

CONSUMER BEHAVIOUR ON SPORTS SPONSORSHIP AND EVENT MARKETING IN TIRUCHIRAPPALLI DISTRICT¹



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ABSTRACT

Sports sponsorship and event marketing is the concept and it is a tool for to establish that particular event with advertisement to the world. The every countries to spending huge money for sports sponsorship programme, because in this occasion the marketing level will be increased multiple of every country. It is divided into different categories such as; international events domestic events etc. In such events marketing more sports events pictures, activities and other sports personal activities. In this way to roll on online tickets, sports person jersey sales, different advertisements hospitalities and other related services to provided during the event. Now in India most of the big advertising companies or agencies to provided sports sponsorship to further development of sports person. In this benefits to share equal way between the two people. In Tiruchirappalli district to engaged more number of sports sponsorship as well as sports events to organise day by day. So, these articles will explore consumer behaviour on sports sponsorship and event marketing in Tiruchirappalli district.

KEY WORDS: Consumer Behaviour, Sports Sponsorship, Event Marketing, Sports Brands

INTRODUCTION

Sports sponsorship and event marketing is one of the tool and companies business strategy for making more money during the particular event. In world countries to spending huge money in these kind of sports event. In generally most of the countries to spent sport sponsorship at 65.8 billion in recent years. The United States of America spent 16.4 billion on sports sponsorship, as well as the T.V share of worldwide revenue from sports sponsorship in 80.8% billion as equal to world level countries. In current situation 20 billion increased in 2021-22 period. In India to spending sports sponsorship in every year as well as in Tamil Nadu to spent in the huge money out of 12% in every year. In the serious in our Tiruchirappalli district to spending 6.72% in every year in every sports events. It is one of the tools to making money and to selling the sports product between the country people. In India the IPL Indian premier league season the huge sports sponsorship income of he sorts learns and league teams. In these events (MSM) Micro Small and Medium level of sports sponsorship also can produced in these events. In recent trends all the sports equipments and tickets also sell thorough online. The online sports, online sports programmes, online sports guide, online tournaments, online equipment sales also can produced in these event marketing. In Tiruchirappalli district is one of the centre part of Tamil Nadu is this district can make sports activities as well as sports sponsorship events in every year. This paper will expose sports sponsorship activities and event marketing also analysed in this Tiruchirappalli district.

OBJECTIVE

1. To study the consumer behaviour in sports sponsorship and event marketing in general.
2. To measure the consumer behaviour in event marketing on sports sponsorship in Tiruchirappalli District.
3. To analyse the perception towards the consumer behaviour on sports sponsorship and event marketing in Tiruchirappalli District.

SCOPE OF THE STUDY

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Sports sponsorship and event marketing is one of the new concept in recent days, in every country making or conducting sports activities in preceding years, like India one of the leading country, to organise many sports activities in every year. There are wide sponsors to ready to invest many sports types of equipment and other related sports activities. So, this concept to create wide scope for event marketing as well as sports sponsorship in India in particularly Tiruchirappalli district is one of the centre part of Tamil Nadu, it have good quality of sports atmosphere in this regards to stimulate sports. Sponsorship and well related event marketing in Tamil Nadu District.

CONSUMER BEHAVIOUR

Consumer behaviour is depends on the psychological factor or consumer mind set in each and every moments, the consumer behaviour to determine our preference taste, colour, quality and quantity also. The consumer's need in particular area, the consumer attitude was entirely different place to place, income to income, and mind-to-mind. In particularly in this aspects the consumer behaviour differ from sports-to-sports and event-to-event. In this aspects to determine child-hood, youngsters, family members and old age people attitude also entirely different from sports sponsorship and event marketing management.

SPORTS SPONSORSHIP

Sports sponsorship is one of the financial aids to the sports person. This is more help to sports person even the person come to outside of the country, this sponsorship to keep or safeguard to the sport person. In this kind of activities the sponsoring person and sponsor person's to sign a agreement in mutually and finally to split a benefits equally between these two people. Now-a-days sports sponsoring agencies can do in this kind of job well effective manner in around the country as well as outside the country. Sports sponsoring is one of the tool for motivating the young and new sports people. In Tiruchirappalli district there are many sports sponsorship agencies are there, they are doing good job through Tiruchiappalli sports association and also various sports people.

EVENT MARKETNG

Event marketing is the place for marketing of the product and services, to the consumers. Now, the event marketing is very good opportunity to advertising the product between the consumer. In every products to reach every part of India and abroad, they can use in this kind of opportunity to reach the consumer. The event marketing based upon the online or offline mode also. It includes online tickets, coupons, jersey, shoes, other hospitalities, accommodations and other services oriented event marketing aspects to make in this event marketing aspects. In particularly every sports to meet out in particular products, for example in cricket the "SAHARA" to market everything to the cricket players. This concept follows in every playing game.

Table No.1

**Distribution of demographic characteristics of respondents about sports sponsorship
And event marketing**

Demographic characteristics	Category	Frequency	Percentage
Gender	Male	269	69.0
	Female	121	31.0
	Total	390	100.0
Age	Below 25	97	24.9
	25-35	102	26.2

	35-45	111	28.5
	Above 45	80	20.5
	Total	390	100.0
Educational status	Secondary	56	14.4
	Higher Secondary	73	18.7
	Under Graduate	93	23.8
	Post Graduate	74	19.0
	Professionals	56	14.4
	Others	38	9.7
	Total	390	100.0
	Marital Status	Married	186
Unmarried		204	52.3
Total		390	100.0

Source: Primary data

The table no.1 summarizes the demographic characteristics of sports persons such as gender, age, educational qualification and marital status. With regard to gender of the sportspersons, 269(69%) of them were male and 121(31%) of them was female participated in sports events. Regarding the distribution of age of the sportspersons, 97(24.9%) of them were below 25 years of age, 102 (26.2%) of sportspersons were between 25 to 35 years of age, 111 (28.5%) of them were between 35 to 45 years of age and 80 (20.5%) of sportspersons were above 45 years of age. Regarding educational qualification of the sportspersons, 56(14.4%) of them were completed up to secondary level of education, 73(18.7%) of employees finished higher secondary level of education, 93(23.8%) of sportspersons completed undergraduate level of education, 74(19%) of them were finished post-graduate level of educational qualification, 56(14.4%) of sportspersons were professionals and 38(9.7%) of sportspersons were completed other educational qualifications. With respect to marital status of the sportspersons, 186 (47.7%) were married and 204 (52.3%) of sportspersons were unmarried.

Table No.2

Distribution of demographic characteristics of respondents about sports sponsorship and event marketing

Demographic characteristics	Category	Frequency	Percentage
Monthly Income (in	Below 10000	97	24.9
	10001-25000	105	26.9

Rs.)	25001-50000	121	31.0
	Above 50000	67	17.2
	Total	390	100.0
Place of Living	Urban	173	44.4
	Semi-urban	140	35.9
	Rural	77	19.7
	Total	390	100.0
	Business	63	16.2
Occupation	Profession	156	40.0
	Student	125	32.1
	Others	46	11.8
	Total	390	100.0
Type of Player	Local level	172	44.1
	District level	125	32.1
	State level	93	23.8
	Total	390	100.0

Source: Primary data

The table no 2 summarizes the demographic characteristics of sports persons such as monthly income, place of living, occupation and type of player. In terms of their monthly income 97(24.9%) of sportspersons received below Rs.10000, 105(26.9%) of them received between Rs.10001 to Rs.25000, 121(31%) of sportspersons got the monthly

Income between Rs.25001 to Rs.50000, 67(17.2%) of them received income above Rs.50000. With regard to place of living of sportspersons 173(44.4%) of them were lived in urban area, 140(35.9%) were lived in semi-urban area and 77(19.7%) were lived in rural area. With respect to occupation of the sportspersons 63(16.2%) of them were engaged in business, 156(40%) were engaged with professional occupation, 125(32.1%) of sportspersons were students and 46(11.8%) of them were engaged with other occupation. With regard to type of player of the sportspersons, 172(44.1%) were played in the local level of sports, 125 (32.1%) of them were district level players and 93(23.8%) were state level players.

Table No.3

Distribution of respondents opinion about number of times received and type of sports sponsorship

Particulars	Category	Frequency	Percentage
No. of times	One time	92	23.6

received sports sponsorship	Two times	161	41.3
	Above two times	137	35.1
	Total	390	100.0
Type of sponsorship	Individual	75	19.2
	Team	79	20.3
	Association	74	19.0
	Event	66	16.9
	Others	96	24.6
	Total	390	100.0

Source: Primary data

The table no 3 shows the opinion of sportspersons about number of times received sports sponsorship and type of sponsorship. With regard to number of times received sports sponsorship 92(23.6%) received one time sponsorship, 161(41.3%) of sportspersons received sponsorship twice and 137(35.1%) of them received sponsorship more than two times. Regarding type of sponsorship 75(19.2%) of them received individual type of sponsorship, 79(20.3%) of sportspersons received team sponsorship, 74(19%) of them got association sponsorship, 66(16.9%) of sportspersons received event sponsorship and 96(24.6%) of them got other type of sponsorship.

Table No. 4

Distribution of respondent's opinion about sports sponsorship

Particulars	Category	Frequency	Percentage
Expectation of economic background	No	219	56.2
	Yes	171	43.8
	Total	390	100.0
Regularity of sponsorship	No	124	31.8
	Yes	266	68.2
	Total	390	100.0
Usefulness of sponsorship	No	93	23.8
	Yes	297	76.2
	Total	390	100.0
Voluntary sponsorship	No	78	20.0
	Yes	312	80.0

Total **390** **100.0**

Source: Primary data

The table no 4 showed the opinion of sportspersons about sports sponsorship such as expectation of economic background, provision of regular sponsorship, usefulness of sponsorship and volunteering sponsorship without asking. With regard to expectation of economic background of sportspersons, 219(56.2%) of them opined that sponsors were not expect their economic background for sponsorship and 171(43.8%) of sportspersons opined that sponsors were expect their economic background for sponsorship. In terms of provision of regular sponsorship to sports, 124(31.8%) of sportspersons opined that sponsors were not sponsoring regularly and 266(68.2%) of them opined that the sponsors were regularly sponsoring to motivate the sportspersons. Regarding usefulness of sponsorship, 93(23.8%) sportspersons opined that sponsorship provided by the sponsors were not useful to their sports event and 297(76.2%) of them opined that the sponsorship provided by the sponsors were useful to the sportspersons for their sports event. With respect to receiving volunteer sponsorship, 78(20%) of sportspersons opined that they were not received sponsorship voluntarily and 312(80%) of them opined that the sportspersons received sponsorship voluntarily without asking from the sponsors.

Table No.5

Engagement habits of consumers with the advertisements and marketing campaigns of sports brands on traditional and social media

Engagement Habits	Category	Frequency	Percentage
Time spent on social media	Less than or equal to 1 hour	171	43.8
	2 to 5 hours	94	24.1
	6 to 10 hours	94	24.1
	More than 10 hours	31	7.9
	Total		390
Advertisement media	Television	157	40.3
	Internet/Social Media	78	20.0
	Newspaper	62	15.9
	Radio	62	15.9
	Others	31	7.9
	Total		390
Influence of	I will purchase the product only if I need it	296	75.9

Purchase Decision	I will purchase the product because he/she is my favorite sports person	94	24.1
	Total	390	100.0

Source: Primary data

The table no. 5 shows the engagement habits of consumers with the advertisements of sports brands on traditional and social media like time spent on social media, advertisement media and influence of purchase decision. With regard to time spent on social media on each day, 171(43.8%) of consumers viewed that they have spent one hour or less than one hour on social media, 94(24.1%) of them opined that they spent 2 to 5 hours daily on social media, 94(24.1%) of consumers spent 6 to 10 hours per day and 31(7.9%) of them spent more than 10 hours per day.

The consumers were attracted towards advertisements and the medium exposed towards sports brands were telecast and broadcast through television, Internet/social media, newspaper, radio and other media. Majority of the customers 157(40.3%) were exposed through the television media to know about their sports brands, 78(20%) of them were attracted by internet/social media, 62(15.9%) of customers were exposed through newspaper advertisement about their sports brands and 62(15.9%) of customers were exposed through radio advertisement about their sports brands and 31(7.9%) of them were attracted towards other media.

Regarding influence of purchase decision towards specific brands, 296(75.9%) of customers were opined that they will purchase the specific brand only when they need it and 94(24.1%) of them were answered that they will purchase the specific brand when their favorite sports personality endorses a particular brand.

Table No. 6

Factor Loadings the variables determining consumer satisfaction among sportspersons

S.No.	Variables	Fact 1	Fact 2	Fact 3
1	I feel satisfied on receipt of sports sponsorship		0.904	
2	I am always favor to sponsors		0.884	
3	I won't miss sponsorship for my sports event		0.924	
4	I am delighted with the sponsors who generally provide sponsorship to my event of sports		0.744	
5	I can trust the sponsors		0.696	
6	I have strong positive feelings because of sponsors to my event of sports	0.751		
7	I don't want to change sponsors	0.892		
8	I want regular sponsors	0.873		
9	I like to have discussion on sponsors to have more sponsorship for my event of sports	0.885		
10	I have deep attachment with sponsors	0.916		
11	I had an agreement with my sponsors	0.861		
12	I am agreed with my sponsors with positive relationship			0.858
13	Media's support of our program			0.738

14	There is an improvement in my skill level	0.821
15	High supportiveness from fans	0.806

Extraction Method: Principal Component Analysis;

3 components extracted

The first component has six variables loaded only in positive direction with factor loadings of 0.751, 0.892, 0.873, 0.885, 0.916, and 0.861 and this component may be termed as "Perceived Quality". The second component has five variables loaded only in positive direction with factor loadings of 0.904, 0.884, 0.924, 0.744 and 0.696 and this component may be termed as "Perceived Value". The third component has four variables loaded only in positive direction with factor loadings of 0.858, 0.738, 0.821 and 0.806 and this component may be termed as "Expectations".

Table No. 7

Chi-square test for association between type of player and levels of opinion on behavioural factors

Null Hypothesis: There is no positive association between type of player and levels of opinion on behavioral factors among sportspersons

Alternative Hypothesis: There is a positive association between place of living and levels of opinion on behavioral factors among sportspersons

		Behavioral factors			Total	
		Low	Moderate	High		
Type of Player	Local Level	Count	42	72	58	172
		Row %	24.4%	41.9%	33.7%	100.0%
	District Level	Count	29	48	48	125
		Row %	23.2%	38.4%	38.4%	100.0%
	State Level	Count	21	35	37	93
		Row %	22.6%	37.6%	39.8%	100.0%
Total		Count	92	155	143	390
		Row %	23.6%	39.7%	36.7%	100.0%

Source: Primary data

Pearson Chi-square value = 1.209* ($p < 0.05$)

Table no 7 showed the distribution of type of player in sports and opinion on three levels (low, moderate and high) on behavioral factors which is one of the factors in effects of sports sponsorship. The cross tabulation depicted in table 5.75 reveals that, 41.9% of sportspersons belongs to urban place of living have moderate level of opinion on behavioral factors, 38.4% of sportspersons lived in semi-urban area have high level of opinion on behavioral factors and 22.6% of them lived in rural place have low level of opinion on behavioral factors.

As seen from the table 575, the p-value is less than 0.05, so the null hypothesis is rejected at five percent level of significance. Hence it is concluded that there is an association between place of living and levels of opinion on behavioral factors ($\chi^2 = 1.209$, $p < 0.05$).

FINDINGS

- ❖ Maximum of 69% percent of the respondents were male category.
- ❖ The majority of 28.5% percent of the respondents were 35-45 age group categories.

- ❖ 23.8% percent of the respondents were the educational status in under category.
- ❖ 52.3% percent of the respondents were unmarried group.
- ❖ 31% percent of the respondents were monthly income of 25001-50,000.
- ❖ 44.4% percent of the respondents were place of living in urban areas.
- ❖ 40% percent of the respondent's occupation level was professional background.
- ❖ 44.1% percent of the respondents were playing in Local level players.
- ❖ 41.3% percent of the respondents have received two times of sports sponsorship.
- ❖ 24.6% percent of the respondents have received other type of sports sponsorship.
- ❖ 56.2% percent of the respondents have been no expectations of economic background.
- ❖ 68.2% percent of the respondents had received regularity of sponsorship form the sponsoring companies.
- ❖ 76.2% percent of the respondents told opinion about sports sponsorship very usefulness.
- ❖ 80% percent of the respondents have received voluntary sponsorship.

SUGGESTIONS

- ✓ The sports sponsorship received majority of the respondents have male category, it is very low compared to male sport's person. So, we are encouraging or stimulate the female sport person's also getting sports sponsorship.
- ✓ The maximum of the sports sponsorship received in the age group of 35-45, it is very sad about the country. Therefore, the government has encouraging numerous youngsters or motivate that type of people for getting more sports sponsorship.
- ✓ As regards the majority of the respondents has become a graduate level education. Hence, the juniors also understood about this kind of sports sponsorship activities.
- ✓ As regards the maximum of the respondents have unmarried people and they are getting 25000-50,000 of income level. Therefore, we are encouraging married people and we considerer about low level of income people for sports sponsorship.
- ✓ The majority of the people came from urban areas; they have received all sports sponsorship. But, other rural semi-urban area people not motivate this kind of sports sponsorship.
- ✓ The maximum of the professional people also getting more sports sponsorship and local players only including in this activities. Hence, in future we are motivated other category people and all type and all areas sports person's to permit the sport sponsorship.

CONCLUSION

Sports sponsorship and event marketing is one of the new dimension in India because now-a-days in India engages in many sports activities in particularly cricket, foot ball, Pro-kabadi, and Indian premier league also well known profit earned by the sponsorship agencies and event marketing companies. Majority of the companies to have big image in this field such as Sony, vodofone, reliance, Tata and other related sponsoring companies to earn good money flow from this kind of business activates. In recent days many of the companies use the business strategies and well support to the achieving people. The event marketing is for sales in our sponsor product through online and offline. The sports sponsoring companies do to well positive attitude between the companies people and also well known in our sponsoring company's logo, brand images. Therefore, the sport sponsoring and event marketing is doing such a wonderful movement between the sports people. In Tiruchirappalli district is one of the centre part of Tamil Nadu, in this district covers nearly by the six district. The six district people to active part in our sport sponsoring as well as event marketing aspects. They are organising many tournaments and state and national level games also doing in this stadium, at that movement tickets, Jessy, food, advertisement, sports equipments, and other related equipments also well sales between the sport persons. So, the Tiruchirappalli district is one of the very suitable places for due to the perfect sport sponsorship and event market place. In this area to conduct every sports activities in different places and also the event marketing well roll play in our centre part of Tamil Nadu.

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