

# Influence of Buying Habits Regarding Sports Marketing

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## Article Info

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## Abstract:

With consumers as the drivers of continuous changers in the industry, decision-making has become extremely complex than ever. Every day, retailers are facing variety of difficult queries regarding the best course of action for their day to day businesses. Uncertainty became an important aspect of the retail business industry. Digitalization denotes continuous transformation need and importance for the retail sector. Based on previous research, the study simplifies how digitalization transforms these factors and identifies implications and proposals for the future study. Digitalization changes the following: the nature of retail offerings - blurred distinctions between products and services, what constitutes the actual offering and how it is priced; retail settings - where and when retailing takes place ; and the factors who participate in retailing -retailers and consumers. The current transformation created challenges in research, where it demands sensitivity to development over time. This paper insists on significant and continuous transformation of retail sector and develops a framework that guides future research and aid retailers in analyzing retail sector's current transformation due to digitalization.

## Article History

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## I.INTRODUCTION

Sports marketing is the usage of sports, in any form, to assist the selling of goods and services. This particular form of marketing is using a single strategy and more about using the content material of sports which contribute to the marketing efforts. This is not only confined to professional sports but it also includes college level events, minor leagues, or even alternative sports. In our modern busy world, we are always tuned in, constantly moving from one medium to other and approaching the contents on demand, sport hold on to the power of marketing messages on a

international level, connecting the onlookers through common passions.

As the game can be viewed anywhere, sports marketing took many different forms in the recent days. Teams sell their space inside the stadiums to marketers who want to purchase billboards and other print ads, while Television channels sell the on air time during the matches and sports events. Famous Sportsperson also sign agreement to be a celebrity endorser and to lend their images to marketers.

## II. NEED FOR THE STUDY

The foremost motive of the study is to determine that, if the endorsement by an athlete of a high or low reputed product impacts the perceptions of the consumer on the athlete and consumers buying intention of the marketed product. The selected respondents were asked whether the athletes endorsing a product will impact their buying behavior or not.

## III. STATEMENT OF PROBLEM

Sports marketing is the most effective way through which many products are marketed. This type of marketing will have a great impact on sporting fans around the world. One of the major problems faced is that many athletes are accused of being money minded instead of fully concentrating on the game and their performance. Many alcoholic beverages are promoted or marketed through sports. For example, UFC promotes Budweiser. Many consider this politically incorrect.

## IV. OBJECTIVES

To study about the customer awareness about sports marketing.

To study about the customers temptation towards sports marketing

To study about the customer attitude towards sports marketing.

## V. LIMITATIONS& RESULTS

Although the fullest of effort was put forth in this research, it has a few limitations as well. The selection of sample population is based on random sampling technique and the questionnaires were sent to the respondents through Google forms to the people who are living in Coimbatore. This sampling method lead to a bias that can be a disadvantage in the study. More than 100 people were requested to answer the questionnaire.

While the idea of sports advertising can be very fascinating, but still it is a whole new and an emerging form of marketing. The major limitation faced is that many people may switch channels during commercial breaks or some people don't like to pay attention to anything other than the match. Some people may consider sports marketing strategies as a distraction to players and to the audience.

### *Data Collection Method*

Survey method was used to collect the data from the respondents through questionnaires. Questionnaire were distributed to 100 respondents for collecting information. It contained of a set of questions that are needed to be responded by the respondents. The questionnaire prepared in this study was aimed at personally interviewing the respondent with multiple choice questions.

### Sample Size

Sample size of 100 has been taken

### Sampling Technique

Simple random sampling was used in the study where a sample was selected from the total population. Each respondent was selected purely based on chance and each respondent from the population has an equal chance of being selected in the sample.

### Tools Used

#### Chi-Square

Chi-Square analysis is used to compare the observed data (o) to the expected data (e) to obtain according to a specific hypothesis formulated in this study.

$$\text{Chi-Square} = \sum (O-E)^2 / E \text{ with } (r-1) (c-1) \text{ degrees of freedom.}$$

Where, O = Observed Frequency; E = Expected frequency; C = No. of Columns; r = Number of Rows.

per cent level of significance is adopted to test the hypothesis.

### *Review Of Literature*

Steve Dix (2010) ?Bendit like Beckham?: the influence of sports celebrities on young adult consumers? The purpose of this paper is to investigate how sports celebrities can be perceived as role models and influence young adult consumers' purchase and behavioral intentions. Further, it also seeks to examine whether this influence differs between males and females.

Tony Meenaghan(2001):?Understanding Sponsorship Effects? This article offers a framework for understanding the effects of commercial sponsorship on consumers. It defines and explores certain tenets essential to understanding sponsorship effects, namely, goodwill, image transfer, and the concept of fan involvement, and relates these tenets to the achievement of a consumer response, building to a proposed model of how sponsorship ?works? in relation to consumers.

Matthew Tingchi Liu (2007):? Relations among attractiveness of end orsers, match? up, and purchase intention in sport marketing in China?. The purpose of this paper is to investigate the relationships between attractiveness of athlete endorsers, match?up, and consumers' purchase intention embedded in the China context.

Karen E. Lear(2009)?Sports celebrity endorsements in retail products advertising- The purpose of this paper is to extend previous research into sport celebrity endorsements by investigating such endorsements of products ultimately sold by retailers. This is done by updating previous research involving print media in sporting magazines.

### Data Analysis and Interpretation

#### Chi-Square Test

Relationship between gender of the respondents and kinds products purchased under the influence of sports marketing.

Gender/Products Purchased	Foods And Beverages	Clothes	Accessories	Energy Supplements	SportsItems	Other	Total
MALE	9	14	19	6	16	1	65
FEMALE	4	12	10	1	6	2	35
TOTAL	13	26	29	7	22	3	100

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
9	8.45	0.55	0.3025	0.03579882
4	4.55	-0.55	0.3025	0.06648352
14	16.9	-2.9	8.41	0.49763314
12	9.1	2.9	8.41	0.92417582
19	18.85	0.15	0.0225	0.00119363
10	3.15	6.85	46.9225	14.8960317
6	4.55	1.45	2.1025	0.46208791
1	2.45	-1.45	2.1025	0.85816327
16	14.3	1.7	2.89	0.2020979
6	7.7	-1.7	2.89	0.37532468
1	1.95	-0.95	0.9025	0.46282051
2	1.05	0.95	0.9025	0.85952381
			TC	19.6413348

DF	
(C-1)	(R-1)
(6-1)	(2-1)
5	1
5	

#### Interpretation

Degree of freedom of the Chi-square table is 5, table value at 5% significance level is 0.05 and the calculated value of the table is 19.6413348. As the calculated value is

more than table value it is rejected, so there is significant relationship between gender of the respondents and kinds products purchased under the influence of sports marketing.

Relationship between educational qualification and opinion for accepting sports as medium of marketing.

EDUCATION/OPINION FOR ACCEPTING SPORTS AS MEDIUM OF MARKETING	I DON'T AGREE	I DON'T HAVE PROBLEM	I STRONGLY AGREE	TOTAL
SCHOOL LEVEL	1	15	5	21
UNDER GRADUATE/GRADUATE	4	21	23	48
POST GRADUATE	1	11	8	20
PROFESSIONAL	0	4	7	11
TOTAL	6	51	43	100

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
1	1.26	0.26	0.0676	0.053651
4	2.88	1.12	1.2544	0.435556
1	1.2	-0.2	0.04	0.033333
0	0.66	-0.66	0.4356	0.66
15	10.71	4.29	18.4041	1.718403
21	24.48	-3.48	12.1104	0.494706
11	10.2	0.8	0.64	0.062745
4	5.61	-1.61	2.5921	0.46205
5	9.03	-4.03	16.2409	1.798549
23	20.64	2.36	5.5696	0.269845
8	8.6	-0.6	0.36	0.04186
7	4.73	2.27	5.1529	1.089408
			TC	7.120107

DF	
(C-1)	(R-1)
(3-1)	(4-1)
2	3
6	

#### Interpretation

Degree of freedom of the Chi-square table is 6, table value at 5% significance level is 0.05 and the calculated value of the table is 7.120107. As the calculated value is

more than table value it is rejected, so there is significant relationship between educational qualification and opinion for accepting sports as a medium of marketing.

*Relationship between age of the respondents and on how often the respondents notice logos of different sponsors on the jerseys and other sports kits of players.*

Age/How often do you notice logos of different sponsors on the jerseys and other sports kits of players?	Very often	Often	Not that often	Never	Total
15-25	25	23	7	2	57
26-35	7	6	5	2	20
36-45	3	2	4	2	11
above 45	1	4	5	2	12
Total	36	35	21	8	100

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
25	20.52	4.48	20.0704	0.97809
7	7.2	-0.2	0.04	0.005556
3	3.96	-0.96	0.9216	0.232727
1	4.32	-3.32	11.0224	2.551481
23	19.95	3.05	9.3025	0.466291
6	7	-1	1	0.142857
2	3.85	-1.85	3.4225	0.888961
4	4.2	-0.2	0.04	0.009524
7	11.97	-4.97	24.7009	2.063567
5	4.2	0.8	0.64	0.152381
4	2.31	1.69	2.8561	1.236407
5	2.52	2.48	6.1504	2.440635

2	4.56	-2.56	6.5536	1.437193
2	1.6	0.4	0.16	0.1
2	0.88	1.12	1.2544	1.425455
2	0.96	1.04	1.0816	1.126667
			TC	15.25779

DF	
(C-1)	(R-1)
(4-1)	(4-1)
3	3
9	

### Interpretation

Degree of freedom of the Chi-square table is 9, table value at 5% significance level is 0.05 and the calculated value of the table is 15.25779. As the calculated value is more than table value it is rejected, so there is significant relationship between age of the respondents and on how often the respondents notice logos of different sponsors on the jerseys and other sports kits of players.

### Findings

- Degree of freedom of the Chi-square table is 5, table value at 5% significance level is 0.05 and the calculated value of the table is 19.6413348. As the calculated value is more than table value it is rejected, so there is significant relationship between gender of the respondents and kinds products purchased under the influence of sports marketing.
- Degree of freedom of the Chi-square table is 6, table value at 5% significance level is 0.05 and the calculated value of the table is 7.120107. As the calculated value is more than table value it is rejected, so there is significant relationship between educational qualification and opinion for accepting sports as a medium of marketing.
- Degree of freedom of the Chi-square table is 9, table value at 5% significance level is 0.05 and the calculated value of the table is 15.25779. As the calculated value is more than table value it is rejected, so there is significant relationship between age of the respondents and on how often the respondents notice logos of different sponsors on the jerseys and other sports kits of players.

### Suggestions

From the study conducted it is clear that majority of the respondents don't watch commercial breaks while watching sports. This is a huge blow for sports marketing as commercials are the heart and soul of sports marketing. To solve this problem the marketers should ensure that the commercials should contain a good story line, good background score and also a good catch line along with a message. From the research it is also found that the number of females influenced by sports marketing is less. To solve this problem and to attract more female consumers it is necessary that the products should be endorsed by female athletes as well. This will motivate many young girls to

purchase the product as they may get inspired by the success stories of these athletes.

## VI. CONCLUSION

From the study conducted it is evident that the purchase lists of most people are not influenced that much by sports marketing. One of the major reasons for this is the failure of the advertisements to attract the consumers. Even though the advertisements released now a days will have a sports star conveying a message to the consumers regarding the product, the viewers will still ignore as it is not presented in a catchy way. It is noticeable that some of the old ads which has been running on television for years like Boost, Nike and Pepsi continue to influence consumers through catching dialogues or songs. The advertisement of boost which had Sachin Tendulkar saying 'boost is the secret of my energy?' is still one of the biggest success stories in sports marketing.

Sports as a medium of marketing have a bright future. The number of people following different sports is increasing day by day. Therefore, the marketers have a great chance to attract these followers by putting forward advertisements that have the power to attract these consumers.

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