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**ANALYSING EMERGING ROLE OF SPORTS SPONSORSHIP ON BEHAVIORAL
INTENTIONS; THE CASE OF PSL**



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ABSTRACT:

The focus of this thesis is to find the impact of sponsorship on behavioral intention in the case of PSL. They study attempts to explain how these techniques influence the customers & motivate them to make a purchase decision on the basis of the knowledge provided. Thesis also discusses the effect of the sponsor goodwill, sponsor commitment and sponsor image that has on customers & how they start making purchases after behavioral intention. The behavioral intention is studied to examine its irrationality which might be leading to sponsorship.

The research is divided into five different chapters, each having its equal importance. The end of the thesis has a list of references used to support the arguments presented.

Keywords: Sponsor Goodwill, Sponsor Image, Sponsor Commitment, Behavioral Intention

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