



AENSI Journals

## Journal of Applied Science and Agriculture

Journal home page: www.aensiweb.com/jasa/index.html



## The effects of different media types on sponsorship for development of Iran's championship sport

<sup>1</sup>Mahdi Sharifi Moghadam, <sup>2</sup>Somayeh Rahbari, <sup>3</sup>Ali Moharer, <sup>4</sup>Faezeh Zmanian

<sup>1</sup> Department of Physical Education, Science and Research Branch, Islamic Azad University, Kerman, Iran.

<sup>2,4</sup> Department of Physical Education and sport Science, najafabad Branch, Islamic Azad University, najafabad, Iran

<sup>3</sup> Department of Physical Education and sport Science, Bam Branch, Islamic Azad University, Bam, Iran.

### ARTICLE INFO

#### Article history:

Received 19 October 2013

Received in revised form 16

January 2014

Accepted 22 January 2014

Available online 3 February 2014

#### Keywords:

Attract Financial Support,

Variety Of Media,

Championship Sports.

### ABSTRACT

**Background:** The present research is mainly done to determine the role of the media as an important tool in attracting financial support for athletics. **Objective:** In this way we gathered 75 views out of 104 which were related to sport federation practitioners. These were chosen according Table Cohen among the total 145. The measurement tool was a 53 question questionnaire which is verified through Delphi method. The validity of the questionnaire was done formally and its reliability was proved through Cronbach's alpha test 87%. Friedman test was used to prioritization each media kind in attracting financial support for athletics development. Kruskal and Ellis test were also used to determine the share of each media in 5 guidelines for sport improvement. **Results:** According to research findings new visual media (such as the internet) have the most influential role in improving marketing, hosting international competitions and attracting foreign investment. **Conclusion:** Visual media have the main role in attracting domestic investment and privatization. Media have the main role in attracting foreign capitals and then hosting international competitions and sports marketing.

© 2013 AENSI Publisher All rights reserved.

**To Cite This Article:** Mahdi Sharifi Moghadam, Somayeh Rahbari, Ali Moharer, Faezeh Zmanian., The effects of different media types on sponsorship for development of Iran's championship sport. *J. Appl. Sci. & Agric.*, 8(6): 1053-1058, 2013

## INTRODUCTION

Nowadays exercise and healthy recreation is being considered as two influential factors in improving national economics. These are also the most lucrative industries in the 21<sup>st</sup> century. The sports industry is becoming global rapidly, its realm has surrounded everywhere and it has also taken root all around the world. These lead to enabling millions of people to make use of it. Sports industry under the effect of stimuli such as major sport events has created an opportunity to make use of the media and advertising. This could bring about the interaction between industry, economics and sport (Asgarian, F,2004). On one hand athletics causes developing motivation, self-esteem, enthusiasm, talent, emotion control, sociability, identity and national pride and so has special importance. (Elahi and Mozafari, 2009) announced that foreign and domestic investment, scientific development, hosting international competitions, privatization, marketing, women's sports development and meritocracy are the most important guidelines for improving athletics. It seems that any financial and economic effort for facilitating these guidelines finally results in developing athletics in the country (Elahi, *et al*, 2009). But in this way two important questions arise: which means are used for successful application of these guidelines and how they should be used? The considerable point is that all human activities and especially sports need development, generating wealth and value added for stability. Meanwhile the main sources of income in sports industry are respectively television broadcasting rights, sponsors and the race's daily income. While in the sports industry of Iran television broadcasting right is not recognized officially as a source of income, it is needed that clubs (as financial sports organizations) and other relevant sports institutions pay special attention to the subject financial support (Elahi, AR, 2009). Gratton and Taylor (1985) believe that financial support in sport is in fact supporting a sport activity, sport event, sport organization or competition by a person or company in order to provide bilateral interest for both parties in the contract (Gratton & Taylor, 1985, Elahi, AR, 2009). Hernandez (2002) applies the term corporate sponsorship. He believes that it is introducing the product, the name or logo of the company through the sport prestige or related pictures. Nowadays businesses and industry owners have recognized that financial support can act for them as a strong advertising tool for them. In fact one of the most important and influential elements which has caused connecting economic and sport events is sport financial support (Hernandez, 2002). This is an advertising method for sponsors. Researchers

**Corresponding Author:** Mahdi Sharifi Moghadam, Department of Physical Education, Science and Research branch, Islamic Azad University, Kerman, Iran.  
Tel: +98935969009

have been always emphasizing on sponsors as they have had great influences in economic development of sports industry (- Ghasemi, 2007). In a research done by Fitzsimons (2009) about the relationship between financial support and the media, they came to understand that financial support of the sport teams cause an increase in returning the investment and also improving the public image of the company among fans (Fitzsimons, 2009). Gee Yung Koo(2004) mentions that economic system and conditions are important factors in attracting sponsors. For example he believes that existence of a competitive structure in countries' economics is a driving factor for improving sport sponsorship (Gee Yung Koo, 2004). Asterlayz (2005) announces that the role of the TV shows(as a form of mass media) in attracting sponsors is really important and says that the greater national and international sport competition shows, the more sponsors are attracted (Asterlayz, 2005). In 1990s media was the most important factor for attracting sponsors and sports industry development (Paul O Sullivan, 2002). Media as the most influential form of mass communication is divided to seven. These involve:

written media: such as books and the press auditory media: such as the radio visual media: such as the cinema, TV and the internet media tools: such as declarations, catalog, brochures, bulletin boards, posters, leaflets, banners, stand boards, logos, etiquettes, teasers, short and long films, theatre, speech and conferences. institutional media: such as public relations, publication companies, the cinema, radio, TV and the press. trans-institutional media: such as news agencies, central news, international relations agencies, cartels, broadcasting agencies, trust news, multinational movie maker companies and satellites (Firuz and pectoral Nia, Hossein, 2009).

Ghiyami Rad (2009) reported on a significant relationship between mass media's support and sport field's improvement (Ghiyami Rad, 2009). Elahi (2007) did a research about barrier interfering in attracting football financial support. He categorizes these barriers in 9 investment issues, sport sponsorship, government support, broadcasting and facilities (Elahi, AR, 2009). Molz *et al.* (2005) mention that the most important income resources in Greek football are broadcasting, sponsors, and investment in private sector in order to make their football global. Income resources in sports industry in Europe are realized from revenue from broadcasting rights, advertising for sponsors, ticketing, sales specials, investment revenues, stock market and catering services (Molze, and Mistilis, 2005). Research done in Iran show that until now athletics has not been able to attract financial support despite its global achievements. Elahi (2004) compared professional leagues in Iran and Japan. He announces that in Japan professional leagues gain financial support 25 times more than in Iran .This is also high considering their economic indicators(such as GDP). Anyway in the present research the main question deals with role of the media in generating wealth and attracting financial support in order to improve athletics in the country.

#### *The research method:*

##### *Statistical society and sample:*

The desired society in this research is all those practitioners in selected headquarters of sports federations. First by considering the number of sports federations, 15 were chosen in random. These federations involve basketball, volleyball, cycling, judo, archery, karate, wrestling, swimming, Table tennis, weightlifting, track and field and football . According to statistics, about 145 were staff federation members. Then based on the sample table of Cohen, Morgan, Grjsay, 104 were chosen as sample. The researcher after a lot of attempts succeeded to collect 75(72) percent of questionnaires in 11 federations and analyze them. These federations involve basketball, volleyball, cycling, judo, archery, karate, wrestling, swimming, Table Tennis, weightlifting and track and field.

##### *The research implementation method:*

The present research is descriptive-analytical (post- event) and it has an applied goal. It is done in the field. It has been tried to investigate the viewpoints of sports federations' practitioners about athletics. At first the researcher chose in the draw some federations among Olympic federations. He considered the practitioners of these sports federations as statistical society and then by the use of scientific methods, the sample size was specified. Then through utilizing a questionnaire built by the researcher, the collected data were analyzed. By applying Kolmogorov Smirnov test, it was determined that the data were not normal. So by considering the research goal, the Friedman test was used to specify the share of each media in attracting fiscal revenues for developing the country's athletics. Kruskal and Ellis test were used for determining differences among variables in the research. its statistical analysis was also done through SSP Software eighteen.

##### *Measurement tools:*

The measurement tools in the present research are verified questionnaires related to identifying the role of media in attracting financial revenues in order to improve athletic sports. In this research making and validation the above-mentioned questionnaire is a secondary consideration mainly resulting from lack of an exact and valid tool by which it is possible to measure the role of media in attracting financial revenues in athletic sports..Meanwhile researchers could be through a five-valued Likert questionnaire. They did this through

studying the theoretical dimension of the research .They got help from supervisors, advisers, some media and sport specialists and also Delphi method(submitting the questionnaire to experts and implementing their comments through several stages). Then the questionnaire was confirmed both in terms of formality and validity. Also 16 questionnaires were distributed to the statistical society and after being collected, it was 78 percent confirmed according to the Cronbach's alpha reliability .In this questionnaire special attention was paid to the familiarity of sports federation's practitioners with and also utilization of different media kinds. These media are visual, written, auditory, new visual, tool, institutional and trans-institutional. Among effective factors on attracting fiscal revenues for athletics development, we can mention five that are :privatization of athletics, sports marketing, hosting international competitions, domestic investment and finally attracting domestic and foreign capital. This questionnaire was prepared to investigate the role of each media in those five attracting fiscal revenue factors in order to cause development in athletics.

#### Information and data:

Tables 1 to 6 show Friedman, Kruskal and Ellis test results regarding the role of the media in improving athletics by a significant level(0/0001).

**Table 1:** Friedman test results about the role of the media in privatization

kinds of media	The mean and standard deviation	Average rating
Written	3/85±0/76	329/5
Auditory	3/37±0/80	240/5
Visual	4/12±0/90	383/5
new visual	3/82±0/84	333
Tools	3/39±0/91	244/5
Institutional	3/50±0/79	262/5
trans-institutional	3/76±0/78	306/5
Friedman	70/13	
significant level	0/0001	

As being observed in table 1, according to the subjects' views, visual media by having an average rate about 383/5 can perform the most important role in sport privatization. Then respectively are new visual, written, trans-institutional, institutional, tools and auditory media.

**Table 2:** Friedman test results considering the role of the media in sports marketing

kinds of media	The mean and standard deviation	Average rating
Written	3/88±0/85	328
Auditory	3/4±0/80	324
Visual	4±0/77	347/5
new visual	4/13±0/78	376
Tools	3/77±0/85	301/5
Institutional	3/35±0/81	220
trans-institutional	3/71±0/88	293
Friedman	78/47	
significant level	0/0001	

As being observed in table 2, according to the subjects' views,new visual media by having an average rate about 376 can perform the most important role in sports marketing. Then respectively are visual, written, tools, trans-institutional, auditory and institutional media.

**Table 3:** Friedman test results considering the role of the media in hosting international competitions

kinds of media	The mean and standard deviation	Average rating
Written	3/96±0/67	330
Auditory	3/51±0/81	235/5
Visual	4/03±0/75	345
new visual	4/22±0/76	390
Tools	3/6±0/77	258
Institutional	3/39±0/80	221
trans-institutional	3/89±0/56	320/1
Friedman	101/19	
significant level	0/0001	

As being observed in table 3, according to the subjects' views, new visual media by having an average rate about 390 can perform the most important role in hosting international competitions. Then respectively are visual, written, trans-institutional, tools, auditory and institutional media.

**Table 4:** Friedman test results considering the role of the media in attracting domestic capital

kinds of media	The mean and standard deviation	Average rating
Written	3/68±0/76	306/5
Auditory	3/33±0/90	242
Visual	4±0/69	374
new visual	3/77±0/75	320/5
Tools	3/49±0/88	271/5
Institutional	3/41±0/82	263/5
trans-institutional	3/75±0/84	322/5
Friedman	52/04	
significant level	0/0001	

As being observed in table 4 according to the subjects' views, new visual media by having an average rate about 374 can perform the most important role in attracting domestic capital. Then respectively are trans-institutional, new visual, written, tools, institutional and auditory media.

**Table 5:** Friedman test results considering the role of the media in attracting foreign capital

kinds of media	The mean and standard deviation	Average rating
Written	3/6±0/82	263/5
Auditory	3/24±0/73	196/5
Visual	3/91±0/55	316/5
new visual	4/56±0/70	444/5
Tools	3/69±0/79	274/5
Institutional	3/61±0/84	262
trans-institutional	4/01±0/76	342/5
Friedman	149/39	
significant level	0/0001	

As being observed in table 5, according to the subjects' views, new visual media by having an average rate about 44/5 can perform the most important role in attracting foreign capital. Then respectively are trans-institutional, visual, tools, written, institutional and auditory media.

**Table 6:** Kruskal and Ellis test results considering the role of the media in attracting financial support for improving athletics

guidelines for developing athletics	average rating
attracting foreign capital	4583/9
hosting international competitions	4554/1
sports marketing	4471/1
Privatization	4334/9
attracting domestic capitals	4177/9
Kruskal and Ellis	527/29
significant level	0/0001

As being observed in table 6, the media have the most important role in attracting foreign capitals. Then respectively sports marketing, privatization tools and attracting domestic capital have the main role in hosting international competitions. These are considered as financial support guidelines for improving athletics.

### Conclusion:

In recent years media started to rise effectively and powerfully in all social, political, economic and cultural phenomena. Based on this, media are called powerful tools in human societies and also the forth in government. Research findings suggest that the visual media are the most important in attracting fiscal support for athletics development. It also affects its related factors such as privatization and domestic investment. This finding is consistent with those by Gong (2010), Molz (2005) and qiami (2009). They found out that TV is the most attractive media in sports field. TV is the most effective form of communication because it is easy to have access to its content at any time (Grvnic1983) and also it uses the auditory and visual senses of the audience as a principle in Communication. It seems that people feel more comfortable with TV. According to most of the communication texts, TV is a member of the families. An interesting point in most of the above-mentioned researches about attracting effective financial resources in different parts are the television broadcasting rights. In addition to public resources and also those resources provided by government agencies for developing and

implementing sports programs, private section is the most important one. It may be mainly because these media are more inclusive in the country, although you should not ignore the nature of the guidelines. This emphasizes on more and more coordination between sport and visual media. The most important negative roles of the media in privatization could be providing false information, rumors and especially incorrect analysis by experts or people unknowing about privatization and so concerns the society about its implementation. Creating a new mindset and behavior, more efforts to generate wealth, obtaining maximum results, satisfaction and compliance with minimum effort or cost are equivalent with the real meaning of economic in such an important social event. So finding tools and methods that facilitates achieving this goal are the main duties of the country's sport practitioners. On one hand research findings suggest an effective role for media especially new visual ones (Internet, Web) in developing other guidelines for attracting fiscal support in athletics. These findings are consistent with those of Rodak (2010), Elahi (2009) and Moradi (2009) about the positive effect of new media in attracting investment, developing financial resources in sport organizations and improving marketing. The surging and continuous use of the internet and web in daily lives of human is more than ever observed. Between the years 80 to 85 the internet in Iran had a growth about 2500 percent (Shaghasemi, 2008). Andy Rodak, (2010) reported multi-million profit and attracting financial support as a result of the formation of a web for football fans. This new medium needs more consideration and application by considering the role of athletics in different areas and also its intermediary role in attracting financial support.

On the other hand research findings suggest that through correct recognition and appropriate use of the media, it would be possible to attract more foreign investment and also be able to host international competitions. These findings are consistent with those proposed by Elahi (2009), Fitzysmons (2009), and brown (2002). It should be noted that the lack of these two elements are as the most important boundaries in improving athletic sports. Their prosperity could lead to generating wealth and attracting financial support in the country (Elahi, 2009, Fitzysmons, 2009). So according to others, familiarity and application of different media in sports federations such as trans-institutional (news...) and institutional ones (publishing companies.....) is not so appropriate. Doubled effort to remove this problem is as the most important ways to attract financial support.

#### REFERENCE

- Asgarian, F., 2004. Review the economic situation of Iran's sports industry in the years 1998-2001 (based on GDP estimates for MS Windows) Thesis in sports management and planning, Tehran University.
- Brown, M. and M. Nagel, 2002. The Size of the Sport Industry in the United States: Understnding (Ed); 10 European Sport Management Congress: Future of Sport Management Proceeding, Firenze: Italy: E A S
- Cianfrone, B.A. & J.J. Zhang, 2006. Differential Effects of Television Commercials, Athlete Endorsements, and venue signage during a televised action sports events. *Journal of sport management*, 20, 322-344. Human kinetics, Inc.
- Dindarfarkosh, F. and H., pectoral Nia, 2009. Public and media relations. Third edition, Tehran: Publication lighting.
- Elahi, A.R and M. Goodarzi, M. Khabiri, 2006. Review the performance of the professional football league in Iran in comparison with Japan's professional league. *Journal of motion*, (27): 55-71.
- Elahi, A.R and S.A.A. Mozaffari, 2009. Athletics national development strategies. Seventh International Conference on Physical Education and Sport Sciences, Institute of Physical Education. Tehran.
- Elahi, A.R., 2009. Development obstacles in attracting revenue from sponsorship of Iran's football industry, *sports management*, (1): 189-202.
- Fitzsimmons, P., 2009. September 19. *The Sydney Morning Herald*, 14.
- Ghafouri, F., 2003. Determine the main factors affecting the tendency to identify strategies for sport and sports hero in Iran, PhD thesis, University.
- Ghasemi, H., 2007. Examine the role of media in the country's sports development. Thesis. Islamic Azad University, Science and Research.
- Gi-Y, K., 2004. "Sport sponsorship match-up effect on consumerbased brand equity : An application of the schematic information process", unpublished doctoral degree dissertation, department of sport management, Recreation Management and Physical Education, Florida State University
- Gratton, C. and P. Taylor, 1985. "Sport and recreation : An economic analysis" State College, PA: Venture Publishing Company.
- Grunig, J.E. and T. Hunt, 1984. *Managing public relations*. Chicago: Holt, Rinehart and Winston.
- Kang, J., C. Lim, W. Lee, P.M. Pedersen, 2010. Balancing promotion and social responsibility by sport management and media professionals: Investigating the potentially negative influence of viewing mediated sport violence. The 18th Annual European Sport Management Conference: European Association for Sport Management (EASM). Prague, Czech Republic.
- Mohammad, K., 2002. Football scholarship and football scholarship. The Ministry of Culture and Islamic Guidance Press, Printing, Tehran.

- Molze, B and T. Mistilis, 2005. Sport Marketing Quarterly, 4: 15-21.
- Moradi Chalhstry, J., 2009. Investment strategies explained in the football industry, Master Thesis, Islamic Azad University.
- Rod, A., 2006. Review marketing strategies to promote and develop sports in Iran, Journal of motion, (39): 175-192.
- Ruben, A.H, 2007. Management of sports organizations, translated by Ali Reza Khosravi Vasfndyar born of God, Bamdaktab Publishing, Printing, Tehran
- Ruddock, A., 2010. Contradictions in media sport culture. University of Western. Sydney.
- Sadjadi, S.N., 2007. The relationship between the use of sports imagery in advertising and consumer behavior, sports fans Of motion., (34): 83-93.
- Shaqasmy, E.Gh., 2008. Internet and social change in Iran: A meta-analysis with an emphasis on youth. Iranian Journal of Sociology. No. 19. Fall and Winter 2008.
- Shojaei, W., 2007. Check the status of sports marketing through the Internet in Iran with emphasis on four elements. Journal of Sports Sciences, (15): 95-81.
- Strelize, B., 2005. "Relationship in sport sponsorship : a marketing perspective", unpublished doctoral degree dissertation, faculty of management, University of Johannesburg.
- Wolf, R., M. Tony, O.S. Paul, 2002. The sport network: insight into the shifting balance of power. journal of business research, 55: 611-622.