



SPORTS MARKETING: ITS SOCIETAL IMPLICATIONS.

Sports Science

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ABSTRACT

The purpose of this presentation is to highlight about sports marketing and its societal acceptance. Sports' marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. *Twenty years ago, the media had a great deal of power and advertisers had a lot of faith in paid advertisements.* Social networks are, in many cases, a good tool for avoiding costly market research. They are the shortest, fastest and most direct way to reach your audience through a person who, in that specific community, has more credibility than anyone. The goal is to provide the client with strategies to promote sports or to promote some other product, service, business or cause through sports.

KEYWORDS

Sports marketing, Societal implications, Social networking.

INTRODUCTION:

The form of marketing that allows marketers to leverage the popularity and the attention of sports in order to promote a brand or product is called "Sports Marketing.

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Sports' marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.

Types of Sporting Marketing

There are three types of sports marketing. They are:

1) Marketing of Sports

Marketing of sports is the promotion of sports, sporting events, sporting associations and sports teams. This kind of promotion is directly concerned with sports. It is defined as developing or designing a "live" activity which has a particular theme.

2) Marketing through Sports

Marketing through sports is concerned with the promotion of different goods, services or causes by piggybacking on the popularity of sports and athletes. This is the sector that deals with athletes and sports teams endorsing different products, as well as the use of sporting events by sponsors to advertise their products to the viewers.

This is where different platforms of advertisement are utilized with a particular focus on promoting a product. This kind of marketing can be the responsibility of the sports associations or the sports clubs. Other than sponsorship and endorsement, there is also the sale of licensed merchandise, events where athletes interact with their fans and so on.

3) Grassroots Sports Marketing

Grassroots sports marketing is concerned with promoting sports to the general populace. This is done with a view to increasing the popularity of a sport not as entertainment but as exercise. The target is to increase participation in the sport.

This is social marketing because it is of benefit to the public. It is usually carried out by sports associations that wish to increase interest in their sport and governmental bodies and charitable organizations that seek to increase participation from youths and also to lower the cost of healthcare by promoting activity. Sports and entertainment marketing also covers the marketing and promotion of live sporting events.

Social networking

Social networking has definitively changed the way we connect with the world. News reaches us via **Twitter** the moment it happens, there's no need to go to the newsstand in search of a newspaper to find out what's in the press today, and even in our leisure time, we are more focused on that 'second screen', such as the mobile, than on enjoying the moment.

Twenty years ago, the media had a great deal of power and advertisers had a lot of faith in paid advertisements. Social networks are, in many cases, a good tool for avoiding costly market research. They are the shortest, fastest and most direct way to reach your audience through a person who, in that specific **community**, has more **credibility** than anyone. The **sports person** 'delivers' to their **sponsor** a consumer base of millions of people who every day are interested in what they do, what they feel, what they consume.

The Advantages of Sporting Marketing

Sports marketing is advantageous for athletes, teams, and associations as well as companies that sponsor and promote sports.

- **Advantages for the sportspersons:** Athletes, teams, and associations enjoy direct revenue from endorsement deals. Being the face of a brand makes them more accessible to people who do not follow sports. This can lead to said people beginning to follow sports for the sake of this athlete or team, in turn, increase revenue from ticket sales and the like for the athlete or team. Sports marketing raising interest in a sport in general benefits everybody associated with that sport. They also benefit from the media rights that come with promoting sports.
- **Advantages for sponsors:** Business organizations benefit from sponsoring sporting teams and events because they receive revenue from it. Additionally, they can use the event or team to endorse their products in return. Followers of sports or fans of a particular team will see the endorsement and take an interest in the products. Using the endorsement of a celebrity athlete is a definite way of ensuring increased sales and profit. By entering into deals with sports associations sponsors can promote major events and associate themselves with the event, which benefits them in the long run.
- **Advantages for viewers:** Viewers of sports gain awareness of different sports and sporting events through sports marketing. Sports' marketing gives fans the opportunity to interact with their idol athletes through promotional events. It also focuses on raising participation in sports among viewers. Fans can become athletes themselves if the marketing strategies are employed correctly. Sports' marketing meets the needs of consumers by the means of exchange processes.
- **Advantages for venue locale:** The cities and countries which host major sporting events benefit greatly as a result of sports marketing. The event is often advertised with an emphasis on the country or city which is hosting it, such as the Olympics. The city or country receives direct revenue because of taxes. Additionally,

a major sporting event such as a World Cup leads to a surge in tourism. Fans of the sport or a particular team or athlete often travel to this particular locale in order to view the event in person. If the event is promoted then it ensures revenue from the tourism industry.

The Disadvantages of Sporting Marketing

There are disadvantages to sports marketing as well. These include excessive power in the hands of businesses, oversaturation of brands and so on.

- **Lack of uniqueness:** There are a vast number of brands in the sports industry. The viewers are exposed to a very large quantity of advertisements for different products in the course of following a sport. If the brand fails to stand out to a sufficient degree then it will be lost in a sea of competitors. The viewer of a televised event might also be too invested in the match to pay attention to advertisements.
- **The behaviour of athletes :** While athletes are very good for endorsing products, any action on the part of the athlete that fails to live up to standards of expectation will have a negative impact. An athlete who has committed a crime or has been caught using steroids will lose the trust of their fans. As a result, any brand endorsed by them will suffer.
- **Commercialisation :** Marketing through sports may lead to the marketing of goods and services through the use of sports overshadowing the actual sport. This leads to businesses gaining too much power over sports teams or athletes. Monetary gain becomes the primary focus and the sport itself suffers. There is a loss of integrity. The final say belongs to big corporations.

CONCLUSION

Sports marketing is very useful in multiple ways, mostly in conjunction with how the popularity of sports can be used by the business industry and used to promote sports in return. The goal is to provide the client with strategies to promote sports or to promote some other product, service, business or cause through sports.

REFERENCES

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