

Investigation of Consumer Awareness Towards Advertising and Brand in Sports Events in The Media

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ORIGINAL ARTICLE

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Abstract

It is important for businesses to know the wishes and thoughts of customers in a competitive environment. By using this information, businesses develop both their commercial and advertising goals. This development helps to increase the competitiveness, recognition and performance of the business. In this study, the awareness of athletes and consumers who have a history of participating in sports competitions about advertisements, brands, logos and colors in sports competitions broadcast in the media was investigated. For this purpose, a part of a sports competition in the media was shown to the participants. After the monitoring, data were collected with a semi-structured interview form developed by the researcher. The collected data were classified and interpreted by converting to frequencies and percentages. As a result of the research, the attention and awareness of the audience towards logos, brands and colors after a broadcast sports competition was determined. Although all subjects noticed the logos and advertisements at the sporting event, half of the subjects could not remember the name of any brand or product after watching the event. It is thought that this study on brand awareness and brand awareness, which is an important step towards creating a competitive environment and positioning in the market, is important for all businesses. It is recommended that logos, banners and advertising forms be designed with appropriate colors and shapes to be more effective and memorable.

Keywords: Consumer Awareness, Advertising, Brand, Sport Events.

Medyada Yer Alan Spor Etkinliklerinde Tüketicilerin Reklam ve Marka Farkındalıklarının İncelenmesi

Öz

Rekabet ortamında müşterilerin istek ve düşüncelerini bilmek işletmeler için önemlidir. İşletmeler bu bilgileri kullanarak, hem ticari hem de reklamcılık hedeflerini geliştirirler. Bu gelişme işletmenin rekabet gücünü, tanınırlığını ve performansını arttırmaya yardımcı olur. Bu çalışmada spor müsabakalarına katılma geçmişi olan sporcuların ve tüketicilerin, medyada yayınlanan spor müsabakalarında yer alan reklamlar, markalar, logolar ve renklere yönelik farkındalıkları araştırılmıştır. Bu amaçla katılımcılara medyada yer alan bir spor müsabakasının bir bölümü izletilmiştir. İzleme sonrası araştırmacı tarafından geliştirilen yarı yapılandırılmış görüşme formu ile veriler toplanmıştır. Toplanan veriler tasnif edilmiş, frekans ve yüzdelere dönüştürülerek yorumlanmıştır. Araştırma sonucunda, yayınlanan bir spor müsabakası sonrasında izleyicilerin logo, marka ve renklere karşı dikkatleri ve farkındalıkları tespit edilmiştir. Tüm denekler spor etkinliğindeki logoları ve reklamları fark etmelerine rağmen, deneklerin yarısı etkinliği izledikten sonra herhangi marka veya ürünün adını hatırlayamamıştır. Rekabet ortamı yaratma ve pazarda konumlanma yolunda önemli bir adım olan marka bilinirliği ve marka farkındalığına yönelik bu çalışmanın tüm işletmeler için önemli olduğu düşünülmektedir. Logo, banner ve reklam formlarının daha etkili ve akılda kalıcı olması için uygun renk ve şekillerle tasarlanması önerilmektedir.

Anahtar Kelimeler: Tüketici Farkındalığı, Reklam, Marka, Spor Etkinlikleri.

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Introduction

The concept of consumption and changes in consumption habits are an issue that should be followed carefully by businesses, economists, and society. The existence of businesses is based on profit and to generate profit, the product or service must be sold to the consumer (Yurtsizoğlu, 2020). For a consumer to purchase a product or service, he or she must first recognize the product and create awareness about that product. The most important place to create this awareness in the consumer is through advertisements. For this reason, many businesses use sports events and sports organizations as a channel to reach their consumers. In sporting events, companies try to promote their products as the main sponsor or sub-sponsor or simply by advertising.

Today, professional sports and the advanced sports industry cannot survive without generating income (Rezae Soofi and Shabani, 2014). Sports events are specific, planned, predetermined, and time-limited events in which participants participate in the organization of specific goals and are expected to be watched by a large number of spectators (Jalali Farahani and Alidoust Ghahfarokhi, 2011). International sporting events such as the FIFA World Cup and the Olympic Games provide great platforms for multinational companies to market their products (Collin and MacKenzie, 2006). Sports are used as an independent advertising tool and the purpose of advertising is to create a deep and strong perception of the brand. Businesses create brand value through advertising, and sports events mediate the delivery of these created brand values to the consumers.

Sponsors try to increase the brand value of their products by placing brand signs around athletes, teams and sports grounds in all areas of major sports organizations and popular sports events (Breuer and Rumpf, 2015). Companies strive to create a brand using symbols, emblems, and various attributes to distinguish themselves from others in a competitive market. Even if a company has quality products and services, it does not mean that it is necessarily successful in competitive markets. One of the essentials of the companies which is effective in understanding the customers about the company is to choose a suitable communication tool to introduce the products and services of the company to the customers (Salem, 2016). Commercial companies spend a significant amount of money on advertising so that they can attract the attention of customers and convince them to prefer their brand over other brands when purchasing. Spending massive amounts of money for this purpose, however, appears to yield favorable results or enable commercial companies to achieve their objectives (Ranjbarian et al., 2013).

Today it is almost impossible to imagine a world without advertising. And the evidence of this claim is that every person is exposed to hundreds of advertising messages every day in their living environment, willingly or unwillingly. Our influence from this mass of messages and information is

inevitable because humans always need information, communication, and consumption of goods. Advertising allows the organization to convey its message in the best way and repeat it as needed (Keshavarz, 2011). According to Rossiter and Percy (1985), what is important is not the amount of customer recall, but the liking of the advertisement. Likeability is the only factor directly related to sales. Favorable advertisements mean advertisements that occupy the mind for a longer period and occupy a distinct position (Rossiter and Percy, 1985). According to Kim (1992), in general, the main purpose of advertising is to create a deep and strong perception in customers about a brand (Kim, 1992). More and more recently, sports are being used by many businesses as a standalone advertising space. Sport refers to all of the sporting events, both professional and amateur (Pyun and James, 2011), and advertising refers to any non-personal, paid message and message delivered through mass media (Mullin et al., 2000). Media advertising has a positive effect on the special value of the brand, and this effect creates customer satisfaction by strengthening brand awareness and association (Azadi et al., 2015).

Research shows that brand awareness is the subject of many consumer-oriented branding, and customers pay more attention to familiar brands (Hoeffler and Keller, 2003). Mass media serve various purposes such as providing information, entertainment, persuasion and subtly conveying culture among millions of people (Ghareh et al., 2013). According to Barnes's opinions, advertising through sports can be done in different ways, including in-stadium advertisements and commercial advertisements during sports broadcasts, the use of printed advertisements, logos, and commercial signs on clothes, sports equipment, and virtual advertisements when sports events are broadcasted on TV are also considered as other methods of advertising through sports (Burns, 2003). The television is a communication tool that covers a large area and has a great deal of value in terms of creating value among media communication types and advertising tools. As a consequence, television advertising influences the formation of new ideas among family members in a significant way (Hamidzadeh and Norian, 2013).

Nowadays, manufacturers design and implement suitable advertising programs to satisfy consumers. As a result, the consumer is considered the most important factor for producers. Paying attention to consumer behavior in choosing and buying goods and services is considered an important factor for big companies. Therefore, advertisements using sports have become increasingly popular in recent years, as have sports scenes (Moschis and Moore, 1999). When sports consumers participate in sports events as spectators and participants, they can receive many advertising messages in different formats transmitted through sports. These advertisements in different formats can take many forms, such as billboards featuring professional athletes and celebrities, signage in stadiums and arenas, and sports and sports-supported magazine advertisements on radio and TV (Pyun et al., 2012).

In this sense, voluntary and higher participation sports events and organizations are an important area that draws attention to consumption among consumers. (Ch'ng and Koh-Tan, 2006).

It is useful to briefly mention the studies conducted in this area regarding the researched subject. Moschis and Moore (1999) showed in their studies that television advertising is a source of information that is more interested in middle-aged men and middle-class families. Instead, young teenagers and women pay more attention to the type of product and the opinions of their peers when buying products (Moschis and Moore, 1999). Afsharzadeh (2000) in research he conducted under the title of advertising in the media and its effect on the decision-making of consumers of goods and services, concluded that most people are satisfied with the volume of commercial messages but in the advertising part, in order to raise the level of awareness of its audience, it needs to use different and newer tastes (Afsharzadeh, 2000). Sajadi et al. (2008) stated that advertising through sports is cheaper, while advertising by athletes and sports leads to greater popularity for large companies and their products. Also, they obtained a positive relationship between the use of sports images in advertisements and the consumption behavior of the spectators of the matches, which had a positive relationship with the level of education and income of the people (Sajadi et al., 2008). On the other side, Ling, Piew, and Lau (2010) found through their research that the characteristics that influence consumers' attitudes towards advertising include credibility, awareness, enjoyment, and economy, all of which have a favourable impact. In the end, he points out that in order to have effective advertisements, elements such as being fun, exciting, and enjoyable can be emphasized. Therefore, marketers and advertising agencies were looking for an advertising platform that could provide fun, exciting, and pleasant advertisements (Ling et al., 2010). In 2015, Karmarker stated in his research titled "Does it matter to you to know how a person feels when watching a teaser or an advertising banner": Eye movements can be an indicator to evaluate visual attention and receive information. The eye tracking system checks the effectiveness of an advertising teaser during which the brand is displayed repeatedly, and shows how the images are seen in the eyes of the audience, and with the rotation of the audience's eyes, it shows which points attract the most attention and focuses in the audience (Karmarkar et al., 2015). The results of the research conducted by Haghighi et al. (2013) showed that the use of color in products creates a unique brand, product difference, increases competitive advantage, increases loyalty, more sales, less understanding time, increases time in online shopping and Increased repetition is visible (Haghighi et al., 2013).

Businesses that use sports events as advertising tools try to create a strong perception and awareness about their brands by using stadiums, uniforms, or other visual expressions during sports events. For this reason, both sponsor companies and other businesses advertising the sporting event try to create awareness by exposing their brands to the audience (Breuer and Rumpf, 2015).

It is important for businesses to know the wishes and thoughts of customers in a competitive environment. This information helps businesses to increase their competitiveness by improving both their commercial and advertising goals. Businesses want to promote their brands and products to consumers through advertising. Sports events with thousands of viewers have become important platforms for businesses to advertise. In order to create awareness for their brands and increase their recognition, businesses advertise many sports organizations and competitions and try to reach the consumer target audience by sponsoring sports events. In order for businesses to achieve these goals, the advertisements in the sports event must attract the attention of the consumer and notice the visuals such as logo, color and shape in the advertisement. For these reasons, in this study, it was tried to determine the awareness and attention of the audience towards the brand logos, colors and shapes in the advertisements after a sports event broadcast in the media. It has been investigated whether the athletes who have a history of participating in sports competitions notice the advertisements in the background of a sports organization they watch and the content of the advertisement. It is thought that this study on brand awareness and brand awareness, which is an important step towards creating a competitive environment and positioning in the market, is important for all businesses. At the same time, we think that this research will help businesses to make more detailed studies about the colors, shapes and images they use in their advertisements.

Method

This research is an applied research in terms of the purpose of the research and at the same time it is a qualitative study. The research method that tries to understand, question and interpret the problem in its natural environment is called qualitative research (Guba and Lincoln, 1994; Klenke, 2016; Baltacı, 2019). The interview method, which is one of the qualitative research methods, was used in the research. The interview method is a technique frequently used in qualitative research. In addition, qualitative research focuses on specific and deep data obtained from small samples instead of including large samples (Baltacı, 2019). For this reason, interviews were conducted with the participants included in the study. The data were collected through semi-structured interview forms created by the researcher, taking expert opinions. In the type of semi-structured interview, which is similar to the survey application, the researcher is face to face with the participant. The researcher collects the data by asking closed or open-ended questions to the participant (Erdoğan, 2012).

Study Group

Purposive sampling method was used to determine the sample group in this study. Purposeful sampling is the purposeful selection and examination of predefined and determined units (Erdoğan, 2012). For this reason, the study group of the research was composed of 30 people (15 women and

15 men) over the age of 18 who had a history of participating in sports competitions. The study group of the research was determined according to convenience sampling and deliberate sampling method. Convenience sampling is a non-random sampling method. The researcher includes units that are close to him and that he can easily reach (Baştürk and Taştepe, 2013). The purpose of intentional (purposive) sampling is expressed as the selection of situations that contain rich information in terms of clarifying the questions in the study. In this respect, purposive sampling methods are generally useful in explaining and discovering events and phenomena (Tarhan, 2015).

Data Collection Tools

A sports event (match, competition, race) in the media was selected for the research. The selected case is one of the matches in the Azerbaijan Grand Prix 2022 F1 Race. The video of the selected activity was examined in detail by the researchers. It has been determined that there are more than 10 sponsors and advertisements in this event. Most of these advertisements are in the form of environmental and signage advertisements and logos. The colors, shapes, logos and brands used in the advertisements were carefully examined by the researchers. In the sports competition, a section with intense advertisements was chosen. A part of the selected case, which contains advertisements and brand images, was watched by the working group for approximately 7 minutes. The clip was shown on the television screen and was not replayed. Participants were given a voluntary consent form before watching the clip. The participants were told that they would be asked questions after watching the activity, but they were not informed about what the questions would be about. No suggestions were made regarding the brand, logo, color and advertisements, only the information was given that the sports competition will be watched for 7 minutes. After watching the competition, the participants were asked questions in the semi-structured interview form developed by the researcher (about demographic section and brand and advertisements) and data were collected.

Analysis of Data

After examining the answers given by the 30 selected participants, 26 correct and usable interview forms were obtained. For this reason, the analysis of the data was made on 26 participants. SPSS 22 and Microsoft Excel 2016 software were used in the analysis of the data. While performing the analyses, the findings section was created by making quantitative inferences from the qualitative data. The most obvious purpose of quantifying qualitative data is to make it easier to recognize the meanings hidden in a certain pattern and to extract meanings (Demirkasimoğlu, 2020). At the same time, quantification of qualitative data may allow to distinguish inconsistencies or oddities in qualitative data. In other words, quantification can be seen as a way to organize the confusion of

findings reached by open-ended and semi-structured data generation techniques (Sandelowski et al., 2009).

Ethics of Research

In this study, "Sivas Cumhuriyet University, Social Sciences Scientific Research Proposal Ethics Evaluation Committee" was applied. It was decided that the study was ethically appropriate.

Research Findings

In the research, the participants gave very short answers to the questions asked about advertisements and brands and stated that the advertisements did not attract their attention. Participants gave information about the part of the video they watched about the sports competition in general. In the research, it was concluded that these short answers to the questions about advertisements, brands and logos can be easily classified with percentages and frequencies. For this reason, the answers given by the participants were presented to the reader in percentages and frequencies for the convenience of the reader in terms of presentation.

The average age of the athletes and coaches participating in this research was 33 years and their sports experience was 11.5 years on average. (The average age of the male participants was 30 years and the female participants were 36 years, and the average sports experience of men was 13 years and women was 10 years). The education level of the participants in this study was 19% doctorate (n=5), 16% master's degree (n=4), 42% bachelor's degree (n=11), and, 23% diploma (n=6).

Table 1

Demographic Information.

Variable	Category	n	(%)
Gender	Male	13	50%
	Female	13	50%
Education (degree)	Doctorate's degree	5	19%
	Master's degree	4	16%
	Bachelor's degree	11	42%
	Diploma's degree	6	6.7%

After watching this sporting event, the participants were asked to say the first word that came to their minds about the sporting event they watched, without being informed that our next question would be about the advertisement and brand. As a result of the research, answers were received for mostly sports activities. It was found that 15.4% of the participants mentioned environmental advertisements and logos in this sporting event as the first word in their minds.

Table 2

The First Word Related to the Advertisement After Finishing Watching the Event in the Media

Participants	n	(%)
	4	15,4%

Also, 100% of the participants in the research (all the people who answered the questions) noticed the presence of environmental advertising (regardless of what logos and banners were there in this competition).

In the meantime, considering that more than 10 advertising logos of different companies and sponsors of the competition were displayed during this event, a certain percentage of the research participants were able to remember some environmental advertisements after watching the competition. The results are described in the following table:

Table 3

The Amount of Attention and Lack of Attention to Advertisements After Seeing the Event in the Media

	Men		Women		Total	
Number of Ads	n	(%)	n	(%)	n	(%)
No Ads	4	15.4%	10	38.4%	14	53.8%
One Ad	6	23.1%	1	3.9%	7	27%
More than One Ads	3	11.5%	2	7.7%	5	19.2%
Total	13	50%	13	50%	26	100%

Based on the results of the above table, several things were revealed for our research. Based on the results, we found that a total of 38.4% of women and 15.4% of men were not able to recall any of the brands and advertisements in the previously observed event in the media. We also found that the rate of remembering at least one advertisement after watching a sports event in the media was higher in men than in women (men = 23.1% and women = 3.9%). It is also necessary to explain that in total, about 19.2 % of men and women were able to remember two or more advertisements in a sports event. (Men= 11.5 % and women= 7.7 %). Also, based on the findings, it can be concluded that those who noticed and mentioned more than one sponsor's name in the event, all had more than 10 years of sports experience.

Table 4

Influence and Definition of the Event After Viewing in the Media with a Certain Color

Colors	Red		Black		Green		Yellow		Blue	
	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)
Male	8	30.8%	3	11.5%	1	3.85%	0	0%	1	3.85%
Female	9	34.6%	2	7.7%	1	3.85%	1	3.85%	0	0%
Total (color)	17	65.4	5	19.2%	2	7.7	1	3.85%	1	3.85%
Total (colors)	n=26 (100%)									

Appropriate coloring of environmental ads at an event increases the likelihood of attention being paid to the ad. Participants wrote down the colors they remembered after watching the sporting event. It seems that each of these colors is due to the presence of environmental advertisements with different colors or the theme of the competition (Formula 1). Color of cars, sportswear, financial sponsors, environment, etc. Therefore, according to the results of the above table, it was concluded that the color red is still the dominant color in the minds of the majority of the people studied. This appears to be due to the presence of environmental advertisements along the race route with the color red, as well as the combination of the color red on some cars and the clothing of the athletes taking part in this event. In addition, when the results obtained from this research were examined and analyzed, it was seen that 91.5% of those who could name more than one logo and banner (one or more) defined sports activity with red color.

Discussion and Conclusion

In order for a consumer to purchase a product or service, he or she must first know the product and create an awareness in the person related to that product. The most important place to create this awareness in the consumer is advertisements. For this reason, many businesses use sports events and sports organizations as a channel to reach their consumers. In sports events, companies try to promote their products as main sponsors or sub-sponsors or simply by advertising. Businesses use the sports field as a marketing tool in the marketing of the product by placing their advertisements and logos on the stadiums, on the fields, on the jerseys, creating an impact on the audience. Today, many of us face hundreds and thousands of messages every day that are sent and broadcast through different media and expose us to various advertisements and try to influence our attitude. Sports events as a large and unique platform allow people to increase the sales and popularity of their products with the right advertising. In advertisements, the right choice of colors and their combinations can encourage consumers to pay attention and positively affect their attitudes and motivations, ultimately

contributing to the success of advertisements and increasing sales. Therefore, colors in advertisements, when chosen according to their intended purpose, can not only attract attention of consumers, but also influence their attitude towards the product or service. In this research, consumers' awareness of advertisements and brands in sports events broadcast in the media was investigated.

It can be said that the effectiveness of advertisements on customers largely depends on consumers' attitudes towards advertisements (Bakhshizadeh et al., 2017). According to the results of this research, we found that about 15.4% of the viewers who participated in this research were the first thing that came to their minds about this event after watching the advertisements. In addition, all the athletes participating in the research noticed the presence of signage, logo and environmental advertisements in this event, and 53.8% of the participants could not remember the name of any logo. 27% of the participants were able to remember one logo and banner. 19.2% of the participants stated that they remember more than one logo and banner. In previous studies, it has been seen that some effective factors in environmental advertising are also present in this study. Some of these dimensions are: billboard or environmental advertising location, readability, clarity of message, strong visual components, creative design, information presentation, and name recognition (Taylor et al., 2006). Bakhshizadeh et al. (2017) found that the visual aspects of environmental advertising, including brand, logo, typography, color and slogan, have a significant and positive impact on brand awareness and brand preference. From the findings of the research, it can be said that the visual aspects of environmental advertising with the use of appropriate colors have the ability to have a positive and significant impact on brand awareness. Choosing and combining colors accurately in environmental advertising can clearly convey emotions and compliance with brand identity. Finally, it can be said that suitable colors in environmental advertising add to the visual experience of the audience and create positive and significant effects on their brand awareness

Based on research on people's decision-making process, there are two mechanisms that explain the role of gender in the process of evaluating the effectiveness of advertisements: One is a direct role. In this role, gender has a direct and significant impact on the decision. The other is the moderator role. In this role, gender affects the decision-making process and the relationships between independent and dependent variables. In addition, it also regulates the decision-making outcome (Sun et al., 2010). The most important aspect of gender issues for advertisers may be how men and women respond differently to advertising stimuli. There is significant evidence showing that men's attitudes towards advertisements are more positive than women's (Shaouf et al., 2006).

Color is considered to be a very important element in advertising, especially in environmental advertising. If it is appropriate with other visual dimensions of environmental advertising, message

content, and environmental conditions, it can increase the effectiveness of advertising and thus lead to the development of brand awareness and brand preference.

Based on the findings of this research, it can be concluded that color, as one of the most important factors, can have a significant effect on its attention and durability in the minds of the audience. As the results of this research shows, the red color is an important factor in the audience's attention to advertisements. The results found in the study, Gorn et al. (1997), Park and Choi (2011) showed similar results with their research. Park and Choi (2011), who conducted a qualitative study on the effects of colors on people's attention and awareness, concluded that colors are important. The authors examined people's attention to color in photographs taken by spectators at a baseball game. In their study, they found that colors that evoke a warm feeling (for example, red) attract more attention than cold colors (for example, blue) (Park and Choi, 2011). Gorn, Chattopadhyay, Yi, and Dahl (1997) measured consumers' emotional responses to hues, brightness of colors, and colors in their study.

As a result of the study, they found that variables such as brightness, tone, color have a significant effect on the effectiveness of the advertisement. They said that bright colors create excitement, while pure colors create a feeling of relaxation. They said that when the saturation and brightness of the color increase, the consumer exhibits a more positive attitude towards the advertisement (Gorn et al., 1997). According to the results of the research and the findings of other researchers, it can be seen that color plays a significant role as one of the most important factors in influencing the attention and persistence of advertisements in the minds of the audience, so that the effects of colors on human emotions and reactions are unique. which can create a deep connection between the audience and the content. Also, the use of appropriate colors in graphic design and advertising can direct the audience to the desired message and increase attention and durability of information.. Also, since all our contacts in this research were athletes who had a history of participating in sports competitions before, all of them in this research had noticed the presence of sponsors during the event. In a way, it can be said that having the presence of the previous mind and the concreteness of sports competitions for the audience, it is possible to direct their attention to the existence of sports sponsors. In a study conducted by Ajudan gharaee et al. (2023) on the ability of mental processes of consumers (athletes and non-athletes) of sports products with regard to the role of neuromarketing of domestic and foreign brands, the results showed that the difference in the activity of brain frequencies (in total) before, during and after watching advertisements in athletes and non-athletes clearly showed (Ajudan Gharaee et al., 2023).

Research Suggestions

In the end, in order to increase consumer awareness of advertising and branding in sports events in the media, the following suggestions are presented: Businesses promote their brands and create a brand value through advertising and sponsorship. Organizations within the sports industry are frequently used to deliver the brands of businesses to the masses. The sports industry, which has a very high number of consumers, will always continue to be an area for companies to promote brands and products. The frequency of advertisements used by businesses in product promotion should be such that they arouse the attention of the consumer. The duration and frequency of both frequently repeated visual reminders and infrequently repeated visual reminders should be well-adjusted. The colors and signs of the logo and brand should be prepared in a way that will take place in the memory of the consumer and attract attention. Color is considered to be one of the most important visual dimensions of environmental advertising, and its harmony and proportion with the content of the message multiply the effectiveness of advertising. Color can create an involuntary visual shock and thereby provide a way to attract the audience's attention. The gender and age range of the audience should be taken into account in the sponsored event or the sports activity that is advertised. For example, an event watched by female participants can be advertised for products that women will use more frequently.

Ethics Committee Permission Information

Ethics evaluation committee: Sivas Cumhuriyet University, Social Sciences Scientific Research Proposal Ethics Evaluation Committee

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In the method of the article, “during the current research, it has been acted within the framework of the Higher Education Institutions Scientific Research and Publication Ethics Directive”.

Statement of Researchers' Contribution Rates

Both authors contributed equally at all stages of the research.

Conflict Statement

Regarding the research “Authors do not have a conflict statement regarding the research.”

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