

Effects of Sports Protection and Campaign of Sports Events in Chennai District

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Abstract

Sports sponsorships are actively enhancing various sporting events through monetary support as well as providing goods and services to athletes and sports organizations. The research shows that sports sponsorship is raising the profile of athletic events, fostering relationships between sponsors and athletes, boosting athletes' attitudes, drawing in spectators for sports events, elevating public awareness of these events, increasing the number of viewers for sports contests, building sports figures, and motivating those who organize sports events. There is a notable disparity between the impacts of sports sponsorship and the characteristics of the athletes involved. The impacts of sports sponsorship are considerable.

Keywords: Effects, Promotion, Sports Events, Sports Sponsorship

I.INTRODUCTION

Sports competitions hold significant importance in business activities globally, and there is a rapid and continuous rise in sponsorship for these events (Lucas, 2015), as organizations and clubs in sports are unable to function effectively without generating substantial revenues from commercial activities (Faed et al 2012). Sponsorship in sports plays a crucial role in developing brand value, enhancing sporting events, and providing facilities and training for athletes to improve their skills and abilities (Donlan, 2014).

Moreover, sports sponsorships are efficiently promoting various sporting events through financial support and by supplying products and services to sports organizations and athletes (Bocşe et al 2012). The connection between sports sponsorship and the marketing of corporate products and services is vital for the promotion of sporting events and their associated business activities. The

commercialization of the sports industry heavily relies on sponsorship and the promotion of events among athletes and the general public. Programs that involve sports sponsorship are raising awareness and enhancing brand image among consumers, while also drawing in new athletes and audiences for sporting events (Doshybekov et al 2016). Hence, exploring the impacts of sports sponsorship and the promotion of sporting events is essential.

Review of Related Literature

Chen and Zhang (2011) discovered that sports sponsorship facilitated enhanced engagement, reputation, and acknowledgment of athletes and fostered connections between athletes and sponsors.

Mazodier and Merunka (2012) determined that sports sponsorship effectively promoted sporting events, encouraged mutual participation, and aided in the growth of organizations responsible for organizing various sporting activities.

Dolles and Söderman (2013) indicated that sports sponsorship favorably influenced individuals' attitudes and perceptions regarding sporting events, as well as encouraged participation and the popularization of these events.

Tsiotsou et al (2014) suggested that sports sponsorship positively affected relationships among athletes, sports organizations, and sponsors, significantly enhancing the successful hosting of sporting events.

Honglei et al (2015) demonstrated that sports sponsorship raised public awareness of sporting events while also promoting participation among athletes and increasing their dedication.

Koronios et al (2016) established that sports sponsorship advanced sporting events by offering products, services, and facilities, resulting in beneficial effects for athletes.

Filho (2017) concluded that sports sponsorship positively influenced public perception, awareness, and promotion of sporting events, leading to favorable effects on the behaviors of athletes.

Huynh et al (2018) highlighted that sports sponsorship had a beneficial impact on engagement, sports facilities, and both personal and technical growth of athletes, alongside the promotion of sporting events.

Alhadad (2019) pointed out that sports sponsorship contributed positively to brand integration and image, heightened awareness, public attitudes towards sports events, and the promotion of sporting activities.

Nuseir (2020) revealed that sports sponsorship enhanced brand reputation, visibility, and understanding of sports events, while also providing financial and technical assistance to athletes.

Konstantinos et al (2021) identified that sports sponsorship had a positive effect on engagement, loyalty to teams, acknowledgment, and athletes' attitudes towards both sponsors and sporting events.

Objectives of the Study

1. To examine effects of sports sponsorship.
2. To find difference amongst effects of sports sponsorship and profile of sports persons.
3. To study relation amongst effects of sports sponsorship and promotion of sports events.

Research Methodology

Chennai district has been chosen for this research. This study utilizes a descriptive research design. The sampling method based on convenience is used to choose athletes, and data is gathered from 200 athletes through a questionnaire. The characteristics of athletes are analyzed using percentage analysis, while mean and standard deviation are computed to assess the impact of sports sponsorship. To identify variances in the effects of sports sponsorship and the characteristics of athletes, ANOVA and t-tests are employed. Correlation analysis is conducted to investigate the connection between the impacts of sports sponsorship and the promotion of sports events.

Results

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

Profile	Number (n = 200)	Percentage
Gender		
Male	115	57.50
Female	85	42.50
Age		
11 – 15 Years	35	17.50
16 – 20 Years	55	27.50
21 – 25 Years	69	34.50
26 – 30 Years	41	20.50
Education		
School	51	25.50
Diploma	57	28.50
College	92	46.00
Monthly Family Income		
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
Type of Family		
Nuclear	155	77.50
Joint	45	22.50

Effects of Sports Sponsorship

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

Table-2
Effects of Sports Sponsorship

Effects of Sports Sponsorship	Mean	Standard Deviation
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.

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

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.

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.

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

Education	N	Mean	Standard Deviation	F-Value	Significance
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.

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.

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
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.

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

Particulars	Correlation Coefficient
<i>Effects of Sports Sponsorship and Promotion of Sports Events</i>	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.

II.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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