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## IMPACT ON PERCEPTION OF SPORTS PERSONS TOWARDS SPORTS SPONSORSHIP

### Article Particulars

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### Abstract

*Sport sponsorship is a kind of investment in the form of kind or cash in the sporting activity with the purpose of getting commercial benefits through such sport activities and it is a business to business relation among a sport entity and a sponsor for mutual gains. The findings show that sports sponsorship is creating integrity, offering superior services, providing adequate facilities, highly effective, increasing involvement, useful for training of sports persons, helpful for purchasing of sports equipments and involving in personal development of sports persons as perceived by sports persons. Significant difference exists amid perception of sports persons towards sports sponsorship and their features. Perception of sports persons towards sports sponsorship has significant, positive and moderate relation with their intention to perform well in sport activities. Therefore, sports sponsorship should increase commitment of sports personas and it must increase their self-confidence.*

**Keywords:** Perception, Sports Persons, Sports Sponsorship.

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### Introduction

Sport sponsorship is a kind of investment in the form of kind or cash in the sporting activity with the purpose of getting commercial benefits through such sport activities (Farrelly et al 2005). Sport sponsorship is a business to business relation among a sport entity and a sponsor for mutual gains. Sport persons get monetary benefits and other facilities required to improve sporting excellence and sponsor gets intangible and tangible gains from sport personalities. A number of benefits are received by sponsors from promoting and sponsoring sports activities through various sponsorship programmes (Cousens et al 2006). Sport sponsorship is an effective marketing and promotional strategy for companies to create connectivity with audiences to distinguish themselves from their current competitors (Cornwell, 2008), with the objective of attracting consumers towards their products and services (Barros and Silvestre, 2006). Meanwhile, sport sponsorship creates confidence, good will and it will affect attitude, feelings and behaviour of sports persons and it creates valuable network with sports persons or team. Sport sponsorship provides all kind of amenities

and it helps to give trainings to sports persons and it reduces tensions among them and they are getting financial support for their sports activities and personal development. Thus, it is important to study perception of sports persons towards sports sponsorship.

### **Review of Related Literature**

Kim et al (2011) found that sports sponsorship had provided better services and was helpful to purchase various sports equipments and providing trainings to sports persons. Amoako et al (2012) concluded that sponsorship for sports had provided funds for promotion of sports activities through increasing sport facilities, providing sport equipments and compensation for sports persons. Biscaia et al (2013) revealed that sports sponsorship had improved team spirit, involvement, personal development of sports personal and promoted sporting activities among sportsmen. Ibrahim (2014) indicated that sports sponsorship had increased awareness, image of sponsors and purchasing intention in future of consumers and it had also increased involvement and integrity among sports persons. Singh and Bhatia (2015) showed that sports sponsorship had provided sporting facilities and trainings and had increased involvement of sports persons and promoted sport activities. Sephapo and Erdis (2016) found that sports sponsorship had significant role for development of sporting activities and it had increased well being and good health, team spirit and building trust among sports personalities. Yu and Tan (2017) concluded that sports sponsorship was funding sporting activities, providing compensation and sporting amenities to sports persons and it had positive impact on their behaviour

### **Objectives of the Study**

1. To study on perception of sports persons towards sports sponsorship.
2. To examine perception of sports persons towards sports sponsorship and their features.
3. To perception of sports persons towards sports sponsorship and their intention to perform well in sport activities.

### **Methodology**

This study is conducted in Tiruchirappalli, district. Sports persons are chosen by applying convenience sampling method. Data are gathered from 180 sports persons. The futures of sports persons are studied through percentage analysis and mean and standard deviation are computed for examining perception of sports persons towards sports sponsorship. ANOVA test and t-test are used to find amid perception of sports persons towards sports sponsorship and their features. Correlation analysis is carried out to study relation amid relation amid perception of sports persons towards sports sponsorship and their intention to perform well in sport activities.

## Features of Sports Persons

Table1: Demographic Profile of Respondents

|           | Features              | Number (N = 180) | Percentage |
|-----------|-----------------------|------------------|------------|
| Gender    | Male                  | 105              | 58.33      |
|           | Female                | 75               | 41.67      |
| Age       | Less than 15 Years    | 32               | 17.78      |
|           | 16 – 20 Years         | 46               | 25.56      |
|           | 21 – 25 Years         | 65               | 36.11      |
|           | More than 30 Years    | 37               | 20.55      |
| Education | School                | 42               | 23.33      |
|           | Diploma               | 49               | 27.22      |
|           | College               | 89               | 49.45      |
| Income    | Less than Rs.25,000   | 39               | 21.67      |
|           | Rs.25,001 – Rs.35,000 | 78               | 43.33      |
|           | Rs.35,001 – Rs.40,000 | 40               | 22.22      |
|           | More than Rs.40,000   | 23               | 12.78      |
| Family    | Nuclear               | 128              | 71.11      |
|           | Joint                 | 52               | 28.89      |

The futures of sports persons are shown in Table-1. From the table, it is apparent that 58.33 per cent of them are male, 36.11 per cent of them are belonging to 21 – 25 years, 49.45 per cent of them are holding college education, 43.33 per cent of them are pertaining to monthly family income of Rs.25,001 – Rs.35,000 and 71.11 per cent of them are having nuclear family.

Table 2: Perception of Sports Persons towards Sports Sponsorship

| Perception towards Sports Sponsorship  | Mean | Standard Deviation |
|--|------|--------------------|
| Creating integrity                     | 4.86 | 1.84               |
| Offering superior services             | 4.78 | 1.92               |
| Increasing commitment                  | 4.36 | 2.11               |
| Adequate facilities                    | 4.75 | 2.95               |
| Highly effective                       | 4.73 | 2.98               |
| Increasing involvement                 | 4.71 | 2.01               |
| Self confidence                        | 4.39 | 2.07               |
| Training of sports persons             | 4.83 | 2.87               |
| Purchasing of sports equipment's       | 4.80 | 2.89               |
| personal development of sports persons | 4.68 | 3.04               |

The sports persons are agreed with sports sponsorship is creating integrity, sports sponsorship is offering superior services, sports sponsorship is providing adequate facilities, sports sponsorship is highly effective, sports sponsorship is increasing involvement, sports sponsorship is useful for training of sports persons, sports sponsorship is helpful for purchasing of sports equipments and sports sponsorship is involving in personal development of sports persons, while, they are neutral with sports sponsorship is increasing commitment and sports sponsorship is increasing self confidence.

**Table 3: Gender and Perception towards Sports Sponsorship**

| Gender | N   | Mean  | Standard Deviation | t-Value | Significance |
|--------|-----|-------|--------------------|---------|--------------|
| Male   | 105 | 45.69 | 4.18               | 4.567** | .000         |
| Female | 75  | 42.57 | 5.20               |         |              |

\*\* Significant in 1% level

Mean value of perception towards sports sponsorship is 45.69 for male sports persons to 42.57 for female sports person and it reveals that sports sponsorship is better for male as compared to female sports persons. The t-value is 4.567 explicating that there exists significant difference amid gender of sports persons and perception on sports sponsorship.

**Table 4: Age and Perception towards Sports Sponsorship**

| Age                | N  | Mean  | Standard Deviation | F-Value | Significance |
|--------------------|----|-------|--------------------|---------|--------------|
| Less than 15 Years | 32 | 31.50 | 4.96               | 5.344** | .000         |
| 16 – 20 Years      | 46 | 34.22 | 4.01               |         |              |
| 21 – 25 Years      | 65 | 35.99 | 3.14               |         |              |
| More than 30 Years | 37 | 32.51 | 3.51               |         |              |

\*\* Significant in 1% level

Mean value of perception towards sports sponsorship is varying from 35.99 for sports persons belonging to 21–25 years of age to 31.50 sports persons belonging to less than 15 years of age and it reveals that sports sponsorship is better for sports persons belonging to 21–25 years of age as compared to others. The F-value is 5.344 explicating that there exists significant difference amid age of sports persons and perception on sports sponsorship.

**Table 5: Education and Perception towards Sports Sponsorship**

| Education | N  | Mean  | Standard Deviation | F-Value | Significance |
|-----------|----|-------|--------------------|---------|--------------|
| School    | 42 | 43.57 | 3.09               | 4.280** | .000         |
| Diploma   | 49 | 41.63 | 3.45               |         |              |
| College   | 89 | 45.93 | 3.76               |         |              |

\*\* Significant in 1% level

Mean value of perception towards sports sponsorship is varying from 45.93 for sports persons holding college education to 41.63 for sports persons holding diploma and it reveals that sports sponsorship is better for sports persons holding college education as compared to others. The F-value is 4.280 explicating that there exists significant difference amid education of sports persons and perception on sports sponsorship.

**Table 6: Monthly Family Income and Perception towards Sports Sponsorship**

| Monthly Family Income | N  | Mean  | Standard Deviation | F-Value | Significance |
|-----------------------|----|-------|--------------------|---------|--------------|
| Less than Rs.25,000   | 39 | 35.95 | 3.58               | 5.596** | .000         |
| Rs.25,001 – Rs.35,000 | 78 | 33.24 | 4.27               |         |              |
| Rs.35,001 – Rs.45,000 | 40 | 33.90 | 4.32               |         |              |
| More than Rs.45,000   | 23 | 32.46 | 5.26               |         |              |

\*\* Significant in 1% level

Mean value of perception towards sports sponsorship is varying from 35.95 for sports persons pertaining to monthly family income group of less than Rs.25, 000 to 32.46 for sports persons pertaining to monthly family income group of more than Rs.35, 000 and it reveals that sports sponsorship is better for sports persons pertaining to monthly family income group of less than Rs.25,000 as compared to others. The F-value is 5.596 explicating that there exists significant difference amid monthly family income of sports persons and perception on sports sponsorship.

**Table 7: Type of Family and Perception towards Sports Sponsorship**

| Type of Family | N   | Mean  | Standard Deviation | t-Value | Significance |
|----------------|-----|-------|--------------------|---------|--------------|
| Nuclear        | 128 | 42.98 | 2.39               | 3.243** | .000         |
| Joint          | 52  | 45.83 | 2.21               |         |              |

\*\* Significant in 1% level

Mean value of perception towards sports sponsorship is 45.83 for sports persons having joint family to 42.98 for sports persons having nuclear family and it reveals that

sports sponsorship is better for sports persons having joint as compared to nuclear family. The t-value is 3.243 explicating that there exists significant difference amid type of family of sports persons and perception on sports sponsorship.

**Table 8: Relation amid Perception of Sports Persons towards Sports Sponsorship and their Intention to Perform Well in Sport Activities**

| Particulars   | Correlation Coefficient |
|---|-------------------------|
| Perception of sports persons towards sports sponsorship and their intention to perform well in sport activities | 0.53**                  |

\*\* Significant in 1% level

The correlation coefficient perception of sports persons towards sports sponsorship and their intention to perform well in sport activities is 0.53 and it elucidates that there is a positive and moderate relation among them.

### Conclusion

The above study elucidates that sports sponsorship is creating integrity, offering superior services, providing adequate facilities, highly effective, increasing involvement, useful for training of sports persons, helpful for purchasing of sports equipments and involving in personal development of sports persons as perceived by sports persons. Significant difference exists amid perception of sports persons towards sports sponsorship and their features. Perception of sports persons towards sports sponsorship has significant, positive and moderate relation with their intention to perform well in sport activities. Therefore, sports sponsorship should increase commitment of sports persons and it must increase their self-confidence.

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