



The Marketing Strategy through Sports Media to Stimulate a Consumer Sentiment

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Abstract

Purpose: To entice new customers, companies attach their products to sports. From a pastime enjoyed by many to a multi-billion-dollar enterprise, the sport has evolved due to the growth in sports marketing spending. The purpose of this study is to illustrate the notion of sports media marketing using the prior textual data. **Research design, data and methodology:** The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology was conducted to investigate previous literature to achieve the purpose of the study. This method includes searching for information sources, selection of articles, and results extraction relative to the objectives. **Results:** The findings from prior systematic review indicated that customers and the marketplace can be better understood with the help of well-executed marketing campaigns. Moreover, many different techniques are being utilized to describe sports marketing such as the use of media, advertisement, public relations, and direct sales. **Conclusions:** All in all, the present study concludes that the notion of associative competitiveness is one of the unique characteristics of the sports sector. As a result, sports leagues and federations must maintain a balance within the league and develop a shared marketing strategy to help promote their respective sports and competitions.

Keywords : Sports Marketing Strategy, Sports Media, Customer Behavior

JEL Classification Code L83, Z28, M31, N30

1. Introduction^a

Sport, sometimes referred to as the "first secondary item in a man's life," has a broad appeal. It is a form of entertainment that everybody may enjoy and comprehend. Sport, above all else, fosters emotional ties between participants. For the past 100 years, marketers have used this emotional connection to promote their businesses. To entice new customers, companies attach their products to sports. From a pastime enjoyed by many to a multi-billion-dollar

enterprise, the sport has evolved due to the growth in sports marketing spending. International firms have asserted that sport, as a way to satisfy several core human wants, is an attractive means for them to reach a wide range of individuals. With its financial potential and high emotional attachment to sport, sport is an attractive subject for marketing. Companies utilize sports marketing to link their product to a well-known athlete or sports team to achieve this goal. Businesses are expected to benefit from people's positive impressions of the sports property.

Compared to previous generations, today's consumers

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have higher expectations. Media, communication, and transportation advancements have made the global economy increasingly interconnected. There has been an increase in the popularity of products developed in one country. However, it is not an easy process to penetrate new markets around the world. Entries encounter a wide range of difficulties as they work to build their brand. This is particularly apparent in more established markets, such as the European and U.S. Several well-known brands are already established in certain areas, making it difficult for new firms to enter.

Non-sport products can be marketed through an association with sport, while sports products can be marketed by applying marketing concepts to sports products and services (Smith & Stewart, 2014). Other items and services can also be marketed through sport, such as consumer and industrial goods or services. In sports marketing, as in all forms of advertising, the goal is to meet the wants and needs of the target audience. Sports services and sports-related items are provided to consumers for this goal to be met.

In contrast to traditional marketing, sports marketing can also drive the purchase of non-sporting products and services through its affiliation. To be clear, sports marketing includes both the promotion of sporting events and the use of sporting events to promote various other goods and services (Smith & Stewart, 2014). A sport's promotion and its promotion are two separate but intertwined activities that fall under the umbrella of sports marketing products and services for sports enthusiasts that are sold directly to the customer Sporting goods. Professional competitions, sporting events, and local clubs and teams are all part of the marketing mix.

In the 1870s, the first modern instances of sports marketing were tobacco cards portraying baseball players. In 1939, Babe Ruth became the first 6-figure sportsman in the history of professional sports when a Major Baseball League match was televised for the first time. Sports marketing didn't take off until the United States government banned tobacco advertisements on television and radio in 1971. Keeping cigarette brands in the minds of fans and viewers of sporting activities like auto racing and tennis was made possible through sponsorships (Shannon, 1999).

The right to share an emotional experience with other sports fans comes at a cost to the sports fan. The fan attends the game to participate in this social engagement with others. In contrast to most other retail situations, large crowds generally have a good psychological impact. As a result, consumers' awareness levels are dropped, and their perceptions of their surroundings aren't evaluated as thoroughly as they should be. Emotional attachments are linked to everything customers see and experience around us. A marketer has an opportunity to "sell" its marketing mix

in these contexts.

Sponsorship is perhaps the best way to appeal to people's emotions and interests out of all the marketing mix options available, including new media. Sports events and teams can be used by brands to build their equity and awareness. Promoting a brand through sporting event sponsorship allows companies to develop activation programs encouraging customers to participate and interact with the brand, thus strengthening the emotional bond. One of the most potent ways of getting customer's message across is by activating customer's sponsorship in this way. A more successful and measurable marketing approach can be achieved as a result.

2. Literature Review

This literature review aims to offer an overview of the critical literature on the subject of Sports Media Marketing and how it may be used to elicit a Consumer Sentiment. There are two sections to this chapter. Before getting into the specifics, let's discuss sports media methods as a marketing tool. The second is that it is an essential tool for boosting customer sentiment and the most widely used one. Its goals, metrics, and conceptual framework are all supplied.

2.1. Sports Media Marketing Strategy

A key source of money for sports organizations, sports media consumption (from now on, SMC) is a popular pastime and a significant source of entertainment. A broad variety of SMC platforms exist, but television is still the most important medium. In the 2010 FIFA World Cup, ESPN spent \$100 million to get the rights to broadcast the games; the average viewership for each match was 188 million people.

Concerned about the movement in sports fans' preferences from stadium attendance to SMC (Luker, 2012) offers a fundamental subject for further study: Is SMC a cannibalizing factor for stadium attendance? Symbiosis vs. competitiveness has been two opposing viewpoints (Atkin, Jeffres, Lee, & Neuendorf, 2008; Pritchard & Funk, 2006). Scholars have suggested that SMC encourages sporting event attendance (i.e., a symbiotic relationship). In contrast, others have argued that SMC is a substitute to encourage spectatorship that inhibits participation in events. It has been widely discussed in non-scholarly writings, although academics are still unsure of how SMC and stadium attendance are linked psychologically (Larkin, Fink, & Trail, 2015)

The two approaches are vastly different regarding how people get their fix on sports. Event attendance has been perceived as a more physically and mentally taxing kind of

consumption by academics (Mehus, 2005; Wann & James, 2018) that is more active than passively watching sporting events on television. Due to the fact that individuals can test the effectiveness of direct purchase behavior based on the quality of their indirect purchasing behavior, it is conceivable to regard them as crucial drivers of indirect buying behaviour (such as SMC). (Hoch & Deighton, 1989). Earlier research supports this idea, showing a good correlation between direct experiences like visiting museums and concerts or sporting events and indirect ones like media (Armstrong, 2002; Meir, 2000; Shah, Schmierbach, Hawkins, Espino, & Donovan, 2002)

Flow experience and hedonic demand satisfaction are the focus of this study, which provides more evidence that is watching sports on T.V. and attending sporting events are inextricably linked. Flow sensation and There are diagnostic cues to be found in the satisfaction of hedonic needs in hedonic consumption scenarios to evaluate theories regarding the hedonic merits of spectatorship attendance. Flow is a state of total immersion in an activity that results in a sensation of maximum pleasure. When an individual feels good feelings or emotions, such as enjoyment, amusement, and delight, hedonic desire fulfillment occurs. Because hedonic experiences (Holbrook & Hirschman, 1982) are at the heart of experiential consumption, such as sports viewing, achieving a state of flow and satisfying hedonic wants might be considered SMC's primary aims. Sports media consumers are more likely to rely on their flow experiences to determine whether or not their sensory demands and goals are being met, in addition to evaluating their theories about how effectively direct consumption meets those wants and goals.

SMC (indirect consumption) is defined by flow experience and hedonic demand fulfillment, but little is known about the role of these concepts in the relationship between SMC and spectator sports. Flow experience and hedonic need fulfillment were examined to address a gap in the literature on sports consumer behavior by doing this study. An individual factor (team identification) and an environmental factor (perceived performance of the team) were examined to see how they affected and how hedonistic need satisfaction was linked to attending intent via facilitating conditions.

The sports marketing mix is at the heart of the sports market, according to the study (Schwarz & Hunter, 2008). Three areas of marketing analysis — the customer, the firm, and the competitor — are critical to grasping the sports marketing mix. Having a firm grasp of these concepts is essential for successfully managing, coordinating, and implementing the marketing mix.

Next comes the marketing mix, which includes the many components of a sports market after they are identified. The marketing mix is defined by the study as " marketing aspects

that people can control, and more particularly the quantity among which people decide for a certain occasion". McCarthy first coined the term "4Ps" for the marketing mix in 1975. Product, pricing, location, and promotion make up the 4Ps. The underlying goal of "the stimulation of market demand" is when people talk about a company's communications with its various stakeholders, often known as its marketing communications or communications mix (Meenaghan, 1983).

Advertising, public relations, sales promotions, and personal selling are examples of promotion. Traditionally, public relations has been classified as part of sponsorship. Still, more recent texts classify it under the umbrella of promotion, where it can be found among other conventional and modern aspects of the communications mix.

2.2. Promotion of Sports Marketing

There are many ways to promote a product in sports marketing, according to the study (Smith, 2012). It is the goal of all of these actions to draw attention, pique consumers' curiosity, and persuade them to buy sports-related products. Educating and communicating with customers is at the heart of promotional efforts. All types of communication with potential customers are included in the promotion process. Marketers in the sports industry use it to inform, persuade, and remind customers about a product. Promotion is all about getting people to like a sports product and then getting them to want to try it out, all in line with a set positioning strategy.

Organizations can choose from a variety of methods for increasing their visibility. Both above- and below-the-line promotion can be divided into these two categories. Ad agencies were paid at a different rate and in a distinct manner from those that handled other promotional operations for Proctor and Gamble in 1954, which led to the creation of "Above The Line" and "Below The Line" (Baker & Hart, 2008).

Above-the-line advertising relies on the power of television, radio, and the internet. Advertising to a considerable number of people is the primary goal of this strategy. In addition to print, online, and T.V. advertising, it also covers movie advertising. Ads in the press are part of the above-the-line activity. Advertising can be done in various ways, including through billboards, websites, and online banners. The above-the-line promotion has become less popular as a marketing strategy because it is difficult to target a particular demographic with such campaigns. As a result, it's seen by a wide range of people who have varied likes and demands. Additionally, this type of advertising is extremely pricey.

Specific and memorable actions are employed in below-the-line approaches to target specific groups of customers.

The organization has full command and control over them. In contrast to their above-the-line activities, companies use these tactics to target narrowly defined consumer groups. Below-the-line marketing campaigns indicate support for a wide range of environmental issues. For example, firms can exhibit their social responsibility and community cohesion by partnering with charitable and socially responsible groups, such as Plant and Love Trees, to inspire people to take socially responsible actions, such as planting and caring for trees. Public concern about environmental issues is exceptionally high. Partnerships like this are essential for companies to show their commitment to supporting public concern. Some of the most popular of these channels include blogs and social networking sites like Facebook and MySpace. In addition to a company's own YouTube channel, it also has a presence on the social media platform. As a result, CRM may be developed, allowing businesses to collect customer data and engage with it in various ways. Viral marketing can get off to a good start with the help of this strategy. When a message is well-received, it can be disseminated to further customers via electronic means or verbally.

2.3. Research Gap

There is a lack of data on the effectiveness and applicability of sports media marketing strategies for corporations and other stakeholders. Sport marketing concepts are not adequately covered in the research. To grasp the breadth of applications for sports, one must first grasp the concept of sports marketing. The advantages of marketing through sports should also be highlighted in the literature. Sports marketing encourages memberships, sales, and public awareness. Companies, athletes, associations, leagues, and sports event managers all profit from these characteristics. Customers and the marketplace can be better understood with the help of well-executed marketing campaigns. Several intriguing and hitherto unexplored questions related to this thesis's focus on sports sponsorship arose during the investigation. Sponsorship, for example, can significantly impact an event's outcome (if the team or player wins or loses). Alternatively, the success of a gathering might be attributed to environmental factors (wind, rain, sun, mist...). May disruptive components limit the display of sponsor logos and decrease the number of attendees at the event?

Table 1: Previous Studies of Sports Media Marketing

Key Topic	Previous Authors	Sharing Opinion
Sports Media Marketing Strategy and Promotion	Luker, 2012; Atkin et al., 2008; Pritchard & Funk, 2006; Larkin, Fink, & Trail, 2015; Mehus, 2005; Wann & James, 2018; Hoch & Deighton, 1989; Armstrong, 2002; Meir, 2000; Shah et al., 2002; Holbrook & Hirschman, 1982; Schwarz & Hunter, 2008; Meenaghan, 1983; Smith, 2012; Baker & Hart, 2008	(1) Sports media consumers are more likely to rely on their flow experiences to determine whether or not their sensory demands and goals are being met, in addition to evaluating their theories about how effectively direct consumption meets those wants and goals (2) All types of communication with potential customers are included in the promotion process. Marketers in the sports industry use it to inform, persuade, and remind customers about a product.

3. Research Design

Due to the extensive analysis of many studies involved, systematic reviews and meta-analyses are considered the most reliable sources of evidence. Therefore, the studies have high statistical power, making them high validity sources of evidence. Since information from these studies is a valuable source of knowledge for an array of users, including professionals, policymakers, researchers, and educators, transparency in reporting is critical. The previous lack of uniformity in reporting systematic reviews and meta-analyses prompted the development of a tool that ensures transparency. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) is a guideline that provides researchers in healthcare with a set of procedures to be observed when reporting methods and results used in conducting systematic reviews and meta-analyses (Page et al., 2021a). PRISMA comprises a checklist of items that should be reported by researchers conducting these studies and guidance on how to report on each item.

The goal of PRISMA is to ensure accuracy, completeness, and transparency in reporting of studies. It forms part of the study's research methodology, as it elaborates the steps taken to achieve the results as well as the procedures of handling and analysis of findings. The reporting method provides readers with the exact procedure in which the study was undertaken. PRISMA requires researchers to narrate in detail all steps in the decision-

making process of the review. These include searching for information sources, selection of articles, and results extraction relative to the objectives and research hypotheses. As such, this procedure can be considered a research design for the execution and reporting of reviews and meta-analyses. Moreover, the methodology provides a universally accepted way of conducting research.

3.1. Justification of the PRISMA

The PRISMA provides a quality standard for reviews, ensuring that relevant information is included while conducting and reporting the review. This comprehensive review and analysis process description ensures that quality is maintained while conducting these studies. Readers will be able to get a clear picture of the process and infer the credibility of the results based on the procedures followed. Maticic, Krnic Martinic, and Puljak (2019) observed that ambiguity exists in the elements included in systematic reviews. This uniform method of presenting research information removes ambiguity from reviews and provides precision in these key research studies. Additionally, using PRISMA enables comparability of findings. Since it advocates for a specific structure, readers can easily compare reviews and meta-analyses and draw conclusions from the data (Nguyen, Nantharath, & Kang, 2022).

Researchers have observed that using PRISMA is essential to the quality of systematic reviews. Panic et al. (2013) evaluated the quality of published articles following the endorsement of PRISMA according to the AMSTAR quality scale. The findings indicated that the quality of systematic reviews and meta-analyses improved due to PRISMA endorsement. Additionally, authors of publications that had referenced the use of the PRISMA guidelines were found to exhibit high quality in reporting and methodology. These findings indicate that adopting the PRISMA guideline ensures researchers conduct quality reviews and meta-analyses and prepare quality descriptions in their reports. The lack of standardized guidelines for reporting systematic reviews is associated with poorly conducted research, as the prior study (Maticic et al., 2019) observed. Most of the poorly reported studies observed used substandard statistical techniques and lacked essential aspects of methodology such as the search and selection process. A standardized guideline such as PRISMA can eradicate this lack of quality in published research articles.

3.2. Textual Data Obtaining Process

Next, the present author outlined the search strategy, selection, and data collection processes. The search strategy is reported using the exact word-by-word sequence of terms used in the search, filters, tools used, and whether they were

validated. The selection process includes the stages of screening to identify eligible studies. This description also includes the number of reviewers involved in each stage and whether they worked independently. Similarly, the authors outline the collection process regarding the procedures used to obtain and confirm data from studies and the number of reviewers involved (Kang, 2021; Woo, 2021).

Then, data items, risk assessment study, and effect measures are described. Data items include the outcome variable as well as other variables of interest identified from the studies selected. How the risk of bias was assessed is described, including the methods, tools, and number of reviewers used. The effect measures used are outlined for each outcome, and the justification for each effect measure selected. After that, methods used in synthesis, visual display, exploration of variations observed, and analyses of robustness of results are described alongside their rationale. Next, the author details the methods of evaluating the risk of reporting bias due to missing results as well as methods used to ascertain confidence in the evidence observed (Nguyen et al., 2022).

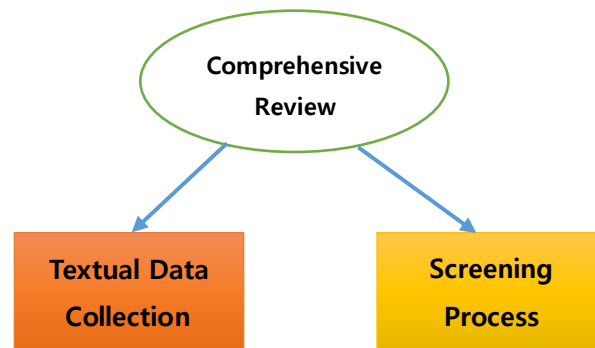


Figure 1: Content Analysis via PRISMA Method

4. Findings

When talking about sports, customers are not simply about playing a game. Sport has always been a business since the first bookmaker accepted the first wager on a game's outcome from the first punter. Big money is made in sports. For example, the NBA, MLB, NFL, and NHL are the four major American football leagues—collectively earn over \$23 billion in income each year, and that's just the tip of the iceberg. And that's just for starters. According to U.S. government statistics, the annual retail sales of athletic goods in the United States are \$42.6 billion. Ticket sales, sporting goods, licensed items and copyrights, sports advertising, and Sports Media are just a few revenue streams in the sports business that contribute to its complexity.

Increased earnings can be achieved through social media, which can efficiently target a variety of potential sources of income (Shank & Lyberger, 2014).

Many different techniques are being utilized to describe marketing. Others define marketing as the use of media such as advertisement, public relations, and direct sales to increase sales of a certain product. On the other hand, marketing is a far broader idea than this. A simple definition of marketing is that it is all about making clients or consumers happy. People who take part in or follow various forms of sports, such as watching or listening to sports news and programs, collecting memorabilia or buying sporting goods like t-shirts or shoes, or even just surfing a sports website to learn the latest about their favorite team, player, or event, are all examples of people who are interested in sports marketing. Consumers of sporting goods and services are referred to as sports consumers. Customers who pay a fee to use a particular product or service are referred to as sports customers. Consumers of sporting goods and services may be referred to as "sports fans" or "sports consumers." (Seong, 2021).

Non-sport products can be sold at sporting events by integrating marketing concepts with sports services and goods (Merz, 2008). Because of this, sports marketing is divided into two main categories. Advertisements for sporting goods and services employ the same strategies as those used to promote other products and services. Sports marketing is mostly used to sell non-sports-related industrial products and services. As with any kind of advertising, the desires and needs of consumers are considered while creating sports marketing campaigns. Sport-related products and services are the way through which this is achieved. When it comes to non-sporting goods and services, however, sports marketing has a distinct advantage because of its close association with sports fans (Smith & Stewart, 2007).

Sporting goods, professional contests, sporting events, and local clubs are just a few examples of what can be sold directly to sports fans. Season ticket holders and team advertising are only two examples of the many ways in which a sports club can advertise itself. It is possible to sell a non-sporting product by using an association with a sporting event. Athletes might endorse biscuits, firms could sponsor sporting events, or even beverage companies could have exclusive rights to serve alcoholic beverages at sporting venues or events, for example (Conn, 2001).

Sports marketing is a two-pronged approach to understanding how the sport is used in various contexts. Sports marketing, on the other hand, tends to focus too much on the selling aspect of it. The ideal way to distribute sports content to clients is to conduct a long-term strategic analysis before any deals are made. Because of this, sports marketing is also a collection of activities associated with delivering a sports product or service and should be viewed as such.

Before a product or service can be sold, it must be part of a consumer's consciousness (Hoch & Ha, 1986). As a result, the consumer must be aware of and respond to the sports product or service in order for this to be effective. In the minds of consumers, sports brands can be described as positioned once they have established themselves. Branding is the process of establishing this response (Kurtzman & Zauhar, 2005). Due to strong branding and a strong market position, sports marketing has mimicked the creation of long-term relationships between sports brands and their customers. The products have a fantastic football team that performs and wins wonderfully. It also includes trading aspects, such as the sale of shirts and other memorabilia. Television rights and a Manchester United-branded channel were also included in the price of the offering. Manchester United's home games are held at Old Trafford, but the club also plays at various venues. And, of course, the club's website and other social media outlets are used to sell the club's items.

It's no secret that Manchester United is a global brand. Promotional events like those with Vodafone are also part of the club's repertoire. Manchester United merchandise, including books, jerseys, key chains, and programs, can be purchased and advertised on the club's official website. Product positioning, such as making it appear to be a down-market or up-market product, is an example of product positioning. It is a product aimed at both young and old customers (Aaker, 1997).

It should come as no surprise that social media marketing and sports communication demand their distinctive approaches, given how deeply people are affected by sports. A sport's uniqueness and ability to draw people together make it an ideal industry for social media to significantly impact marketing and communications (Newman, Peck, & Wilhide, 2017).

4.1. Benefits of Marketing through Sport.

Sports marketing encourages memberships, sales, and public awareness. Companies, athletes, associations, leagues, and sports event managers all profit from these characteristics. Customers and the marketplace can be better understood with the help of well-executed marketing campaigns. Additionally, making well-informed marketing selections contributes to the overall success of a business, club, or organization. Sport is a profitable and long-term marketing source because of its position and importance in people's lives (Prothero, 1990).

The term "marketing through sport" has been in use since the 1980s, but it has gained currency in the recent two decades due to the expansion and growth that many sports have had since that time. Marketing through sports is a method that can be applied in two different ways within the

sports industry. A sports club or the sport itself might be the first point of contact for marketing and promotion. Sports clubs and sports associations are responsible for marketing in the first situation, whereas in the second case, it is the responsibility of the sports associations (Anagnostopoulos, Byers, & Shilbury, 2014).

Regarding entertainment, sports are unique in that customers can't predict what will happen next no matter how many times customers watch a show. Marketers exploit this one-of-a-kind fact to their advantage because it ensures that viewers will see advertisements repeatedly as they return to the same event. Sports marketing, unlike marketing in other fields or industries, offers a wide range of possibilities and diversifications for the various companies that work in this field (Gladden & Funk, 2002)

Table 1: Results from the Qualitative Texts Analysis

Key Topic	Previous Authors	Sharing Opinion
Benefits of Marketing through Sport.	Shank & Lyberger, 2014; Seong, 2021; Merz, 2008; Smith & Stewart, 2007; Conn, 2001; Hoch & Ha, 1986; Kurtzman & Zauhar, 2005; Aaker, 1997; Newman, Peck, & Wilhide, 2017; Prothero, 1990; Anagnostopoulos, Byers, & Shilbury, 2014; Gladden & Funk, 2002	<p>-Sports Media are just a few revenue streams in the sports business that contribute to its complexity. Increased earnings can be achieved through social media, which can efficiently target a variety of potential sources of income</p> <p>-Many different techniques are being utilized to describe marketing. Others define marketing as the use of media such as advertisement, public relations, and direct sales to increase sales of a certain product.</p>

5. Conclusions

The present author drew a graph to illustrate the notion of sports marketing using the data from the previous sections of this paper. It's not uncommon for companies or sports organizations to play a role in sports marketing, but they're not the only ones. In the latter case, advertisers and sponsors attempt to promote non-sports products or sports-related products through sports events. One of their goals is to gain access to their target market by partnering with sports

organizations, and the other is to acquire new consumers among fans and athletes alike.

As a result, sports organizations are marketing sports products, targeted at current or potential players and spectators, respectively. A sport's main product (game, competition, or event) has specific traits that make marketing and promoting it challenging (e.g., unpredictability and spontaneity). In addition, sports organizations must sell ancillary products, such as goods (merchandising items) or services.

The author suggests using van Heerden's (2001) definition of sports marketing as a generally accepted term because it incorporates both streams of sports marketing. Since sports marketing incorporates traditional and non-traditional elements, the author believes it should be considered a distinct and distinct style of marketing that draws on both traditional and non-traditional elements.

5.1. Benefits of Marketing through Sport.

The distinctiveness of sports influences sports marketing because of the variations listed above. For sports organizations and enterprises active in sports marketing and academics in the sports industry, the unique qualities of the sport and the sports product and customers are discussed in this section.

5.1.1. Implications for Sporting Organizations

The notion of associative competitiveness is one of the unique characteristics of the sports sector. As a result, sports leagues and federations must maintain a balance within the league and develop a shared marketing strategy to help promote their respective sports and competitions. It's also a challenge for sports organizations because their product is unpredictable. Other businesses can guarantee the quality of their products, but only a few sporting organizations can make results-specific guarantees. And this leads to unreasonable expectations, which in turn results in dissatisfied customers when things go wrong. It's in the best interest of sporting organizations to avoid overstating their case and to make their audience aware of the true nature of sports. On the other hand, sporting organizations have various options for satisfying their customers. To a certain extent, they can influence the quality of the main product; however, the quality of the product extensions is entirely up to them. It's impossible to predict the outcome of a soccer match, but clubs can ensure that everything else around the pitch is in line with their customers' expectations.

Shortly, sports organizations will require the assistance of marketing specialists to help them implement their sports marketing strategies. Many sports organizations have turned to former (successful) athletes with little or no marketing experience to handle their marketing. To market and promote

their products, potential sporting organizations will not require sports-enthusiastic marketing specialists but rather sports-enthusiastic marketing professionals.

5.1.2. Implications for Companies Involved in Sports Marketing

When it comes to sports marketing, organizations must grasp the particular aspects of sports, as well as the quirks that make this industry unique, to be successful. A big issue in sports marketing is that many firms assign marketing specialists with little or no experience in the sport to their campaigns. Their performance on the field cannot be assured, and exerting too much control over the sporting organization may have unintended consequences. Companies invest in sponsorships to reach their target audience or convert spectators and supporters into new consumers. People who work in marketing for an English Premier League club recognize the narrow line between doing good and abusing sports fans because a marketing director at the club (quoted by) acknowledged as much (Buhler & Nufer, 2012).

5.1.3. Implications for sports marketing academics

As was previously stated, those who work in sports marketing must have a thorough understanding of both marketing and sports. Marketing and academics in the sports sector must be able to teach and communicate their knowledge of the sports industry, the sports product, and the sports consumer. There appears to be a great deal of uncertainty in sports marketing due to a wide range of definitions and viewpoints. To do sound research in sports marketing, the academics involved must have a shared language. As a first step, it would be wise to come up with one universally agreed-upon definition of sports marketing rather than employing numerous specific ones. The question of whether sports marketing is a distinct form of marketing or merely a variation is equally relevant. Academics studying sports marketing would then have a starting point in common.

5.2. Limitations of the Research

The critique might be directed at the experiment's design and subsequent follow-up. Results may be skewed by factors such as respondents being distracted because they filled out the questionnaire in an inconvenient location, such as those mentioned above. When experimenting in a different context, some respondents may be able to think more thoroughly about their answers, which could affect the results. While some study participants were sufficient to assess the results statistically, the questionnaires may be distributed to a more significant number of respondents. As previously indicated, the vast majority of respondents were Croatians, as evidenced by the fact that the survey was completed in English. There's always the chance that a query wasn't

phrased precisely correctly.

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