

EFFECTS OF SPONSOR-EVENT CONGRUENCE ON BRAND IMAGE, ATTITUDE TOWARD THE BRAND, AND PURCHASE INTENTION: AN EMPIRICAL ANALYSIS IN THE CONTEXT OF SPORT SPONSORSHIP

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Abstract: Event sponsorship is considered as one major marketing strategy. Companies investing in sponsorship are growing rapidly. However, research on sponsorship has not been done in the depth management aspects of a sports organization and has been concentrated in specific areas. Thus, this research fills the gap by conducting the study to analyze the relationship between sponsor-event congruence on brand image, attitude toward the brand, and purchase intention in the context of sport sponsorship event in Indonesia. Questionnaires were distributed by applying a personally administered questionnaire to 200 respondents who participated in that event. Data were analyzed through structural equation modeling method. Results showed that there are 4 out of 6 hypotheses were supported. Those hypotheses are: there is a positive relationship between sponsor-event congruence and attitudes toward the brand; there is a positive relationship between attitudes toward the brand and purchase intention, there is a positive relationship between brand image and attitudes toward the brand, and there is a positive relationship between sponsor-event congruence and purchaseintention.

Keywords: sponsor-event congruence, purchase intention, brand image, attitude



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The competition in the international market has become fierce in recent years, and the importance of global marketing strategies has been increasing (Keegan and Green, 2013). The marketers are considering a variety of marketing strategies to sur-

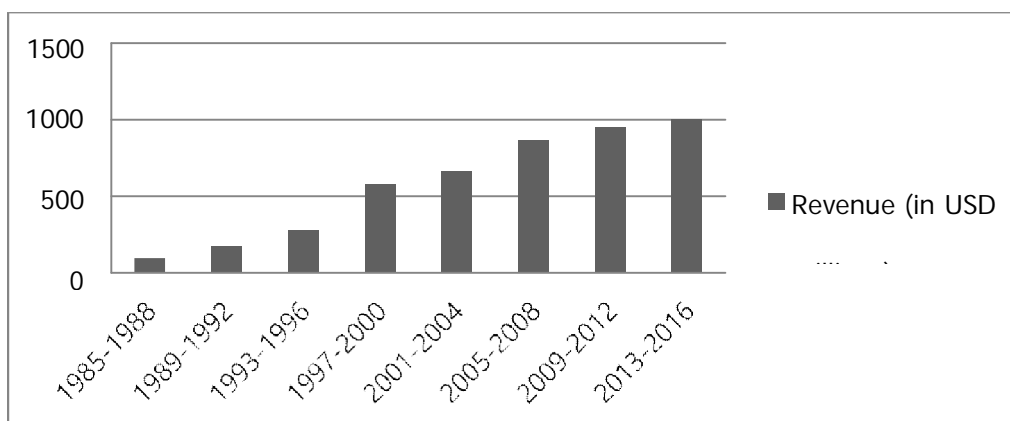
vive in the face of ever-more complex competition. Sponsorship is among the various marketing strategies that marketers are concerned about. According to Keegan and Green (2013), companies pay for specific events, organizations, teams, etc. in order to associate their company names. This is called sponsorship, and this way of marketing communication is becoming increasingly popular.

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Sponsorship of sporting events is one form of event sponsorship (Belch and Belch, 2011). The size of corporate promotion through international sports events is getting bigger. This is evidenced by the expansion of sponsorship revenues in one of the major international sporting events, the Olympics. According to data released by the IOC (International Olympic Committee), the size of sponsorship revenues from 96 million dollars in 85-88 years has steadily increased to 1003 million dollars in 2013-2016 (Figure 1).

Another big international sports event, the 18th Asian Games was held in Jakarta and Palembang, Indonesia in August 2018. There are many corporates participate in sponsorship of this event. The organizing committee for the 2018 Jakarta-Palembang Asian Games (INASGOC) has diversified the sponsors' brands according to the format and size of the sponsorship. Samsung is one of five official partners of the 2018 Jakarta-Palembang Asian Games.

Figure 1 Olympic Sponsorship quadrennial Revenues



Source: Olympic marketing fact file (IOC, 2018)

Samsung is one of the leading companies that promote companies through sponsorship at international sporting events. Samsung is sponsoring not only Asian Games but also other famous international sports events such as the Olympics and the International Athletics Championship. That is, Samsung developed a sponsorship strategy for this Asian Games using the various sponsorship experiences that are learned from previous sponsorship activities. The researcher chooses subjects of this study, Asian Games and Samsung, based on the above backgrounds.

There are many studies that analyze the effectiveness of event sponsorship. Especially, sports sponsorship was used as a subject of many event sponsorship types of research. However, this study

differs from previous studies that explored sports sponsorship in two ways. First, there are few in-depth case studies on sponsorship management from the perspective of sports entities (Lund and Greyser, 2016). According to Lund and Greyser (2016), until now, most sponsorship studies have focused on the sponsor as a unit of analysis rather than recognizing the important role of the rights holder in the value creation process. This study, however, based principally on an in-depth case study of Asian Games, makes a contribution to understanding sponsorship management from the perspective of the sports organization. This study investigates specific sports organizations and brands more deeply than previous studies by exploring the sponsorship activities of the Samsung brand in the 2018 Asian Games. Secondly,

in the past, studies of sports sponsorship focused on Western countries such as the USA, Australia and Europe (Bevec, 2016). Therefore, there was a lack of research on non-Western sponsorship such as China. However, according to the Bevec (2016), research on sports sponsorship should be carried out separately from region to region, as development processes, political environment, cultural and historical background vary from region to region. This study is about Indonesia in Asia, one of the areas where Bevec (2016) pointed out the lack of research on sports sponsorship. Therefore, this study can identify the effects of sports sponsorship in Indonesia. Specifically, this research applied three main variables in predicting purchase intention toward a specific brand in sport sponsorship. Those variables are sponsor-event congruence, attitude toward, and the brand brand image.

Relationship between Sponsor-Event Congruence and Attitude toward the Brand

Higher perceptions of event-sponsor fit results in a more positive attitude toward the sponsoring brand (Gwinner and Bennett, 2008). According to Hutabarat and Gayatri (2014), the event-sponsor fit as one of the factors that influence a sponsorship response is able to measure a consumer's attitude and intention. Favorable sponsorship response is driven by sponsor-event fit, the sponsor's sincerity, and attitude toward the sponsor (Kim and Kim, 2018). Several researches proved that these two variables are related (Hutabarat and Gayatri, 2014; Alonso-Dos-Santos, Veinhardt et al., 2016; Pappu and Cornwell, 2014; Kim and Kim, 2018; Cho, 2016; Mazodier and Merunka, 2012; Caemmerer and Descotes, 2014; 2016 and Gharbi, 2014; Gwinner and Bennett, 2008; Simmons and Becker-Olsen, 2006). Thus, the following hypothesis is proposed.

H₁: Sponsor-event congruence has a positive impact on attitudes toward the brand.

Relationship between Sponsor-Event Congruence and brand Image

According to Woisetschläger and Michaelis (2012), the improvement of brand image to be stronger for those individuals who learn that the brand is

linked to the sponsorship of the event. The perception of congruence between the sponsor and the sports event is based on their logical relationship and connection. This relationship permits the transfer of the event's image to the sponsor, and vice versa. Therefore, the consumer is able to easily store information about products, due to the link produced between the sponsored event and the brand (Alonso-Dos-Santos et al., 2016). Several researches proved that these two variables are related (Hutabarat and Gayatri, 2014; Grohs and Reisinger, 2014; Chebli and Gharbi, 2014; Woisetschläger and Michaelis, 2012; Grohs, Wagner, and Vsetecka, 2004; Carrillat, Harris, and Lafferty, 2010; Gwinner and Eaton, 1999; Rifon, Choi, Trimble, and Li, 2004; Koo, Quarterman, and Flynn, 2006; Ferrand and Pagès, 1996). Hence, the following second hypothesis is proposed.

H₂: Sponsor-event congruence has a positive impact to brand image.

Relationship between Attitudes toward the Brand and Purchase Intention

According to Wahid and Ahmed (2011), attitude toward the brand has a significant effect on purchase intention. Attitude toward the advertisement has a significant and positive influence on attitude toward the brand. Attitude toward the advertisement indirectly affects purchase intention through attitude toward the brand or at least acts as an important mediator variable on brand choice (Kim et al., 2011). Several types of research proved that these two variables are related (Kim et al., 2011; Hutter and Schwarz, 2012; Gilaninia, et al., 2011; Hartmann and Apaolaza-Ibáñez, 2012; Yoo and Peña, 2011; Wahid and Ahmed, 2011; Huang, Chou, and Lin, 2010; Jaafar, et al., 2013; Lee and Cho, 2009; Koo et al., 2006). Hence, the following third hypothesis is proposed.

H₃: Attitudes toward the brand have a positive impact to purchase intention.

Relationship between Brand Image and Purchase Intention

According to Gilaninia et al. (2011), brand image has a positive impact to purchase intention and

customers with a more favorable image of a sponsor were more likely to purchase that sponsor's products than those with a less favorable image. Consumers will generate a more positive attitude toward the brand with a good image and thus generate higher purchase intention. An increase in the brand image enhances the purchase intention of the customers (Rizkalla and Suzanawati, 2012). Several researches proved that these two variables are related (Gilaninia et al., 2011; Wu, Yeh, and Hsiao, 2011; Shah et al., 2012; Malik et al., 2013; Aghekyan-Simonian et al., 2012; Lien et al., 2015; Bian and Moutinho, 2011; Tariq et al., 2013; Filo, et al., 2010; Koo et al., 2006). Therefore, the following fourth hypothesis is proposed.

H₄: Brand image has a positive impact to purchase intention.

Relationship between Brand Image and Attitudes toward the brand

According to Hutabarat and Gayatri (2014), the brand image has fit with the sponsored event, it affects to favorable attitudes towards the brand. In other words, a positive brand image and is perceived fit with an event can create a positive impact on attitudes towards the brand. Thus, brand image has fit with the sponsored event, and finally to favorable attitudes towards the brand. Several researches proved that these two variables are related

(Sääksjärvi and Samiee, 2011; Homer, 2008; Hutabarat and Gayatri, 2014; Kwon and Lennon, 2009; Faircloth et al., 2001; Suh and Yi, 2006; Anwar et al., 2011; Chen, 2010; Zhang, 2015; Jalilv and et al., 2011). Hence, the following fifth hypothesis is proposed.

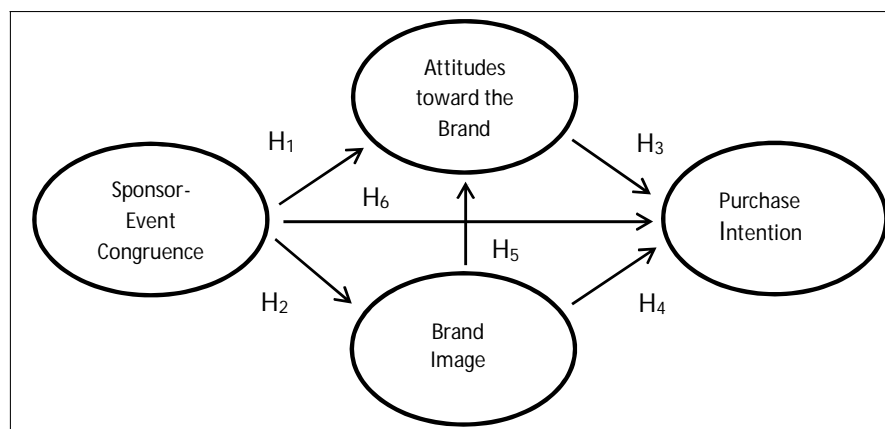
H₅: Brand image has a positive impact on attitudes toward the brand.

Relationship between Sponsor-Event Congruence and purchase intention

According to Cho (2016), event-sponsor fit product leads to a more favorable attitude toward a sponsoring brand and greater purchase intention than an ad with low in event-sponsor fit. According to Hutabarat and Gayatri (2014), which incorporate congruency in the model as a moderator to an identification effect towards sponsorship linked purchase. On the other words, congruency immediately has an effect on purchase intention. Several researches proved that these two variables are related (Cho, 2016; Close and Lacey, 2013; Hutabarat and Gayatri, 2014; Chebli and Gharbi, 2014; Pentecost and Spence, 2009; Gwinner and Bennett, 2008; Sirgy et al., 2008; Lacey and Close, 2013; Tomalieh, 2016; Khuong and Kim Chau, 2017). Hence, the following sixth hypothesis is proposed.

H₆: Sponsor-event congruence has a positive impact to purchase intention.

Figure 2 Research Model



Source: Hutabarat and Gayatri (2014)

METHOD

This research distributed 208 questionnaires through a personally administered questionnaire. The sample size of the study can be determined by referring to the sample size selected by other studies that have studied the associated subject (Zikmund and Babin, 2011). Thus, the researcher examined the sample size of the related studies as Table 1. Based on the above criteria, the researcher sets the sample size of this study to 200.

Data to analyze research objects were collected from individuals who attended the 2018 Jakarta-Palembang Asian Games. The researcher collects the data from the individuals who attend Asian Games sports competitions or festival that is held on Gelora Bung Karno (GBK), Asian Games stadium complex during the Asian Games period, from 18th August 2018 to 2nd September 2018.

The questionnaire was constructed through previous research (i.e., Zulkarnain, 2016; Draaijer, 2015; Abzari et al., 2014). This research consists of 4 variables with 18 indicators. Table 2 listed below the details of the indicators.

Data were collected from a representative sample of the population by applying a purposive

analysis were conducted before structural equation modeling was applied to test research hypotheses.

This research conducted a pretest. A pretest is a very descriptive term indicating a small-scale study in which the results are only preliminary and intended only to assist in the design of a subsequent study (Zikmund and Babin, 2011). Still, in Zikmund and Babin (2011), pretesting is a screening procedure that involves a trial run with a group of respondents to iron out fundamental problems in the survey design. Furthermore, all aspects of the questionnaire should be tested, including question content, wording, sequence, form and layout, question difficulty, and instruction (Malhotra, 2010).

RESULTS

Profile of Respondents. Out of 208 questionnaires distributed, 202 questionnaires were used in the analysis. The profile of the 202 respondents is shown in Table 3. The above table shows that out of 202 respondents, there are more males than females. Male respondents are 53.46%, about 7% more than female respondents. However, there is not a big difference between the two proportions. The age range of the respondents is the highest in the 20s. Among the five age groups, respondents in the 20s are account for 46.04%, far differences from other age groups. Respondents in the 30s and 40s followed in order. That is, respondents in their 20s account for the largest percentage, and the percentage is decreased as the age group increases.

Reliability and Validity Results. The results of the Cronbach's alpha and corrected item-total correlation in the actual test were shown in Table 4. The results of the Cronbach's alpha using 202 respondents indicated that all variables are reliable. The Cronbach's alpha for sponsor-event congruence, attitudes toward the brand, brand image, and purchase intention ranged between 0.715 to 0.858. In addition, the results of the corrected item-total correlation using 202 respondents also indicated that all variables are reliable. Thus, all 16 indicators of four variables that have been tested by the pretest can be used for the following verification (Table 4).

Table 1 Sample Size

Researcher of relevant studies (year)	Total sample
Hutabarat and Gayatri (2014)	155
Lee (2015)	291
Wahid and Ahmed (2011)	125
Khuong and Kim (2017)	227
Clark, Cornwell, and Pruitt (2009)	114
Jung and Kim (2015)	246
Mazodier and Merunka, (2012)	300
Total average	208

Source: Developed for this Research Study

design sample. Data then were analyzed through three steps as suggested by Sekaran and Bougie (2016). Those three steps are preparing data ready for analysis, feel for the data, and analysis data. Descriptive statistics and reliability and validity

Table 2 Research Variables

Variables	Definition	Indicators	Scale	Sources
Sponsor-Event Congruence	A link, connection, similarity or synergy between a brand sponsor and an event (Hutabarat and Gayatri, 2014).	<ol style="list-style-type: none"> 1. The image of the Asian Games 2018 Jakarta-Palembang and the image of Samsung are similar. 2. It makes sense to me that Samsung sponsor the Asian Games 2018 Jakarta-Palembang. 3. Samsung's sponsorship activities and the Asian Games 2018 Jakarta-Palembang fit together. 4. I specifically remember one or more of Samsung's sponsorship activities at the Asian Games 2018 Jakarta-Palembang. 	Likert scale (1-5)	Drengner, Jahn, and Zanger (2011), Draaijer (2015)
Attitudes toward the Brand	Attitude to an advertiser is an individual evaluation about favorable and unfavorable it is to an organization (Hutabarat and Gayatri, 2014)	<ol style="list-style-type: none"> 1. I believe the Samsung brand is interesting. 2. I believe the Samsung brand is famous. 3. I believe the Samsung brand is satisfactory. 4. I believe the Samsung brand is desirable. 5. I believe the Samsung brand is credible. 	Likert scale (1-5)	Draaijer (2015), Abzari, Ghassemi, and Vosta (2014)
Brand Image	Brand Image is perception about a brand as reflected by the brand associations held in memory (Hutabarat and Gayatri, 2014).	<ol style="list-style-type: none"> 1. Samsung products have good quality. 2. Samsung products are reliable. 3. Samsung products are useful. 4. Samsung has good service. 5. Samsung products have a reasonable price. 	Likert scale (1-5)	Zulkarnain (2016)
Purchase Intention	Purchase Intention is individual's conscious plan to make an effort to purchase a brand (Hutabarat and Gayatri, 2014).	<ol style="list-style-type: none"> 1. I will buy Samsung products that are sponsored at the Asian Games 2018 Jakarta-Palembang in the near future. 2. I plan to buy Samsung products that are sponsored at Asian Games 2018 Jakarta-Palembang within six months. 3. I intend to buy Samsung products that are sponsored at Asian Games 2018 Jakarta-Palembang within one year. 4. I would buy Samsung products that are sponsored at Asian Games 2018 Jakarta-Palembang rather than any other brands available. 	Likert scale (1-5)	Abzari et al. (2014), Bian and Forsythe (2012)

Source: Developed for this Research

Table 3 Profile of Respondents

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Male	108	53.47
	Female	94	46.53
Age	<20 years old	19	9.41
	20-29 years old	93	46.04
	30-39 years old	40	19.80
	40-49 years old	27	13.37
	>50 years old	23	11.39

Source: Developed for this Research Study (2018)

Table 4 Reliability Test Results

Variables	Indicators	Cronbach's Alpha (>0.70)	Corrected Item-Total Correlation (>0.30)
Sponsor-event Congruence	SEC1	0.715	0.466
	SEC2		0.565
	SEC3		0.609
	AB1		0.702
Attitudes toward the Brand	AB2	0.858	0.692
	AB3		0.720
	AB4		0.669
	AB5		0.592
Brand Image	BI1	0.853	0.665
	BI2		0.731
	BI3		0.690
	BI4		0.689
Purchase Intention	PI1	0.840	0.652
	PI2		0.711
	PI3		0.715
	PI4		0.623

Details: SEC(Sponsor-Event Congruence), AB(Attitudes toward the Brand), BI(Brand Image), PI(Purchase Intention)

Source: Data Analysis of 202 respondents (2018)

EFA and Pearson's correlation were applied to test for validity. Convergent validity had been established as the indicators of the same construct converged in one component and satisfied the minimum factor loading of 0.50 suggested by Hair et al. (2010,p.723). Table 5 showed that all research indicators converged in each component.

An evaluation of discriminant validity in the actual test was also made by examining the Pearson

correlation in the correlation matrix and a cut-off point of no more than 0.75 was used (Sekaran and Bougie, 2013, p.298). In table 5, no correlation coefficient was larger than 0.75, hence discriminant validity was established. Based on the results in table6, the researcher concluded that convergent and discriminant validity were established in this research.

Table 5 Convergent Validity Actual Test Results

	Component			
	1	2	3	4
SEC1				0.508
SEC2				0.796
SEC3				0.807
AB1	0.813			
AB2	0.803			
AB3	0.753			
AB4	0.664			
AB5	0.630			
BI1			0.729	
BI2			0.832	
BI3			0.803	
BI4			0.727	
PI1		0.825		
PI2		0.821		
PI3		0.806		
PI4		0.734		

Details: SEC (Sponsor-Event Congruence), AB (Attitudes toward the Brand), BI (Brand Image), PI (Purchase Intention)

Source: Data Analysis

Table 6 Discriminant Validity Actual Test Results

Pearson Correlation	SEC	AB	BI	PI
Sponsor-Event Congruence (SEC)	1			
Attitudes toward the Brand (AB)	0.454**	1		
Brand Image (BI)	0.355**	0.616**	1	
Purchase Intention (PI)	0.501**	0.259**	0.240**	1

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

Source: Data Analysis

For this research, the researcher adopts structural equation modeling (SEM) using SmartPLS which enables the researcher to estimate various equations at once. The hypothesis testing in this research is done through SEM using SmartPLS 3.2.7. The main reason for using SEM is it offers the researcher the ability to accommodate multiple inter-related dependence relationships in a single model. Based on the SEM results, the researcher identifies

whether the hypotheses are supported or unsupported. Table 7 below shows the results of the hypothesis testing.

DISCUSSION

Hypothesis 1 proposed that there is a positive relationship between sponsor-event congruence and attitudes toward the brand. The result of the actual test showed that hypothesis 1 was supported (t sta-

Table 7 Results of Hypothesis Testing

Hypothesis	Path	T statistics
H1	Sponsor-Event Congruence → Attitude toward the Brand	4.872
H2	Sponsor-Event Congruence → Brand Image	4.833
H3	Attitude toward the Brand → Purchase Intention	0.097
H4	Brand Image → Purchase Intention	0.607
H5	Brand Image → Attitude toward the Brand	9.717
H6	Sponsor-Event Congruence → Purchase Intention	6.466

Source: Data analysis

tistics = 4.872). Indeed, there is a positive relationship between sponsor-event congruence and attitudes toward the brand. Specifically, the results indicate that the congruence between Samsung and the 2018 Asian Games affects the audience's attitude toward Samsung at the Asian Games.

Hypothesis 2 proposed that there is a positive relationship between sponsor-event congruence and brand image. The result of the actual study showed that hypothesis 2 was supported (t statistics = 4.833). Indeed, there is a positive relationship between sponsor-event congruence and brand image. Specifically, the results indicate that the congruence between Samsung and the 2018 Asian Games affects the audience's brand image of Samsung at the Asian Games.

Hypothesis 5 proposed that there is a positive relationship between brand image and attitudes toward the brand. The result of the actual study showed that hypothesis 6 was supported (t statistics = 9.717). Indeed, there is a positive relationship between brand image and attitudes toward the brand. In particular, this hypothesis had the highest t value compared to other supported hypotheses. This means that the two variables in this hypothesis are highly correlated. Specifically, the results indicate that the image customers have about Samsung brand affects their attitude toward Samsung brand.

Hypothesis 6 proposed that there is a positive relationship between sponsor-event congruence and purchase intention. The result of the actual study showed that hypothesis 6 was supported (t statistics = 6.466). Indeed, there is a positive relationship between sponsor-event congruence and purchase

intention. In particular, this hypothesis has a relatively high t value compared to the four hypotheses supported in this study. This means that the two variables in this hypothesis are highly correlated. Specifically, the results indicate the congruence between Samsung and the 2018 Asian Games affects the audience's purchase intention of the Samsung brand.

Two of the six hypotheses in this study were not supported; those that were not supported were hypotheses 3 and 4. Hypothesis 3 proposed that there is a positive relationship between attitudes toward the brand and purchase intention. The result of the actual study showed that hypothesis 3 was unsupported (t statistics = 0.097). The reason that influenced this unsupported hypothesis is as follows. The profile of respondents can be used to explain the hypothesis test results. According to table 2, male respondents account for a large number of study respondents. Male respondents account for 53.47% of the total respondents, about 7% more than female respondents (46.53%). The characteristics of the consumer behavior of male customers can explain the results of this unsupported hypothesis testing.

According to Hoyer and MacInnis (2010), a male judge from a functional and instrumental perspective rather than a female. On the other hand, females put more emphasis on symbols and identity. Hypothesis 3 is whether attitudes toward brand behavior have a positive impact on purchasing intention. According to Evans and Jamal (2010), attitude toward the brand is a consumer's feelings, affective reaction or evaluative response to a brand.

Thus, assessing attitudes toward the brand is an emotional and value-focused assessment rather than an assessment of a functional or instrumental perspective. According to the explanation above, male respondents, who account for the majority of the study's respondents, would not have given a high rating because this assessment was more appropriate to the characteristics of females than males. Therefore, this hypothesis may not be supported due to the tendency of the male consumers' behavioral characteristics to underestimate the variable of attitudes toward the brand, which is included in this hypothesis.

The next unsupported hypothesis is the hypothesis 4. Hypothesis 4 proposed that there is a positive relationship between brand image and purchase intention. The result of the actual study showed that hypothesis 4 was unsupported (t statistics = 0.670). Again, through the table 2, it can be seen that there are more male respondents than female respondents. Male respondents are about 7% more than female respondents. According to Hoyer and MacInnis (2010), there is particular consumer behavior according to gender. While male consumers are more concerned with functional and instrumental aspects, female consumers are more influenced by value such as symbols and identity (Hoyer and MacInnis, 2010). Hypothesis 4 is whether the brand image has a positive impact on purchasing intention. Hoyer and MacInnis (2010) define the brand image as a subset of salient and feeling-related associations stored in a brand schema. According to this definition, assessing brand image is an emotional and value-focused assessment rather than an assessment of a functional or instrumental perspective. According to the explanation above, male respondents, who account for the majority of the study's respondents, would not have given a high rating because variables related to value and emotion such as brand image are more of a consideration for female consumers. Therefore, this hypothesis may not be supported due to the tendency of the male consumers' behavioral characteristics to underestimate the variable of brand image, which is included in this hypothesis.

CONCLUSIONS AND RECOMMENDATIONS

In this study, the researcher studied the effects of sports sponsorship. The study explored the role of sponsor-event congruence, attitudes toward the brand, and brand image in sponsorship and ultimately the effect of sponsorship, exploring how these variables affect the customer's purchase intention. The results showed that four out of the six hypotheses were supported. The results of this study confirmed the presence of a positive relationship between sponsor-event congruence and attitudes toward the brand, sponsor-event congruence and brand image, sponsor-event congruence and purchase intention, and brand image and attitudes toward the brand. The two unsupported hypotheses were the hypotheses that proposed there is a positive relationship between attitudes toward the brand and purchase intention, and there is a positive relationship between brand image and purchase intention. This unsupported link between attitudes toward the brand and purchase intention, and brand image and purchase intention indicate the need for further research on these variables.

This study has two main limitations that are mentioned above. The relevant study should be conducted in a way that overcomes the limitations found in this study. First, the study was conducted in limited places for a limited time. This limitation can be overcome in the following studies by conducting research surveys for a long time in more diverse locations. If a study is conducted on sponsorship of a particular event, such as this study, the study should be conducted in such a way that it covers the location and time where the event is held in order to overcome the first limitation.

Secondly, this study limited its scope of subjects. There are several brands sponsored on Jakarta-Palembang Asian Games in 2018, but in this study, the researcher studied Samsung, one of them. This limitation of research can be overcome by studying various companies participating in sponsorship in later studies. When doing research on sponsorship, investigating multiple companies that

participated in the event could increase the accuracy of the results.

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