

ORIGINAL SCIENTIFIC PAPER

Attitudes of Consumers from Autonomous Province of Vojvodina toward Advertising through Sport in relation with the Frequency of Watching Sports Events

Bojan Masanovic¹

¹University of Montenegro, Faculty for Sport and Physical Education, Niksic, Montenegro

Abstract

This investigation was aimed at gaining relevant knowledge about the attitudes of the consumers from the Autonomous Province of Vojvodina toward advertising through sport in relation with the frequency of watching sports events. The sample included 451 students from Faculty of Sport and Physical Education, Faculty of sport and tourism in Novi Sad and Chemical, Biotechnology and Medicine Department in Subotica, and it was divided into six subsample groups: consumers who do not watch sports events at all, consumers who do watch sports events 1-30 minutes, consumers who watch sports events 31-60 minutes, those who watch them 61-90 minutes, those who watch them 91-120 minutes, as well as those who watch sports events more than 120 minutes during one typical day. The sample of variables contained the system of three general attitudes which were modelled by seven-point Likert scale. The results of the measuring were analysed by multivariate analysis (MANOVA), univariate analysis (ANOVA), and Post Hoc test. Based on the statistical analyses, it was found that significant differences occur at multivariate level, as well as between all three variables at a significance level of $p=.00$. Hence, it is interesting to highlight that it was found that significant differences showed up between the attitudes of consumers toward advertising through sport among the frequency of watching sports events. The significant differences were found in two out of three variables, while the consumers who do not watch sports events had much more negative attitudes toward advertising through sport.

Key words: attitudes, advertising, sports events, Vojvodina

Introduction

The conclusions of the pioneering studies in the mentioned area that have been published by Bauer and Greiser (Popović, 2011) and Lutz (Klačar & Popović, 2010) have initiated the ideas which have to do with the fact that customers' attitudes toward advertising represent some of the crucial factors in increasing the efficiency of advertising campaigns, mostly for the reason that cognitive ability of the customers toward advertising is contained in their feelings and thoughts (Muratović, Bjelica, & Popović, 2014). If we continue and go further with

the investigation of this question, we will find that there have been numerous studies researching customers' attitudes toward advertising, but most of them observed these attitudes in general (Popovic, 2011b; Popovic, Molnar, & Radovanovic, 2011a; Popovic, Matic, Milasinovic, Jaksic, & Bjelica, 2015a; Popović, Matic, Milasinovic, Hadzic, Milosevic, & Bjelica, 2015b; Popovic, Matic, Milasinovic, Vujovic, Milosevic, & Bjelica, 2015c). However, some of them have brought to a conclusion that the attitudes toward advertising used to have a negative trend during the 1960s and 1970s (Popovic, Bjelica, Jaksic, &



Correspondence:

B. Masanovic
University of Montenegro, Faculty for Sport and Physical Education, Narodne omladine bb, 81400 Niksic, Montenegro
E-mail: bojanma@ac.me

Georgiev, 2013; Popovic, 2015; Popovic, & Milasinovic, 2016), while some have found some favourable attitudes during the same period (Popović, 2011). These inconsistencies have cast doubt on the commercial campaigns which use the elements of specific mediums and have an impact on customers' attitudes this way (Popović, 2011). Some authors believe that one of the most relevant media is precisely sport; that is, players and their teams, sports events and sports facilities (Bjelica & Popović, 2011), mostly because these elements can influence customers' attitudes and make significant oscillations in attitudes in comparison with other elements (Bjelica, Popović, Jakšić, Hadžić, & Akpınar, 2014b; Bjelica & Popovic, 2015a; Bjelica, & Popovic, 2015b; Bjelica, Gardasevic, Vasiljevic, & Popovic, 2016a; Bjelica, Gardasevic, Vasiljevic, & Popovic, 2016c; Zoric, Masanovic, & Gardasevic, 2017; Gardasevic, Zoric, & Masanovic, 2017; Masanovic, Zoric, & Gardasevic, 2018; Gardasevic, Zoric, & Masanovic, 2018; Bajramović, Zoric, & Masanovic, 2018; Gardasevic, Bajramovic, & Masanovic, 2018; Zoric, Gardasevic, & Bajramovic, 2018). For that reason, many researchers recognize sport as an independent advertising platform which can be used by business subjects for overpassing the negative attitudes that customers have towards advertising. Consequently, another question arises: How does watching sports events affect customers' attitudes towards advertising through sport? An issue that not many researchers have met with so far (Masanovic, Zoric, & Gardasevic, 2017; Zoric, Masanovic, & Gardasevic, 2018; Bjelica, Gardasevic, & Corluca, 2018; Corluca, Bjelica, & Vukotic, 2018; Vukotic, Corluca, & Masanovic, 2018; Milovic, Corluca, & Masanovic, 2018; Djuricic, Perovic, & Masanovic, 2018; Kovacevic, Milosevic, & Masanovic, 2018), and revealing that is precisely the aim of this study.

Methods

The population of this study consisted of students of the Faculty of Sport and Physical Education, the Faculty of Sport and Tourism in Novi Sad and the High School of Vocational Studies for Education of Teachers and Coaches in Subotica who were residents on the territory of Serbia during the survey, while the sample was organized by combining or decomposing, so that the different properties of said population and the various spaces in which it existed were treated.

The questionnaires were distributed to undergraduate students in printed and electronic form. A total of 470 questionnaires were collected, but 19 questionnaires were excluded from the analysis, since they were not adequately filled, so that 451 respondents (randomly selected students of the Faculty of Sport and Physical Education, Faculty of Sport and Tourism in Novi Sad and Chemical, Biotechnology and

Medicine Department in Subotica). The research instrument was a standardized questionnaire (Popović, 2011) which consisted of two parts, general attitudes towards sports commercials and socio-demographic characteristics of respondents when the frequency of sporting events during a day was taken into consideration. The system of variables in this questionnaire contained three statements that the respondents needed to evaluate according to the seven-degree Likert scale and the six socio-demographic characteristics of the respondents (Not watching at all, 1-30 minutes, 31-60 minutes, 61-90 minutes, 91-120 minutes, and more than 120 minutes). Completing the questionnaire did not last too long, about 10 minutes on average, and respondents participated voluntarily in the survey. It is important to point out that the survey was anonymous and that all responses were strictly confidential. It is also worth noting that the respondents, in addition to all the above mentioned, had the opportunity to withdraw their participation in the survey at any moment, but none of them decided to do so.

Empirical data were analysed using the statistical package for social sciences (SPSS 20.0), and as a first step, descriptive statistics was used for calculating the frequency in the first place, then the arithmetic mean, the standard deviation, as well as the measures of the asymmetry Skewness and measures of tailedness Kurtosis for each of the claims. Since the variables in this study were on nonparametric scales, for the detailed analysis that followed, it was necessary transform them into higher order scales using Blom's method. Then, using the multivariate variance analysis (MANOVA), the univariate variance analysis (ANOVA) and the LSD Post Hoc test, the differences in the general attitudes of the respondents towards advertising in sport in relation to the frequency of watching sports events during the day have been found.

Results

The first table shows descriptive statistics for all three claims that are in relation with the general attitudes of the respondents towards advertising in sports. First of all, the arithmetic mean which reflects the positive values of attitudes when all three claims are concerned is depicted, while the values of standard deviation show that the elements together do not deviate significantly from the arithmetic mean. When it comes to measures of asymmetry (Skewness) and tailedness (Kurtosis), the negative values of asymmetry in all variables show that most of the results are right from the mean, among the higher values, while the negative values of flattening, for all three are variable (GSS1, GSS2 and GSS3), show that the distribution is more flat than normal, i.e., that there are more results accumulated on the distribution tails.

Table 1. General attitudes towards advertising in sport

	Mean	S.D.	Skewness		Kurtosis	
			Statistic	S.E.	Statistic	S.E.
GSS1	4.80	1.637	-.409	.115	-.370	.229
GSS2	5.18	1.569	-.615	.115	-.266	.229
GSS3	4.53	1.495	-.244	.115	-.245	.229

Legend: GSS1-My general opinions is in favor of advertising in sports; GSS2-Comprehensively, I consider advertising in sports a good thing; GSS3-Comprehensively, do you like or dislike advertising in sports

In the continuation of this study, comparative statistics of general attitudes towards sports advertising are shown. They were obtained by using the multivariate variance analysis

(MANOVA), the univariate analysis of variance (ANOVA) and the LSD Post Hoc test, in order to determine the difference in the general attitudes of the respondents towards adver-

tising in sport in relation to the frequency of watching sport events during the day.

By inspecting the second table which shows the results of the multivariate analysis, it is clearly evident that there is a sta-

tistically significant difference in the whole system of the compared parameters in the general attitudes towards advertising in sport related with the frequency of watching sport events during the day ($p=.013$).

Table 2. Multivariate significance of differences in the system of general attitudes towards advertising in sport among respondents with different habits of observing sport events

		N	Mean	S.D.
GSS1	Not watching	73	4.38	1.449
	1-30	119	4.93	1.706
	31-60	98	4.63	1.646
	61-90	48	5.12	1.645
	91-120	43	5.00	1.558
	>120	70	4.90	1.678
	Total	451	4.80	1.637
GSS2	Not watching	73	4.77	1.629
	1-30	119	5.35	1.634
	31-60	98	5.01	1.523
	61-90	48	5.44	1.500
	91-120	43	5.40	1.383
	>120	70	5.24	1.555
	Total	451	5.18	1.569
GSS3	Not watching	73	3.97	1.404
	1-30	119	4.55	1.572
	31-60	98	4.31	1.453
	61-90	48	5.15	1.429
	91-120	43	4.63	1.448
	>120	70	4.90	1.364
	Total	451	4.53	1.495

F=1.999; p=.013

By inspecting the third table showing the results of the univariate analysis, it is clearly noted that there were also statistically significant differences in general attitudes towards

advertising in sport in relation to observing sport events in a single variable (GSS3), while in two variables (GSS1 and GSS2) stated discrimination has not been established.

Table 3. Univariate significance of differences in the system of general attitudes towards advertising in sport among respondents with different habits of watching sport events

	F	p
GSS1	1.883	.096
GSS2	1.993	.078
GSS3	5.226	.000

Inspecting the next three tables which show the results of the Post Hoc test, will indicate the significance of the differences between the pairs of individual entities with different habits when observing sport events in question for each

variable. According to the results that have appeared on the univariate level, statistically significant differences in the individual parameters with all three variables are noticed.

Table 4. Identification of significant differences in the system of general attitudes towards advertising in sport using the Post Hoc test between individual entities with different habits of watching sport events in the statement "My general opinion is in favor of advertising in sports"

vs	Not watching	1-30	31-60	61-90	91-120
1-30	.024				
31-60	.323	.178			
61-90	.015	.491	.087		
91-120	.050	.817	.218	.715	
>120	.059	.894	.295	.462	.752

It was concluded at the first claim, “My general opinion is in favor of advertising in sports”, that there are differences between respondents who do not observe sport events and those entities that observe them 1-30, 61-90 and 91-120 minutes

a day. We can notice that members of the group who watch sport events 61-90 minutes a day have the most positive answers, while the least positive results are seen in respondents who do not watch sport events.

Table 5. Determining significant differences in the system of general attitudes towards advertising in sport using the Post Hoc test between individual entities with different habits when watching sport events at the question “In a comprehensive way, I consider advertising in sport a good thing”

vs	Not watching	1-30	31-60	61-90	91-120
1-30	.012				
31-60	.314	.108			
61-90	.021	.752	.121		
91-120	.037	.879	.178	.898	
>120	.069	.640	.341	.506	.414

The second claim “Comprehensively, I consider advertising in sport a good thing”, led to a conclusion that there are differences between respondents who do not observe sporting events and those entities that observe sporting events 1-30, 61-

90, and 91-120 minutes a day. We can notice that members of the group who watch sporting events 61-90 minutes a day have the most positive answers, while the least positive results are seen in respondents who do not watch sporting events.

Table 6. Determining significant differences in the general attitude system towards advertising in sport using the Post Hoc test between individual entities with different habits when watching sporting events is in the question of “Comprehensively, do you like or dislike advertising in sports”

vs	Not watching	1-30	31-60	61-90	91-120
1-30	.009				
31-60	.141	.229			
61-90	.000	.017	.001		
91-120	.020	.754	.229	.092	
>120	.000	.109	.010	.370	.337

We came to the conclusion that with the third claim: “Comprehensively, do you like or dislike advertising in sports?”, there are differences between respondents who do not observe sporting events in general and most other entities. Also, there are differences among respondents who watch sporting events 61-90 minutes a day and those entities that watch sporting events 1-3 and 31-60 minutes per day. Finally, differences are still noticed among the respondents who observe sporting events from 31-60 and over 120 minutes a day. We can notice that members of the group who watch sporting events 61-90 minutes a day have the most positive answers, while the least positive results are seen in respondents who do not watch sporting events.

Discussion

The results showed that the respondents have a very positive attitude towards advertising in sport, which is confirmed with the high value of the arithmetic mean for all three variables, and that almost two thirds of the respondents have a positive attitude towards advertising in sport, which is reflected in the extremely negative values of the asymmetry measures. It is important to mention that these results are in accordance with the results of the previous studies (Bjelica & Popović, 2011; Popovic, 2011b; Popovic, Molnar, & Radovanovic, 2011a; Popovic, Matic, Milasinovic, Jaksic, & Bjelica, 2015a; Popovic, Matic, Milasinovic, Hadzic, Milosevic, & Bjelica,

2015b; Popovic, Matic, Milasinovic, Vujovic, Milosevic, & Bjelica, 2015c), and that there are no significant differences that should be mentioned. The results obtained also clearly indicate that respondents who live in different locations, such as the United States, Turkey, Montenegro, Serbia, and Bosnia and Herzegovina, have positive attitudes towards advertising in sport, while, for the sake of comparison, it is worth mentioning that according to Mittal (1994), various studies point to negative attitudes when advertising products in traditional industries in question.

Therefore, it is more than obvious that the use of sport in modern business communication has influenced significant change of the general attitude of consumers when advertising is concerned, and recognizing the attractiveness of sports has enabled business organizations to approach sports consumers, and affect their behaviour in more subtle way.

By determining the difference in the general attitudes of the respondents towards advertising in sport in relation to observing sporting events during the day, this study found differences in attitudes among respondents who have different habits of watching sporting events over the course of the day. These differences occurred in one of three variables at the univariate level. With all three variables “My general opinions is in favor of advertising in sports”, “Comprehensively, I consider advertising in sports a good thing” and “Comprehensively, do you like or dislike advertising in sports”, it is noticed that

members of the group watching sporting events 61-90 minutes a day, have the most positive answers, while the least positive results are seen in respondents who do not watch sporting events. It is interesting to note that significant differences were found between consumers who observed sporting activities at different time intervals, which was the case in previous studies (Molnar, Lilić, Popović, Akpinar, & Jakšić, 2011; Popović, Jakšić, Matić, Bjelica, & Maksimović, 2014; Popović, Bjelica, Georgiev, & Akpinar, 2011b; Popovic, Matic, Milasinovic, Jaksic, & Bjelica, 2015d; Popovic, Matic, Milasinovic, Hadzic, Milosevic, & Bjelica, 2015e; Popovic, Matic, Milasinovic, Vujovic, Milosevic, & Bjelica, 2015f; Popović, Jakšić, Matić, Bjelica, & Maksimović, 2015g).

These results are very important for business entities in Serbia but also for the scientific public, mainly because they cannot connect all potential consumers who observe sports activities at different time intervals in a homogeneous group, which is in accordance with previous research studies (Bjelica, Popović, Jakšić, Hadžić, & Akpinar, 2014b; Bjelica, & Popović, 2015a; Bjelica, & Popović, 2015b; Bjelica, Gardasevic, Vasiljević, & Popović, 2016; Bjelica, Gardasevic, Vasiljevic, & Popovic, 2016c).

Acknowledgements

There are no acknowledgements.

Conflict of Interest

The authors declare that there are no conflicts of interest.

Received: 07 June 2018 | **Accepted:** 26 July 2018 | **Published:** 01 October 2018

References

- Bajramovic, I., Zoric, G., & Masanovic, B. (2018). Attitudes of Consumers from the Sarajevo Canton in Bosnia and Herzegovina toward Advertising through Sport among the Frequency of Watching Sports Events. *Journal of Anthropology of Sport and Physical Education*, 2(2), 43-7.
- Bjelica, D., & Popovic, S. (2015a). Evolution of advertising with a specific retrospection at sport advertising. *Sport Mont*, 13(43,44,45), 35-41.
- Bjelica, D., & Popovic, S. (2015b). Evolution of Advertising with a Specific Retrospection at Sport Advertising. In *Book of Abstracts of the 12th International Scientific Conference on Transformation Process in Sport "Sport Performance"* (60-61), Podgorica: Montenegrin Sports Academy.
- Bjelica, D., Gardasevic, J., & Corluca, M. (2018). Attitudes of Consumers from the Mostar Canton in Bosnia and Herzegovina toward Advertising through Sport among the Question how often Consumers purchase Sporting Goods. *Journal of Anthropology of Sport and Physical Education*, 2(2), 3-7.
- Bjelica, D., Gardasevic, J., Vasiljevic, I., & Popovic, S. (2016a). Ethical Dilemmas of Sport Advertising. *Sport Mont*, 14(3), 41-3.
- Bjelica, D., Gardasevic, J., Vasiljevic, I., & Popovic, S. (2016c). Ethical dilemmas of sport advertising. In *Book of Abstracts of the 13th International Scientific Conference on Transformation Process in Sport "Sport Performance"* (41), Podgorica: Montenegrin Sports Academy.
- Bjelica, D., Popović, S., Jakšić, D., Hadžić, R., & Akpinar, S. (2014b). How Does Advertising through Sport Work? Evidence from Turkey. In *Proceedings book of the 7th International Scientific Conference on Kinesiology "Fundamental and Applied Kinesiology – Steps Forward"* (477). Opatija: University of Zegreb, Faculty of Kinesiology.
- Corluca, M., Bjelica, D., & Vukotic, M. (2018). Attitudes of Consumers from the Mostar Canton in Bosnia and Herzegovina toward Advertising through Sport among the Question how Often they Participate in Sports Activities. *Journal of Anthropology of Sport and Physical Education*, 2(2), 9-13.
- Djurisic, V., Perovic, D., & Masanovic, B. (2018). Attitudes of consumers from Podgorica toward advertising through sport among the question how often consumers purchase sporting goods. *Journal of Anthropology of Sport and Physical Education*, 2(2), 55-60. doi: 10.26773/jaspe.180410
- Gardasevic, J., Bajramovic, I., & Masanovic, B. (2018). Attitudes of Consumers from the Sarajevo Canton in Bosnia and Herzegovina toward Advertising through Sport among the Question how Often they Participate in Sports Activities. *Journal of Anthropology of Sport and Physical Education*, 2(2), 37-41.
- Gardasevic, J., Zoric, G., & Masanovic, B. (2017). Attitudes of Turkish consumers toward advertising through sport among the question how often they participate in sports activities. *Journal of Anthropology of Sport and Physical Education*, 1(1), 23-7.
- Gardasevic, J., Zoric, G., & Masanovic, B. (2018). Attitudes of Montenegrin consumers toward advertising through sport among the question how often they participate in sports activities. *Journal of Anthropology of Sport and Physical Education*, 2(1), 15-9.
- Klačar, M., & Popović, S. (2010). Reklamiranje u sportu kao efektivno sredstvo savremene komunikacije. *Teme*, 4, 1219-30.
- Kovacevic, D., Milosevic, Z., & Masanovic, B. (2018). Attitudes of consumers from Podgorica toward advertising through sport among the question how often they participate in sports activities. *Journal of Anthropology of Sport and Physical Education*, 2(2), 61-5. doi: 10.26773/jaspe.180411
- Masanovic, B., Zoric, G., & Gardasevic, J. (2017). Attitudes of Turkish consumers toward advertising through sport among the frequency of watching sports events. *Journal of Anthropology of Sport and Physical Education*, 1(1), 3-7.
- Masanovic, B., Zoric, G., & Gardasevic, J. (2018). Attitudes of Montenegrin consumers toward advertising through sport among the frequency of watching sports events. *Journal of Anthropology of Sport and Physical Education*, 2(1), 9-13.
- Milovic, N., Corluca, M., & Masanovic, B. (2018). Attitudes of consumers from Podgorica toward advertising through sport among the frequency of watching sports events. *Journal of Anthropology of Sport and Physical Education*, 2(2), 71-6. doi: 10.26773/jaspe.180413
- Molnar, S., Lilić, Lj., Popović, S., Akpinar, S., & Jakšić, D. (2011). Attitudes of various demographic groups toward advertising through sport at METU. *Facta Universitatis, Series: Physical Education and Sport*, 9(3), 255-63.
- Muratović, A., Bjelica, D., & Popović, S. (2014). Examining beliefs and attitudes toward advertising through sport among montenegrin consumers. *Facta Universitatis, Series: Physical Education and Sport*, 12(2), 95-104.
- Popović, S. (2011). *Reklamiranje u sportu kao efektivno sredstvo savremene poslovne komunikacije*. Neobjavljena doktorska disertacija, Novi Sad: Univerzitet u NovomSadu.
- Popovic, S. & Milasinovic, R. (2016). Model of Advertising Communication in Sport. *Sport Mont*, 14(1), 33-8.
- Popovic, S. (2011b). The attitudes toward sport advertising among the question how often consumers purchase sporting goods. *Sport Mont*, 13(28,29,30), 140-7.
- Popovic, S. (2015). Sport Nowadays (In Montenegrin). In D. Bjelica (Ed.), *Advertising Role of Sponsorship in Modern Sport* (111-116). Podgorica: Montenegrin Sports Academy.
- Popović, S., Bjelica, D., Georgiev, G., & Akpinar, S. (2011b). Comparison of attitudes toward advertising through sport between Montenegrin and Turkish stakeholders. In *Proceedings book of the 6th International Scientific Conference on Kinesiology "Integrative Power of Kinesiology"* (612). Opatija: University of Zegreb, Faculty of Kinesiology.
- Popovic, S., Bjelica, D., Jaksic, D., & Georgiev, G. (2013). How does Advertising Through Sport Work? Evidence from Montenegro. In *Book of Abstracts of the 18th Annual Congress of the European College of Sport Science* (444-5), Barcelona: National Institute of Physical Education of Catalonia.
- Popović, S., Jakšić, D., Matić, R., Bjelica, D., & Maksimović, N. (2014). Examining Beliefs and Attitudes toward Advertising through Sport among Serbian Consumers. In *Book of abstracts of International conference "Economics and Management of Sports 2014"* (11-2). Brno: Faculty of Sports Studies.
- Popović, S., Jakšić, D., Matić, R., Bjelica, D., & Maksimović, N. (2015g). Examining Beliefs and Attitudes toward Advertising through Sport among Serbian Consumers. *Studia Sportiva*, 9(1), 225-31.
- Popovic, S., Matic, R., Milasinovic, R., Hadzic, R., Milosevic, Z. & Bjelica, D. (2015b). Attitudes of serbian consumers toward advertising through sport with regard to the frequency of purchasing sporting goods. *Sport Mont*, XIII(43,44,45), 262-9.
- Popovic, S., Matic, R., Milasinovic, R., Hadzic, R., Milosevic, Z., & Bjelica, D. (2015e). Attitudes of Serbian Consumers toward Advertising through Sport among the Question How Often Consumers Purchase Sporting Goods. In *Book of Abstracts of the 12th International Scientific Conference on Transformation Process in Sport "Sport Performance"* (59-60), Podgorica: Montenegrin Sports Academy.
- Popovic, S., Matic, R., Milasinovic, R., Jaksic, D., & Bjelica, D. (2015d). Attitudes of Serbian Consumers toward Advertising through Sport among the Question How Often They Participate in Sports Activities. In *Book of Abstracts of the 12th International Scientific Conference on Transformation Process in Sport "Sport Performance"* (58-9), Podgorica: Montenegrin Sports Academy.
- Popovic, S., Matic, R., Milasinovic, R., Jaksic, D., & Bjelica, D. (2015a). Stavovi srbijanskih potrošača prema reklamiranju u sportu u odnosu na

- učestalost bavljenja sportskim aktivnostima. *Sport Mont*, XIII(43,44,45), 50-6.
- Popović, S., Matic, R., Milasinovic, R., Vujovic, D., Milosevic, Z. & Bjelica, D. (2015c). Attitudes of serbian consumers toward advertising through sport with regard to the frequency of watching sports events. *Sport Mont*, XIII(43,44,45), 270-6.
- Popovic, S., Matic, R., Milasinovic, R., Vujovic, D., Milosevic, Z., & Bjelica, D. (2015f). Attitudes of Serbian Consumers toward Advertising through Sport among the Frequency of Watching Sports Events. In *Book of Abstracts of the 12th International Scientific Conference on Transformation Process in Sport "Sport Performance"* (60), Podgorica: Montenegrin Sports Academy.
- Popovic, S., Molnar, S., & Radovanovic, D. (2011a). The attitudes toward sport advertising among the question how often consumers participate in sports activities. *Sport Mont*, IX(28,29,30), 148-55.
- Vukotic, M., Corluca, M., & Masanovic, B. (2018). Attitudes of Consumers from the Mostar Canton in Bosnia and Herzegovina toward Advertising through Sport among the Frequency of Watching Sports Events. *Journal of Anthropology of Sport and Physical Education*, 2(2), 19-23.
- Zoric, G., Gardasevic, J., & Bajramovic, I. (2018). Attitudes of Consumers from the Sarajevo Canton in Bosnia and Herzegovina toward Advertising through Sport among the Question how often Consumers purchase Sporting Goods. *Journal of Anthropology of Sport and Physical Education*, 2(2), 25-9.
- Zoric, G., Masanovic, B., & Gardasevic, J. (2017). Attitudes of Turkish consumers toward advertising through sport among the question how often consumers purchase sporting goods. *Journal of Anthropology of Sport and Physical Education*, 1(1), 17-21. doi: 10.26773/jaspe.171003
- Zoric, G., Masanovic, B., & Gardasevic, J. (2018). Attitudes of Montenegrin consumers toward advertising through sport among the question how often consumers purchase sporting goods. *Journal of Anthropology of Sport and Physical Education*, 2(1), 21-5.