# Sports Marketing

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In order to be a market leader in today's competitive and global market, it is important for any business to compile marketing research to choose marketing techniques to promote their business.

Sport marketing is one of the concepts of marketing and special technique which includes promotion of the products and services through sports and events .Marketing includes 4p's product, price, place, promotion. Whereas, sports marketing includes 4p's namely Planning, Packaging, Positioning and Perception.

**OBJECTIVE**
To know, what level the customers are receiving products through sports marketing?

**METHODOLOGY**
       This paper is based on empirical study conducted by the researcher as a part of the MBA degree. The study is conducted in a locality of Madanapalli where the population is more than four lakh people to understand familiarity of sports marketing. Questionnaire survey method is used to collect data from public. Statistical tool chi square is used for analysis of data.

**INTRODUCTION TO SPORTS MARKETING**
       In order to be a market leader in today's competitive and global market, it is important for any business to compile marketing research to choose marketing techniques to promote their business. It has become a massive advantage to the industries

Sport marketing is one of the concepts of marketing and special technique which includes promotion of the sports, products and services through sports and events by brand ambassadors related to sports, film stars.Marketing includes 4p's product, price, place, promotion. Whereas, sports marketing includes 4p's namely,
o      Planning,
o      Packaging,
o      Positioning,
o      Perception.

Sports marketing can be done through,
•      Direct sources.
•      Indirect sources.

Direct sources are the one which tells about the product &service, events, sport directly to the audience. It includes some of the media channels like,
o      Television programmes.
o      Newspapers.
o      Advertisements.
o      Internet.

Indirect sources are the one which promotes about the product/service, events, sport indirectly to the audience. It includes some of the media channels like,
o      Events.
o      Social activities.

It acts as the best tool for promoting the sports and non-sports accessories as it is done by the reputed players who have global recognition in every nook & corner of the world.

It may be classified into,
- Promotion of the sports & games.
- Promotion of the products & services through various sports players & sports teams.
- Promotion of sports & events in the public places to increase the participation.

These types of activities are preferred by many companies because the players have the reputation & recognition all over the world which can be done through different modes of channels.
o Bill boards in the public.
o Electronic media.
o Promotional vehicles.
o Social Events.
o Print media.

## ABOUT SPORTS INDUSTRY:

Sport industry is one of the largest industry in the world market.it has experienced has an explosive growth in the recent years. Sports industry is a market in which people, Activities, organisation, business, involving in marketing of sports. It is the industry which promotes the ideas, products, services, people, and place through sports marketing.

This industry has become one of the leading businesses in the present global market with a tough competition. Many companies are promoting the products & services through different innovative techniques to create awareness about the products and Services.

## MEDIA COVERAGE IN SPORTS MARKETING:

ESPN- the original sports channel launched in 1979 reaches some 80 million homes with its 4900 hours of sports programming.

Internet, Satellite channels, & pay per view cable televisions are growing rapidly.

## SEGMENTS OF SPORTS INDUSTRY:

The sports industry has been segmented in to many forms. They are
- **Sports tourism**.

It is one of the forms of traveling done by the people to different places across the globe to participate in sports, games & events by the players. This also creates awareness to the people how people are all around the world.

Sports tourism is the fast growing sector when compared to other industries in the globe and also holds its income to 600 billion $ per year.

- **Sports goods.**

It is used for the exercise purpose which is used by a player or a common person in order to relax. Some of the examples of these sports goods are
o Bats & Balls.
o Exercise Equipment.
o Rock- climbing equipment.
- **Sports apparel.**

Apparel is nothing but the cloth that is wear by the player while playing a game. Some of the examples of the sports apparel are as follows.
o Track suit
o Sports jersey.
o T-shirts.

o       Swim suit.
o       Shorts.
o       Cricket dress.
- **Professional sports**.

This is one of the types of the sports where the players are going to receive payment for their performance. This also improves the reputation of the player and also the fame of the country. Some of the professional sports are as follows

o       Cricket.
o       Golf.
o       Football
o       Rugby.
o       Tennis.


Most of the large organisations and sports team depend upon the incom1e from the sponsors. Some of the types of the sponsorships are as follows.

o       Title sponsor.
o       General sponsor.
o       Team sponsor.
o       Official sponsor.
o       Technical sponsor.
o       Training sponsor.
- **Sports information.**

Some of the sports information regarding to its business are as follow

o       3.2 million Circulation of Sports Illustrated.
o       34% use Internet for sports Information.
o       ESPN.com reaches 15 million unique users.

## OPPORTUNITIES IN SPORT INDUSTRY:

As opportunities are available in each and every industry, sports industry also has plenty of opportunities where the people can survive. Some of the opportunities available in this sports industry are as follows,

- Event suppliers.
- Event managers & Marketing.
- Sports media.
- Sports sponsorship.
- Athlete service.
- Sports commissions.
- Sports lawyers.
- Manufacturers & Distributors.
- Facilities & facility suppliers.
- Teams.
- Leagues.
- College athletics.
- Finance.

## INDUSTRY TO STUDY:

Industry needs to study about the 4 aspects to succeed in the present global market. Some of the factors that industry needs to analyse are as follows

- Consumer.
- Company.
- Competitor.
- Climate.
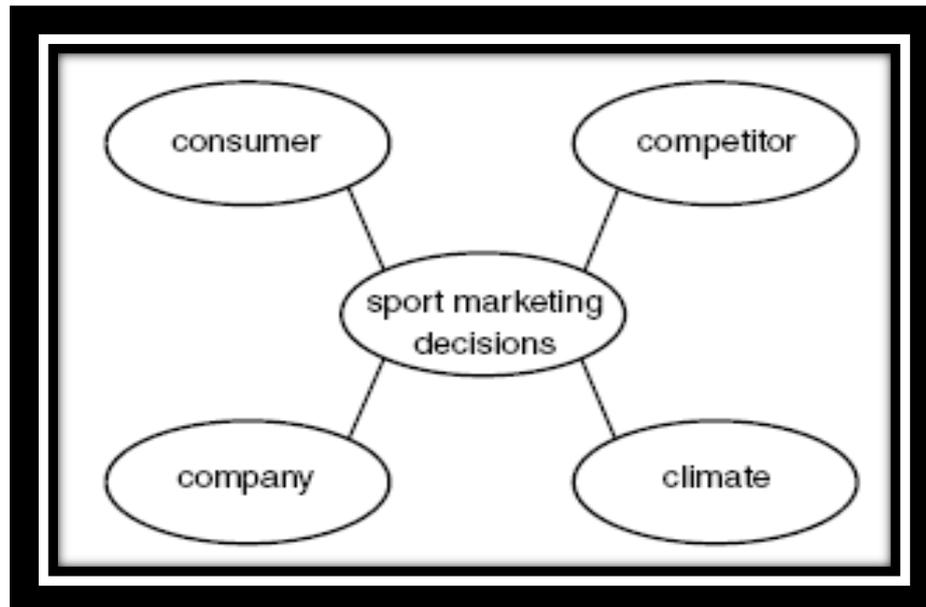
A consumer is one who consumes the products &Avail services. It includes some of the factors that industry need to study about the consumer are as follows.

o      Demographic.
o      Purchase behaviour.
o      Product use.
o      Geography.

A company is a combination of different kinds of people and their skills collectively combined to achieve specific goals. Some of the factors that industry needs to study regarding company are as follows.

o      Mission.
o      Objectives.
o      Brand strength.
o      Market share.
o      Human Resource.
o      Financial Resource.

A competitor is one who exists in the same market gives tough competition to the existing company. Some of the factors that industry needs to study regarding the competitor are as follows.

o      Marketing mix strategy.
o      Market share.
o      Competitive advantage.

A climate may be defined as the external factors that industry needs to study and it includes some of the factors like

o      Economy.
o      Political.
o      Technological.
o      Social.
o      Legal.
o      Community.
o      Corporate.

Some of the sports industries that are promoting the products & services globally are.
o Nike
o Adidas.
o Reebok.
o Fila.
o Puma.
o Converse.
o New balance.
o Asics.
o Umbros
o K.Swiss..

**OBJECTIVE:**
- To know, at what level the customers are perceiving products through sports marketing?

**METHODOLOGY:**
This is based on the empirical study done by the researcher as a part of their MBA degree and the methodology followed as,

**NEED FOR STUDY:**
In this present global world companies are trying to be the market leader. So for this, the companies are coming with an innovative products and innovative marketing techniques to be the market leader. In order to this we are conducting a research, on what level the customers are receiving the products through sports marketing. On this basis we can come to a conclusion that the customers are receiving the products through sports marketing or not.

**SOURCES OF DATA:**
The data has been gathered from the respondents through questionnaires through direct way and some data has been gathered from the respondents through social websites like Facebook, twitter, LinkedIn.
The respondents has given a time of thirty minutes through direct way and a couple of days were given to the respondents who gave there feedback through social websites.

The data has been gathered in a locality of Madanapalli where it contains a population of more than four lakhs and the entire research work has been done by Mahesh Garla and Muzafar Hussain for a period of twenty days. The data has been gathered from students of various colleges, business people and employees of Madanapalli.

Data has been gathered from different respondents by using simple random sampling. This sampling has been chosen because each and every individual have same chance.

**STATEMENT OF PROBLEM:**
The main problem we have come across while doing this survey is that, particularly this survey has been done only in one locality of Madanapalli. To know, what level the customers are receiving the products through sports marketing if we have taken the population size in more than three places the result will be more effective.

**HYPOTHESES:**
- Demographics do have influence on buying behaviour of customer through sports marketing.
- Awareness of sports marketing does have influence on buying behaviour of customers.

**TOOLS OF ANALYSIS:**
To analyse the data a software namely "Statistical Packages for Social Sciences" and a tool chi-square test is used to analyse and know the result for the data that is given by the respondents.

Case Processing Summary

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| GENDER * V12 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V1 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V2 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V3 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V4 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V5 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V6 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V7 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V8 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V9 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V10 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V11 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V13 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| GENDER * V14 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V12 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V1 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V2 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V3 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V4 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V5 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V6 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V7 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V8 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |

| | | | | | | |
|---|---|---|---|---|---|---|
| AGE * V9 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V10 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V11 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V13 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |
| AGE * V14 | 85 | 100.0% | 0 | .0% | 85 | 100.0% |

The researchers namely Mahesh & Muzafar Hussain states the calculated value is less than estimated value. So, there is a significant relationship between demographics (Gender) and buying behaviour of products through sports marketing.

**CHI SQUARE TEST:**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | .625(a) | 2 | .731 |
| Likelihood Ratio | .910 | 2 | .634 |
| N of Valid Cases | 85 | | |

¢

a 3 cells (50.0%) have expected count less than 5. The minimum expected count is .31.
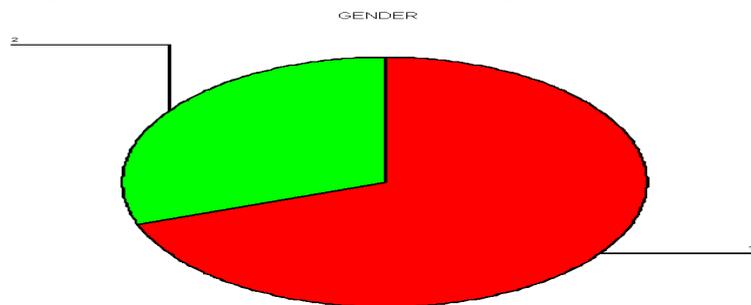


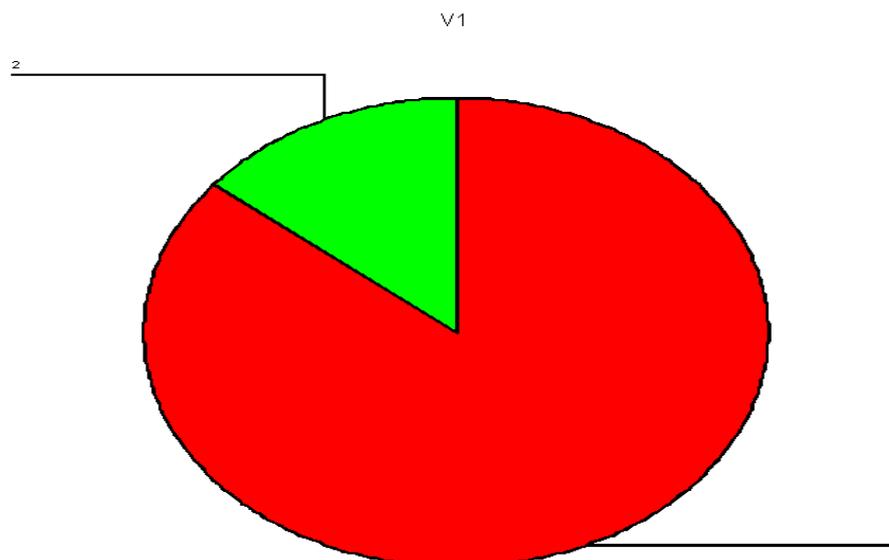| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 18.309(b) | 1 | .000 | | |
| Continuity Correction(a) | 15.530 | 1 | .000 | | |
| Likelihood Ratio | 17.090 | 1 | .000 | | |
| Fisher's Exact Test | | | | .000 | .000 |
| Linear-by-Linear Association | 18.093 | 1 | .000 | | |
| N of Valid Cases | 85 | | | | |

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a Computed only for a 2x2 table
b 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.67.

AGE



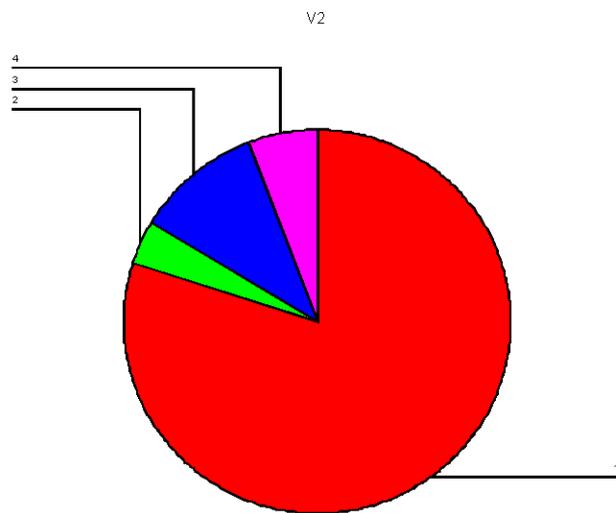| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 9.999(a) | 3 | .019 |
| Likelihood Ratio | 9.291 | 3 | .026 |
| Linear-by-Linear Association | 8.174 | 1 | .004 |
| N of Valid Cases | 85 | | |

¢
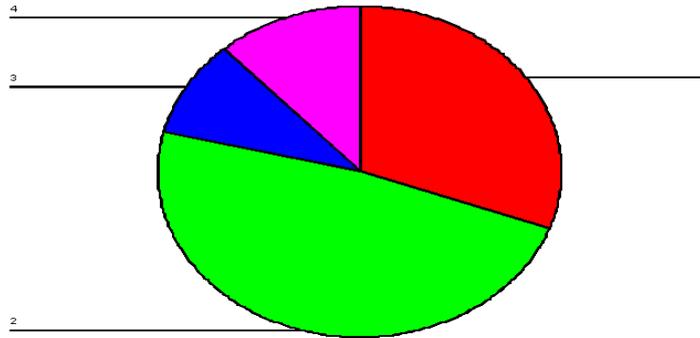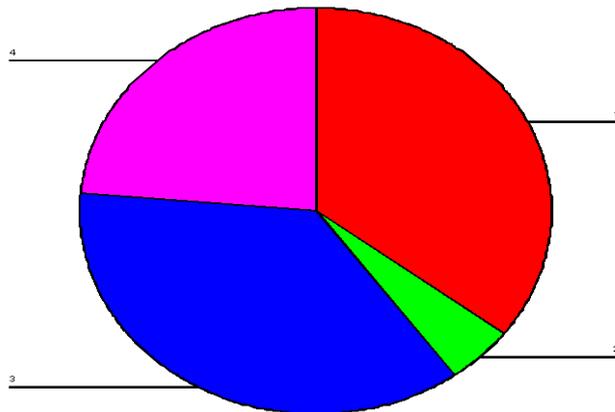a 5 cells (62.5%) have expected count less than 5. The minimum expected count is .92.

V1

| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 4.802(a) | 3 | .187 |
| Likelihood Ratio | 5.147 | 3 | .161 |
| Linear-by-Linear Association | .024 | 1 | .878 |
| N of Valid Cases | 85 | | |

¢
a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.45.

V2



| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 6.954(a) | 3 | .073 |
| Likelihood Ratio | 7.573 | 3 | .056 |
| Linear-by-Linear Association | 3.493 | 1 | .062 |
| N of Valid Cases | 85 | | |

¢
a 2 cells (25.0%) have expected count less than 5. The minimum expected count is .61.

V3



| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 3.661(a) | 2 | .160 |
| Likelihood Ratio | 3.526 | 2 | .171 |
| Linear-by-Linear Association | 3.012 | 1 | .083 |
| N of Valid Cases | 85 | | |

¢

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.22.
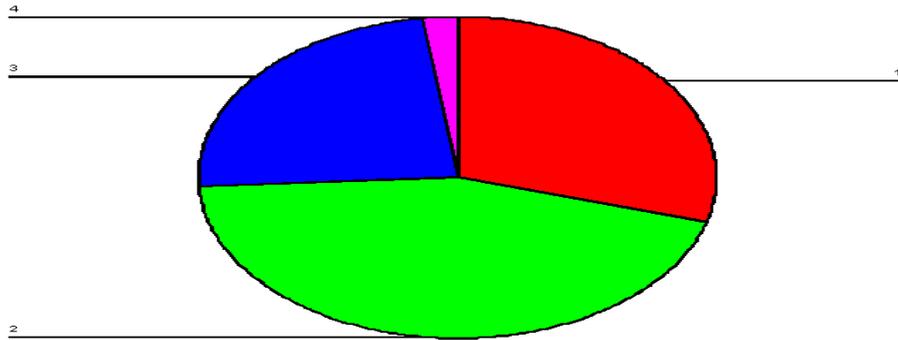
V4



| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 2.684(a) | 2 | .261 |
| Likelihood Ratio | 2.861 | 2 | .239 |
| Linear-by-Linear Association | .530 | 1 | .467 |

| N of Valid Cases            | 85      |   |                     |
| --------------------------- | ------- | -- | -------------------- |

¢

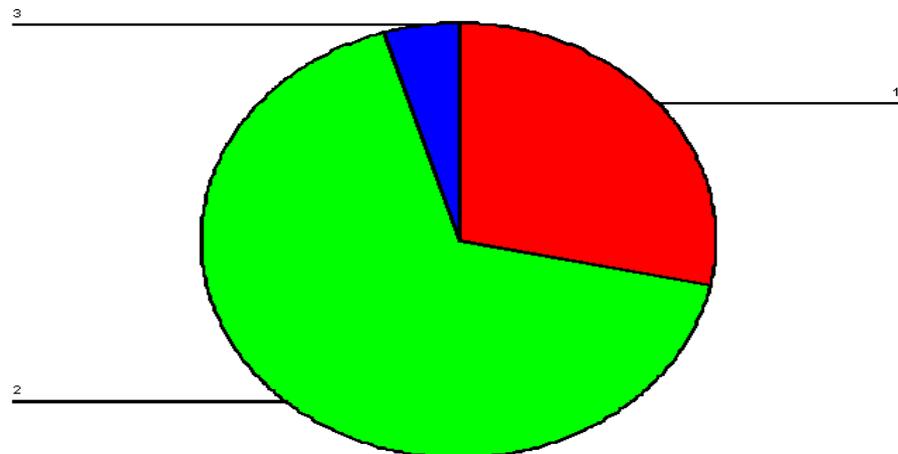a 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.67.

V5



| | Value | df | Asymp. Sig. (2-sided) |
| ------------------ | ------- | -- | -------------------- |
| Pearson Chi-Square | 6.073(a) | 3 | .108 |
| Likelihood Ratio | 6.054 | 3 | .109 |
| N of Valid Cases | 85 | | |

¢

a 3 cells (37.5%) have expected count less than 5. The minimum expected count is .31.
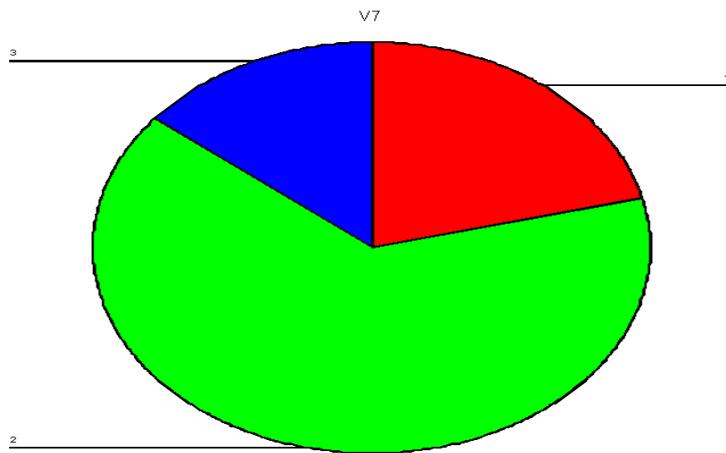
V6



| | Value | df | Asymp. Sig. (2-sided) |

| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 8.159(a) | 2 | .017 |
| Likelihood Ratio | 7.661 | 2 | .022 |
| Linear-by-Linear Association | 3.347 | 1 | .067 |
| N of Valid Cases | 85 | | |

¢

a 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.14.



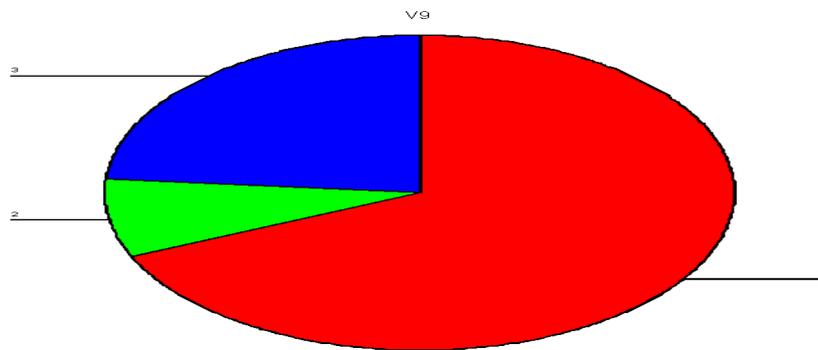| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 15.832(a) | 5 | .007 |
| Likelihood Ratio | 20.012 | 5 | .001 |
| N of Valid Cases | 85 | | |

¢

a 7 cells (58.3%) have expected count less than 5. The minimum expected count is .31.

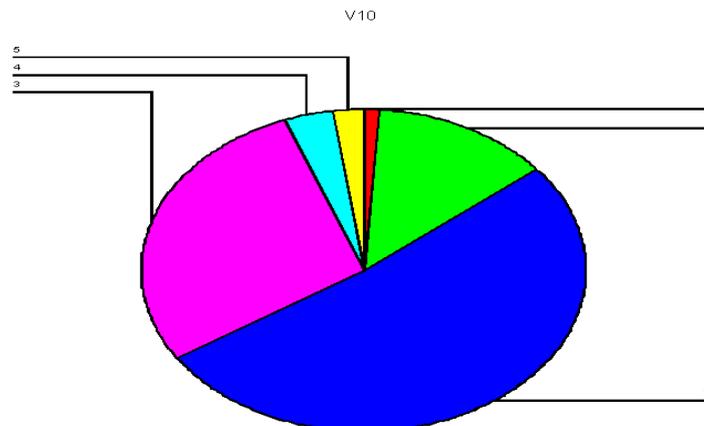|                          | Value    | df | Asymp. Sig. (2-sided) |
| ------------------------ | -------- | -- | --------------------- |
| Pearson Chi-Square       | 2.595(a) | 3  | .458                  |
| Likelihood Ratio         | 2.381    | 3  | .497                  |
| Linear-by-Linear Association | .408 | 1  | .523                  |
| N of Valid Cases         | 85       |    |                       |

¢
a 4 cells (50.0%) have expected count less than 5. The minimum expected count is .92.



V9

|                          | Value    | df | Asymp. Sig. (2-sided) |
| ------------------------ | -------- | -- | --------------------- |
| Pearson Chi-Square       | 2.796(a) | 3  | .424                  |
| Likelihood Ratio         | 3.946    | 3  | .267                  |
| Linear-by-Linear Association | .766 | 1  | .381                  |
| N of Valid Cases         | 85       |    |                       |

¢
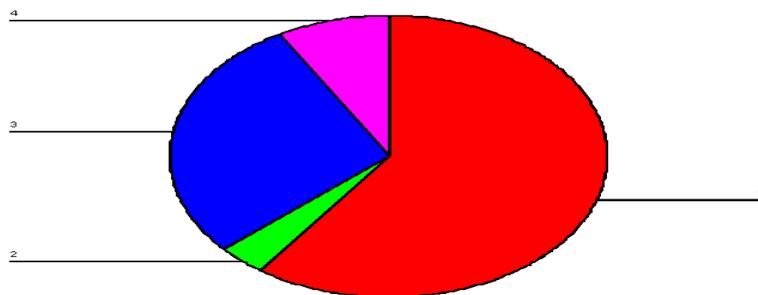a 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.22.



V10

| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | 2.471(a) | 4 | .650 |
| Likelihood Ratio | 3.622 | 4 | .460 |
| Linear-by-Linear Association | .021 | 1 | .885 |
| N of Valid Cases | 85 | | |

¢
a 4 cells (40.0%) have expected count less than 5. The minimum expected count is .31.
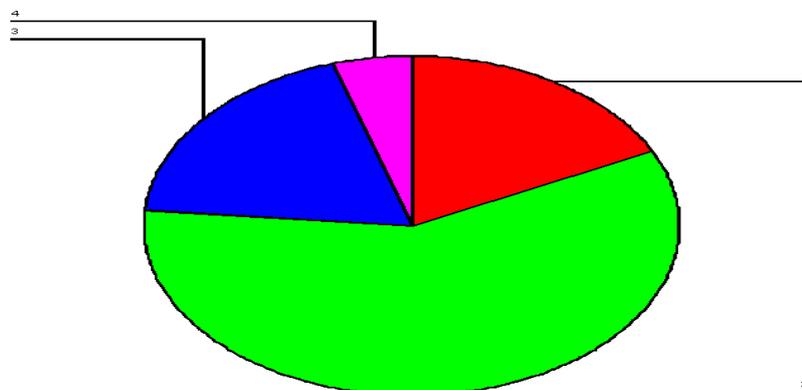


V11

| | Value | df | Asymp. Sig. (2-sided) |
| --- | --- | --- | --- |
| Pearson Chi-Square | .666(a) | 2 | .717 |
| Likelihood Ratio | 1.188 | 2 | .552 |
| N of Valid Cases | 85 | | |

¢
a 4 cells (66.7%) have expected count less than 5. The minimum expected count is .04.
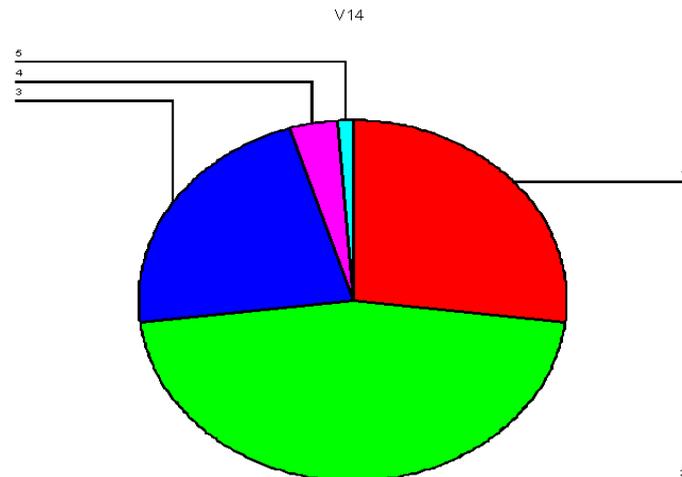


V13

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| --- | --- | --- | --- | --- | --- |
| Pearson Chi-Square | .511(b) | 1 | .475 | | |
| Continuity Correction(a) | .000 | 1 | 1.000 | | |
| Likelihood Ratio | .931 | 1 | .335 | | |
| Fisher's Exact Test | | | | 1.000 | .630 |
| Linear-by-Linear Association | .505 | 1 | .477 | | |
| N of Valid Cases | 85 | | | | |

¢

a Computed only for a 2x2 table

b 2 cells (50.0%) have expected count less than 5. The minimum expected count is .42.



V14

## QUESTIONNAIRE:

Questionnaire is used to gather the data from different kinds of people. The questionnaire is designed in such a way that it is irrespective of their demographic factors such as age, sex, income, education level and designation of the respondent.

The questionnaire consists of various kinds of questions like,

- Probing questions.
- Open ended questions.
- Closed ended questions.
- Dependent questions.
- Tricky questions.
- Positive questions.

In order to collect the reliable data from the different respondents the scale we used to measure the different variables are "Likert Scale" & "Dichotomous Scale".

## LIMITATIONS:

The limitations we came across while doing this research process are as follows,

- The level of the customers towards the consuming of products through sports marketing is determined by only a few questions.
- When we analysed the questionnaire there is a lot of redundancy data.
- Some of the respondents gave improper feedback.
- Some people are not aware of sports marketing.

**SCOPE OF STUDY:**
This study has been done in a region of Madanapalli which have a population of four lakhs and from this a random sample of 86 members has been chosen as sample. The data has been gathered from most of the college students, employees and business people. There is a much scope for us to study, most of the respondents are educated and only a few in that are not aware of the sports marketing technique.

**LITERATURE STUDY:**
Previously there was a research done by k. Damon Aiken, Richard M. Campbell, Eric C Koch. Their study is based on empirical study and all the research work is done in the five disparate locations of the "United States Of America" with 434 respondents.
Their objective is "Exploring the relation between team (As Brand) personality and geographic Personality": linking consumer perceptions of sports team and cities.

**FINDINGS & SUGGESTIONS**
From the research conducted by Mahesh and Muzafar what we have find is that,
- Demographics have influence on buying behaviour of customer through sports marketing.
- Sports' marketing is not aware by some of the people especially the people who are living in semi urban areas & rural areas.
- Sports' marketing is influenced very high by male.
- Most of the people preferred Sachin Tendulkar as their favourite brand ambassador.

From the above research conducted by Mahesh & Muzafar what we suggest is that,
- Sports marketing should be promoted to all semi urban and rural areas so as to increase the sales as well as to create awareness.
- It should create awareness to the women as they are also playing the major role in this present global market.
- While promoting through sports marketing female brand ambassadors also should be avail as male brand ambassadors.

## REFERENCES
- Sports marketing   Author: K. Damon Aiken, Richard M. Campbell, Eric C Koch.
- www.wikipedia.com
- www.adweek.com/sa-section/**sports**-**marketing**-2013