

Original research article

**EXAMINING BELIEFS AND ATTITUDES TOWARD  
ADVERTISING THROUGH SPORT AMONG MONTENEGRIN  
CONSUMERS**

*UDC 658.8:796(949.716)*

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**Abstract.** *The first purpose of this study was to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. The second purpose of this study was to analyze the relationships between beliefs about and attitude towards advertising through sport, mostly due to the reason that it was expected that enterprises should profit from the use of sport as an advertising medium and that the identification of specified beliefs influencing positive attitudes would enhance advertising strategies. The data were collected from randomly selected 433 stakeholders in Montenegro (male: 217; female: 216) during the spring semester of 2010. The system of variables consisted of 39 items, modeled by a seven-point Likert scale of attitudes and beliefs and eight demographic items that were modified from Pyun's original items to fit each area. The factor analysis was used to take the best item of each construct, while the Wilcoxon Signed Ranks Test was used to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. Then, the Optimal Scaling Method was used to reveal relationships between beliefs about and attitudes towards advertising through sport. The consumers' attitudes towards advertising through sport were significantly more positive than their attitudes towards advertising in general, while all beliefs, except materialism, significantly influenced consumers' attitude towards advertising through sport in Montenegro. Hence, the findings of this study develop a clear-sighted knowledge base in order to provide a practical guide to sport marketer.*

**Key words:** *Sport, advertising, beliefs, attitudes, Montenegro.*

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Received May 29, 2014 / Accepted June 17, 2014

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## INTRODUCTION

Advertising is an attractive promotional tool for marketers who can use it to strengthen communication with consumers and persuade them to purchase a certain product or service. Hence, various types of advertising, such as television advertising, print advertising and online advertising, play a very important role in achieving the goals of the enterprises concerned, such as promoting the enterprise and creating global brand awareness, as well as increasing sales of certain products and services. Consequently, the advertising industry worldwide has become one of the important elements in our modern life (Ling, Piew, & Chai, 2010).

Based on existing literature, it is clear that the advertising industry has a heavily regulated nature (Ling et al., 2010), and subsequently, it is highly important to assess the determinants of consumers' attitudes towards advertising, mostly due to the reason that this can help marketers discover how various indicators could affect consumer preferences. In the first place, Bauer and Greyser (1968) believed that consumers' attitudes towards advertising represent the audience's behaviour that could be associated with favourable or unfavourable responses towards a particular type of advertising. Lutz (1985) also believed the attitude towards advertising is an important concept as it is one of the determinants of the attitude towards specific advertisements and it can influence the way a consumer will respond to any particular advertising (cited in Molnar, Lilić, Popović, Akpınar, & Jakšić, 2011). Consequently, it was evident that the consumers' attitudes towards advertising are one of the significant factors that can strengthen advertising effectiveness, mostly due to the consumer's cognitive ability towards advertising being contained in their feelings and thoughts (Mehta, 2000).

There are a lot of studies that have studied consumers' attitudes toward advertising for many years, such as Anderson, Engledow and Becker (1978), Andrew (1989), Bauer and Greyser (1968), Lutz (1985), Mittal (1994), Muehling (1987), Pollay and Mittal (1993), Reid and Soley (1982), Sandage and Leckenby (1980), Shavitt, Lowrey and Haefner (1998), Zanut (1984) et cetera, but all of them considered consumers' attitudes toward advertising in general. However, it is highly important to pay some special attention to the studies that have concluded that the attitudes toward advertising showed a negative trend during the 1960s and 1970s (Andrews, 1989; Muehling, 1987; Zanut, 1984), while some other studies have shown a more favorable evaluation of advertising in the same period (Shavitt et al., 1998). These inconsistencies have directed all of them to suspect that advertising campaigns that used elements from specific mediums influence consumers' attitudes toward advertising accordingly. Some previous studies noted that the advertising campaigns that used elements of sport, such as athletes, teams, images of sporting events and sporting venues (Pyun, 2006) have specifically affected the attitudes of consumers and caused significant fluctuations in their attitudes when compared to other elements. These conclusions to a certain extent have changed the content of further advertisement messages, and subsequently this created certain impacts on the formation of consumers' attitude towards advertising.

More recently, marketers have recognized sport as an independent advertising platform (Pyun, Kwon, Chon, & Wook, 2012). They strongly believe that their enterprises may overpower consumers' negative attitudes towards advertising through utilizing sport advertisements, such as radio advertisements, television advertisements, online banners or magazine ads, mostly due to the reason that sport ensures a healthy

image and a wide demographic profile from which any specific consumer segment could be targeted (Pitts, & Stotlar, 2007). Previous studies highlight that consumers' attitudes towards advertising in general have become more negative (cited in Pyun et al., 2012), while there is much evidence that the unique characteristics of sport plays a very important role in creating positive reactions in consumers' minds towards various products or services. At the same time, the questions was raised regarding whether the consumers' attitudes towards advertising through sport are more positive than attitudes towards advertising though other mediums. Based on a theoretical framework created by Pyun and James (2011), and the fact the advertising through sport is a neglected area in Montenegro, the first purpose of this study was to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general, mostly due to the reason that the authors have assumed that Montenegrin consumers recognized sport as an independent advertising platform, but it had to be proven in order to let the authors analyze advanced issues in the sport-advertising sector. Because the authors believed this hypothesis would be confirmed, the second purpose of this study was to analyze the relationships between beliefs that represent various determinants of consumers' attitudes towards advertising and attitudes towards advertising through sport, mostly due to the fact that this issue is unexplored in Montenegro. The authors expected that enterprises should profit from the use of sport as an advertising medium and that the identification of specified beliefs influencing positive attitudes would enhance advertising strategies.

#### THE METHOD

The participants that were asked to take part in the survey during the spring semester of 2010 were randomly selected stakeholders all over the country of Montenegro. Out of the 500 questionnaires distributed, 433 usable questionnaires were returned (male: 217; female: 216) for a response rate of 87%, which represents an acceptable level.

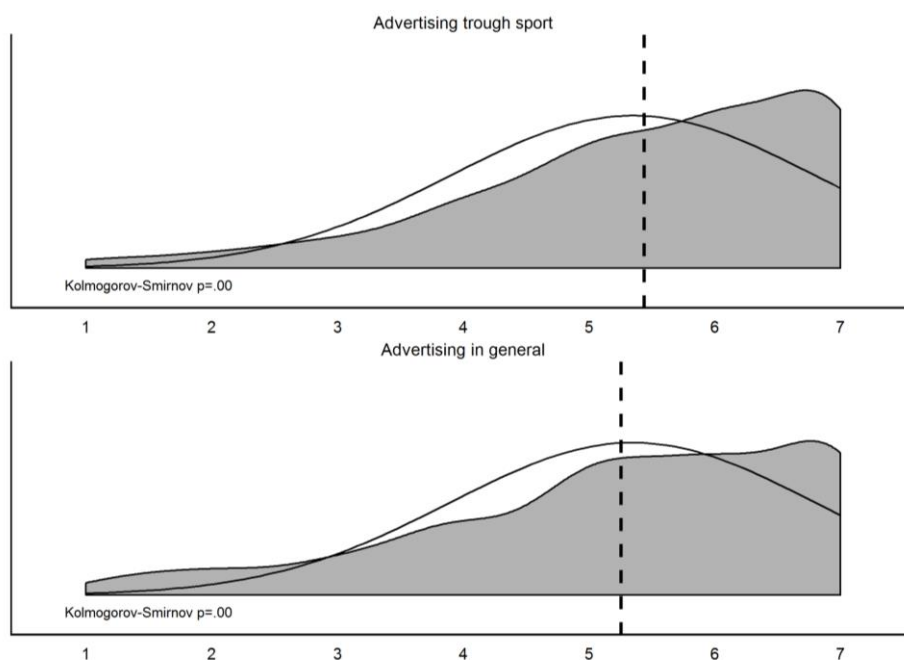
The questionnaire was composed of three sections: 1) attitudes toward advertising in general (three items) and attitudes toward advertising through sport (three items), 2) belief factors about advertising through sport: product information (five items), social role/image (eight items), hedonic/pleasure (four items), annoyance/irritation (four items), good for the economy (four items), materialism (four items), and falsity/no sense (four items), and 3) and eight items capturing demographic information. Hence, the system of variables consist 39 items, measured on a seven-point Likert scale anchored with 1 (strongly disagree) and 7 (strongly agree) as well as 1 (strongly dislike) and 7 (strongly like), of attitudes and beliefs and eight demographic items that were versions from Pyun (2006) modified to fit each relevant area. It is also important to highlight that all of the participants were encouraged to interact with the interviewers and discuss each item if they found it necessary. The participants were informed that they are always allowed to withdraw from participating in the survey as well as about the confidentiality of their responses. Montenegro is a monolingual society, its official language is Montenegrin. Therefore, the authors translated the original English versions of the scales and the questionnaire was the translated back into English by professionals to ensure that the content was maintained.

The data were analyzed using the Statistical Package for the Social Science (SPSS 20.0). The factor analysis was used to take the best item of each construct, while the

Wilcoxon Signed Ranks Test was used to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. Then, the Optimal Scaling Method was used to reveal the relationships between beliefs (product information, social role and image, hedonism/pleasure, annoyance/irritation, good for the economy, materialism and falsity/no sense) and attitudes towards advertising through sport.

## RESULTS

This section reports the results of the statistical analyses carried out in this study. At the beginning, the results of the factor analysis are presented, followed by the results of the Wilcoxon Signed Ranks Test, as a result of the statistically significant difference between Gaussian and our curves in the variables of two attitude constructs. Finally, the results of the Optimal Scaling Method are reported.



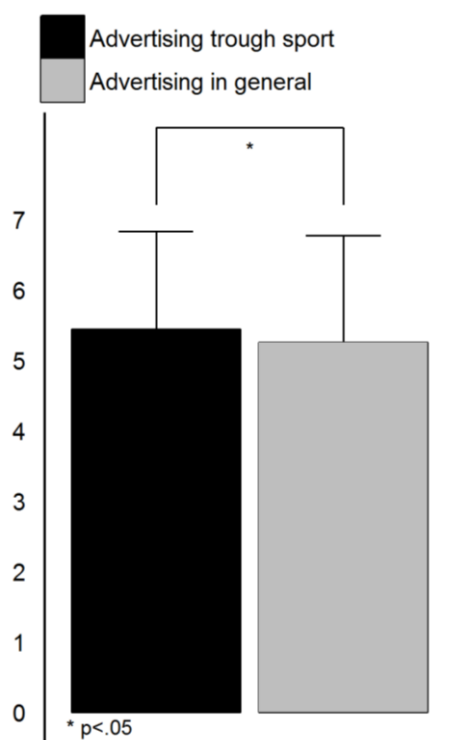
**Fig. 1** Kolmogorov-Smirnov Test of the attitudes towards advertising through sport and advertising in general

The factor analysis was employed to take the best item of each construct. The data in Table 1 represent the beliefs, such as product information (P3), social role and image (S2), hedonism/pleasure (H1), annoyance/irritation (A2), good for the economy (G2), materialism (M2), falsity/no sense (F4), as well as attitudes towards advertising through sport (AS1) and attitudes towards advertising in general (AG2), to be the best item of each construct.

**Table 1** The factor analysis of the attitudes and beliefs

Variable	#	Spearman's correlation matrix								Hotteling		
		1	2	3	4	5	6	7	8	H1	h <sup>2</sup>	%
Product information	P1	1.00	.00	.00	.00	.00	.00	.00	.00	.74	.55	59
	P2	.58	1.00	.00	.00	.00	.00	.00	.00	.81	.66	
	P3	.48	.59	1.00	.00	.00	.00	.00	.00	.82	.67	
	P4	.45	.49	.55	1.00	.00	.00	.00	.00	.77	.59	
	P5	.34	.41	.47	.45	1.00	.00	.00	.00	.68	.47	
Social role and image	S1	1.00	.00	.00	.00	.00	.00	.00	.00	.62	.38	49
	S2	.46	1.00	.00	.00	.00	.00	.00	.00	.78	.62	
	S3	.36	.37	1.00	.00	.00	.00	.00	.00	.58	.34	
	S4	.38	.61	.33	1.00	.00	.00	.00	.00	.76	.58	
	S5	.35	.43	.41	.38	1.00	.00	.00	.00	.67	.45	
	S6	.33	.46	.33	.45	.40	1.00	.00	.00	.69	.48	
	S7	.31	.54	.28	.51	.49	.41	1.00	.00	.74	.55	
	S8	.34	.46	.31	.55	.36	.49	.55	1.00	.73	.54	
Hedonism/pleasure	H1	1.00	.00	.00	.00	.00	.00	.00	.00	.81	.66	61
	H2	.59	1.00	.00	.00	.00	.00	.00	.00	.78	.61	
	H3	.46	.43	1.00	.00	.00	.00	.00	.00	.76	.58	
	H4	.47	.43	.51	1.00	.00	.00	.00	.00	.77	.59	
Annoyance/irritation	A1	1.00	.00	.00	.00	.00	.00	.00	.00	.71	.51	53
	A2	.44	1.00	.00	.00	.00	.00	.00	.00	.78	.60	
	A3	.27	.36	1.00	.00	.00	.00	.00	.00	.67	.45	
	A4	.37	.42	.37	1.00	.00	.00	.00	.00	.75	.56	
Good for the economy	G1	1.00	.00	.00	.00	.00	.00	.00	.00	.81	.66	57
	G2	.62	1.00	.00	.00	.00	.00	.00	.00	.87	.76	
	G3	.50	.64	1.00	.00	.00	.00	.00	.00	.82	.68	
	G4	-.23	-.22	-.23	1.00	.00	.00	.00	.00	-.44	.19	
Materialism	M1	1.00	.00	.00	.00	.00	.00	.00	.00	.70	.49	56
	M2	.49	1.00	.00	.00	.00	.00	.00	.00	.82	.67	
	M3	.33	.51	1.00	.00	.00	.00	.00	.00	.77	.59	
	M4	.30	.40	.43	1.00	.00	.00	.00	.00	.70	.49	
Falsity/no sense	F1	1.00	.00	.00	.00	.00	.00	.00	.00	.75	.56	61
	F2	.47	1.00	.00	.00	.00	.00	.00	.00	.81	.66	
	F3	.36	.44	1.00	.00	.00	.00	.00	.00	.72	.51	
	F4	.52	.60	.48	1.00	.00	.00	.00	.00	.84	.71	
Attitudes toward advertising in general	AG1	1.00	.00	.00	.00	.00	.00	.00	.00	.91	.83	82
	AG2	.79	1.00	.00	.00	.00	.00	.00	.00	.93	.86	
	AG3	.68	.73	1.00	.00	.00	.00	.00	.00	.88	.78	
Attitudes toward advertising through sport	AS1	1.00	.00	.00	.00	.00	.00	.00	.00	.91	.83	74
	AS2	.79	1.00	.00	.00	.00	.00	.00	.00	.90	.81	
	AS3	.53	.51	1.00	.00	.00	.00	.00	.00	.77	.59	

The Wilcoxon Signed Ranks Test was used to compare two attitude constructs, as the authors wanted to test the hypothesis if the Montenegrin consumers would show significantly more positive attitudes toward advertising through sport than those in advertising in general. The results of the descriptive statistics in Figure 2 revealed that the



**Fig. 2** Wilcoxon Signed Ranks Test of the attitudes towards advertising through sport and advertising in general

Montenegrin consumers' overall attitudes towards advertising through sport (Mean =  $5.44 \pm 1.39$ ) were favourable, as well as their overall attitudes towards advertising in general (Mean =  $5.26 \pm 1.51$ ). However, the Wilcoxon Signed Ranks Test that is also reported in Figure 2, supported the authors' hypothesis and revealed the consumers' attitudes toward advertising through sport in Montenegro to be significantly more positive than advertising in general ( $p=0.03$ ).

Using an Optimal Scaling Method, the seven hypotheses were tested. The statistical analysis showed in Table 2 indicated that six of the maximum seven belief constructs: product information ( $\beta=.12$ ), social role and image ( $\beta=.13$ ), hedonism/pleasure ( $\beta=.23$ ), annoyance/irritation ( $\beta=-.15$ ), good for the economy ( $\beta=.14$ ), falsity/no sense ( $\beta=-.13$ ), have significantly influenced the attitude towards advertising through sport, with the exception of materialism. The coefficient of determination ( $R^2=48.7$ ) indicated that 49% of the total variance of the attitude construct was explained by the seven belief constructs.

**Table 2.** Optimal Scaling Method among attitudes towards advertising through sport and beliefs

Variable	$\beta$	p
Product information	.12	.00
Social role and image	.13	.00
Hedonism/pleasure	.23	.00
Annoyance/irritation	-.15	.00
Good for the economy	.14	.00
Materialism	-.03	.49
Falsity/no sense	-.13	.00
R		.70
P		.00
%		48.7

## DISCUSSION AND CONCLUSION

Generally, advertising through sport is broad enough that it could not be addressed adequately in a single study. Consequently, the authors narrowed the investigation down to a more specific research question that they could address. Hence, this study addressed two research questions: the first one was to compare attitudes towards advertising through sport with attitudes towards advertising in general, while the second one was to test the relationships between the seven beliefs and attitudes toward advertising through sport, based on Pyun and James' (2011) theoretical framework.

Consequently, the authors started with the research question of whether consumers' attitudes towards advertising through sport would be more positive than advertising in general. The current findings supported the authors' hypothesis that the consumers' attitudes toward advertising through sport in Montenegro are significantly more positive than advertising in general. These findings correspond to the previous evidence from the different societies (Mittal, 1994; Schlosser et al., 1999; Pyun et al., 2012) and support the general idea that advertising through sport is a much more attractive promotional tool worldwide for marketers who can use it to strengthen communication with consumers and persuade them to purchasing certain products or services. However, it is very important to take into consideration the fact from existing literature that consumers' attitudes toward advertising in general showed a negative trend, as well as the fact that potential consumers feel a strong antipathy to advertising through traditional mediums (Andrews, 1989; Muehling, 1987; Zanot, 1984). Conversely, the consumers from Montenegro did not demonstrate unfavourable responses towards advertising in general and their attitudes toward advertising through traditional mediums have almost been as positive as the attitudes toward advertising through sport. Nevertheless, the favourable elements of sport, such as athletes, teams, images of sporting events and sporting venues, reduced previous negative reactions to advertising that features sport elements in traditional mediums and strengthens favourable attitudes toward advertising through sport. For this reason, the results of this study are very significant for the sport-advertising sector in Montenegro and provide more value to its scientific community, and great stimulus for advertising enterprises to consider sport as an independent advertising platform.

The authors continued this study with the identification of specified beliefs about influencing positive attitudes towards advertising through sport that would enhance advertising strategies. It has already been determined that the seven belief constructs (product information, social role and image, hedonism/pleasure, annoyance/ irritation, good for the economy, materialism and falsity/no sense) and the attitudes towards advertising through sport constructs were used, based on Pyun and James' (2011) theoretical framework. However, unlike the previous studies that included only the student population, this study was conducted using a national sample and it could be representative of the entire sport consumer population. Maybe from this reason or not, this study did not show findings that were consistent with previous ones that included only college students (Pyun, & James, 2009, 2011; Pyun et al., 2012). It is interesting that this research found much more advertising beliefs that significantly influenced consumers' attitude towards advertising through sport. A possible explanation to support this finding might be that the sample in this study covered various socio-demographic groups who assessed not only two belief constructs, product information and hedonism/pleasure as students did, but they also assessed social role and image,

annoyance/irritation, good for the economy and falsity/no sense to be the determinants of consumers' attitudes towards specific advertisements. However, it could be that the generalisability of the results could vary from one to other nation, mostly due to the reason that sport can appeal to its consumers based on their specific motives associated with national sport achievements. According to Copeland, Frisby and McCarville (1996), these kind of motives could be created by excitement and emotional attachment that sport achievements could deliver to the consumers (cited in Pyun et al., 2012). This fact could be a possible explanation to support the highly favourable attitudes toward both advertising constructs in the Montenegrin population, since this is a small European country that covers just an area of 13,812 sq. kilometers and has a population of 620,029 inhabitants (cited in Bjelica, Popović, Kezunović, Petković, Jurak, & Grasgruber, 2012), but also has several national sports teams that are ranked as top European and World national teams, in water polo, handball, basketball, soccer etc.

The findings of this study with certainty provide a cornerstone for understanding the growth of consumers' attitudes towards advertising through sport in Montenegro and this study suggests marketers to benefit from advertising by including product information, social role and image, hedonism/pleasure, annoyance/irritation, good for the economy and falsity/no sense contents, especially when designing advertising campaigns through sport in the Montenegrin market. Although the research findings provided some new insights regarding the determinants of consumers' attitude towards advertising, this study also suggests some other beliefs that are not covered in this study, such as informative, credibility, claim believability, drama, value corruption, aesthetics, entertainment, commercialism and sex appeal (Ashill, & Yavas, 2005; Barrio, & Luque, 2003; D'Souza, & Taghian, 2005; Korgaonkar, Silverblan, & O'Leary, 2001; Pyun et al., 2012; Tsang, Ho, & Liang, 2004; Wang, Sun, Lei, & Toncar, 2009; Wang, Zhang, Choi, & D' Eredita, 2002) to be considered as potential determinants of consumers' attitude towards advertising in future studies, mostly due to the reason that this study explained only 49% of the variance, and that there is still more than 50% of the unexplained attitude construct.

**Acknowledgements.** *This study was presented in Mini-Oral Presentation format at the 18<sup>th</sup> Annual Congress of the European College of Sport Science "Unifying Sport Science" in Barcelona – Spain.*

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## **ANALIZA UVERENJA I STAVOVA POTROŠAČA U CRNOJ GORI PREMA REKLAMIRANJU KROZ SPORT**

*Primarni cilj ovog istraživanja je bio da se uporede stavovi potrošača prema reklamiranju kroz sport sa njihovim stavovima prema reklamiranju u generalnom smislu. Drugi cilj istraživanja je bio da se analizira odnos među uverenjima i stavovima potrošača prema reklamiranju kroz sport, budući da se očekivalo da bi privredni subjekti mogli ostvariti značajne benefite upotrebom sporta kao reklamnog medijuma i prepoznavanjem specifičnih uverenja koja utiču na pozitivnost stavova unaprijediti razvoj reklamnih strategija. U istraživanju koje je sprovedeno tokom letnjeg semestra 2010, učestvovalo je 433 nasumično izabranih ispitanika iz Crne Gore (muškaraca: 217; žena: 216). Sistem promjenljivih se sastojao od 39 modifikovanih pitanja u odnosu na Pyunovu originalnu postavku, a koja su bila vrednovana sedmostepenom Likertovom skalom, te od osam pitanja koja su*

*se odnosila na demografske karakteristike ispitanika. Faktorskom analizom su se najbolje stavke uzimale iz svakog konstrukta, dok je Vilkoksonov test korišćen kako bi se poredili stavovi potrošača prema reklamiranju kroz sport sa njihovim stavovima prema reklamiranju u generalnom smislu. Zatim su metodom optimalnog skaliranja utvrđeni odnosi među uverenjima i stavovima potrošača prema reklamiranju kroz sport. Stavovi potrošača prema reklamiranju kroz sport su bili značajno pozitivniji od njihovih stavova prema reklamiranju u generalnom smislu, dok je utvrđeno da su sva uverenja, osim materijalizma, značajno uticala na stavove potrošača prema reklamiranju kroz sport u Crnoj Gori. Samim tim, rezultati ovog istraživanja su unapredili postojeća znanja koja bi trebalo da obezbede praktične smernice sportskim marketarima.*

**Ključne reči:** *sport, reklamiranje, uverenja, stavovi, Crna Gora.*