

Sport Sponsorship: A innovative Promotional Tool

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Abstract: People have emotional connection with sport and marketing managers use this connection to market their products. 4 p's of marketing has been given by Mc Carthy in 1975. Product, price, place and promotion are the 4p's of marketing. Public relation, advertising, sales promotion, and personal selling are the component of promotion. Promotion is that tool of marketing which is used by the marketer to influence the buyer ins such a way that they purchase the product of the promoter. Promotion has further components above the line and below the line promotion. Sponsorship, direct marketing, Sales promotion, public relation, and personal selling are the techniques included in promotion. Sponsorship is a business agreement between a company and a sports team, in which the sponsor company provides financial support or any other support to a sports event, team, or athlete in exchange of benefits derived from the association. There are many forms of sponsorship for example sponsoring the jerseys and equipment of a team, event's naming rights, or by providing financial support to athlete for their training for competitions

Key words: Marketing, Promotion, Sponsorship

INTRODUCTION

Sports has global reach and it is also called that spirts is the secondary thing which is first in every man's life. Mc Carthy said that marketing includes all those activities which accomplishes the goals of organization by fulfilling the requirements of consumers by providing them those goods and services which they want from the producers. Sport marketing has come into picture because of its activities which are very revenue generating like revenue from ticket selling and merchandise selling, sports events coverage on television. Sport marketing is a new addition the field of marketing. There is not any specific and proper definition for sports marketing. The study of literature concluded that sport marketing is the marketing of sport items and also of non-sports items with the help of sports. People have emotional connection with sport and marketing managers use this connection to market their products. 4 p's of marketing has been given by Mc Carthy in

1975. Product, price, place and promotion are the 4p's of marketing. Public relation, advertising, sales promotion, and personal selling are the component of promotion. Promotion is that tool of marketing which is used by the marketer to influence the buyer ins such a way that they purchase the product of the promoter. Promotion has further components above the line and below the line promotion.

Above the line promotion: Strategies of promotion in which mass media is used and which target the large audience.

Below the line promotion: Promotion strategies which focuses on only a target group. Sponsorship, direct marketing, Sales promotion, public relation, and personal selling are the techniques included in this.

SPORT SPONSORSHIP: Sponsorship is a business agreement between a company and a sports team, in which the sponsor company provides financial support or any other support to a sports event, team, or athlete in exchange of benefits derived from the association. There are many forms of sponsorship for example sponsoring the jerseys and equipment of a team, event's naming rights, or by providing financial support to athlete for their training for competitions. Hardy, Mullin, and Sutton (2007) gave definition of sponsorship as "purchasing the rights by the sponsor and form the direct association with the event for the purpose of deriving benefits related to that association".

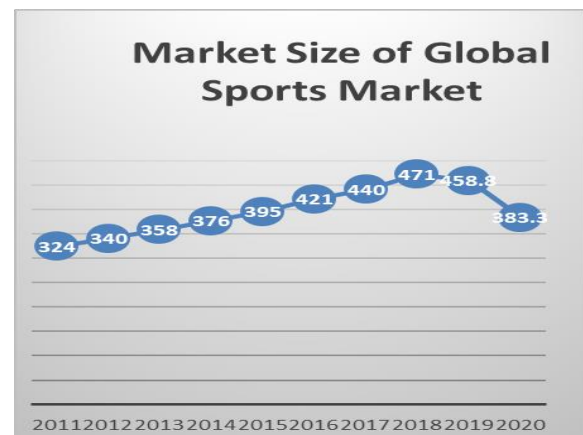


Fig. 1.1- Global Sports Market's size

Source: Statista 2021

Value: In Billion Indian rupee

The market size of sport sponsorship was USD 66,095.79 million in the year 2022. The expected market size by 2030 is USD 1,07,968.23 million. From 2023 to 2030 the market for sport sponsorship is growing at the rate of 6.36% CAGR.

SPORT CONSUMER BEHAVIOUR

It is necessary for all marketing strategies in sports or events to take in to account the complex behaviour of consumers to be successful. Overview of sports marketing reveals that those marketing actions which are drawn after understanding of sport consumer behaviour provides advantages to the entrepreneur. Sport consumer behaviour. Sports consumer behaviour may be defined as consumer behaviour in context of the products and services which are offered by sports industry.

IMPACT OF SPONSORSHIP

Attitude of consumer towards a sponsor affect the purchase intention of consumers in a significant way. Team loyalty, Sport involvement and Performance are the factors which differentiate the attitude towards sponsor. Integrity of sponsor and passion of fans has significant impact on purchase intention of sports of sports consumers. Some studies concluded that the do not have any impact on the behaviour of sports consumers' so it can be concluded that sponsorship does not give any additional benefit to the sponsor company. Some studies revealed that there is great impact on sports consumer behaviour if the consumer has a positive attitude towards sponsor.

OBJECTIVE

- 1.To gain insight about sport consumer behaviour
- 2 To gain insight about sport sponsorship and its impact on sports consumer behaviour.

LITERATURE REVIEW

Hosaini and Rojhe (2020) stated that consumer behavior is a psychological procedure through which consumers can gain understanding of their requirements. All sports marketing strategies must take in to account the behaviour of sports consumer to be successful.

Rizvandi, Tojari and Zadeh (2019) attempts to find out the factors that affect the attendance of sports spectators. The study found that success, team support, sports level support, community support and player support are the internal motivators while promotion, player behaviour, media advertisement, aesthetic, excitement, athlete physical skills and role model are the external motivators. Lack of knowledge, success, interest from companionship works as Internal constraints. Knowledge of motivators and constraints of sports consumer behaviour can help the sports marketers for better planning and achieving greater benefits and consumer satisfaction.

Abdolmaleki et.al (2018) highlighted that the component of marketing mix i.e., product, place, price, advertising and promotion, brand personality and service quality influence the behaviour of sports consumers. Psychological factors like attitude, emotion, motivation, perception, consumer personality and past experience influence the behaviour of sports consumers. Individual factors that are income, gender, age and level of education effect the of sports consumers behaviour. Social factors and Cultural factors influence consumer behaviour of sports consumers.

Silva and Casas (2017) said in his study that sports business has become more concerned about customers' needs and wants. Sports consumers attend games because they have different motives, interests, and reasons. So, the engagement level sports consumers are high in the sports of their interest. Market strategies helps the sports to reach large number of fans or consumers.

Abdolmaleki et.al. (2016) concluded that social factors like family, reference groups, social class and opinion leaders influence the behaviour of sports consumers. Cultural factors that is culture and religion are factors influencing consumer behaviour of sports consumers Also, prioritization of socio-cultural factors showed that social class is the most important component that affect sports consumer behaviour.

Koronios et al (2015) study threw light on some key variables of sport sponsorship and the attitude of consumer towards sports sponsor. The study concluded that attitude of consumer towards a sponsor affect the purchase intention of consumers in a significant way. The study used quantitative method was used and 801 questionnaires were sent to fans which belongs to Greek basketball club. Team loyalty,

Sport involvement and Performance are the factors which differentiate the attitude towards sponsor.

Samra and Wos (2014) study added that Emotional affiliation makes a fan different from general consumer. Fans own very strong emotional attachment with the consumption objects. Fans act as a loyal consumer who shows numerous loyalty behaviours, like they keep buying the same product. To gain competitive edge it is important to motivate sports fans in the sport industry.

Smith et al (2008) present study conducted research about impact of perception about the sponsor and team support on sport consumers' purchase intention. The study has taken responses from one thousand six hundred forty-seven respondents. The concluded that integrity of sponsor and passion of fans has significant impact on purchase intention of sports of sports consumers.

CONCLUSION

consumer behavior is a psychological procedure through which consumers can gain understanding of their requirements. All sports marketing strategies must take in to account the behaviour of sports consumer to be successful. Sports consumer behavior is behaviour of sports consumers which is related to the product of sports industry. The study concluded that sports sponsorship has significant impact to the purchad4 intention of consumers by affecting the attitude of consumers toward the sport sponsor.

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