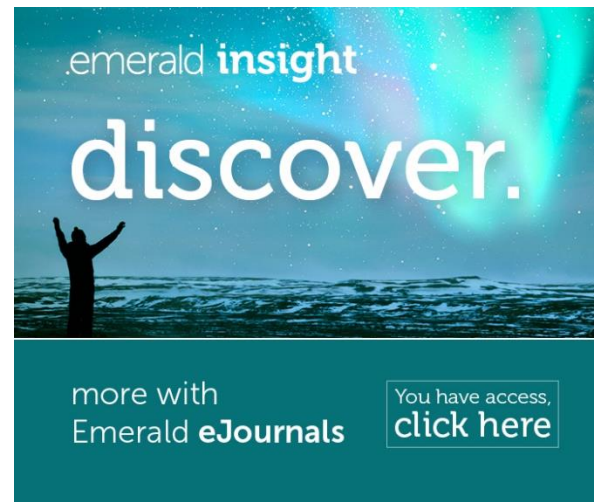


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The purpose of this paper is to explore consumer attitudes towards ambush marketing and official event sponsorship through the lens of sentiment analysis, and to examine social media users' ethical responses to digital event marketing campaigns during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

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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  
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## 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

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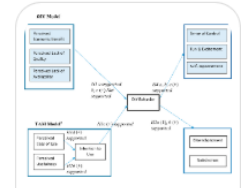


Figure 1.  
DIY and TAM digital marketing model

Table I.

Participant demographics(N = 250)

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

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ISSN: 1548-6435

Publication date: 27 June 2016

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(2016), "Review of Marketing Research", *Marketing in and for a Sustainable Society (Review of Marketing Research, Vol. 13)*, Emerald Group Publishing Limited, p. ii.

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