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Emerald Engineering Computing Technology Collection

[엔지니어링/컴퓨팅/기술]

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Article

Publication date: 4 November 2019

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Exploring user sentiment towards sponsorship and ambush marketing

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Nick Burton

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 examined.

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

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Keywords

[Sponsorship](#) [Social media](#) [Affect](#)

1. 콘텐츠유형 (article/book part/case study)

2. 저자명 (Author(s))

3. 초록 (Abstract), 기사발행일, DOI 등 확인

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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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Last 6 months (362)

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The Best Digital Marketing Campaigns in the World

Andrea J.S. Stanaland

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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 ▾

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

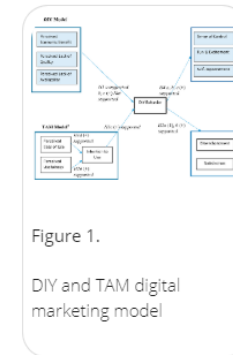


Figure 1.

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

1. 전체 저자정보 보기
2. 해당 저널 페이지로 이동
3. PDF 원문 다운로드
4. 해당 아티클의 다른 섹션으로 이동
5. 도표, 일러스트레이션을 확대하여 보기

The screenshot shows the Emerald Insight website for the Journal of Services Marketing. The page is divided into several sections. At the top, there are tabs for 'All Issues' and 'EarlyCite'. Below this, the journal title 'Journal of Services Marketing' is displayed, followed by the number of issues available (196) and the category 'Marketing'. A red arrow points from annotation 1 to the 'Marketing' category. Below the journal title, there are tabs for 'All Issues' and 'EarlyCite', with a red arrow pointing from annotation 2 to the 'EarlyCite' tab. The main content area lists issues for Volume 33 and Volume 32. A red arrow points from annotation 3 to the first issue of Volume 33, 'Increasing rigor and relevance in service research through ethnography'. To the right of this article, there is a PDF icon and a link to 'Reprints & Permissions'. On the right side of the page, there is a sidebar with information including ISSN, Online date, Copyright Holder, Open access, Editors, and Further Information. A red arrow points from annotation 4 to the 'Further Information' section.

Journal of Services Marketing
Issue(s) available: 196 – From Volume: 1 Issue: 1, to Volume: 33
Category: Marketing

All Issues **EarlyCite**

Volume 33

- Issue 7 2019
- Issue 6 2019 *Transformative Services Research and Social Marketing*
- Issue 5 2019
- Issue 4 2019 *Future Service Technologies: Business models, Analytics, and Experience*
- Issue 3 2019
- Issue 2 2019
- Issue 1 2019

Volume 32

- Issue 7 2018
- Issue 6 2018
- Issue 5 2018 *Challenges and Opportunities for Services Marketers in a Culturally Diverse Global Marketplace*
- Issue 4 2018
- Issue 3 2018

Increasing rigor and relevance in service research through ethnography
Catharina von Koskull
The purpose of this paper is to illustrate how traditional ethnography as an established methodology can promote and strengthen both rigor and relevance in qualitative...

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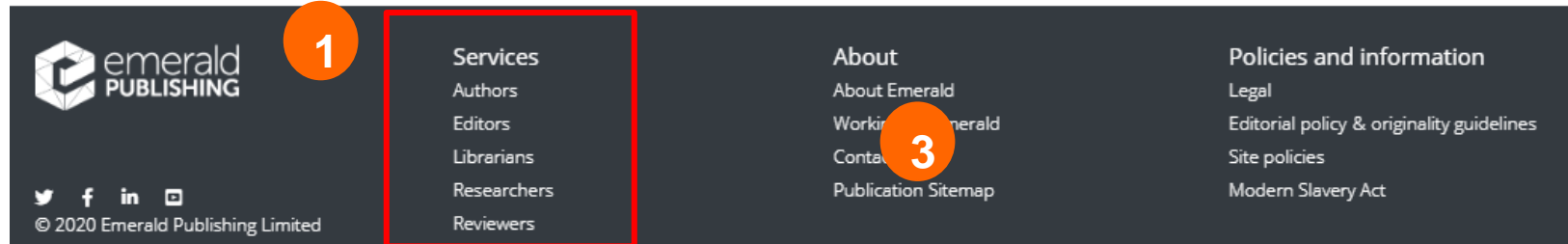
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3. Special Issue의 경우 첫 아티클명 표시
4. 추가 정보 : 저널 관련 상세 정보, 아티클 구입방법, 에디터, 논문투고정보 제공

The screenshot shows the 'Register for an Emerald Profile' page. At the top, there are navigation links: 'Explore Our Content', 'My Products', 'Reset Authentication' (with a user icon), 'Register' (marked with a red circle 1), and 'Login' (with a user icon, marked with a red circle 2). Below the navigation 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 paragraph: '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 these fields is a checkbox labeled '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 options: 'Profile' (marked with a red circle 3), 'Saved Searches', 'Reset Authentication' (with a user icon), and 'Logout' (with a user icon). Below this overlay is another search bar with a magnifying glass icon, the text 'Advanced search', and a '+ Save this search' button.

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3. **Saved Searches** : 개인이용자로 접속 후, 저장된 검색어 확인



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