

**The impact of sports sponsorship, in its dimension of sponsoring sporting events, on the purchasing behavior of the Algerian consumer: A case study of Mobilis Agency.**

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Received : 20/08/2025 ; Accepted : 17/01/2026 ; Published : 30/03/2026

**Abstract:**

Sports sponsorship is considered a modern marketing tool used by organizations to improve their image in the consumer's mind. This study aimed to demonstrate the relationship between sports sponsorship, in its dimension of sponsoring sporting events, and the level of consumer purchasing behavior, with its dimensions (information search, product preference, product purchase, and product use). For this purpose, a questionnaire was designed containing the various necessary measurement indicators and was distributed to a non-random sample estimated at 493 respondents.

The study reached several results, the most important of which is the existence of a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of consumer purchasing behavior in its dimensions (information search, product preference, product purchase, and product use). This indicates the importance of sponsoring sporting events in enhancing the organization's image in the consumer's mind.

The most important recommendations included strengthening the sponsorship of sporting events through other communication tools such as sales promotion at the event level to achieve the organization's communication objectives, and establishing specialized departments for sponsoring sporting events within the organization to properly achieve its vision and ensure the effective delivery of its message.

**Keywords:** sports sponsorship, sponsorship of sporting events, purchasing behavior.

**Introduction:**

Sports sponsorship is a mechanism of event communication that contributes to linking a brand or an organization directly with an event that is attractive to a specific audience. This is achieved through financial, material, or technical support for a sporting event in order to accomplish commercial objectives, namely increasing the organization's visibility and improving its image in the minds of consumers. Declan Mc Adams defined sports sponsorship as "a communication approach used by the organization to overcome certain obstacles..."<sup>1</sup> and not necessarily for commercial purposes, but also to improve its brand image." Sports sponsorship, particularly in its dimension of sponsoring sporting events, is considered a modern marketing tool that contributes to enhancing the organization's brand image in the consumer's mind. This research paper was conducted to determine the extent to which sports

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sponsorship, in its dimension of sponsoring sporting events, affects the purchasing behavior of the Algerian consumer.

In this study, we will attempt to answer the central research question, which represents the core problem, as follows:

- To what extent can the sponsorship of sporting events influence the purchasing behavior of the Algerian consumer?
- To facilitate the research process, we have reformulated this problem into a set of questions, which will be addressed in the content of this study as follows:
- Is there a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of information search?
- Is there a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product preference?
- Is there a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product purchase?
- Is there a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product use?
- Are there statistically significant differences at the significance level  $\alpha \geq 0.05$  in the sample respondents' perception of the effect of sponsoring sporting events on purchasing behavior due to demographic variables and educational qualifications (gender, age, educational level, employment status, income)?

We believe that answering this question is reflected in the following hypotheses:

- "There is a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of information search."
- "There is a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product preference."
- "There is a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product purchase."
- "There is a statistically significant effect at the significance level  $\alpha \geq 0.05$  of sponsoring sporting events on the level of product use."

### **Importance of the Study**

The importance of this study lies in combining two topics: sports sponsorship, particularly the sponsorship of sporting events as one of the elements of marketing communication, on the one hand, and the response of the Algerian consumer to this type of marketing communication, and the extent of its impact...<sup>2</sup>

...and, on the other hand, contributing to enriching scientific research with a vital and important topic, especially given the limited focus on such subjects.

### **Reasons for Choosing the Topic**

As for the motivations behind choosing this topic, they are related to its connection with my field of specialization, along with a desire to explore this subject further and expand

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<sup>2</sup> - Sibilla Guidotti, Interview de Declan Mc Adams, Sponsoring sportif : les conditions du succès, revu Finance & Bien Commun 2007/1 (No 26), éd De Boeck Supérieur, Paris, 2007, p 72.

specialized knowledge in sponsoring sporting events. In addition, there is a lack of references that directly address this topic, at least in Arabic sources, and this study also aims to contribute to enriching the library with such a reference.

### **Objectives of the Study**

The objectives of this study are reflected in identifying the techniques of sports sponsorship, particularly the sponsorship of sporting events, in enhancing the organization's position regarding its brands, products, and services. Sponsorship of sporting events can draw attention to the values of the organization or brand and contributes to developing the organization's image among consumers. It also aims to analyze event communication techniques and how organizations can benefit from them.

### **Structure of the Research**

In this study, and in order to demonstrate the extent to which the sponsorship of sporting events affects the purchasing behavior of the Algerian consumer, we divided it into two main sections. The first section presents the theoretical aspect, addressing the conceptual framework of sports sponsorship and reviewing the most important definitions related to it in the first part, followed by previous studies in the second part. The second section deals with the applied aspect of the study, where we discuss the research methodology and the main results obtained, followed by a discussion of these results, and finally the conclusion of the research.

## **2- Previous Studies:**

Scientific integrity requires us to point out that there are many studies that addressed parts or indirect aspects of our research topic. Therefore, it is necessary to mention these studies (research problem, hypotheses, objectives, and results obtained), and then highlight what distinguishes our research and clarify the added value we aim to achieve compared to these studies. We begin by presenting studies conducted in Arabic:

1- A study conducted by Mustafa Jaafar Issa, "Promotional Advertising and Its Impact on the Iraqi Consumer: An Exploratory Study of the Opinions of a Sample of Consumers," Journal of Administration and Economics, a periodical issued by the College of Baghdad for Economic Sciences – Iraq – Issue 82, 2010.

The researcher started from the problem: "To what extent does the promotional advertising approach influence the Iraqi consumer and persuade him to purchase the advertised goods?"

To answer this, the following hypotheses were proposed:

- Promotional advertising has a positive effect on the behavior of the Iraqi consumer.
- Advertising is consistent with the culture of the Iraqi consumer.
- There are no statistically significant differences in the attitudes of the Iraqi consumer toward promotional advertising due to gender differences.
- There are no statistically significant differences in the attitudes of the Iraqi consumer toward promotional advertising due to income differences.

The study aimed to identify the effect of promotional advertising on the behavior of the Iraqi consumer.

The study concluded with several results, the most important of which is that the majority of the sample stated that promotional advertising attracts the consumer's attention and helps them remember the product well.

2- A study conducted by Adel Abbas Hussein and Fahem Aziz Majid, "The Impact of Advertising on Consumer Behavior: An Exploratory Study of a Sample of Subscribers of Atheer Telecommunications Company at the University of Karbala," Iraqi Journal of Administrative Sciences, University of Karbala, a periodical issued by the College of Administration and Economics – University of Karbala – Issue 29, Iraq, 2009.

To answer the research problem, which is: "Does advertising promotion at the University of Karbala achieve its real objectives and necessary services and contribute effectively to motivating and attracting consumers to it and to its content regarding goods, services, and ideas? And does it support the position of the product or marketer and achieve their desired objectives?"

The following hypotheses were proposed:

- There is no statistically significant correlation between consumer behavior and advertising.
- There is no statistically significant effect of advertising on consumer behavior.

The study aimed to demonstrate the effect of advertising on consumer behavior and the extent of its influence on the consumer in making the decision to participate in and purchase this service.

The study concluded with results, the most important of which is that the correlation coefficient between advertising and consumer behavior, in all its factors, is a significant positive relationship. The most prominent recommendation was that the company should adapt to the developments of the information and technological revolution, particularly modern advertising, in its activities in order to ensure continuity and growth.

3- Batoul Abdel Aziz Rashid, "The Use of Mass Communication وسائل and Methods in Supporting the Image of Higher Education Institutions in Iraq (An Exploratory Study in the Structures of the Technical Education Authority)," Iraqi University Journal, a periodical issued by the Center for Islamic Research and Studies, Baghdad, Issue 26, Iraq, 2011.

The research problem was: "To what extent do media offices in colleges and technical institutes use mass communication وسائل and methods?"

To answer this, the following hypotheses were proposed:

- Media offices in colleges and institutes use mass communication وسائل in a good manner.
- Media offices in colleges do not practice mass communication in improving the image of the educational institution.

The research aims to present scientific and practical insights into the nature of media work and its role in supporting the image of educational institutions in Iraq. The study concluded that faculty members are not convinced by what media units provide in terms of forming a positive image of the educational institution. The reasons are attributed to a clear deficiency in the ability to deliver programs and messages that effectively contribute to image building. The most important recommendations include providing qualified human resources in the field of media and communication, working on implementing targeted media plans, and identifying appropriate methods for each audience within educational institutions.

4- Ronak Kazem Hussein Shabr, "Building Trust and Enhancing Commitment through the Effectiveness of Using Integrated Marketing Communication (An Exploratory Study of the Opinions of a Sample of Customers of Zain Wireless Telecommunications Company)," Journal of the College of Administration and Economics for Economic Studies, a periodical issued by the College of Administration and Economics, University of Babylon, Issue 4, Iraq, 2016.

The research problem was: How does trust affect the customer in Zain Telecommunications Company? To answer this, the researcher proposed the following hypotheses:

- There is a positive and significant correlation between integrated marketing communication with its dimensions (advertising, sales promotion, public relations, personal selling, direct marketing) and customer trust in Zain Wireless Telecommunications Company.
- There is a positive and significant correlation between integrated marketing communication with its dimensions (advertising, sales promotion, public relations, personal selling, direct marketing) and customer commitment in Zain Wireless Telecommunications Company.
- There is a positive and significant correlation between customer trust in Zain Wireless Telecommunications Company and their commitment to purchasing its services.

The study aimed to identify the effective tools of integrated marketing communication in building trust and enhancing commitment among customers subscribed to Zain wireless services. The study reached several results, أبرزها that the company effectively uses integrated marketing tools, and that integrated marketing communications play a major role in building customer trust and enhancing their commitment. In light of these results, the study recommended the need to support service delivery and community sponsorship to activate the public relations tool.

5- A study conducted by Makshota Latongsky and others, "Factors Affecting Iraqi Consumer Behavior in the Household Electrical Appliances Market: An Exploratory Study in Basra Governorate," Iraqi Journal of Market Research and Consumer Protection, a periodical issued by the Market Research and Consumer Protection Center, University of Baghdad, Volume 5, Issue 1, Iraq, 2013.

The researcher started from the problem: "Do personal, psychological, social, and cultural factors affect Iraqi consumer behavior when purchasing household electrical appliances?" To answer this, the following hypotheses were proposed:

- There is a statistically significant relationship between cultural factors and consumer behavior.
- There is a statistically significant relationship between social factors and consumer behavior.
- There is a statistically significant relationship between personal factors and consumer behavior.
- There is a statistically significant relationship between psychological factors and consumer behavior.
- There is a statistically significant relationship between the product factor and consumer behavior.
- There is a statistically significant relationship between the price factor and consumer behavior.

- There is a statistically significant relationship between the promotion factor and consumer behavior.
- There is a statistically significant relationship between the distribution factor and consumer behavior.

The study aimed to identify the factors that influence consumer preferences and behavior in the household electrical appliances market in Iraq. The study concluded with several results, the most important of which is the existence of a weak relationship between the set of independent variables and the dependent variable. However, in-depth analysis found that social and psychological factors, as well as elements of the marketing mix, have a strong effect on the purchasing behavior of the Iraqi consumer. The most important recommendation was the possibility of conducting simulations to study consumer behavior.

6- Philippe Boistel, LA COMMUNICATION ÉVÈNEMENTIELLE, PLUS STRATÉGIQUE QUE COMMERCIALE, Management et Avenir review, 2005/4 (No. 6), pp. 27–47, Management Prospective Ed., Paris, France, 2005.

The researcher started from the problem: “Does event communication build a competitive advantage, or is it a tool to improve the organization’s image?” To answer this, the following hypotheses were proposed:

- Event communication, as a strategic dimension, can constitute a decisive advantage.
- The use of event communication tools in external communication brings the organization closer to the consumer.

The study aimed to determine how event communication, which is part of the communication strategy in 20 French economic institutions (the top 20 companies in terms of turnover in France), contributes to building their competitive advantage. The study reached several results, the most important of which is that the organization seeks to establish its image in the consumer’s mind and make its products the best.

### **What distinguishes our study:**

Our study is distinguished by addressing the causal relationship between sports sponsorship, in its dimension of sponsoring sporting events, and purchasing behavior. Most studies that addressed sports sponsorship excluded the dimension of sponsoring events. In addition, most studies examined purchasing behavior through general dimensions of consumer behavior, whereas this study differs by relying on precise explanatory dimensions of behavior (information search, product preference, product purchase, and product use).

### **I: Conceptual Framework of Sports Sponsorship:**

Through this section, we will address the concept of sponsorship, provide a historical overview of sports sponsorship, and then discuss its definition and objectives.

#### **1-1- Concept of Sponsorship:**

Sponsorship is “material or equipment support provided by an organization to sponsor athletes or an event such as a competition, with the aim of improving the organization’s brand image and reputation, in order to motivate and stimulate its employees and points of sale networks” (Rapeaud, 2013, p. 160). From this definition, we conclude that sponsorship is material or moral support provided by the sponsoring entity to individuals, teams, charitable

associations, or public institutions such as universities, with the aim of improving its image in the consumer's mind.

**1-2- Definition of Sports Sponsorship (sponsoring sportif):**

According to Walliser, sports sponsorship is “a communication technique used by an organization to create or support a sporting, cultural, or social event, carried out by itself or in partnership with others, in order to improve its brand in the minds of consumers, enhance its reputation, and achieve other marketing communication objectives” (Walliser, 2006, p. 47). Declan Mc Adams considers sports sponsorship as “a communication approach used by the organization to overcome certain obstacles, not necessarily commercial, and to improve the organization's brand image” (Guidotti, 2007, p. 72).

Sports sponsorship is also defined as “a communication technique consisting of material or financial support provided by an organization to ensure the success of an event, with the aim of increasing its reputation” (Zouabi, Kammoun, 2015, p. 20).

**1-3- Objectives of Sports Sponsorship:**

The objectives of sports sponsorship are as follows:

- a. Raising awareness and strengthening the organization's image in the customer's mind, and improving customer relationships.
- b. Increasing brand awareness and ensuring media coverage of the organization and its activities.
- c. Enhancing employee morale and increasing sales (Walliser, 2006, p. 48).

**1-4- Comparison between Advertising and Sponsorship:**

Sponsorship differs from advertising in the tools used and the objectives achieved. The following table illustrates the difference between them:

Table 01: Comparison between advertising and sponsorship

Advertising	Cultural, Social, and Sports Sponsorship
It connects the brand in the consumer's mind through posters or advertising flashes.	Links the brand in the consumer's mind through a sports or cultural event.
Optimistic and prefers the future over the present, embodying desires in dreams.	lives in the present because the brand is associated with a tangible and visible reality
The message is conveyed through: television, press, radio, posters, cinema, internet.	The message is conveyed through an event in front of the audience
It is a communication through imagination.	It is actual (real) communication.
Purchasing advertising space	Interactive, participatory communication with the audience.
Indirect investment.	Direct investment in the event.

Source ( Walliser, 2006 , p 46).

**1.6 Comparison between Sports Sponsorship and Cultural & Social Sponsorship:**

In 1991, BAUX.P made a comparison between sports sponsorship and cultural & social sponsorship, which is presented in the following table:

Table 2: Comparison between Sports Sponsorship and Cultural & Social Sponsorship

	Sport sponsorship	Cultural sponsorship(Mècènat)
Purpose	Economic: creating a link between the brand and a prominent media event with the aim of enhancing the brand's image and reputation	Institutional: Creates a link between the organization and an event representing a social benefit, aiming to provide a social identity
Ethics	Benefit: Even though it plays on the symbolism of sports values	Benefit: A gift, even though we seek symbolic benefits.
Main field of application	The sports field reflects popular taste, widely represented among audience	Field: Cultural, social, and artistic.
Objective	Advertising, but it can extend to all partners	Objective: Collective, but can target partners and employees
Communication technique	Advertising and media communication tool	Communication Technique: Relations between employees and public relations
Timeframe/Deadlines	Short-term media coverage	Media Impact: Long-term entitlement
Contract	Specifies mutual obligations in detail	Contract: Respects the freedom of the contracting parties.
Effectiveness monitoring	Monitors performance but is difficult to implement	Effectiveness Monitoring: No monitoring; considered as a return on investment.

Source: (Kimberley, 2014, p 10.)

From the table, we notice that there are many differences between sports sponsorship and social sponsorship, and it is clearly evident that the differences exist at the level of objectives and also in the evaluation model and event utilization. While the main goal of both is to improve fame and image, the impact is not the same, because when an organization funds an event, it expects a quick return in the form of advertising effects. In contrast, the sponsor provides support and, in the long term, will reap the benefits of sponsorship in the form of an improved image.

### 1-5. Measuring the Effectiveness of a Sports Sponsorship Campaign:

Effectiveness is measured through two dimensions:

Cognitive dimension: (R. Holbrook and R. Batra) related to evaluations, judgments, and beliefs triggered by the sponsorship and concerning cognitive responses.

Affective dimension: (J. B. MacKenzie) corresponding to emotions felt by an individual and others, described as reactions resulting from the event. (Christian, Durrieu 2008, p.86)

## II - Second Axis: Case Study (Applied Section)<sup>3</sup>

### Field Procedures of the Field Study

In this section, the study will address the various procedures followed in defining the study population, the research sample, as well as determining the methodology and statistical measures used to analyze the study data.

#### 1-1: Selection of the Study Population and Sample and the Method of Collection

The student distributed 563 questionnaires to achieve the highest possible representation. In line with the challenges faced during the questionnaire collection phase, this can be clarified in the following table:

Table 03: Statistics Related to the Questionnaire Forms

Item	Repetition	Percentage
Distributed questionnaires	563	100 %
Returned questionnaires	493	87.56 %
Unreturned questionnaires	70	12.43 %
Questionnaires valid for the study	493	87.56 %

**Source:** Prepared by the researcher

It is observed from Table No. 03 that the number of distributed questionnaires reached 563, from which 493 valid questionnaires were extracted for the study, while the remaining 70 questionnaires were discarded because they were not returned.

The study population and sample were selected according to the study we conducted, within spatial and temporal limits dictated by the study conditions. Statistical methods were also used to analyze the various study variables and reach results.

#### 1-2: Study Population and Sample

The research population represents all units that possess the characteristics of the study object, represented by the Algerian consumers of the brand of Mobilis Company. The study sample consists of the selected units from the study population. Given that the population under study is large, a non-random sampling method was used in distributing the questionnaire to a sample of 563 units, while approximately 70 questionnaires were discarded. Therefore, the number of questionnaires subjected to the study is 493.

<sup>3</sup> - Christian Laborde, François Durrieu« L'association parrain/parrainé dans le domaine du sport. Influence dans le temps sur les réactions affectives à l'égard de la marque », La Revue des Sciences de Gestion 2008/1 (n°229), p86.

**1-3: Spatial and Temporal Limits of the Study**

The spatial limits of the study include the central states such as Blida, Algiers, Tizi Ouzou, Chlef, Ain Defla, Tipaza, and Médéa, where the questionnaires were distributed among different segments of society.

As for the temporal limits, the data collection period for the questionnaires lasted from December 2018 to May 2019, approximately 6 months.

**2- Secondly, the adopted methodology:**

It was necessary to determine the methodology used in this study, which is the analytical descriptive method.

**1. Data Collection Tools:**

**2. Primary Data:** To complete the practical aspect of the study, a questionnaire was distributed, and the necessary information related to the study topic was collected, compiled, and then entered and analyzed using SPSS version 23.

**2-1. Questionnaire Sections:**

The questionnaire statements were designed and formulated appropriately to serve the study objectives. Closed-ended questions were used, answered according to a five-point Likert scale to determine the degree of agreement or disagreement with each statement in the questionnaire, as follows:

Strongly agree	agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

This questionnaire is divided into two main parts:

Part One: Contains data related to the study topic and is divided into two sections:

Section One: Focuses on the measures related to the independent variable, which is sports sponsorship in its dimension (event sponsorship). Accordingly, questions for this dimension were formulated as follows:

Table 04: Distribution of items for the independent variable

	Dimensions of the Independent Variable (Event Sponsorship) Event Sponsorship	Items (Statements):
1	Event Sponsorship	3_1

Source: Prepared by the researcher.

Second Axis: Includes 15 statements related to the dependent variable (Consumer Buying Behavior), and accordingly, questions were formulated as follows:

Table05: Distribution of items for the dependent variable.

	Dimensions of the Dependent Variable (Consumer Buying Behavior)	Items (Statements):
1	Information Search	11_ 15
2	Product preference	10-20-23-24
3	Product purchase	16-17-21-22
4	Product usage	18-19

In this section, we will examine the correlation matrix of the dimensions of sports event sponsorship.<sup>4</sup>

### 3. Correlation Matrix of the Dimensions of Sports Event Sponsorship:

To assess the suitability of the data for principal component analysis, it is first necessary to ensure the existence of correlations between most of the measurement indicators related to the sports event sponsorship dimension. The results are shown in the table below.

Table 06: Correlation Matrix of the Dimensions of Sports Event Sponsorship

Mobilis' sponsorship of sports events improves its image as a responsible corporate citizen in the minds of consumers.	Mobilis' sponsorship of sports events enhances its recall among consumers	Mobilis' sponsorship of sports teams contributes to increasing its turnover.	Dimensions of Sports Event Sponsorship
,299	,338	1.000	Mobilis' sponsorship of sports teams contributes to increasing its turnover.
427	1,000	,338	Mobilis' sponsorship of sports events enhances its recall among consumers.
1,000	,427	,299	Mobilis' sponsorship of sports events improves its image as a responsible corporate citizen in the minds of consumers.

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

#### 3-1. Assessing the adequacy of sample size using the KMO Test:

Secondly, to assess the adequacy of the sample size, the KMO Test was used. The results showed that the KMO value extracted from the analysis reached (0.622), which is higher than the value specified according to Kaiser's criterion and estimated...

At (0.5). The results also show that the Bartlett's test value reached (682.894), which is significant at the level ( $0.05 \geq \alpha$ ). Therefore, the sample size is considered sufficient and adequate for the study.

<sup>4</sup> Dalal Al-Qadi, Mahmoud Al-Bayati, Scientific Research Methodology and Data Analysis Using SPSS, Hamid Publishing House, Amman, Jordan, 2008, p.117.

Table No. (07) KMO Index and Bartlett's Test for the variable: Sports Sponsorship.

,622	Kaiser-Meyer-Olkin Index for measuring sampling adequacy
682,849	Bartlett's Test of Sphericity Approx. Chi-Square
10	Df
,000	Significance

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver. 23.

### 3-2. Factor Loadings for the Sports Event Sponsorship Dimension:

The results also show that the sports event sponsorship dimension, after rotation using the Varimax method, consists of three measurement indicators with their corresponding questions from (1–3).

Table (08): Factor Loadings for Sports Sponsorship.

Factor Loading Event Sponsorship	Measurement Indicators
,746	Mobilis' sponsorship of sports teams contributes to increasing its revenue.
,795	Mobilis' sponsorship of sports events enhances its recall among consumers.
,677	Mobilis' sponsorship of sports events improves its image as a responsible corporate citizen in the eyes of consumers.
,106	Mobilis' sponsorship of your favorite team motivates you to purchase its products.
,142	The appearance of the Mobilis brand on your favorite team's jerseys encourages you to subscribe to this operator.

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver. 23.

### 3-3: Exploratory Factor Analysis for the dependent variable: Consumer Purchasing Behavior

To assess the suitability of the data for principal component analysis, it was necessary to verify the existence of correlations between most of the measurement indicators related to the consumer purchasing behavior dimension. The results are shown in the table below.

#### 2. Assessing the adequacy of the sample size using the KMO Test

Secondly, to judge the adequacy of the sample size, the KMO Test was used. The results showed that the KMO value extracted from the analysis reached (0.837), which is slightly higher than the threshold value set according to Kaiser's rule (0.5). The results also indicate that Bartlett's test value was (2266.138), which is significant at the level ( $0.05 \geq a$ ). Therefore, the sample size is considered sufficient and appropriate for the study, as shown in the following table:

Table No. (09): KMO Index and Bartlett's Test for the Dependent Variable (Consumer Purchasing Behavior)

,837	Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy
2266,138	Bartlett's Test of Sphericity Approx. Chi-Square
105	Degrees of Freedom (df)
,000	Significance

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS version 23.

#### 4 - Factor Loading Equations for the Purchase Behavior

The results also show that the purchase behavior dimension, after rotation using the Varimax method, was divided into four factors: the first factor was named Information Search, the second Product Preference, the third Product Purchase, and the fourth Product Usage. It is noted that all loaded factors exceeded the loading threshold of (0.3). The questions were distributed as follows:

- The first factor, named Information Search, includes questions (11-15).
- The second factor, named Product Preference, includes questions (10-20-23-24).
- The third factor, named Product Purchase, includes questions (16-17-21-20).
- The fourth factor, named Product Usage, includes questions (18-19).

This will be illustrated in the table on the following page.

Table 10: Factor Loading Equations for Purchase Behavior.

Loading Factor				Measurements indicators
Product usage	Product purchase	Product preference	Information search	
-,036	,013	,614	,215	<p>The scientific approach of Mobiles' sports sponsorship motivated me to purchase its services.</p> <p>Mobiles provides all the information I may need through its website.</p> <p>Mobiles provides all the information I may need through its points of sale.</p> <p>Mobiles provides all the information I may need through its social media pages.</p> <p>Mobiles provides all the information I may need through Mobiles spaces.</p> <p>Mobiles provides all the information I may need through exhibitions.</p> <p>I spend all the necessary time searching for information before deciding to purchase Mobiles' services.</p> <p>I pay attention to the quality of Mobiles' products by searching for the best offers it provides.</p> <p>I obtain the necessary information about</p>
,084	,047	,236	,742	
,114	,078	,189	,729	
,016	,058	,225	,740	
,181	,097	,111	,751	
,102	,141	,075	,720	
-,004	,602	,220	,103	
,328	,422	,227	,287	
,833	,029	,144	,099	
,803	,134	,072	,185	
,389	,237	,513	,089	
,109	,832	,019	,062	
,083	,824	,027	,065	
,200	,179	,743	,144	
,110	,082	,788	,293	

				<p>Mobiles’ services from family.</p> <p>I obtain the necessary information about Mobiles’ services from friends.</p> <p>I care about the discussions circulating about the Mobiles brand.</p> <p>I compare different offers in the market before purchasing Mobiles’ services.</p> <p>I review my previous experiences before purchasing Mobiles’ services.</p> <p>I subscribe to Mobiles because it provides me with added value compared to other brands.</p> <p>I feel confident and comfortable because of my decision to purchase Mobiles’ services.</p>
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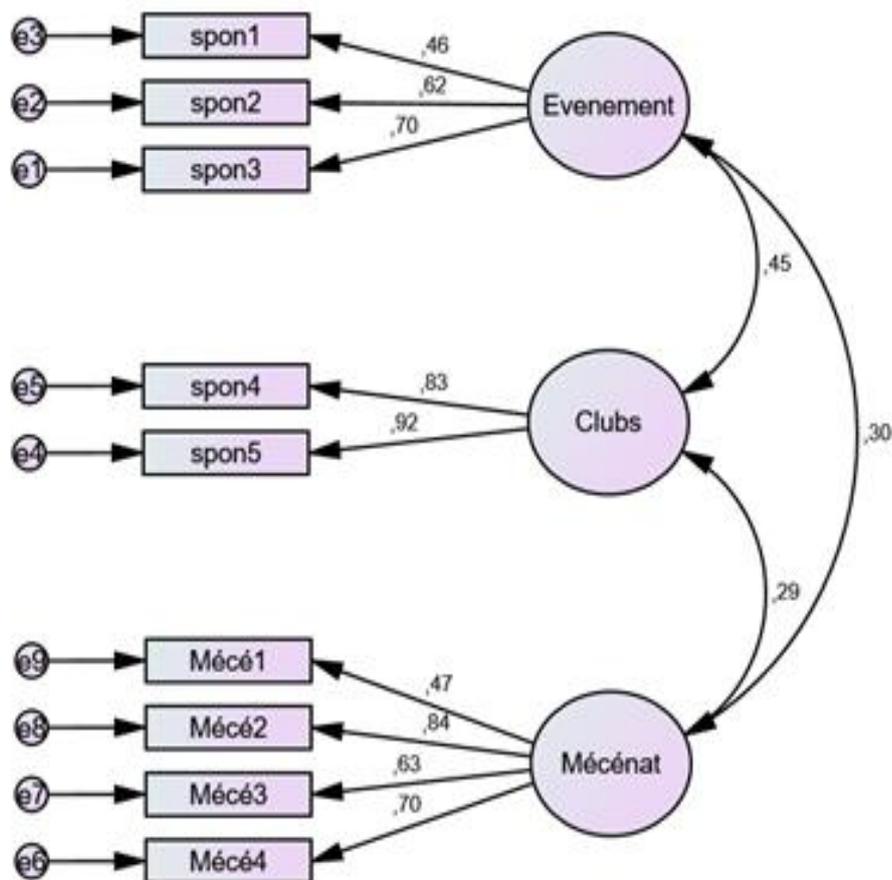
Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS version 23.

### 5- Construct Validity of the Study Instrument

The construct validity of the scale was verified using confirmatory factor analysis, which showed that the indicators of observed fit quality in Figure (01) prior to reliability testing indicate the validity of the assumption that the three statements measuring a construct consisting of the dimension (Sponsorship of Sports Events) are interrelated.

In light of the standardized regression weights shown on the arrows linking the latent variable (the unmeasurable variable) with each of the three items—known as validity coefficients or loadings—it is possible to judge the validity of the statements, as their values exceed (0.35) according to the conditions required for such a scale. This is illustrated in the figure on the following page.

Figure (01): Measurement Model for the Independent Variable (Sponsorship of Sports Events)



قيم مؤشرات تطبيق النموذج مع البيانات

Chi-Square=112,753  
 DF=24  
 P - Value=,000  
 Relative Chi-Square=4,698  
 CFI=,931  
 GFI=,951  
 AGFI=,908  
 TLI=,896  
 RMSEA=,087

Source: Prepared by the researcher based on the outputs of the AMOS statistical analysis.

The data also indicate that the Goodness-of-Fit Index (G.F.I) value reached (0.951), which is greater than (0.9) and thus exceeds the standard benchmark. Similarly, the Comparative Fit Index (C.F.I) was (0.931), also greater than (0.9) and the standard benchmark. Additionally, the Root Mean Square Error of Approximation (RMSEA) was (0.087), which is slightly above (0.08) and higher than the standard value. With two out of three conditions met, it can be inferred that the data for the dimensions of the independent study variables are valid for performing statistical analyses.

**3-6: Reliability of the Study Instrument**

To verify the reliability of the study instrument, Cronbach’s alpha coefficient was calculated using SPSS. Using Cronbach’s alpha for each dimension of the study, the reliability values were found to be acceptable, as shown in Table (11) below:

Table (11): Cronbach’s Alpha Reliability Values for Each Dimension of the Study

Study Variables	Dimensions of Study Variables	Study Items	Cronbach’s Alpha Reliability Coefficient
Sports Event Sponsorship	Event Sponsorship	03_01	0.621
Purchasing Behavior	Information research	11 _15	0.825
	Product preference	10-20-23-24	0.709
	Product purchase	16-17-21-22	0.687
	Product usage	19 _ 18	0.675
Overall Cronbach's Alpha Reliability Coefficient			0.872

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

The results obtained in Table (11) show that the Cronbach’s Alpha reliability coefficient ranged between 0.621 and 0.825 for all variables, whether independent (Event Sponsorship) or dependent (Purchase Behavior), which are very acceptable levels. As for the overall Cronbach’s Alpha for all variables, it reached 0.872, which is considered a good rate, indicating the reliability of the questionnaire items and the credibility of the data. This also implies that the results obtained from the sample can be generalized to the study population.

**4: Descriptive Analysis Results of the Study Variables – Demographic and Functional:**

To achieve the study’s objectives in identifying the opinions and attitudes of the sample members regarding the extent of their agreement with the statements related to the two axes of the study—event sponsorship as the independent variable and purchase behavior as the dependent variable—we will present in this section tables analyzing and interpreting the responses of the sample members.

#### 4-1: Demographic Characteristics and Educational Qualifications of the Sample Members

In this section, we address some demographic characteristics and educational qualifications of the sample members, represented by (gender, age, educational level, employment status, and monthly income).

##### 4-1-1: Gender:

The distribution of the gender variable is presented in the following table:

Table (12): Distribution of Sample Members by Gender

Gender	Repetition	Percentage
Male	231	46.9
Female	262	53.1
Total	493	100

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver.23.

Table (12) shows the distribution of the study sample members by gender. It can be observed that the proportion of females in the sample exceeds that of males, with females accounting for 53.1% (equivalent to 262 females), while males represent 46.9% (equivalent to 231 males). This can be attributed to the fact that the questionnaires were distributed more to females than males, which was an unintended outcome.

##### 4-1-2: Age:

Table (13) illustrates the distribution of the study sample members according to the age variable as follows:

Table (13): Distribution of Sample Members by Age

Age	repetition	Percentage
19/25	250	46.7
25/35	150	30.4
35/45	96	19.5
45/55	14	2.8
More than 55	3	0.6
Total	493	100

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver.23.

From the table above, it can be observed that individuals aged between 19–25 years represent 46.7% of the sample, while those aged between 25–35 years account for 30.4%. Meanwhile, individuals whose ages fall within...

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver.23. Individuals aged between 35–45 years represent 19.5% of the sample, those between 45–55 years account for 2.8%, and finally, individuals older than 55 years make up 0.6%. From this, we can conclude that the most represented age group is 19–25 years at 46.7%, followed by the 25–35 years group at 30.4%. This is due to the fact that these two groups are young people who are the most active users of social media via mobile phones, especially the Mobilis network, which provides various services and offers to consumers.

**4-1-3. Educational Level:**

The sample is distributed according to educational level, which is illustrated in the following table:

Table 14: Distribution of the sample according to educational level.

Profession	Repetition	Percentage
Less than university	43	8.7
Baccalaureate(High school)	77	15.6
Bachelor's degree	181	36.7
Master's degree	140	28.4
Engineer	13	2.6
Master's(duplicate of master's degree	3	0.6
Doctorate	36	7.3
Total	493	100

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS version 23.

From Table No. (14), we notice that the sample size according to the educational level variable ranged between (8.7%) for the “less than university” level, and (15.6%) for those holding a Baccalaureate certificate. The category of Bachelor's degree holders represented (36%), while Master's degree holders accounted for (28.4%). Those with an Engineer degree represented (2.6%), Master's degree holders (0.6%), and Doctorate holders represented (7.3%), which is a significant proportion of the respondents. Therefore, the considered group of respondents with university degrees amounted to 91.2%, which positively reflects on their responsiveness to the questionnaire.

**4-1-4. Employment status:**

The sample distribution according to the employment status variable is shown in the following table:

Table No. (15) represents the distribution of sample individuals according to employment status.

Profession	Repetition	Percentage
Student	257	52.2
Employee	204	41.4
Freelance	13	2.6
Retired	2	0.4
Unemployed	11	2.2
Trader/ Merchant	6	1.2
Total	493	100

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

Table 15 shows the distribution of the sample individuals according to the employment status variable. The highest percentage was for the student category at 52.2%, followed by

employees at 41.4%, while the other percentages ranged between 2.6% for the self-employed, 0.4% for retirees, 2.2% for the unemployed (holders of degrees who could not find jobs), and 1.2% for traders.

**4-1-5. Monthly Income:**

The sample distribution according to monthly income is as follows:

Table 16: Distribution of sample individuals by monthly income.

Monthly income	Repetition	Percentage
Less than 18.000 DA	276	56
18.000 _ 30.000 DA	92	18.7
31.000 _ 55.000 DA	97	19.7
More than 56.000 DA	28	5.7
Total	493	100

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

From the table above, we notice that the largest income category reported by respondents is the “less than 18,000 DZD” group at 56%, followed by two nearly equal categories: “18,000–30,000 DZD” at 18.7% and “31,000–55,000 DZD” at 19.7%, respectively, while the category “more than 56,000 DZD” represented 5.7%.

4-2: Results of the descriptive statistical analysis for study variables: Analysis of statements on sports event sponsorship

In this section, we analyzed the responses of sample individuals regarding the statements related to the independent variable (sports event sponsorship) in order to determine their level of agreement with each statement.

The statements related to the dimension of event sponsorship were studied and analyzed, and the results are presented in the following table:

Table No. (17): Results of the Statistical Analysis for the Event Sponsorship Dimension.

statement	Scale	Strongly disagree	disagree	neutral	agree	Strongly agree	Mean	Standard deviation	rating
Mobiles' sponsorship of sports teams contributes to increasing its business turnover.	C	29	25	71	288	53	3.58	1.013	Agree
	%	5.9	10.5	14.4	58.4	10.8			

Mobiles' sponsorship of sports events enhances the chances of being remembered by consumers.	C	19	54	51	301	68	3.70	0.969	Agree
	%	3.9	11	10.3	61.6	13.8			
Mobiles' sponsorship of sports events improves its image as a responsible corporate citizen in the eyes of consumers.	C	22	63	102	251	55	3.52	0.999	Agree
	%	4.5	12.8	20.7	50.9	12.2			
Overall result							0.993	3.60	Agree

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver. 23.

Table 17 shows that all respondents agreed with the statements measuring the dimension of event sponsorship, as the overall mean reached 3.60 with a total standard deviation of 0.993. This reflects the extent of agreement among the sample members regarding Mobiles in terms of its sports event sponsorship, due to the strong participation of Mobiles in sponsoring sports events.

#### **4-3: Descriptive Study Results for the Dependent Variable (Purchasing Behavior):**

In this section, the weighted means and standard deviations of the responses of the study sample to the statements of the dependent variable dimensions (information search, product preference, product purchase, product usage) were calculated to understand the opinions and attitudes of the sample members.

##### **4-3-1: Analysis of the “Information Search” Dimension:**

In this element, the responses of the study sample to the statements of the information search dimension were collected and analyzed to determine the degree of agreement with each statement of the dimension. The results are presented as follows:

Table 18: Statistical Analysis Results for the “Information Search” Dimension

Rating	Standard deviation	Mean	Strongly agree	agree	neutral	disagree	Strongly disagreed	scale	Item
neutral	1.060	3.31	41	219	118	81	34	c	Mobiles provides all the information I might need through its website
			8.3	44.4	23.9	16.4	6.9	%	
Agree	0.989	3.44	38	258	107	64	26	c	Mobiles provides all the information I might need through points of sell
			7.7	52.7	21.7	13.0	5.3	%	
neutral	0.973	3.32	34	209	157	67	26	c	Mobiles provides all the information I might need through its social media pages
			6.9	42.4	31.8	13.6	5.3	%	
Agree	0.913	3.46	36	247	134	60	16	c	Mobiles provides all the information I might need through mobile spaces
			7.3	50.1	27.2	12.2	3.2	%	
neutral	0.935	3.32	33	202	170	68	20	C	Mobiles provide all the information I might need through exhibition
			6.7	41.0	34.5	13.8	4.1	%	
<b>neutral</b>	<b>0.974</b>	<b>3.37</b>							

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver. 23.

We notice from the table that the first rank goes to item number (18), which states: "Mobilis provides all the information I may need through Mobilis spaces," with a mean score of (3.46) and a standard deviation of (0.913), indicating agreement. The second rank is for item number (12), which states: "Mobilis provides all the information I may need through points of sale," with a mean of (3.44) and a standard deviation of (0.989), also indicating agreement. The lowest mean in this dimension was recorded for item number (11), which reached (3.31) with a standard deviation of (1.060), indicating a neutral stance. The content of this item is: "Mobilis provides all the information I may need through its website," which is attributed to sales staff not adequately conveying information to customers via the website, due to insufficient training and weak internet connectivity. Consequently, Algerian consumers consider Mobilis' website as not fully effective in delivering information clearly and simply. As a general result for this dimension, it is evident that the study sample of Mobilis cellular service customers had a neutral opinion regarding information search, with an overall mean of (3.37) for all items and a standard deviation of (0.974), indicating a neutral trend. This reflects that the overall tendency of the sample toward information search leans slightly toward acceptance and agreement, as shown in the table above.

**4-3-2: Responses of the study sample regarding the product preference dimension**

In this section, the data of the study sample regarding the product preference dimension were collected and analyzed to determine the degree of agreement with each item of this dimension. The results are presented in the following table:

Table 19: Descriptive statistical results for the product preference dimension from the perspective of the sample.

rating	Standard deviation	mean	Agree	Strongly agree	Neutral	Disagree	Strongly disagree	Scale	Item
disagree	1.083	<b>2.56</b>	7	119	105	174	88	C	My knowledge of Mobilis' sports sponsorship motivated me to purchase its services
			1.4	24.1	21.3	35.3	17.8	%	
neutral	1.061	3.18	30	200	133	90	40	C	I pay attention to what is said about the Mobilis brand
			6.1	40.6	27.0	18.3	8.1	%	
neutral	1.227	3.20	68	168	110	89	58	C	I subscribe to Mobilis because it adds material value for me compared to other brands
			13.8	34.1	22.3	18.1	11.8	%	
Neutral	1.107	3.24	49	179	158	57	50	C	I feel confident and comfortable with my decision to purchase services from Mobilis
			9.9	36.3	32.0	11.6	10.1	%	
<b>neutral</b>	<b>1.119</b>	<b>3.04</b>							<b>Overall result</b>

Source: Prepared by the researcher based on statistical analysis outputs using SPSS ver.23.

It is observed from Table No. (19) that the highest rank was for statement No. (24), which reads: "I feel confident and comfortable with my decision to purchase services from Mobilis," with a mean of (3.24) and a standard deviation of (1.107), indicating a neutral trend. The lowest mean in this dimension was for statement No. (10), which reached (2.56) with a standard deviation of (1.083), indicating a disagreement trend. This statement reads: "My knowledge of Mobilis' sports sponsorship motivated me to purchase its services."

As a general result for this dimension, it appears that the sample of Mobilis mobile communication customers expressed a neutral opinion regarding product preference, with an overall mean of (3.04) for all statements and a standard deviation of (1.119), indicating neutrality. This reflects that the general attitude of the sample toward product preference for Mobilis tends toward neutrality and acceptance in many cases.

**4-3-3: Responses of the study sample regarding the product purchase dimension:**

In this element, the data of the study sample regarding the statements of the product purchase dimension were collected and analyzed to determine the degree of agreement for each statement in this dimension. The results are shown in the following table:

Table No. (20): Descriptive statistical analysis results for the product purchase dimension from the perspective of the sample.

rating	Standard deviation	mean	Strongest agree	agree	neutral	disagree	Strongly disagree	Scale	Item
agree	1.097	3.40	64	212	104	83	30	C	I take all the time I need to search for the information I require before making a decision to purchase Mobilis services
			13.0	43.0	21.1	16.8	6.1	%	
agree	1.039	<b>3.69</b>	91	256	74	47	25	C	I pay attention to the quality of Mobilis products by searching for the best offers they provide
			18.5	51.9	15.0	9.5	5.1	%	
agree	1.070	<b>3.80</b>	126	235	62	47	23	C	I compare the different offers in the market before purchasing Mobilis services
			25.60	47.7	12.6	9.5	4.7	%	
agree	1.052	3.72	107	235	83	44	24	C	I review my previous experiences before purchasing Mobilis services
			21.7	47.7	16.8	8.9	4.9	%	
<b>agree</b>	<b>1.064</b>	<b>3.65</b>							<b>Overall result</b>

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver.23.

We notice from the table that the highest rank went to item number (20), which states: "I compare the different offers in the market before purchasing Mobilis services," with a mean score of (3.80) and a standard deviation of (1.070), indicating an agreement trend. The lowest mean in this dimension was recorded for item number (16), which reached (3.40) with a standard deviation of (1.097), also indicating an agreement trend; this item states: "I take all the time I need to search for the information I require before making a decision to purchase Mobilis services."

Overall, it is clear that the study sample of Mobilis cellular service customers agreed on the product purchase dimension, with a total mean score of (3.65) for all items and a standard deviation of (1.064), indicating a general tendency toward agreement. This reflects that the general attitude of the sample members toward purchasing Mobilis products leans toward approval and acceptance of Mobilis as a brand.

**4-3-4: Responses of the study sample regarding the product usage dimension**

In this section, the data of the study sample were collected and analyzed regarding the statements of the product usage dimension to determine the degree of agreement for each statement. The results are as follows:

Table 21: Descriptive statistical results for the product usage dimension from the perspective of the sample members.

Rating	Standard deviation	mean	Strongly agree	agree	neutral	disagree	Strongly disagree	scale	item
neutral	1.084	3.16	35	188	131	88	41	c	I obtain the necessary information about Mobilis services .through my family
			7.1	38.1	26.6	19.9	8.3	%	
neutral	0.999	3.41	33	257	110	63	30	c	I obtain the necessary information about Mobilis services .through friends
			6.7	52.1	22.3	12.8	6.1	%	
<b>neutral</b>	<b>1.041</b>	<b>3.28</b>							<b>Overall result</b>

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS ver.23.

From observing the results of Table (21), it is clear that the study sample of Mobiles telecommunications customers held a neutral opinion regarding the use of Mobiles' products. The overall mean for all statements reached (3.28) with a standard deviation of (1.045), indicating a neutral tendency. This reflects that the general attitude of the sample toward the product usage dimension of the company leans toward acceptance and approval, as shown in the table.

**5-: Testing the Study Hypotheses:**

The results of testing the five hypotheses are presented as follows:

**5-1: Results of Testing the First Hypothesis**

The first hypothesis states: "There is a statistically significant effect at the significance level  $\alpha \leq 0.05$  of the sports events sponsorship dimension on the information search level."

Table (22) includes the results of the ANOVA analysis for the effect of the sports events sponsorship dimension on the purchasing behavior of the Algerian consumer. It shows a significant effect of the sponsorship dimension on the information search level for Mobiles telecommunications, where the coefficient of determination reached , indicating that the independent variable can explain 23% of the variance in the dependent variable. The

correlation coefficient was , and the F-value confirmed the significance of this effect, with at a statistical significance level of , which is less than 0.05.

Table 22: One-way ANOVA for the effect of the sports events sponsorship dimension on information search.

Significance level	F	Mean square	Degree of freedom	Sum of squares	Model
,000 <sup>b</sup>	48.557	21.088	3	63.263	regression
-	-	0.434	489	212.383	residuals
-	-	-	492	275.361	total
R=0.479    R-deux= 0.230    R-deux ajusté=0.255					

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

It is observed from Table (23) that sponsorship of events has an effect on the level of information seeking, where the T-value reached 5.021, which is statistically significant at the significance level ( $\alpha \leq 0.05$ ).

Table (23): Results of Multiple Regression Analysis to Test the Effect of Event Sponsorship on Information Seeking

Sig	T				Event sponsorship
		Bêta	Standard error	B	
,000	8,421		,170	1.428	Fixed
,000	5,021	,214	,043	0.214	Event sponsorship

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver. 23.

Accordingly: "There is a statistically significant effect at the significance level  $0.05 \geq \alpha$  for the dimension of event sponsorship on the level of information search."

## 5-2: Results of Testing the Second Hypothesis

The second hypothesis states that "There is a statistically significant effect at the significance level  $0.05 \geq \alpha$  of event sponsorship on the level of product preference."

Table 24 presents the results of the ANOVA analysis for the effect of event sponsorship on the level of product preference for the mobile telecommunications company Mobiles. It shows that there is a significant effect of the event sponsorship dimension on product preference, where the coefficient of determination was  $R^2 = 0.308$ .

This indicates the independent variable's ability to explain 30.8% of the variations in the dependent variable, while the correlation coefficient was  $R = 0.555$ . The F-value confirmed the significance of this effect, with  $F = 72.613$  at a statistical significance level of  $\text{Sig} = 0.000$ .

Table 24: One-way ANOVA for the model of the effect of event sponsorship dimensions on product preference.

Significance level	F	Mean square	Degrees of freedom	Sum of squares	Model
,000 <sup>b</sup>	72,613	33,957	3	101,872	regression
-	-	,468	489	228,680	residuals
-	-	-	492	330,552	total
R=0,555    R-deux=0,308    R-deux ajusté=0,304					

Source: Prepared by the researcher based on the statistical analysis outputs using SPSS version 23.

The statistical results presented in Table 25, and the follow-up of the T-test values, indicate that the dimension of event sponsorship has a significant effect on product preference among customers of the mobile telecommunications company Mobiles. The computed T-value reached  $T = 4.555$ , which is statistically significant at the  $0.05 \geq \alpha$  level.

Table 25: Results of multiple regression analysis testing the effect of event sponsorship on product preference.

Sig	T				Event sponsorship
		Bêta	Standard error	B	
,000	4,083		,176	,719	fixed
,000	4,555	,184	,044	,201	Event sponsorship

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

Accordingly, we accept and confirm the hypothesis, and we state that "there is a statistically significant effect at the significance level  $0.05 \geq \alpha$  of event sponsorship on product preference."

### 5-3: Results of testing the third hypothesis:

The third hypothesis states that "there is a statistically significant effect at the significance level  $0.05 \geq \alpha$  of event sponsorship on product purchase."

Table No. (26) presents the results of the ANOVA for the effect of event sponsorship on product purchase. It shows that there is a significant effect of event sponsorship on product purchase for the Mobile Telecommunications Company, where the coefficient of determination reached  $R^2 = 0.091$ , which indicates the ability of the independent variable to explain 9.1% of the variations in the dependent variable. Meanwhile, the correlation coefficient reached  $R = 0.301$ , and the significance of the F-value for this effect, which amounted to  $F = 16.292$ , confirms this effect at a statistical significance level of  $\text{Sig} = 0.000$ .

Table No. 26: One-way ANOVA for the model of the effect of event sponsorship on product purchase.

Significance level	F	Mean square	Degree of freedom	Sum of squares	Model
,000 <sup>b</sup>	16,292	8,713	3	26,140	regression
-	-	,535	489	261,534	residuals
-	-	-	492	287,673	total
R=0.301    R-deux=0.091    R-deux ajusté=0.73132					

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

It is evident from the results in Table No. (27) and the follow-up of the T-test values that event sponsorship has an effect on product purchase among the customers of the Mobile Telecommunications Company, where the T-value reached 3.444, which is significant at the statistical significance level ( $0.05 \geq \alpha$ ).

Table No. (27): Results of multiple regression analysis to test the effect of event sponsorship on product purchase.

Sig	T				Events sponsorship
		Bêta	Standard error	B	
,000	12,686		,188	2,387	fixed
,001	3,444	,159	,047	,163	Events sponsorship

Source: Prepared by the researcher based on the outputs of statistical analysis using SPSS ver.23.

It is observed from the table that there is a statistically significant effect of the variable product purchase in relation to event sponsorship, as the significance level was less than 0.05. Accordingly, we accept and confirm the hypothesis, and state that there is a statistically significant effect at the significance level ( $0.05 \geq \alpha$ ) of event sponsorship on the level of product purchase.

#### 5-4: Results of testing the fourth hypothesis

The fourth hypothesis states that: "There is a statistically significant effect at the significance level  $0.05 \geq \alpha$  of sports event sponsorship on the level of product usage."

Table 28 presents the results of the ANOVA analysis for the effect of event sponsorship on the level of product usage, showing that there is a significant effect of the event sponsorship dimension on product usage for the subscribers of the mobile telecommunications company Mobilis. The coefficient of determination reached  $R^2 = 0.075$ , indicating that the independent variable can explain 7.5% of the variance in the dependent variable, while the correlation coefficient was  $R = 0.274$ . The F-value confirmed the significance of this effect, reaching  $F = 13.246$  with a statistical significance level of  $\text{Sig} = 0.000$ .

Table 28: One-way ANOVA analysis of the effect of event sponsorship on product usage.

Significance level	F	Mean square	Degrees of freedom	Sum of squares	Model
,000 <sup>b</sup>	13,246	10,103	3	30,310	regression
-	-	,763	489	372,999	residuals
-	-	-	492	403,309	Total
R=0.274    R-deux=0.075    R-deux ajusté=0.069					

Source: Prepared by the researcher based on the outputs of the statistical analysis using SPSS ver.23.

It appears from the statistical results in Table 29 and from following the T-test values that there is no effect of the event sponsorship dimension on the level of product usage for subscribers of the mobile telecommunications company Mobilis. The T-value reached  $T = 1.342$ , which is not significant at the significance level ( $0.05 \geq \alpha$ ) because it is greater than 0.05.

Table 29: Results of the multiple regression analysis to test the effect of sports event sponsorship on product usage.

Sig	T				Sponsorship connection
		Bêta	Standard error	B	
,000	9,115		,225	2,049	fixed
<b>,180</b>	<b>1,342</b>	<b>,063</b>	<b>,056</b>	<b>,076</b>	<b>Events sponsorship</b>

Event Sponsorship, 0.076, 0.056, 0.063, 1.342, 0.180

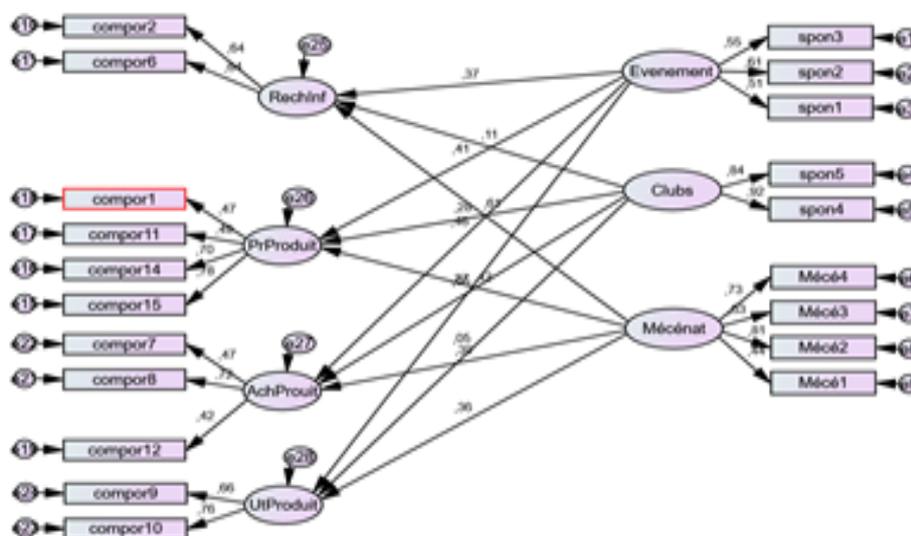
Source: Prepared by the researcher based on the outputs of the statistical analysis using SPSS ver.23.

It can be observed from the table that there is no statistically significant effect of the product usage variable with respect to event sponsorship, as the significance level is greater than 0.05. Accordingly, we reject the hypothesis and state that there is no statistically significant effect at a significance level of  $0.05 \geq \alpha$  for the sports event sponsorship dimension on the level of product usage.

## 6. General Model Analysis Using Structural Equation Modeling (SEM)

To establish the general model of the study, Structural Equation Modeling (SEM) was employed to verify the presence of a direct statistically significant effect of sports event sponsorship on the dimensions of consumer behavior (information search, product preference, product purchase, product usage).

Figure 02: General study model according to the Structural Equation Modeling approach.



Source: Prepared by the researcher based on the outputs of the statistical analysis using AMOS.

According to the results, the direct effects of the sports event sponsorship dimension were 0.37, 0.41, 0.61, 0.42 on (information search, product preference, product purchase, product usage) respectively.

The Critical Ratio (CR) values for the paths were as follows:

Event Sponsorship → Information Search: 4.782

Event Sponsorship → Product Preference: 5.870

Event Sponsorship → Product Purchase: 4.616

Event Sponsorship → Product Usage: 3.762

All of these values are significant at the  $0.05 \geq \alpha$  level.

Table 30: Standardized regression coefficients for the path analysis model.

			estimate	S.E.	C.R. (critical ratio)	P
Search information	<---	Events sponsorship	,446	,093	4,782	***
Product preference	<---	Events sponsorship	,627	,107	5,870	***
Product purchase	<---	Events sponsorship	,372	,081	4,616	***
Product use	<---	Events sponsorship	,365	,097	3,762	***

	estimate	S.E.	C.R. (critical ratio)	P

Source: Prepared by the researcher based on the outputs of the statistical analysis using AMOS.

### **Conclusion**

This study aimed to clarify the various theoretical aspects of the topic, in addition to examining the effect that sports event sponsorship can have on the purchasing behavior of Algerian consumers, specifically for Mobilis customers.

The study reached several results, both theoretical and practical, which are summarized as follows:

#### **1. Theoretical Results:**

From the theoretical analysis, the following conclusions were reached:

Sports sponsorship enhances the brand’s mental image, increases its visibility, and strengthens its positioning among competitors.

Sports sponsorship improves the organization’s status as a socially responsible institution and reinforces its corporate social responsibility.

#### **2. Practical Results:**

From the field study, the following practical results were obtained:

Hypothesis 1, which states that “there is a statistically significant effect at the 0.05 level for sports event sponsorship on information search,” was confirmed.

Hypothesis 2, which states that “there is a statistically significant effect at the 0.05 level for sports event sponsorship on product preference,” was confirmed.

Hypothesis 3, which states that “there is a statistically significant effect at the 0.05 level for sports event sponsorship on product purchase,” was confirmed.

Hypothesis 4, which states that “there is a statistically significant effect at the 0.05 level for sports event sponsorship on product usage,” was rejected. Therefore, Hypothesis 4 was not supported.

#### **3. Recommendations:**

Based on the results of this study, the following recommendations are proposed:

Strengthen sports sponsorship, specifically event sponsorship, through additional communication channels such as on-site sales promotions to achieve the company’s communication objectives.

Establish dedicated departments for sports sponsorship (event sponsorship) within the organization to ensure the effective implementation of its vision and the successful delivery of its message.

Enhance customer loyalty by engaging the organization in various artistic and sports events, addressing customer interests and concerns, and fostering closer relationships with them.

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**Appendices:**

Questionnaire Form

Part One: Independent Variable (Sports Sponsorship)

First Section – Sports Sponsorship (Sponsoring)

<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>	<b>item</b>
					Mobilis’ sponsorship of sports teams contributes to increasing its business .turnover
					Mobilis’ sponsorship of sports events enhances the likelihood of being .remembered by consumers
					Mobilis’ sponsorship of sports events improves its image as a socially responsible company in the eyes of .consumers
					Mobilis’ sponsorship of your favorite team motivates you to purchase its .products
					The appearance of the Mobilis brand on the jerseys of your favorite team encourages you to subscribe to this operator

Section Two: Dependent Variable (Consumer Buying Behavior)

<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>	<b>Item</b>
					Being aware of Mobilis’ sports sponsorship encouraged me to .purchase its services
					Mobilis provides all the information .I might need through its website
					Mobilis provides all the information I might need through its social media pages
					Mobilis provides all the information .I might need through Mobilis spaces
					Mobilis provides all the information .I might need through exhibitions
					I take all the time I need to search for information before deciding to

					.purchase Mobilis services
					I pay attention to the quality of Mobilis products by looking for the .best offers they provide
					I obtain the necessary information about Mobilis services through .family
					I obtain the necessary information about Mobilis services through .friends
					I pay attention to what is said about .the Mobilis brand
					I compare different offers in the market before purchasing Mobilis .services
					I review my previous experiences .before purchasing Mobilis services
					I review my previous experiences .before purchasing Mobilis services
					I subscribe to Mobilis because it adds material value to me compared .to other brands
					I feel confident and comfortable with my decision to purchase Mobilis .services

Part two: demographic information

1_ Gender: male	female
2_ Age: 19_25	25_35 35_45 45_55 more than 55
3_ Academic level: Less than university	baccalaureate degree licence
Master	doctorate
4_ Profession: Student	employee freelance retired merchant
5_ Monthly outcome: 35.000_45.000	45.000_55.000 more than 55.000