

The Impact of Cultural Sponsorship on the Purchasing Behavior of the Algerian Consumer: A Case Study of the Mobilis Agency

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Received: 23/12/2025, Accepted: 11/02/2026, Published: 28 /03/ 2026

Abstract:

The study aimed to show the relationship of the impact of cultural sponsorship on the level of consumer purchasing behavior in its dimensions (information search, product preference, product purchase, product use). For this purpose, a questionnaire containing various necessary measurement indicators was prepared and distributed to a non-random sample estimated at 493 individuals.

A set of results was reached, the most important of which is the presence of a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of consumer purchasing behavior in its dimensions (information search, product preference, product purchase, product use). The most important recommendations consisted in strengthening the necessary financial support for the beneficiary of cultural sponsorship and monitoring how it is spent in order to ensure the achievement of the desired results.

Keywords: cultural sponsorship, purchasing behavior.

Introduction

The objectives of communication at the present time are no longer limited to the process of introducing and praising the quality of the product or service; rather, they have come to aim at providing a distinctive and positive image compared to other institutions, and on a continuous basis as well. Development has also become one of the main roles of communication, through sports financing and sponsorship, which allow distinguishing the company's products from others and defining the company's identity in all fields. It also shows that the company is an active and supportive partner, a dynamic and open organization, and thus becomes a sympathetic and socially responsible institution.

In this research, we will attempt to answer the central question that represents its problem as follows:

To what extent can cultural sponsorship influence the purchasing behavior of the Algerian consumer?

To facilitate the completion of our research, we reformulated this problem and presented it in the form of questions, whose answers will be addressed in the content of our research as follows:

- ♣ Is there a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of information search?
- ♣ Is there a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural

sponsorship on the level of product preference?

♣ Is there a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of product purchase?

♣ Is there a statistically significant effect at the significance level $0.05 \geq \alpha$ for event communication dimensions of cultural sponsorship on the level of product use?

♣ Are there statistically significant differences at the significance level $0.05 \geq \alpha$ in the level of perception of the sample individuals regarding the effect of event communication on purchasing behavior due to demographic variables and educational qualifications (gender, age, educational level, employment status, income)?

In our view, the answer to this question is represented in the following hypotheses:

♣ There is a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of information search.

♣ There is a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of product preference.

♣ There is a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of product purchase.

♣ There is a statistically significant effect at the significance level $0.05 \geq \alpha$ for cultural sponsorship on the level of product use.

♣ There are statistically significant differences at the significance level $0.05 \geq \alpha$ in the level of perception of the sample individuals regarding the effect of cultural sponsorship on purchasing behavior due to demographic variables and educational qualifications (gender, age, educational level, employment status, income).

Importance of the Study

The importance of the study lies in combining two topics: cultural sponsorship 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 its impact on the other hand. It also contributes to enriching scientific research with a vital and important topic, especially given the limited attention to such subjects.

Reasons for Choosing the Topic

The motivations for choosing the topic are related to its connection with my field of specialization, along with a desire to learn more about this subject and increase specialized knowledge in cultural sponsorship. In addition, there is a lack of references that have addressed the topic directly, at least in Arabic references, and thus we contribute to enriching the library with such a reference.

Objectives of the Study

The objectives of this study are to identify cultural sponsorship as one of the techniques of event communication in enhancing the position of the company, its brands, products, and services, as cultural sponsorship can draw attention to the values of the company or brand and contribute to improving the company's image among consumers. It also aims to analyze event communication techniques and how institutions can benefit from them.

Limits of the Study

The spatial limits of the study are represented in the central provinces: Blida, Algiers, Tizi Ouzou, Chlef, Ain Defla, Tipaza, and Medea, where questionnaires were distributed to various segments of society.

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

Previous Studies

Scientific integrity requires us to indicate that there are many studies that addressed part or an indirect aspect of our study topic. Therefore, it is necessary to mention these studies (research problem, hypotheses, objectives, and results), and then present what distinguishes our research and 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 a sample of consumers – Journal of Administration and Economics, issue 82, 2010.

The researcher started from the problem: "To what extent does promotional advertising affect the Iraqi consumer and persuade him of advertised goods?"

The study concluded that promotional advertising attracts consumer attention and helps in remembering the product well.

2- A study by Adel Abbas Hussein and Fahim Aziz Majid, "The Effect of Advertising on Consumer Behavior," an exploratory study of subscribers of Ather Telecommunications Company at the University of Karbala, 2009.

The study concluded that there is a significant correlation between advertising and consumer behavior.

3- Batoul Abdul Aziz Rashid, "The Use of Mass Communication وسائل in Supporting the Image of Higher Education Institutions in Iraq," 2011.

The study concluded that there is a deficiency in effectively delivering messages that build a positive institutional image.

4- Ronak Kazem Hussein Shabr, "Building Trust and Enhancing Commitment through the Effectiveness of Integrated Marketing Communication," 2016.

The study found that integrated marketing communications play a major role in building customer trust and enhancing commitment.

5- Makshota Latonjsky et al., "Factors Affecting Iraqi Consumer Behavior in the Home Appliances Market," 2013.

The study found that social and psychological factors, as well as elements of the marketing mix, have a strong influence on purchasing behavior.

6- Philippe Boistel, "Event Communication: More Strategic than Commercial," 2005. The study concluded that companies seek to establish their image in the consumer's mind and make their products the best.

What Distinguishes Our Study

Our study is distinguished by addressing the impact relationship between cultural sponsorship and consumer purchasing behavior, as most studies dealt with purchasing behavior through general consumer behavior dimensions, while this study relied on precise explanatory dimensions (information search, product preference, product purchase, product use).

I: Conceptual Framework of Cultural Sponsorship

Through this theoretical aspect, we address the most important concepts related to cultural sponsorship as a modern mechanism of marketing communication.

1. Social and Cultural Sponsorship “Mécénat”:

Social and cultural sponsorship is a mechanism of event communication that can be defined as follows:

- It is an activity provided by the المؤسسة in the form of support for a cultural, social, or humanitarian event for the public benefit, aiming to improve the company’s image in the consumer’s mind in the long term.
- It is material or moral support granted voluntarily to a person (legal or natural) for the public benefit (culture, solidarity, environment, health, education), without direct participation.
- It is the commitment of the sponsoring institution to support an event by covering all or part of its costs to affirm its presence and service to society.
- It is direct material or moral support to a person or public body to achieve public benefit.

From these definitions, we conclude that:

Sponsorship is financial, material, or moral support provided by an institution to an entity such as an association, voluntary organization, or individuals to achieve public benefit without financial return. It includes several fields: cultural, scientific, medical, environmental, social, charitable campaigns, and scientific research activities. It often takes the form of financial grants aimed at establishing the company’s brand image in the consumer’s mind and showing that it is a socially responsible and environmentally friendly institutionserving society.

Social and cultural sponsorship has several forms:

- 1.1 Financial sponsorship: providing funds for an event or occasion, such as covering the cost of organizing a scientific or cultural event or supporting charitable associations.
- 1.2 Technological sponsorship: providing expertise, technology, and وسائل for event organizers for the public benefit.
- 1.3 Skills sponsorship: providing employees’ skills to serve the event without compensation, enhancing interaction with the community.
- 1.4 In-kind sponsorship: providing products, goods, services, technical staff, equipment, and وسائل to event organizers.

2. Comparison between advertising and sponsorship:

Sponsorship differs from advertising in the tools used and the objectives achieved. The following table shows the difference between them: (Walliser, 2006, p. 46)

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Table No. 01: Comparison between advertising and cultural/social sponsorship

Advertising	Cultural and Social Sponsorship
Links the brand in the consumer's mind through posters or advertising spots	Links the brand in the consumer's mind through an event or a cultural/sports manifestation
Optimistic and prefers the future over the present by embodying dream desires	Lives in the present because the brand is linked to a tangible and visible reality
The message is expressed through: television, press, radio, posters, cinema, internet	The message is expressed through an event in front of an audience
It is a connection with imagination	It is a real connection
Purchase of advertising space	Interactive participatory communication with audiences
Indirect investment	Direct investment in the event

Source: (Walliser, 2006, p. 46)

3. Comparison between sports sponsorship and social/cultural sponsorship

In 1991, BAUX.P established a comparison between sports sponsorship and social/cultural sponsorship as shown in the following table (Kimberley, 2014, p. 10):

Table No. 02: Comparison between sports sponsorship and cultural/social sponsorship

	Sports Sponsorship	Cultural Sponsorship (Mécénat)
Objective	Economic: creating a link between the brand and a distinctive media event to develop brand image and fame	Institutional: creating a relationship between the organization and an event representing social benefit aimed at giving a social identity
Ethics	Benefit, although it plays on the symbolism of sports values	Donation, although symbolic benefits are sought
Main field of application	Sports field reflecting popular taste widely represented	Cultural, social, and artistic fields
Goal	Advertising but can extend to all partners	Collective but may target partners and employees
Communication technique	Advertising media communication	Internal relations and public relations

Time horizon	Media impact in the short term	Long-term impact
Contract	Defines mutual obligations in detail	Respects the freedom of contracting
Performance monitoring	Monitoring profitability but as	No strict monitoring; considered as
	difficult to implement	return on investment

Source: (Kimberley, 2014, p. 10)

From the table, we note that there are many differences between sports sponsorship and social sponsorship. These differences are clearly at the level of objectives, evaluation models, and event exploitation. Although the main goal in both cases remains improving reputation and image, the impact is not the same. When an organization funds an event, it expects quick returns in the form of advertising effects, whereas the sponsor provides support and reaps the benefits in the long term in the form of improved image.

II - Second Section: Case Study (Applied Part)

Through the applied aspect, we address the most important stages of the field study and the main steps followed as follows:

1. Field Study Procedures

This study addresses the different procedures used to define the study population, the research sample, as well as the methodology and statistical measures used to analyze the data.

1-1 Selection of population and sample and method of collection

The student distributed 563 questionnaires to obtain the highest possible representation rate, in line with the difficulties faced during the collection phase, as shown in the following table:

Table No. 03: Statistics related to questionnaires

Statement	Frequency	Percentage %
Distributed questionnaires	563	100%
Returned questionnaires	493	87.56%
Non-returned questionnaires	70	12.43%
Valid questionnaires	493	87.56%

Source: Prepared by the researcher

It is observed from the table that 563 questionnaires were distributed, of which 493 valid ones were obtained, while 70 were excluded because they were not returned.

The population and sample were selected according to the study conditions within spatial and temporal limits. Statistical methods were used to analyze variables and reach results.

1-2 Population and sample

The research population represents all individuals possessing the characteristics under study, namely Algerian consumers of the Mobilis brand. Due to the large population size, a non-random sampling method was used, distributing 563 questionnaires, with 70 excluded, leaving 493 valid questionnaires.

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P-ISSN : 2496-4476 E-ISSN : 2273-157

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1-3 Spatial and temporal boundaries

The spatial boundaries include central Algerian provinces such as Blida, Algiers, Tizi Ouzou, Chlef, Ain Defla, Tipaza, and Medea.

The temporal boundaries extended from December 2018 to May 2019 (approximately 6 months).

2. Methodology

To answer the research problem and achieve objectives, the descriptive analytical method was used.

Data Collection Tools

Primary data: A questionnaire was distributed and analyzed using SPSS version 23.

2-1 Questionnaire Structure

Closed-ended questions based on a five-point Likert scale:

Strongly agree | Agree | Neutral | Disagree | Strongly disagree

5 | 4 | 3 | 2 | 1

The questionnaire consists of two main parts:

Part One

Includes study variables:

Table No. 04: Distribution of independent variable (cultural sponsorship)

Items | Dimension

6–9 | Cultural sponsorship

Table No. 05: Distribution of dependent variable (consumer behavior)

Items | Dimension

-----|-----

11–15 | Information search

10–20–23–24 | Product preference

16–17–21–22 | Product purchase

18–19 | Product usage

Part Two

Demographic variables: gender, age, education level, employment status, monthly income.

3. Exploratory Factor Analysis – Cultural Sponsorship

3-1 Correlation Matrix

(Table retained as-is in structure)

3-2 KMO Test

KMO = 0.731 (>0.5 acceptable)

Bartlett's Test = 495.117 (significant at 0.05)

Table No. 07

KMO Index	0.731
Bartlett's Chi-square	495.117
df	6
Significance	0.000

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3-3 Factor Loadings (Cultural Sponsorship)

Table No. 08

Item	Loading
Charity support increases trust	0.611
Scientific activities support	0.861
Cultural activities support	0.750
Health activities support	0.791

3-4 Factor Loadings (Consumer Behavior)

(Four factors: information search, preference, purchase, usage)

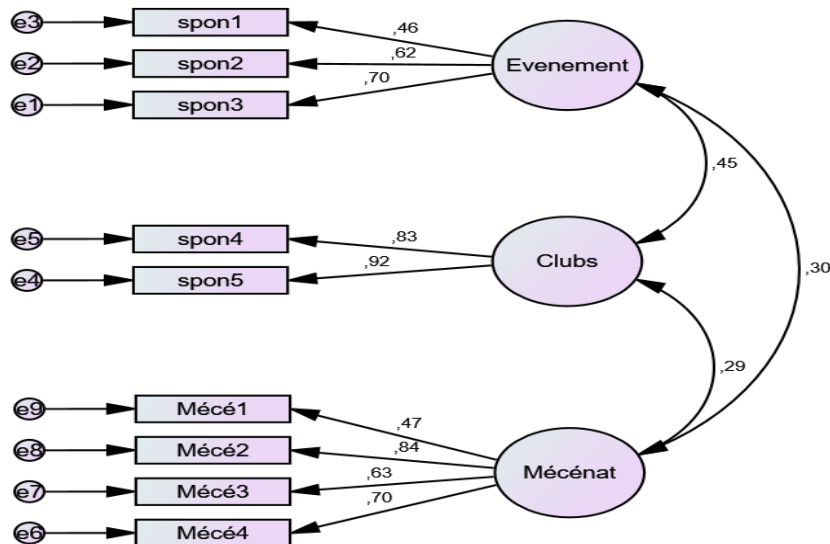
Table No. 09 (simplified drawing)

Item	Info	Pref	Purchase	Use
Sports sponsorship motivates purchase	.215	.614	.013	-.036
Website information availability	.742	.236	.047	.084
Sales points info	.729	.189	.078	.114
Social media info	.740	.225	.058	.016
Mobilis spaces info	.751	.111	.097	.181
Exhibitions info	.720	.075	.141	.102
Search before purchase	.103	.220	.602	-.004
Compare offers	.062	.019	.832	.109
Family info	.099	.144	.029	.833
Friends info	.185	.072	.134	.803
Brand discussions	.089	.513	.237	.389
Previous experience	.065	.027	.824	.083
Value perception	.144	.743	.179	.200
Trust and comfort	.293	.788	.082	.110

3-5 Construct Validity

Construct validity was confirmed using confirmatory factor analysis, where all standardized regression weights exceeded 0.35, indicating valid measurement of the cultural sponsorship construct.

Figure No. (01): Measurement model of the independent variable (cultural sponsor



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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 student based on the outputs of statistical analysis using AMOS.

The data also indicate that the Goodness of Fit Index (GFI) reached a value of (0.951), which is greater than (0.9) and exceeds the standard value. Similarly, the Comparative Fit Index (CFI) was equal to (0.931), also greater than (0.9) and exceeding the standard value. The Root Mean Square Error of Approximation (RMSEA) was (0.087), which is higher than (0.08), thus exceeding the standard value. With two out of three conditions satisfied, it can be inferred that the data related to the dimensions of the independent variables of the study are suitable for conducting statistical analyses.

3-6: Reliability of the study instrument:

To verify the reliability of the study instrument, Cronbach’s alpha coefficient was calculated using the SPSS program. The reliability coefficients for each dimension of the study were acceptable, as shown in Table No. (10) below:

Table No. (10): Values of Cronbach’s alpha reliability coefficient for each dimension of the study

Cronbach’s Alpha	Study Items	Dimensions of Study Variables	Study Variables
0.750	06–09	Cultural Sponsorship	Cultural Sponsorship
0.825	11–15	Information Search	Consumer Behavior
0.709	10–20–23–24	Product Preference	

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P-ISSN : 2496-4476 E-ISSN : 2273-157

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0.687	16–17–21–22	Product Purchase	
0.675	18–19	Product Use	
0.872		Overall Cronbach's Alpha	

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

The results obtained in Table No. (18) show that the values of Cronbach's alpha ranged between (0.675) and (0.825) for all variables, whether independent (cultural sponsorship) or dependent (consumer behavior), which are very acceptable levels. The overall Cronbach's alpha for all variables reached (0.872), which is a good level, indicating the reliability of the questionnaire items, the credibility of the data, and that the results obtained from the sample reflect the study population.

4: Results of the descriptive analysis of demographic and functional variables:

To achieve the study objectives in identifying the opinions and attitudes of the sample individuals regarding the extent of agreement with statements related to the study axes represented by cultural sponsorship as an independent variable and consumer behavior as a dependent variable, we present through this section tables analyzing and interpreting the responses of the sample individuals.

4-1: Demographic characteristics and educational qualifications of the sample individuals

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

4-1-1 Gender:

Table No. (11): Distribution of sample individuals by gender

Gender	Frequency	Percentage %
Male	231	46.9
Female	262	53.1
Total	493	100

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

Table No. (11) shows that females constitute 53.1% (262), while males represent 46.9% (231). This may be due to questionnaires being distributed more to females than males, which was not intentional.

4-1-2 Age:

Table No. (12): Distribution of sample individuals by age

Age	Frequency	Percentage %
19–25	230	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 student based on SPSS ver.23 outputs.

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The largest group is aged (19–25) at 46.7%, followed by (25–35) at 30.4%, then (35–45) at 19.5%, (45–55) at 2.8%, and finally over 55 at 0.6%. The most represented group is 19–25 years.

4-1-3 Educational level:

Table No. (13): Distribution by educational level

Education Level	Frequency	Percentage %
Less than university	43	8.7
Baccalaureate	77	15.6
Bachelor (License)	181	36.7
Master	140	28.4
Engineer	13	2.6
Magister	3	0.6
Doctorate	36	7.3
Total	493	100

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

The majority of respondents hold university degrees, reaching 91.2%.

4-1-4 Employment status:

Table No. (14): Distribution by employment status

Status	Frequency	Percentage %
Student	257	52.2
Employee	204	41.4
Self-employed	13	2.6
Retired	2	0.4
Unemployed	11	2.2
Trader	6	1.2
Total	493	100

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

Students represent the largest group (52.2%), followed by employees (41.4%).

4-1-5 Monthly income:

Table No. (15): Distribution by monthly income

Income (DZD)	Frequency	Percentage %
Less than 18,000	276	56
18,000–30,000	92	18.7
31,000–55,000	97	19.7
More than 56,000	28	5.7
Total	493	100

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

The largest group earns less than 18,000 DZD (56%).

4-2: Descriptive statistical analysis results

Means and standard deviations were calculated for the independent variable (cultural sponsorship) and the dependent variable (consumer behavior).

4-3 Analysis of cultural sponsorship dimension**Table No. (16): Results of statistical analysis**

Statement	Mean	Std Dev	Evaluation
Charity sponsorship increases trust	3.59	1.060	Agree
Scientific activities sponsorship	3.16	1.115	Neutral
Cultural activities sponsorship	3.04	1.052	Neutral
Health activities sponsorship	3.38	1.090	Neutral
Overall	3.29	1.079	Neutral

Source: Prepared by the researcher.

The highest mean (3.59) corresponds to charity sponsorship increasing trust, while the lowest (3.04) relates to cultural activities. Overall evaluation is neutral.

4-4 Descriptive results of consumer behavior**4-4-1 Information search****Table No. (17)**

Statement	Mean	Std Dev	Evaluation
Website information	3.31	1.060	Neutral
Sales points	3.44	0.989	Agree
Social media	3.32	0.973	Neutral
Mobilis spaces	3.46	0.913	Agree
Exhibitions	3.32	0.935	Neutral
Overall	3.37	0.974	Neutral

4-4-2 Product preference**Table No. (18)**

Statement	Mean	Std Dev	Evaluation
Sports sponsorship influence	2.56	1.083	Disagree
Brand discussions	3.18	1.061	Neutral
Value perception	3.20	1.227	Neutral
Trust and comfort	3.24	1.107	Neutral
Overall	3.04	1.119	Neutral

4-4-3 Product purchase**Table No. (19)**

Statement	Mean	Std Dev	Evaluation
Search before purchase	3.40	1.097	Agree
Quality and offers	3.69	1.039	Agree
Compare offers	3.80	1.070	Agree
Previous experience	3.72	1.052	Agree
Overall	3.65	1.064	Agree

4-4-4 Responses of sample individuals regarding product use dimension

In this element, the data of the study sample individuals regarding the statements of the product usage dimension were collected and analyzed in order to determine the degree of agreement with each statement of this dimension. The results were as follows:

Table No. (20): Results of the descriptive statistical analysis of the product usage dimension from the perspective of the sample individuals

Statement	Scale	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev	Evaluation
Obtaining necessary information about Mobilis services through family	Freq	41	88	131	188	35	3.16	1.084	Neutral
	%	8.3	19.9	26.6	38.1	7.1			
Obtaining necessary information about Mobilis services through friends	Freq	30	63	110	257	33	3.41	0.999	Neutral
	%	6.1	12.8	22.3	52.1	6.7			
Overall result							3.28	1.041	Neutral

Source: Prepared by the researcher based on statistical analysis outputs using SPSS ver.23. From observing the results of Table No. (20), it is clear that the study sample of Mobilis customers had a neutral opinion regarding the use of the product. The overall mean reached (3.28) for all statements with a standard deviation of (1.045), indicating a neutral اتجاه. This reflects that the general tendency of the sample individuals towards the product usage dimension tends toward acceptance and agreement as shown in the table.

5: Testing the study hypotheses

5-1: Results of testing the first hypothesis

The first hypothesis states that: “There is a statistically significant effect at the significance level $0.05 \geq \alpha$ of cultural sponsorship on the level of information search.”

Table No. (31) includes the results of the ANOVA analysis of the effect of cultural sponsorship on consumer behavior of the Algerian consumer. It shows that there is a significant effect of cultural sponsorship on the level of information search for Mobilis. The coefficient of determination reached $R^2 = 0.230$, indicating that the independent variable explains 23% of the variance in the dependent variable. The correlation coefficient reached $R = 0.479$. The F value (48.557) confirms the significance of this effect with a significance level $Sig = 0.000$, which is less than 0.05.

Table No. (21): One-way ANOVA analysis for the effect of cultural sponsorship on information search

Model	Sum of Squares	df	Mean Squares	F	Sig
Regression	63.263	3	21.088	48.557	0.000
Residual	212.383	489	0.434	-	-
Total	275.361	492	-	-	-

$R = 0.479$ $R^2 = 0.230$ Adjusted $R^2 = 0.255$

Source: Prepared by the researcher based on SPSS ver.23 outputs. From Table No. (22), there is a statistically significant effect at $0.05 \geq \alpha$, where the T value reached (7.947), which is significant.

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Table No. (22): Multiple regression results

Variable	B	Std. Error	Beta	T	Sig
Constant	1.428	0.170		8.421	0.000
Cultural Sponsorship	0.308	0.039	0.336	7.947	0.000

Source: Prepared by the researcher.

Accordingly: "There is a statistically significant effect of cultural sponsorship on the level of information search."

5-2: Results of testing the second hypothesis

The second hypothesis states: "There is a statistically significant effect at $0.05 \geq \alpha$ of cultural sponsorship on product preference."

Table No. (23) shows ANOVA results indicating a significant effect. $R^2 = 0.308$ (30.8%), $R = 0.555$, $F = 72.613$, $Sig = 0.000$.

Table No. (23): ANOVA for product preference

Model	Sum of Squares	df	Mean Squares	F	Sig
Regression	101.872	3	33.957	72.613	0.000
Residual	228.680	489	0.468	-	-
Total	330.552	492	-	-	-

$R = 0.555$ $R^2 = 0.308$ Adjusted $R^2 = 0.304$

Table No. (24): Regression results

Variable	B	Std. Error	Beta	T	Sig
Constant	0.719	0.176		4.083	0.000
Cultural Sponsorship	0.311	0.040	0.310	7.724	0.000

The hypothesis is accepted.

5-3: Results of testing the third hypothesis

The third hypothesis states: "There is a statistically significant effect at $0.05 \geq \alpha$ of cultural sponsorship on product purchase."

$R^2 = 0.091$, $R = 0.301$, $F = 16.292$, $Sig = 0.000$.

Table No. (25): ANOVA for product purchase

Model	Sum of Squares	df	Mean Squares	F	Sig
Regression	26.140	3	8.713	16.292	0.000
Residual	261.534	489	0.535	-	-
Total	287.673	492	-	-	-

$R = 0.301$ $R^2 = 0.091$ Adjusted $R^2 = 0.73132$

Table No. (26): Regression results

Variable	B	Std. Error	Beta	T	Sig
Constant	2.387	0.188		12.686	0.000
Cultural Sponsorship	0.195	0.043	0.208	4.517	0.000

The hypothesis is accepted.

5-4: Results of testing the fourth hypothesis

The fourth hypothesis states: “There is a statistically significant effect at $0.05 \geq \alpha$ of cultural sponsorship on product usage.”

$R^2 = 0.075$, $R = 0.274$, $F = 13.246$, $Sig = 0.000$.

Table No. (27): ANOVA for product usage

Model	Sum of Squares	df	Mean Squares	F	Sig
Regression	30.310	3	10.103	13.246	0.000
Residual	372.999	489	0.763	-	-
Total	403.309	492	-	-	-

$R = 0.274$ $R^2 = 0.075$ Adjusted $R^2 = 0.069$

Table No. (28): Regression results

Variable	B	Std. Error	Beta	T	Sig
Constant	2.049	0.225		9.115	0.000
Cultural Sponsorship	0.251	0.051	0.226	4.874	0.000

There is a statistically significant effect; the hypothesis is accepted.

6: Analysis of the general model using structural equation modeling

In this section, the general model is analyzed using structural equation modeling to test the direct effect of cultural sponsorship on consumer behavior dimensions (information search, product preference, product purchase, product usage). Source: Prepared by the student based on the outputs of statistical analysis using AMOS.

According to the results, the values of the direct effects of cultural sponsorship reached (0.28, 0.37, 0.39, 0.36) on (information search, product preference, product purchase, product usage) respectively. The Critical Ratio (CR) value for the path cultural sponsorship → information search reached (8.161), and (7.517) for the path cultural sponsorship → product preference, and (4.883) for the path cultural sponsorship → product purchase, and (5.646) for the path cultural sponsorship → product usage. All are significant at the level $0.05 \geq \alpha$.

Table No. (29): Standardized regression weights for the path analysis model

Dependent Variable	<---	Independent Variable	Estimate	S.E.	C.R.	P
Information search	<---	Cultural sponsorship	0.507	0.062	8.161	***
Product preference	<---	Cultural sponsorship	0.440	0.059	7.517	***
Product purchase	<---	Cultural sponsorship	0.219	0.045	4.883	***
Product usage	<---	Cultural sponsorship	0.339	0.060	5.646	***

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

Conclusion

Cultural sponsorship is considered one of the mechanisms of event communication, as event communication represents a modern trend in marketing that has led organizations to adopt it and search for new methods to strengthen their position, improve their image in the consumer’s mind, and get closer to them away from traditional methods, in light of the intense competition characterizing markets today. In Algeria, this concept is relatively new for Algerian institutions.

This study aimed to clarify the various theoretical aspects of this topic in addition to examining the effect that cultural sponsorship can have on the purchasing behavior of the Algerian consumer, specifically customers of the Mobilis company.

This study reached several applied results, which are presented as follows:

Applied results:

Through the field (applied) study, the following results were reached:

- The validity of hypothesis (01) was confirmed, stating that there is a statistically significant effect at the level $0.05 \geq \alpha$ of cultural sponsorship on the level of information search.
- The validity of hypothesis (02) was confirmed, stating that there is a statistically significant effect at the level $0.05 \geq \alpha$ of cultural sponsorship on the level of product preference.
- The results confirmed the validity of hypothesis (03), stating that there is a statistically significant effect at the level $0.05 \geq \alpha$ of cultural sponsorship on the level of product purchase.
- The results confirmed the validity of hypothesis (04), stating that there is a statistically significant effect at the level $0.05 \geq \alpha$ of cultural sponsorship on the level of product usage.

3- Recommendations:

Based on the results reached in this study, the following are proposed:

- Establish specialized departments for cultural sponsorship within the organization to properly achieve its vision and ensure the effective delivery of its message.
- Provide the necessary financial support to the beneficiaries of cultural sponsorship and monitor how it is spent to ensure the achievement of the desired results.

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CORPS & PSYCHISME

P-ISSN : 2496-4476 E-ISSN : 2273-157

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