



RESEARCH PAPER

Impact of Digital media on the Sports Marketing: A Case Study of Govt. Institutes of Punjab Province

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ABSTRACT

The objective of this research is to observe the impact of social-media on sports marketing. The Primary data is used in this research and have been collected through more prefer-able method i.e., questionnaire method. The research population was formed by all sport students on the different institute of Govt. sectors. Two-stage cluster sampling is used to collect the data. The selected clusters size is 384. For evaluation SPSS 21.0 was used. For the description of data, we present summary, and for checking the impact we perform multiple tests like Factor Analysis, Correlation, Neural Network and Regression Analyzes. There is a positive and significant relationship between getting information from social media networks of institutes and fans' consuming behavior tendency and significant relationship between "Getting Information, Communication, Sharing with, Perception of Supporter, Spending Time factors and institute's Licensed Product Preferences Tendency" factors.

KEYWORDS Government Institute, Sports Marketing, Socialization

Introduction

Sports fetches people from diverse cultures together without any judgement by age, sect, race, or religion. Appreciations to the uniting landscape of sports, people running for their teams in states that they have never go to despite their lives in diverse cultures and states, and they have an emotional link with them. Sport at the current time is acknowledged as an activity that people are more concerned in to have fun and to live a healthier life. In this esteem, separate players as well as teams that are popular in the different sports branches provide important financial input to both their own states and other states.

Traditionally television broadcasting was the focal source of income for sports sides, leagues, and sports federations. Social-media is generating new methods of interaction between fans, Cricketers, teams and sponsors. Mobile technology is also shifting the way that followers devour sports gratified normally and at live proceedings. These variations create many tactical challenges and openings. A framework for the expansion of a social-media plan is projected that can be used to estimate the current place of a sports organization and to facilitate the progress of a social-media approach. While it is detected that institutes have started to use of social-media networks as an operative marketing tool when collaborating with both stakeholders and fans. Through social-media platforms, institutes can advertise and sell tickets and licensed products.

Literature Review

The concept of sport

Sport is the mother of all activities, which offer fun for the people. It permits us to become and stay healthy and deliver a good way for spending time. At the same time, sports can be watched as a business activity (Pedersen & Thibault, 2014). People can be willingly involved in sports events as partakers or spectators. Sport has its own rules and regulations, which are providing support to improve the physical and mental development (Pitts, Fielding, & Miller, 1994).

Traditional marketing tactics that integrate a sports theme into the marketing program for non-sports products. From the time when there exists a big audience who tune into sports events, brands choose to advertise their products even though they might be non-sports products. (Merz & Fullerton, 2005).

In a present days Sports reflect as an attracting industry for business (GÜLER & AYAN, 2015). Sport itself has all the attracting features such as time spending and enjoyment, which made participation very concentrated (ALTINBAŞ, 2007). It has been a striking financial activity for the sporting activities, organizations, and sports areas (Shields, 2007), Snowballing interest of the media, investors and the increase in the viewing ratio has led to product elevation and advertisements. Due to such reasons the sports commerce has gained a totally different dimension (Devecioğlu, 2005), Higher contribution in sports organizations both as a spectator and as a professional, along intensification number of publications and the increase in the number of workforces in the industry have allowable the sports industry to gain another dimension (Shank & Lyberger, 2014)

Marketing through sports and different sports bludgeons involve sponsorship, corporate events and boxes, licensed merchandise, names and metaphors also known as endorsement, promotion through broadcaster, such as promotion as ground signage/clothing/equipment advertising, promoting games, promoting using players/bludgeon/league or developing business opportunities (Kayode, Owolabi, & Mulikat, 2022).

There are the different features of the sports industry, such as a participating industry, Provides the opening to be identified, the organization of the essential events for the sport; facilities and contributes to the advertising activities of the sports clubs. (Y. AKKAYA, 2016). Separately from these features, it is comprehensible that the sport industry has three mechanisms. These include organizing the sport itself, producing sport-related products, and selling sports-related products (Škorić, 2018).

Moreover these, the elevation and marketing of products other than sports products is carried out through sports events. This has directed to the intensive use of sports marketing by both sports bludgeons, organizers, and businesses in non-sports areas and by diverse sectors.

Sports Marketing

Sports marketing is the social and executive processes by which followers, sports organizations and other companies associated to sport, e.g. media and technology companies, create and exchange products and services with each other, steadily through digital media such as set-top boxes, internet, mobile devices and social media, as well as live sports events.

However, in 1978 the idea of sports marketing used first time in the Advertising Agemazine. The magazine used this idea to describe the client's activities and the use of

sports, which are progressively the means of promoting the marketing of industrial products and services (Argan & Katirci, 2002). Later on marketing is defined as: "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other." (Kotler, 2005). According to alternative description, sport marketing is the course of progress and implementation of sporting products' production, pricing, distribution and promotional activities (Schwarz & Hunter, 2010).

The chief foundations of income from sports markets are ticketing, merchandising, sponsorship and broadcast rights management. Seeing into more detail, one of the key feature of the sports industry is a multi-tier structure and each tier has a diverse role and interest in the business and marketing of sport (Mason, 1999). By conceptualizing the sports industry as a network that is normally centered on a major sports bludgeon or league (Cunningham et al., 2018). While (Ritson, 2010) made the disagreement that social media is intrinsically suited to promote and advertise individuals.

Progresses in the sports industry, particularly those subsequent the sports to find billions, to achieve the wishes of this kitten, and other sectors to reach this audience through sports, sports marketing idea was born (Mihai, 2013). After that date, sports marketing has received different definitions as seen and used in different areas. So, sports marketing can be defined in diverse ways. ((Garland, Shilbury, Westerbeek, Quick, & Funk, 2009) and (Milne & McDonald, 1999). Sports marketing is the procedure of marketing sports goods, services, and other products through sports organizations by the application of marketing concepts (Gallardo-Guerrero, García-Tascón, & Burillo-Naranjo, 2008) and the overall activities to satisfy sports consumers' needs and desires (Dees et al., 2021). Sports marketing is the complete set of activities and methods that allow old-style marketing principles to market sporting goods and some other goods by connecting them with sports. (Wah & Pyun, 2015)

In short, discovery of billions of audiences in the sports permits businesses to reach a gigantic consumer base through sports organizations. Businesses can promote their products through sports to reach this audience. Also, sponsorship contracts can be made to generate public relations and brand image. In accumulation, sports asset in different business areas such as investing in sports bludgeons, sponsorship contracts; desire to gain status and image are also in the field of sports marketing (Tao et al., 2010)

Consumer in Sports

Sports consumers are usually well-defined as fans. Fans can be demarcated as enthusiastic fanatics who devote themselves to consuming a definite sporting product (Hunt, Bristol, & Bashaw, 1999); (Wakefield, Becker-Olsen, & Cornwell, 2007). Sports consumer behavior is the entire of the activities of selecting, receiving and consuming individual sports products or services (Shilbury, O'Boyle, & Ferkins, 2016). Sports consumers are divided into different categories, according to their motivation, perception, and behavior. They established these behaviors according to their experiences and interests (Pedersen & Thibault, 2014).

Sports consumers are divided into two sets; participants and observers ((E. C. Schwarz & Hunter, 2017); (Pedersen & Thibault, 2014) and (Shilbury et al., 2016). On the other hand, (Stewart, Smith, & Nicholson, 2003) has divided the sports consumer into four groups. The first group directly buy the sporting goods, materials, newspapers, magazines, etc; the second group purchases sports services; the third group participates directly in sports organizations; and the last group consists of fans and spectators. Therefore, enthusiasm of participation of individuals may differ. Given the personal features, different types of sports have different participants and followers.

The Concept of Social Media

Most of the definitions of social media are based on the desire of people to interconnect and share. An Inference that can be drawn from here is social media is chosen by individual users to captivate their need for socializing, which is one of the basic needs of man. In this situation, social media is a media tool that is established to satisfy people's need for socialization (Muzaffar, Chohdhry, & Afzal, 2019).

Over the years, many authors have clarified that what Social media is form of their point of view. (Kaplan & Haenlein, 2010) define, a social media as "a group of Internet- based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.|| Social media content can contain text, audio, video and networks. Text was the first social media, mainly in the form of web blogs. Blogs are written content on the website which is created by the user.

social media have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Muzaffar, Yaseen., Safdar, 2020; Mangold & Faulds, 2009; & Baines, Ittefaq, & Abwao, 2022) observes the reduction in the number of traditional media and an increase in the amount of digital and social media over the last several years. Social media shows an important role in enabling consumers to share their experience about products and services with other users and to change their purchasing decision before purchasing the product (Hudson & Thal, 2013).

Safko, (2010) defined social media as "social" and "media", which are two components of the concept. According to Safko, social is the prerequisite to communicate with other people whose instinctive motivation is people, while the media is the way, we use to communicate. Social media is the usage of technologies that enable people to link with each-others, grow new relationships, build joint trust and conversation. Social media technologies play a mediator role in shifting commercial relations into traditional modes of business (Chui, Manyika, & Bughin, 2012). It is accepted that social media is an important means of communication regarding both individual users and enterprises, especially in the last 10 years as a result of the developments in technology and new approaches in consumer behavior (Ö. Akkaya & Zerenler, 2017).When such definition is examined, it clearly reflects that commercial aspects of social media are emphasized besides communication and sharing. Now a days, the usage of social media among consumers increases, it can be easily seen that businesses use social media as a trade, communication, customer relations, public relations and marketing channel.

Social media is the term often used to refer to new forms of media that involve interactive participation (Manning, 2014). According to another definition, social media are internet-based tools that lets people to share or exchange information's, ideas, media and even more with each other through a particular network (Siddiqui & Singh, 2016).Also, social media is a collection of online tools that allow internet users to work together on content, share experiences and ideas, and come together for fun and business (Strauss & Frost, 2009).

In-short social media is a marketing policy that plays an energetic role in all phases of the consumer buying process. Users are more self-confident in the information provided by other consumers than those coming from businesses (Chi, 2011).

Social Media Marketing

Social Media can be efficiently used to create marketing miracles. For businesses and organizations social media basically boils down to building a conversation with its customers and clients. While this interaction between brands and it's consumers used to be

established only at the physical location of site of selling; with the advent of technology and the boom in social media, the type of interaction nowadays occurs mostly on the internet.

The progress of social media instruments has directed to a major paradigm shift in how marketing specialists communicate with consumers around the world (Johnston, Khalil, Nhat Hanh Le, & Cheng, 2018).social media is a hybrid element of the promotion mix because in traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk to one another (Mangold & Faulds, 2009). Further a more general definition, Social Media Marketing is a process that lets businesses to reach out to more people by using social networks, communities, blogs, and other social media tools to promote their products and services (AKRİROUT, 2021).

The companies utilize this concept by creating online content on social media which they hope will be shared by consumers with their friends and family. When a user likes a Facebook page or an Instagram page and re-posts the same message, video or picture of the brand’s content on their personal profile, this enables friends and followers of that user to see that post. That post can further be shared by more people and so on. Gaining instant feedback from consumers has never been easier than now for brands either. Brands can observe if the latest product that they are marketing on social media is getting praised or criticized. The amount of positive and negative reactions towards the message of the brand can also be tabulated and a concrete hypothesis can be generated.

Social Marketing can be use in Businesses with its variety of purposes like, creating brand awareness, ensuring the integration of media, investigating consumer behaviors, developing new marketing strategies, providing the display of the institutional website, increasing product sales and brand image and for many more purposes (Tuten, 2008).

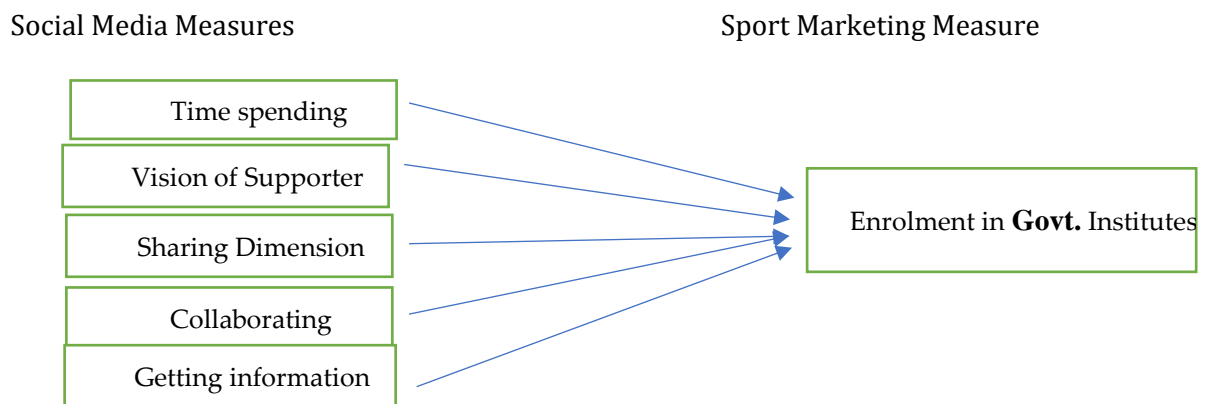


Figure 1 Research Model

Hypothesis

H₁ : There is a positive and statistically significant relationship between “Getting information” and “Enrolment in Govt. Institutes ”.

H₂ : There is a positive and statistically significant relationship between the “Communicating” and “Enrolment in Govt. Institutes ”.

H₃ : There is a positive and statistically significant relationship between the “Sharing With” and “Enrolment in Govt. Institutes ”.

H₄ : There is a positive and statistically significant relationship between the “Perception of Supporter” variable and the “Enrolment in Govt. Institutes ”.

H₅ : There is a positive and statistically significant relationship between the “Spending Time” and the “Enrolment in Govt. Institutes ”.

Material and Methods

In the study, this section presents a detailed description of the research methodology, data analysis and findings. Research methodology includes a description of the research design, sampling techniques. Data analysis section covers analysis techniques and hypothesis testing. This chapter explains how the data was collected, analyzed and what techniques were used.

Population, Sample and Data Collection Tool

The target population was students of sport science at different Govt. sectors in Punjab. The research population was formed by the students of these sectors. The main purpose of determining the population in this way is to calculate the sample size of the population as large as possible. In determining the sampling of the population (Yazıcıoğlu, 2003) table was taken as reference. When sampling error is $\pm 0,05$; $p = 0.5$ and $q = 0.5$ being determined based on this formula, the expected sample size was calculated as 384. A survey that consists of 384 questionnaires was distributed to the students of different selected Govt. sectors. The primary data of this research have been collected through questionnaire. The questionnaire was composed of three parts. The first part of the questionnaire was about demographics of the respondents. The second part was about the measure that related to the social media and sports marketing. The questionnaire contained some customized demographic questions that were intended to distinguish between the Teams and the fans social media use. The adopted scale of the Sports Marketing and Social Media measurement was developed by (Şahin, Demirsel, & Adam, 2020)It consisted of 48 items that measure the dimensions of the sports marketing and social media. The scale of the measure was in the type of 5 points Likert scale, ranging from “1. Strongly disagree” to “5. Strongly agree”. In order to evaluate the data obtained in the research with statistical tests, This section provides the findings of the empirical research. Statistical Package for Socials Science (SPSS) 23.0 was used to analyze the primary data obtained from the survey. Reliability, Frequency Distribution, Mean Standard Deviation, KMO and Barlett Test, Factor Analysis, Correlation and Regression Analyzes were performed by determining the statistical tests to be used in the data analysis when the data were coded. The Cronbach alpha coefficient was used to determine the reliability of the scales included in the survey form.

Results and Discussion

According to the demographic data, majority of the respondents were female. Around half of the respondents' age fell in the 23-26 age category. The demographic data also showed that most of the respondents had bachelor's degree in their hand. Majority of the people surveyed were students in Govt. sector. When respondents asked about their income, the highest average of respondents were around 0-35K. A large percentage of the respondents chose different social media networks as a tool of communication channel, and Instagram was the most favorite Social Media Platform in urban areas. On the other hand, 75% of single women (unmarried) respondents spending 2-5 hours of their value able time on social media platforms. Mostly having 4 social media platforms and fellow their favorite sport personality on social media platforms.

Dimensions Attendance Ratings for Fans

The scale used for the research consists of six dimensions. In this part of the study participants' scale variables were examined.

Table 1
Mean and Standard Deviation of the Institute Licensed Product

Variable	Item	Mean	Std
Institute Licensed Product	1 I follow the institute to learn about product and ticket discounts.	2.81	1.05
	2 I follow to get information about the new licensed products of the institute.	2.95	0.998
	3 I am following to buy the licensed products of the institute.	2.95	1.01
	4 Do you interact with Institute on social media for queries, complaints, or suggestions?	2.96	1.04
	5 I follow to be informed about the institute negotiated banks and promotions made by the operators	3.04	0.925
	6 I follow to be aware of the promotions and competitions that your institute has made.	3.14	1.04
	7 I am following to learn the combined and normal match ticket information.	3.16	1.06
	8 I follow to get information about the institute s mobile app and magazine.	3.18	1.06

The above table show the descriptive statistics of the study. However, the means of the data items with their standard deviations are mentioned in the table. The means are listed in ascending order; from the lowest to highest. Through **Institute Licensed Product** dimensions “I follow the institute to learn about product and ticket discounts” came into lowest mean with 2.81. In this dimension respondents agreed that they are intended with institute’s product and follow its daily activities through these ways and remaining question does not fulfill the FA criteria.

Table 2
Mean and Standard Deviation of Communicating Dimension

Variable	Item	Mean	Std
Communicating Dimension	1 I follow to share the images of the grandstand	3.23	0.988
	2 I follow to get information about other branches of the institute	3.28	0.972
	3 I follow to share relevant information about the institute	3.32	0.967
	4 I feel more connected to the institute on an emotional level after interaction with it on social media?	3.32	0.997
	5 I follow to be able to communicate with other fans.	3.34	1.006
	6 I follow to be able to communicate with the players.	3.36	0.978

In this table, the means and standard deviation of communicating dimensions were examined, so that, “I follow to share the images of the grandstand” dimension came into the last line with a low mean of 3.23, likewise highest score found for “I follow to be able to communicate with other players” with a mean of 3.36. in addition, in this dimension respondents agreed that they follow and share and comment the team’s social media related activities.

Table 3
Mean and Standard Deviation of Information Dimension

Variable	Item	Mean	Std
	1 I follow to be able to communicate with the institute.	3.38	0.957
	2 I follow to reach the official statements made by the institute.	3.38	0.938

Information Dimension	3	I follow to get information about new polices that institute has organized.	3.39	0.942
	4	I follow to get information about upcoming activities and events that the institute has organized.	3.44	0.968
	5	I follow to read the news about the institute.	3.48	0.949
	6	I follow up to get transcriptions and last-minute news.	3.53	0.917

The first question “I follow up to get transcriptions and last-minute news” scored high mean of 3.53 and standard deviation of 0.917. And “I follow to reach the official statements made by the institute” Came into last with a low mean of 3.38. Nevertheless, this indicates that the organization’s top executives take formal responsibilities for their business strategic planning.

Table 4
Mean and Standard Deviation of Sharing Dimension

Variable	Item	Mean	Std	
Sharing Dimension	1	I follow to get information before and after the match.	3.70	0.949
	2	I follow to share and read the comments about the match.	3.63	0.979
	3	I follow to get instant information about the match.	3.61	0.951
	4	I follow it to watch and share the highlights.	3.58	1.028
	5	I follow to get the match and training images	3.49	1.011

sharing is one of the important aims that social media is used, so the respondents agreed that “I follow to get information before and after the match” was their first aim with a high mean of 3.37, also “I follow to share and read the comments about the match” was the second with a high mean of 3.63, in these dimensions respondents gave high mean rates that mean sharing with ideas is so important around the fans and their teams, they got information, about matches, trainings and every related information about the team.

Table 5
Mean and Standard Deviation of Perception of Support

Variable	Item	Mean	Std	
Perception of Support	1	I am more excited as I follow the institute.	3.42	1.017
	2	As I follow the institute, I feel that the feeling of supporters has been strengthened.	3.50	1.005
	3	As I follow the institute, I think that my attachment to the institute is growing.	3.37	0.987
	4	As I follow the institute, I feel myself being for institute.	3.31	0.996

Above dimension shows participation ratings of the fans in these items. “I am more excited as I follow institute” was the highest mean to this dimension for the average value of 3.42, “As I follow the institute, I feel that the feeling of supporters has been strengthened” was the second place with an average of 3.5. In general, when the table is examined, it is seen that the participation levels of all the materials are very high.

Table 6
Mean and Standard Deviation of Spending Time Dimension

Variable	Item	Mean	Std	
Spending Time Dimension	1	I follow the institute’s social media accounts to spend time.	2.91	1.065
	2	I keep track of my social media accounts when I'm bored, so I can hang out	3.04	1.028
	3	I active on social media accounts during major live sporting events	3.12	1.130

Spending time dimension indicates that “I active on social media accounts during major live sporting events.” Got the highest mean contribution to this dimension, with an average of 3.12”. And rank second when “I keep track of my social media accounts when I'm bored, so I can hang out” with the mean of 3.04. So that participants give high mean ratings for this dimension.

Table 7
Reliability Coefficients of Scales

Variables	Cronbach's Alpha	Number of Items
Information Dimension	0.92	6
Institute Licensed Product	0.863	8
Communicating Dimension	0.83	6
Sharing Dimension	0.91	6
Perception of Supporter	0.83	4
Spending Time	0.74	3

According to above table, all the scales used in the research have a high level of reliability. The reliability coefficients of the scales ranged from 0.74 to 0.92. The scales used for these results appear to be highly reliable.

After this information, we can proceed with variables related to social media and Sports marketing together and apply explanatory factor analysis for confirming the factors.

Table 8
KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.930
Approx. Chi-square Bartlett's Test	5786.355
of Sphericity	Df 496
	Sig. 0.00

In the factor analysis, Kaiser-Meyer-Olkin (KMO) values were first calculated, and the Bartlett's sphericity test was examined. KMO is the measure of sampling adequacy, used to examine the appropriateness of factor analysis based on the sample of the study. KMO value is 0.930, which indicates appropriateness of the factor analysis for the data as its close to 1.

Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. In the above table, the Bartlett's Test: 5786.355 df: 496 and p: 0,00) indicates that the items included in the study seem to be suitable for factor analysis.(Şahin et al., 2020)

Table 9
Factor Analysis

	Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Institute Licensed Product	CI	0.793					
	CII	0.814					
	CIII	0.740					
	CIV	0.700					
	CV	0.608					
	CVI	0.641					
	CVII	0.639					
	CVIII	0.638					
Information Dimension	IDII		0.656				
	IDIII		0.769				
	IDIV		0.721				
	IDV		0.736				
	IDVI		0.697				

Sharing Dimension	SDI	0.705
	SDII	0.757
	SDIII	0.762
	SDIV	0.729
	SDV	0.615
Communicating Dimension	CDI	0.808
	CDII	0.677
	CDIII	0.675
Perception of Support	PSI	0.678
	PSII	0.673
	PSIII	0.685
	PSIV	0.732
Spending Time Dimension	TSI	0.793
	TSII	0.766
	TSIII	0.702

As a result of the analysis using varimax rotation method, it is seen that the variables subject to research are collected in 32 items and 6 groups. Performing the EFA in multiple number of times to meet the ideal factors items and loading. In this way the items reduce to 28. In this case, it is seen that the explanation ratio for the result is 75.98% in total.

Correlation Regression Analysis

Correlation and regression analysis is performed in order verified research hypothesis. On the bases of this numerical data, we are in the position to say that there is positive high correlation of the Institute Licensed Product with Communicating Dimension, Information Dimension, and Perception of Supporter, these values are 0.66, 0.54 and 0.49. There is positive but week relationship of Institute Licensed Product with spending Time and sharing Dimension. In this case, the results shows the validity of the all hypotheses is accepted.

Table 10
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789	0.608	0.599	4.24155

It is statistically possible to describe the Institute Licensed Product dependent variable on Social Media Elements (Information, Communication, Sharing, Perception of Supporters, Time Passing). The proportion of the explained variation indicates that there is functional relationship between them as its explained variation is around 60% which is good. The estimated regression model is

$$y = 0.323 + 1.90 \text{ information} + 0.115 \text{ communications} - 0.014 \text{ sharing} + 0.345 \text{ of perception supporters} + 0.181 \text{ spending time.}$$

The term neural network applies to a loosely related family of models, characterized by a large parameter space and flexible structure.(Şahin et al., 2020) The output layer comprises five nodes, representing strongly agree, agree, neutral, disagree and strongly disagree. The boxes called bias is designed to correct systematic errors in the predictions. The final graph can be informative too. This graph indicates that, overall, **Institute Licensed Product** affects the outcome more than sharing dimension or **Perception of Support or information dimension and rest of others dimensions**. While the second graph shows also a fitted model is good as all curve shows tendency towards the upper left corner.

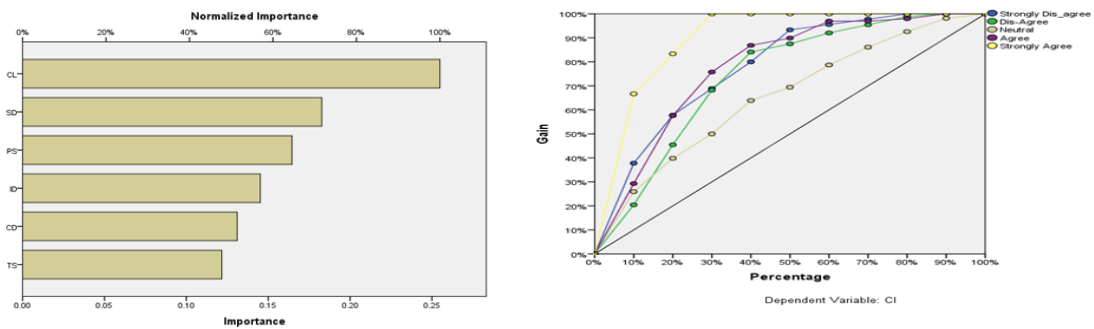


Figure 2

Conclusion

After conducting the research and their respective findings shows that both; from the theoretical research and the results of the questionnaire, it is safe to concur that even though social media attracts a huge audience it doesn't imply that consumers no longer use traditional media such as television, newspaper, etc. Television broadcasts still draw a respectable number of as people that watch live sports events, movies, and other entertainment related programming. If sports marketers can think out-of-the-box as it relates to using traditional methods of marketing on television, billboards, and print advertising, they can find more success than they currently are. Social media has changed the marketing game so much that marketers are losing faith in traditional marketing methods. The effective use of company's social media accounts is very important in the present business world. With the assistances of these accounts and different web pages companies can smooth the processes of information sharing, advertising, marketing, and sales. In the sports business these practices are certainly widespread. Sports institutes all over the world make those practices to increase their profits and satisfy their shareholders and supporters. The campaigns that institutes have made with its sponsors are often shared with the fans through the social media accounts of the licensed products. However, the institutes are consistently sharing from social media to establish a closer relationship with supporters and to improve their supporter affiliation. Fundamentally, it can be said that sports institutes use social media as a marketing, customer relations and advertising medium. In the light of results of focus groups and surveys conducted with the fans, it is possible to get information about the team's existing or new sales products, to get information about matches and tickets, to communicate with the institutes and players and to follow the transfer news. They follow the social media accounts of the institutes to reach the information and to reach the comments made about the institute's activities. The institutes can receive feedback from its supporters and to periodically survey the level of satisfaction and so on. Competitions may be organized to increase fans' interest in licensed products and tickets and may be encouraged by social media accounts to participate in the competition. This will increase both the interest on the institutes page and the fans' affection for the institutes. A passion for adherence plays an important role in the buying behavior process. This is why emotional and effective sharing of supporter ship and enthusiasm can be found. Licensed products may be shared in a way that will not hurt fans and attract attention. According to the results of the hypothesis tests, there is a positive and significant relationship between "Information, Communication, Sharing, Perception of supporters, Spending Time factors and institute Licensed Product Preferences Tendency" factors. A more thorough investigation can reveal more lasting and effective results by examining and following the fans' social media data. Investigating the buying behaviors and awareness-raising effects of sports institutes on promoting licensed products to fans through social media will contribute to a better understanding of sports marketing and social media interaction

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