

Identifying and Ranking Of Deterring Factors of Financial Sponsorship (Support) Related To Sport from the Perspective of Professionals, Directors and Heads of Sport Boards of Kurdistan Province

Teymur Soleimanbegi¹, Kouros Veisi²

¹*Department of Physical Education and Sports Science, Kurdistan Science and Research Department, Islamic Azad University, Sanandaj, Iran*

²*Department of Physical Education and Sports Science, Sanandaj Islamic Azad University, Sanandaj, Iran*

ABSTRACT: *The aim of this study is to identify and rank of deterring factors of financial sponsorship related to sport from the perspective of professionals, principals and heads of sports boards of Kurdistan Province. The study was descriptive-survey which was conducted as field research in the community. The study population included all professionals, directors and heads of sport boards of Kurdistan Province in which 150 persons were selected using targeted sampling method. The measurement tool in this research was a researcher made questionnaire in which its validity was confirmed by experts of sports management and its reliability was 0.94 using Cronbach alpha. To rank deterrents or preventive factors, it was used Friedman test and to differentiate among the views, it was used one-way variance analysis and LSD post hoc test. The results indicated that media and government factors from the perspectives of professionals, directors and heads of sport boards have the most deterrent factors in sport-related financial sponsorship in Kurdistan. The results also indicated that there is a significant difference among sport-related financial sponsorship deterrents in professionals and directors. However, there is no significant difference among directors and heads of sport boards. It can be said that media and government factors are among the factors which prevents financial sponsorship in Kurdistan. So, authorities' attention to reduce public and media problems can lead to financial sponsorship and finally sports progress in Kurdistan.*

KEYWORDS: *Sport-Related Financial Sponsorship, Deterring Factors, Sport Marketing, Sport Boards*

I. INTRODUCTION

At the beginning of the third millennium, the world of sport experiences new era. Increased activity in the field of physical education and sport has increased demand for goods and services. These activities have led to reveal sport industry (Detailed studies of human resource development, 2003). To succeed in this industry, it is necessary to use sport marketing [1]. Financial sponsorship is an element of marketing communications which can supply required tools to achieve companies' specific targets in specific situations along with other elements such as advertising, sales promotion, personal selling, public relations and direct marketing [2, 3] and causes marketers' success in a turbulent environment [4]. Sport is the phenomena that many private companies and factories support it. One of the sports activities, especially championships activities, is to use financial sponsorship of private companies and factories [5]. [6] states sport financial sponsorship as following: investments in exercise entities (athlete, team, league, or sport program) to support total organizational, business or advanced strategies goals.

Financial sponsorship of sport is of global communication techniques which aim to invest in physical activities, people and events to potential exploit of trade issues related to sports [7], encouraging the audience (in the stadium and television spectators) and providing communication between supported (event, sport team or athlete) and supporter [8]. Sport sponsorship is one of the most important sources of income in the sport today. Today, various businesses and industries found that financial sponsorship is a promotional tool for their power. In fact, one of the most important elements that link sport events and the economy is sport support in advertising for sponsors [5]. In today's competitive environment that marketing efforts need to spend lots of budget, managers intensively monitor the allocation of funds to various marketing activities and fund returns [9]. [3] in a research reported that financial sponsorship has four advantages that media advertisement doesn't have it; these advantages include financial sponsors deemed as good and righteous for customers,

indirect and subtle performance of financial sponsorship, covering financial sponsorship in the media and low consumer awareness about the sponsors causes to decrease the opposition of their audiences [3].

Identifying effective factors on audience behavior is an important issue for sport marketers as income of spectators of games is a major source of income for professional sport. If influencing factors on audience behavior is revealed, sport sponsors and supporters will be able to develop more effective strategies for their target market. Reviewing the various methods and important factors for the presence or absence of spectators at sport events, their importance and priority of each of them are the first step to start a scientific and systematic activity to increase the spectators' rate at sport events. Therefore, it is necessary that managers get full information about the effectiveness of marketing activities to be able to make decisions e.g. resource allocation to support sport finance. In this context, several studies have been done in Iran and abroad which we briefly mention: [10], in his article, have compared the ideas of heads of sport federations and managers of sponsor companies on the goals of financial sponsorship. The results indicated that there is significant difference between the ideas of heads of sport federations and managers of sponsor companies on all 4 groups of goals of financial sponsorship.

[11] in his article, have investigated the affecting factors on the financial sponsorship of selected companies of the sport exercise of Zanjan Province. The results indicated that the companies follow the goals which mainly include increasing awareness and changing general outlook of the company, promoting the image of the company, finding new parts of the market, increasing the market share, creating imagination in the target market, increasing awareness of the target market, strengthening relationships with existing customers, getting the competitive advantage by creating a monopoly, helping to expand sales, increasing sales, increasing media attention, having tax exemption and inviting sponsors to attend in official competitions and festivals. Artemisia et al (2004) have investigated incentives and the famous national sponsors' goals in Athens 2004 Olympic Games in their studies. Their findings showed that companies' decision to join the sponsorship program wasn't quite commercial and the desire to support the national effort and a sense of duty lead them to the sponsorship. Sponsors' most valuable goals in Athens 2004 Olympic Games include items such as increasing sales, increasing the market share, promoting the image of the company, and increasing awareness about the brand. Moreover, companies' social responsibility and employee relations improving are also important. [12] has done a research about the effectiveness of sport financial sponsorship on TV. The results indicated that sport financial sponsorship causes audiences and spectators awareness of sponsor and supporter brand and trade mark.

One of the main concerns of Kurdistan sport is the lack of sufficient financial sponsorship which almost most athletes, coaches and other related authorities and officials aware of it and has complaints about it. However, the lack of financial sponsorship of sports and athletes cause they leave the country. Due to the noted points, we propose to identify deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province and answer this question that which deterring factors cause the lack of financial sponsorship in this province?

II. OBJECTIVES

a. General Objectives

Identifying and ranking of deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.

b. Secondary Objectives

1. Identifying economic deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.
2. Identifying social deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.
3. Identifying managerial and organizational deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.
4. Identifying governmental deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.
5. Identifying media and spectators deterring factors of financial sponsorship related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan Province.
6. Identifying the perspective of professionals, directors and heads of sport boards of Kurdistan Province in respect of deterring factors of financial sponsorship related to sport from.

III. SPORT FINANCIAL SPONSORSHIP

Sport financial sponsorship has increased dramatically in the last two decades. Supporting sport organizations and athletes for other major non-sport enterprises like Shell, Coca Cola, Fly Emirates and Vodafone have been introduced as an important part of their marketing strategy. A variety of sports

organizations and entities such as individual athletes, clubs and teams, events, leagues, unions, federations and competitions may be supported due to special status and purposes. Sport sponsorship occurs when a sport organization, club, league or athlete is financially supported by a private enterprise. Financial sponsorship receiver is considered as the owner of sponsorship or sport owner. These terms legally represent the fact that sponsorship is a trade deal between the two parts (e.g. the owner of enterprise and the owner of sport) [13].

c. Financial Benefits of Sport Events

- 1) Customer loyalty to logo: among marketing methods to advertise a product and its logo, it is used financial sponsorship of a sport event. People interests to sport activities and sport particular attractions cause to create emotional relationship between a product logo and customers.
- 2) The effectiveness of advertising: Advertising in sport is more effective than other advertising practices and causes to increase purchasing of a product among people.
- 3) Activating a production unit or service: financial sponsorship of manufacturing companies or services in a sport event causes to revive and activate them, revive logo products and manifest in compared with other companies. Swatch Company as a watchmaker is an example of these cases which was revived after 1996 Olympics.
- 4) Attract particular customers: Advertising in other areas has general customers while financial supporters and sponsors advertising in sport effect on particular customers. For example, it can attract enthusiasts and fans of a particular sport or club and make more sales and sustainable customers.
- 5) Create monopoly: by increasing recognition of the company among competitors, the monopoly feature of a logo is strengthened.
- 6) Community participation: Financial sponsorship of a company from a sport event causes to create social participation.
- 7) Investment return: investment return of a company through financial sponsorship of a sport event and advertising its products or services will be faster and more reliable [14].

i. Results of Sport Financial Sponsorship

ii. Sponsor Image
Results indicate that brand image had special effect on customer perception and product quality, services and company credibility effect on customer perception and loyalty. For example, Turkey UI Ker Co bought Belgium Gadiwa⁴ chocolate brand worth \$ 850 million. This is one of the published news about the sale of a brand. A brand or brand is good to the extent that the market will try to seize it. According to Wikipedia definition, it includes name, logo, slogan or design and pattern of a product or service.

iii. Purchase Intentions

By definition, consumer perception of product quality is consumer judgment about the excellence of general characteristics of a product. The importance of this issue has been highlighted from the perspective of marketing activists as this variable is being affected through an emphasis on consumer purchase intention and behavior on marketing function. Karaman (1990) and Parasuman et al (1996) are among those who have emphasized on a direct effect of perception of product quality on purchase intention [15].

iv. Word of Mouth

The term "word of mouth" was firstly published by William Way it⁷ about 40 years ago in classic studies of Fortune Journal. Although the study of social networks in sociology are discussed in detail; however, in recent years, marketing researchers have considered it due to its revealed significant effects on consumer behavior. Ardntz (1967) defines it as follow: face to face and mutual communication between receiver and sender in which receiver receives data such as name, product, and service from non-commercial channels [16].

v. Team Attachment

Team attachment among the fans is different and this can be analyzed as the identity of fans. A fan identity is defines as personal commitment and emotional involvement to a player, team or sports organization. It can be considered the three levels of identity for fans: the lowest level is "social fans" who are present for entertainment and sports events and not worry about the score; "focused fans" or semi-fanatical fans who support a team or a player but it doesn't live long and as the team fails, they change their dependency and interest; the third group is fanatic and permanent fans who has great emotional attachment to their favorite player and team [17].

vi. Involvement (Centrality) & (Attraction)

Involvement is considered as a multi-dimensional which attraction and centrality are two main aspects of the involvement and it is mostly used in this study. According to Kill studies (2004), attraction is related to perceived importance of activities for each individuals and interest, pleasure and recreation which is obtained through these activities. Centrality is referred to the success of each individual activity according to his/her living style [18].

IV. RESEARCH METHODOLOGY

The present study is a descriptive strategy, surveyed- based and applicable in which field study is used to gather data. The study population includes professionals, directors and heads of sport boards of Kurdistan Province. Given the small study population, it was used targeted sampling to select the sample for professionals and all-measured method to select directors and heads of sport boards of Kurdistan Province. So, 150 persons among them were selected. The study tools in this researcher made questionnaire include 36 questions. Validity was confirmed by experts and scholars and for its reliability; the questionnaires were completed by 30 persons of professionals, directors and heads of sport boards. Its reliability was 0.94 using Cronbach alpha which indicates good reliability and validity of the questionnaire. To analyze the data, it was used one-sample t-test and one-way variance analysis to investigate research hypotheses as well as Friedman rank test to prioritize in SPSS software environment.

V. RESULTS

Main Hypothesis: Deterring factors of financial sponsorship (support) related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified and ranked.

Table 1. Reviewing the variables of deterring factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Deterring factors	Professionals	2.9	0.231	0.046
	Directors	3.1	0.352	0.007
	Heads of sport boards	3.3	0.539	0.000

As Table 1 shows, deterring factors of financial sponsorship (support) related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified in significance level of 0.05 and from the perspective of heads of sport boards, deterring factors have higher mean. To rank deterring factors of financial sponsorship (support) related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan, it is also used Friedman rank test:

Table 2. Ranking deterring factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Row		Ranking average
professionals	Economy factors	2.68
	Social factors	No effect
	Managerial factors	3.08
	Governmental or state factors	2.48
	Media factors	3.32
Directors	Economy factors	3.13
	Social factors	No effect
	Managerial factors	2.87
	Governmental or state factors	3.15
	Media factors	2.98
Heads of sport boards	Economy factors	3.19
	Social factors	2.82
	Managerial factors	2.85
	Governmental or state factors	3.22
	Media factors	2.92

As Table 2 shows, from the perspective of professionals, media factors have the highest rank while from the perspective of directors and heads of sport boards, governmental factors have the highest rank.

Hypothesis 1:

Deterring economy factors related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified.

Table 3. Reviewing economy factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Economy factors	Professionals	2.81	0.47	0.039
	Directors	3.19	0.54	0.018
	Heads of sport boards	3.34	0.60	0.001

As Table 3 shows, economy factors from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified in significance level of 0.05 and from the perspective of heads of sport boards, economy factors have higher mean; so, have more deterring role than perspective of professionals and directors.

Hypothesis 2:

Deterring social and cultural factors related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified.

Table 4. Reviewing social and cultural factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Social and cultural factors	Professionals	2.97	0.29	0.725
	Directors	3.11	0.47	0.100
	Heads of sport boards	3.18	0.61	0.008

As Table 4 shows, deterring social and cultural factors from the perspective of professionals and directors is possible to be identified in significance level of 0.05. So, social and cultural factors are only possible to be identified from the perspective of heads of sport boards.

Hypothesis 3:

Deterring managerial and organizational factors related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified.

Table 5. Reviewing managerial and organizational factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Managerial and organizational factors	Professionals	2.95	0.33	0.008
	Directors	3.05	0.52	0.011
	Heads of sport boards	3.23	0.71	0.005

As Table 5 shows, managerial and organizational factors from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified in significance level of 0.05 and from the perspective of heads of sport boards, managerial and organizational factors have higher mean; so, have more deterring role than perspective of professionals and directors.

Hypothesis 4:

Deterring governmental (state) factors related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified.

Table 6. Reviewing governmental (state) factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Governmental factors	Professionals	2.80	0.39	0.022
	Directors	3.23	0.69	0.023
	Heads of sport boards	3.37	0.71	0.001

As Table 6 shows, governmental (state) factors from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified in significance level of 0.05 and from the perspective of heads of sport boards, governmental (state) factors have higher mean; so, have more deterring role than perspective of professionals and directors.

Hypothesis 5:

Deterring media and spectator factors related to sport from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified.

Table 7. Reviewing media and spectators factors from the perspective of professionals, directors and heads of sport boards of Kurdistan Province

Research variables		Mean	Standard deviation	Significance level
Media and spectators factors	Professionals	2.96	0.47	0.042
	Directors	3.14	0.46	0.033
	Heads of sport boards	3.27	0.61	0.001

As Table 7 shows, media and spectator factors from the perspective of professionals, directors and heads of sport boards of Kurdistan is possible to be identified in significance level of 0.05 and from the perspective of heads of sport boards, media and spectator factors have higher mean; so, have more deterring role than perspective of professionals and directors.

Hypothesis 6:

There is difference among the perspective of professionals, directors and heads of sport boards of Kurdistan in respect of deterring factors of financial sponsorship related to sport.

Table 8. Results of one-way variance analyses of deterring factors based on the perspective of professionals, directors and heads of sport boards of Kurdistan Province

	sum of squares	Freedom degree	average of squares	F	Significance level
Inter group	2.709	2	1.354	6.731	0.002
Intra group	29.57	147	0.201		
Total	32.28	149			

As Table 8 shows, deterring factors according to the perspective of professionals, directors and heads of sport boards of Kurdistan have significant differences in significance level of 0.05. In following, to understand the difference among perspectives, it is used LSD post hoc test.

Table 9- LSD post hoc test

J	i	Mean difference	significance level
Professionals	Directors	-0.24	0.031
	Heads of boards	-0.37	0.001
Directors	Professionals	0.24	0.031
	Heads of boards	-0.13	0.116
Heads of boards	Professionals	0.37	0.000
	Directors	0.13	0.116

As Table 9 shows, there is significant difference between professionals and directors in significance level of 0.05. There is also significant difference between professionals and heads of boards; however, there is no significant difference between professionals and heads of boards.

VI. DISCUSSION AND CONCLUSION

In the research main hypothesis, the results of Friedman rank test indicated that media factors from the perspective of professionals, have the highest rank while from the perspective of directors and heads of sport boards, governmental factors have the highest rank. These results indicated that media and spectator factors, from the perspective of professionals, can be one of the most important deterring factors in sport financial sponsorship in Kurdistan Province. So, it can be said that to achieve and improve the goals of sport financial sponsorship, mass media devices such as newspapers, radio and TV play a very important role during broadcasting of sport events and through these, they can help financial sponsors to achieve appropriate advertising. Therefore, one of the main goals of sport sponsorship is the possibility to access to the fans and the people who have common interests. Sporting events are the simple forms of psychological effect on customers. In this way, companies can access to customers with common activities, interests and beliefs. If financial support is done correctly, it can reach the market more successful than traditional methods of advertising.

References

- [1] B. Pitts, Stotlar, D, "Fundamentals of Sport Marketing," *International Journal of Sport Management and Marketing*, vol. 2, 2002.
- [2] J. Crompton, "Conceptualization and alternate operationalization's of the measurement of sponsorship effectiveness in sport," *Leisure studies*, vol. 23, pp. 267-281, 2004.
- [3] T. Meenaghan, "Commercial sponsorship," *European Journal of Marketing*, vol. 17, pp. 5-73, 1983.
- [4] B. Seguin, Oreilly, N, "The Olympic brand, ambush marketing and clutter," *International Journal of Sport Management and Marketing*, vol. 4, pp. 62-84, 2008.
- [5] M. Ehsani, "Management Sport," *University of Tarbiyat Modares*, 2008.
- [6] M. D. Shank, "Sports marketing: A strategic perspective (3rd ed)," *Upper saddle river, NJ: Prentice Hall*, 2005.
- [7] B. Strelize, "Relationship in sport sponsorship: A marketing perspective," Unpublished doctoral degree dissertation, faculty of management, university of Johannesburg, Johannesburg, 2005.
- [8] G. Tribou, "Sponsoring sport if (sport sponsorship)," *Paris: Economical*, 2007.
- [9] A. Karg, "Sport Sponsorship Management: Major Australian Sponsor Practices in Objective Setting & Measuremen," *The Sport Management Association of Australian & New Zeeland Conference*, 2007.
- [10] K. Jamaat, "Compare the views of the heads of sports federations and managers of companies that support the objectives of sport sponsorship," PhD Thesis, Higher education institutions, non-profit and non-governmental north, Faculty of Physical Education Sports Science, Amol, 2007.
- [11] R. Mohammadi, "Factors affecting the financial support of selected companies from the sport of Zanjan," Master's Thesis, Faculty of Humanities, Tarbiat Modares University, Tehran, 2011.
- [12] T. Cornwell, Pruit, S., Clark, j "Relationship between Major League Sports Official Sponsorship Announcements & Stock Prices Of Sponsoring Firms," *Journal of The Academy of marketing science*, vol. 33, pp. 401-412, 2005.
- [13] M. Bashiri, "determining the factors affecting the financial support of private companies from sports clubs in East Azerbaijan Province," M.A thesis, literature faculty Urmia University, Urmia, 2009.
- [14] M. Hamidi, "management and how to run tournaments," *Andishey-e-Qom Website*, 2013.
- [15] S. Mortazavi, Kaffashpour, A., Arjmandinejad, A, "Analysis the mediating role of patriotism and perception of product quality on intention to purchase imported goods," *Executive Management Journal*, vol. 10, 2010.
- [16] P. Ghaffari, "Third millennium word to mouth paradigm," *Tadbir Journal*, vol. 16, 2009.
- [17] A. Farokhi, Khezri, A., Hemayat talab., R, "Analysis the incentives of fans of Iran national football team," *Sport Management*, pp. 153-168, 2010.
- [18] A. Tsiotsou, Alexandris,C, "Delineating the outcomes of sponsorship Sponsor image, word of mouth, and purchase intentions," *International Journal of Retail & Distribution Management*, vol. 37, pp. 358-369, 2009.