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The purpose of this paper is to explore consumer attitudes towards ambush marketing and official event sponsorship through the lens of sentiment analysis, and to examine...

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### Abstract

**Purpose**

The purpose of this paper is to explore consumer attitudes towards ambush marketing and official event sponsorship through the lens of sentiment analysis, and to examine social media users' ethical responses to digital event marketing campaigns during the 2018 FIFA World Cup.

**Design/methodology/approach**

The study employed a sentiment analysis, examining users' utilization of sponsor and non-sponsor hashtags. Statistical modelling programme R was used to access Twitter's API, enabling the analysis and categorization of tweets pertaining to six marketing campaigns. Each tweet – as well as the apparent user motivation – was analysed.

### Details

International Journal of Sports Marketing and Sponsorship, vol. 20 no. 4

Type: Research Article

DOI: <http://doi.org.ssl.oca.korea.ac.kr/10.1108/IJSMS-03-2019-0026>

ISSN: 1464-6668

**Keywords**

Sponsorship Social media Affect

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2. 저자명 (Author(s))
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Article Publication date: 4 November 2019 Available

Exploring user sentiment towards sponsorship marketing

Nick Burton

The purpose of this paper is to explore consumer attitudes towards official event sponsorship through the lens of sentiment analysis.

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# Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models

1 Wendy Ritz, Marco Wolf, Shaun McQuitty ▾

2 [Journal of Research in Interactive Marketing](#)

ISSN: 2040-7122

Publication date: 10 June 2019 [Reprints & Permissions](#)

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3 [PDF \(288 KB\)](#)

## Abstract

### Purpose

This paper aims to examine small business' participation in digital marketing and the do-it-yourself (DIY) behavior model and technology acceptance model (TAM) explore the motivations and expected outcomes of such participation.

### Design/methodology/approach

Data from 250 small business owners/managers who do their own digital prom

5 [Figures](#)

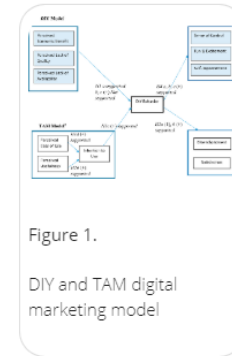


Figure 1.

DIY and TAM digital marketing model

Table I.

Participant demographics (N = 250)

Variable	No.	(%)
Age		
18-30	57	22.8

4 Abstract

Introduction

Theory

Discussion and conclusions

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Catharina von Koskull

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The screenshot shows the 'Register for an Emerald Profile' page. At the top right, there are navigation links: 'Explore Our Content', 'My Products', 'Reset Authentication' (with a user icon), 'Register' (with a callout '1'), and 'Login' (with a user icon and callout '2'). Below this is a search bar with the placeholder 'search terms here' and a magnifying glass icon, followed by the text 'Advanced search'. The main heading is 'Register for an Emerald Profile', followed by a sub-heading: 'An Emerald Profile is a free service that allows you to customize your experience on our new platform. Fill out the fields below to create your very own account.' The registration form includes three input fields: 'Name \*' (placeholder: 'Enter your name'), 'Email Address \*' (placeholder: 'Enter your Email address'), and 'Organisation Access Number (Optional):' (placeholder: 'Enter your 15 digit access number'). Below the fields is a checkbox: 'I have read and agree to the Terms and Conditions and Privacy Policy.' At the bottom of the form are two buttons: 'Cancel account creation' and 'Register'. A semi-transparent overlay on the right side of the form shows a user profile menu with 'Profile' (with a callout '3'), 'Saved Searches', 'Reset Authentication' (with a user icon), and 'Logout' (with a user icon). Below this overlay is another search bar with 'Advanced search' and '+ Save this search'.

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