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**STUDY ON FACTORS AFFECTING THE ABSORPTION OF SUPPORT IN SPORTS  
STUDENT, CASE STUDY: HORMOZGAN PROVINCE**

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**ABSTRACT**

The present study was designed to investigate factors affecting Attract support in the province in 2014 was a student exercise Proposals to increase the absorption and thereby provide support for schools in the province. According to defined objectives ,the study was descriptive correlation .That was done in the field .The survey Clubs, Sports Bureau, the number of companies producing and delivering, officials Sport and Physical Education Teachers Course province was Who were working in 2014 (700 cases) .According to Cochran's sample size formula based on a sample size of at least 284 individuals were determined but according to forecasts incomplete or not cooperating with members of the community a total of 400 questionnaires were distributed randomly among the samples, a total of 302 questionnaires were collected .For the study, two questionnaires were used .The first questionnaire on demographic characteristics the second questionnaire was related to the financial support Rajabi sponsorship of the questionnaire was confirmed by expert's narrative. Data extraction and coding of questionnaires used were analyzed by SPSS software And according to the measurement of the variables studied in the tables of descriptive statistics ,Percent relative abundance , Mean  $\pm$  SD And inferential statistical correlation methods to determine the relationship And simple regression tests ,Multivariate t-test was

used for comparison between groups .The findings The priority is to evaluate the factors influencing And sponsorship in sport student province of Friedman test was used The results showed that the factors affecting student province and sponsorship in sport is a significant priority ;Therefore reject the null hypothesis that there is a preference and factors affecting the uptake of support in the province was accepted as a student exercise .In this context, economic factors, the most and the media and spectators minimal effect on the Factors affecting student province had attracted the support of the sport.

**Keywords: Sports marketing support in sport sponsorships, sport students**

## **INTRODUCTION:**

In the present era of sport as an economic sector in the production and consumption of goods and services and economic development communities involved sports and now one of the factors influencing the growth of the national economy and an income-generating industry in the 21st century is. Except sports phenomenon in modern society that influence is dominant. No other aspect of social issues is not so much media attention (Van Herden and Pelysys, 2003). At the international level, sport is different from eleventh place among the major industries. Sports industry, sectors such as sport, marketing, implementation and supervision of the financial support, professional sports, sports clothing, sports media and sports and leisure is growing every year. These days, companies are looking for new ways for their marketing activities and try to Somehow distinguish itself from competitors and increase their market share and sales and huge costs to the business are

in order. One of the ways this is sport sponsorship by companies supporting the event or sports clubs for different purposes. The sports marketing exercise to keep pace with the industrialization of income has become a global industry that resulted in the acquisition of capital and income for sports organizations in line with retail processes such as tickets, television rights, sponsors, etc. has become increasingly important (Moharramzadeh, 2003). The importance of sponsors in the sports world income after live TV rating. The value of their participation in the Olympics, such as companies, McDonald's, Kodak, Visa, Adidas and Coca-Cola has more than 170 million dollars (Moharramzadeh, 2007). Sport sponsorship is an important source of income in the sport today. (Elahi, 2007). Sport can be a valuable financial support to reach new markets and maintain existing customers. Sports sponsorship can increase sales; trends change, raise awareness and build relationships with customers

permanently. In today's world of finance companies prefer to use sport as an international language, especially in the most popular sports in the world and national audience and moves beyond the barrier of language and culture (Ehsani et al., 2009).

### **The necessity and importance of research**

The importance of financial resources in advance of any application is obvious and physical education is no exception to this rule. Financial resources, physical as well as human capital has never been more favorable. Professional sports teams and athletes to three national (sports and non-sports businesses), financial (the sports fans) and financial support from the television broadcasting rights and the media are financed. (Brave, 2011). According Eskeryber, advice on support and guarantee request by the company for the financial support of sports (events, leagues, teams and players) of the most important tasks of marketing organizations and sport clubs (Schreiber, 1994). Goals sport sponsorship in the form of four factors related goals - environmental, overall goals, targets medium - advertising, marketing objectives announced. The results showed that sport supporter's communication objectives - environmental and overall goals of greater attention.

Despite the very limited research has been protectionist barriers Blonde (Rajabi, 2009).

### **A REVIEW OF THE LITERATURE**

A review of research conducted in the country

Much research in the field of sport sponsorship In the interior there have not been significant, although studies are valuable and that some of them are mentioned below: Ehsani et al (2008) to investigate the causes of the lack of support from sponsors of professional sports as that of women in Isfahan in support of women's sports do not reach their goals and it seems that the reason why women's sport is not supporting them. Abu Darda (2006) managers about the causes of lack of support from supporters of women's professional sports Isfahan investigated. The results showed that 78% of managers exercise a little help women to achieve their target market and 44% of managers believe that women's sport is relatively small, can boost public awareness of the company.

A review of research conducted abroad

Ferrand and Pagz In 1996, a study titled "Methodology Event Coordination and support" did the results showed that trademark Or product or sponsor an event or exercise group can be influenced by social image and prestige of public support

can bring to the public image of the event. Madox in 2003 for his study entitled "Current financial support mixed media" is doing and where it is stated that the market today trotters and media planners are increasingly looking for innovative opportunities in an effort supporter to achieve their own target audience Zef (2008) Evaluation of sports sponsorship as a marketing tool, concluded, sport sponsorship has an impact not only on income but also be of interest to exercise strengthens corporate identity, therefore, suggested that the attitude of the activities of the financial support should be as consumer behavior analysis, it should be a strong lever to be used in marketing.

#### **METHODS:**

This study is descriptive correlation approach that will be taken to a field.

The population

The study population consisted of all active clubs, sports bodies, and the number of manufacturing companies supply, sports and cultural authorities of the province that in 1393 physical education teacher's work is (nearly 700 people).

Sample, sampling

Given the sample size and sample volume of at least 284 people were determined based on Cochran formula.

But due to incomplete or lack of cooperation by some members of the predicted total of 400 questionnaires were distributed and 302 questionnaires were collected randomly.

Research tools

Measuring devices consisted of two parts as follows:

Demographic characteristics

Inventory of financial support

Statistical methods, the data,

Data was analyzed by SPSS software will be evaluated according to the variables descriptive statistics and tables, percentages relative frequency, mean and standard deviation and inferential statistics, Pearson correlation coefficient of relationship and Simple regression analysis, multivariate and independent t-test was used for comparisons between groups will be.

#### **RESULTS**

**Table 1: distribution and prevalence by gender**

Frequency	Abundance	Condition	sexuality
28/8	87	Female	
71/2	215	male	
100	302	Total	

**Table 2: Descriptive statistics of the obstacles to attracting sponsors**

Most	Least	standard deviation	Average	Variable
5/00	2/33	0/46	4/16	Economic factors
5/00	2/75	0/46	4/08	Social and cultural factors

5/00	2/33	0/50	3/99	<b>Managerial and organizational factors</b>
5/00	2/40	0/53	4/02	<b>State agents</b>
5/00	2/67	0/44	4/00	<b>Of media and spectators</b>

**Table 3: Kolmogorov Smirnov test for normality of data distribution statistics**

Distribution	Statistics		Variables
	p	z	
Natural	0/92	0/36	<b>Economic factors</b>
Natural	0/61	0/72	<b>Social and cultural factors</b>
Natural	0/91	0/55	<b>Managerial and organizational factors</b>
Natural	0/75	0/67	<b>State agents</b>
Natural	0/60	0/76	<b>Of media and spectators</b>

**The first hypothesis**

The null hypothesis: managerial and organizational factors in attracting students, the province is successful in sports.

**Table 4: one-sample t-test to evaluate the effect of management and organizational factors**

Means-significant number	T-statistics	Degree of freedom	average hypothetical	Average	Number	Variable
0/001**	34/16	300	3	3/99	301	<b>Managerial and organizational factors</b>

P<0/01\*\*

**The second hypothesis**

The null hypothesis: economic factors in attracting students, the province is successful in sports.

**Table 5: single-sample t-test to determine the effect of economic factors**

Means-significant number	T-statistics	Degree of freedom	average hypothetical	Average	Number	Variable
0/001**	43/36	300	3	4/16	301	<b>Economic factors</b>

P<0/01\*\*

**CONCLUSION**

Sports and economy interact with each other. On the one hand, governments and private companies to invest in the sport can benefit from many sources and from other sports they can play an effective role in various aspects of economic development. One of the ways to ensure adequate funding for sports activities, particularly the activities of the Championship, the sponsorship is absorbed Organizations (Ehsani et al., 2008). Sponsorship is a

business relationship between a provider of funds, resources or services of a person, event or organization.

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sponsorship is absorbed Organizations (Ehsani et al., 2008). Sponsorship is a business relationship between a providers of funds, resources or services of a person, event or organization, which in turn suggests a possible association rights and trade benefits in return for financial support for investment, are used. With financial support, a contribution to the local community with a view to being seen as a plus, watch out for and involvement in local affairs shows. In a more commercial perspective, some of the funding organizations as a tool to achieve their audience (Halmested, 2004). Environmental exercise the most appropriate medium for advertising goods and services. Sports on the one hand and on the other hand so many different media are very interested in the domain of sports activities. That's why owners of goods and services to the investment in sport are. Companies constantly by different groups are invited to sponsor events, activities and things are valuable. On the other hand, these companies are actively looking for places where they can get their name in front of the public and pay for the huge costs (Cutler, 2003). Thus, we can conclude that school sporting events could be an option organizations for financial support. Whereas funding and decision-making process on many factors affect sponsors,

some of whom were investigated in the present study. It was the first hypothesis proposed that management and organizational factors in attracting students to exercise effective Hormozgan province. One-sample t-test was used to test the hypothesis that the results indicated that management and organizational factors in attracting students to exercise effective Hormozgan province. This results in the study of Elahi and co-workers (2009) Elahi (2008) was in line. Managerial and organizational factors, one of the factors that influence on the reluctance of corporate support for the province's student in sport. Most companies are reluctant to spend time in the field of sports and because of the lack of awareness of the benefits of sport sponsorship managers, they are not willing to sponsor sports. In many cases, the marketers and managers of companies and organizations, sport sponsorship as a marketing tool accepted desirable and prefer to advertise their goods or services, invest elsewhere. On the other hand, many companies operate as monopolies in the province and because there is no competitor in the province, they see no need for advertising and this is also one of the reasons that attract the support of the exercise is student province. The second hypothesis suggests that economic agents are effective in attracting the sport

student province. To test this hypothesis the one-sample t-test was used and the results showed that economic agents are effective in attracting the sport student province  $<0/01)P=43/36$  t. (This finding fits with the Elahi and colleagues (2009), Elahi (2008) Izadi (2004) was in line. The failure of donors in the process of sponsorship, including the main factors of attracting sponsorship. Supporters set goals for themselves and try to achieve those goals. When they fail to achieve these goals, it seems natural that little willingness to invest and do not have financial support. One of the main objectives of the companies in the finance, earn more profits. However, for various reasons, including lack of media coverage sufficient to student events, small ads for sports students and fans in attendance low, failing to gain new customers, lack of competition with rival firms and companies Increased sales of goods and services in return for sponsorship of sporting events, students face; therefore no justification for their support and willingness to support these events do not show.

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