and act towards a brand and, ultimately, how well it does in the marketplace. An appealing brand image, as given by the high overall mean (3.96), suggests that

sponsorships play an important role in making attendees trust the brand, leading to purchase intentions and brand loyalty. Finally, Liao (2023) proposes that when a brand associates itself with activities that align with its image or identity, consumers often assume that both emphasize quality and credibility. This implies that sponsorships also influence consumer trust and perception of quality. In conclusion, this study shows that event sponsorship can significantly affect how a brand is perceived, making it a valuable tool for enhancing brand image.

Level of Consumer Buying Behavior among Attendees of Local Sponsored Events

Another key objective of this study is to assess the level of consumer buying behavior among attendees of local sponsored events. This study examines the attendees' insights on their purchasing decision after their participation in a sponsored local event. To effectively evaluate this research focus, data were collected and analyzed systematically using statistical means to provide a thorough analysis of the level of consumer buying behavior among the respondents.

Table 7. Level of Consumer Buying Behavior among attendees of local sponsored events

	Mean	SD	Description
1. I am more likely to purchase products from brands that sponsor local events.	3.96	1.01	Agree
2. I prefer buying products from brands that actively engage with the community through sponsorships.	4.15	0.91	Agree
3. I feel more inclined to try a product from a sponsoring brand after attending their sponsored event.	4.02	0.87	Agree
4. I am more likely to purchase products immediately after seeing a brand's sponsorship at an event.	3.74	1.05	Agree
Overall Mean	3.97	0.75	Agree

Table 7 shows the level of consumer buying behavior among attendees of local sponsored events. It shows that the overall mean of this variable is 3.97 which falls under the "Agree" category. It means that consumer buying behavior was somewhat influenced by the sponsoring brand. It suggests that local brand sponsorships in events like pageants, festivals, and sports tournaments can positively influence consumer buying behavior. In addition, the overall standard deviation is 0.75 which is less than one, denoting that the respondents have ratings that are relatively consistent.

The results indicate a strong and statistically significant relationship between local event sponsorships and consumer buying behavior. The overall mean score of 3.97 suggests that attendees are somewhat influenced by brands that sponsor events. The standard deviation of 0.75, which is less than one, indicates that respondents' ratings are relatively consistent. This means that sponsorships help create positive associations with the brand, making consumers more likely to consider purchasing their products.

Among the specific statements, the highest mean score was for the preference for brands that actively engage with the community through sponsorships. This aligns with findings from Ramya and Kaliyamurthy (2018), who noted that consumer behavior is influenced by cultural and social factors, including engagement with local communities. Meanwhile, the lowest mean score (3.74) was for the likelihood of making an immediate purchase after seeing a brand's sponsorship. This supports the idea that while sponsorships enhance brand awareness and interest, they do not always lead to instant purchases, as consumers consider multiple factors before making a buying decision (Mahmoud, 2018). Furthermore, Wong Abdullah et al. (2023) highlighted that while brand sponsorships can influence consumer attitudes, external factors like price, product quality, and personal preferences still play a significant role in the final purchase decision.

Additionally, the willingness to try a sponsoring brand's product suggests that sponsorships generate curiosity and openness toward new products. This is consistent with Hsiao et al. (2021), who found that knowledge of a sponsored brand positively influences purchase intention. However, converting this interest into an actual purchase may require follow-up efforts, such as post-event marketing, exclusive offers, or free samples, as suggested by Anyadighibe et al. (2022), who found that consistent brand exposure plays a role in purchase decisions. The relationship between sponsorship and consumer behavior is further supported by Nguyen et al. (2022), who found that exposure to sponsored events shapes consumers' perceptions and attitudes toward brands. Additionally, social influence plays a role in consumer decisions, as Laksmwti et al. (2024) emphasized that peer and family influence can significantly impact buying choices.

In conclusion, this study highlights the strong connection between event sponsorships and consumer buying behavior. The findings reinforce that sponsorships do more than just increase brand awareness, they help build positive associations and influence purchasing decisions by fostering community engagement. While sponsorships generate curiosity and openness toward new products, they do not always lead to immediate purchases, as consumers weigh multiple factors before making a decision. Despite this, consistent brand exposure and strategic post-event marketing can enhance their effectiveness. Although sponsorships alone may not guarantee increased sales, they play a crucial role in shaping consumer perceptions and long-term brand loyalty. By leveraging well-planned sponsorship strategies, businesses can strengthen their relationships with consumers and create lasting impressions that drive future purchasing behavior.

Relationship between the Perception on Event Sponsorships and Brand Image among Attendees of Local Sponsored Events

One of the main objectives of this study is to assess the relationship between the perception of event sponsorship and brand image among attendees of local sponsored events. This examines how the perception of event sponsorship correlates with the brand image of the local sponsor's brand. To achieve that goal, data analysis through pearson correlation coefficient, a statistical measure that quantifies the strength and direction of the relationship between two continuous variables was conducted.

Table 8. Relationship between the Perception on Event Sponsorships and Brand Image among attendees of local sponsored events

Variables Reviewed	p-value	Pearson's r value	Decision	Interpretation
Event Sponsorship and Brand Image	0.000	0.624	Reject H_0	Strong Positive Correlation (Significant)

Table 8 shows the result of the correlation analysis between the perception of event sponsorship by attendees of local sponsored events and the brand image of sponsoring brands. It can be noted that the Pearson correlation coefficient is 0.624, denoting a strong positive correlation between the variables. Additionally, the p-value is 0.000 which is lesser than the level of significance set at 0.05 which means that the correlations between the variables are significant. This suggests that positive views of event sponsorships can greatly influence a brand's image.

The findings presented above revealed a moderate and statistically significant relationship between perceptions of event sponsorship and brand image. The Pearson correlation coefficient of 0.624 indicates a strong positive relationship between these two variables. Additionally, the correlations between the variables are significant since the p-value of 0.000 is less than the significance level of 0.05. This implies that a brand's image can be significantly impacted by favourable opinions about event sponsorships.

The results indicated a significant relationship between the perception of event sponsorship and brand image ($r = 0.624$, $p = 0.000$), confirming that the correlation is statistically significant. This reinforces the idea that event sponsorships are essential in shaping attendees' perceptions of a brand. This finding rejects the null hypothesis H_{01} : There is no significant relationship between local brand event sponsorship and brand image. The result agrees with the statement of Qi and Qi (2022), Sponsoring events is an effective marketing strategy

that will help improve brand visibility, and connect with consumers as well as promote engagement. Event sponsorship is one of the most common promotional and marketing strategies, which could help sponsoring companies enhance brand awareness, brand identity improvement, activate CSR, and make profits. Similarly, as Silva and Veríssimo (2020) stated, sports sponsorship is one of the main strategies for promoting a brand and establishing lasting relationships with consumers.

Additionally, the statement of Gębarowski and Majka (2020), brands that sponsor music festivals have a positive influence on their brand image. Similarly, Svensson (2018) states that sponsoring events like music festivals can effectively boost brand awareness and improve the sponsor's image. These findings support the idea that sponsoring music festivals can enhance the brand image of the sponsoring brand. Also, a study of Kurniawati and Widayastuti (2019) indicates that local events have a key role in building consumer trust and improving brand image. Reputable events can help brands get more trust, good emotional connections, and increased brand recognition, all of which can improve a business's overall image.

The theory of Keller (1993) known as the Brand Association Theory also supports the findings of the study. This theory suggests that brands become the primary sponsors of events that will remain in the consumers' minds, which can help create or enhance their likes. Local brands may participate in or even support community cultural or social initiatives, making their efforts look more focused on strengthening their equity and building a positive emotional connection with the consumers with characteristics such as trust, mutual respect, and pride in their community.

A key component of branding today is brand image. It describes the concepts, opinions, or views regarding an entity (Tahir et al., 2024). Because it affects consumer views and purchase intent, maintaining a positive brand image is crucial for sponsorship efforts (Kunkel & Biscaia, 2020). Similarly, Lee, Tseng, and Chan (2019) said that brand perception is derived from consumer perception of the brand, and the brand perception in consumer memory will start to play a significant role in their decision to buy. In conclusion, this study shows that there is a significance of the relationship between brand image and how event sponsorships are perceived, indicating that positive perception of sponsorships can significantly influence a brand's image. Customers who have a favourable opinion of event sponsorships are more likely to connect the sponsoring company with the event's good attributes, such status, enthusiasm, or trust.

Relationship between the Perception on Event Sponsorships and Consumer Buying Behavior among Attendees of Local Sponsored Events

A key objective in this study is to evaluate the relationship between the perception of event sponsorships and consumer buying behavior among attendees of local sponsored events. This objective explores the correlation between the variables, event sponsorship and consumer buying behavior. To address the research, question the data was gathered and analyzed through pearson correlation coefficient, a statistical measure that quantifies the strength and direction of the relationship between two continuous variables.

Table 9. Relationship between the Perception on Event Sponsorships and Consumer Buying Behavior among Attendees of Local Sponsored Events

Variables Reviewed	p-value	Pearson's r value	Decision	Interpretation
Event Sponsorship and Brand Image	0.000	0.624	Reject H_0	Moderate Positive Correlation (Significant)

Table 9 presents the results of the correlation analysis between respondents' perceptions of event sponsorship and their buying behavior towards the sponsoring brands. The Pearson correlation coefficient is 0.624, indicating a moderate positive correlation between the variables. Furthermore, the p-value is 0.000, which is below the significance threshold of 0.05, confirming that the correlation between the variables is statistically significant. This suggests that a positive perception of event sponsorship can significantly affect consumer buying behavior.

The results presented reveal a moderate and statistically significant relationship between respondents' perceptions of event sponsorship and consumer buying behavior towards sponsoring brands. The Pearson correlation coefficient (r-value) of 0.624 indicates a moderate positive correlation, suggesting that as attendees develop a more favorable perception of event sponsorships, their likelihood of purchasing from sponsoring brands increases. Additionally, the p-value of 0.000 confirms the statistical significance of this relationship at the 0.05 significance level, leading to the rejection of the null hypothesis that no correlation exists between these variables. These findings underscore the influential role of event sponsorships in shaping consumer behavior, as positive brand associations formed through sponsorship engagements can drive purchasing decisions.

The results indicate a statistically significant relationship between the perception of event sponsorship and consumer buying behavior ($r = 0.624$, $p = 0.000$). This demonstrates that event sponsorships have a notable impact on attendees' purchasing decisions. Therefore, the null hypothesis is rejected. The findings of this study support the research of Susanto and Astutiningsih (2024), who emphasized that sponsorships play a crucial role in enhancing brand awareness, exposure, and recognition, which in turn affects consumer purchasing decisions. Likewise, Su and Kunkel (2020) highlighted that the positive impact of the event environment is more significant for sponsoring brands than for non-sponsoring brands, reinforcing the idea that consumers develop stronger associations with brands that sponsor events, leading to increased engagement and purchase likelihood. Additionally, Zolait et al. (2018) found that routine habits shape consumer buying behavior, meaning that repeated brand exposure through multiple sponsorships can create a sense of familiarity and trust. Furthermore, Asi and Anaya (2024) emphasized the link between implicit peer pressure and impulsive buying among senior high school students, indicating that event sponsorships targeting youth-oriented audiences can leverage social influence to drive purchase intentions.

Moreover, the finding of the study is aligned to the Congruity Theory of Osgood and Tannenbaum (1955), the theory states that the effectiveness of local brand sponsorships within Digos City will be dependent on how congruent a brand is to both event and experience. In the context of event sponsorship, this translates to the idea that the more a brand's identity and values align with the theme or purpose of the event, the more positively consumers will view the brand. When there is a sense of congruence, consumers are not only more likely to trust the brand but also more likely to develop a favorable attitude towards it, which in turn can influence their purchasing decisions. Additionally, the perception of congruence can drive consumer buying behavior by creating a sense of familiarity and comfort with the brand. When consumers feel that a brand is aligned with the event, they are more likely to perceive it as authentic, and this authenticity builds trust, which is a crucial factor in purchasing decisions. A strong correlation results in a more positive brand image, increased consumer trust, and heightened purchase intentions.

Furthermore, a consumer's perception of event sponsorships significantly impacts their buying behavior, as sponsorships create a psychological link between the brand and the positive experiences associated with the event. According to Ai (2020), consumer buying behavior follows a decision-making process that includes identifying needs, gathering information, and evaluating alternatives before making a purchase. When attendees perceive an event sponsorship positively, they are more likely to associate the sponsoring brand with the event's credibility and value, influencing their decision to purchase. Pandagre and Verma (2021) found that marketing strategies play a crucial role in shaping consumer behavior, and event sponsorships serve as an effective tool for enhancing brand visibility and credibility. Furthermore, research by Bläse et al. (2024) highlights that brand credibility, especially in terms of social and ecological responsibility, has a direct impact on purchase willingness, reinforcing the idea that consumers are more inclined to support brands that align with their values. Additionally, Laksmwti et al. (2024) emphasized that social influence, including peer and family recommendations, significantly affects consumer purchasing behavior, which suggests that sponsorships at social events can strengthen word-of-mouth marketing and increase consumer trust.

In conclusion, this study shows that event sponsorship can genuinely influence how consumers view and engage with brands. Those engaging with an event perceive the brand positively, in essence cementing its overall image. Through brand recognition in sponsored events, a sense of familiarity and trust is established, leading consumers to associate it with credibility and reliability. This trust ultimately affects their buying behavior; they will opt for the brand they perceive as trustworthy. Therefore, event sponsorship increases

visibility, boosts confidence among consumers, and thus leads to more loyalty for the brand and increased purchasing intention.

Impact of Event Sponsorships on Brand Image among Attendees of Local Sponsored Events

Another goal of this study is to assess the significant impact of event sponsorship on brand image among the attendees of locally sponsored events. This objective aims to examine how event sponsorship influences attendees' perceptions of the brand. To address this research question, data is collected and analyzed through regression analysis, a statistical method used to examine the relationship between a dependent variable and one or more independent variables.

Table 10. Impact of Event Sponsorships on Brand Image among Attendees of Local Sponsored Events

Individual Influence of Predictors	B	Brand Image		
		p-value	R ²	Remarks
Event Sponsorships	0.522	0.000	0.389	Significant

The result of the regression analysis is presented in Table 10. The data shows that the perception on event sponsorship could significantly impact the perception on brand image of attendees ($p < 0.05$). Also, a unit improvement in the level of perceived workplace gender sensitivity leads to a 0.522 increase in perception of the brand image. As to the regression model, the R^2 value of 0.389 connotes that only 38.9% of the variation in the perceived brand image of attendees can be attributed to the influence of event sponsorship. It means that there are other factors equivalent to 61.1% not covered in this study.

The results indicate a significant impact between local brand event sponsorship and brand image ($B = 0.522$, $p < 0.000$, $R^2 = 0.389$), suggesting that event sponsorships have a substantial impact on attendees' perceptions of brand image. This finding rejects the null hypothesis. These results align with the findings of Park and Sihombing (2020), who confirmed that there is a positive association between sponsor and event alignment which positively influences consumer attitudes toward the brand while the sponsor and event congruence enhances brand image, while consistency between the sponsor and the event strengthens purchase intentions. Similarly, the study by Rai et al. (2020) stated that the positive feeling of attendees enhances their perception of the brand, which can lead to a better impression of the sponsor's brand in their minds. Trivedi (2020) noted that consumers' perception of a sponsor significantly influences brand affection, which increases as their engagement with the sports event grows. As more people engage in the event, they develop a stronger and more positive perception of the brand, enhancing its overall image.

Furthermore, a study by Ali Shah et al. (2020) emphasized that sponsorship significantly influences brand awareness, brand loyalty, and perceived quality highlighting the importance of sponsorship as a strategic tool for brands, using this engagement reinforces the brand and enhances brand equity. Effective sponsorship strategies can enhance a brand's image and consumer perception. In line with this, Munir and Putra (2021) stated that enhancing a brand's image strengthens consumers' perception of it. The study of Gębarowski and Majka (2020) states that sponsoring music festivals positively impacts a brand's image. This highlights how event sponsorship not only increases brand visibility but also shapes consumer perceptions, fostering a stronger and more positive brand image.

Finally, the results of the study support the Image Transfer Theory (Gwinner, 1997), which examines how a brand's image is shaped by its sponsorship of events. This theory posits that when a brand sponsors an event, there is a natural association formed between the event's reputation, emotions, and values, and the brand itself. If the event is perceived positively or is memorable, these favorable impressions are transferred to the brand, thereby influencing consumer perceptions. The strength of this transfer is enhanced when there is a clear alignment between the brand and the event. By strategically sponsoring events, brands can foster trust, reinforce their reputation, and establish a deeper connection with consumers. Over time, such associations contribute to the brand's distinctiveness, making it more recognizable and attractive to consumers (Gwinner, 1997). Sponsorship is not just about brand visibility; it's about creating lasting impressions that influence

consumer sentiment and purchasing decisions.

Impact of Event Sponsorships on Consumer Buying Behavior among Attendees of Local Sponsored Events

Another goal of this study is to assess the significant impact of event sponsorship on consumer buying behavior among the attendees of locally sponsored events. This objective aims to examine the effectiveness of event sponsorship in influencing the attendees' purchasing decisions. To further address this research question, the data are collected and analyzed through regression analysis, a statistical method used to examine the relationship between a dependent variable and one or more independent variables.

Table 11. Impact of Event Sponsorships on Consumer Buying Behavior among Attendees of Local Sponsored Events

Individual Influence of Predictors	Consumer Buying Behavior			
	B	p-value	R ²	Remarks
Event Sponsorships	0.541	0.000	0.270	Significant

The results of the regression analysis are presented in Table 11. The data indicate that perceptions of event sponsorship have a significant impact on respondents' consumer buying behavior ($p < 0.05$). Furthermore, a one-unit increase in the level of perceived workplace gender sensitivity results in a 0.541 increase in consumer buying behavior. Regarding the regression model, the R^2 value of 0.270 suggests that only 27% of the variation in consumer buying behavior can be attributed to the influence of event sponsorship. This implies that 73% of the variation is explained by other factors not accounted for in this study.

The results of the study revealed a significant impact between local brand event sponsorship and consumer buying behavior ($B = 0.541$, $p < .000$, $R^2 = 0.270$), indicating that event sponsorships significantly influence consumer buying behavior. This finding rejects the null hypothesis. This result aligns with the study of Susanto and Astutiningsih (2024) highlighting that by sponsoring major events, brands not only improve their visibility but also create a more profound emotional connection with consumers. However, there are also notable factors that can affect consumer buying behavior. This is supported by Qazzafi (2020), who found that consumer buying behavior are affected by four main factors, such as Personal factor, psychological factor, Social factor and Economic factor. According to Varadarajan (2020), consumers are attracted by advertising and the messages it conveys, which is reflected in their behavior and purchase intentions. This highlights sponsoring major events fosters deeper consumer connections, yet other factors have also a significant impact on consumer purchase intention.

This result aligns with the theoretical framework of the study, which is anchored in Keller's Brand Association Theory (1993), which posits that positive brand associations, fostered through event sponsorship, enhance brand image and purchase intention. In the context of event sponsorship, when a brand sponsors an event and people enjoy and have a memorable experience, it creates a positive association in their minds, making them more likely to trust and choose that brand in the future. The study also incorporated Osgood and Tannenbaum's Congruity Theory (1955), which emphasizes the importance of aligning brand values with the sponsored event. When a brand and an event are a good match, consumers are more likely to develop a positive perception of the brand, strengthening their loyalty and increasing the chances of them making a purchase. Finally, the study drew upon the Hierarchy of Effects Model proposed by Lavidge and Steiner (1961), which explains how consumers go through different stages before deciding to buy a product. People do not instantly choose a brand the moment they see it. By sponsoring it can spark the consumers in these early stages by capturing attention and generating positive attitudes.

Furthermore, the findings are aligned to the idea of Nguyen et al. (2022), who found that being exposed to sponsored events can influence the consumer's perception of the event. Attitude toward sponsored events intervenes in the relationship between sponsor-events congruence, consumer involvement with sponsored events, and purchase intention. Similar study by Hsiao et al. (2021), consumers engaging with brands during

events are more likely to make purchases associated with the brand, particularly those aligned with their interests and preferences. This highlights the potential for brands to stand out and gain an advantage through event sponsorship, especially compared to competitors who do not sponsor. Supporting this, Sarpong and Zungu (2025) identified a strong positive relationship between sports sponsorship and purchase intention, suggesting that increased sponsorship efforts can directly enhance consumer interest and likelihood to buy.

In conclusion, event sponsorship demonstrably impacts consumer buying behavior, though the extent of this impact is not fully captured by this study. A significant portion of the variation in consumer purchasing decisions remains unexplained, suggesting the presence of other factors. This highlights the complex interplay of various influences on consumer behavior beyond the direct effect of event sponsorship. However, a substantial body of research corroborates the significant influence of event sponsorship on consumer purchase behavior, highlighting its crucial role in shaping consumer decision-making processes.

Summary

This study aimed to assess the effectiveness of local brand sponsorship at local events in Digos City, specifically its impact on brand image and consumer buying behavior. The study gathered data from 200 respondents using convenience sampling, allowing for easy access to participants based on availability and willingness. The purpose was to provide relevant information that could help local brand owners maximize their promotional strategies and enhance their brand awareness in the community.

The findings revealed that sponsoring local events effectively strengthens a brand's image and positively influences consumer buying behavior. The Pearson correlation coefficient of 0.624 indicates a strong positive correlation between event sponsorship and brand image. Additionally, the p-value of 0.000 is lower than the significance level of 0.05, confirming that this correlation is statistically significant.

Similarly, the relationship between event sponsorship and consumer buying behavior was found to be moderately positive, with a Pearson correlation coefficient of 0.519. The corresponding p-value of 0.000, which is below the 0.05 threshold, further validates the statistical significance of this correlation. These results suggest that local brand sponsorship plays a crucial role in shaping brand image and consumer buying behavior. Moreover the findings from this study imply that sponsorship or event sponsorship significantly impact the attendees' perception of brand image ($p < 0.05$). One unit increase in perceived workplace gender sensitivity results in 0.522 improvement in the perception about brand image. Regression analysis however, reveals event sponsorship accounts for only 38.9% of the variability in the perception about brand image ($R^2 = 0.389$), implying that 61.1% of the influencing factors remain unexplored.

Finally, results show that event sponsorship creates a significant impact on buying behavior about consumers ($p < 0.05$). A unit increase in perceived workplace gender sensitivity would cause a 0.541 increase in consumer buying behavior. Of course, the regression model showed that event sponsorship could only account for 27% of the variation in consumer buying behavior ($R^2 = 0.270$), implying that 73% must be contributed by other unidentified variables.

CONCLUSIONS

After a thorough investigation of the variables involved in this study, the following conclusions are drawn:

1. The findings of this study indicate that the level of perception of event sponsorships among attendees of local sponsored events in Digos City is described as "agree". It suggests that the attendees of the event are recognized and are influenced by sponsoring brands.
2. The findings of this study indicate that the level of Brand Image among attendees of local sponsored events in Digos City is interpreted as "agree". It suggests that local brand sponsorships in events like pageants, festivals, and sports tournaments can positively influence consumer buying behavior.
3. The results of this study reveal that the level of consumer buying behavior among attendees of local sponsored events is described as 'agree', therefore there is a strong and statistically significant relationship between local event sponsorships and consumer buying behavior.

4. This study confirms that there is a strong positive correlation between the perception of event sponsorship by attendees of local sponsored events and the brand image of sponsoring brands among attendees of local sponsored events in Digos City.
5. The results demonstrate that there is a moderate and statistically significant relationship between respondents' perceptions of event sponsorship and their buying behavior towards sponsoring brands.
6. Based on the data gathered, it can be concluded that there is a significant impact between local brand event sponsorship and brand image.
7. The study's findings highlight that event sponsorships have a significant impact on local sponsored events attendees' consumer buying behavior.

RECOMMENDATIONS

Based on the results of the study concerning the impact of local brands sponsoring events on brand image and consumer buying behavior in Digos City, the following recommendations are proposed:

1. The Department of Trade and Industry (DTI) officials should develop a Local Business Sponsorship Incentives Program, offering financial assistance or marketing grants given to small and medium-sized enterprises (SMEs) that actively participate in sponsoring events within the community. Such an act corresponds with the study's finding that sponsorship does play a pivotal role in influencing consumer perception and buying behavior. It is further recommended that the DTI partner with local government units (LGUs) in organizing the annual Business and Sponsorship Summit, creating more opportunities for businesses to connect with event organizers and learn best practices to maximize sponsorship impact.
2. Brand owners, especially local businesses, should actively engage in the sponsorship of community events for the brand image and consumer buying behavior. Since the research finds that local sponsorships widely influence brand image and buying behavior, business specialists should choose appropriately those events that best connect with their target market. Businesses targeting young consumers should sponsor school fairs, beauty pageants, music festivals, or sports competitions. Additionally, brands should evaluate the success of their sponsorships by evaluating consumer opinion through pre- and post-event surveys as well as tracking their sales performance.
3. Event organizers should consider developing a Sponsorship Integration Framework that would standardize the integration of sponsorships into the event planning processes. This framework should contain best practices about the selection of sponsors, integration with marketing strategies, as well as engagement with audiences to derive optimum visibility and overall impact for each sponsor involved. According to the findings of the study concerning sponsorships that are best aligned with boosting consumer trust, event managers should focus on sponsors that bear relation to their goal audiences' interests and values. Also, assessments after the event will be done to review sponsorship effectiveness for making continuous improvements in partnerships.
4. Consumers should involve themselves actively in sponsored events and express their opinions about the brand interaction in these events. The research findings indicated that event sponsorship impacts consumer perceptions of a brand and influences their purchasing choices. To stimulate responsible consumer behavior, participants should think about the genuineness and import of sponsorships at the events they attend. Feedback about where preferences lie should be provided to event organizers and sponsors through social media engagements, surveys, and personal testimonials to ensure that future sponsorships will meet consumers' expectations and the ideals of the community.
5. Future research should explore how local events influence brand loyalty over time. Using a more diverse sample can make the findings more applicable to different audiences. Various research methods such as surveys, case studies, interviews, and focus groups could provide deeper insights. It is also important to consider external factors like economic conditions, cultural trends, and competition. These factors can shape consumer behavior and influence brand perception. A long-term study could track how sponsorship effects evolve over time. Researchers should also examine how digital marketing enhances sponsorship effectiveness across different event types. Advanced statistical methods can strengthen the analysis of relationships between sponsorship, brand image, and consumer behavior. Lastly, incorporating observational or experimental methods can improve the accuracy and reliability of future findings.

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