

## **A STUDY ON EFFECTS OF SPORTS SPONSORSHIP AND PROMOTION OF SPORTS EVENTS**

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### **ABSTRACT**

Sports sponsorships are effectively promoting different sport events by means of financial assistance and giving services and products sports organizations and sports persons. The findings reveal that sports sponsorship is popularizing sport events, increasing connectivity among sponsors and sports persons, increasing attitude of sports persons, attracting audience for sports events, improving awareness of sport events among public, improving viewership of sports events, developing sport personality and encouraging organizers of sport events, Significant difference exists amongst effects of sports sponsorship and profile of sports persons. Effects of sports sponsorship have significant, positive and high relation with promotion of sports events. Hence, sports sponsorship should improve reputation of sponsors and it must increase purchase of tickets for sports events.

**Key Words:** Effects, Promotion, Sports Events, Sports Sponsorship

### **1. INTRODUCTION**

Sports events are highly important aspect of business activities across the world and sponsorship for sports activities are continuously and rapidly increasing (Lucas, 2015) because sport organizations and clubs can not operate efficiently without generation of considerable quantum of revenues through commercial events (Faed et al 2012). Sports sponsorship is very significantly helping for building brand equity, strengthening sport events, providing sport facilities and trainings to sports persons in order to develop their sporting skills and capabilities (Donlan, 2014).

Further, sports sponsorships are effectively promoting different sport events by means of financial assistance and giving services and products sports organizations and sports persons (Bocçe et al 2012). The relation among sports sponsorship and the marketing of products and services of companies is highly essential for promotion of sport events and also their business operations. The commercialization of sports sector is highly depending on sports sponsorship and promotion of sport events among sports persons and people. Sports sponsorship programmes is increasing awareness and image of brand among consumers and is also attracting new sports persons and audience for sports events (Doshybekov et al 2016). Therefore, it is necessary to study effects of sports sponsorship and promotion of sports events.

## **2. REVIEW OF RELATED LITERATURE**

Chen and Zhang (2011) found that sports sponsorship helped to increase involvement, reputation and recognition of sports personality and created connectivity among sports persons and sponsors.

Mazodier and Merunka (2012) concluded that sports sponsorship had positively impacting promotion of sports events, mutual engagement and development of sports organizations for conducting various sport events.

Dolles and Söderman (2013) revealed that sports sponsorship was positively influencing attitude and perception of people on sports events, involvement and popularization of sports events.

Tsiotsou et al (2014) indicated that sports sponsorship had positive impact on relation among sports persons, sports organization and sponsors and it was positively affecting successful conduct of sports events.

Honglei et al (2015) showed that sports sponsorship had increased awareness about sports events among public and it had also promoted sports events among sports persons and increased their commitment.

Koronios et al (2016) found that sports sponsorship had promoted sports events among by providing products, services and amenities and it had positive effect on sports persons.

Filho (2017) concluded that sports sponsorship was positively affecting attitude, awareness and promotion of sport events among people and it had also positive impact on sporting behaviour of sports persons.

Huynh et al (2018) revealed that sports sponsorship had positive impact on involvement, sports amenities, personal and technical development of sports persons and promotion of sport events.

Alhadad (2019) indicated that sports sponsorship had positive effect on integration and image of brands, awareness and attitude on sport events and promotion of sports activities.

Nuseir (2020) showed that sports sponsorship had increased brand reputation, exposure and knowledge to sport events and provided technical and financial benefits to sports persons.

Konstantinos et al (2021) found that sports sponsorship had positive impact on involvement, team loyalty, recognition and attitude of sports persons towards sponsors and sport events.

### **3. OBJECTIVES OF THE STUDY**

- i) To examine effects of sports sponsorship.
- ii) To find difference amongst effects of sports sponsorship and profile of sports persons.
- iii) To study relation amongst effects of sports sponsorship and promotion of sports events.

### **4. RESEARCH METHODOLOGY**

Tiruchirappalli district is selected for this study. Descriptive research design is used for this study. Convenience sampling technique is employed to choose sports persons and data are collected from 200 sports persons with the help questionnaire. The profile of sports persons are studied by using percentage analysis and mean and standard deviation are calculated to examine effects of sports sponsorship. ANOVA test and t-test are used to find difference amongst effects of sports sponsorship and profile of sports persons. Correlation analysis is applied to study relation amongst effects of sports sponsorship and promotion of sports events.

### **5. RESULTS**

#### **5. PROFILE OF SPORTS PERSONS**

The profile of sports persons are given in Table-1. The results show that 57.50 per cent of them are males and 34.50 per cent of them are falling to 21 – 25 years of age group. The results indicated that 46.00 per cent of them are possessing college education, 38.00 per cent of them are belonging to monthly family income group of Rs.20,001 – Rs.25,000 and 77.50 per cent of them are having nuclear family.

**Table-1. Profile of Sports Persons**

<b>Profile</b>	<b>Number (n = 200)</b>	<b>Percentage</b>
<b>Gender</b>		
Male	115	57.50
Female	85	42.50
<b>Age</b>		
11 – 15 Years	35	17.50
16 – 20 Years	55	27.50
21 – 25 Years	69	34.50
26 – 30 Years	41	20.50
<b>Education</b>		
School	51	25.50
Diploma	57	28.50
College	92	46.00
<b>Monthly Family Income</b>		
Less than Rs.20,000	53	26.50
Rs.20,001 – Rs.25,000	76	38.00
Rs.25,001 – Rs.30,000	47	23.50
More than Rs.30,000	24	12.00

<b>Type of Family</b>		
Nuclear	155	77.50
Joint	45	22.50

## **5.2. EFFECTS OF SPORTS SPONSORSHIP**

The effects of sports sponsorship is given in Table-2.

**Table-2. EFFECTS OF SPORTS SPONSORSHIP**

<b>Effects of Sports Sponsorship</b>	<b>Mean</b>	<b>Standard Deviation</b>
Sports sponsorship is popularizing sport events	3.96	0.83
Sports sponsorship is increasing connectivity among sponsors and sports persons	3.93	0.86
Sports sponsorship is improving reputation of sponsors	3.33	1.11
Sports sponsorship is increasing attitude of sports persons	3.81	0.98
Sports sponsorship is attracting audience for sports events	3.77	1.02
Sports sponsorship is improving awareness of sport events among public	3.84	0.95
Sports sponsorship is increasing purchase of tickets for sports events	3.40	1.09
Sports sponsorship is improving viewership of sports events	3.87	0.92
Sports sponsorship is developing sport personality	3.72	1.05
Sports sponsorship is encouraging organizers of sport events	3.90	0.89

The sports persons are agreed with sports sponsorship is popularizing sport events, sports sponsorship is increasing connectivity among sponsors and sports persons, sports sponsorship is increasing attitude of sports persons, sports sponsorship is attracting audience for sports events, sports sponsorship is improving awareness of sport events among public, sports sponsorship is improving viewership of sports events, sports sponsorship is developing sport personality and sports sponsorship is encouraging organizers of sport events, while, they are neutral with sports sponsorship is improving

reputation of sponsors and sports sponsorship is increasing purchase of tickets for sports events.

### 5.3. EFFECTS OF SPORTS SPONSORSHIP AND PROFILE OF SPORTS PERSONS

The difference amongst effects of sports sponsorship and profile of sports persons is given as below

#### 5.3.1. Gender and Effects of Sports Sponsorship

The difference amongst gender of sports persons and effects of sports sponsorship is given in Table-3.

**Table-3. Gender and Effects of Sports Sponsorship**

Gender	N	Mean	Standard Deviation	t-Value	Significance
Male	115	35.91	3.40	3.324**	.000
Female	85	33.20	4.02		

\*\* Significant in 1% level

Mean value of effects of sports sponsorship is 35.91 for male sports persons to 33.20 for female sports person and it implies that effects of sports sponsorship is larger for male as compared to female sports persons.

The t-value is 3.324 explaining that there exists significant difference amongst gender of sports persons and effects of sports sponsorship.

#### 5.3.2. Age and Effects of Sports Sponsorship

The difference amongst age of sports persons and effects of sports sponsorship is given in Table-4.

**Table-4. Age and Effects of Sports Sponsorship**

Age	N	Mean	Standard Deviation	F-Value	Significance

11 – 15 Years	35	33.26	3.57	5.298**	.000
16 – 20 Years	55	34.36	4.06		
21 – 25 Years	69	36.32	3.17		
26 – 30 Years	41	32.05	4.21		

\*\* Significant in 1% level

Mean value of effects of sports sponsorship is varying from 36.32 for sports persons falling to 21 – 25 years of age group to 32.05 for sports persons falling to 26 – 30 years of age group and it implies that effects of sports sponsorship is larger for sports persons falling to 21 – 25 years of age as compared to others.

The F-value is 5.298 explaining that there exists significant difference amongst age of sports persons and effects of sports sponsorship.

### 5.3.3. Education and Effects of Sports Sponsorship

The difference amongst education of sports persons and effects of sports sponsorship is given in Table-5.

**Table-5. Education and Effects of Sports Sponsorship**

<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>F-Value</b>	<b>Significance</b>
School	51	32.10	3.60	7.481**	.000
Diploma	57	33.44	4.02		
College	92	36.55	3.25		

\*\* Significant in 1% level

Mean value of effects of sports sponsorship is varying from 36.55 for sports persons possessing college education to 32.10 for sports persons possessing school education and it implies that effects of sports sponsorship is larger for sports persons possessing college education as compared to others.

The F-value is 7.481 explaining that there exists significant difference amongst education of sports persons and effects of sports sponsorship.

#### 5.3.4. Monthly Family Income and Effects of Sports Sponsorship

The difference amongst monthly family income of sports persons and effects of sports sponsorship is given in Table-6.

**Table-6. Monthly Family Income and Effects of Sports Sponsorship**

Monthly Family Income	N	Mean	Standard Deviation	F-Value	Significance
Less than Rs.20,000	53	31.91	3.73	6.050**	.000
Rs.20,001 – Rs.25,000	76	36.55	3.34		
Rs.25,001 – Rs.30,000	47	34.19	3.63		
More than Rs.30,000	24	33.25	4.32		

\*\* Significant in 1% level

Mean value of effects of sports sponsorship is varying from 36.55 for sports persons belonging to monthly family income group of Rs.20,001 – Rs.25,000 to 31.91 for sports persons belonging to monthly family income group of less than Rs.20,000 and it implies that effects of sports sponsorship is larger for sports persons belonging to monthly family income group of Rs.20,001 – Rs.25,000 as compared to others.

The F-value is 6.050 explaining that there exists significant difference amongst monthly family income of sports persons and effects of sports sponsorship.

#### 5.3.5. Type of Family and Effects of Sports Sponsorship

The difference amongst type of family of sports persons and effects of sports sponsorship is given in Table-7.

**Table-7. Type of Family and Effects of Sports Sponsorship**

Type of Family	N	Mean	Standard Deviation	t-Value	Significance
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Nuclear	155	34.14	3.78	3.386**	.000
Joint	45	36.24	3.30		

\*\* Significant in 1% level

Mean value of effects of sports sponsorship is 36.24 for sports persons having joint family to 34.14 for sports persons having nuclear family and it implies that effects of sports sponsorship is larger for sports persons having joint as compared to nuclear family.

The t-value is 3.386 explaining that there exists significant difference amongst type of family of sports persons and effects of sports sponsorship.

#### **5.4. RELATION AMONGST EFFECTS OF SPORTS SPONSORSHIP AND PROMOTION OF SPORTS EVENTS**

The relation amongst effects of sports sponsorship and promotion of sports events is studied by using correlation analysis and the result is given in Table-8.

**Table-8. Effects of Sports Sponsorship and Promotion of Sports Events**

<b>Particulars</b>	<b>Correlation Coefficient</b>
Effects of Sports Sponsorship and Promotion of Sports Events	0.61**

\*\* Significant in 1% level

The correlation coefficient amongst effects of sports sponsorship and promotion of sports events is 0.61 and it reveals that there exists a positive and high relation among them.

#### **6. CONCLUSION**

The foregoing analysis explicates that sports sponsorship is popularizing sport events, increasing connectivity among sponsors and sports persons, increasing attitude of sports persons, attracting audience for sports events, improving awareness of sport events among public, improving viewership of sports events, developing sport personality and encouraging organizers of sport events, Significant difference exists amongst effects of sports sponsorship and profile of sports persons. Effects of sports sponsorship have significant, positive and high relation with promotion of sports events. Hence, sports sponsorship should improve reputation of sponsors and it must increase purchase of tickets for sports events.

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