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Original article

AIMPORTANCE OF MARKETING SPORTS PERFORMANCE IN THE DEVELOPMENT OF SPORT

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Abstract*

Aim. Sports marketing has as a starting point to identify fans. The increase creation of professional sports industry, combined with the increased involvement of companies suggests that monopoly power held by clubs in the production, marketing and sale of a single product turned entirely what sport means. The target of image management are leaders of sports organizations looking for a good information system to assist in marketing decision making.

The aim of the research is to show that professional sport has become a lucrative business with many opportunities for sports marketing to flourish. It is estimated that the image is more and more power to influence the behavior of all involved: members, spectators, journalists, sponsors, etc. The image has the potential to have an impact on consumer behavior, and lead to a change in brand value, specific sports marketing.

Objectives: The study was conducted in order to investigate sports marketing, taking into account the relevance of the phenomenon sport product, we believe that organizations providing consumer sport form a separate industry. The goal is to examine how the image can create value for sports organizations.

Methods. Using the method of data analysis and theoretical generalization literature and method for linking different organizational structure in the economic or social, by analysis of different groups we were able to demonstrate that sports marketing is a special product.

Conclusions: The conclusion we reached is that the economic entity is represented by the league, although several activities are required to be made to the clubs to maintain and increase interest in the sport product. So it is very important that people know that sports marketing are those who buy product. Ca result of research can be said that sports marketing is a "special case" of marketing, meaning that there are theoretical and practical dimensions of marketing that are specific sports marketing.

Keywords: marketing, sports, fans, media, sponsorship.

Introduction

Professional sport has become a lucrative business with many opportunities for sports marketing to flourish. Although initially the product, consisting of professional leagues of sports was organized spectacle, now come for it to be sold to four distinct groups: first, the fans, supporting leagues watching matches either at the stadium or on television, and buying products bearing the insignia of the club or league; Second, television and other media companies, which buy rights to broadcast matches; Third, local communities, which offer the necessary facilities and support clubs; and fourth, clubs and companies who interact league by holding teams and financial support or sponsorship. So professional sports leagues provide a unique environment for development and marketing decisions, a large number of markets and on different levels, and should continue to be a growing segment in the industry overall performances.

Although at first relied solely on proceeds from tickets to maintain financial viability, professional leagues clubs now generate revenues from television rights to matches from the sale of products bearing the insignia and club sponsorships. Business professional

sports have grown so dramatically that were set up organizations responsible for overseeing the business activities of clubs, leagues and their members.

There are several factors that distinguish the business from other professional sports, such as arrangements for renting stadiums, monopolistic negotiations for broadcast rights, territorial rights predetermined geographic markets and capital depreciation in players contracts. Perhaps the most important distinction of the sport is the relationship he has with consumers. Although the mere fact that watching a match causes pleasure, the true strength comes from identifying with one player or team when you fight to win.

Growth in professional sports industry in recent years, combined with the increased involvement of companies suggests that monopoly power held by clubs in the production, marketing and sale of a single product turned entirely what sport means. This happened due to changes both the product offered and the groups they buy. Sport has become "commercial", as it became increasingly linked to the production and distribution process. Professional clubs are now a part of the economic sector of recreation and entertainment. In

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addition, the sport was "relocated" The global market has made the sport less tied to a specific place, especially sports that show attraction worldwide, such as football and basketball. The effect of this is that fans can watch the games or league favorite team, even if they are in another city or in another part of the world. Satellite television, Internet and other advanced technologies accelerates the process of relocation within the European sports community.

The unique nature of the product offered by professional sports teams

For starters will have to determine which consists of sports product. An argument discussed so sports leagues, and some scientists, it is that the league is the business entity itself and not the clubs that are part of it. Result of the proceedings claims that, at certain levels, the league operates as a single business entity, and at other levels, it's more appropriate for the league to be regarded as a joint venture, or a cartel led by independent franchises. A team that is part of a professional league has the right to play against other teams, according to a schedule set by the league competition; normally designated place where clubs are playing at home, and membership in the executive committee seeking voter deployment league. With the membership, each club agrees to abide by the constitution and league regulations and policy and decisions taken by it. Although each club self-employed, they must work together to create the product; in professional football playing a series of matches with an uncertain outcome. Since the product can not be created by a team independently theory argues that a single entity league business entity itself must be considered, because the consumer would have little interest in the outcome of a match between two teams that are not affiliated league.

As the attractiveness of the product depends on the impression of rivalry between clubs, sports leagues must be structured to stimulate the perception of competitiveness between the clubs. To do this, teams can compete for coaches, administrators and other staff who fall into the category of players. The teams also compete, to some extent, and for players. Thus, the public is assured that the teams are run independently without actions can affect performance on the field.

A characteristic feature of economic performance sports is that success depends on competition between teams, not between companies they lead. This unique arrangement needed to make the product are reflected in a firm that is neither fully integrated nor a joint venture or an independent business cartel. The attraction of sports leagues offered product is due to the uncertainty of the outcome of the match, which has a profound effect on the consumer, who feels hedonistic experience as a sporting event, the event itself arouses a sense

dramatically. The uniqueness of the product sport is explained by Whannel: "Like other forms of entertainment, sport offers a utopia, a world where everything is simple, dramatic and exciting, and euphoria is always a possibility ... sports fun, but can also frustrate, annoy, depressed. But this uncertainty gives the characteristic intensity of those feelings unpredictable "(Rogojan, 2008). The intensity of the experience is enhanced by identification with a particular team or its players. Studies have shown that supporters identify so strongly with their favorite team that tries to declare a club successful, even when not helped in any way to this success. This practice is called Birgit (Basking in Reflected Glory), and is affected by the degree of identification that an individual has with a club. Wann and Branscombe (1990) found that so-called "die hard fans", ie those with a high degree of identification are more likely to Birgi when the team wins, and maintain identification if the team loses. This explains the fierceness of fans to continue to support a team that always loses. However, fans who have a low degree of identification with the team tend to dissociate themselves from a losing team, which may also explain the phenomenon supporter "of opportunity."

Initially, the product sports league was created specifically for fans, especially those who went to matches. Today, different sources of revenue available to professional sports leagues suggests that although core product remains (uncertainty of results), leagues and clubs shall create other products. In the context of sports marketing, "product" is the show or competition (uncertainty), or a product / service emotion associated with the event, or both. In any case, all sports product consumers seek to identify with a team or a league, extending beyond the phenomenon Birgit fans, including companies, TV stations and the communities that host teams. It is therefore important for sports leagues to identify consumer wants, at what level (team or league) there must be authority, and what product variations that exist on the sports market segment.

Sports Product Marketing

Traditionally, each league is specialized in a specific type of product creation sports that will be played regularly. Once the league was established in a particular niche, it can be said that it has a monopoly, since there are very few substitute products in that sport. However, as the schedules are getting longer in the sport professionally and new facilities allow the seasons to continue after periods traditional time leagues major sporting started to outdo each other to viewers in the communities that host one or more teams professional. Today, teams compete for consumers who may choose to participate in other entertainment available. Thus, instead of competing in a limited market specific sports teams compete in the wider market entertainment. This



competition extends to the wider TV audience, who may opt to choose between professional sports, or other issue. These preferences affect the revenue generated by television viewing, bidding for the right to broadcasting matches. As explained Noll, sports leagues operate on different markets, some local, some national the most important market of the product's sale and concession right to participate in home matches, and selling the right to be televised matches (Rogojan, 2008).

In addition, several sports leagues, especially those in North America, sought entry to global markets by expanding TV broadcasting, and creating leagues us to enter a particular sport into new geographic locations.

Are shown in Table 1.levels who develop product marketing in the league. Although decisions can be taken at the level of the league, and the team level, the final decision belongs to the league as a whole, to avoid conflicting relations with sponsors, with televisions or other parties involved. Leagues need to form a strategy to exploit potential markets. In short, the real competition sports leagues in each sport product selling consumer group is other entertainment options.

Table 1.Sports product and consumers

Consumer product	Direct revenues	Market parameters	Indirect revenues/benefits	League product purchased
Fans	Attendance (incl. gate, parking, concessions) Licensing	R, T, S, SI, E G, L, M,	Provide market for media, TV League, team exposure	Uncertainty of game outcomes, team/player/league identification
Host cities	Favourable leases Guaranteed revenues	R, T, S, SI	Tax breaks, tax exempt land, new publicly-funded facilities	Status as "Big League City", economic impact of team in community
Media	Network TV Local TV Pay-per-view	N, L, E R, T R, N, C, E		
Media	Cable Radio	R, N, C, E R, N, C, E	Exposure, publicity	Programming options
Corporations	Sponsorship Ownership (i.e. R, S, C, expansionfees)	G, N, R, C, S, SI, U G, N, R, C, S, SI, U	Exposure, publicity, cross-promotion, synergies with corporations	Affiliation with image of league or team Venue for

	Advertising Gate	R, T, S, SI, U	Corporate affiliation	conducting business
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Legend:

Market: R - Regional N - National, G - Global

Level decision: E - team L - league, C - combined team / league

Industry: S - specific sport, SP - professional sport, D - entertainment

M - merchandise / apparel, U - Not.

Support of fans is one that enhances the sports industry; Taylor explains: "The crowd of fans is the supreme authority without substance Gold game has no value." This market segment, loyal fans, is the best known and probably the most obvious source of income from professional sports leagues (Constantinescu, 2005). This group buying tickets comes to games, pay parking and loyalty normally pursues during player or favorite team. When not actually go to matches, this group will watch the games on television, and buy clothes with the insignia of clubs, supporting multi-millionaire market licensed products. This market, the flags, hats, shirts, etc., was the one that led revenue growth; all this market was one that allowed professional leagues to penetrate global markets.

The relationship they have teams with host communities is materialized into an opportunity for clubs to receive financial incentives from cities who are afraid to lose a franchise, or are desperate to gain notoriety, being considered "Cities in a League Important" . Although, while in most industries companies pay to use the facilities to produce the product, in some cases, clubs can even convince cities and / or municipalities pay for the right product to create sports there. In this case, the product sought after by the local community is not uncertainty of the result, but the economic benefits they bring a professional club. Perhaps the most important reason for the growth in the professional sports industry is television that has a symbiotic relationship with the sport; sport stunt to television and other media companies, while increasing exposure to television sports audience. As television began increasing in the 50s, the sport was eventually revealed as the ideal option program who wanted television advertising revenue. In 1980, there were 1,800 hours of televised sports in the UK, which increased to 2,510 hours in 1990. Today, the fixed number of fans is not so important compared demographic characteristics, where an elite audience can bring more revenue for television and also for leagues. Normally sport allowed advertising companies to target a specific market. But lately there has been a shift in audience of men between 18-49 years, to a more



varied audience profile both in age and in gender. While clubs have negotiated and continue to negotiate independently revenues from local media (radio and TV), record revenues growing from joint negotiations between the league as a whole and major TV stations.

Sports television product is not in the uncertainty of results, but it's an option grid during broadcasting programs that companies can sell advertising. Revenues from local and national television, once a minor supplement income from ticket sales and similar activities, is now the main source of funding for professional sport. However, it is unlikely that the huge revenues derived from the average in the past to continue, as the audience is becoming more fragmented. Advertisers targeting an exclusively male audience are now wary of investing the same money in sport performance. To compensate for the revenues from television, leagues have sought new sources of earnings, or media have experimented with new technologies, like the method "pay-per-view" (pay to see).

An important effect of the emergence of this market for professional sports is that the product did sports league to be part of the global entertainment industry. This positioning of the sport in the entertainment industry affected the monopoly position it had in the respective sports leagues. Now, sports leagues can no longer control a large part of its revenues, which depend on television ratings and periodic negotiations of contracts with television stations. To maximize earnings, some leagues have resorted to their own broadcasts, which allows them more control over marketing the product.

Traditionally, sports teams were publicly owned or were owned by independent entrepreneurs, individuals. On the other hand, the emergence of corporations in professional sports activities led to, and is the result of significant growth of this industry. By interacting with businesses outside of sports were discovered latest sources of revenue, and this will continue to be the most promising source of development. There are three distinct spheres that leagues can earn through membership corporations:

1. the sale of lodges and other places of luxury matches;
2. synergies gained through a corporation that owns and runs higher league or team;
3. revenue generated from corporations who pay for the right to be associated with sports product through various forms of advertising and sponsorship.

Last aspect of affiliation with a corporation is the most common being dominated by global corporations who can afford both to pay for the right to be associated with a league and take advantage of the benefits of such an association.

As players' salaries and the remaining costs grow, the price paid to attend matches. Therefore, corporations that buy more tickets provide a source of income coming in last in overall viewers.

And last but not least, ensure corporations pay income leagues through the right to be associated with the league and its product, a common practice in European leagues. These relationships are present at least since 1861, when a catering company in Australia, "Spiers and Pond", sponsored the cost of a cricket tournament. As described by McCarville and Copeland, "sponsorship involves a trade with an independent partner in hopes of getting a corresponding benefit for the sponsor." With few exceptions, sponsorships held by financial purposes, not philanthropic. Whannel give three interconnected reasons for the relationship corporation - sports (Mullin, Hardy, Sutton, 2000):

1. The ability of sport to attract media coverage;
2. the link between the sponsor and the sponsored;
3. demographic profile of participants and spectators.

Differences between sports marketing and marketing goods and services

It can be said that sports marketing is a "special case" of marketing, meaning that there are theoretical and practical dimensions of marketing that are specific to sports marketing. For example, one can study services marketing, international marketing, direct marketing, business-to-business marketing because marketing applicability in this particular context requires some special adaptations and specific to each case. Following the same logic, we should treat sports marketing as a special case study because it is not working processes and can not be generalized to other goods and services.

The main reason that fans are willing to make the effort and consume resources to support their team, is due to consumer surplus. Consumer surplus is the difference between what a fan is willing to pay the price demanded by the club for the ticket. So clubs sell tickets when the amount of experience granted by fan participation in the event is equal to or greater than the price asked how the club to enter the event.

While consumers see the value of most goods and services primarily as an economic evaluation, the value obtained fans by participating in a sporting event is more than as a simple economic decision. In fact, when the clubs fans determined to focus on the price paid, they do not focus on the good part of the problem. Clubs must actually make them fans - not consumers in the traditional sense.

Ordinary fan has trouble identifying his 21 years with multimillionaire who often ungrateful for what is shown. Players and coaches willingly betray his loyalty to the team for more money. The teams abolishes

overnight and move to another city. Although most fans do not blame the teams or players to maximize their financial position, in reality this instability decreases loyalty and identification. Just as brands lose customers when changing the advertising agency and the campaign form from year to year, teams lose fans identified when changing players, staff and team names in their quest to earn more money.

Table 2: Compared with the marketing of goods and services, sports marketing from at least ten different ways

Top 10 differences between marketing goods / services and sports

Top 10	Dimensions	Goods / Services	Sports
1	Who purchases	Customers	Supporters
2	acceptance	Loyalty, repeat purchase the same brand	Psychological identification with the players and teams that exceed loyalty
3	Promotion and media	Media owner pays for promotion	Fans, sponsors and media pay to promote team
4	The distribution channel	Static limited	Mobile, flexible
5	The product	Adapted	Overall
6	Price	The customer pays a given price for good / service	Two-party: often fans pay for the right to buy tickets
7	Arrangements	The company owner buys / builds its own facilities	Government (taxpayers) normally pay for facilities
8	Competition	Individual brands in competitive markets	Cooperative relationship-power monopoly and anti-trust exemption
9	Exchange	Economic change	Social exchange
10	Employees	Power contractual favors owners	Power favors contractual employees (players)

Image Management in sport organizations: the creation of value

Target image management are leaders of sports organizations looking for a good information system to help them in marketing decision making. The goal is to examine how the image can create value for sports organizations. This may contribute to increasing "brand value" and cause changes in consumer behavior.

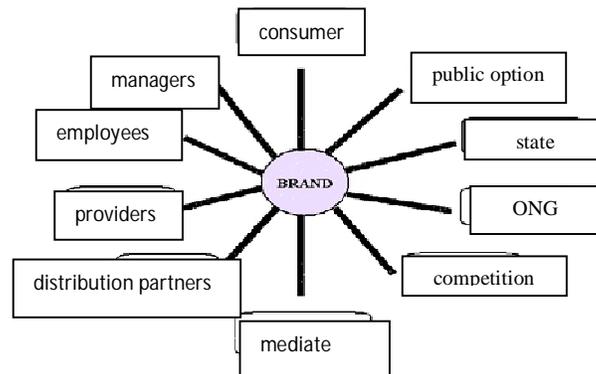


Figure 1. Value brand (brand) - stakeholders

Sports organizations in their role as social phenomenon, projecting an image of the environment in which it operates. This image is derived from a variety of reasons: connotation sport, players and managers emblematic personality, award scheme, etc. The sport encompasses a variety of symbols and values. All this can be expressed in value. Image concept in the context of marketing, have been assigned several meanings. It was defined as:

1. General characteristics, feelings or impressions;
2. brand personality;
3. links between characteristics and feelings / emotions;
4. a set of associations organized in a way expressive;
5. opinions that consumers have about an object.

One problem with the above definitions is that it focuses on the individual and its perception. We will look sporty image as a representation social phenomenon changing the focus from the individual to the collective.

Social representation Moscovici defined as a social creation as a language, behavior and social situations because it symbolizes. Social performances have contributed to the development of social behavior and some types of communication between people. That these developments can become the basis for making decisions about specific social positions. They determine symbolic process occurs in a social relationship. These social representations are specific to each group. They allow each member of the group to come into contact with the world and with other members of the community, understand the experience they live, their own reality. Classification process helps the individual to identify with a group on the basis of gender, geographical area, sports preferences or interest in an event. It is essential for an individual to acquire or maintain a positive social identity as a member of the group (Shank, 2005).



Sports organizations are becoming increasingly concerned about their image. It is estimated that the image is more and more power to influence the behavior of all involved: members, spectators, journalists, sponsors, etc. The image has the potential to have an impact on consumer behavior, and lead to a change in brand value. Aaker says that "brand value is a set of assets and liabilities of a brand name and its symbol, which is added or subtracted from the value of the product or service a company and / or its customers" . It can therefore be justified considering a sporting event, or organization as a trademark (Kotler, et al, 1999).

Development of commercial sponsorship

Sponsorships are one of the sectors of marketing communication that has a very fast growth. Novelty and share growth in this sector is evidenced by the fact that investment in sponsoring worldwide increased from \$ 2 billion in 1984-18,1billion dollars in 1997. This increase was driven by factors such as the desire for companies to have access with a cost effective to target markets, technological changes had the effect of media and development company focused increasingly on events and ways to spend their free time. An objective of the sponsorship is linked particularly important brand image projection.

Although sponsorship has its origins in the business systems of companies recently, commercial sponsorship, as is used now, the company is seen as similar to advertising, sponsorship and therefore investments are made to meet specific business objectives. In fact, the sponsor, it decides to sponsor an event or an activity, buying the right to be associated with the profile and image of the event and to exploit the combination of market prospects.

Commercial sponsorship as a marketing activity, was developed only in recent decades. On a global scale, investment in sponsorship have increased significantly in recent years (see Table 3). We note that in 2001 the global market for sponsorship was valued at \$ 2 billion, and in 2011 this amount increased to 18.1 billion. Europe and North America continue to dominate the global market for sponsorships, each holding approximately 33% of global spending. Sponsorship expenditure estimates refer only to the cost of purchasing property rights events; the efficient operation of sponsorship depends on advertising and promotion carried out to recover the initial investment (Shaun Smith, Joe Wheeler, 2001).

Table 3.The global sponsorships

Year	Value (billion)
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2001	2.0
2002	4.1
2003	4.5
2004	5.2
2005	8.3
2006	9.4
2007	10.8
2008	13.02
2009	15.1
2010	16.57
2011	18.1

The role of sponsorship marketing image

The sponsorship is valued for its ability to achieve certain effects of communication with the target audience. When looking to make known the company or product, the sponsor will seek a connection with an event or an activity which penetrates the consciousness of society, thus ensuring brand exposure. When using the sponsorship to build brand image is more complex process of creating consciousness as if the mark, although they are inevitably connected. It is believed that each has its own personality sponsored activity, encompassing a unique set of qualities and values perceived by the audience and sponsorship literature contains many examples of this, the use of sponsorship in order to create the image (Constatinescu, 2004) .At corporate brand level, important examples are American Express and the Statue of Liberty Bicentennial project, Volvo and selected sports (Golf, Horseback riding and Tennis), Barclay's Bank and English league football. Examples include Sears retail level sponsorship of the event "Live at the Met" (music festival). At the brand of a product / service examples are Coca-Cola and the Olympic Games, Pepsi and folk music (Michael Jackson, Madonna and Tina Turner), Marathon Mars and English. In a sponsorship, both the sponsor and the sponsored activity become involved in a symbiotic relationship with a transmission eigenvalues of the sponsor activity. Audience event, seeing sponsor name and logo of its sponsor learns to associate activity and vice versa. Pregnancy sponsor is, on the surface, to ensure that its presence is clearly associated with the work, and when necessary, to "transfer" work on brand values. This last aspect is achieved by proper operation using promotions or sponsorship activities by integrating into the mainstream of advertising.

Although it can use and advertising and sponsorship for achieving the image, sponsorship differ in terms of the manner in which these objectives are achieved. Essentially, sponsorship allows the brand to be sponsored reflection sponsored activity. This approach differs from the more direct approach offered by traditional advertising, and allows sponsors to suggest



that advertising associations can only express in a manner clearer and more clumsily. For example, by associating with a charity event, values such as concern, care etc. reflects on the sponsor. Using advertising to result in this kind of effect will most likely lead to cynicism and mistrust from consumers.

Conclusion

The conclusion I reached is that the economic entity is represented by the league, although several activities are required to be made to the clubs to maintain and increase interest in the sport product. So it is very important that people know that sports marketing are those who buy the product. We determined four distinct groups of 'clients': fans, broadcasters and other media channels, local communities and businesses that interact with the teams and the league. Each of these groups is interested in the product for different reasons. However, problems may arise with regard to sports product marketing. Television has played an important role in increasing interest in sport, but the relationship between sports, television and sponsorship is problematic, and it is possible that problems intensify with increasing the involvement of corporations. Problems arise when every player is looking for marketing opportunities that reach into conflict with those of the other party. Another problem that can arise is the financial disputes between clubs operating in the same league. In some leagues practice revenue sharing, but other problems can occur when some teams, led by large companies generate higher revenue than how other clubs. As a result, these teams might be able to have a competitive advantage in dealing with the rest of the teams, which endanger the uncertainty of the results, which is crucial in maintaining the fans. Explain and better predict effective marketing goods and services? Or do sports marketing? Sports marketing has as a starting point to create identification fans. Customers can identify with a brand of the Boers and services, as and when customers wearing Nike, Adidas or other brand prominently displayed on their clothing. So it can be said that the identification is only a deeper level of loyalty. In any case, the best examples of fanaticism are in sports marketing. Brands goods and services that copies of sports marketing practices can form their clients with a high degree of identification. Products such as Sony Playstation can produce quite inexplicable enthusiasm among fans that they will pay a premium to be able to buy the product before others. Organisations outside of sports can benefit from understanding and practicing the principles of sports marketing. Brands looking to create identification levels similar to those in the sports field can create fans who are willing to proudly wear brand name (ex. Nike) and display unwavering devotion.

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