

The background of the slide features a light blue gradient with a faint, semi-transparent image of classical architectural columns on the left side. The columns are white with detailed capitals and fluted shafts. The entire slide is framed by a dark brown border.

CATCHING EYEBALLS AT GOOD TIMING: COMPATIBILITY IN SPORT TV PROGRAMS

Lynn R. Kahle, University of Oregon
Guang-Xin Xie, University of Oregon
Eda G. Atay, University of Oregon
Karen Ring, Universal McCann, NYC

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Psychology of Advertising Effectiveness

- Hierarchy of Effects
- Information Processing
- Social-cognition Models
- Integrated Models

Commercial Breaks in TV Sports Programs

- Competing Perspectives:
 - Attention: Viewers' are more attentive when watching more continuous sports programs, thus more like to pay attention to commercial brands and sponsorships (e.g. Solomon, 2004)
 - Viewer Differences: Interest, expertise, and preferences influence attention and awareness (e.g. Kahle, et al, 2001)

Hypotheses

- Fanship, Viewership and Sports Programs
 - H1: Negative impact of discontinuous TV sports on advertising effectiveness will differ, depending on the specific characteristics of the continuous or discontinue nature of a sport and on the audience.
 - H2: Sports fans tend to be more susceptible toward marketing attempts than non-fans, regardless of the continuous or discontinue nature of a sport.

Method

- “*Media in Mind*”: Universal McCann’s 2003 U.S. national survey
 - National Family Opinion household panel
 - Census balanced: 5,143 participants aged 18 and above
 - Male: 2254, 48.06%; Female: 2889, 51.49%
 - Asian/Pacific Islander: 138, 4.14%
 - East North Central: 879, 16.26%
 - East South Central: 355, 6.05%
 - Middle Atlantic: 723, 14.50%
 - Mountain: 341, 6.43%
 - New England: 260, 5.17%
 - Pacific: 714, 15.20%
 - South Atlantic: 935, 18.68%
 - West North Central: 386, 6.87%
 - West South Central: 550, 10.84%
- 4,867 used in data analysis

Survey Instruments

- Q16c: Which are your favorites to watch on TV?
 - A: frequently, Sometimes, and Rarely/Never; B: Extreme Fan, Medium Fan, Minor Fan and Not a Fan; C: Favorite for 17 sports program in alphabetic order:
 - **Auto Racing, Bowling, Boxing, College Basketball, College Football, Golf, Hockey, Horse Racing, Ice Skating, Major League Baseball, NBA Basketball, NFL Football, Running/Track & Field, Snow Skiing, Soccer, and Wrestling**
- Q18: What is your opinion about commercials that air during sports programming? Please indicate to what extent you either agree or disagree with each of these statements (Completely agree, somewhat agree, no opinion, somewhat disagree, and completely disagree)
 - 1). Commercials during sports telecast are generally more entertaining than commercials during regular TV programs
 - 2). I often notice who the official sponsors are
 - 3). I often pay more attention to the commercials in my favorite sports than to those in regular programs.

Analysis: Discrete Choice Model

- Ordered Probit (in Stata)
 - Oprobit Yi Xi, table
 - Predict comagree agree noop dis comdis

$$\Pr(y_i = 1) = \Pr(y_i^* < 1) = \Pr\left(\frac{y_i^* - \beta' x_i}{\sigma_\varepsilon} < \frac{1 - \beta' x_i}{\sigma_\varepsilon}\right)$$

$$= \Pr\left(z < -\frac{\beta' x_i}{\sigma_\varepsilon}\right) = \Phi\left(-\frac{\beta' x_i}{\sigma_\varepsilon}\right) = \Phi(-\beta^* x_i)$$

$$\Pr(y_i = 2) = \Pr(1 < y_i^* < \mu_1) = \Pr\left(\frac{1 - \beta' x_i}{\sigma_\varepsilon} < z < \frac{\mu_1 - \beta' x_i}{\sigma_\varepsilon}\right)$$

$$= \Phi\left(\frac{\mu_1 - \beta' x_i}{\sigma_\varepsilon}\right) - \Phi\left(-\frac{\beta' x_i}{\sigma_\varepsilon}\right) = \Phi(\mu_1^* - \beta^* x_i) - \Phi(-\beta^* x_i)$$

$$\Pr(y_i = 3) = \dots\dots$$

$$\Pr(y_i = 4) = \dots$$

$$\Pr(y_i = 5) = \dots$$

Results: Insignificant Coefficients

	Fanship	Viewership
Awareness	<ul style="list-style-type: none">● Bowling● Horse Racing● Ice Skating	<ul style="list-style-type: none">● Soccer● Snow Skiing● Ice Skating● Horse Racing● Golf● Bowling
Attention	<ul style="list-style-type: none">● Bowling● Horse Racing● Ice Skating● Hockey	<ul style="list-style-type: none">● Soccer● Snow Skiing● Ice Skating● Horse Racing● Bowling

Discussion

- Does the continuous nature of sports program matter?
- Sports-specific
- Limitations
 - Measurement
 - WHY?

Future Research

- Sports-specific characteristics
- Cognitive and affective processes
- Toward an Integrated Model