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Consumer Responses to Sponsorships in Podcasts

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**Table of Content**

<b>ACKNOWLEDGMENTS.....</b>	<b>I</b>
<b>SUMMARY.....</b>	<b>III</b>
<b>1. INTRODUCTION.....</b>	<b>1</b>
<b>2. LITERATURE REVIEW.....</b>	<b>5</b>
2.1 SPONSORSHIPS.....	5
2.2 SPONSOR RECALL.....	7
2.3 SPONSOR ATTITUDE.....	9
2.4 SINCERITY.....	11
<b>3. RESEARCH METHODOLOGY.....</b>	<b>13</b>
3.1 METHOD AND MANIPULATIONS.....	13
3.2 SAMPLING.....	14
3.3 MEASUREMENTS.....	15
3.4 STATISTICAL ANALYSIS.....	16
<b>4. RESULTS.....</b>	<b>17</b>
4.1 DESCRIPTIVE STATISTICS.....	17
4.2 ONE-WAY Z-TEST FOR SPONSOR RECALL.....	17
4.3 SIMPLE MULTIPLE REGRESSION FOR SPONSOR ATTITUDE.....	18
4.4 SIMPLE MULTIPLE REGRESSION FOR SINCERITY.....	19
4.5 SUMMARY OF RESULTS.....	20
<b>5. DISCUSSION.....</b>	<b>20</b>
<b>6. MANAGERIAL IMPLICATIONS.....</b>	<b>23</b>
<b>7. LIMITATIONS AND FUTURE RESEARCH.....</b>	<b>24</b>
<b>REFERENCES.....</b>	<b>26</b>
<b>APPENDICES.....</b>	<b>30</b>

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## Summary

Podcast is a phenomenon that has received rising interest the past decade. Marketers have already acknowledged the potential of utilizing podcast as a marketing communication tool, and the medium has especially been found appropriate for sponsorships. Despite the growing interest for using podcast as a marketing channel, little empirical research has been conducted on the topic. Marketers are still uncertain about consumer's reaction to sponsorships in podcasts, and what impact it can have on their brand.

This study aims to extent the limited current research on the topic by examining how consumer's respond when being exposed to podcast sponsorships. In particular, when being exposed to sponsors with distinctive market prominence, as well as variations in how the sponsorship is integrated into the podcast show. Drawing from theories on sponsor awareness, sponsor attitude, sincerity and fit perceptions, findings show that consumers exposed to a prominent sponsor develop more positive attitudes towards the sponsor and have a higher sponsor recall accuracy. When a sponsorship is highly integrated into the show content the sponsor also receives a higher recall rate, although not on a significant level. Furthermore, the study finds that perceived fit between the sponsor and podcast is a significant predictor of consumer's sincerity towards the sponsor. Also, consumers that are not frequent podcast listeners is interestingly also a predictor of sincerity.

This research provides a review of traditional sponsorship literature on sponsor recall, sponsor attitude, sincerity and fit, which has primarily been applied to sport and event settings in previous research. Eight research questions were developed to examine if existing sponsorship theories can also be applied in the context of podcast sponsoring. Implications for managers that already sponsor or consider investing in podcast sponsorships are presented, as well as suggestions for future research on the topic.

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## 1. Introduction

The 1930's marks an important milestone for the promotion of mass consumption through an audio medium as radio became national in scope in the United States. Lavin (1995) examined how Irna Phillips used her popular soap opera radio show, "Painted Dreams", to sell sponsored goods to her loyal audience of American housewives. Much of the success of Irna Phillips radio show relied on close ties between the characters and the sponsored products. The characters played an essential role in promoting mass consumption by referring to the sponsored products in the show dialogue. Many similarities concerning the promotion of mass consumption can be drawn between the soap opera shows and this decade's new and growing audio medium; podcasting. The medium was first perceived as a complementary to radio but has later moved more towards professionalization of production (Bonini, 2015). Podcast is defined as "a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically" (Oxford Dictionaries). In regard to promotion, sponsorships have been found to be most appropriate to use in podcasts as it generates better consumer responses than traditional advertising (Ritter and Cho, 2009). As the number of podcast listeners is growing rapidly (Edison Research, 2017), advertisers are showing interest in utilizing podcast as a valuable marketing tool. Seemingly, podcast is in a similar state as radio was in shaping the consumer culture in the 1930's. According to Haygood (2007), podcasting will possibly lead to a shift in consumer's media habits and how marketers communicate through the new medium. However, as little research on using podcasts as a marketing channel has been conducted, many companies lack evidence to support investing in this medium and are uncertain about the possible effects it can have on their brand.

The objective of this study is to contribute to the yet untouched research area of sponsorships in podcasts. Particularly consumer responses to sponsorships in podcasts has formerly received no empirical research. Generally, there is a gap in existing literature on the possible outcomes from sponsoring audio mediums. Previous research has mainly investigated sponsorships applied in sports and

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event settings. Being only exposed to sound and no visuals might lead to different sponsorship outcomes than when applied in a visual context such as a sport event. Due to lack of previous research on the topic, this study is concentrates on if findings from general sponsorship literature are also applicable to a podcast context. Existing literature find that consumer-focused sponsorships can, among other outcomes, contribute to improved sponsor awareness, sponsor attitude and higher perceived sincerity towards the sponsor (Grohs, Wagner and Vsetecka, 2004; Martensen, Grønholdt, Bendtsen and Jensen, 2007; Becker-Olsen and Simmons, 2002; Gwinner and Eaton, 1999; McDaniel, 1999; Speed and Thompson, 2000; Verity, 2002; Roy and Cornwell, 2003). The above-mentioned sponsorship outcomes are identified as relevant constructs to measure consumer responses towards sponsors of podcasts.

The cognitive outcome of a sponsorship is mainly focused around awareness in existing literature, in which sponsorships are particularly found to enhance brand recall (Cornwell, Weeks and Roy, 2005; Johar and Pham, 1999; Pham and Johar, 2001; Rifon et al., 2004; Speed and Thompson, 2000). A differentiator between podcasts and traditional media is consumer's convenience of being able to choose when and where to listen. This provides podcasting a strong element of consumer control (Haygood, 2007). Consumers of podcasts usually listen intuitively to the episode they download and will consequently also be likely to better notice a sponsorship message. The listeners ability to recall the sponsor of a podcast can therefore be a possible outcome when sponsoring a podcast.

Existing research find that responses to a sponsorship is affected by the attitude consumers hold towards the sponsor and is necessary for an effective sponsorship (Speed and Thompson, 2000; Olson, 2010). Brand attitude essentially evolve around the attributes and benefits that consumers associate with the brand (Keller, 1993) and has not formerly been examined in the context of podcast sponsorships. However, it is considered to be an important research area as brand attitudes can form the basis for consumer behaviors and overall evaluation of brands. In podcasts, there is a large variety of shows available that fit the different interests of listeners. The diversity creates opportunities for brands to more easily

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customize their sponsorships message to better reach their target audience. Brands can then possibly come across as more relevant and compelling to listeners, which will likely generate more favorable associations and consequently strengthen the attitude towards the sponsor. Furthermore, attitudes towards the sponsor can be enhanced when there is high perceived fit between a sponsor and object (Cornwell et al., 2005; Martensen et al., 2007; Rifon et al., 2004; Speed and Thompson, 2000; Becker-Olsen and Simmons, 2002). Will perceived sponsor-podcast fit be a significant predictor of sponsor attitude also?

Sincerity has been broadly investigated in existing literature and is identified as a key predictor of determining sponsorship effects (Olson, 2010; Speed and Thompson, 2000; d'Astous and Bitz, 1995; Rifon et al., 2004). The construct is highly relevant when examining sponsorships in podcasts due to the podcast hosts central role in presenting the sponsorship message. When consumers have the impression that the relationship between the sponsor and the sponsored object is genuine and is not solely motivated by commercial goals, it creates stronger sincerity perceptions (Olson, 2010; Rifon, Choi, Trimble and Li, 2004). Additionally, existing sponsorship literature find that fit between the sponsor and object is a significant predictor of sincerity (Olson, 2010; Rifon et al., 2004). If the abovementioned findings are also valid in the context of podcast sponsoring will be investigated in this study.

Moreover, the study also investigates how consumer responses are affected by two conditions; *integration of a sponsorship* and *prominence of the sponsor*. The first condition relates to how consumers respond to various ways of announcing a sponsorship in podcasts, which has not been formerly examined in podcast literature. Most commonly, sponsorships are acknowledged by the podcast host (Haygood, 2007), but with various levels of integrating it as a part of the show content. A host can announce a sponsor with little or no relation to the show content, and without giving his or her personal opinions about the sponsor. This type of announcement is referred to as a low integration. A sponsor can also be announced with a high integration, where the host refer to the sponsor as a natural part of the show content. Similar to the soap opera shows in the 30's, the host



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typically also give his or her personal opinion about the sponsor. Essentially, the podcast host has a central role in announcing sponsors. Understanding if and how consumers respond differently to the two integration levels can be valuable information for brands that already sponsor or consider sponsoring podcasts. Thus, integration effect is identified as an important focus of this study.

Sponsor prominence is the second main focus of this study. Previous research propose that sponsorships are more appropriate for brands that are prominent in the market (Herrmann, Corneille, Derbaix, Kacha and Walliser, 2014; Johar & Pham, 2000; Turley and Shannon, 2000; Wakefield, Becker-Olsen and Cornwell, 2007), but the matter has not been examined for podcasts. Given the podcast host's role in announcing sponsorships, can less prominent brands obtain positive sponsorship effects if the sponsor-podcast relationship is well communicated and explained to the listeners? Furthermore, podcast shows are commonly narrowed down to specific topics or themes such as politics, true crime or health. Hence, various podcast shows typically attracts a certain group of listeners with similar demographics and interests, and brands will likely select a podcast that is allied with what their brand represents (Haygood, 2007). Podcasts can therefore possibly be a good marketing channel for less prominent brands if they sponsor podcasts that have listeners in their target segment.

This study aims to provide better insights so that brands are better equipped to achieve their desired objectives from sponsorships in podcasts. Brands that consider using podcast as a marketing communication tool can possibly leverage from the findings in this study and gain a better understanding of their potential. Furthermore, measuring consumer responses towards sponsors under the two conditions, integration effect and sponsor prominence, can possibly deliver valuable insights on how brands can obtain higher recall, improved attitude and enhanced sincerity perceptions through podcast sponsorships.

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## 2. Literature Review

### *2.1 Sponsorships*

Brands generally use sponsorships to communicate their values through obvious reminders, as well as suggesting deliberate inferences that consumers might draw about sponsor brands (Olson, 2010). Sponsorships taps into another area of consumers consciousness than traditional advertising and often tend to indirectly influence consumers perception of the brand and appear as being less commercially oriented (Crimmins & Horn, 1996; Bennett, 1999). Sponsorship is therefore perceived as a valuable marketing communication tool (Bennett, 1999). While traditional advertising can change consumer's perception of a specific product, sponsorships more often tend to change consumer's perception the brand. A successful sponsorship can therefore enhance consumers perception of the company, while an unsuccessful sponsorship might not have an effect at all or in worst case backfire and have a negative effect on the company (McDonald, 1991). Brands commonly invest in sponsorships to increase brand awareness, establish a competitive presence in the market, facilitate a positive brand image, and target consumers through their lifestyles and interests (Gwinner and Bennett, 2008; Cornwell et al., 2005; Verity, 2002).

Sponsorships have mainly been directed towards sporting events, leagues, teams, players or other events (Olson, 2010). Limited research has been conducted on sponsorships in audio formats and similar mediums such as podcast. This is a large gap in sponsorship literature that this study intends to fill. There are several differences between traditional sponsorships and sponsorships in podcast. A key difference is the lack of visuals in podcast sponsorships. Sponsorships in traditional sport and event settings commonly include visuals in terms of exposure to logo, slogans or other brand features. This provides opportunities for sponsors to indirectly affect consumer responses as consumers are subconsciously exposed to these visuals throughout the event. In sport sponsorships consumers are also likely to be exposed to the sponsor more often when the sponsor is visual on for example team jerseys or on the field, compared to a podcast sponsorship. Such exposure might lead to different consumer responses towards the sponsorship.

Olson (2010) published the first empirical study comparing a sponsorship model across both a sport and non-sport context. Findings suggest that sponsorships work almost equally well in both contexts when there is high fit and explained variance. He also discovered that pre-attitudes of both the sponsor and object have a positive effect on sponsorship attitude. In addition, Olson (2010) found that fit is a significant predictor of sincerity. Fit between a sponsor and the sponsored object is one of the most used theoretical concepts in published studies on sponsorship (Cornwell et al., 2005). Stronger sponsorship responses are generated when consumers experience a high sponsor-object fit, which can affect the effectiveness of a sponsorship (Speed and Thompson, 2000; Crimmins and Horn, 1996). Speed and Thompson (2000) suggest that increasing the fit between a sponsor and object can increase the response to a sponsorship obtained from consumers attitude towards the sponsor.

Sponsorships in sport contexts have certain features that can be related to podcast sponsorships. Both contexts enable the sponsor to reach an audience of already involved consumers, either as a supporter of a team or a fan of a particular podcast. In the same way that supporters actively pursue their teams, consumers actively pursue certain podcasts, and thus are possibly more engaged with the sponsor of the podcast. Furthermore, Olson and Thjømmøe (2009) find that logo placement on team player's shirts provides significant advantages compared to TV advertising, which can come across as less personal to the consumers. Similar to a high integration effect in podcasts where the host personally recommends a sponsor, team players can personally represent the sponsor by wearing the logo on their equipment. What principally separates sponsorships in podcast from traditional sponsorships is the nature of communicating the sponsorship. Although consumers are not exposed to the sponsor's logo or other visual features, sponsorships in podcast are commonly better explained and communicated to the consumer. Considering both the similarities and differences between traditional sponsoring and podcast sponsoring, consumer's response to sponsorships in podcasts is important to investigate as there is evidently lack of research on this area.

## ***2.2 Sponsor Recall***

Improving brand awareness is one of the key reasons for companies to invest in sponsorship programs (Grohs et al., 2004; Gross, 2014, p. 44; Quester and Thompson, 2001; Gwinner, Larson and Swanson, 2009; Meenaghan, 1991). Keller (1993) defines brand awareness as one of the two components of brand knowledge. Brand awareness is the strength of the associations linked to a particular brand, in which recall and recognition are common measures to estimate the likelihood and ease of that a brand comes to mind. Brand recall is known as consumers ability to name or identify a brand when previously being exposed to the brand or a certain product category (Gross, 2014, p. 43). Nicholls, Roslow and Dubliss (1999) finds that there is a high correlation between brand recall and brand preference, and several studies agree that sponsorships can enhance recall of the sponsor (Speed and Thompson, 2000; Johar and Pham, 1999). There are two subcategories within recall; unaided and aided. Unaided recall demands both retrieval and discrimination of information, while aided recall primarily depends on the availability of information in memory and recognition (Lardinoit and Derbaix, 2001; Park and Hastak, 1994). Sponsor recall has received much attention in existing literature on sponsorship but has mainly been applied to sport contexts (Bennett, 1999; Nicholls et al., 1999).

According to Keller (1993), brand awareness has an effect on consumers decision making due to different strengths of brand associations. Brand knowledge consist of brand nodes in the memory in which a variety of these associations are linked and will make it easier for consumers to correctly identify a sponsor (Keller, 1993). A high integration of a sponsorship message is likely to create a more personal feeling than a lower integrated message in podcasts. In a high integration the podcast host typically present the sponsor in his or her own words based on personal stories and experiences related to the sponsor. This provides an opportunity to create favorable and strong brand associations in the memory of the consumer. Hence, if a high integrated communication of the sponsor of a podcast can develop stronger brand associations, consumers recall abilities will possibly be strengthen under this condition.

***RQ1: Will higher integration of sponsorships in podcasts generate higher sponsor recall accuracy?***

Sponsor prominence has been identified as one of the key influences of sponsor recall (Wakefield, Becker-Olsen and Cornwell, 2007). Turley and Shannon (2000) finds that category leaders receive a higher sponsor recall rate. Generally, well-known and prominent brands are most often main sponsors in sports, cultural events and other causes because they often have the resources and funds available to invest in sponsorship programs (Herrmann et al., 2014). Also, prominent brands tend to be recognized more easily by consumers due to their strong position in the marketplace. Johar & Pham (2000) used open-ended sure recall to examine how market prominence operate in constructive sponsor identification. The researchers find that consumers have a significantly higher identification accuracy for prominent sponsors. Applied to a podcast setting, it is possible that a prominent sponsor of a podcast will likely receive higher recall rates. However, there are considerable distinctions between sponsorships in traditional sport and event settings and podcasts. As previously mentioned, sponsorships in sports and other events are predominantly visual, and thereby differ from sponsorships in podcasts in its communication form. When consumers view the name, logo or other characteristics of the sponsor it will probably affect consumers recall abilities differently than when only being exposed to the sponsor verbally.

Furthermore, the podcast host's role in announcing the sponsorship provides the occasion of better explaining the sponsor-podcast relationship to listeners. Cornwell et al. (2006) suggest that sponsors of less prominence, or with unrelated products or services, should be articulated or explained for the audience to achieve improved sponsor recall. If the host of a podcast properly communicate the sponsor-podcast relationship for a less prominent brand it may better support memory for the pairing and lead to improved recall. Although most existing research agree that prominent sponsors acquire higher recall rates, it is relevant to explore if these findings will also apply in a podcast setting which distinct from traditional sponsorships.

***RQ2: Will exposure to a prominent sponsor of a podcast generate higher sponsor recall accuracy?***

***2.3 Sponsor Attitude***

A fundamental factor for an effective sponsorship is to develop favorable attitudes towards the sponsor (Speed and Thompson, 2000; Olson, 2010; Gwinner and Swanson, 2003). The attitudes consumers hold towards a sponsor represents their overall brand evaluation (Keller, 2003). Speed and Thompson (2000), suggest that consumer's responses to sponsorships are affected by attitudes towards the sponsor, and is a key factor of generating favorable responses from a sponsorship. Previous research establish that sponsorships are effective to achieve higher brand attitude, but if this also apply for sponsorships in podcasts will be examined in this study.

One of the advantages with podcast sponsorships compared to traditional sponsorships is that the sponsors attributes and benefits associated with the brand can be communicated with more intimacy. Murtha (2016<sup>1</sup>) argue that such intimacy can further lead to trust towards the host. When the host announce a sponsor of a podcast with a high integration it can possibly develop more positive consumer attitudes towards the sponsor if they trust the opinions of the host. Furthermore, the large variety of podcast shows available also creates an opportunity to customize the sponsorship message in order to fit the target audience. This might generate more favorable associations towards the sponsor and create stronger attitudes because the content is more relevant and compelling to the listeners. Moreover, high integration of sponsorships in podcasts is more likely to create synergy between the sponsor and the podcast show by incorporating the commercial message in the program content (Haygood, 2007). A highly integrated sponsorship message in a podcast can therefore possibly be perceived as less commercially oriented and can thus develop more positive consumer attitudes towards the sponsor.

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<sup>1</sup> [https://www.cjr.org/the\\_feature/wnyc\\_public\\_radio\\_podcast.php](https://www.cjr.org/the_feature/wnyc_public_radio_podcast.php)

***RQ3: Will higher integration of sponsorships in podcasts improve consumer's sponsor attitude?***

Biscaia, Correia, Rosado, Ross and Maroco (2013) used two different sponsors to assess how respondents' attitudes towards the sponsors would differ in their study on sport sponsorship. The sponsors represented different product categories and were relatively prominent brands with high market shares. However, examination if sponsor prominence can be a predictor of sponsor attitude is a gap in existing literature that has received limited attention. Previous research suggests that consumer knowledge about the product category, the sponsor or the event that is being sponsored, influence the development of consumers responses to sponsorships by impacting the information processing (Cornwell et al., 2005). The assumption is that this will also apply in a podcast setting, meaning that if the consumer has knowledge about the sponsor beforehand, he or she will process the information better than a consumer who has no prior knowledge about the sponsor. Consequently, this will likely lead to a stronger brand attitude and it can be assumed that a sponsorship in podcasts will be more effective if the sponsor is a prominent brand.

***RQ4: Will exposure to a prominent sponsor of a podcast enhance consumer's sponsor attitude?***

Previous literature commonly agrees that higher fit between sponsor and object equals more positive attitudes towards the sponsor (Cornwell et al., 2005; Martensen et al., 2007; Rifon et al., 2004; Speed and Thompson, 2000; Becker-Olsen and Simmons, 2002). Fit is prerequisite in a sponsorship to achieve a value transfer from the object to the brand, and to transfer positive emotions and attitudes (Martensen et al., 2007). Low perceived fit can contribute to reduced favorability of attitudes towards the sponsorship (Becker-Olsen and Simmons, 2002). Applied in the context of sponsorships in podcasts it is of interest to investigate if fit is a predictor of sponsor attitude in line with findings from previous research.

***RQ5: Does perceived fit between the sponsor and podcast predict consumer's sponsor attitude?***

#### ***2.4 Sincerity***

Sincerity has been identified as a key predictor in determining sponsorship effects, as superior benefits from a sponsorship can be gained when consumers perceive a sponsor to be sincere (Olson, 2010; Speed and Thompson, 2000; d'Astous and Bitz, 1995; Rifon et al., 2004; Stipp and Schiavone, 1996; Rifon et al., 2004; Alexandris, Tsaousi and James, 2007). Sincerity in a sponsorship context is referred to as when consumers perceive the relationship between the sponsor and the sponsored object as real or genuine. High perceived sincerity is found to have a positive effect on awareness and attitude towards the sponsor and the sponsorship (Olson, 2010; Rifon, Choi, Trimble and Li, 2004). Furthermore, Speed and Thompson (2000) find that when a sponsor is perceived as sincere, consumers are likely to show higher interest and favorability toward the sponsor, as well as being willing to consider the sponsor's product or service.

Greater responses to a sponsorship particularly occur when consumers perceive the sponsor to be engaged in the sponsorship, in addition to having sincere motives for supporting the object. Sponsors who are perceived to be motivated by philanthropy rather than commercial goals will appear sincerer and achieve superior responses to their sponsorships (Olson, 2010; Speed and Thompson, 2000; Armstrong, 1987; d'Astous and Bitz, 1995). If the motivation for a sponsorship come across as less altruistic or more profit-oriented, the sponsor will likely be perceived as less sincere (Rifon et al., 2004). Applied in a podcast setting, distinctive integration levels of sponsorships in podcasts might lead to different sincerity perceptions. A low integration could potentially come across as being more driven by commercial goals, as the communication of the sponsorship can come across as less philanthropic. In contrast, a more personal and high integrated sponsorship could potentially give the impression of a sincerer relationship between the sponsor and the podcast. Therefore, the host's personal



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opinion about the sponsor can be a credible source of information for listeners, and thus contribute to enhance sincerity.

***RQ6: Will higher integration of sponsorships in podcasts enhance consumer's sincerity perceptions of the sponsor?***

Sincerity perceptions of prominent sponsors versus less prominent sponsors have generally received little attention in existing sponsorship literature. However, prior attitudes and prior experiences with a sponsor are found to affect consumers sincerity perceptions (Olson, 2010; Cornwell et al., 2005). Olson (2010) examine several predictors of sponsorship effects and finds that pre-attitudes towards a sponsored object significantly affect consumers perception of sincerity. If consumers already have an existing bond with the sponsored object, they are more likely to believe that the sponsor's motives for supporting the object are sincere (Kim, Ko and James, 2011). The strength of this relationship also influences sponsorship responses, and it is anticipated that if a consumer has a strong psychological connection with the sponsor beforehand, he or she will positively judge the sponsor's motives for entering the sponsorship (Meenaghan, 2001). Based on existing theories, it is established that consumers sincerity perceptions are often influenced by their prior knowledge or experiences with a sponsor. Accordingly, it is of interest to examine if prominent and non-prominent sponsors predict consumers sincerity perceptions differently in podcasts.

***RQ7: Will exposure to a prominent sponsor of a podcast enhance consumer's sincerity perceptions of the sponsor?***

Furthermore, fit is found to be a significant predictor of sincerity, in which higher level of fit can lead to higher levels of sincerity towards the sponsor (Olson, 2010; Rifon et al., 2004). Fit is especially important to generate consumer perceptions of altruistic sponsorship motives, which can lead to higher credibility. A sponsorship can appear as being less sincere to consumers if the fit between the object and sponsor is not "natural", nor can be explained to the target audience (Cornwell et al., 2005; Simmons and Becker-Olsen, 2006; Olson, 2010). However, the host's

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communication role in podcasts can make the medium suitable to explain and validate the sponsor-podcast fit to the audience, although it might not be “natural”. If perceived fit is an important predictor of sincerity will be examined in this study.

***RQ8: Does perceived fit between the sponsor and podcast predict consumers sincerity perceptions of the sponsor?***

### 3. Research Methodology

#### 3.1 Method and Manipulations

A quantitative 2x2 between-subjects factorial design is chosen for this study. The design refers to how participants are allocated to different conditions of independent variables in the experiment. As illustrated in table 1, the following two independent variables; *integration effect* and *sponsor prominence* are manipulated, where each condition consist of two levels.

	Sponsor prominence		
	<i>Prominent</i>	<i>Non-prominent</i>	
Integration effect	<i>High</i>	High, prominent	High, non-prominent
	<i>Low</i>	Low, prominent	Low, non-prominent

Table 1: 2x2 between-subjects factorial design

To test the eight research questions, a survey experiment is chosen because it allows to systematically differentiate one or more elements in the survey to assess the variation effect on measured outcomes (Marsden and Wright, 2010). One of Norway’s most popular podcast shows, Tusvik & Tønne, is chosen as the object. The podcast show has 180 000 weekly downloads and is based on two Norwegian comedians who speaks freely about their own lives, as well as current news and events<sup>2</sup>. The manipulations are based on short clips recorded by Tusvik & Tønne following the authors instructs. “Finn” and “Kjøp og Selg” (translated as “Buy & Sell”) are chosen as the manipulated sponsor brands. Finn is a well-known Norwegian brand that operates as a marketplace offering a variety of services. The

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<sup>2</sup> <https://min.e24.no/komikerduo-gj-r-gode-penger-pa-podcast/a/0EALog>

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brand has an enormous customer base representing a various range of demographics such as gender, age or interests. In recent years, Finn has been ranked as the brand with the highest customer satisfaction and loyalty in Norway<sup>3</sup>. The fictive brand, “Kjøp & Selg” is made up by the authors as the non-prominent brand and is described to be an online marketplace similar to Finn.

Haygood (2007) find that the average length of podcast advertisements is 16,3 seconds. However, in Tusvik & Tønne’s podcast the length is normally longer. Therefore, each manipulated clip begins with a 20-30 seconds long sponsorship message that varies between the four groups. The high integration clips are naturally a few seconds longer than the clips with low integration. Transcripts of the four clips can be found in Appendix 1. The rest of the clips consist of regular show content, same for all groups. The respondents are randomly assigned to one of the four manipulated clips using the randomization feature in the survey software Qualtrics. It is explained to the respondents that they will listen to a five to six minutes long podcast clip and answer questions related to the clip afterwards. No indications are made about the authors interest in their responses to the sponsorship message, and the same questions are asked to all respondents regardless of which group they have been assigned to. Because the chosen podcast for this study is Norwegian, the survey questions are also formulated in Norwegian.

### ***3.2 Sampling***

A study conducted by Edison Research (2017) shows that the majority of podcast listeners are in the age group between 18 to 54. Respondents in this age group are therefore found to be appropriate representatives of podcast listeners. The sponsors or the podcast show chosen for the survey are not specifically targeted towards a certain gender or interests. A total of 146 respondents were collected through self-selection sampling where respondents were asked to take part in the survey through appropriate media such as Facebook and direct mailing. An

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<sup>3</sup> <https://www.bi.no/forskning/norsk-kundebarmeter/resultater-2017/>

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incentive of being able to win a gift card was given to encourage respondents to participate in the survey.

### ***3.3 Measurements***

A pretest of the survey was conducted to verify that the questions were easily understood and measured what they were supposed to. The results from the pretest confirmed that the respondents understood the integration of the sponsorship message. It was also critical to conduct a pretest to make sure that both the clips and the randomization of the clips worked properly. Some final adjustments regarding the formulation of a few survey questions have been made based on feedback from the pretest.

The first part of the survey consisted of questions related to podcast habits and respondents previous experience with the podcast Tusvik & Tønne. The respondents were asked how often they listen to podcasts on a monthly basis. Furthermore, respondents were asked if they have previously listened to the podcast Tusvik & Tønne, and if yes, do they consider themselves a regular listener of this podcast. It was interesting to uncover if respondents have experience with the podcast show beforehand, and if this would affect their further responses. It was also of interest to investigate if frequent podcast listeners would react differently when being exposed to a podcast sponsorship since they are probably more used to this type of exposure. A control question about the podcast content was asked to make sure the respondents had payed attention while listening to the clip. These questions were also a distraction task for the respondents before moving on to questions regarding the sponsor. The final part of the survey entails demographic questions. The complete survey can be found in Appendix 2.

The survey is primarily developed to measure the three dependent variables; sponsor recall, sponsor attitude and sincerity, as well as the impact of perceived fit. All construct measures are developed from existing empirical literature with a few adjustments to better fit this study and the Norwegian vocabulary. All measurement items besides recall were measured on a 7-point Likert scale.

The reliability of the constructs, besides the open-ended recall task, were measured using Cronbach's Alpha. As illustrated in Table 2, all constructs besides fit are less than 0.7. However, according to Hinton, Brownlow and McMurray (2004) values between 0.5 and 0.7 provides moderate reliability and are acceptable.

<b>Measurement Items</b>			
<b>Source</b>	<b>Construct</b>	<b>Question</b>	<b>Reliability: Cronbach's Alpha</b>
Johar & Pham, 1999	Open-ended recall	<i>Please type in the name of the sponsor of the podcast clip you just listened to.</i>	
Speed & Thompson, 2000	Fit	<i>It is logical to me that Finn/Kjøp &amp; Selg is the sponsor of this podcast.</i>	0.705
Speed & Thompson, 2000	Attitude	<i>Please choose the level on the scale that best represent your attitude towards Finn/Kjøp &amp; Selg:</i>	
		<i>Bad - Good</i>	0.628
		<i>Dislike - Like</i>	0.629
		<i>Negative - Positive</i>	0.607
Speed & Thompson, 2000	Sincerity	<i>The main reason the sponsor would be involved with the podcast is because the sponsor believes the podcast deserves support.</i>	0.687
		<i>This sponsor would be likely to have the best interests of the podcast at heart.</i>	0.660
		<i>This sponsor would probably support the event even if it had a much lower profile.</i>	0.698

Table 2: Measurement items

### 3.4 Statistical Analysis

A one-way Z-test for proportion was conducted to test recall measures for RQ1 and RQ2. A standard multiple regression analysis was conducted to test the remaining research questions RQ3 to RQ8. Four extreme outliers were removed from the data set as multiple regression is quite sensitive to outliers. After

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removing the outliers, a total number of 142 respondents were left. The distribution of respondents to the four different groups is presented in Table 3.

	Prominent sponsor	Non-prominent sponsor
<b>High integration</b>	31	40
<b>Low integration</b>	39	32

*Table 3: Manipulation labels and number of respondents*

## 4. Results

### *4.1 Descriptive Statistics*

The descriptive statistics shows that a majority of the respondents are females (77 %) in the age group between 20 to 29 (79 %). The respondents are generally highly educated, where the majority have four to five years of education after high school (55 %). The statistics shows that a majority of the respondents are frequent podcast listeners. 41 % listen to podcasts between one to six times each month. 30 % of the respondents do not listen to podcasts, while 29 % listen to podcasts seven times or more on a monthly basis. Respondents that have listened to podcasts before have a 68 % recall rate, compared to a 47 % recall rate for those who have not. There is almost an equal distribution of respondents that have listened to the podcast show Tusvik & Tønne previously (52 %) and respondents that have not (48 %). Respondents that have listened to the show before have a 73 % recall rate, while those who have not have a recall rate of 49 %. Based on the results from the descriptive statistics it is of interest to examine if the responses of frequent podcast listeners versus those who do not listen to podcasts will impact the results. Also, if consumers that have listened to the podcast show previously will have a different impact than those who have not.

### *4.2 One-way Z-test for Sponsor Recall*

RQ1 is based on the belief that respondents exposed to a high integrated sponsorship in podcasts will have a higher sponsor recall accuracy than when exposed to a lower integrated sponsorship. The result presented in Table 4

illustrates that there is no significant difference between the two groups. However, there is a higher recall rate for the high integration group (65 %) compared to the group exposed to a low integration (55 %). Still, there is not enough statistical evidence to support this.

<b>One-way Z-test for proportion</b>						
<b>Integration effect</b>	<b>High</b>	<b>Low</b>	<b>Difference</b>	<b>z-value</b>	<b>p-value</b>	<b>One-tailed Sig.</b>
Open-ended recall	65 %	55 %	10 %	1.206	0.1139	No

*Table 4: Recall integration effect*

RQ2 concentrates on the assumption that consumers exposed to a prominent sponsor of a podcast will have higher recall than those exposed to a non-prominent sponsor. The results from the one-tailed Z-test for proportion presented in Table 5 shows a 79 % recall rate for the respondents exposed to the prominent sponsor, compared to a 42 % recall rate for respondents exposed to the non-prominent sponsor. Hence, there is enough evidence to claim that the population proportion exposed to the prominent sponsor has a higher recall accuracy at a .05 significance level.

<b>One-way Z-test for proportion</b>						
<b>Sponsor prominence</b>	<b>Prominent</b>	<b>Non-prominent</b>	<b>Difference</b>	<b>z-value</b>	<b>p-value</b>	<b>One-tailed Sig.</b>
Open-ended recall	79 %	42 %	37 %	4.174	0.000	Yes

*Table 5: Recall sponsor prominence*

### ***4.3 Simple Multiple Regression for Sponsor Attitude***

Research questions 3, 4 and 5 are addressed in a multiple regression analysis using attitude as the dependent variable, and integration effect and sponsor prominence as dummy predictor variables. Perceived fit between the sponsor and podcast, as well as sincerity are also included in the model as independent variables. In addition, variables on respondent's frequency of listening to podcasts and if they have listened to the show "Tusvik & Tønne" previously are included.

The model is significant ( $p = .000$ ) with explained variance of .587 and adjusted explained variance of .569. The results presented in Table 6 shows that sponsor

prominence ( $p = .000$ ) is a significant predictor of attitude, making the strongest unique contribution to explain attitude when the variance explained by all other variables in the model is controlled for. RQ4 is therefore supported. Furthermore, the results show that integration effect is not making a significant unique contribution as a predictor of sincerity. Perceived fit between the sponsor and podcast is neither a significant predictor of attitude towards the sponsor. Hence, RQ3 and RQ5 are not supported at a .05 significance level.

**Table 6: Linear Regression for Sponsor Attitude**

	$\beta$	<i>T-value</i>	<i>P-value</i>
<i>Constant</i>		9.125	0.000
<i>Perceived fit</i>	0.084	1.401	0.164
<i>Sincerity</i>	0.106	1.777	0.078
<i>Integration effect</i>	0.058	1.031	0.304
<i>Sponsor prominence</i>	0.768	12.710	0.000
<i>Listen to podcasts regularly</i>	0.075	1.235	0.219
<i>Have listened to «Tusvik &amp; Tønne» before</i>	0.046	0.773	0.441

#### **4.4 Simple Multiple Regression for Sincerity**

Research questions 6, 7 and 8 are addressed in a multiple regression analysis using sincerity as the dependent variable, and integration effect and sponsor prominence as dummy predictor variables. Perceived fit between the sponsor and podcast is also included in the model, as well as respondent's frequency of listening to podcasts and if they have listened to "Tusvik & Tønne" previously.

The model for sincerity is significant ( $p = .001$ ) with a rather low explained variance of .137 and adjusted explained variance of .105. Table 7 present the regression results for sincerity and shows that fit ( $p = .000$ ) and listeners that do not regularly listen to podcasts ( $p = .017$ ) are significant predictors of sincerity. Fit makes the strongest unique contribution to explain sincerity. Hence, RQ8 is supported. However, integration effect and sponsor prominence are not making a significant unique contribution as predictors of sincerity. Interestingly, the results show that both high integration effect and prominent sponsors actually leads to



lower sincerity perceptions. This is contrary to what was projected, and RQ6 and RQ7 are therefore not supported at a 0.05 significance level.

**Table 7: Linear Regression for Sincerity Towards Sponsor**

	$\beta$	<i>T-value</i>	<i>P-value</i>
<i>Constant</i>		7.671	0.000
<i>Perceived fit</i>	0.328	4.034	0.000
<i>Integration effect</i>	-0.049	-0.600	0.549
<i>Sponsor prominence</i>	-0.057	-0.705	0.482
<i>Listen to podcasts regularly</i>	-0.208	-2.421	0.017
<i>Have listened to «Tusvik &amp; Tønne» before</i>	0.089	1.045	0.298

#### 4.5 Summary of Results

<b>Research Question</b>	<b>Description</b>	<b>Dependent variable</b>	<b>Result</b>
<b>RQ1</b>	<i>Will higher integration of sponsorships in podcasts generate higher sponsor recall accuracy?</i>	Recall	<b>No support</b>
<b>RQ2</b>	<i>Will exposure to a prominent sponsor of a podcast generate higher sponsor recall accuracy?</i>	Recall	<b>Supported</b>
<b>RQ3</b>	<i>Will higher integration of sponsorships in podcasts improve consumer's sponsor attitude?</i>	Attitude	<b>No support</b>
<b>RQ4</b>	<i>Will exposure to a prominent sponsor of a podcast enhance consumer's sponsor attitude?</i>	Attitude	<b>Supported</b>
<b>RQ5</b>	<i>Does perceived fit between the sponsor and podcast predict consumer's sponsor attitude?</i>	Attitude	<b>No support</b>
<b>RQ6</b>	<i>Will higher integration of sponsorships in podcasts enhance consumer's sincerity perceptions of the sponsor?</i>	Sincerity	<b>No support</b>
<b>RQ7</b>	<i>Will exposure to a prominent sponsor of a podcast enhance consumer's sincerity perceptions of the sponsor?</i>	Sincerity	<b>No support</b>
<b>RQ8</b>	<i>Does perceived fit between the sponsor and podcast predict consumer's sincerity perceptions of the sponsor?</i>	Sincerity	<b>Supported</b>

*Table 8: Summary of Results*

## 5. Discussion

This study has examined how consumers respond to sponsorships in podcasts by applying existing sponsorship literature to a podcast setting. Limited prior

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research has addressed the area of sponsorships in podcasts. More specifically, this study has investigated how integration effect and sponsor prominence affects sponsor recall, sponsors attitude and perceived sincerity towards the sponsor, and if fit is a significant predictor of the two latter constructs.

The first area examined in this study is related to consumers ability to recall the sponsor of a podcast. Findings show that recall accuracy is higher for a prominent sponsor than for a non-prominent sponsor, which provides significant support for RQ2. This means that brands with a stronger position in the marketplace are easier for consumers to recall in a podcast context. The results are supported by previous research on recall where sponsor prominence has been identified as a key predictor to influence sponsor recall (Wakefield, Becker-Olsen and Cornwell, 2007). Moreover, findings indicate that although there is a higher recall rate for a sponsorship with high integration, there is not a significant difference in consumers ability to recall when being exposed to a high integration versus a low integration. Still, a high integration can be considered as being more efficient in enhancing recall and thus brand awareness when solely looking at the difference in recall rate. Furthermore, consumers that frequently listen to podcasts, as well as consumers that have previously listened to the podcast show has a higher recall rate, which are not very unforeseen findings.

The second issue of this study is related to consumers attitude towards the sponsor. Findings suggest that consumers who are exposed to a prominent sponsor develop a more positive sponsor attitude, supported by previous research suggesting that prior knowledge about a sponsor impacts the effect of sponsor attitude (Speed and Thompson, 2000) Consumers exposed to a prominent sponsor probably have knowledge and associations about the sponsor beforehand. They will therefore likely process the information more easily than those exposed to a non-prominent sponsor. This implies that prominent brands can successfully gain positive brand attitudes through sponsorships in podcasts.

Moreover, there is no support suggesting that a high integration effect of a sponsorship is a significant predictor of sponsor attitude. One can speculate that a

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reasoning behind this can be due to lack of perceived sincerity, which is a found to be a significant predictor of attitude (Olson, 2010). Murtha (2016) states that intimacy between the host and listeners leads to trust. If intimacy is not successfully developed between the host who present the sponsorship and the listener, neither is trust. This implies that if there is lack of perceived intimacy and trust between the listener and the podcast host, a highly integrated sponsorship message will not be as beneficial. If the attributes and benefits of the sponsor is not successfully communicated when the sponsorship message is incorporated into the program content, consumers possibly do not develop more positive attitudes towards the sponsor. Fit is neither found to be a predictor of sponsor attitude and can possibly be related to consumers experience of an unsuccessful communication of the sponsor-podcast relationship.

The third aspect examined in this study is the perceived sincerity consumers have towards a sponsor of a podcast. Findings show that perceived fit between the sponsor and the podcast is a strong predictor of sincerity. Meaning that when consumers of podcasts experience this fit to be high, their sincerity towards the sponsor is enhanced. This finding is supported by previous literature, where fit is found to be a significant predictor of sincerity (Olson, 2010; Rifon et al., 2004). Existing literature finds that sponsorships can appear sincerer if the fit between the object and sponsor is explained to the audience (Cornwell et al., 2005; Simmons and Becker-Olsen, 2006; Olson, 2010). The essential role that podcast host's hold in communication sponsorships allows the host to better explain the fit between the sponsor and podcast. Although podcast listeners originally would not perceive the fit to be "natural", sincerity can be enhanced if the fit is properly rationalized by the podcast host. If the sponsor-podcast relationship does not have a natural fit, a high integration effect of the sponsorship message can potentially be an appropriate method as it allows the host to better justify the fit to the listeners. If the sponsor-podcast fit is "natural" or obvious, a low integration might be efficient enough to affect listeners fit perceptions, which can further enhance their sincerity towards the sponsor. However, these speculations are not supported by significant evidence, but should be further examined by future researchers.

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Neither sponsor prominence or integration effect are significant predictors of sincerity. Contrary to previous research and what was expected, a prominent sponsor receives lower sincerity perceptions than a non-prominent sponsor. An explanation for this can be that listeners suppose that a prominent and well-established brand has the necessary resources to sponsor a podcast, and thus perceive the sponsor as being less altruistic and more profit driven than a non-prominent sponsor. Also, a high integration effect also receives lower sincerity perceptions than a low integration. A reasoning behind this can be that for a high integrated sponsorship message it might be difficult for the listener to distinct between what is the sponsorship message and what is the actual show content. Consequently, listeners might not even be aware that they are exposed to a sponsorship message, and hence do not form concrete sincerity perceptions.

Furthermore, consumers that do not listen to podcasts regularly are significant predictors of sincerity. This is interesting, because it means that consumers that are not used to being exposed to sponsorships in podcast shows higher credibility and sincerity towards the sponsor. A reason for this can be that podcast sponsoring might generally come across as less commercial oriented than traditional sponsorships, and consumer's that are new to the medium therefore perceive the sponsor of having sincere motives. As regular podcast listeners are more exposed to this type of sponsorship, they have potentially become more prone to identify commercial intentions behind podcast sponsorships. However, since there is low explained variance for the analysis of this construct, the results can likely not be generalized.

## **6. Managerial Implications**

Based on the aforementioned findings in this study, implications for managers involved in sponsorship decisions are presented. The findings have important relevance for managers because it provides insights and a deeper understanding of consumer's responses to podcast sponsorships. First, sponsorships in podcasts are found to be most beneficial for prominent brands, as they achieve better consumer responses and sponsorship effects in regard to higher sponsor recall and more positive attitudes towards the sponsor. Consumers normally have prior knowledge

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and experiences with prominent brands, which appears to be an advantage when sponsoring podcasts. For less prominent brands it is not recommended to invest in podcast sponsorships with a primary goal to increase brand recall, attitude or sincerity towards the brand. However, because sponsorships in podcasts allows brands to target specific consumer groups, one cannot exclude less prominent brands from receiving sponsorship effects from other factors that are not investigated in this study.

Integration effect does not have a significant impact on the measured consumer's responses in this study. However, consumer's exposed to a high integrated sponsorship have a higher recall rate, and therefore managers are recommended to consider a higher integration to strengthen their brand awareness. Managers are thus advised to also focus on the integration effect when sponsoring a podcast. Furthermore, if the sponsor-podcast fit is efficiently and well explained to consumers by the podcast host, brands that sponsor podcasts can achieve higher sincerity perceptions. Managers are therefore recommended to acquire sponsorship agreements with podcast shows that has an appropriate fit with their brand values or product and services. This enables brands to also more easily reach their desired target audience, and possibly come across as more credible and relevant.

## **7. Limitations and Future Research**

Although this study contributes to the podcast literature with insight in consumer's responses to sponsorships in podcasts, a number of limitations must be acknowledged. The first limitation of this study is that the respondents only listened to a short podcast clip, whereas a podcast episode normally last longer. Due to the time consumption it would take, as well as limited resources available, it was found too comprehensive to expose the participants to an entire podcast episode in this study. However, having the respondents listening to a complete podcast episode would give the research a closer real-life mimic, and is recommended for future research on the topic.

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A second limitation of the study is that the respondents varies between consumers that are already familiar with the podcast show, and consumers that are not. Normally, the majority of listeners of a podcast are dedicated and frequent listeners and are more likely to value the opinions of the hosts. This research did not consider respondents pre-attitudes towards the podcast when considering consumer responses towards the sponsor. Therefore, the integration effects of podcast sponsorship are recommended to be investigated further by examining the responses of primarily frequent listeners of a podcast show.

Furthermore, only two different sponsors were manipulated in this study. This limits the study because only one product category is represented to the respondents. Comparing several sponsors representing several categories, as well as difference in market prominence could provide a broader understanding of the effects of sponsorships in podcasts. This will possibly result in different results regarding the effects less prominent brands will receive from podcast sponsoring. Furthermore, this study is also limited to including only one podcast show. Including several podcasts shows representing different topics and themes is recommended for future research. This can allow for a more in-depth investigation of fit between the podcast and sponsor.

In general, there are still many research opportunities within sponsorships in podcast, and on podcasting in general, beyond what this study has examined. This research only covers a tiny portion of the unknown subjects when it comes to sponsorships in podcast. Although there are several directions for future research on the basis of this study, the presented findings contribute to the existing literature on sponsorships in podcasts.

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## Appendices

### *Appendix 1: Transcripts of manipulated podcast clips*

#### **Prominent sponsor, high integration**

*Host 1:* The sponsor of the week is Finn.no. Don't you have a saved search for items there?

*Host 2:* I have several. My phone buzz when new farms comes up.

*Host 1:* Are you moving?

*Host 2:* No, but I love to dream about having a farm and see where I could have a stable and a riding arena.

*Host 1:* Because you would prefer to have a horse farm?

*Host 2:* Yes, I would just use it for horses. A horse farm is what I would have.

*Host 1:* That's what I like about Finn. They have everything from hats which I'm searching for, as well as big things that you are looking for like a horse. You can find it on Finn.no

*Host 2:* I can find everything I need for my farm on Finn. I can find the farm. I can find a horse to have at the farm. I can find a dog, a cat, mice, flies. I can find everything.

*Host 1:* Just go to Finn.no

#### **Prominent sponsor, low integration**

*Host 1:* The sponsor of the week is Finn.no.

*Host 2:* It is a website that makes it very simple to both sell and buy all kinds of goods and services for both private people and businesses. You can find everything from cars to boats to houses to sofas to jobs. It is simply a market place where you have everything in the same place.

#### **Non-prominent sponsor, high integration**

*Host 1:* The sponsor of the week is Kjøl & Selg.

*Host 2:* I have a permanent search on Kjøl & Selg, where I am looking for dresses (for "Gullruten"). Because I am wondering if I should be like Jenny Skavlan and buy vintage.

*Host 1:* Do you have to sew yourself? Or can you get such dresses there?

*Host 2:* I found a great Gucci dress on there, but it was a bit pricey. I might have to convince TV2 to split the bill.

*Host 1:* No, you can bargain.

*Host 2:* Yes, you can bargain, so I will do that. But if people want to, they can download Kjøl & Selg's app and help to find a dress for me. Isn't that fun?

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**Non-prominent sponsor, low integration**

*Host 1:* The sponsor of the week is Kjøp & Selg

*Host 2:* It is a website that makes it very simple to both sell and buy all kinds of goods and services for both private people and businesses. You can find everything from cars to boats to houses to sofas to jobs. It is simply a market place where you have everything in the same place.

**Appendix 2: Survey**

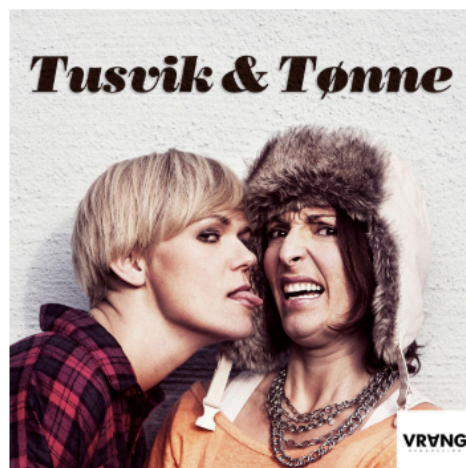
Kjære deltaker,

Velkommen til denne spørreundersøkelsen som er en del av vår masteroppgave ved Handelshøyskolen BI. Ved å svare på denne undersøkelsen er du med i trekningen av et universalt gavekort på 500 kr dersom du oppgir din e-postadresse. Spørreundersøkelsen er helt anonym, og kan heller ikke knyttes til din e-postadresse.

I første del vil du høre et kort klipp fra en episode av podkasten Tusvik & Tønne. Deretter vil du komme direkte til et spørreskjema som omhandler klippet du hørte. Hele undersøkelsen vil ta rundt ti minutter å gjennomføre. Vi er kun interessert i dine følelser og meninger, og det finnes ingen gale svar.

Vi setter stor pris på at du tar deg tid til å hjelpe oss.  
God fornøyelse og lykke til!

Hilsen Thea og Linn



Trykk på play for å starte klippet.  
Det er viktig at du hører på hele før du går videre.

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Hvor mange ganger i måneden hører du på podkast?

- 1-2 ganger
- 3-4 ganger
- 5-6 ganger
- 7 ganger eller mer
- Jeg hører ikke på podkast

Anser du deg som en fast lytter av denne podkasten?

- Ja
- Nei

Har du hørt på denne podkasten (Tusvik & Tønne) tidligere?

- Ja
- Nei

Basert på klippet du hørte, i hvilken grad liker du denne podkasten?

- 1 2 3 4 5 6 7
- Misliker        Liker

Hva var samtaleemnene i klippet du nettopp hørte på? (Du kan velge flere svaralternativer)

- Donald Trump
- Påsken
- Helsesista
- Været
- Sylvi Listhaug
- Kronikk

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Vennligst skriv inn navnet på sponsoren av podkasten du nettopp hørte klipp av.

I hvilken grad kjenner du til Finn fra før?

1 (Ikke i det hele tatt)	2	3	4	5	6	7 (Ekstremt godt)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hvor enig er du i følgende utsagn?

*Det er logisk for meg at Finn sponser denne podkasten.*

Helt uenig	Uenig	Litt uenig	Verken enig eller uenig	Litt enig	Enig	Helt enig
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vennligst velg nivået på skalaen som best representerer din holding til Finn.

	1	2	3	4	5	6	7	
Dårlig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Misliker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Liker
Negativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positiv

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Vennligst ranger hvor enig du er i følgende påstander:

	Helt uenig	Uenig	Litt uenig	Verken enig eller uenig	Litt enig	Enig	Helt enig
Hovedgrunnen til at Finn er involvert i denne podkasten er fordi Finn mener podkasten fortjener støtte.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finn har trolig gode intensjoner for å sponse denne podkasten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finn ville mest sannsynlig sponset podkasten selv om det var en podkast med lavere profil.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Alder

 Under 20 20-29 30-39 40-49 50-59 60+

#### Kjønn

 Kvinne Mann

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Antall år med utdanning etter videregående skole

0 år

1-3

4-5

6-7

7+

Skriv inn din epostadresse dersom du ønsker å være med i trekningen av et gavekort på 500 kr