

# Comparing Barriers of Sports Sponsorship Perspectives of Managers and Assistants Production Companies

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**ABSTRACT:** The purpose of this study comparing perspectives of managers and assistant's production companies on barriers of sports sponsorship. Methods of research have been descriptive and survey studies. Population of this study were 168 of managing directors and deputies, of 70 major production companies, service and commercial that had ability to funding support in sports of Mazandaran. According to a Morgan table 118 individuals were randomly sampled. Tools for data collection, the questionnaire was of Rajabi by comparing the Likert five values that content and formal validity was calculated by twenty of academic experts and reliability with Cranach's alpha method. For normalize data were used of Kolmogorov–Smirnov test and also T-test, Friedman test in significance levels ( $p < 0.05$ ) and statistical software was used SPSS<sup>19</sup>. Data analysis showed that three barriers have had a significant effect of subjects the lack of support for sports. There are significant differences between the three barriers of support for sports. The important of funding support barriers of production companies in sports of Mazandaran province have been the following three factors such as advertising-management, social-economic and environmental-communication, respectively. But the perspectives of managers and assistants state-owned companies and private companies on all variables of interest in sports as sponsor's province there are no significant differences.

**Keywords:** Barriers, Sports sponsorship, Manufacturing companies.

## INTRODUCTION

At the beginning of the third millennium, a new era and a new experience to the world of sports. Rapid and extensive developments in all aspects of sport, the use of methods and techniques in sport marketing are concerned. As the sport changed, the selection of sports entertainment is more varied and more complex. It is used in the marketing world, but the experiences between different countries because each country has individual characteristics are unique. Given these differences cannot be applied to the experience of one country in another country. However, in some circumstances it may be the entire program or major elements can be extended to the markets of other countries (Jamaat, 2008).

Sport for years spent out of sport mode and become an industry and economic factors, political weapon is very common even in many countries the debate has raised revenue clubs. Discuss the rules regarding international transfers of players, modeled on the organizational structure of the club-successful, issues related to the role of television, private international networks, advertisers and sponsors, including issues relating to sport is a sport Income (Shojaei, 2012). Sports industry, sectors such as sporting goods, marketing, implementation and supervision of financial support, professional sports, sports apparel, sports media and sports entertainment is in the can and is growing each year (Ehsani et al., 2009). Efforts to improve the efficient use of resources such as manpower, capital, materials, energy and information, the aim of all economic managers, industrial and service establishments (Ehsani

et al., 2014). Marketing and profitability of the target capable of producing the goods or services supplied to its attractive selling (Rajabi, 2010).

One way to ensure sufficient funding for sports activities, especially athletic activities, attracting investment and private companies in the sports industry (Shojaei, 2012; Tondnevis & Ghasemi, 2008).

Capital owners are attempting to build and service spaces, sports clothing and sporting competitions and income, they achieved worldwide fame as one of the most important goals in the tournament, and most importantly, quality of production and service provision is profitability of marketing. Mass media, including newspapers, radio and television will play an important role in contributing to these goals and in this way can be properly achieved in this field (Atghia, 2003). In addition, increased activity in the field of physical education and sport has increased the demand for goods and services. This set of activities will lead to the emergence of the sports industry.

To succeed in the sports industry, sports marketing and its use is essential. Also, marketing is one of the most complex and most important sports organizations, and companies need to exercise the duties of their marketing efforts to promote products and sell them to buyers to be successful in their work (Kimberly & Lambrecht, 2006).

To succeed in the sports industry, sports marketing and its use is essential. Professional sports teams and athletes the three national (sports and non- sports trading companies), financial (the sports fans) and financial support from the television broadcasting rights and the media are funded (Shojaei, 2012). Sports sponsorship can be a valuable way to reach new markets and maintain existing customers. Sponsored exercise can increase sales; trends change, raise awareness and build relationships with customers constantly. In today's world of finance companies prefer to use sports as an international language, especially in the popular sport of the global and national audiences and beyond the barrier of language and culture move (Ehsani et al., 2010).

Spending a lot of great racing teams and sponsors to ensure with the intention of spending a couple of times to take it. Therefore if these sponsor first contribution in organizing and conducting competitions are large and small. They spend more on the way will go very far, and contrary to strengthen and enhance the credibility of the international relations and economic considerations, to reputation and the device will sport a much greater income than in the field of unsporing (Shojaei, 2012). Perception of a product can be influenced by advertising. Previous studies of attitudes toward advertising through media (TV and Internet) has investigated and found that attitudes to advertising consumers increasingly negative. In this respect, Pyun and James (2011) by providing a theoretical model showed that exercise has a specific nature, can lead to a positive attitude to advertising. To the success of sports industry, sports marketing and its use is essential. Today, sports marketing through the use of knowledge, technology has been introduced, which means it is a physical support (Banar, 2013).

Sponsoring can support a great way to reach new markets and maintain existing customers. Support exercise can increase sales; trends change, raise awareness and build relationships with customers constantly. From a corporate perspective, is supported by the identification product name or company logo using the prestige and image of sports-related sectors such as athletes, officials, athletic organizations, national or international championship or cup. This firm to achieve its marketing objectives of the company is one of the most effective sources of income for an organization's strategy and marketing plan is a (Parks et al., 2004).

In recent decades, most states even in some developed countries that are facing a budget deficit to deal with this problem; many public sector administrations have been delegated to the private sector. Sports investments are excluded from this provision. Therefore, it is necessary to progress in the field of sports and championship sports teams to help resolve financial problems and also provide the basis for enterprises to compete and benefit from the advantages funded effort (Yazdani, 2011). The products of sponsors know your team more attractive than similar products (Moslehi, 2013). The contest sponsored by corporate sponsors, the success of both clubs and provides both sides of the transaction profitability (Eshghi, 2010). The financial support as an element of marketing communications is to provide the resources (financial, human and equipment) by an organization or company (sponsor) directly to a support (such as a sports team, sports personality, sports event etc.) to support its activities, the return on investment for your organization or company (Pope & Turco, 2001). Other major corporations and business organizations for marketing use of mass media. Leads to the creation of media attention, interest, desire and action. Also in creating brand awareness plays a key role. Received information about the brand, the brand development, brand influence on feelings and emotions will cause the reference group and interested (Mullen et al., 2000).

However, a review of research shows that some researchers and system solutions in terms of economic development of sports sponsorship sought (Elahi, 2008), and some other factors such as the effective management of marketing and the credibility of View widespread television shows logos either Sports (Keshock, 2004) is considered effective in developing sponsorship.

Rajabi (2010) research found four economic factors, management-institutional, governmental, media audiences as a reason for not supporting manufacturing companies, among which are included in the operating state

championship sport, with a mean 2.8 greatest effect non-manufacturing companies had won the support of the sport. Seyedameri et al (2011) In evaluating the financial support of the conclusions reached about the elements sports mix-marketing product-related targets (discovering new market segments), sales goals (promotion of public awareness and gain more profit), general purpose group-wide media coverage of (better relationship with the government, enjoying the benefits of tax-related sports advertising and cost effective method of advertising) and selection criteria of exercise (sports related product company) there is a significant difference between the viewpoints of managers. While there is no significant difference in relation to other objectives related to product sales goals, general and group, and the selection criteria of exercise among the groups. Allahmoradi et al (2013) in a study of emotional factors in attracting investments from sponsors, sport is important to realize both environmental and promotions to attract more sponsors in sport. As a result, managers have the vision necessary to achieve the purposes of providing and paying particular attention to factors such as increased quality sporting competitions, recruiting coaches, famous players, and strong focused media coverage.

Areska (2012) in his thesis entitled Effects of sports sponsorship on brand equity, to pay the Bull case. The results show that the performance of the Red Bull sponsored the positive results which in turn affect all aspects of brand equity gains. Among these factors are: brand recall, prioritize, positive attitude toward the brand, brand recognition, positive brand image, brand satisfaction and brand support that will lead to the achievement of corporate goals. Red Bull sponsorship as a marketing communication tool is suitable for companies.

Kim (2013) in a study sponsored by the value of a particular sporting event, sponsored by the relationship between the financial performance of athletic activities sponsored by the rules and regulations of the good, the features of event on the shareholders' equity brand examined. The results show that financial support for the World Cup and sports in general popularity (PGA) positively related to abnormal stock returns for the sponsors, but the sponsor of the cumulative abnormal returns are significantly positive . Regression analyzes show that an unexpectedly negative equity is associated with financial performance (lack of funding). However, financial support and enhance brand value indicates a high stock returns. Proper functioning of the product short-term financial boost, but found no significant impact on the financial result of the event.

The research is considering the big companies in the province of Mazandaran province that able to take part in financial support of the sport are Dara, advantages of financial support of the sport and its effects strong and effective in communication and marketing for companies, and legal to develop the sport of the country has been compiled view company managers and their deputies in the manufacturing obstacles on financial support in sports Mazandaran province to study.

### **Materials and Methods**

The research method is descriptive and survey. The purpose of the research applied and took the form field. The research population, 168 people of general managers, vice presidents (Marketers or departments responsible Sport) 70 large enterprise products, services and businesses (public and private) funding from province to province had in sport. According to a Morgan 118 individuals were randomly sampled. In this study, the questionnaire Rajabi (2010) was used. The questionnaire on factors related to the lack of financial support three management-commercial, economic-social & communication-environment was divided. Questions worth a total of 28 questions with five- point Likert-type scale, respectively. After the sample was determined by the Department of Industries and Mines, and the Land Registry data and documents province produced 70 major companies, both public and private services and commerce, of the questions in distribution. Of the 130 questionnaires, some questions on the same day and others were delayed several days. Finally, 118 questionnaires were completed and returned. In the present study, the descriptive statistics of frequency, percentage, mean, standard deviation and graphs were used. To analyze the hypothesis of Friedman's t-test and a significance level of  $P < 0.05$  and statistical software was used SPSS<sup>19</sup>.

### **Results**

The results showed that almost 75 percent of the companies studied in this research and other private companies, government and semi-government. Also 66.5% of the surveyed companies and nearly one-third of its production also services. Who is the most frequent BS degree, including 88.13% of the sample of 104 people. Also 2/86 % of the managers and assistants manufacturing firm's province of men and only 8/13 of them are women. Among the companies that pro sports are more companies would support the field of wrestling and football. The results showed that all the companies were willing to support the sport. More companies willing to sponsor sports teams also tends to support the defendant was 42% in both sports (team and individual), respectively. All companies were also interested in sports sponsorship. More companies were interested in supporting the sport. Also, more than 33.6% of them are interested in supporting both the sport sector (public and heroism, respectively). Most of the time

companies interested in supporting the continued support of the sport and less inclined to support the exercise had Sectional.

Table 1. Average rating of the exercise of vision obstacles sponsored enterprises-public and private

Variable	Barrier Manager-Advertising	Barrier Sociol-Economic	Barrier Contact- Environment
Average Rating	2.56	1.79	1.65
Rank	First	Second	Third

Table 2. Ranking of barriers to financial support from public and private companies

Variable	N	Chi-square	df	Sig.
Funding Barriers	118	94.4	2	0.001

As seen in Table 2 is considered, Friedman test significance level of less than 0.001 between the priorities of the variables showed a reluctance of companies (management - advertising, communication-environmental and economic-social) as sponsors in the sport of comment managers, deputies and state-owned enterprises and private marketers province there are significant differences.

Table 3. Comparison of barriers between managers and assistants in public and private companies to differentiate type

Company Type	Barriers	Average Leaders	Average Deputies	Mean Difference	t	df	Sig.
State	Manager- Advertising	4.05	3.84	0.246	1.77	117	0.08
	Economic- Social	3.09	3.18	0.168	1.04	117	0.30
	Communication - Environmental	3.35	3.32	0.198	1.32	117	0.06
Private	Manager- Advertising	3.76	3.24	0.521	1.87	117	0.227
	Economic- Social	3.39	2.08	1.312	0.89	117	0.042
	Communication - Environmental	3.27	3.11	0.164	1.12	117	0.84

As Table 3 t-test results indicated that the views of managers and assistant public companies on all variables, and not wanting to participate in sports as sponsors of the province, there is no difference. Between the views of managers and administrative assistants to private companies on a variable of Manager-Advertising barrier, Communication-environmental, and the unwillingness of companies as sponsors of sport in the province, there is a significant difference, but on variable economic barriers-social, unwillingness of companies as sponsors there was no significant difference in exercise fiscal province.

Table 4. T-test results comparing the three variables Type

Company type	Average Leaders	Average Deputies	Mean Difference	t	df	Sig.
State	10.49	10.34	0.15	1.285	117	0.205
Private	10.42	8.43	1.99	1.112	117	0.153

As shown in Table 4 t-test results showed that the separation between the views of managers and assistants to administrative barriers to the participation of all three Variable Barriers management-commercial, economic-social and communication-environment, a significant difference between the peripheral does not exist.

Table 5. T-test results comparing variables between managers and assistants in public companies and private companies

Variable	Mean Difference	F	t	df	Sig.
All Barriers	1.842	3.412	1.199	117	0.232

As shown in Table 5 is considered, T test results showed no significant difference. Between the views of managers and assistants state-owned companies to private companies on all variables unwillingness to participate as sponsors of sport in Mazandaran province.

**Discussion and Conclusion**

Analysis of the most important findings about barriers to exercise in order to support Management-advertising, economic-social and relational-environmental factors. It also became clear that the priorities of these factors, there are significant differences. Management-advertising, economic-social and relational-environmental factors as barriers to sports sponsorship in Rajabi (2010), Seyedameri et al (2010), Banar (2013), and Allahmoradi et al (2013) is reported, and economic factors Areska (2012), Kim (2013) reported that the regardless of priorities is consistent with the results of the present study, the prevalence and identity of these factors indicate that most educators. While the terms of the order or priority Sports protectionist barriers are observed differences between studies. Probably the

differences in the research study, because prior research, paying particular attention to a part of the sport (public or private), while the present study examined all companies in the public and private sectors, including manufacturing, service and Business in Mazandaran province.

The results showed that at present the most important support to prevent sports view all companies, the factor of management- advertising. Management factor in research Rajabi (2010) as well as influential as the agent of the lack of support of the sport was introduced by the company. Review factor variables management-propaganda shows more attention and emphasis on company issues and macro management classes is therefore planning and attention manager's classes in order to help the company goals through support for sports and transfer to the managers down probably can in this case be very helpful. While the results showed that more than three fourth of the companies of the private sector were the laws clash with state of national media attention to in our country and also to the private sector in this regard creating conflict and can support speed and quality to influence. In this regard Kimberly and Lambrecht (2006) Studies showed that upper managers in big companies a lot of time not supported because they necessary budget for the support of the sport in an annual approval and only in emergencies when change support for one team to another team and etc., and in other issues, sports managers in the hands. But in Iran all upper managers do in and this mentality for it there is a lot of time that the support that is in a manner that in relation with the support of sport has doubts. As the results of the investigation as well as to lack of stimulation factors for companies like support of the government deficit of the supporters of tax etc., weak attitude country authorities and relevant provincial and the Federation of the lineage to support, part of obstacles that prevent the companies in sports Mazandaran province.

Pay attention to the media and the propaganda one other way of attracting supporters. The most important goals of the patron to achieve media coverage are suitable. Often it is observed that while holding the matches media attention to advertising signs and the speed on the mark company sponsors of Pass. Also press media-printed to his supporters and attention if they are to extend their supporters takes action name, companies welcome them. The results Abodrda (2007) showed that 82% manager's media coverage companies in accepting sponsor give important. Done with games many of the countries of the world to watch these competitions that sit there watching games and advertising in the sports to desire and interest to the audience consumption of commodities. On the other hand, in the whole media coverage companies a picture above the media coverage press-printed the athletic event they know that these findings compatible with Jamaat (2008) and Rajabi (2010).

Second barrier in the sport of sports support economic-social factors, have been reported. Economic factor in the investigation, Rajabi (2010), Seyadameri et al (2011), and Kim (2013), as well as supporting major sports have been reported. Of course, there are differences in priorities between the various agents. In this connection, the main problem is the lack of support of the private sector in the economic Rajabi high costs and lack of profitability has reported. So companies tend not to invest in this sector are of the opinion that spending cannot be good for them.

Abodrda (2007), Seyadameri (2010), Eshghi (2010), Pyun and James (2011), Areska (2012), and Allahmoradi et al (2013) studied the reaction of consumers stating that they can support feeling good and positive attitude to procreate in the minds of consumers. The research of Jamaat (2008), Pyun and James (2011), and Areska (2012), it was shown that sports sponsorship and sports teams, an important factor for consumer goods companies that support positive mental imagery is. Rajabi (2010) the factors that affect the reported lack of corporate support. The result of the present study is that it represents the economic factor - lack of corporate support plays an important role in the community. With these variables we find that the hurdles are not committed supporters to advocate the consumption of goods and services, supporting accept as a good sport in society, not create a picture of companies in the public opinion, through support for good sport in the state-owned enterprises large budget and reducing incentives for private companies to compete in the arena of sports support contributes to the reluctance of companies to support their sport.

Links factor-the third environment prevent financial support companies in Mazandaran province Sports Report. Such a factor as in other investigations has been reported. By reviewing these factor variables shows lack of attention to proper broadcast propaganda signs clear and supporters by the media, the transfer of message weak trade of the company through sport and lack of efficient support for access to sports markets the aim of most important obstacles view companies that research with this consistent. In addition to the findings that this research showed that the variable connection-at least environmental impact sports support in introducing products to the society causes an obstacle for manager's support is considered to be. Therefore, officials should pay attention and media planners in the education staff in the field of presentation with more quality and more desirable games and the manner of support and advertising companies in the field probably can support companies is very effective. Priority variables described general obstacles financial support companies in sports Mazandaran province showed that variables factors lack of stimulation (support the government, the taxes and...) for the presence of financial supporters of province in sports, Media coverage from the picture whether suitable, press-printed from the events and athletic contests, lack of

attention to proper broadcast advertising signs and clear supporters of by the media, Attitude weak country and provincial authorities to support sports and not paying attention managers and officials and the Federation of state related to the support of the supporters of variables main obstacles supporting the sport. Review function” shows that factor variables management-propaganda has the highest importance in the all variable.

The results showed no significant difference between the views of managers and assistants production companies on financing obstacles in Mazandaran province sport. In general, the reason that there is still financial support of sports by companies in Iran to a special position and has the advantages of financial companies that have a high use and did not mention the lack of support for the government, the right to copy and advertising culture in the country; breadth of sports support obstacles by the company are logical it seems. Of this with regard to the results of this research it seems that for the absorption and use of better companies in order to support the sport must remove the obstacles and provide the grounds for a proper support of the government and provincial authorities and a decrease in taxes provide the appropriate media coverage including a picture, press and printed and introduced products and services companies in sports development province.

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