



PERCEPTION OF PHYSICAL EDUCATION TEACHERS TOWARDS IMPORTANCE OF SPORTS MARKETING

Malgle A. and Mardikar M.

Institute of Science, Nagpur (M.S) India

Email: mambuactiva4544@gmail.com

Abstract: It has been argued by many authors that sports marketing is a “special case” of marketing, meaning there are theoretical and practical dimensions of marketing peculiar to sports marketing. However, the current popularity of sports in general and specific sporting events in particular, has offered the management people an avenue to promote the products as well as services to masses. This not only helps the companies to achieve their business targets, but also helps the sports field by getting more money that can be used for sports development. In view of this present investigation is carried out to know the status of physical education teacher’s vis-à-vis their perception of sports marketing. To conduct this study, standardized methodology has been adopted and the results of this study indicate that the physical education teachers of Nagpur City have positive attitude towards sports marketing.

Keywords: Sports marketing, Sports, Popularity, Management, Sports development

Introduction:

There are few things in the world as widely loved as sports. From fanatics to casual viewers, sports capture the attention of more people than almost any other kind of event. Moreover, the marketers understand the popularity of sports and have made them a centerpiece of marketing campaigns for decades. As the size and popularity of different types of sports has grown, the field of sports marketing has grown with it. According to many estimates, companies have spent millions of dollars on various sporting events over the last couple of decades. As long as sports continue to thrill hundreds of millions of people, they will continue to be a prime events to deliver advertising messages.

Specifically, sports’ marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports. Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase advertisement boards and other print ads, while TV networks sell airtime during the events. Famous athletes also

sign contracts to work as celebrity endorsers and lend their images to marketers.

The biggest advantage of sports marketing is that it allows marketers to piggyback on the popularity and devotion many fans feel towards their favorite teams and athletes. If a Cricket fan has loved a specific team since childhood, any marketer who associates themselves with that team gains instant credibility in that fan’s mind. Since the revenue ultimately goes to support the team, the marketer is considered a sponsor and invested in the team’s success. However, the only major disadvantage is that the sports marketing industry is so large that it can be hard to stand out in the crowd. A fan who watches a three hour football game will be exposed to dozens of different marketing messages. Hence, marketers must advertise to a wide range of customers, but risk that their ad gets overlooked by fans more interested in the game.

Some might argue that sports marketing is a “special case” of marketing, meaning there are theoretical and practical dimensions of marketing peculiar to sports marketing. For instance, courses are offered in services marketing, international marketing, business-to-business marketing and the like because the applications of marketing to these particular contexts

require adaptation specific or special to each case. Following this logic, one should accordingly treat sports marketing as a special case to study because its processes does not function or generalize well for other goods and services. That is, some argue these special cases of marketing do not possess theoretically sound (or law-like) principles or axioms that guide practice across a variety of other business contexts.

If, however, sports marketing better explains and predicts effective marketing when compared to other product and services marketing, then one might argue marketing is actually a special case of sports marketing. General theories of marketing should ultimately possess superior predictive and explanatory powers of marketing effectiveness. As one examines the differences between typical goods/services marketing and sports marketing, it is necessary that one considers which characteristics better explain optimal buyer-seller relationships. In view of the importance of the sports marketing in professional development of the sports as well as the supporting economy, this study was carried out to know the perception of physical education professionals/teachers of Nagpur vis-à-vis sports marketing.

Research Methodology:

In the present study, a combination of qualitative and quantitative method was used. In this investigation, a careful collection of facts was undertaken to ensure validity of the facts. The study was carried out in three steps involving reconnaissance, sampling/data collection followed by interpretation of statistics. The study was carried out in the Nagpur City of Maharashtra State.

Research Deign

Descriptive (Cross Sectional) research design is used to obtain information concerning the perception of physical education teachers vis-à-vis sports marketing.

Universe of the Study, Sampling Method and Sample Size

All the physical education lecturers working in the colleges affiliated to Rashtrasant

Tukadoji Maharaj Nagpur University, Nagpur were considered as Universe of the study. The sampling was done by following random sampling method. 100 physical education teachers were randomly selected from the study area.

Collection of Data and Statistical Analysis

For the purpose of data collection, survey methodology was used. The data was collected through a questionnaire, which was prepared by keeping the objectives of the study in mind. The descriptive statistics, such as frequency, mode, percentage, etc. were determined from the collected data and Chi-Square test was used to assess the goodness of fit. The data was analysed with the aid of SPSS 18.0 software. The significance level was chosen as 0.05.

Results and Discussion:

Professional Experience in Sports Field

Table-1. Experience of working as a professional in sports field

Total Experience	No. of Teachers	Percent
Below 10 Yrs	24	24.0
10 to 20 Yrs	32	32.0
Above 20 Yrs.	42	42.0
Total	100	100.0

Table 1 shows data regarding total professional experience of the physical education teachers in the sports field. It was evident from the data that majority i.e. 42.0% of the physical education teachers had more than 20 years of experience in the sports field, whereas 32.0% physical education teachers had 10 to 20 years of total experience and further 24.0% have less than 10 yrs. experience in the sports field.

Gender wise distribution of the Physical Education Teachers

Table-2. Distribution of the Physical education Teachers on the basis of gender

Gender	No. of Teachers	Percent
Male	82	82.0
Female	18	18.0
Total	100	100.0

Table 2 shows information regarding distribution of Physical Education Teachers

with respect to gender. It was observed that 82.5% physical education teachers of the study area are male whereas 18.0% are females.

Importance of sports marketing for development of sports

Table-3. Perception of Physical Education Teacher's regarding importance of sports marketing

Response	No. of Teachers	Percent	
Very Important	62	62.0	Chi Square = 60.14; df: 2; P=<0.05
Moderately Importance	26	26.0	
Not Important	6	6.0	
Total	200	100.0	

Table 3 shows perception of physical education teachers regarding importance of sports marketing for overall sports development. The results indicated that that 62.0% physical education teacher consider marketing to be very important in sports development, whereas 26.0% consider it to be moderately important. Surprisingly 6.0% physical education teachers do not consider marketing to be important for sports development.

Physical education teachers' attitude towards sports marketing

Table-4. Physical education teacher's attitude towards sports marketing

Attitude	No. of Teachers	Percent	
Positive	77	77.0	Chi Square = 87.107; df: 2; P=<0.05
Indifferent	16	16.0	
Negative	7	7.0	
Total	100	100.0	

Table 4 shows results regarding the physical education teachers' attitude towards sports marketing. It was apparent from the data that majority (77.0%) of the physical education teachers of the study area have positive attitude towards sports marketing while 16.0% have indifferent attitude and further 7.0% have negative attitude.

Conclusions:

The advertisement boards at local stadium, the corporate sponsored tournament one watches on television and

the commercials with sportspersons promoting certain products are all possible due to the innovative thinking and hard work of sports marketing professionals. Although the hours can be long and the environment fiercely competitive, sports marketing offer many rewards. Sports marketing is a profession notorious for low turnover, and quick advancement through the ranks is not common. More often, individuals in entry-level positions can expect to stay there for several years. In view of the various issues regarding the unemployment, the study results indicate that the sports marketing is an important aspect for sports development and the physical education teachers of the study are have positive attitude towards it. Thus, it is concluded that the physical education teachers in Nagpur City have positive attitude towards sports marketing and hence, professional bodies should undertake efforts to organize as well as channelize their energy towards sports marketing and intern sports development.

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