

Assessing marketing mixture in sport

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Abstract: Marketers are trying to create positive relation with customers through various tools such as ads, public relation, ads production and financial sponsoring. Now, financial sponsoring in sport has changed as significant marketing tool. When financial sponsoring happens that one firm invests on sport program or matches which provides supporters firms, ads subjects related to sport programs through it. During years, financial sponsoring for changing to great ads tool has increased. Sport marketing, has changed to global gainful industry. So, it led to high revenue for sports including ticket selling and ads. It is not possible to gain revenue for paying caused costs, without having interested fan of different sports and lack of enough ticket selling.

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Introduction

Although significant increased importance of sport, placed financial sponsoring as attractive part in marketing but traditional advertisements techniques such as advertisements are main base for many firms. financial sponsoring is founded important at exchanges and also firms have entered in financial supporting and gain support and desired communications while exchanging cash or productions. About sport organizations, this supports are efforts to gain interests or production of one firm which seek to cooperate with sports and popular sportsman. role of financial sponsoring at sport caused that supporter companies review about its official organizing. they are trying to develop acknowledging of Brand name through identifying buyers base on their interest of sport teams. purpose of financial sponsoring of sport is, same cash investment or related to individual or group actions at sport programs instead of accessing to usable potential in relation to sport. Today, marketing and profitability, are base aim of governmental organizations or NGOs across the world and it is trying to lead every action to economical profitability for governmental organizations or NGOs. In order that, certain policies are applied so each firm or servicing unit being able to make its goods more attractive and selling more. today, sport across the world is considered as industry which includes great extent of monetary capital and human forces. nevertheless, at least in developed and third world countries, economic aspect of sport has been considered less. Sport had scientific aspect same as watching aspect and it is action that attracts consuming goods and services itself. at one capitalist economy, sport action either has watching aspect or not, need to services and property and accordingly will enter to industry and business market.

Marketing mixture in sport:

Marketing mixture is one strategic combination made from four well-known elements "4P" (product, price, place and promotion). Determining combination of these mixed elements includes understand process or correct developing of combination of abovementioned elements. In the center of marketing process, investigating about consumer, competition and environment has placed. If marketer dose not consider one of those cases he would achieve wrong decisions. in the other words, marketing mixture includes decision making on correct combining of product, price, promotion and place. Lot of variables exist among above quad factors which marketer can manipulate them. These manipulations take place to satisfy needs of consumers in order to prepare competitive strategy in one moral, economical and legal frame base on those affairs that company can do.

1- Product

Strategy of product, is one important element of marketing strategies and organization, because this product should be sold and organization is able to provides survival and development bases by that. Successful marketing is based on understanding nature of product and fundamental decision in the field of product management. sport marketer make critical decision according to products of sport firm. one of its decision includes numbers and kind of products which can offers. It is called product mixture. One sport firm will decide what is correct mixture of products or will be. Management of product includes trace selling of each product to determine that selling is increased, remained fixed or is declined. Every change, adding or removing, affects on firm. This is responsibility of sport marketer to try to foreseen affects and creates just those changes that contains positive consequences on firm and

consumer.

Different kind of products in the sport industry are:

- Sport as cooperative product such as Golf amateur
- Sport as recreation product such as presence on sport event
- Needed equipments and accessories for firm in sport such as Golf equipments
- needed Improvement Commercial goods for improving sport such as group or team accessories
- needed equipments for producing sport such as Golf track
- services such as fastening chord of Tennis racket
- recreation actions such as climbing mountain and diving
- managing and marketing of one sport event by non-governmental company which sophisticated in the field of marketing and management of sport events
- group media about one certain sport and other activity

2- Location and channels of distribution

Location and how to achieve a product in point of productions or its source is places which targeted consumers can access it. sport products including persons, places, goods, services, concepts and ideas. Goods that being produced especially in company should be transferred from company to market. Some products such as services should be delivered by different ways to market and consumer. Sport actions are very different because one sport match dose not exit unless one creates it (i.e. Basketball is one intangible and non-understandable issue and unless one plays it, it dos not exit). At one sport event, consumer is participant.

Consumer paid money for that product (e.g. football) but unless consumer dos not create it really or dose not play it, would not be able to own it. In this example, consumer maybe should go to gridiron at appointed time and special day for gaining what that he has bought. Delivering of this kind of product to consumer is different from transferring one good from company to marketplace and needs to sport marketer for

certain decision making. location or distribution of good, needs to: awareness of kind of product, best way to deliver product to consumer or way of accessing consumer to product, sufficient affective distribution channels, packing and other factors. Analyzing location leads to better decisions. one proper strategy and distribution network, creates powerful competitive advantage for one organization. distribution channel is set of value chain organization that connects goods and services to target consumers by performing tasks and actions. distribution channel includes inter-related agencies that act as system or network that enables organization to organize its efforts for providing and distributing one product. Need to other institutions or dealers in delivering product to consumer, sometimes being questioned and criticized, especially that their revenue directly increase cost of product for consuming. but nevertheless, presence of dealers can be implemented because they can perform relative tasks cheaply and more effective. specially it is important in discussions about advantage of being economic, efficiency of distribution division and dealers.

3- price

Price is exchange of one thing instead of another (i.e. one value thing for another). Price of one thing can affects consumer a lot. Consumer's decision to buy something can be under many factors. Some of these factors include things that able to provide consumer instead of paying. dose thing is valuable that consumer pay for that ?does he think that he has done a good deal?

For that, friends's idea, family affection and how about comparing one product by same product about form and other factors, and product warranty and after sale services are very important. pricing one product is very important decision for one sport marketer, because price affects on: consumer satisfaction, current product condition and consumer's idea about product and what that consumer would pay, cost which firm pay for production and supply, gainful policies of firm, competitive prices and supply and demand at product market.

Price is one of most important variables that managers control its marketing. price is just mixed element of marketing that create revenue. other mixed elements produce cost. so offering on correct price is fundamental decision. most marketing activities about price, try to decrease price of products in contrast with competitors (except those products and Deluxe productions that maybe consumer's behavior be different to their prices than usual, often products with lower price are more favorable for customers (at the condition of same quality). to great extent, success in offering lower prices than competitors is based on performing with lower costs, and this is an efficient

competitive tool.

4 – Sales promotion

While assessing firms systematically, all promotional activities should be identified as subsidiary systems within whole system. This act means coordinating selling force activities, advertising programs and encouraging activities. From economical theories perspectives, main goal of promotion include: changing place and form of demand and revenue curves for firm productions. Fundamentally, promotion contains: informing activities set, persuasion and impacting that all are related (16-2). Most important used ways for promotion are: direct selling, public relations, advertising and sales promotion.

Purpose of sales promotion, is coordinating and providing activities of direct selling and also advertising which itself contain activities such as placing showcases in store, holding trade fairs and using samples and awards. Moreover, group of marketing strategies such as dividing different products and market, related to this group.

Conclusion:

Hashemi Siavoshani (1382) has done research as “reviewing methods of attracting financial sponsoring for sport teams”. Overview of financial condition of basketball clubs in country shows these clubs aren't in good condition and act just by state budget which often isn't in his need level. So we should consider privatization, sport marketing, economy and sport industry more. Izadi (1383) in Tarbiat Moallem University has done researches as “affective factors on attracting sponsorship of professional football in Iran”. He believes that one of ways for preparing enough budget in order to do sport actions is to attract firms and organizations as sponsors and supporter. Statistics sample of this sample have been 15 active firms in the field of advertising in Stadiums and sponsors of 14 teams of professional leagues. Results show that football financial sponsoring in Iran could have to help firms to access competitive advantage rather rivals and access to target markets.

Couccens & Slack provided research as “using sport sponsors to penetrate local market”. These researchers express their goals that today, many owners of fast food stores use sport support to penetrate local market, so goal of this study is how to make decision of these organizations for supporting sport and their needs and objectives to enter this area. Some interviews have done by 11 fast food firms that support sport, and rest of information have taken from documents and evidences. For example, it will be signified that organizational and cultural structure of chain restaurants are among influential factors on

making decision about form of supporting sport. Copeland Frisby & Mc carol (1996) provided research as “understanding process of supporting sport from one firm perspective” in this study, goals of sport sponsorship to do that and assessing its different aspects have been reviewed. From other presented discussions, goals, criteria of choosing sponsorship fields and criteria of assessing effectiveness of sponsorship can be mentioned. After reviewing literature, done researches will be analyzed and described in relation to assess mentioned discussions in one Canadian firms. Hoek & Gendal et al (1997) did research as “sponsorship and advertisement” and compared their effects. They tried sponsorship by Awareness – Reinforcement – experience model to analyze consumers's responses to sponsorship. Their findings show that however sponsorship can contain reinforcement effect but it seems unlikely to induce new beliefs and rarely to create new behavioral samples. Grimes & Meenaghan (1998), did research as “focused sponsorship on firm contacts”.

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