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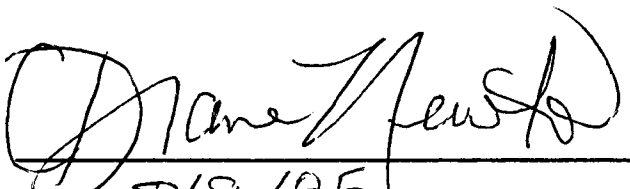
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CORPORATE SPONSORSHIP OF THE OLYMPIC GAMES: WHAT DO CHILDREN THINK?

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

C. Dianne Newton

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ABSTRACT

Corporate sponsorship of special events and organizations has become increasingly commonplace in the past 10 years. What criteria do these corporations employ to select the event or organization that best reflects their marketing objectives and goals? Should more attention be given to this selection process? This thesis focuses on answering these questions in a study conducted through the University of Tennessee, Knoxville College of Communications. The focal point of the study was the Olympic Games and one of its designated corporate sponsors, the M&M/Mars company, the Official Snack Food of the 1984 Los Angeles Olympic Games. A group of students at Cedar Bluff Middle School, Knoxville, Tennessee, were interviewed to determine their awareness of the Olympic sponsor and any image perceptions that may have transferred from the games to the sponsoring product.

The results showed an awareness of the Olympic Games, but little transfer of the Olympic "image" of the ultimate in health and nutrition to the Snickers bar. The majority of the children did not feel the product was in any way improved or superior because of the endorsement by the Olympic Games.

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CHAPTER I

I. INTRODUCTION

The Olympic games have a mystique all their own. This allure has commanded the attention of spectators for more than a thousand years. In more recent history, the games have enticed private corporations to pour millions of dollars into advertising and promotions to capitalize on associations with the special event.

This study deals with Olympic corporate sponsorships and affiliations, and their advertising effectiveness. It focuses on the involvement of Mars, Inc., and how a select group of 11-14 years old adolescents, one group of potential consumers, perceived the sponsorship and corresponding good nutrition marketing strategy designed for the Snickers bar.

What are some of the factors that play a part in the creation of the Olympic image? From the official Olympic point of view, the Olympic games offer people from all over the world, of all different nationalities, the opportunity to unite to engage in, and observe, athletic competition. The games create momentary and all-time Olympic heroes and heroines. During the two-week exhibition of athletic prowess world records are made and broken by the athletes.

The festivities, which date back to the days of ancient Greece, highlight unexpected accomplishments and

spine-tingling performances, and the disappointment and joy of competitors and spectators.

From a history of the Olympic Games published in 1976 came this description of the allure of the celebrated event:

> The Olympic games have appeal for many reasons. Their story sparkles with big names. Kings, queens, presidents, dictators, diplomats, artists, poets, sports figures, war heroes, educators, and socialites appear consistently in the chronicles of the games.
>
> Their appeal is universal, for they involve as many countries as the United Nations.
>
> They have background, for they began beyond the Golden Age of Greece and ran uninterrupted for more than a thousand years (Henry, 1976).

For the 1984 Olympic games held in Los Angeles, California, the emotion and awe of the Olympic spectacle was, as in the past, a major part of the entertainment for the average Olympic supporter. The firms which invested advertising dollars in multi-media advertising campaigns intended to cash in on the emotional and patriotic appeals of the international event.

Some viewers appreciated the commercial messages, sponsored by 63 different companies, that accompanied the ABC-TV television broadcast of the Olympic games. From a business editor's column that ran in the August 3rd edition of the Knoxville, Tennessee, News-Sentinel came this response to the broadcast: "The Summer Olympics in Los Angeles are entertainment at its best, from women's gymnastics to archery to Olympia beer commercials. Most of

us are tuning in to catch the sporting spectacle and the drama of winning and losing. But in case you haven't noticed, the spots between the action are being filled with first-class commercials" (Dubose, 1984).

The sponsors of these advertisements and other special promotions envisioned the Olympics as a golden opportunity to win big. They made up the bulk of the group of corporations that had high hopes that their participation in the all-time special event would bring them tangible, long-term returns.

A Midwestern product retailer described the appeal in these words:

> It's like motherhood and apple pie. Nobody, can say it's bad. It gives us an opportunity to be involved with something the consumer feels good about. It gives the manufacturer an opportunity to tie in promotional programs with the Olympics, move more product, and at the same time help sponsor the games (Johnson, 1984).

Among the participant companies was a select group of firms that paid up to $15 million to be designated as bona fide official Olympic sponsors (Rebello, 1984). Other companies included official suppliers and licensees of products used at the Olympic games, or by the members of a country's Olympic team.

The food industry was particularly taken with the glitter and attraction of the Olympic games. Progressive Grocer magazine polled its Merchandising Advisory Council in early 1984 to measure retailer and wholesaler enthusiasm for merchandising the Olympics. In general, the feedback the

magazine received was extremely positive. In fact, some respondents said they believed this could be the merchandising opportunity of the decade, if not the century.

One of the respondents explained it this way. "Tying in the food industry to the Olympic games will make the entire public more aware of food products and the importance of food in the making of an athlete. It's simply goodwill and good advertising for the industry" (Johnson, 1984).

Mars, Inc. was one of the food manufacturers to become a close affiliate of the Olympic games. The corporation paid $4 million to have two of its products, M&M's candies and Snickers bars designated as the official snack foods of the 1984 Olympic games.

In a letter dated May 23, 1984, Elizabeth M. Kinney, Mars, Inc. Public Affairs Supervisor, cited one of the major reasons for Mars' involvement:

> We decided to involve our two leading products, M&M's chocolate candies and Snickers bar as the 'official snack foods' of the 1984 Olympic Games because we feel it is our responsibility to support our dedicated athletes and this prestigious international athletic competition....Many companies wish to become Olympic sponsors because they realize the need for corporate support of the Olympic games. They also realize that by associating their products with the Olympics they can make a strong enduring impression on consumers.

Kinney continued:

> Snack foods such as M&M's and Snickers are very consistent with the athletic idea of nutrition. They play a logical role in a well-balanced diet. Many athletes use snack foods like M&M's and Snickers to supplement their diets and to provide the carbohydrates necessary for peak performance.

Statement of the Problem

The problem of this study of Olympic corporate sponsorships was to examine the relationship between product endorsement and product image. It delved into the associations that may be made between a familiar event or company, and an endorsed product or service.

Hypotheses

The following hypotheses were tested in order to answer the problem:

Hypotheses 1: The Olympic endorsement makes no difference in the way a product is perceived by the consumer.

Hypotheses 2: The corporate Olympic sponsor is not perceived to be in any way superior to a company which is not endorsed by the special event.

Hypotheses 3: The Olympic image of superior athletic talent and performance does not carry over to the endorsed product.

Hypotheses 4: Snack food is not considered nutritious.

Purpose of the Study

The purpose of this study was to determine and analyze the effects of the endorsement of a product by a familiar or special agency or event on a special group of consumers. The overriding purpose for identifying these effects was to provide research findings to help fill an existing gap in

the classical and current research literature in the area of endorsement advertising and corporate sponsorships.

Limitations of the Study

In conducting this study, the researcher encountered the following limitations:

(a) The sample of students who were available to be interviewed was limited to 1) students at the Cedar Bluff Middle School, Knoxville, Tennessee, 2) students who were enrolled in band classes at the middle school;

(b) There is a dearth of research on the effects of corporate sponsorship;

(c) There may be inaccuracies in the information received from children in the age category studied;

(d) There was an inaccessibility of information regarding the financial background and predicted income of Mars, Inc.

Background to the Problem

The advertising endorsement is a promotional method that an advertiser employs most times to signify approval or sanction of a product for its quality or special features. The advertiser hopes to imply that the product may be of more value to the consumer than comparable products. Hence, the product image rather than the product itself may be sold. One widely recognized example of endorsement advertising is the 1960 endorsement of Crest toothpaste by

the American Dental Association. Another is the Good Housekeeping seal of approval.

Corporate sponsorship programs are expanding to accommodate a growing range of consumer interests. Special events are only one of the ways advertisers can deliver an endorsement message. The celebrity endorser is a common tool many firms use to position their product to appeal to a particular market. These corporate sponsors of stars and spectaculars bid for the privilege of being endorsed by the special event or personality.

According to a 1983 feature in American Film magazine,

> Huge corporate concerns now look to the sponsorship of pop acts to update their image and appeal to youthful customers. Perhaps the most publicized of all these rock-corporate ratings was the Jovan-sponsored Rolling Stones tour in 1981. Since then, the Who hooked up with Sony Audiotape, Eric Clapton with Camel cigarettes, Debra Harry with Gloria Vanderbilt jeans. That's just for starters.

Celebrity endorsements are not new in the advertising business. Continues the same 1983 American Film article,

> The current rash of stars selling everything from car mufflers (Zsa Zsa Gabor) to breakfast food (Mickey Rooney) is hardly a recent development. In fact, celebrity endorsers go back to the turn of the century. Why are the stars sought after by advertisers? They're part of our extended family. When a star touts a product, it's like getting a recommendation from an old friend, one whose credibility has been built up through a succession of similar roles.

For those companies who have sought the designation of "Official Olympic Sponsor," the Olympic Games, and the endorsement, represent a credible affiliation with a recognized and hallowed institution.

Definition of Terms

To facilitate a better understanding of this study, the following terms are included:

Corporate Sponsor: the designation of a product as an official affiliate of a recognized organization or event. In this study, the term refers to the official corporate sponsors of the Olympic Games who are designated by the International Olympic Committee, after submitting bids and proposals for the sponsorship.

Interview: In this study, the term interview refers to the information-getting interview which is concerned with attitudes, values, feelings, hopes, plans and descriptions of self (Canell, 1965).

The remaining sections of this study are set up as follows: Chapter II gives a background of the Olympic Games, and a review of relevant literature, Chapter III offers the details of this study, and the study findings, and Chapter IV includes study conclusions and implications.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the background of the Olympic Games and Olympic sponsorships, a review of relevant literature concerned with the candy industry, studies conducted with children in terms of candy consumption and knowledge of nutrition, and studies related to product endorsements by recognized agencies.

For the purpose of the study, the literature was divided into four major categories: (1) literature relating to the Olympic Games, (2) literature dealing with Mars, Inc., and the candy market in general, (3) studies and literature relating to children's perceptions of nutrition and related advertising appeals, and (4) studies concerning product endorsements.

Literature Relating to the Olympic Games

The world's foremost amateur sports competition started in 776 BC at Olympia, Greece. In AD 393, they were abolished by the Roman Emperor Theodosius I after Greece lost its independence.

The modern Olympic games were revived in 1896 by a young Frenchman, Pierre de Coubertin. The 1st Olympiad was staged in Athens, Greece, the birthplace of the ancient athletic competition.

A separate cycle of winter games was initiated in 1924 in Chamonix, France.

Coubertin sought to draw together educators, diplomats, and sports leaders for a meeting of minds and muscles to facilitate an international exchange of ideas. To mastermind this revival, he organized the International Olympic Committee in 1894. More commonly recognized as the IOC, the organization is the policy-making and governing body for the Olympic games. It is composed of a changing number of sports figures from 55 nations who, in the words of Coubertin, "have contributed to the growth of Olympism and amateur athletics in their own countries" (Henry, 1976).

In the fundamental principles enunciated by the IOC, the aims of the Olympic games are "to promote the development of those fine physical and moral qualities which are the basis of amateur sport and to bring together the athletes of the world in a great quadrennial festival of sports, thereby creating international respect and goodwill" (Henry, 1976).

The IOC, still the administrative arm of the Olympic games today, selects its own members and makes the over-all policies for the international Olympic movement. Six years prior to an Olympic year, the IOC selects the site for the Olympic games and the winter Olympic games. Other responsibilities include coordinating the selection of the

Olympic program with the organizing committee of the host city and the international sports federation, as well as negotiating television contracts with the organizing committee and national television networks.

The national Olympic committee in each country is the single body recognized by the IOC to organize the Olympic team and make entries for the Olympic games. The committees are authorized to pay all expenses of competitors selected for the Olympic games.

The United States Olympic Committee (USOC) is the single Olympic committee financed entirely by contributions from its citizens and a number of corporations who wish to have their products identified with the U.S. Olympic team. The IOC encourages governments to help finance the games, but it is not permissible to pay stipends to the competing athletes other than to pay wages and salary for time lost by athletes in preparation for and participation in the Olympic games (Henry, 1976).

The 1932 Olympiad, the 5th of the modern era, was the first to be hosted by the city of Los Angeles, California, and was the first to pay its own way. Forty nations responded to the invitation to participate.

Over a half-century later, in 1984, the Summer Olympic games returned to the United States, and to the city of Los Angeles. The 23rd Olympiad also paid its own way, but not by choice.

> In November 1978, Los Angeles voters blocked the use of any public money for the Olympics. That the potential of funds was no longer even potential was only part of the problem. The other part was that Rule 4 of the International Olympic Charter requires the host city to be responsible for financing and organizing Olympic games (Mahon, 1984).

The Los Angeles Olympic Organizing Committee (LAOOC), a non-profit, independent corporation was created to organize and raise funds for the 1984 Summer Games. Peter Ueberroth, the founder and manager of the second largest travel company in North America, was chosen to head the group.

The LAOOC set the budget for the 1984 Olympics at $500 million. This amount was modest compared to expenditures for previous Olympic games. The cost of the 1976 Montreal Olympics was $1.2 billion. The Soviet Union was reported to have spent more than $9 million in 1980. But both of these Games also ran up billion dollar deficits (Gelman, 1984).

To produce a financially secure Olympics, the committee turned to corporate America for a sizable portion of the funds and the facilities for the games. The group sought to secure at least one-third of the money, around $120 million, from private corporations. The remaining two-thirds was collected from the sale of the television rights to ABC-TV for $225 million, and from ticket and souvenir sales (Eason, 1984).

The corporate support came from a variety of companies including American-based giants such as McDonald's, Coca-Cola, Mars, Inc., Sunkist, Inc., Adidas, the U.S.

Postal Service, and the Southland Corporation, the parent company for 7-11 convenience stores. There was a high level of interest -- also for a variety of reasons. Fuji Film Marketing Director Bill Lawrence said they were looking for a "certain credibility" with consumers and within the photography industry (Marich, 1984). Atlantic-Richfield sought to be involved because it is the largest corporation in Los Angeles, and because it wanted to maintain its identification with international track and field events (Mahon, 1984). Several companies simply felt their absence would be conspicious, or were hoping for new customers (Garfield, 1984).

But not all of these companies selected by the LAOOC, were 'official' corporate sponsors of the Olympic games. And, not surprisingly, there was a great deal of confusion regarding the corporate sponsoring of the Olympics. To many, it seemed everyone was claiming to be an official Olympic something or other.

In reality, there were definite lines distinguishing the different types of sponsors from each other.

There were several ways a company could claim a connection with the U.S. Olympics through the LAOOC. Some of the affiliations were seemingly more prestigious than others, and were definitely more expensive.

Corporate sponsorship affiliation with the LAOOC allowed a company to become an official sponsor of the 1984

games with exclusivity in a particular category. For example, the Coca-Cola Company's Coca-Cola brand soft drink was designated the official soft drink of the 1984 Olympic games and Fuji Film was named the official film. That meant that Kodak could not have any association with LAOOC. Said George Broder, a spokesman for the LAOOC, "They can have an affiliation with USOC, but they have to be very careful in the wording they use" (Johnson, 1984).

The LAOOC did make an effort to limit the overall number of 'official' sponsors to between 30 and 35. The final count was 34. This was different from the policies of previous Olympic organizing committees. The Moscow games in 1980 had more than 100 sponsors; the Lake Placid Winter Games, more than a record 380.

Sponsorship of the 1984 Olympic games was highly coveted. Corporate sponsors paid from $4 to $14 million in cash, products, and services for broad rights to use the Sam the Eagle, Stars in Motion and Olympic rings logos and "official" sponsor designation in advertising and promotion.

All of the official corporations invested heavily in their Olympic campaigns. Buick Motor Division spent 100 percent of its $60 million dollar 1984 advertising budget. ARCO spent 100 percent of its $10 million dollar budget. McDonald's spent $35 million, 16 percent of its 1984 allocation and Budweiser spent $4.6 million, 60 percent of its 1984 advertising funds. (Gelman, 1984)

But there was a place for those companies not selected as official sponsors. The LAOOC also designated official suppliers and official licensees. No restrictions were placed on the number of suppliers, but only 57 licensees were accepted. As of May 12, 1984, there were 139 official Olympic commercial tie-ins (Marich, 1984).

The official sponsors of the 1984 Olympic games could be distinguished from official suppliers and licensees -- but the distinction was fine. Sponsors could designate their products as official products of the 1984 Olympic Summer games. Licensees and suppliers did not have the privilege.

Suppliers provided equipment and services needed to stage the games in exchange for limited rights to use LAOOC logos. Products provided for the 1984 Olympic games included gymnastic equipment from supplier AMF American, fresh citrus fruit from Sunkist Growers, Inc., and poultry products from Foster Farms.

Licensees had the right to use Olympic symbols on "official" merchandise in exchange for a minimum guarantee of 10 percent of their gross wholesale receipts. Licensees' products included commemorative postage stamps, neckwear and even beach towels (Johnson, 1984).

To add to the confusion, there were even more Olympic-related sponsorships available. The United States Olympic Committee provided sponsorship opportunities for the

profusion of companies eager to jump on the Olympic bandwagon. The United States Olympic Committee, a permanent group, (USOC) was the founder of the United States Olympic Training Center and the official fund raiser for the United States Olympic Team. It is located in Colorado Springs, Colorado.

The USOC was responsible for the selection of the sponsors of the U.S. Olympic Team and the Olympic Training Center. These sponsors maintained their sponsorship for a period of four years. The USOC set certain criteria for its sponsors. Companies that manufacture alcohol (other than beer), tobacco and athletic gear were not accepted. The companies' marketing and distribution plans had to be acceptable, and the company had to illustrate how the product would affect the youth of America.

USOC sponsors receive categorical exclusivity, the right to identify themselves as a sponsor of the United States Olympic Team and use of the five ring Olympic logo. And the price was right, when compared to the cost of an LAOOC sponsorship. The cost to be a USOC sponsor started at $500,000.

Corporate donations constitute 50 percent of the USOC's income. In 1984, there were 43 sponsors. (Johnson, 1984).

Then there were those companies who bypassed both committees to "illegally" use the Olympic affiliation to market their product. On July 3, 1984 USA Today reported

that non-sponsors were featuring commercials that closely resembled the ads of bona fide sponsors. One of the "imposter" ads that appeared a month prior to the games featured runners racing toward a tape with a crowd of onlookers. As a matter of fact, any company which bought Olympic advertising time from ABC-TV was allowed to use the Olympic five-ring logo (McManus, 1983).

It made no difference if a corporation was officially or unofficially associated with the Olympic games when it came to buying Olympic game advertising time from ABC-TV. The rates were costly. A 30-second spot aired during prime time, from 7 p.m. to 12 midnight, went for $250,000.

Mixed emotions would be the best way to describe the post-Olympics feelings of executives of companies which touted their Olympic affiliation. Some questioned the monetary marketing value of the Olympic image. One advertising executive cited the LAOOC and USOC for Olympic overkill. International Olympic Committee members criticized the over-commercialism, saying the overabundance of corporate participation was against the principles of the Olympics, if not against the rules (Advertising Age, 1984).

But there were those who felt their participation was worthwhile. Said Ron Bess, senior vice-president of Needham, Harper & Steers, USA, Inc. in Chicago, which created a popular Bud Light ad which played on the emotional appeal of the Olympics, "The idea was to invest the products

with emotional values. By appealing to the heart, we feel we will ultimately win the consumer over" (Garfield, 1984).

Finally, the consumer spoke up. USA Today polled 1,262 people on July 26, 1984, just prior to the opening of the 23rd Olympiad. Some sixty-five percent of the respondents planned to watch the Games on television, 48 percent of the men said they wanted to be Olympic athletes, and 18 percent of the group said they would buy an Olympic sponsor's product over another brand even if the price and quality was equal. Months earlier, ABC-TV had conducted a poll to gauge the public knowledge of the 1984 Olympic sponsors. Of 505 people called, about a third thought incorrectly that being an official sponsor meant that someone had judged that product to be the best (McManus, 1983).

The LAOOC sponsorship contracts put an end to the use of the Olympic insignia by the end of October 1984. But LAOOC sponsors, affiliates and licensees were allowed to continue to use mention of their 1984 Olympic involvement in advertisement indefinitely (Rebello, 1984).

Literature relating to the Mars, Inc. and the Candy Industry

According to the November, 1981 Marketing & Media Decisions brand report, four corporations dominate the American candy industry. Mars, Inc. is the leader, followed by Hershey, Nestle, and Peter Paul/Cadbury. (Fannin, 1984). Within the 1983 overall candy market, Mars claimed an estimated 45 percent share, which produced annual sales of

$1.3 billion. Within the chocolate candy bar division, Mars commanded 41 percent of the market (Advertising Age, 1984).

The only candy manufacturer whose 1983 market share approached that of Mars was Hershey Foods. The two companies have been battling for the candy market lead for years. Up until a decade ago, the Hershey Company was selling all the candy bars it could produce without spending any money on advertising. Hershey was reported to hold 28.5 percent of the 1983 sales.

There are market analysts who feel that Mars began to lose ground to Hershey in 1983. Mars lost 2 percent of its market, while Hershey's share increased by 2 percent (Advertising Age, 1984).

Combined with gum manufacturers, candy makers spent over $225 million in measured media in 1981. The overwhelming majority of these funds, 91 percent, was pumped into network and sports television buys. Candy marketers gave the mass appeal of TV and the need for highly visible advertising as the reasons for the lopsided expenditures (Fannin, 1981).

During the 70's, candy bar sales began to dwindle. By 1981, they were at their lowest level in 43 years. The candy industry initiated market research to see what had happened. They found that they needed to alter their candy bar positioning strategy to include nutrition, and that they needed to include adults in their primary target market.

The marketing manager of Peter Paul/Cadbury commented, "We believe the way to boost our lagging candy bar sales is to market to adults and to aggressively promote nutrition. That's why most of our brands reflect that philosophy" (Fannin, 1981).

To reach the adult market, candy bar manufacturers allocated more advertising dollars in 1977 to daytime, fringe and prime time periods. As a result, Saturday morning television ad buys decreased. New ad campaigns were developed to appeal to the nutritional senses of most adults. Mars was the first candy company to switch almost all of its advertising time from Saturday morning to primetime.

In 1983, Mars, Inc. spend $120,350,500 on advertising. Of this total advertising budget, $17.4 million was used for Snickers network and spot television advertising, a seven percent increase over 1982 (Advertising Age, 1984).

Research conducted by the Simmons Market Research Bureau in 1980 found that 17,257,000 adults made up the group who purchased Snickers bars. Of these people, 38.4 percent were men, 61.6 percent were women. The majority of these consumers, 73.7 percent, were between the ages of 18 and 40. One-third of the group were from households making $25,000 or more per year. Sixty-six percent of the homes had three or more household members, with 54 percent of the children in these homes ages six to seventeen.

Leading candy manufacturer Mars' nutritional candy campaign was the most visible in 1983 and 1984. The company secured the title of the "Official Snack Food of the 1984 Olympic Games" for use with their two best-selling products, M&M's chocolate candies and Snickers candy bar. The Los Angeles Olympic Organizing Committee bestowed the title upon the two products after Mars, Inc. paid the committee $4 million and donated one million packages of M&M's and Snickers to Olympic athletes (US Tobacco Journal, 1983).

When asked why Mars wanted to be affiliated with the Olympic games, Joe Stalenhoef, vice president of brands for M&M/Mars, Inc., said, "In our view, the Olympics are the epitome of fitness, health and public interest. We intend to use that platform to talk about the role of snack foods in a balanced diet and, more specifically, about the good food value of M&M's Chocolate Candies and Snickers Bars." William Deeter, the company's public affairs director added, "There are some myths regarding confectionary and the Olympics provide us with a perfect platform to argue them. There is science available today which refutes long time beliefs about confectionary and the Olympics offer an excellent opportunity to set the record straight". When asked to explain why Mars had begun to use the term snack food instead of candy, Stalenhoef replied, "Snacks are products which are enjoyed between meals; that's when our products are consumed. The word food is important because

of the continuing concern about empty calories. It is essential that we market our products as foods which have a rightful and justifiable place in a well-balanced market" (U.S. Tobacco Journal, May 22, 1983).

An excerpt from a Barron's article offered a different look at Mars, Inc's Olympic associations. "Specimens representing the corporate sponsors include a glass-covered candy jar filled with fat little puddles of chocolate encased in colored sugar shells. They look innocent enough, but they're something of a controversy, the little bits of confection. Critics say that chocolate is bad for anyone -- including athletes, and that the Mars products should be labeled the "Junk Food of the 1984 Olympics" (Mahon, 1984).

Literature Relating to Children and Their Knowledge of Advertising and Nutrition

The literature under review concerns children's understanding and perception of advertising, and not their buying power as consumers. In 1981, a study conducted by Palmer and McDonell revealed a general lack of advertising concept understanding by children. They focused on different advertising techniques and how they were used to communicate the "balanced breakfast" idea. The researchers studied both audio and video advertisements.

Determining how to encourage good nutrition through children's advertising had been the goal of several studies. Gorn and Goldberg (1982) found that when children viewed

candy commercials, they preferred candy to fruit for a snack. The researchers found that eliminating the candy commercial was just as effective in promoting nutritious snacks as were advertisements that pushed the nutritious snacks.

In a similar study, Barry and Gunst (1982) revealed that phrases such as "chocolatey, rich and sweet" in an advertising message produced more food appeal among children than the words "healthy, nutritious, and full of vitamins." The subjects were also able to recall this type of appeal better than the nutritional-based appeal.

Other research into children's response to advertising has depicted numerous variables related to snack food preference. Cantor (1981) studied humorous and serious appeals in candy advertising, and also recommended, based on the findings, that banning candy advertisements would tend to promote the selection of nutritious snacks by children. Reid, Bearden, and Teel (1980) evaluated how well children understood the content of cereal commercials. The study examined the variables of income level and TV viewing habits. Children from middle to high income families directly identified the nutritional value of the cereal more often than children of low income backgrounds. Both groups understood the advertisement's selling intent.

A study conducted by Margaret Payne McCabe in 1982 at the University of Tennessee Knoxville looked at the

nutritional comprehension of children. The study was conducted in collaboration with Tennessee's Nutrition Education and Training Program evaluation. A sample of 63 third-grade students in eight schools were interviewed. McCabe found, although many of the student scored high on the nutritional questionnaire, their interests and nutritional practices did not reflect that knowledge.

Literature Relating to Endorsements

The final area of literature review involves research which dealt with product endorsements. The findings were sparse.

Literature of relevance includes a 1974 study of the ADA Crest endorsement conducted by Piesz and Shuchman. The study described the impact of the ADA endorsement on different races. Specifically it showed the relationships between conversion to Crest and prior purchase behavior, demographic and socioeconomic characteristics. They found that conversion to Crest after the endorsement was more associated with education, occupation and income than with purchasing measures, but in different ways for whites and non-whites. Non-whites' lack of brand loyalty had no relationship to Crest conversion, unlike whites for whom non-loyalty increased conversion. In this unique product reintroduction, which was accompanied by an unprecedented professional endorsement, the basic socioeconomic variables -- education, occupation and income -- appeared to be the

most important determinants of product adoption. This study is of significance because it showed that a positive relationship between the product and the endorser can exist. A product's image can be altered by a credible endorsement.

In support of the demonstration of endorsement effectiveness reflected by the ADA Crest endorsement study is a model developed by Mowen (1980). The study outlined issues of source credibility. "The mode's importance is derived from three factors: (1) endorser selection and message; (2) suggestions of new research directions; (3) positive identification with the model because the model identifies relevant cognitive elements and shows the attributional approach to defining causality."

CHAPTER III

DETAILS OF THE STUDY

Methodology

The problem was to examine the relationship between product endorsement and product image. Personal interviews were conducted with thirty middle school students at Cedar Bluff Middle School in Knoxville, Tennessee. Through personal interviews, the students were asked a number of questions pertaining to their television viewing habits, their identification of nutritional foods and their perceptions of the Olympic games and its sponsors. As a part of the interview, a 30-second Snickers television advertisement with the Olympic official sponsorship tag was shown to each of the respondents.

The Population

Cedar Bluff Middle School in Knoxville, Tennessee, is an educational institution composed of the sixth, seventh and eighth grades. Located in west Knoxville, the school has approximately 600 students. The population for the study was defined as all students enrolled in band classes at Cedar Bluff Middle School.

The Survey Sample

A random sample selection, made by the administration of Cedar Bluff Middle School, was drawn from band students of the sixth, seventh and eighth grades. In compliance with

the UTK Human Subject Review, all band students had received informed consent documents that required the signature of a parent or guardian before they could participate in the study. The students who returned signed documents made up the group from which the final thirty were randomly selected. Ten students from each grade were selected.

In order to obtain enough information to meet the needs of this study, yet remain within the time frame allowances suggested by the middle school administration, 30 was the number of students determined to meet both criteria.

Development of the Research Instrument

A questionnaire was developed to accurately gauge the unbiased opinions and ideas of the middle school children on the thesis topic, and from which responses could be easily coded for computer compilation. The instrument was refined with the counsel of Dr. Mary Dale Blanton, of the University of Tennessee School of Health, Physical Education and Recreation; and Dr. Jo Lynn Cunningham of the University of Tennessee College of Home Economics, Department of Child and Family Studies.

The personal interview instrument consisted of four sections: (a) questions designed to determine television programming and advertisement viewing habits; (b) questions designed to uncover knowledge and opinions of nutritious/junk food; (c) questions designed to access the awareness of the Olympic Games and official Olympic

sponsors, and to determine if an Olympically-endorsed product was perceived to be superior because of the endorsement; (d) demographic information.

Construction of the Questionnaire

The personal interview offers flexibility with questionnaire design in that any misunderstood questions, or confusion on the part of the respondent can be monitored and corrected by the interviewer during the interview. However, it is important that questions be worded properly so that they do not lead the respondent to answer in a particular way.

The age of the survey population was a key factor in the construction of this particular interview questionnaire. The participants' ages ranged between 10 and 14 years. Tailoring the questions to fit this audience involved limiting the use of yes and no questions in order to encourage more complete responses; including close-ended questions that provided categories for responses, i.e. television-viewing times; limiting the number of possible responses in the multiple choice questions for easier retention; and preparing possible probes to solicit more detailed information. Each question addressed only one topic to avoid confusion and to aid in the tabulation of the survey data.

In the overall development of the survey instrument, two important points were kept in mind. The first was

maintaining a logical flow of the topics and questions. The second was adequately covering all topics, while keeping the length of the questionnaire, and thus the time of the interview, to a minimum.

The interview questionnaire began with an introduction of the interviewer, and the reason for the interview. Each section within the questionnaire was prefaced by a brief explanation about the questions to follow. The interview questions began with the category television viewing habits, a familiar topic which posed no threat to the child. This category was followed by television advertising, which included questions about an advertisement's believability, and the respondent's favorite commercials. Next, the interview instrument addressed each child's knowledge of the Snickers bar and snack food or candy preference, his or her concept of nutritional food and junk food. Following this segment of the interview questionnaire, the Snickers advertisement, complete with Olympic sponsorship mention, was shown. The commercial was shown in isolation, i.e. isolated as opposed to the normal product advertisement environment.

The first questions following the videotape dealt specifically with the commercial. The child was asked if he or she had ever seen it and what was advertised. The next questions asked if the commercial would make him or her want

to buy the product, and if it would be only reason for purchasing a Snickers bar.

Next, the questions referred to the Olympic Games. The child was asked if he or she knew what the Olympic Games were. If the answer was yes, the next question asked for a description of the event. The fitness of the Olympic athlete and the respondent's opinions of the reasons for the fitness was then addressed. Included in this discussion was the food consumed by the athlete, and its potential health benefits to the athlete, and the respondent.

The next topic was Olympic sponsorship. Each child was asked for their ideas of the Olympic sponsor, and their knowledge of the endorsed companies participation. The child was asked to name an Olympic sponsor, and the source through which they learned of the sponsor, i.e. radio, television, product package. To conclude the Olympic section, and the research questions, the respondent was asked if an Olympically sponsored product was superior to another product, and/or more desirable to him or her.

The interview was concluded with basic questions which provided information about the child's age, grade level and recreational preferences. The entire interview questionnaire protocol was designed to be completed in ten minutes in order to maintain the attention of the respondent throughout the interview.

To format and precode the answer categories, each response category was given an identifying number that was used to represent it on a computer punch card. In the system established for this research, seven was always reserved for "does not apply," eight for "I don't know," and nine for "refusal". Zero was used for the occasional slip-up when information was not recorded by the interviewer. This left six punches for the coding of answers. When the number of possible answers exceeded six, a two column rather than a one column field was used, and double digits were used to represent the special codes.

Pilot Test of the Study

To identify potential problems with the questions, and to gain experience in the capabilities of children in the age of the sample, the protocol was piloted in advance of the survey. Five Cedar Bluff Middle School students, selected at random from the sixth, seventh and eighth grades were administered the questionnaire. Following the pilot test, changes were made in the instrument to reflect the findings of the pilot test.

Administration of the Survey

The thirty interviews were conducted in a Cedar Bluff Middle School study room on the days of Tuesday, October 2, 1984 and Wednesday, October 3, 1984.

At the initiation of each interview, each participant was given a brief description of the study and its purpose. During the introduction, the interviewer recorded the sex of the student.

Each student was interviewed individually. A video cassette recorder and television monitor were used to show the pre-recorded video-cassette of the Snickers Olympic advertisement. Following the completion of the interview, each participant was given on Olympic momento bearing the Snickers and M&M's registered trademark.

Analysis of the Data

Data obtained from the questionnaire were compiled and analyzed through the use of the University of Tennessee Knoxville Computing Services mainframe computer. The Statistical Analysis System (SAS) was utilized for the compilation of the study results.

Descriptive statistics (frequency and percentages) were used to analyze the selective variables concerning television viewing habits; television advertising; nutritional knowledge and opinions about the nutritional value of Snickers; knowledge and beliefs of the Olympic Games, the Olympic athlete and the official Olympic sponsors; and finally, basic information about the respondent: age, grade, favorite things to do and amount of free time per day. The personal interview method of surveying was used to solicit information on the proposed

problem. The interview questionnaire was developed and coded with the guidance of Dr. Mary Dale Blanton, and Dr. Jo Lynn Cunningham, and with background material from the work of Don A. Dillman (1978). A random sample was drawn by the administrators of the Cedar Bluff Middle School, Knoxville, Tennessee, from the group of students who participated in band classes/activities, and had returned signed parental release forms.

The five pre-test interviews and thirty survey interviews were conducted by the survey coordinator. The survey was administered over a period of two days, with a 100 percent response rate. All four hypotheses tested as indicated in Chapter 1 were proven to be true by the responses of the thirty participants.

Survey Findings

The purpose of the study was to 1) discover and analyze the concepts and knowledge children have of corporate sponsorship of the Olympic Games, and 2) to determine if there was any pre-conceived image transfer from the event to the endorsed product.

Data for treating the problems will be presented and analyzed in the following manner:

1) The first section relates to television viewing preferences of the group.

2) The second section deals with the children's reactions to television advertising.

3) The third section includes data relating to the group's knowledge and ideas about the study focus product, Snickers bar, and their concepts of nutritious and junk food in general.

4) The fourth section includes data that pertains to the children's specific reactions to the Snickers Official Olympic Sponsor advertisement.

5) The fifth section includes data that deals with the group's awareness of the Olympic Games.

6) The sixth section includes data relating to Olympic athletes, and the group's concepts of an Olympic athlete's training and nutritional habits.

7) The seventh section includes data that deals with the group's awareness of, and feelings toward corporate sponsorship of the Olympic Games.

8) The eighth section includes demographic data about the group, including the grade level and age of each survey participant, as well as their favorite leisure-time activities and amount of free time during the day.

Television Viewing Habits

The thirty respondents in this study were first asked about their television viewing habits. This question about a universally familiar topic began the interview in an effort to put the respondents at ease. It also provided useful information about how frequently the group watched television.

As shown in Table I, almost 90% of the survey group watched television almost everyday (73.3%) or four days a week (16.6%). Only three of the respondents reported watching less (9.9%).

More than 36.6% of the children indicated they watched television before school (3.3%) or after school (33.3%), while almost half of the children watched TV in the evening (46.6%). Only 6.6% of the group tuned in to television programming in the afternoon/evening.

Half of the respondents watched television in the morning (33.3%) and in the afternoon (23.5%), while the remaining children either watched TV at other times (6.6%) or not at all.

The most popular television programs named by the children were Silver Spoons, Punky Brewster, Different Strokes, The A-Team and Facts of Life. Dallas was named once, as was Hill Street Blues. (For the complete listing of favorite programs, see APPENDIX A).

The national averages for children's television viewing patterns, as reported in the 1984 AC Nielson TV Bureau report, show that children ages 2-11 view television an average of 4 hours and 3 minutes per day.

In Media Trends, a report prepared by Doyle Dane Bernbach, New York, New York, research shows that children's weekday viewing levels peak in the 7:30 - 8:00 p.m. prime access time period. Teen viewing is highest in prime time.

TABLE I

TELEVISION VIEWING HABITS

POPULATION CHARACTERISTICS	N	F/%
HOW OFTEN IS VIEWED:		
ALMOST EVERY DAY	22	73.3%
4 OR MORE TIMES A WEEK	5	16.6%
ONCE OR TWICE A WEEK	1	3.3%
HARDLY EVER	2	6.6%
TELEVISION VIEWING TIMES:		
BEFORE SCHOOL	1	3.3%
AFTER SCHOOL	10	33.3%
AFTER DINNER	14	46.6%
ALL OF THOSE TIMES	3	10.0%
BEFORE AND AFTER SCHOOL	2	6.6%
WEEKEND TELEVISION VIEWING TIMES:		
7-12 A.M. (IN THE MORNING)	10	33.3%
1-5 P.M. (IN THE AFTERNOON)	7	23.3%
6-11 P.M. (AT NIGHT)	9	30.0%
OTHER	2	6.6%
DON'T WATCH	2	6.6%

The same report revealed that children's Saturday TV viewing levels peak between 9:00 - 11:00 a.m. and 7:00 - 9:00 p.m. Teenagers' heaviest viewing time period is 9:00 - 11:00 p.m.

As shown in Table II, 80% of the children sometimes (70%) or always (10%) paid attention to the commercials on television, while 20% of the group indicated they hardly ever were attentive. Favorite advertisements included the Wendy's "Where's the Beef" ad, the Bill Cosby-JELLO ad, the McDonald's advertisements, the PEPSI ad which featured Michael Jackson, and even the AIM toothpaste commercial. (See APPENDIX B for complete listing of favorite commercials). Over 60% of the children said those commercials were favorites because they were funny (42.8%), or because they liked the actor (17.8%). Some 92% of the students believed the commercials they saw on television sometimes (76.6%) or never (16.6%). If they did believe an advertisement seen on television, 58% of the children indicated it was because their parents believed it (20.6%), or because it was like real life (37.9%).

Table III shows that all 30 respondents had eaten a Snickers bar; 73.3% did not connect Snickers with any special event, 23.3% did.

More than 43.3% of the students said they preferred Snickers over other snack foods or candy. The same percentage preferred other snack foods or candy. Of the group, 13.3% were not sure of a preference.

TABLE II

TELEVISION ADVERTISEMENTS

	N	F/%
ATTENTION PAID TO ADVERTISEMENTS:		
ALWAYS	3	10%
SOMETIMES, DEPENDING ON WHO OR WHAT THE COMMERCIAL IS ABOUT	21	70%
HARDLY EVER	6	20%
REASONS FOR ADVERTISEMENT APPEAL:		
HUMOR	12	42.8%
LIKE THE ACTOR	5	17.8%
LIKE THE PRODUCT	2	7.1%
LIKE THE MUSIC	1	3.5%
DON'T KNOW	4	14.2%
REFUSAL	4	14.2%
ADVERTISEMENT BELIEVIBILITY:		
YES	2	6.6%
NO	5	23%
SOMETIMES	23	76%
REASONS FOR COMMERCIAL BELIEVIBILITY:		
REALISTIC	11	37.9%
SHOWN ON TELEVISION	3	10.3%
BELIEVED BY PARENTS	6	20%
BELIEVED BY FRIENDS	0	0
OTHER	9	31.0%

TABLE III

SNICKERS/NUTRITIONAL APPEAL

	N	F/%
NUMBER OF CHILDREN HAVING EATEN SNICKERS:		
YES	30	100%
NO	0	0
ASSOCIATION MADE BETWEEN SNICKERS AND ANY SPECIAL EVENT:		
YES	7	23.3%
NO	22	73.3%
DON'T KNOW	1	3.3%
SNACK FOOD PREFERENCE (SNICKERS OR OTHER):		
SNICKERS	13	43.3%
OTHER	13	43.3%
DON'T KNOW	4	13.3%
FOODS IDENTIFIED AS NUTRITIOUS:		
BROCCOLI	12	40%
CORN CHIPS	0	0%
CHOCOLATE CANDY	0	0%
PIZZA	8	26%
MILK	5	16%
GRANOLA BAR	6	20%
CHICKEN	7	23.3%
NUTRITIOUS/JUNK FOOD CONSUMPTION:		
NUTRITIOUS	16	53.3%
JUNK	13	43.3%
DON'T KNOW	1	3.3%

When asked to identify the nutritious foods in a list of seven choices, 40% named broccoli, 26% named pizza, 16% named milk, 20% named granola bars, and 23.3% named chicken.

Over 50% of the children thought they ate mostly nutritious food, while 43% thought their diet consisted of more junk food than nutritious food.

When asked to list what they thought of as nutritious food, the children most commonly replied meat, vegetables, and fruit. (See APPENDIX C for complete listing).

When asked to list junk food, the most frequently named foods were candy bars and chocolate of all kinds, potato chips, cake and soft drinks. (See APPENDIX D for complete listing.)

The thirty second Snickers Olympic advertisement was then shown to each of the respondents. The following information pertains directly to the advertisement.

Table IV shows that all of the group indicated they had seen the commercial, and identified Snickers as the product that had been advertised in the commercial.

When asked if the advertisement would make them want to eat a Snickers, 80% of the children said it would; 16.6% said it would not.

Reasons the respondents gave for the product advertisement appeal included "Because it looked good," and "because it tells you what was in the product and it sounded good". Only 10% of the children replied that the commercial

TABLE IV

SNICKERS ADVERTISEMENT RESPONSE

	N	F/%
STUDENTS PREVIOUSLY EXPOSED TO SNICKERS OLYMPIC ADVERTISEMENT:	30	100%
STUDENTS AWARE OF PRODUCT ADVERTISED:	30	100%
STUDENTS WHO WOULD WANT TO EAT THE CANDY AFTER SEEING ADVERTISEMENT:		
YES	24	80%
NO	5	16.6%
DON'T KNOW	1	3.3%
STUDENTS WHO WOULD PURCHASE THE CANDY JUST BECAUSE THEY HAD SEEN THE ADVERTISEMENT:		
YES	3	10%
NO	36	86.6%
DON'T KNOW	1	3.3%

alone would make them purchase a Snickers bar. More than 86.6% said that the commercial alone would not be enough incentive for purchase.

The next questions dealt specifically with the Olympic Games.

As shown in Table V, 93.3% of the group knew what the Olympic Games were, 6.6% did not.

The Olympic Games was identified as a major sports event by 90% of the respondents; 6.6% described the Games as "lots of different games"; 10% said it was a tournament.

Almost 93% of the respondents indicated they did watch the 1984 Summer Olympic Games on television.

Table VI illustrates that 90% of the respondents felt that all (56.6%) or some (33.3%) Olympic athletes were healthier than other people. Primary reasons given for the better health were extra training (53.8%) and better food (15.3%), or a combination of the two (15.3%). Some 76.6% of the children thought that an Olympic athlete's diet consisted of more nutritious food than the diet of most other people. When asked to name the kind of food an athlete might eat that would be more nutritious, the group named meat (33%), potatoes (16%), and bananas (26%). The group did not name candy bars, cheese curls or ice cream.

TABLE V

OLYMPIC GAMES

	N	F/%
STUDENTS AWARE OF THE NATURE OF THE OLYMPIC GAMES:		
YES	28	93.3%
NO	2	6.6%
STUDENTS' DESCRIPTION OF THE OLYMPIC GAMES:		
A FESTIVAL	0	0%
A MAJOR SPORTS EVENT	24	80%
A LOT OF DIFFERENT GAMES	2	6.6%
NATIONS COMPETING FOR MONEY	0	0%
A TOURNAMENT	3	10%
A REGULAR TELEVISION SHOW	0	0%
OTHER	1	3.3%
DON'T KNOW	1	3.3%
STUDENTS WATCHING 1984 LOS ANGELES SUMMER OLYMPICS ON TELEVISION:		
YES	28	93.3%
NO	2	6.6%

TABLE VI

OLYMPIC ATHLETES

	N	F/%
STUDENTS WHO BELIEVED OLYMPIC ATHLETES WERE HEALTHIER THAN OTHER PEOPLE:		
YES	17	56.6%
NO	3	10%
SOME OF THEM	10	33.3%
REASONS FOR BETTER HEALTH OF ATHLETES:		
EXTRA TRAINING	14	53.8%
BETTER FOOD TO EAT	4	15.3%
BETTER EQUIPMENT	0	0%
PARENTS	0	0%
EXTRA TRAINING & BETTER FOOD	4	15.3%
EXTRA TRAINING & BETTER EQUIPMENT	1	3.8%
ALL OF THE ABOVE	1	3.8%
STUDENTS BELIEVING OLYMPIC ATHLETES EAT HEALTHIER FOOD THAN MOST OTHER PEOPLE:		
YES	24	76.6%
NO	4	13.3%
DON'T KNOW	3	10.0%
FOODS ATHLETES EAT THAT MAY BE BETTER:		
MEAT	10	33.3%
CANDY BARS	0	0%
POTATOES	5	16%
CHEESE CURLS	0	0%
SPAGHETTI	2	6.6%
ICE CREAM	0	0%
BANANA	7	26%
DON'T KNOW	8	26%
STUDENTS WHO WOULD WANT TO EAT A FOOD BECAUSE AN OLYMPIC ATHLETE EATS IT:		
YES	10	34%
NO	16	55%
DON'T KNOW	3	10%

Some 55% of the students said they would not want to eat a food because an Olympic athlete ate it; 34% said they would.

The children were then asked several questions relating to Olympic sponsorship. As shown in Table VII, 90% of the children thought that private companies helped support the Olympic Games. Of these children who replied affirmatively to corporate support of the Olympic Games, 24.1% felt that companies which provided support for the Games were better companies than those which did not. 75.8% said corporate sponsorship did not make a company superior in any way.

When asked how the companies supported the Olympic Games and the Olympic athletes, 42% of the respondents said the companies contributed money; 7% replied clothes for the athletes; 15% replied advertising support; 15% replied food; and 11.5% replied that the sponsors provided a place for the athletes to live.

Approximately 34.4% of the children felt the Olympic Games were paid for by the governments of the countries participating; 12.2% felt private companies lent the financial backing necessary for the games. Of the 30 respondents, 13.7% felt it was through the Game's ticket sales and 24% did not know how the Games were funded.

When asked to describe an Olympic sponsor, the answers most often included mention of a person or company which gives money to the Olympics, either through advertising,

TABLE VII

OLYMPIC SPONSORSHIP

	N	F/%
STUDENTS WHO THINK THE OLYMPIC GAMES ARE SPONSORED BY PRIVATE COMPANIES:		
YES	27	90%
NO	3	10%
STUDENTS WHO THINK CORPORATE OLYMPIC SPONSORS ARE BETTER COMPANIES:		
YES	7	24.1%
NO	22	75.8%
WAYS PRIVATE COMPANIES HELP THE OLYMPIC GAMES:		
MONEY	11	42%
CLOTHES	2	7.6%
ADVERTISING	4	15.3%
FOOD	4	15.3%
CARS	0	0%
PLACE TO LIVE	3	11.5%
OTHER	2	7.6%
HOW THE OLYMPIC GAMES ARE FINANCED:		
THE GOVERNMENTS OF ALL COUNTRIES IN THE GAMES	10	34.4%
PRIVATE COMPANIES	5	17.2%
THE OLYMPIC ATHLETES	1	3.4%
THE TICKET SALES	4	13.7%
DON'T KNOW	7	24.1%
OTHER	2	6.8%
WAYS RESPONDENTS LEARNED OF CORPORATE OLYMPIC SPONSORS:		
TV	21	75%
FAMILY	0	0%
NEWSPAPER	0	0%
RADIO	1	3.3%
FRIENDS	2	6.6%
MAGAZINE	1	3.3%
IT WAS PRINTED ON A BOX OR WRAPPER	5	19%
AWARENESS OF OFFICIAL OLYMPIC SPONSOR SELECTION PROCESS:		
YES	4	13.3%
NO	25	83.3%
DON'T KNOW	1	3.3%

Table VII (cont.)

	N	F/%
STUDENTS BELIEVING PRODUCTS OF OLYMPIC SPONSORS ARE BETTER PRODUCTS:		
YES	10	33.3%
NO	19	63.3%
DON'T KNOW	1	3.3%
STUDENTS WHO WOULD PURCHASE A PRODUCT BECAUSE OF AN OFFICIAL OLYMPIC ENDORSEMENT:		
YES	14	46.6%
NO	14	46.6%
DON'T KNOW	2	6.6%

equipment or athlete sponsorship, for example. (See APPENDIX H for complete listing.)

1984 Los Angeles Summer Olympic sponsors named by the children included McDonald's, M&M's, Pepsi (even though it was not an official sponsor), Canon, Coke, Levi's, and "some sort of car dealer." (See APPENDIX G for complete listing.)

Three-fourths of the group learned of the corporate participation through television; 6.6% heard of Olympic sponsors through friends; 19% saw the Olympic message printed on a product's box or wrapper.

A total of 83% of the respondents did not know how the Olympic Games corporate sponsors were selected; 13% said they were familiar with the selection process. When asked to describe the selection process, the children's answers included that the official sponsorships went to the highest bidder; the companies paid money for the sponsorship, and that the Olympic sponsors paid to use the Olympic logo on their product's packaging.

Over 60% did not think the Olympically-endorsed product was a better product, while 33% thought the Olympic seal did signify a product was superior to non-endorsed products.

When asked why they thought the product was better if Olympically endorsed, the group's replies included "you want to use it so you can be more like the athletes, it seems like they are supporting something good for other people,

and because they are giving something to help our team. (For complete listing of responses, see APPENDIX I.)

Approximately 46.6% of the group said they would want to buy a product designated as an Olympic product or sponsor; 52% replied they would not want to buy the product because of the endorsement, or that they did not have a preference.

As outlined in Table VIII, the children's ages ranged from 9-14. Of the group, 6.6% were 10 years of age and under, 66% were 11-12 years of age, and 26% were 13-14 years of age.

The 30 participants were equally divided between the sixth, seventh and eighth grades. Favorite pastimes included sports participation, being with friends and reading.

The most frequently indicated amount of free time was 2-3 hours per day, at 73.3%.

TABLE VIII

PROFILE OF THE RESPONDENTS

	N	F/%
AGE OF RESPONDENTS:		
10 AND UNDER	2	6.6%
11-12	20	66%
13-14	8	36%
GRADE LEVEL OF RESPONDENTS:		
6TH	10	33.3%
7TH	10	33.3%
8TH	10	33.3%
FAVORITE PASTIMES:		
SPORTS PARTICIPATION	14	46.6%
READ	8	26.6%
BE WITH FRIENDS	11	36.6%
DANCE	3	10.0%
PLAY VIDEO GAMES	2	6.6%
LISTEN TO MUSIC	7	23.3%
WATCH TELEVISION	3	10.0%
OTHER	1	3.3%
DAILY FREE TIME:		
0-1 HOURS	3	10%
2-3 HOURS	22	73.3%
4-5 HOURS	5	16.6%

CHAPTER IV

CONCLUSIONS AND IMPLICATIONS

The purpose of the study was to discover and analyze any carryover effect that might be created between a recognized prestigious event or organization, and the corporations and/or products endorsed by the event or organization. More specifically, the study dealt with the Olympic Games, and its official corporate sponsors.

In order to accomplish this goal, the study focused on a familiar product, the Snickers bar, and the perceptions held by a group of children, primary consumers of the product. The study was ultimately designed to determine if the children's perceptions of the product were altered by the product's official Olympic snack food designation.

In order to achieve this goal in this study, four hypotheses were tested:

1) The Olympic endorsement makes no difference in the way a product is perceived by the consumer.

2) The corporate Olympic sponsor is not perceived to be in any way superior to a company which is not endorsed by the special event.

3) The Olympic image of superior athletic talent and performance does not carry over to the endorsed product.

4) Snack food is not considered nutritious.

In response to the first hypothesis, two-thirds of the respondents indicated that an endorsement by the Olympic

Games would not make then perceive a product as more desirable. Thus, the first hypothesis was proven.

In response to the second hypothesis, three-fourths of the children indicated that they did not feel that an Olympically-endorsed company was in any way superior to a company which was not designated as an official sponsor. With this response, the second hypothesis was found to be true, and proven.

In response to the third hypothesis, the children felt that Olympic athletes were healthier and had a more nutritious diet than other people. But the majority of the group did not indicate that the image of an Olympic athlete carried over to the Olympically-endorsed products, especially in the case of a product that would not be used or consumed by the athlete, such as a candy bar. Therefore, the third hypothesis was also proven.

In response to the fourth hypothesis, the general impression was that most of the children felt that the term snack food was not associated with nutritious type food, but instead with food they classified as junk-type food -- candy bars, chips, sodas and chocolate. This would indicate that the fourth hypothesis was also proven from the results of this study.

The personal interview survey method was used to solicit information from a random sample of the Cedar Bluff Middle School student population. An interview

questionnaire was developed and refined with the counsel of Dr. Mary Dale Blanton, and Dr. Jo Lynn Cunningham of the University of Tennessee, Knoxville. The questionnaire was randomly tested with five students randomly selected by the administrators of the Cedar Bluff Middle School.

Thirty students were randomly selected from all Cedar Bluff Middle School band students who had returned a signed parental informed consent form which granted parental permission for each child to take part in the study.

All thirty interviews were completed in full for a response rate of 100%.

Data from the research instrument were key punched for computer analysis. The Statistical Analysis System (SAS) computer program was used to analyze the descriptive statistics, frequency and percentages.

Conclusions and Implications

The overall impressions from the data gathered was that there was an awareness of the Olympic Games, and the caliber of its athletes, as well as the existence of Olympic sponsors. Most respondents had a vague idea of how the Games were supported financially, and how Olympic sponsors were selected. All could name companies which had been sponsors of the 1984 Olympics.

But in very few cases did the image of the Olympic games seem to transfer to the endorsed products. Over 75% of the group did not feel that an Olympic corporate sponsor

was a 'better' company because of the sponsorship, nor did they feel the sponsor's product was superior to those of companies not involved with the Olympics. Half of the group said they would want to buy an official Olympic product, the same number said they would not. In essence, the official endorsement seemed to be of little value to the group.

Almost 90% of the group felt that all or some of the Olympic athletes were healthier than other people, and 82% gave training and a nutritious diet as the reasons for the better health. The nutritious diet of the athlete included foods like meat, potatoes and bananas, but did not include candy bars.

When the interview dealt with food in general, and what the respondent considered to be nutritious food and junk food, the children identified chicken, pizza and broccoli as foods that would be a part of a nutritious diet. However, none of the children identified chocolate candy as nutritious. But 50% of the respondents did name chocolate or candy bars as junk food. This would seem to indicate that any food in which the main ingredient was chocolate would be considered junk food.

All of the children were familiar with the Snickers commercial with Olympic sponsor tag shown to them during the course of the personal interview, and were familiar with the product. But three-fourths of the group did not connect the product with any special event prior to seeing the

commercial during the interview session. Of the group, 80% of the children said the advertisement would make them want to eat the product, primarily because the ad made the products "sound like it would taste good," rather than because it was endorsed by the Olympic Games. These responses seem to reinforce the point that the food value of a Snickers bar, its nutritious value, was not heightened by the Olympic endorsement. Furthermore, since the children did not feel that chocolate candy was a part of the Olympic athlete's diet, then it is reasonable to assume that they would not consider the Snickers bar to be a staple in the Olympic athlete's diet, which would give it a justifiable reason, other than financial support and advertising, to be linked with the Olympic Games.

In conclusion, it seems that the official endorsement of a recognized product by an esteemed event or organization does not automatically signify a transfer of audience or consumer perceptions from the event to the product or corporation. There would seem to be a greater likelihood of an image or perception transfer in the case of closely-related entities, such as the ADA-Crest endorsement affiliation. With this thought, and the results of the study in mind, it appears that the designation of the Snickers bar as the official Olympic Snack Food of the 1984 Los Angeles Olympic Games was not the most effective way to reposition the product, from a candy bar to a snack food, in

the consumer marketplace, if that was indeed hoped to be an eventual goal of the Olympic affiliation.

In all endorsements or sponsorship cases, no matter the industry or its audience, it would be advisable, judging from the results of this study, for the potential sponsor to ascertain its own needs and characteristics, and select the event or organization accordingly.

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APPENDIXES

APPENDIX A

RANK ORDER LISTING OF FAVORITE TELEVISION PROGRAMS

1. Silver Spoons
2. Different Strokes
3. Punky Brewster
4. The A Team
5. Facts of Life
6. Family Ties
7. Sports: Basketball, Baseball
8. Brady Bunch
9. Magnum PI
10. Hunter
11. HBO
12. The Road Runner
13. The Transformers (Cartoon)
14. Paper Dolls
15. Double Trouble
16. Air Wolf
17. Cover-up
18. Saturday Night Life
19. Night Court
20. Scarecrow & Mrs. King
21. Cheers
22. Riptide
23. Three's a Crowd
24. It's Your Move
25. Benson
26. Webster
27. Leave it to Beaver
28. Miami Vice
29. Hill Street Blues
30. Dallas
31. Simon & Simon
32. Gimme A Break
33. Partners in Crime
34. Other

APPENDIX B

RANK ORDER LISTING OF FAVORITE COMMERCIALS

1. Where's The Beef
2. Beer commercials
3. McDonald's
4. Coca-Cola
5. Charmin
6. Pepsi (with Michael Jackson)
7. Aim Toothpaste
8. Hershey's
9. Sugar-free Jello
10. Convenience Mart (with Vernon)
11. Friskies
12. Adult Diapers

APPENDIX C

RANK ORDER LISTING OF NUTRITIOUS FOODS

1. Vegetables
2. Fruits
3. Meats
4. Milk
5. Apples
6. Oranges
7. Breads
8. Carrots
9. Non-fattening things
10. Protein
11. Things without much sugar
12. Grapes
13. Cheese
14. Granola bars
15. Starches
16. Carbohydrates
17. Steak
18. Basic four food groups
19. Health foods

APPENDIX D

RANK ORDER LISTING OF JUNK FOODS

1. Chips
2. Candy
3. Candy Bars
4. Chocolates
5. Soda
6. Pizza
7. Things with lots of calories
8. Foods with lots of sugar or salt
9. Gum
10. Ice Cream
11. Fast Food
12. Snack Food
13. Cake
14. Doughnuts
15. Pastries
16. Sweets

APPENDIX E

RANK ORDER LISTING OF REASONS FOR SNICKERS ADVERTISEMENT APPEAL

1. It looked or sounded good
2. I like peanuts and chocolate
3. It described what was in it
4. It said it would hold you until dinner
5. It said Snickers would keep you full
6. It makes me think I'm getting hungry
7. Peanuts and chocolate -- I love it
8. It makes me think about eating it - sounds yummy
9. It makes you think they're really good
10. It says its good and satisfying
11. Because of the Olympics
12. The boy said how good it was
13. Because it tells you what's in the product and how good it is
14. Sounds like a good candy bar

APPENDIX F

RESPONDENTS' DESCRIPTIONS OF OLYMPIC SPONSORS

1. Someone who helps the Olympics
2. Someone who supports the training of Olympic athletes
3. Someone who pays for the equipment athletes use.
4. A person who likes sports.
5. Someone who advertises the Olympics and tells what they are to other people.
6. A company or person that gives the Olympics money.
7. People who give the Olympics money to buy equipment.
8. Someone who helps support the Olympics.
9. A person or company who wants to advertise and support the Olympics by giving them products.
10. Someone who, like Levi's, has commercials on during the Olympic games.
11. Company or something that supports athletes in games or provides equipment.
12. Someone who pays money to Olympics to use their products, then they can advertise that the Olympics are using their products.
13. Someone who pays money to advertise that they are a sponsor. The money will help the Olympics.
14. A person who provides things for the Olympic athletes.
15. One who helps pay for it.
16. Someone who contributes money to the Olympics other than athletes.
17. Someone who talks about the Olympics.
18. Someone who has a special ability, trying to reach a goal.
19. A person who gives money to the Olympics.
20. A person who gives money to Olympics so they can use it for what they need.
21. A very rich person or company who helps put up money and supports the athletes.
22. Someone who sponsors an athlete or team, helping pay for expenses and giving free samples of products.
23. A person who sponsors people in Olympics and gives them money to support the cause.
24. McDonald's
25. Person who gives money to the Olympics.
26. Someone who gives athletes something if they will wear their products.
27. Someone who sponsors athletes and coaches with money for travel, room and board.
28. Someone who gives money to help pay for the Olympic equipment.

APPENDIX G

RANK ORDER LISTING OF OLYMPIC SPONSORS NAMED

1. McDonald's
2. Coca-Cola
3. M&M's
4. Levi's
5. Canon
6. Nike
7. Converse
8. Kodak
9. Pepsi
10. 7-11
11. Some kind of beer
12. Stroh's Beer
13. Some car dealer

APPENDIX H

SELECTION OF OLYMPIC SPONSORS

1. Pay money for it.
2. Whoever bids the highest.
3. The company pays to use the Olympic logo on the package.

APPENDIX I

RESPONDENTS' REASONS WHY AN OLYMPIC PRODUCT IS BETTER THAN OTHER PRODUCTS

1. Seems like they are supporting something good for other people.
2. Because they're giving something to help our team -- more thoughtful and proud.
3. Just think it is.
4. You want to use it so you can be fit like the athletes.
5. In some cases, if they are a sponsor it may be a better product.
6. If they use it (the athletes), it's good for me.

APPENDIX J

SURVEY INSTRUMENT

Introduction

Hi. My name is Dianne Newton. I am conducting a study to gather information about how middle school students, like you, feel about certain types of advertising. I will be asking you questions like how much you watch television and what think of Olympic athletes. With some questions, I will list a number of answers. Just pick the one you think is best.

If you decide not to answer a question or would rather not continue at any point, feel free to do so. There will be no penalty. This interview should only last about 10 minutes.

I. TV

First, let's talk about watching television.

1. How often do you watch television?

    1. ALMOST EVERY DAY
    2. 4 OR MORE TIMES A WEEK
    3. ONCE OR TWICE A WEEK
    4. HARDLY EVER
    9. REFUSAL

2. What times do you usually watch television?

    1. BEFORE SCHOOL (7-8 a.m.)
    2. AFTER SCHOOL (3-5 p.m.)
    3. AFTER DINNER (7-10 p.m.)
    4. ALL OF THOSE TIMES
    9. REFUSAL

3. What time do you usually watch TV on Saturday and Sunday?

    1. 7-12 a.m. (in the morning)
    2. 1-5 p.m. (in the afternoon)
    3. 6-11 p.m. (at night)
    4. OTHER
    5. DON'T WATCH
    9. REFUSAL

4. What are your favorite television programs?

II. ADVERTISING

Now let's talk about the commercials on television.

5. Do you pay attention to the commercials on television?

1. ALWAYS
2. SOMETIMES, DEPENDING ON WHO OR WHAT THE COMMERCIAL IS ABOUT
3. HARDLY EVER
9. REFUSAL

6. What is your favorite commercial?

7. Is that your favorite commercial because

1. IT'S FUNNY
2. YOU LIKE THE ACTOR
3. YOU LIKE THE PRODUCT
4. YOU LIKE THE MUSIC
5. DON'T KNOW
9. REFUSAL

8. Do you believe what the commercials on television say?

1. YES
2. NO
3. SOMETIMES

9. If you believe the commercials, it is because they are

1. LIKE REAL LIFE
2. SHOWN ON TELEVISION
3. BELIEVED BY YOUR PARENTS
4. BELIEVED BY YOUR FRIENDS
5. OTHER
9. REFUSAL

III. SNICKERS/NUTRITION

Moving on to other areas, I'd like to find out how you feel out a particular product -- a Snickers bar.

10. Have you ever eaten a Snickers bar?

    1. YES
    2. NO
    3. DON'T KNOW

11. Do you connect Snickers with any special event?

    1. YES
    2. NO
    3. DON'T KNOW

12. If you could have Snickers or any other snack food or candy which would you pick?

    1. SNICKERS
    2. OTHER
    3. DON'T KNOW
    9. REFUSAL

13. What kind of foods do you think are nutritious and good for you?

14. Which of these foods do you think are nutritious?

    1. BROCCOLI
    2. CORN CHIPS
    3. CHOCOLATE CANDY
    4. PIZZA
    5. MILK
    6. GRANOLA BAR
    7. CHICKEN

15. What do you think is junk food?

16. Do you think you eat mostly nutritious food or junk food?

    1. NUTRITIOUS
    2. JUNK
    3. DON'T KNOW
    9. REFUSAL

COMMERCIAL WILL BE SHOWN NOW

Now for a few questions about the commercial we just saw.

17. Have you ever seen the commercial?

    1. YES
    2. NO
    3. CAN'T REMEMBER

18. What was advertised in the commercial?

    1. SNICKERS
    2. DON'T KNOW

19. Would the commercial make you want to eat the candy?

    1. YES
    2. NO
    3. DON'T KNOW

20. (If yes) Why?

21. Would you buy the Snickers just because you saw the commercial?

    1. YES
    2. NO
    3. DON'T KNOW
    9. REFUSAL

The research that I am doing is centered around the Olympic Games. Let's talk for a few minutes about them.

IV. OLYMPIC GAMES

22. Do you know what the Olympic Games are?

1. YES
2. NO
3. REFUSAL

23. Would you describe the Olympic Games as

1. A FESTIVAL
2. A MAJOR SPORTS EVENT
3. A LOT OF DIFFERENT GAMES
4. NATIONS COMPETING FOR MONEY
5. A TOURNAMENT
6. A REGULAR TELEVISION SHOW
7. DON'T KNOW
8. OTHER
9. REFUSAL

24. Did you watch the Summer Olympic Games when they were on TV?

1. YES
2. NO

25. Do you think that Olympic athletes are healthier than other people?

1. YES
2. NO
3. SOME OF THEM
4. DON'T KNOW
9. REFUSAL

26. (If yes) Do you think they might be healthier because of

1. EXTRA TRAINING
2. BETTER FOOD TO EAT
3. BETTER EQUIPMENT
4. PARENTS
5. WHERE THEY LIVE
6. DON'T KNOW
9. REFUSAL

27. Do you think the food athletes eat is more nutritious than what most people eat?

1. YES
2. NO
3. DON'T KNOW

28. What kind of food do you think they eat that's better?

    1. MEAT
    2. CANDY BARS
    3. POTATOES
    4. CHEESE CURLS
    5. SPAGHETTI
    6. ICE CREAM
    7. BANANA
    8. DON'T KNOW

29. If an Olympic athlete eats a certain food, would that make you want to eat it?

    1. YES
    2. NO

30. (If yes) Why?

    1. BETTER FOR ME
    2. TASTES GOOD
    3. FOR ENERGY
    4. FOR BETTER-LOOKING BODY
    5. OTHER

31. Do you think private companies help support the Olympic Games and Olympic athletes?

    1. YES
    2. NO
    3. DON'T KNOW

32. (If yes) Do you think a company who does support the Olympic Games is better in any way than a company which does not?

    1. YES
    2. NO
    3. DON'T KNOW

33. (If #31 is yes) How do you think the companies help the Games and the athletes?

    1. MONEY
    2. CLOTHES
    3. ADVERTISING
    4. FOOD
    5. CARS
    6. PLACE TO LIVE
    7. OTHER

34. Do you think the Olympic Games are paid for by

1. THE GOVERNMENTS OF ALL COUNTRIES IN THE GAMES
2. PRIVATE COMPANIES
3. THE OLYMPIC ATHLETES
4. THE TICKET SALES
5. DON'T KNOW
6. OTHER
9. REFUSAL

35. Describe what you think an Olympic sponsor is.

36. Can you name a company or companies, other than Snickers who helped with the 1984 Summer Olympics in Los Angeles, California?

37. How did you know that these companies were sponsors or otherwise connected with the Olympic Games?

1. TV
2. FAMILY
3. NEWSPAPER
4. RADIO
5. FRIENDS
6. MAGAZINE
7. IT WAS PRINTED ON A BOX OR WRAPPER
8. DON'T KNOW

38. Do you know how official Olympic sponsors are selected?

1. YES
2. NO
3. DON'T KNOW

39. (If yes) How?

40. If you think of the Olympic Games when you think of a certain product, does that make you think it is a better product?

1. YES
2. NO
3. DON'T KNOW

41. (If yes) Why?

42. If a product was designated as an Official Olympic product or sponsor, would you want to buy it?

1. YES
2. NO
3. DON'T KNOW

To wrap up, I'd like to get some important information about you.

V. BASIC INFORMATION

43. How old are you?

1. 10 and under
2. 11-12
3. 13-14
4. 15 and over
9. REFUSAL

44. What grade are you in?

1. 6
2. 7
3. 8

45. What are your favorite things to do?

1. PARTICIPATE IN SPORTS
2. READ
3. BE WITH FRIENDS
4. DANCE
5. PLAY VIDEO GAMES
6. LISTEN TO MUSIC
7. WATCH TELEVISION
8. OTHER
9. REFUSAL

46. How much time would you estimate that you have for free time or playing each day?

1. 0-1 hours
2. 2-3 hours
3. 4-5 hours
9. REFUSAL

Thanks for your time and cooperation. The responses to these questions will be kept confidential.

VITA

Cynthia Dianne Newton was born in Statesboro, Georgia on December 13, 1956. She attended Marvin Pittman School in that city, from kindergarten through her graduation in June, 1973. The following September she entered Georgia Southern College, and in June, 1977 she received a Bachelor of Science degree in Speech with an emphasis in Public Relations. In the Summer of 1977 she accepted a position with the Sunbelt Agricultural Exposition, Inc., a major southeastern U.S. agricultural trade show where she served as promotion and publicity director for five and one-half years.

She entered the Graduate School of the University of Tennessee, Knoxville in March 1983. She received the Master of Science degree from the College of Communications with a major in Advertising and minor in sports and recreational marketing in August, 1985.