



The role of sports media in shaping the mental image of sponsoring institutions among national team fans: a case study of Mobilis

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Abstract :

This research aims to explore the impact of sports media on shaping the mental image of sponsoring institutions among fans of the national football team, focusing on the case study of Mobilis in Algeria. The study relied on three main dimensions of mental image: cognitive, emotional, and behavioral. Data were collected through a questionnaire directed to a random sample of 104 active participants from the city of Bechar and analyzed using SPSS, with sports media considered the independent variable, while mental image and its dimensions were considered dependent variables. The results showed a significant positive impact of sports media on mental image formation, with the greatest impact on the cognitive dimension (correlation coefficient $R = 0.775$), followed by the emotional dimension ($R = 0.625$), and then the behavioral dimension ($R = 0.403$). The study confirms the role of sports media in promoting sports knowledge, positive attitudes, and loyalty among fans, highlighting its importance in shaping values, beliefs, and behaviors.

Key Words: behavioral dimension, cognitive dimension, emotional dimension, mental image, sports media.

JEL Classification : M31, M37, Z18.

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Introduction :

Sports play a vital role in society, as they are an integral part of society, providing physical and mental well-being for individuals. This is because they are as old as time, and since primitive times, they have played an important role in the lives of societies and peoples. In recent times, it has become a basic recreational activity for people to relieve the pressures and difficulties of life. One of the most important reasons that contributed to its emergence is the media, which allocates large budgets to entertain and amuse the masses.

Sports media has become an important and effective tool in societies nowadays due to its multiple means, forms and methods of influence, and its effective ability to direct the opinions and ideas that are intended to be conveyed to the masses. This is due to the great interest witnessed in the information sector, which led to the emergence of what is called the information revolution. Sports media is characterized by communicative and interactive features, due to its extraordinary ability to



influence audiences and create visions in their minds, based on what is known as "mental image." This image plays a pivotal role in shaping opinions, driving decision-making, shaping individual behavior, and influencing group behavior due to its inherent inaccuracy, resistance to change, and disregard for individual differences. For these reasons, companies compete to create a positive image or reputation. Organizations have realized the importance of studying audience imagery and adopting policies and plans to create and improve this image of the organization. This is achieved by utilizing public relations and various communication and media outlets, which have a remarkable ability to deliver information to a large segment of the public and also to form links between the external public and the organization. considering the growing interest in football and, consequently, the increased desire of fans to follow news and updates about the national team, institutions seek, through sports media, to improve and create a mental image among football fans. Our study aimed to examine the role of sports media in shaping the mental image of the national football team among fans. This leads to the following main question: **What is the impact of sports media on shaping the mental image of Mobilis among fans of the national football team?**

The sub-questions are as follows:

- Does sports media enhance fans' knowledge and cognitive awareness of Mobilis?
- Does sports media influence the emotional dimension among fans toward Mobilis?
- Does sports media influence the behavioral dimension among fans toward Mobilis?

Hypotheses:

To answer the research questions, a set of hypotheses were formulated. These hypotheses provide tentative empirical answers to the posed questions and will be tested through the applied study. The key hypotheses are:

Main Hypothesis: There is a statistically significant impact of sports media on shaping the mental image of Mobilis among national team fans.

Sub-hypotheses:

- Sports media enhances national team fans' cognitive knowledge of Mobilis.
- Sports media strengthens the emotional bond of national team fans toward Mobilis.
- Sports media influences the behaviors associated with national team fans toward Mobilis.

Importance of the Study:

The significance of this study lies in its focus on illuminating:

- The role of sports media, which garners substantial attention from various institutions.
- The impact of sports media on the mental image and its various dimensions.

Methodology:

This study adopted a descriptive and analytical approach to study and interpret the variables, relationships, and phenomena under investigation, in line with the nature of the topic. The experimental aspect relied on a case study, with data collected via



a distributed questionnaire. Sports media constituted the independent variable, while mental image and its dimensions (cognitive, emotional, and behavioral) were the dependent variables. Statistical analysis was conducted using SPSS, including descriptive statistics (frequencies, percentages, means, and standard deviations), Cronbach's alpha coefficient for reliability ($\alpha = 0.751$ overall), one-way analysis of variance to test hypotheses, and simple linear regression to assess model fit and the effects of variables, with a significance level of $\alpha = 0.05$. Ethical considerations included participant consent and data confidentiality, ensuring the validity and reliability of the study.

Study Tools:

The study relied on a questionnaire as the primary tool for collecting data from sample members. It was designed based on the theoretical and conceptual framework of the research. The questionnaire included a set of axes measuring the role of sports media and the dimensions of the sponsoring institution's mental image (cognitive, emotional, and behavioral). It was administered to a random sample of 120 football fans in the city of Bechar, resulting in 104 correct responses after excluding incomplete or incorrect questionnaires.

I. Theoretical Framework

1. Sport Media:

1.1. Definition and Role of Sports Media:

It is the process of disseminating sports news, information, and facts, aiming to spread sports culture among members of society. (Abdalwahab, 2013) Sports media encompasses the systematic dissemination of sports-related news, information, and events, with the primary goal of fostering sports culture within society. (Zheng & Mason, 2022) The functions of sports media are not limited to news or entertainment. Rather, it is a tool used to reach millions of young people from different segments of society, with the aim of educating and raising awareness, promoting positive sports values, strengthening national identity, and encouraging participation in physical activities. (djralou & zaoui, 2023) Sports media also plays a role in shaping public opinion on sports-related issues, promoting events and competitions, and supporting health and community programs. It also serves as a means of strengthening ties between fans and clubs or national teams, and highlighting the role of sponsors and partners in developing sports.

Sports media can be categorized into several main types, including print media, such as sports newspapers and magazines; audio media, represented by sports radio broadcasts; visual media, represented by television channels; and digital media, which includes online platforms, social media, blogs, and sports podcasts. Each type plays a distinct role in delivering news, analysis, and reporting, catering to diverse audience needs in terms of style, content, and accessibility. (lkoubkova2735, 2025)

The history of sports media dates back over two centuries. Sports reporting evolved from being a minor, concluding segment in predominantly political print newspapers into one of the most prominent and commercially significant sections of the media. Despite persistent criticism—often summarized in the familiar quip that sports



journalism is the “toy department of the news media” sports reports and related information have remained an integral part of public communication, attracting substantial audiences and shaping cultural narratives around sport.(Galily, 2018) The digital transformation that emerged prominently in the 1990s radically reshaped the journalistic landscape, and sports journalism was often at the forefront of this transformation. The move toward electronic publishing and the proliferation of new information sources—often fan-generated—contributed to a richer and more participatory sports culture. Although the business crisis in print journalism reached sports journalists somewhat later than other sectors, it ultimately had a significant impact. As funding for journalism became a central concern shaping new paths for the industry, sports media professionals were forced to adapt and reinvent themselves—an ongoing process that forms the central theme of this special issue on digital journalism.(Boyle, 2017).

2. Mental image:

2.1. Concept and Theoretical Foundations of Mental Image:

Mental imagery is defined as the perceptions that individuals hold of the world around them with its various components.(samary & aioudj, 2022) It is sometimes referred to as “visualization” or “seeing in the mind’s eye.” It is “the process by which nonverbal information is represented in working memory”.(MacInnis & Price, 1987)”. From a psychological perspective, mental imagery represents the final cognitive output formed in an individual's mind through direct and indirect experiences.(عجوى, 2003).

In the context of marketing and consumer behavior, it can be considered the image that emerges in an individual's perception as a result of exposure to external stimuli such as products, services, or brands. Standard theories of cognition assume that knowledge resides in semantic memory systems, separate from the brain's modular systems: perception (e.g., vision and hearing), action (e.g., movement and proprioception), and introspection (e.g., mental states and emotions)(Barsalou, 2008) In contrast, the theory of primary perception—associated with mental simulation—posits that our initial perceptions of objects, both conscious and unconscious, are stored in memory and simulated or recalled in subsequent encounters, not only with the object itself but also with its representations, such as verbal and visual imagery. For example, when we eat a piece of chocolate, the brain encodes and integrates all the different sensory perceptions associated with the chocolate (such as its shape, its texture when bitten, and its taste on the tongue). When we later form knowledge of chocolate, we mentally simulate these earlier associated perceptions, leading to neural activation of many of the same sensory areas in the brain that are active during perception.(Elder & Krishna, 2012) Mental image can be classified into two categories:(Wang et al., 2023) the organic image and the induced image. the organic image is understood as one that arises from non-commercial or unsupervised information sources, such as friends' opinions, magazines, newspapers, news, reports, etc. (sources not intended to promote). an contrast, an induced image arises



from commercial information sources (marketing efforts by various commercial entities to promote)(Huete-Alcocer et al., 2019)

2.2.Dimensions of mental image:

A mental image consists of three basic, integrated and interconnected dimensions: cognitive, affective, and kinesthetic. Thus, an image consists of an individual's knowledge and thoughts about something (cognitive), their perception of it (affective), and their actions in response to this information (kinesthetic).(Yang et al., 2022) The cognitive component (also known as the perceptual/cognitive component) relates to an individual's awareness and perception of potential attributes. On the other hand, the emotional component relates to an individual's feelings towards relevant information. While the kinetic image refers to the action, such as an individual's actual behavior or intentions in making decisions and taking actions.

The dimensions of a mental image can be defined as follows:(2025, بوترة)

- Cognitive dimension: This dimension refers to the information through which an individual perceives a topic, issue, or institution. This information is the foundation upon which the mental image the individual forms of others and institutions is built. The accuracy of the mental image we form of these institutions is determined by the accuracy of the information and knowledge we acquire about these institutions. According to the cognitive dimension, errors in the mental image individuals form are primarily the result of incorrect information and knowledge they have acquired.
- Emotional dimension: The emotional dimension refers to the positive or negative inclination toward a topic, issue, person, or institution within the set of mental images an individual forms. The emotional aspect is formed along with the cognitive aspect, and over time, the information and knowledge an individual forms regarding various issues, institutions, and topics fades, leaving only the emotional aspects that remain, ranging from positive to negative.
- Behavioral dimension: The behavioral dimension reflects an individual's actions toward a matter or issue, after processing the perceived information from external and internal influences. It is affected by the cognitive and emotional dimensions.(2003, باقر).

3. Sponsorship strategy:

3.1.Concept and Role of Sponsorship Strategy:

Sponsorship strategy is considered one of the forms of marketing communication, as it expresses the process of institutions offering funding and support for sporting events and demonstrations, or famous sports teams and clubs, to achieve the communication and marketing goals of the institution.(djaber & hachemaoui, 2022) . It fosters mutual value by associating a brand with sponsored entities, enhancing visibility and emotional connections rather than direct sales. This strategy leverages positive fan sentiments to build brand loyalty and cultural relevance.(Collett & Fenton, 2011; Olson, 2018).



3.2.Forms of Sports Sponsorship:

Sports sponsorship includes multiple forms, including: sponsorship of sporting events such as tournaments and competitions, where the sponsor's logo appears on event venues and materials; (Foley, 2023)Sponsoring teams or clubs (such as branding team jerseys) through long-term partnerships that include logo placement on team uniforms and in the media; sponsoring individuals by leveraging the fame of athletes to promote the brand; media sponsorship through association with sports content broadcast on television or digital platforms; and finally, sponsoring facilities through naming rights to stadiums or sports facilities, which strengthens the relationship between the brand and the sports industry.(achour et al., 2022)

3.3.Mobilis' strategy in sports sponsorship:(Mobilis, 2023)

Mobilis is the official sponsor of the 15th edition of the Arab Games 2023, which took place in Algeria from July 5 to 15, marking a significant milestone in its sponsorship portfolio.The sponsorship agreement was formalized by Mobilis CEO Chawki Boukhazani and the Organizing Committee's Secretary-General Sid Ahmed Salmi, emphasizing technological support to ensure the event's success, coinciding with the 61st anniversary of Algeria's independence. Mobilis allocates a significant portion of its annual revenue to sponsorship activities, covering various fields, including scientific, entertainment, and charitable competitions via Algerian media. However, the largest portion of Mobilis' sponsorship strategy is directed towards sports, particularly football. Mobilis has become the official partner of the Algerian Football Federation and the exclusive sponsor of the national team, with an annual financial value of approximately 341 billion centimes. The tournament has been renamed the "Mobilis Professional League 1.(echorouk, 2022)" Mobilis' sponsorship strategy also includes offering numerous benefits to fans, such as transporting fans to support the national team both inside and outside the country, as well as allocating giant screens in various regions to enable fans to watch matches. The company also offers free gifts and credits to its customers when the national team wins a match, launching offers called “Al-Khadhra” that include gifts for every match played by the national team. Through this sports sponsorship, Mobilis aims to enhance its brand value and instill the idea of a national customer in the minds of the public. This supports the company's image as a youth-focused organization and its ambition to expand into the Algerian market as a leading national institution.



II. Applied Framework:

This section presents and analyzes the results of the field study related to the role of sports media in shaping the mental image of sponsoring institutions, by presenting the results of the statistical analysis represented by validity and reliability tests, then discussing and testing the hypotheses in light of the results obtained.

1. Validity and Reliability of the Questionnaire:

Validity refers to the questionnaire covering all elements for analysis and clarity of items. Reliability was measured using Cronbach's alpha for internal consistency. If $\alpha > 0.60$ (60%), the tool is reliable; validity is the square root of alpha.

Table 1: «Cronbach's Alpha Coefficient »

Axis	Cronbach's Alpha	Validity Coefficient
Sports Media Level and Mental Image	0.751	0.866

Source: Prepared by the researchers based on SPSS outputs. Cronbach's alpha coefficient was calculated for the total questionnaire (0.715), indicating high reliability. The reliability value (root alpha) was 0.866, confirming the validity of the tool for application.

2. Presentation and Discussion of Results

2.1.Presentation and Analysis of Personal Data Results:

Table 2: «Distribution of Study Sample Individuals by Demographic Factors»

Variable	Category	Frequency	Percentage (%)
Gender	Male	29	27.9
	Female	75	72.1
Age	18-25	70	67.3
	26-35	29	27.9
	36+	5	4.8
Education Level	University	93	89.4
	Secondary	11	10.6
Mobile Chip Type	Mobilis	93	89.4
	Djezzy	6	5.8
	Ooredoo	5	4.8

Source: Prepared by the researchers based on SPSS outputs. From the previous table, the results show that the majority of the sample is female (72.1%), the sample is young (67.3% are between 18 and 25 years old), the educational level is high (89.4% university), and there is a strong preference for Mobilis (89.4%), which indicates its competitiveness.



2.2. Analysis of Questions for the Independent Variable (Sports Media)

Table 3: « Sample Orientation Regarding the Sports Media Variable»

Item/Axis	Arithmetic Mean	Standard Deviation	Level (High/Medium/Low)
Sports Media (Overall)	4.2151	0.502	High

Source: Prepared by the researchers based on SPSS outputs.

The analysis shows that sports media has a significant influence on the audience, with the overall average reaching 4.2151, a high level according to the averages, reflecting a clear preference for following sports content. The paragraph related to following sports media online topped the averages with an arithmetic mean of 4.49 and a low standard deviation of 0.502, indicating a consensus among respondents on the importance of the Internet as a primary platform for consuming sports content. This direction indicates that digital sports media is an effective tool for reaching audiences and enhancing their engagement and interest in sports, making digital platforms a vital tool for expanding the impact of sports media and achieving its goals.

2.3. Sample Orientation Regarding the Dependent Variable (Mental Image)

Table 4: «Sample Orientation Regarding the Mental Image Variable»

Dimension	Arithmetic Mean	Standard Deviation	Level (High/Medium/Low)
Cognitive	3.8658	0.83490	High
Emotional	3.7819	0.62696	High
Behavioral	3.7642	0.59669	High
Mental Image (Overall)	3.7273	0.82213	High

Source: Prepared by the researchers based on SPSS outputs.

The table shows that the study sample's attitudes were positive towards all dimensions, indicating the influential role of sports media in shaping the mental image of football fans. All dimensions achieved high levels according to the averages, with the cognitive dimension taking first place with an arithmetic mean of 3.8658 and a standard deviation of 0.83490, reflecting the public's interest in the sports information and knowledge provided by the media. This was followed by the emotional dimension with a mean of 3.7819 and a standard deviation of 0.62696, then the behavioral dimension with a mean of 3.7642 and a standard deviation of 0.59669, demonstrating the impact of sports media in enhancing emotions and sports affiliations and guiding behaviors. Finally, the overall average for the mental image achieved a high level with a mean of 3.7273 and a standard deviation of 0.82213, indicating sports media's role in enhancing knowledge, attitudes, and loyalty.



3. Interpretation of Hypotheses

3.1. Testing the Main Hypothesis :

The main hypothesis states: There is a statistically significant impact of sports media on forming Mobilis's mental image among national team fans.

Table 5: «Model Summary for Sports Media and Mental Image»

Correlation Coefficient (R)	Determination Coefficient (R ²)	F Value	Significance Level (p)
0.673	0.383	16.277	<0.001

Table 6: «ANOVA Analysis for Sports Media and Mental Image»

Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Significance Level (p)
Regression	10.251	1	10.251	16.277	<0.001
Residual	16.516	102	0.162		
Total	26.767	103			

Table 7: « Regression Coefficients for Sports Media and Mental Image»

Variable	Coefficient (B)	Standard Error	Beta	t Value	Significance Level (p)
Constant	1.554	0.456		3.408	0.001
Sports Media	0.449	0.111	0.673	4.035	<0.001

Source: Prepared by the researchers based on SPSS outputs.

After introducing mental image as the dependent variable and sports media as the independent variable, the results showed that the correlation coefficient $R = 0.673$, indicating a moderate direct correlation between sports media and mental image. The coefficient of determination also reached 0.383, meaning that 38.3% of the change in mental image is due to changes in sports media, indicating a moderate direct correlation between sports media and mental image.

We note that the calculated F value is equal to $16.277F=$, which is greater than its tabular value of 3.9333. Since the significance level is zero, which is less than 0.05, the accepted significance level, we:

Reject the null hypothesis and accept the alternative hypothesis. This means that sports media has a statistically significant effect on mental image.

The linear regression equation between sports media and mental image is as follows:

$$Y = 0.449 X + 1.554$$

where X refers to sports media, and Y refers to mental image

3.2.Presentation of Sub-Hypothesis Test Results:

Sub-hypotheses were tested to study the relationship between sports media and each of the dimensions of mental images: the cognitive dimension, the emotional dimension, and the behavioral dimension among the audience. The results revealed



statistically significant correlations between sports media and these dimensions, a summary of which can be presented in the following table:

Table 8: «Summary of Sub-Hypothesis Test Results on Sports Media Impact on Dimensions»

Dimension	Correlation Coefficient (R)	Determination Coefficient (R ²)	F Value	Significance Level (p)	Equation
Cognitive	0.775	0.520	26.405	0.008	$Y = 0.175X + 2.525$
Emotional	0.625	0.370	29.600	0.006	$Y = 0.162X + 1.351$
Behavioral	0.403	0.196	30.006	<0.001	$Y = 0.162X + 1.351$

Source: Prepared by the researchers based on SPSS outputs.

a. Cognitive Dimension: The table above shows that the correlation coefficient value, R, is 0.775, indicating a strong direct correlation between sports media and the cognitive dimension. The coefficient of determination was 0.520, meaning that 52% of the change in the cognitive dimension is due to changes in sports media. The calculated F value is 26.405, which is greater than the tabulated value of 3.9333. Since the significance level is 0.008, which is less than the 0.05 significance level, we reject the null hypothesis and accept the alternative hypothesis. This indicates that sports media has a statistically significant role on the cognitive dimension. The linear regression equation between sports media and the cognitive dimension is as follows:

$$Y = 0.175 X + 2.525$$

where X refers to the sports media dimension, and Y refers to the cognitive dimension.

b. Emotional dimension: The table shows that the correlation coefficient $R = 0.625$, indicating a moderate direct correlation between sports media and the emotional dimension. The coefficient of determination was 0.370, meaning that 37% of the change in the emotional dimension is due to changes in sports media.

We note that the calculated F value is equal to 29.600 ($F = 3.9333$), which is greater than its table value of 3.9333. Since the significance level is equal to 0.006, which is less than the 0.05 significance level, we reject the null hypothesis and accept the alternative hypothesis, indicating an impact of sports media on the emotional dimension.

The linear regression equation between sports media and the emotional dimension is as follows:

$$Y = 0.162 X + 1.351$$

where X refers to the sports media dimension, and Y refers to the emotional dimension.

c. Behavioral dimension: The table shows that the correlation coefficient $R = 0.403$, indicating a weak direct correlation between sports media and the behavioral dimension. The coefficient of determination was 0.196, meaning that 19.6% of the change in the behavioral dimension is due to changes in sports media.



The calculated F value is equal to $30.006F = 3.9333$, which is greater than its table value of 3.9333. Since the significance level is zero, which is less than 0.05, the accepted significance level, we reject the null hypothesis and accept the alternative hypothesis, indicating a statistically significant effect of sports media on the behavioral dimension.

The final table also shows the linear regression equation between sports media and the behavioral dimension as follows:

$$Y = 0.162 X + 1.351$$

where X refers to the sports media dimension, and Y refers to the behavioral dimension.

4. Results:

- Significant Impact of Sports Media on Public Image: Linear regression analysis revealed a statistically significant positive impact of sports media on the public image of Mobilis among national team fans ($R = 0.673$, $R^2 = 0.383$, $F = 16.277$, $p < 0.001$). The coefficient of determination (R^2) indicates that sports media explains 38.3% of the variance in public image, with the equation: $Y = 0.449X + 1.554$.
- The impact of the three dimensions of public image:
 - The cognitive dimension: was most influenced by sports media ($R = 0.775$, $R^2 = 0.520$, $p = 0.008$), indicating that the media enhances public awareness of and patronage of Mobilis services.
 - Emotional dimension: showed a significant effect ($R = 0.625$, $R^2 = 0.370$, $p = 0.006$), indicating the role of media in promoting positive feelings and emotional attachment to Mobilis.
 - Behavioral dimension: recorded a relatively smaller but significant effect ($R = 0.403$, $R^2 = 0.196$, $p < 0.001$), indicating that media influences behaviors such as preference for or recommendation of Mobilis services.
- Level of influence of sports media: Descriptive statistics showed a high level of influence of sports media (mean = 4.2151, standard deviation = 0.502), with audiences focusing on online following, reflecting the importance of digital media.
- Image Level: Overall, the image recorded a high level (mean = 3.7273, standard deviation = 0.82213), with the highest impact on the cognitive dimension (mean = 3.8658), followed by the emotional dimension (3.7819), and then the behavioral dimension (3.7642).
- Sample Characteristics: The sample (104 participants) included a majority of women (72.1%), youth under 25 years of age (67.3%), and university graduates (89.4%). A strong preference for Mobilis services (89.4%) compared to Djezzy and Ooredoo, reflecting the strength of the brand in the market.
- Reliability and Validity of the Instrument: The instrument demonstrated high reliability (Cronbach's alpha = 0.751, reliability coefficient = 0.866), confirming the reliability of the questionnaire in measuring variables.



- These results confirm the role of sports media in enhancing Mobilis' image, particularly through increased knowledge and emotional attachment, with a lesser impact on behavior.

Conclusion:

The need for sports media is growing day by day due to the important role it plays in shaping opinions and influencing a large segment of the population in a short time and in a quick and easy manner. Therefore, organizations are striving to gain and secure the media's support in order to gain a good reputation among the sports media audience. This is where the importance of corporate image becomes clear, as it represents a competitive tool for gaining a distinguished position with customers and also for gaining and maintaining market share. In our study, we focused on the role of sports media in creating a corporate image among fans of the national football team. The following results were reached:

- Results related to the theoretical aspect:
 - Sports media is the bridge that connects fans to the institutions sponsoring teams, clubs, and players.
 - Sports media can reach a large segment of fans, appeal to their emotions, and motivate them to support a team or player.
 - Corporate image is the impressions and mental perceptions that an individual forms regarding a product, service, or institution.
 - The information and knowledge we obtain from institutions and their accuracy determine the accuracy of our perceived mental image.
 - Knowledge and information fade over time, but our minds retain a positive or negative inclination toward a topic or institution. This is called the emotional dimension of the mental image.
 - The mental image influences the behavioral intentions of individuals.
- Results related to the applied aspect:

Regarding the applied results of the role of sports media in creating a mental image, we conclude the following:

- Sports media plays a role in creating a mental image for fans of the national football team. This is due to a set of dimensions that form the mental image of Mobilis, represented by the cognitive dimension, the emotional dimension, and the behavioral dimension.
- In the first sub-hypothesis, we attempted to measure the impact of sports media on building awareness and knowledge of the sponsoring institution among the target audiences. We conducted a variance analysis, the results of which showed that the statistical significance value was less than the significance level of 0.05 ($p=0.008$), indicating the presence of statistically significant differences indicating that sports media has an impact on the cognitive dimension of football fans. Since the cognitive dimension is the sum of information and knowledge related to the institution, sports media has a significant impact in shaping and creating a knowledge base among fans about the institution sponsoring the national team.



- The second sub-hypothesis, we attempted to measure the impact of sports media on building an emotional bond between the sponsoring institution, Mobilis, and the target audiences. We conducted a variance analysis, the results of which showed that the statistical significance value was less than the significance level of 0.05 ($p=0.006$), indicating the presence of statistically significant differences indicating that sports media has an impact on the emotional dimension of football fans. This indicates that sports media plays a role in building a positive image of Mobilis by influencing the feelings and emotions fans have for the national team, which generates emotional inclinations toward the sponsoring institution.
- In the third sub-hypothesis, we attempted to measure the impact of sports media on the behavioral dimension of the target audience. We conducted a variance analysis, the results of which showed that the statistical significance value was less than the significance level of 0.05 ($p=0.05$). This indicates the presence of statistically significant differences indicating that sports media has an impact on the behavioral dimension of football fans. This is due to the presence of knowledge and feelings toward the institution, which facilitates influencing the behavior of fans.

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