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**Dr. Bharati Vats**  
Postdoctoral Fellow (UGC),  
University of Delhi, India

## A study on role of advertising media for sports marketing in India

**Dr. Bharati Vats**

### Abstract

The purpose of the study was to test whether the Advertising Media for Sports Marketing in India upgraded the brand promotion and Sports awareness and how Advertising Media through branding in sports marketing, which was stated as the advertising in Sports event measuring the exact benefits of collective sports marketing, sponsorship, brand development and athlete's identity leads to affirmative sports culture in India. A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Games Delhi like organizing committee, all stakeholders and partners Governmental Publications, Athletes, Youth studying in University of Delhi and Public representatives. Non-availability of standard questionnaire on current study, scholar had opted to construct a questionnaire. Almost every care was taken to prepare questionnaire ensuring maximum coverage of area of investigation to procure maximum, worthwhile meaningful and true response from the selected sample. Attempt was made to make the questions simple, clear leaving no room for ambiguity. For judging the personal value questionnaire, the responses were scored a weight-age of 5, 4,3,2,1 ( $\sqrt{}$ ) points was assigned to Excellent, Good, Average, Poor and Very Poor respectively. The data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with Advertising Media for Sports Marketing in India. For the testing significance of response given by the respondents the level of significance chosen was 0.05. The current research empirically examines theoretical relationships among the four constructs (i.e., sports fan involvement, sponsor awareness, corporate image and future purchase intention) of the sponsorship effectiveness. It was concluded that it helps companies to form a correlation in the customers' minds, so the sports fan can have loyalty towards sponsors services or products through it. It was also concluded that that sponsorship awareness would have a direct positive effect on corporate image and the intention to purchase a sponsor's products.

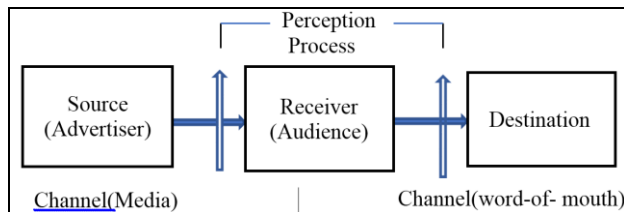
**Keywords:** advertising media, sports marketing, sponsorship, brand development

### Introduction

Sports is distinct Enterprise. It cannot be marked like soap or tax advice. A sports marketer is asked to market a product that is unpredictable, inconsistent, and open to subjective interpretation. The market almost undertake this task in a highly competitive marketplace with a much lower promotional budget than others of similarly sized organization in the other industries. The sports marketer must do aa this with only limited direct control over the product mix. On the bright side, the media are anxious to give wide exposure to the general product, and many opportunities exist to generate revenue through associations with business and industry. As with all the promotion, the call of advertising is effective Communication. That is, advertising is Communication process and is subject to the same problems as any other communication process. A major problem in advertising is perceptual distortion, which occurs when the receiver of message interrupts it differently from the way the sender intended. This phenomenon can cause misunderstanding of the advertising messages, which may prevent marketers from reaching advertising goals. Thus, in terms of advertising and other promotional activities, the sports market must operate under the axiom that perception is reality. In other words, the sports market must attempt to ensure that the message is targeted and that it is clearly specific so dark that this receiver comprehends it. If this doesn't happen, the sports marketer will have to work to address the misperception and corrected it—because for the consumer, misperception has become fact.

**Correspondence**  
**Dr. Bharati Vats**  
Postdoctoral Fellow (UGC),  
University of Delhi, India

According to Batra, Mayers and Aaker, and advertising message can have all varieties of effects on the receiver or intended audience. An advertising message can create awareness, communicate information about the attributes and benefits, develop or change an image or personality, associate a brand with feelings and emotions, create norm groups, and precipitate behavior. Sport shares many of the same advertising goals. News releases and Press conferences, very common in sport, are used to create awareness about new developments such as personnel moves, product innovation, upcoming promotional events, or special events and activities.



**Fig 1:** Batra, Mayers and Aaker model of the advertising communicating system. Advertising management, fifth edition, by Batra, Mayers and Aaker. Copyright 1996.

Before making the decision as to the appropriate media to be used, Sports marketer need to understand relationship between advertising and the phases of product life-cycle. During the goods or services introductory phase, advertising should be informative. Here advertisement should provide all the silent information about the product. This may include special features, relevant technical specification, pictorial or illustrative representations, place of purchase and/ or consumption, and even price. Basically, the Sports promoter is stating what the goods or services are and they can be obtained. During the gold and majority phases, advertising should be persuasive in nature. Consumers should be reminded of the benefits and/ or the desirable attributes that can be obtained by consuming the product. During the decline phase, reminder advertising should be used. The intent behind this is to provide impetus for consumers to reconsider purchase options or, in that event is cyclical, remind past consumers that the event will return at some stage in the future and to keep that time free. Sponsorship has seen a rapid growth in recent years in both the dollars devoted to it and its prominence as a legitimate element of a company's promotional mix. As traditional media have become more expensive and cluttered, sponsorship is viewed as a cost-effective alternative. The diminishing effectiveness of conventional forms of advertising due to an increasing reactance of recipients induces advertisers to turn towards more innovative forms of advertising. These include, among others, split screens, pre-reminders, crawls, end splits, program sponsoring etc. used in the TV sector, or pop-up inserts, China-covers, ads in the center, advertising post-its etc. in the print sector (Fösken 2005) [5]. The main purpose of these special forms of advertising is to prevent intentional zapping by viewers, at the same time enhancing the effectiveness of advertising due to their unique feature. These new forms of advertising also include virtual advertising. Virtual advertising can be defined as the insertion of brands, products, trademarks, logos, slogans and 3D animations by means of digital, computer-supported TV-signal processing (Cianfrone et al. 2006) [5]. In recent years, virtual advertising has frequently been used during sports events (e.g. soccer, baseball, basketball) mostly in the U.S. In Europe, especially due to legal insecurity, virtual advertising has not been used

very often so far. This form of advertising is only visible to the television viewer. People in the stadium cannot see the imposed sign. As an element of the promotional mix, sponsorship has been a stepchild when it comes to a careful understanding of how it works and its effect on consumers. While the promotional element of advertising has been carefully researched, sponsorship has rarely undergone systematic study. India, with a young population and extremely healthy projected economic growth provides a fertile ground for the growth of the sports industry. The next couple of years would witness India playing host to multiple international sporting events which would push further investment in this sector.

Stanton *et al.* (1995) [16], state that advertising is the activity associated with presenting a paid, sponsor-identified, non-personal message about an organization and/ or its product, services or ideas. While advertising can take many forms, it is basically constructed around the message that is designed to build audiences and promote sales. Academic research on sports advertising and sponsorships has a long tradition. Much of the debate has focused on sponsoring effectiveness, especially concerning brand recall and brand attitude (Harshaw & Turner 1999 [8]; Bennet 1999 [2]; Turley & Shannon 2000 [17]; Pham & Johar 2001 [12]; Grohs et al. 2004 [7]; Rifon et al. 2004 [14]; Wakefield et al. 2007) [18]. Among others, the following key factors affect sponsorship recall: affinity between sponsor and sponsored activity, sponsorship integration, sponsor prominence/prior brand awareness, conditions of exposure (frequency and/or duration), sports involvement, and product/brand involvement. Far less studies focus on image effects of sponsorship, especially image transfer (Meenaghan & Shipley 1999 [9]; Gierl & Kirchner 1999) [10]. Other studies deal with managerial aspects of sponsorships such as sponsorship selection, organisation and control (Farrelly et al. 1997; Quester et al. 1998; Drees 1991) [4, 6, 13]. Less attention has been paid so far to the financial value of sponsorships (Olson & Thjømmøe 2009) [11]. (Stone et al, 2003) [15] While sports, and especially the viewing of professional sporting events, plays an increasingly vital role in the lives of sport fans around the world, the sometimes well publicized off-the-field antics of many of today's elite professional athletes may make this group less attractive to firms searching for the celebrity endorser best suited to the firm's brand image. Using content analysis, the authors investigate whether current athlete endorsements have declined in relation to the previous decade, by analyzing the ad content of Sports Illustrated ads appearing over two six-year time periods. Analysis, conclusions, and implications for marketing future star athletes are provided.

### Objectives and hypothesis

To test whether the Advertising Media for Sports Marketing in India upgraded the brand promotion and Sports awareness. To Test how Advertising Media through branding in sports marketing, which was stated as the advertising in Sports event measuring the exact benefits of collective sports marketing, sponsorship, brand development and athlete's identity leads to affirmative sports culture in India. Keeping in mind the objective set for the study and based on the available literature, observations and consultation with experts, the hypothesis was drawn in association with to recognize how sponsorship works in the minds of consumers. To test the relationships between variables of sports sponsorship effectiveness (sponsor awareness, corporate image and future purchase intentions).

**Procedure and Methodology**

• **Sample**

A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Games Delhi like organizing committee, all stakeholders and partners Governmental Publications, Athletes, Youth studying in University of Delhi and Public representatives.

• **Scoring Procedure**

Non-availability of standard questionnaire on current study, scholar had opted to construct a questionnaire. Almost every care was taken to prepare questionnaire ensuring maximum coverage of area of investigation so as to procure maximum, worthwhile meaningful and true response from the selected

sample. Attempt was made to make the questions simple, clear leaving no room for ambiguity. For judging the personal value questionnaire, the responses were scored as follows:

- A weight-age of 5, 4,3,2,1 (√) points was assigned to Excellent, Good, Average, Poor and Very poor respectively.

• **Data Analysis**

Data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with Advertising Media for Sports Marketing in India. For the testing significance of response given by the respondents the level of significance chosen was 0.05.

**Results**

**Table 1:** Do you think that Advertisements increases public awareness towards Sports/Games in India?

	Observed N	Expected N	Residual	Chi-square	Df
average	1060	666.7	393.3		
good	560	666.7	-106.7	372.4	2
excellent	380	666.7	-286.7		
Total	2000				

Level of significance-0.05, Tabulated value - 5.84, Degree of freedom-2

Table 1 depicts the values of the frequencies observed and expected, the value of chi square was found to be 372.1 against the tabulated value of 5.84 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1060 averagely agreed to the fact that Advertisement media increases the public interest towards sports in India, the graphical representation of the scores has been shown in fig 1.



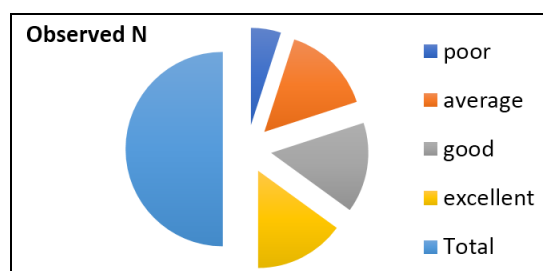
**Fig 1**

**Table 2:** Do you think that sports personality participation in advertisement increases product target market sales?

	Observed N	Expected N	Residual	Chi-square	Df
poor	200	500.0	-300.0		
average	600	500.0	100.0	240	3
good	600	500.0	100.0		
excellent	600	500.0	100.0		
Total	2000				

Level of significance-0.05, Tabulated value - 7.84, Degree of freedom-3

Table 2 depicts the values of the frequencies observed and expected, the value of chi square was found to be 240 against the tabulated value of 7.84 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words it is being found that all three sections excellent, good and average were found equally with 600 agreed to the fact that Sports personality participation in advertisement increases company product sales in relation with sports personality Fan following, the graphical representation of the scores has been shown in fig 2.



**Fig 2**

**Table 3:** Do you think that advertisement during Live sports event increases aid to the sales promotion drive?

	Observed N	Expected N	Residual	Chi-square	Df
very poor	10	400.0	-390.0		
poor	10	400.0	-390.0	176.2	4
average	1000	400.0	600.0		
good	600	400.0	200.0		
excellent	380	400.0	-20.0		
Total	2000				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 3 depicts the values of the frequencies observed and expected, the value of chi square was found to be 176.2 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1000 averagely agreed to the fact advertisement during live matches/ sports event have more viewing population of that particular Aid comparatively in normal viewing, the graphical representation of the scores has been shown in fig 3.



Fig 3

**Table 4:** Do you think sports fan involvement has a direct positive effect on advertising sponsorship awareness?

	Observed N	Expected N	Residual	Chi-square	Df
very poor	220	400.0	-180.0		
poor	260	400.0	-140.0	554	4
average	760	400.0	360.0		
good	520	400.0	120.0		
excellent	240	400.0	-160.0		
Total	2000				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 4 depicts the values of the frequencies observed and expected, the value of chi square was found to be 554 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 760 averagely agreed to the fact that the brand sponsorship to many Athletes enhanced the awareness towards sports in general public in India, It helps companies to form an correlations in the customers' minds, So the sports fan can have loyalty towards sponsors services or products through it, the graphical representation of the scores has been shown in fig 4.

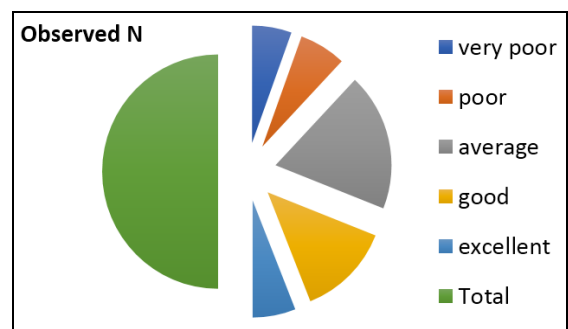


Fig 4

**Table 5:** Do you think that sponsorship awareness among young athletes has a direct effect on intention to purchase a sponsor product?

	Observed N	Expected N	Residual	Chi-square	Df
very poor	140	400.0	-260.0		
poor	240	400.0	-160.0	722	4
average	420	400.0	20.0		
good	840	400.0	440.0		
excellent	360	400.0	-40.0		
Total	2000				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 5 depicts the values of the frequencies observed and expected, the value of chi square was found to be 722 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 840 agreed on good on the fact that sponsorship awareness among young athletes has a direct effect on intention to purchase a sponsor product that leads more sales and more sponsor opportunities to the athletes, the graphical representation of the scores has been shown in fig 5.

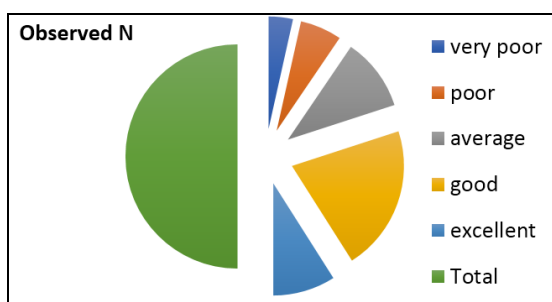


Fig 5

**Conclusion**

The current research empirically examines theoretical relationships among the four constructs (i.e., sports fan involvement, sponsor awareness, corporate image and future purchase intention) of the sponsorship effectiveness. It was concluded that it helps companies to form a correlation in the customers' minds, so the sports fan can have loyalty towards sponsors services or products through it. It was also concluded that that sponsorship awareness would have a direct positive effect on corporate image and the intention to purchase a sponsor's products. The study also suggested that favourable purchase intentions are likely to occur for consumers who are aware of sponsors. It was concluded that advertisement during live sports increases more sales.

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