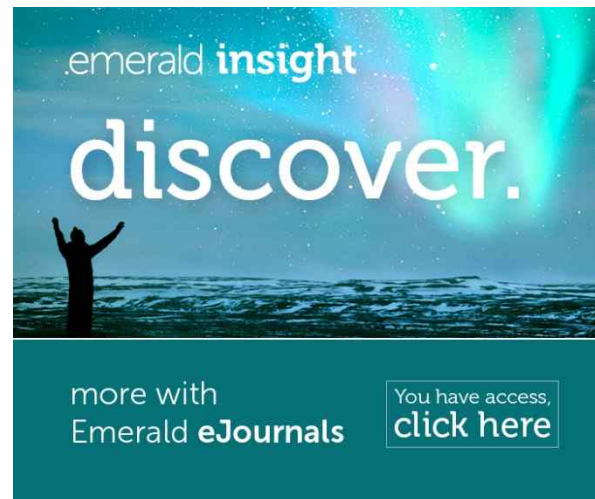


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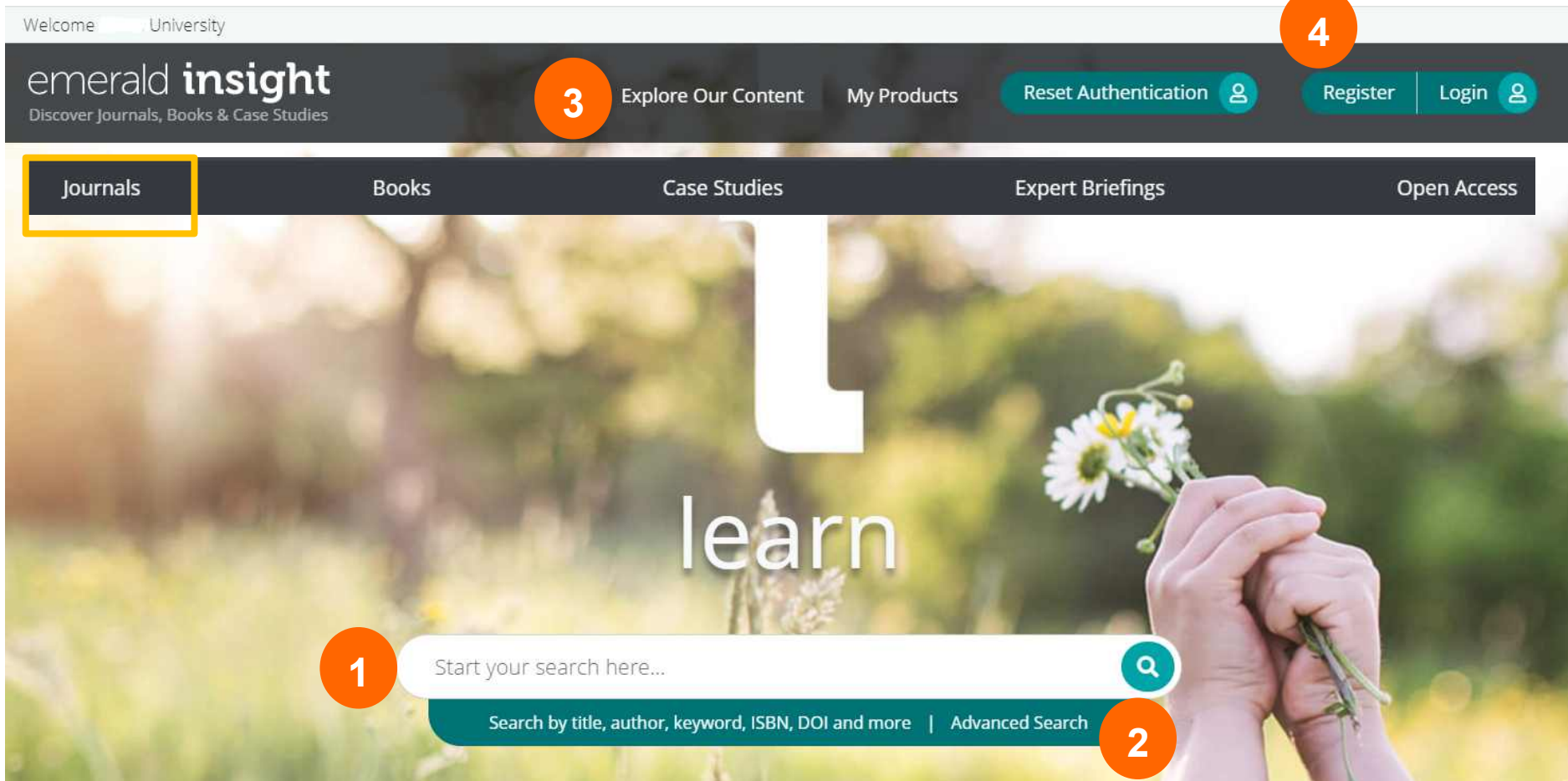


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Purpose
The purpose of this paper is to explore consumer attitudes towards ambush marketing and official event sponsorship through the lens of sentiment analysis, and to examine social media users' ethical responses to digital event marketing campaigns 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 classification 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
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DOI: <http://doi.org/ssl.oca.korea.ac.kr/10.1108/IJSMS-03-2019-0026>
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1 Wendy Ritz, Marco Wolf, Shaun McQuitty

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

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

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Abstract

Purpose

This paper aims to examine small business' participation in digital marketing an 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

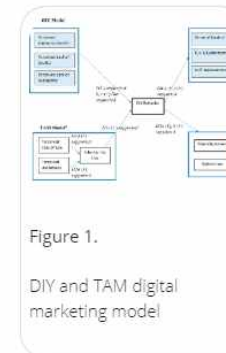


Figure 1.

DIY and TAM digital marketing model

Table I.

Participant demographics (N = 250)

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

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