

A Study of Promotion of Sports through Sponsorships and Institutional Growth at Club Level

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Abstract

The main objective of the present research was to determine the relationship of sponsorships and institutional growth with sports of players at club level. The existing research was quantitative in nature. The present study had a correlation research design. Population of the study was overall players belonging to sports' clubs in Bahawalpur and Faisalabad cities. Systematic random sampling employed to choose the samples. The sample size was comprised of 200 club players of various sports disciplines. Data was collected through self-administered survey questionnaire. Descriptive statistics, Pearson's correlation analysis and multiple regression analysis as statistical approaches were used to produce the results. The findings revealed that there was found positive and significant relationship between sponsorships and various sports of players. The results indicated that significant and positive association was existed between institutional growth and players' sports. The findings of the study revealed that sponsorships and institutional growth had positive and significant influence on various sports of players. It was concluded that sponsorships had a central character to upgrade not only the club sports but also uplift the standards of institutional growth at national and international sports.

Keywords: Sponsorship, Institutional Growth, Sports, Promotion, Club Sports, Bahawalpur, Pakistan.

Introduction

Economy plays an important role in every field of a society. In the same way, sponsors are very necessary part to uplift the standards of all sports. Sports revels around the talent of the players as well as the basic support which comes from sponsors (De-Carvalho, Scheerder, Boen, & Sarmento, 2013). Sports play a key function in advance societies. It is an important part of life for the physical and intellectual nicely-being of people and perform with rules and regulations. Recently, games have emerged as a main spare time hobby globally (Houlihan, Bloyce, & Smith, 2009). Sports activities at club or wearing membership, now and again athletics clubs or sports societies or sports business enterprises, is a collection of humans fashioned for the cause of gambling sports.

Sports club equipment range from groups whose members play collectively, unpaid, and can play different comparable game equipment every so often, watched in the main through circle of relatives and friends to huge commercial organizations with expert players that have groups which regularly compete towards the ones of other sports equipment and appeal to from time to time very huge crowds of paying spectators (Witcher, Craigen, Culligan, & Harvey, 2012). Clubs can be dedicated to an unmarried sport or to numerous multi-sport memberships (Bragg, Miller, Roberto, Sam, Sarda, Harris, & Brownell, 2018).

Sports sponsorships have the allotment of all the sources with the reason of accomplishing critical organizational targets and method (Slack & Bentz, 2006; Chebli & Gharbi, 2014). It has been counseled that advertising campaigns related to pop idol endorsements make commercials greater believable and create a nice attitude in the direction of a selected emblem (Kamins, Brand, Hoeke, & Moe, 1989), sell marketing message do not forget by way of clients (Friedman & Friedman, 1979), aid inside the name of emblem (Petty, Cacioppo, & Schumann, 2013), and create an awesome personality for the emblem and brand.

First, events must enjoy the connotation and must appearance to future and growth of the associations/institutions. The affiliation is well-found the treasured matters and critical sources in lots of sorts, in cash and in many different kinds, even as sponsors benefit by using selling or publicity their items and services, new constructing brand alliance with the contributors and producing appropriate will. There is increase public focus of a product and sign appearance and upright are stated because the maximum critical details for a company to go into right into a sponsorship settlement (Meenaghan, 1991).

Sports and sponsors are two inter-linked factors which cannot go ahead alone. By keeping both together, players may get good results. Sports are based on social-cultural devices which have excessive level of development in specific segments of its growth in various sports' institutions (Ali, Cornwell, Nguyen, & Coote, 2016). So, in society many players cannot exhibit their natural potential due to lack of funding and financial support.

The present research was planned to catch out whether the connection among sponsorships, institutions growth, and sport of players at club level of Bahawalpur and Faisalabad existed or not. Three objectives for the present research were developed as a) to determine the relationship between sponsorships and sport of players; b) to examine the relationship between institutional growth and players' sport; c) to determine the impact of sponsorships and institutional growth on various sports of players.

Literature Review

Sponsorships as statement shape can pay substantially to society by using logos attention and intensify purchaser attitudes (Cornwell, Humphreys, Maguire, Weeks, & Tellegen, 2006). But, the impact of sponsorships are depending on the general public to know the sponsor-sport relationship. The assessment starts off changed with looking at overall notion before persevering with to discuss demanding situations associated with the subject.

Sponsorships have grown to be one of the primary resources of funding for membership and global activities are contain in sports activities, the number one game, the promotion and marketing, media, feelings and network tasks in training length and different fields (Ali et al., 2016). Sponsorship advantage the majority by making possible the performance or distribution programs of activities and these activities which had not been feasible otherwise and consisting of additional advantages to provide healthy activities and sports. A fulfillment sponsorship consequently benefits to all type of players of clubs which include sponsors, organizers, media, viewers, and majority of the people (Chebli & Gharbi, 2014; Santomier, 2008).

Sponsorship is a critical advertising and marketing device for affiliation, variety, emblem, and institutional administrations to deliver a wide note through affiliation with the sponsorship assets (occasion, hobby, corporation, individual, media, or area). All sponsorships must be punctual, estimable, and sincere (Bragg et al., 2018). It needs to be perceived with a due sense of social duty and must agree to the concepts of truthful opposition as typically ordinary in enterprise.

Marketing professionals pointed out the ubiquity of games/sports and have planned them as important factor of promoting efforts for reasonably in a huge time. Sports indorsing uses games and in several edges towards benefit circulate revenue to institutions (Witcher et al., 2012).

On the top while sporting activities products preserve up distinct game component, it is far taken care of underneath games based totally strategies and it is far the remaining location of games selling (De-Carvalho et al., 2013). These sports bodes consider the associate sports objects to position on fundamentals for advertising and marketing purposes to prompt achievements/wins truth for the protection of every person.

Sports formations, links, equipment, and gamers are taking the maximum intense favorable position of the devices that web based totally existence proposals these beings (Chebli & Gharbi, 2014). The unbiased of any sporting matter is to make a lively and steadfast fan base. With the technique of innovation, this has out to be less complex than formerly sports enthusiasts' affection to be a portion of aspect is to cherish the institution, organization, membership, or established order.

Methodological Procedures

The present research adopted quantitative approach in nature. Population is the whole set of individuals or tools having a similar characters selected for the research. The population of the present research was all male players representing various sports' clubs working in Bahawalpur and Faisalabad cities. Systematic random sampling was used for the entire research in selection of the samples. Sample may, furthermore, defined as a unit inside the whole population used by the researchers at some point. In this study, the overall sample size was 200 club players belonging to four major game disciplines (cricket, football, hockey, and volleyball) whose represented them in club competitions belonging to sports' clubs of Bahawalpur and Faisalabad.

The present research employed a self-administered survey questionnaire as an instrument to collect the data. The validity and reliability was measured through pilot testing. The questionnaire was comprised of three domains (sponsorships, institutional growth, and sports of players). Sponsorships, institutional growth, and sports of players had 13, 8, and 10 items respectively. In this regards, initially data was collected from 32 club players to test the self-administered survey questionnaire. After the collection of pilot data, the validity was checked through Kaiser-Meyer-Olkin (KMO) and Bartlett's Test, anti-image matrices, communalities, eigenvalue, and factor component. All the values of KMO and Bartlett's Test, anti-image, communalities, eigenvalue, and factor component were found above than 0.5 (Goodness-of-fit) and meet the satisfactory requirements. On the other hand, the reliability was measured through the Cronbach' Alpha. All three factors (Sponsorships, institutional growth, and sports of players) were indicated strong reliability .754, .817, and .771 respectively.

After finalizing the draft of instrument, the 200 questionnaires were distributed equally among the club players of Bahawalpur and Faisalabad belonging to cricket, football, hockey, and volleyball game disciplines with consent of clubs' management. The players returned back 193 filled questionnaires. All 193 questionnaires were edited in SPSS version-26 and further turned into used for statistical analysis. Various statistical techniques were applied such as descriptive statistics, Pearson's correlation analysis and multiple regression analysis in the present research for data analyses and its further evaluation.

Results

One of the parts within the questionnaire, named as demographic statistics, has been discussed from end to end frequency proportion. Demographic information collected at the start of questionnaire portion from 193 respondents and analysis by descriptive statistics were made through mean, std. deviation, percentage, and frequency measures.

Respondent were aged between 17-22 years in the present research. Mean age was measured 20.18 years whereas, the standard deviation was found 2.49. Total 193 players participated in the present research belonging to diverse sport clubs of Bahawalpur and Faisalabad within four game/sport disciplines such as cricket (67), football (58), hockey (39), and volleyball (29).

Table 1. Demographic Statistics of Respondents (n-193)

Sr.#	Variables	No. of Respondents			
		Bahawalpur		Faisalabad	
Age Category of Respondents					
1.	17 years	13	6.8%	10	5.2%
2.	18 years	11	5.7%	18	9.3%
3.	19 years	17	8.9%	22	11.4%
4.	20 years	27	14.0%	20	10.3%
5.	21 years	15	7.8%	19	9.8%
6.	22 years	9	4.6%	12	6.2%
Total:		193		100%	
Sport/Game Category of Respondents					
1.	Cricket	29	15.0%	38	19.7%
2.	Football	23	11.9%	35	18.1%
3.	Hockey	17	8.9%	22	11.3%
4.	Volleyball	17	8.9%	12	6.2%
Total:		193		100%	
Mean Age		20.18 years			
Std. Deviation		2.49			

Pearson correlation analysis were employed to find out the relationship between two constructs. The results of relationship between sponsorships and sport of players at club level were displayed in Table 2. Correlation analysis of both variables revealed that sponsorships had a significantly relationship with sport of players ($p = 0.01$). Therefore, the positive association was found between sponsorships and sport of players. The strength of relationship was noted medium ($r = .565$).

The relationship between institutional growth and sport of club players was analyzed through Pearson correlation analysis. The findings demonstrated that institutional growth was positively associated with sport of club players and displayed in Table 2. The analysis of correlation revealed that the relationship between institutional growth and sport of players was existed significant ($p = 0.01$). Therefore, the relationship was found strong ($r = .565$) among the constructs.

Table 2: Correlation Results between Sponsorships and Sports of Club Players (n-193)

Construct	Level of Significance	Sponsorships	Institutional Growth	Sport of Players
Sponsorships	Pearson Correlation	-		
	Sig. (2-tailed)			
Institutional Growth	Pearson Correlation	.659**	-	
	Sig. (2-tailed)	.000		
Sports of Players	Pearson Correlation	.565**	.613**	-
	Sig. (2-tailed)	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Multiple regression analysis was employed to know the impact of predictor factors (sponsorships and institutional growth) on outcome variable (sport of club players). The results shown the values of $R^2 = .419$ (Adjusted R Square=.411) and Std. Error of estimate 2.47236 and Durbin Watson 1.927 were displayed in Table 3. All the values were revealed strong and predictable and considered at the goodness of fit.

Table 3: Model Summary Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.452	.419	.411	2.47236	1.927

- a. Predictors: (Constant), Institutional Growth, Sponsorships
- b. Dependent Variable: Sports of Players

The findings of ANOVA revealed that the values $F(2,190)=69.36$ and $p = .01$ were found strong and statistical significant as showed in Table 4.

Table 4: ANOVA Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	423.981	2	423.981	69.362	.000
	Residual	904.659	190	6.113		
	Total	1328.640	192			

- a. Dependent Variable: Sports of Players
- b. Predictors: (Constant), Institutional Growth, Sponsorships

The results of coefficients in the Table 5 revealed that standardized of coefficients of sponsorships was $\beta=.452$, $t=8.32$, $p=.01$. Thus, 45.2% variance of sponsorships construct was found in sport of players which showed that sponsorships had great impact on the sports of players.

On the other hand, standardized coefficients of institutional growth construct was $\beta=.276$, $t=6.961$, $p=.01$. Therefore, 27.6% variance of institutional growth construct was existed in sport of club players which confirmed that institutional growth had significant impact on the sports of players. The findings of the present research revealed that all the values of β , t , and p were found at their significant level described in Table 5.

Table 5: Coefficients Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	20.442	2.917			7.007	.000
Sponsorships	.676	.081	.452		8.328	.000
Institutional Growth	.489	.198	.276		6.961	.002

- a. Dependent Variable: Sports of Players

Discussions

The present research, in the course of using quantitative research, set up a strong relation between sponsorships and sports activities/events of club players in terms of brand consciousness, brand photo, and brand association. This research makes contribution to the sponsorships on sports of players place by way of doing a study based totally on a club.

Constant with the results of the research confirmed the relationship between the sponsorships and sport of club players of both cities. According to the findings, sponsorships and sport of players had positive and significant relationship. The results showed that the correlation is found significant at 0.01 level between these two constructs. The reason behind the significant relationship sponsorships and sport of players was that sponsors may be had a central contribution in the promotion and development of the sport of club players. The results revealed that institutional growth construct had positive and significant association with sport of players at club level. The reason behind the significant relationship of institutional growth and sport of club players was that the affiliation of institutions provide backbone to their players and provide them basic infrastructure assisting with competent coaching and training staff to polish their players capabilities and talent. The previous researches also confirmed the relationship of sponsorships and institutional growth with sports of players (Johar & Pham, 2014; Ali et al., 2016; Bragg et al., 2018; De-Carvalho et al., 2013).

Regression analysis results revealed that sponsorships and institutional growth constructs had significant impact on sport of players at club level. Sponsor is endorsing the business through sports marketing. The reason of significant impact of sponsorships and institutional growth on the sport of club players may be that sponsors have a key role to enhance the standards of games/sports economically as well as institutions strengthen the players technically. Constantly with the previous studies, the findings confirmed the significant impact of sponsorships and institutional growth on sports of players (Bragg et al., 2018; Chebli & Gharbi, 2014; De-Carvalho et al., 2013; Witcher et al., 2012).

Conclusion

Sponsorship plays a vital role in the progress of sports and players growth as well. It has a major part in the economy of the any country and establishment of society. Therefore, it was concluded from the results that sponsorship is one of the optimistic factors that have great contribution in promotion of sports of Pakistan as underdeveloped country and an immense need of the Pakistan for its economy to boost up. Furthermore, many sponsors may lead to prosperity of the sports, players, and Pakistan as well. Big company should sponsor their brands to uplift the sports and economy of Pakistan in future.

Recommendations, Implications and Limitations

According to research findings, sponsors should take interest to enhance the level of sports in Pakistan as well as to promote their products through sports. Government may be involved in signing MOUs (Memorandum of Understanding) between sponsoring companies and Governing sports' bodies for the benefits of sports and company brands fruitfully. The present study was broadly involved to the club players of Pakistan, however, limited to Bahawalpur and Faisalabad cities.

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