

# **Determination of the Influence of Cultural Factors and Favoring Sports Marketing Ambushes and Consumer Willingness to Buy from the Official Sponsor Esteghlal Iran**

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## **ABSTRACT**

Ambush Marketing is a very interesting kind of marketing. Based on Cameron's marketing of a brand, while another brand sponsor is a program and event, it pins itself to this program and, therefore, without any unlawful conduct committed, will be exempted from any payment of sponsorship. In this research, the purpose of promoting sport is the interest and importance that a person has in Iran's independence tournament. Exercise-oriented individuals are people who have a lot of information and knowledge about an event, sport or team of their own.

The research method is descriptive-survey. Kowsar Credit Institution, the official sponsor of the Esteghlal Football team, was considered as a supporter of the research. The research population included the spectators of Iran's Independence-football match of 515 are sampled.

Key words: Quinine marketing; Sport advocacy; Survey descriptive

## **Introduction**

The concept of sports sponsorship not a new phenomenon and the support of sports 1950 dates in which a company Australian supporter of cricket in England and thus huge profits for themselves and organizers, competing (Kshak 20: 2004) support the provision of resources by an organization in return for a event or exercise direct involvement with the event or activity. (Trypvdy 2: 2001) Among all kinds of (Ambush Marketing) both kind of interesting. According to the marketing ambush a brand tries, while other brands sponsor programs and events, to these pins and thus without the illegal practice have committed to pay any premium sponsor to be exempted. Marketing Ambush "by marketing strategist Jerry Welsh in the 1980s, when he worked as marketing director of American Express Company, was developed. Ambush Marketing Ambush Marketing word first described by Bayless 1988 for incorrectly targeted communication and events company that does not support the company sponsored benefit plans the same benefits, was used. Ambush marketing is a type of marketing campaigns that the company sponsored the event is done at no charge. Ambush marketing has two subsets called ambush predator lurking direct or indirect. Important characteristics for marketing ambush directly, such as direct trading rights main organizer or sponsor the event through the acquisition and use of symbols related to the event that can legally be registered, pretending sponsored event; Ambush marketing is a conspicuous feature of indirect way is to simulate the position of an event to promote its own product or service. One side of the sport as a "person of interest and the importance of exercise for a person" is defined. (Shank and Beasley 237:

1998) In this study, the purpose of favoring sports person of interest and importance to the independence of Iran's matches. With high support for people who exercise a lot of knowledge and information with respect to events, sports or their favorite team. (Myng·hnan 202: 2001)

These people usually are not aware of the pro-string or your favorite club. (Diss et al., 81: 2008) Who's your favorite sport on the side of pro sports companies established communication with the (Diss et al).

A limitation of this study is that the theory of cultural factors only in a theoretical framework, Hofstede's cultural dimensions. Cultural psychologists argue that people with different perceptions of differences in national culture, experience, and how they process information (Bond and Leung, 2009). Organizational culture dimensions of Hofstede quoted Jafari (2007) Are as follows:

Individualism versus collectivism: the person himself or gather more attention and take precedence over its own. Avoid Uncertainty: the meaning of the matters and situations of doubt has something against risk taking is conservative talk. Distance power: the distribution of power in the organization and the degree of centralization and decentralization is considered. Masculine or feminine spirit of masculinity and femininity in mind the culture and character traits like ambition, courage, maintaining the status quo, improving the position, competitiveness and position in the organization's culture is. The main three categories are: Community, directly and accidentally. Firstly, there are six types of Ambush Marketing Association. These values, rebel, his sponsor, associative, grinding, and parallel properties (Chadwick and Burton, 2011). Different types of Ambush Marketing Association are listed in the table. (By: Chadwick and Burton, evolving complexity of ambush marketing: a typology of Strategy, p. 716, 2011)

### **Ambush Marketing Association**

The main theme of an event without legitimate rights.	Values
Erratic and aggressive marketing activities around the event	Rebel
Its advocacy of support above and beyond the appointed terms.	Support
Use images without rights or legitimate terms	Associative
The presence of non-guarantor around an event without legitimate rights.	Destructive
Creating a new event that runs at the same time as the target of an ambush.	Parallel properties

Secondly, there are three types of ambush marketing. The Coattail, Predator, and violation of ownership (Chadwick and Burton, 2011). Definitions of different types of ambush marketing are listed directly below the table. (By: Chadwick and Burton, evolving complexity of ambush marketing: a typology of Strategy, p. 715, 2011)

### **Ambush marketing**

Non-sponsor the event through the Community is concerned.	Coattail
Deliberate ambush opponent to increase market share and to mislead consumers.	Predatory
The intended use of the legitimate rights of the event.	Property Infringement

Finally, two forms of marketing something hidden there. This inadvertent saturation (Chadwick and Burton, 2011). Definitions of different types of ambush marketing organization listed in the table below: (By: Chadwick and Burton, evolving complexity of ambush marketing: a typology of Strategy, p. 717, 2011)

### **Random ambush marketing**

Saturation: tactical marketing communications during an event to raise. Unintentional: Understanding the consumer is false in early intervention. The reason for this is that the results of the research show a much stronger connection between the differences in culture and attitude towards

consumer marketing trade. (Chan et al., 1990; Cui et al., 2008). Companies of sporting events to support a range of cognitive responses such as increased consumer interest in purchasing your products are extracted. Purchase intention is likelihood that a consumer will buy a product. Survey shows support researchers purchase intention underlying dependency. While most research shows that support positively affect buying tendencies. (Cornwell and Kurt 269: 2005 430 Close et al., 2006) Considering the interest and perception of the act and the tendency to control their behavior. Tendencies by attitudes to the behavior, perceived behavioral control and subjective norms affected. (Yangjay et al., 83: 2008)

## **Materials And Methods**

The research method is descriptive-survey. Kosar credit institution, the official sponsor of the football team as a pro-independence was evaluated in the study. The study population included Iran's Esteghlal football match spectators 2017.2.13 breakthrough event that was held in Azadi gym were present. Given the uncertainty about population size, to determine the sample size formula to be used for large communities and uncertain and a sample size of 515 .People were selected. To collect data, a questionnaire was designed based on the literature. The validity of the content and appearance of the questionnaire was approved by 14 experts and evaluated using confirmatory factor analysis. The reliability of the questionnaire using Cronbach's alpha coefficient was approved. ( $A = 0/86$ ). Research data using confirmatory factor analysis and analysis of covariance (ANCOVA) were analyzed.

## **Findings**

The average age of respondents was 29 years. About 68 percent of the audience and 32% of single people and married people, respectively.

Confirmatory factor analysis was performed to assess the validity of the questionnaire. All factor loadings are greater than 3/0 is desirable. The Cronbach's alpha for each of the subscales is more than 7/0.

## **Conclusion**

The company advocates a stronger preference for products and sponsor of the show (Minghazan, 2001; Diz, 2004; Dys Colleagues, 2008; Yangjia et al., 2008; Gilani Nia and Abaszadeh, 2011) Platter et al. 2008 point out that exercise has a positive effect on the side) The individual's perception of the image and probably the desire to purchase supportive role has it. Such as football, support for the Event can be a good choice and effectiveness to a greater impact on the willingness and motivation in buying the Hamyyan official, also considering the role of cultural factors in willingness to buy can be stated that companies should selected events for support that are more consistent. (Westberg, Stavros and Wilson 2011) Sponsored events must convince supporters that appropriate strategies to reduce and eliminate these negative behaviors.

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