



Marketing Strategy to lead Leisure sporting goods consumption to improve the leisure life of sports participants

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Received: September 06, 2022. Revised: September 11, 2022. Accepted: September 28, 2022.

Abstract

Purpose – The sports business industry and contemporary sports marketing is an exemplary wide field that primarily comprises specific activities, numerous individuals, organizations, and business ventures. This research aims to provide a marketing strategy to lead Leisure sporting goods consumption to improve the leisure life of sports participants.

Research design, Data, and methodology – The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) was conducted to obtain the appropriate literature resources and total 15 previous resources selected by the present author after excluding papers based on screening process.

Result – The literature analysis revealed that marketing practitioners in the sports and leisure industry should remember three significant solutions which are suggested. These solutions the following: (1) Brand Visibility, (2) Suitable Business Designs, and (3) Customers Support. They will enhance the perspective of consumption goods that foster leisure life to sporting participants following a well-advanced market strategy

Conclusion – The sporting activities are generally inspiring, emotion provoking, immersive, rapidly growing profits and revenues, and engaging; hence, it is a great adventure of advancing customer orientation and a platform for growing the market. Therefore professionals have the responsibility to design sporting events in synergy with different stakeholders in ensuring improved and enjoyable experiences based on the marketing solutions of the current research.

Keywords: Sports Marketing Strategy, Leisure Product Consumption, Leisure Life

JEL Classification Code: M31, L67, D11

1. Introduction

The sports business industry and contemporary sports marketing is an exemplary wide field that primarily comprises specific activities, numerous individuals, organizations, and business ventures that are at the heart of achieving well-coordinated, productive, highly facilitated, promoted, and organized services in the sporting world (Bernstein, 2015). These activities are not limited to diverse entertainment, events, wide-ranging experiences derived from the key players and fans, and skillful contributions to revenue generation and profitability. Sports marketing is given the mandate to conduct and organize distinct activities that to improving the leisure experience of the people generally in any given sports arena through having various activities such as productive goods for carrying out the sporting activity such as the general clothing, and others. Therefore they have a role in ensuring sufficient administration of sporting processes and ventures.

For instance, sports marketing has the role of providing the apparel and equipment used in sports, such as motor vehicle tires and spare parts used in automobile racing, bicycles, skating, and motor vehicles; electronically based gaming materials such as National Basket Ball Association (NBA), Federation International de Football Association (FIFA) and several others; offering services such as drinks, training, ticketing, and foodstuffs; ensuring reliable sporting facilities such as carrying the managerial activities of the stadium and courts, and many others (Clemes et al., 2011; Zhang & Chen, 2019). A marketing Strategy is defined as a long-term plan of action that is following the forward-looking approach to ensure adequate promotion and selling of services and products (Guiyu & Laksitamas, 2022). During sports activities, most people get to enjoy their leisure time by testing different experiences, and even the players get the opportunity to interact with the new world of activities and services. Therefore, there is a great need to ensure that these leisure activities are improved accordingly to serve sports participants with adequate leisure consumption goods such as foodstuffs using a well-devised market plan.

Leisure sporting activities are the core of autonomy and freedom as characteristics to relieve people by giving them the opportunity to dispose of their time adequately and adventure in the various recreational processes and activities depending on their interests. This advance and soothes their strengths, engagement in non-utilitarian mental activities, and other diverse activities that strengthen their psychological and physical experiences based on their activities (Bradbury & O'Boyle, 2017). Studies indicate that leisure sports are the ultimate activity for an individual to explore their value and realize themselves, and participation in recreational sports gives them the chance to promote their mental and physical harmony that, leads to improvement of quality of life, achieving social stability, and improving the social body relationship.

The inclusion of various marketing strategies that ensure an amicable supply of leisure-based consumption products plays an impactful role in improving general sporting engagement. Work and rest, compiled with good business ideology, oversee the market growth and service improvement (Guiyu & Laksitamas, 2022). For instance, the football arena such as that English Premier League ensures that live fans and those watching their football activities across the globe achieve quality experience as they also carry out with business advertisements such as visit Rwanda, betting websites and others (Mnich et al., 2019). This encourages the users and fans to search for more details concerning the portrayed adverts hence ending up transacting in business activities.

Physical activities that occur during the sporting occasions and leisure time spent by individuals is widely influenced by marketing and business activities that go on the arenas and occasions. These activities have advanced potentials of influencing the positive well-being of various individuals more than the transport-based activities and work-related domains (Guiyu & Laksitamas, 2022). Since exercise and sports are well-structured and planned physical exertions that are regulation based and often entail characters of competitiveness, business organizations and marketing industry have the obligation to explore and come up with stringent activities that improve the people's leisure comfortability and enjoyment (Silva & Las Casas, 2017). Over the years, the sporting world and expenditure of leisure have often experienced insufficient services because of poor marketing strategy and inadequate understanding of their roles in the sporting world.

Research Questions

- 1) What leisure consumption products, services and goods, have been widely explored by various worldwide business economies in improving the leisure experiences of sport participants?
- 2) Are there possible innovative strategies that can be deployed to enhance the leisure experiences?
- 3) What can be observed based on the past studies that expound on relevant marketing strategies that ensure quality experience to support sport participants?

2. Literature Review

The sports business industry and contemporary sports marketing are centered in promotion of merchandise of sporting materials in differential sporting events and other sports-based championship (Zhang & Chen, 2019). This materials cuts across the retail-based products in sports magazines and club related stores. This implies that the world of business and sports in relation to marketing activities as a subset has the advantage of media, internet, promoting their products sales in compliance with rights and merchandise for broadcasting of matches such as in radios, video streaming services and several other fields (Bernstein, 2015). These are all pertinent to performances of various musicians, artists, and other activities that are occasionally performed during pre-games trails and after matches. These coordinate to promote leisure and enjoyment activities by increasing management relationships with various supporters and brand promoters through the social media, applications, and websites (Song et al., 2022).

Following this wide and leisure-based activities, the managers of various companies and business fields have the obligation of coordinating networks that comprise; the infrastructure such as developing and equipping stadiums, sponsors and clubs-based activities; competitors who include the leisure services and other forms of sports, suppliers that constitute coaches, athletes; and lastly the customers who are primarily the participating companies, supporters and spectators (Terason, 2021). When inclusive and well-planned strategies are developed to improve the exchange processes, the sports market becomes dominant in exclusive managing of wants and needs of various supporters. For this to occur, strategical plans of sporting schemes, sports audience, and sports marketing tools needs to be at the core of discussion and focus in to ensure completeness in sports events (Bradbury & O'Boyle, 2017). This is also affected by offering desired objects such as money by betting companies, excitements, energy providing products, passion related services and increasing the enthusiasm of the people (Lubowiecki-Vikuk et al., 2021). A marketer as it is expected, is obliged to have clear view of needs and wants that they have role to satisfy following a given exchange process with their relevant customers.

2.1. Understanding the Impacts and Sports Marketing

This is the central strategy that should first click in the mind of a business enterprise that is or would want to get involved in the sports marketing. The advertising age of the United States in 1979 was the first to introduce the sports marketing term. It has been described as sports promotion activities since then (Guiyu & Laksitamas, 2022). The creation of opportunities that are after fulfilling a defined objective fundamentally has the role of improving leisure engagement during sports. In the well-planned economy, the leisure commodities and sporting goods should have consent and knowledge of variety trends, quantity of their service, their standard set qualities and others that are geared to meet the sporting needs in terms of clothing, coloring of the sporting events, provision of sporting aids in cases of injuries and advancing of sports security (Wang & Lv, 2019). This takes control of people in terms of satisfaction of assistance and safety. Other countries as well can take up the opportunity of sport engagement to promote their brands by having well-suited coloring and internet activities.

According to the prior study (Fullerton & Merz, 2008), the sports marketing environment has a vast domain that entails sports-based, product-related, theme-aligned, and alignment-based strategies. The theme-based strategies are the central involvement of traditional marketing strategies with the addition of sporting themes in the marketing institutional program to include the non-sporting ventures and goods. This simply encourages the use of sporting platform to advertise products that may also have impacts on the fans relations and use. The theme-based products also suggest a mechanism through which the marketers efforts is not openly dependent on official relations with the distinct sport assets (Terason, 2021). This ends in having sports cover in the marketing strategies. The product-based strategies also may involve developed initiatives by companies that are marketing their sports attire and equipment and are after informing their retailers of drop or offers in their services.

2.2. Developing the Strategy of leisure sports

This is widely influenced by understanding the social processes that have wide ranging impacts on the techniques of upscaling the leisure and sports bound activities. The current society has been globally influenced by modern civilization, which includes the modern social transformation, the development of rapid advanced automation of processes, electrification solutions and programs, and mechanization (Rosário & Raimundo, 2021). These are at the core of modern means of technological advancements that demonstrate that strong business opportunities need to be part of these modernized improvements. As people engage in these sporting occasions, it is important to note that their productive labor time is reduced, especially for the fans. Therefore these environmental based changes and social

competition rely on increasing the pressure of both participants to provide full relation of the mind and body. When this pressure is combined with the today's modern societal status of transformation and the most urgent needs of participants, then the grasp of external life conditions and the needs of leisure sports as a subjective value of choice is strategized.

After the understanding of the sporting status, then the markets have the obligation that ensures that a given set of teams are left celebrating. These include the winners of a given competition enjoying their efforts as well as the losers also having opportunities to comfort themselves. The sporting world across the globe has an influence on tourism. There is a need for businesses to establish finance administration systems that set up sports and leisure entertainment through providing internet-based tourism fitness. This affects people's imaginations and need to visit a particular place to enjoy their tourism facilities and as well the sporting events (Lee & Kim, 2022). For this goal to be fully achieved, air, water and road transport services needs also to be well advertised such that outside reaching the sporting arenas, one also gets the opportunity to experience a new world of events. From the past, countries that host worldwide activities such as the FIFA world cups have enjoyed billions of revenue especially in the service-based sector such as hotel industry, advancing of communication channels and tourism (Rosário & Raimundo, 2021). Therefore for businesses their key roles come in handy in strategizing their efforts on their identified fields to ensure a variety of service provisions. The service industry, for instance, needs to have installed facilities that encourage great leisure experiences such as providing standard equipment for accommodation, variety of meals, gaming activities with their environment, and advanced means of connection with the location of the sporting arenas.

2.3. Research Gap

As the sporting market is continuously undergoing various changes and evolution as seen in the literature, there is encrypting view of engaging new expertise that relate user experiences, design printing, design thinking and innovative business action. This is mainly to counteract the competitive challenges for the sporting market supporters who have high demands for elevated level of services and goods (Guiyu & Laksitamas, 2022). Adequate market research to achieve this goal has been lacking since there are limited leisure improvement quality goods that have control of those that are currently available in the market. Two major concerns are brought into account from the literature review;

1) Observing sport marketing as an avenue of application of distinct particularities. There is a need for quality relevance and stakeholders that have immense innovative plan to design critically the recreational sporting offers and ensure inclusion of captivating emotional nature sporting activities and performances.

2) The leisure consumption goods need sufficient analysis of the sports as the scheme for advancing the marketing potential, experiences, other significant events, and numerous entertainment offers that includes musical engagements. This, as observed in the literature should be inclusive of private and public companies, players themselves, sponsors, teams, supporters, media, partners and events.

3. Research Design

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement, released in 2009, was created to assist systematic reviewers in reporting the review's motivation or need to perform a review, the authors' methods, and their findings in a transparent manner. By making it a research design, complete reporting enables readers to judge the suitability of the methodologies and, consequently, the veracity of the results (Kim & Kang, 2022). Healthcare professionals and policymakers can assess the applicability of the findings to their environment by presenting and summarizing the characteristics of research that contributed to a synthesis. Policymakers, managers, and other decision-makers should be assisted in developing sound recommendations for practice or policy by describing the certainty in the body of evidence for an outcome and the consequences.

The PRISMA statement's overall objective is to increase the reported systematic review or meta-scientific analysis merit and transparency (Nguyen et al., 2022). The assertion has received support from many journals, which include a reference to it in their author instructions. The screening procedure is visually summarized in the PRISMA flow diagram. The number of papers found is first noted, and then the selection process is made explicit by reporting on choices made throughout the systematic review, where the number of articles is kept track of.

The reporting quality of a systematic review is likely to improve with the use of checklists like PRISMA, which also significantly increases transparency in the selection of papers for a systematic review. Several publications have published the PRISMA Statement. In their instructions to writers, several publications that publish health research include PRISMA, and some even demand that authors follow it (Nguyen et al., 2022). The PRISMA Group suggested that PRISMA should take the place of QUOROM for journals that have previously endorsed it. The PRISMA

Statement's integration into top medical journals' instructions for authors was assessed in recent surveys of those publications. The PRISMA Statement for reporting systematic reviews and meta-analyses published in their collections is supported by numerous publications in the health sciences. The EQUATOR Network, a global program that attempts to improve the validity and worth of the medical research literature by fostering honest and accurate reporting of research findings, has also incorporated PRISMA as one of its methods for evaluating the reporting of research.

A set of guidelines known as the Quality of Reporting of Meta-Analyses (QUORUM) Statement established standards for publishing meta-analyses of randomized controlled trials. PRISMA is the new name for these guidelines, which have recently been updated to include additional standards for both systematic reviews and meta-analyses (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The revised PRISMA declaration is based on theoretical and methodological developments in systematic reviews. The PRISMA statement's overarching objective is to increase the reported systematic review or meta-scientific analysis merit and transparency (Ramasamy, 2022). Researchers, clinicians, authors, and reviewers who pay attention to these nursing recommendations help advance the field of nursing science and improve nursing practice by raising the standard of the available data.

On the website www.prisma-statement.org, a flow diagram and a 27-item checklist that makes up the full PRISMA statement are available. Although the checklist on the website is not meant to be a quality assessment tool, writers may use it as a useful template when reporting systematic reviews, especially evaluations of interventions (Lee, 2022). It offers advice on how to write a substantive abstract (which is crucial for increasing the possibility that reported research will be included in a subsequent systematic review); state the explicit question that a review addresses using the PICO reporting system (which describes the participants, interventions, and outcomes of the review). For instance, an analysis of school dropouts from drug abuse publications may have reported study features consisting description of the design, the number of patients analyzed, the selected significance level, and outcomes, all of that may vary from one report to the other. The best practice is for authors to describe any technique they used to choose data from overlapping reports and any actions they took to address logical inconsistencies between reports.

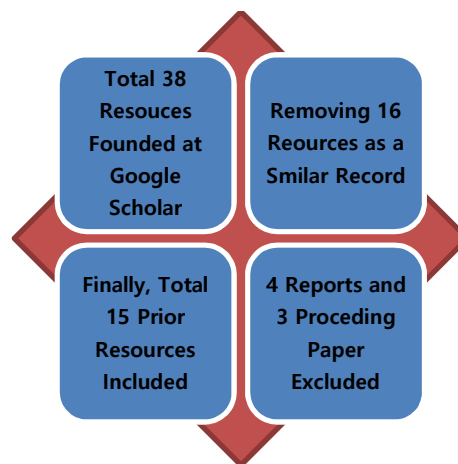


Figure 1: The Selected Procedure of Final Resources

4. Research Findings and Solutions

4.1. Brand Visibility

As identified from the literature review, several findings can be drawn to enhance the perspective of consumption goods that foster leisure life to sporting participants following a well-advanced market strategy. The sports federations have the role of ensuring marketing and branding of products to satisfy the customer needs and to provide opportunities for meaningful marketing (Clemes et al., 2011). Efforts need to be implemented in brand visibility, adequate media coverage, and limitless equal gender-based competitions, attractiveness to the global possible sponsors and financial

viability (Yoshida, 2017). This will offer significant competition in the global and mainstream sporting brands and activities. Once the federations have captured a strong marketing advantage in terms of resource management and supportive leisure services, they would have undeniable access to carry out business engagements with other federations which would yearn for the similar services (Sirgy et al., 2017).

One key defensive mechanism that is emergent into the sporting world always begin from developing competitiveness in the mean stream sport brands and other well innovated new entrants such as the sporting academies and social sports club (Mnich et al., 2019). This can have origin in the provision of leisure comfort materials to school-based sporting activities, video and computer games services, worldwide sporting brands and musical shows (Bradbury & O'Boyle, 2017). Based on the cultural laws and dictates of given society and religion understanding, social links can be created to provide opportunities for business adventures that satisfy their needs in relation to sports (Seong, 2021). The key challenges that also need to be sorted out in these leisure-based marketing strategies are the development of well-coordinated corporate governance and avoidance of negative publicity (Silva & Las Casas, 2017). The sporting companies in their consumption products, always only associate with the credible sporting brands.

The institutional funding that are providing for business resources should not be the key resource for any visionary business firm. For instance, the development of a given sport arena should not rely solely in the government provision but should have cross wide links that can include a connection to the sponsors from outside world, players or sport participants and athletes (Mnich et al., 2019). These support groups should be maintained by business entities through providing friendly business engagements and ensuring accountability and transparency in their resource management especially finances. This ensures they remain key in giving support to the sporting adventures.

4.2. Suitable Business Designs

The other critical findings from the literature is that several individuals in the world are after higher quality life that is accompanied by immense happiness, advanced healthy standards and a culture of life enjoyment. The rural and urban residents have some common leisure fitness programs such as walking, swimming, badminton, basketball, table tennis and running. It is important to note that this is not different from the West styles of life. Other emerging sporting leisure activities that are being done across these localities rock climbing, aerobics, bowling, skating and golfing, which require individuals to have limited fans and at times get themselves as customers (Guiyu & Laksitamas, 2022). This encourages the companies that develop the running and gaming shoes, to come up with right friction-based designs that ensures comfortability and enjoyment of the participants during their leisure adventures.

The service industry also has the role of providing foods that do not influence the fitness of the players and the mode of life. A given industry can also have a set of advisers that gives relevant advice to players and athletes on how best to achieve their targets and goals (Kim & James, 2019). At a given instance, companies can choose also after following the right regulations to have a given type of food that have a name that relates to the most loved players or athletes across the globe for instance James special for a superstar in American football. This would provide the urge fans and the individuals themselves to have the urge of getting the taste of the products and feel more valued.

The manner sporting business associations also should provide discounts in terms of fees to access playgrounds, discounts on getting given jerseys for athletes and players. Also, they have the role of ensuring inclusivity and advancing the influence of their games so as to reach the global space through hosting their events in different continents and countries to ensure they reach their spectators across the globe and improve business relations (Kim & James, 2019). The sports lottery should be set in the form of donations to gradually diversify and increase tremendous and diversified development of countries, football federations and social situations without the biasness of first world country or third world country ranking.

A clear understanding of the type of business contracts, main phenomenal activities and stratified consumption should be crucial to the leisure offering entities. This distinction solely give them the chance to widely innovate fully in their field of concern. With understanding of the various social classes which include the high income groups who are richest class and wealthy personnel, the middle class which comprises the well-off individuals, the low income groups which broadly include the deprived, absolutely poor individuals and the poor; every business sector should come up with strategies that ensure that both of these groups enjoy the benefit of their leisure time by giving them what is affordable according to their standards during sporting ventures (Kim, Chiu, & Chow, 2018). For instance, a poor individual would enjoy wearing a jersey with the description of their best team or player as a spectator, the business firms therefore should ensure these individuals are able to get these items at their reach markets. Also the media also have the role of giving factual and timely updates to the individuals.

4.3. Customers Support

Supporters and business promoters have a tendency of looking forward for live, captivating and active experience. To draw their complete attention into an activity, the business partners and football federations need to develop organized, strong and well-structured league. This is a way of growing the supporter and making more money. The activities should be worth the time lost for satisfaction to be achieved (Armbrecht & Andersson, 2020). The strategy to employ shows that for just feasible commercial based league, adjustments are only needed in the governance framework. This is just the need to be considered and recognized based on the ability to sustain and maintain links with other official federations for staging and managing a given championship event well. Secondly, there should be adequate and well scaled league timing. There is a need for well coordination of tournament activities in a manner that is respectful to the spectators, international time zones, media rights, and spectators across the globe (Abdolmaleki et al., 2018). This ensures increased fan base and higher brand positioning across the global market and competitive advantage because of improved team image across other competitors.

The third factor of consideration is the players or game active participants. There is need to involve and hire global and top-ranking players to maximize the levels of competition within the given team hence involvement and growth of general spectators and supporters is assured. Also, quality service s through sponsorship programs are well and particularly attracted to the engagement. The other concern is to deal with the available arena facilities accordingly. The quality of arena facilities and engagements inside the stadiums, sporting areas, fields, track grounds needs to be maintained before, during and after games (Terason, 2021). Lastly, the general performance of the games should be based on improving the quality of the games to capture sponsorships interest areas, spectators, supporters and media hence making it easier to apply and get new investments.

The sporting world also should carry out meaningful research to understand the behaviors of their supporters as a result of service and product satisfaction. People have different motives for attending the sports (Lee & Kim, 2022). There is a usual diversion from the normal life to a different perspective. For instance, a customer may have the urge to gain economic features such as betting and others. Eustress that is obtained from the sport stimulation and excitement grows an individual’s group affiliation, self-esteem and wide variety of satisfaction (Jin et al., 2022). The beauty industry for instance would desire to observe artistic beauty graces of supporters during the sporting being streamed by media and widely displayed.

Table 1: Research Findings Lists

Key Findings	Previous Resources
1. Brand Visibility	Clemes et al., 2011; Yoshida, 2017; Sirgy, Uysal, & Kruger, 2017; Mnich et al., 2019; Bradbury & O’Boyle, 2017; Seong, 2021; Mnich et al., 2019
2. Suitable Business Designs	Guiyu & Laksitamas, 2022; Kim & James, 2019; Kim, Chiu, & Chow, 2018
3. Customers Support	Armbrecht & Andersson, 2020; Abdolmaleki et al., 2018; Terason, 2021; Lee & Kim, 2022; Jin, Kim, & Merkebu, 2022

5. Discussions

The physiological benefits of sports consumers in a given sporting experience lie solely in the employed marketing plan and strategies. There is often a social interaction desire that springs from sociability where some people engage in sporting adventures to improve their human relationship and engagement in external communication in relation to their family, participants, spectators and friends (Sirgy et al., 2017). Diversion and desire for mental well-being, excitement and intellectual stimulation, desire for competency and esteem engagement, aesthetic and physical pleasure that comes as a result of good performance are all sought by supporters in any given stadium or arena.

The marketing strategies that need to be deployed by contemporary business and marketing industry therefore needs to be advanced. First, they need to develop the understanding of the scope-based supporters. Marketers need to considerately learn from their consumers to know their intentions and perception of the team brand. Incorporating this understanding through technology, they will have increased their interactions with their consumers and sport team brands. Product extensions that are provided in museums, sports restaurants and bars need to be having the goal of advancing teamwork visibility (Seong, 2021). There should be reliable systems of rewarding and reinforcing the loyal

team brands. As of the past traditions, customers often prove their loyalty by forced payment schemes. To do away with this and bring inclusive and enjoyment related adventure, voluntary and symbolic give away and payments should be considered and a reward should be preserved for recognizing the prominent loyal supporters (Guiyu & Laksitamas, 2022). Lastly, there should be consistency and integrated market communication channels to ensure reinforcement of key branding associations. For long term and visionary consumer consumption experience, the planning of marketing activities should be more encouraged other than performances in the field which are occasionally uncertain (Armbrecht & Andersson, 2020). Therefore, more emphasis needs to be based on core values that promote the sporting organization and communication between the sports and the supporters.

This study has wide ranging impacts on the marketing world that is directly and indirectly related to sports. First this study attributes marketing strategies that are customer and supporter oriented concerning service provision. Sports marketing tools entail promotions, prices, products and places of carrying out the services. To achieve tangibility of goods in the most connecting and benefiting to the improvement of the leisure life of sporting participants, ideas, places, events, products, people, media and information integration, and services have been attenuated and equally distributed (Foster et al., 2016). The products used in the sporting world also have impacts on market appreciation, consumption and purchase to satisfy a given need. Therefore, the product is attributed as a problem solver that is distinctively used or introduced because of the expectation or need it is required to satisfy. Therefore, the supporters goals is to buy benefits. Marketers should have the understanding that they have very limited control of the performance of a given product. Therefore, all the associated facilities such as video screens, merchandise, food, half-time entertainments, and beverages, they all lie as extensions in supporting the fact that technological experience in the marketing should be highly innovative and diverse. The quality of a significant sporting activity is usually not guaranteed, for instance, the Orio Olympics and Commonwealth games (Terason, 2021). For instance, during these activities, the sporting arenas do not get to be full all the time. When this is considered by also another worldwide event called the FIFA world cup, individuals from all walks of the world would want to have the experience of seeing their best players or teams play (Jin et al., 2022). Therefore, the relevance of quality performance extension, and the performance services supply, all resemble the point of concern and the need.

Sporting activities are generally inspiring, emotion provoking, immersive, rapidly growing profits and revenues, and engaging; hence, it is a great adventure of advancing customer orientation and a platform for growing the market (Lubowiecki-Vikuk et al., 2021). Therefore professionals have the responsibility to design sporting events in synergy with different stakeholders in ensuring improved and enjoyable experiences that promote and provide profits and revenues to the sporting teams (Kim & James, 2019). This also entails taking account the customer experience and engagements. The major axes that have these mandates as outlined by Silva and Las Casas (2017) include the leagues that are the intermediary of flowing the revenues to clubs through organizing competitions, structuring media tenders and rights, and developing valuable events. The other set is of goods suppliers that are generally native and foreign investors who generally put promote the products and brand images through the sporting teams by putting additional monetary resources. They at times associate their brands with the sports teams by giving them the jackets, uniforms, and other things. For improving the engagement of the supporters, the sports need to have customer-based strategies that use their excitations in spending their money to purchasing tickets, pay-tv, services, and other products (Abdolmaleki et al., 2018). Therefore following this team-based strategies and roles, the study gives the marketers possible insights into developing their activities and ensuring that most customers enjoy the services they are providing immensely.

This study articulates that the market driven strategies can ensure supporters needs are met and reaching out of more spectators, however there is no data that was obtained directly through sampling from their audience on their basic needs and requirements. Therefore, only literature-based facts which are sometimes more theoretical was used to arrive at the possible resolution mechanisms of addressing and improving the satisfaction of customers during their leisure hours. Since the general analysis of the strategies was derived from different games that both Olympics and ball games, there are some strategies that would have great impacts in the in one field over another. Also, data obtained from peer reviewed sources that relate market strategies to mediums of improving the general leisure experiences of the supporter and consumers during the sporting events were quite limited. Hence this field still require robust studies and methodologically illustrated findings.

Lastly, from the past sporting experiences, there could be changes that relate to the recent experience of the supporters. This changes cannot however be viewed directly from the peer-reviewed literature only, but there is a need to actively engage various people and correspondence to understand the current experience. The information also that was discussed from this study widely illustrate the situation across the globe which could be different when viewed for a distinctively determined locations. Hence more data can be obtained for a given country and viewed fully in conjunction with other global sporting activity experiences

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