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A study on sports event sponsorship for brand promotion in relation with Commonwealth Games Delhi 2010

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Abstract

The purpose of the study was to test whether the Sports event sponsorships enhances the brand promotion in relation with Commonwealth Games Delhi2010. A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Commonwealth Games Delhi2010 for e.g. all stakeholders and partners, Governmental Publications, Athletes, representatives from the 17 Sports Federation of India etc. Non-availability of standard questionnaire on Commonwealth Games Delhi2010 had opted to construct a questionnaire by keeping in view the research criteria availability, suitability, reliability and validity. The responses of all the questions were 'Excellent', 'Good', 'Average', 'Poor' and 'Very Poor'. The responses of the questionnaire were analyzed by using Chi-Square on the basis of Likert's scale. For the testing significance of response given by the respondents the level of significance chosen was 0.05. It was concluded that the image, reliability and productivity of export and import of Indian and International brands developed the exact benefits of collective sponsorship in India in relation with Commonwealth Games Delhi2010.

Keywords: Brand promotion, Sponsorship, Commonwealth Games Delhi2010, Stakeholders.

Introduction

In the modern scientific age, in every field of human endeavor, systematic, objective and scientific procedures are followed in accordance with principles based upon experience, understanding and application of knowledge of science. The field of games and sports is no exception to this, as sports have developed into a distinct scientific discipline in itself and each nation is trying to produce top class sportsmen to win laurels in international competitions (Matyev). Today, globally sports industry is running into millions of dollars. In spite of the global economic crisis, sport continues to grow at a rapid pace and is the fastest growing marketing tool.

India, with a young population and extremely healthy projected economic growth provides a fertile ground for the growth of the sports industry. The next couple of years would witness India playing host to multiple international sporting events which would push further investment in this sector. Although the picture remains rosy for the Indians sport sector there exist certain teething problems with are impending this growth. Lack of infrastructure, minimal private participation and lack of sporting culture have not allowed sports to be pursued as a career option. There is a strong need of inculcate holistic values of sports into kids by improving infrastructure facilities in education institutions.

Investment in sporting infrastructure in cities over the past 20 years was not primarily aimed at getting the local community involved in sport, but was instead aimed at attracting tourists, encouraging inward investment and changing the image of the city. In recent years the study of impact and organizing international games sparked the interest of many scholars in the field of sport organization for event sponsorship for brand promotion and its related impact. It is now recognized that, international stature games and event left a fine market for Sports branding, Liu *et al.*, (2006) analyses the purpose of capital investment if sports industry is to pursue the maximal profit or capital increment, which is best the way to optimize and expend enterprises at low costs and high benefits for sports industry. By using the method of documentary,

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investigation interview and systematic analysis, this paper made a comparative study on present condition of sports industry capital investment in China and that in the developed countries. The result shows that all these have been proved by the experiences from overseas developed countries. Evangelia Kasimati, (2003) [2] studied the Summer Olympics are growing with larger media coverage and sponsorship, host cities have started to attach great importance to the tourism and other likely economic effects that occur by staging such a special event. As a result, a number of studies have been conducted to consider the various economic implications on the hosts. This paper examines and evaluates methods and assumptions used by the economic studies. It also compares ex-ante models and forecasts with the ex-post approach. The aim is to improve the information available to policy makers and potential future hosts of Summer Olympics and other mega-events. Whether such a contribution is justified depends on the economic benefits generated in the local economy same as discussed and fined by Burgan & Mules, (1992) [1] and In addition many authors Westhuizen, (2004) [4] realized the importance of the sports event sponsorship for brand promotion during and after the games.

Objectives and hypothesis

To test whether the Sports event sponsorships enhances the brand promotion in relation with Commonwealth Games Delhi2010. Keeping in mind the objective set for the study and on the basis of the available literature, observations and consultation with experts, the hypothesis was drawn in association with sponsorship through branding in sports event, which was stated as the Sports event measuring the exact benefits of collective sponsorship develop in relation with Commonwealth Games Delhi2010.

Procedure and Methodology

• **Sample**

A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Commonwealth Games Delhi2010 like organizing committee, all stakeholders and partners of Commonwealth Games Delhi2010 (Delhi Development Authority, Sports Authority of India, Indian Railways, Municipal Cooperation of Delhi, New Delhi Municipal Corporation, Hero Honda, Tata Motors) Governmental Publications, Athletes, representatives from the 17 Sports Federation of India, Venue Commanders, Venue Mangers, CWGDelhi2010 Organizing committee Paid Staff, Volunteers, Public and Universities representatives.

Scoring Procedure

Non-availability of standard questionnaire on Commonwealth Games Delhi2010 had opted to construct a questionnaire. Almost every care was taken to prepare questionnaire ensuring maximum coverage of area of investigation so as to procure maximum, worthwhile meaningful and true response from the selected sample. Attempt was made to make the questions simple, clear leaving no room for ambiguity. For judging the personal value questionnaire, the responses were scored as follows:

- A weight-age of 5, 4,3,2,1 (√) points was assigned to Excellent, Good, Average, Poor and Very Poor respectively.

Data Analysis

Data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with Commonwealth Games Delhi2010. For the testing significance of response given by the respondents the level of significance chosen was 0.05

Results

Table 1: Did Common Wealth Games Delhi2010 bind a new Frontiers of International trade in India?

	Observed N	Expected N	Residual	Chi-square	Df
average	1060	666.7	393.3		
good	560	666.7	-106.7	372.4	2
excellent	380	666.7	-286.7		
Total	2000				

Level of significance-0.05, Tabulated value - 5.84, Degree of freedom-2

Table 1 depicts the values of the frequencies observed and expected, the value of chi square was found to be 372.1 against the tabulated value of 5.84 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1060 averagely agreed to the fact that Common Wealth Games Delhi2010 bind a new Frontier for International trade in India, the graphical representation of the scores has been shown in fig 1.

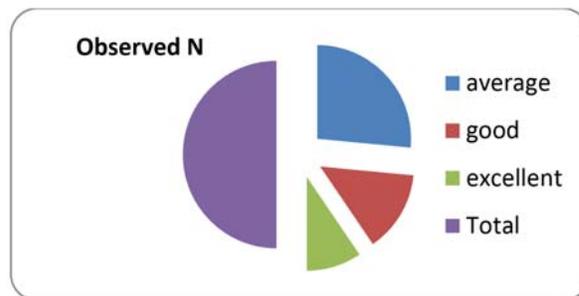


Fig 1

Table 2: Did Commonwealth Games Delhi2010 enhance the sales of Indian Brand in International market?

	Observed N	Expected N	Residual	Chi-square	Df
very poor	160	400.0	-240.0		
poor	22	400.0	-378.0	153.1	4
average	1040	400.0	640.0		
good	420	400.0	20.0		
excellent	358	400.0	-42.0		
Total	2000				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 2 depicts the values of the frequencies observed and expected, the value of chi square was found to be 153.1 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1040 averagely agreed to the fact that these events changes graded sales of Indian Brands in International market, the graphical representation of the scores has been shown in fig 2.

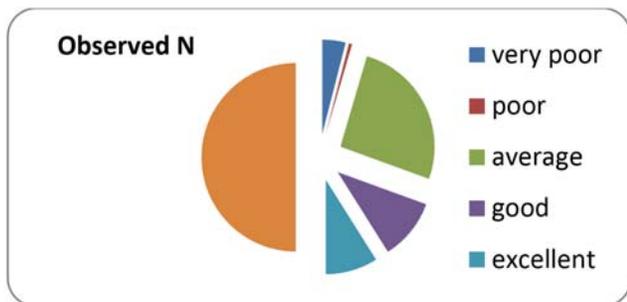


Fig 2

Table 3: Do you think that in relation with Commonwealth Games Delhi2010 the brand sponsorship to many Athletes enhanced the awareness towards sports in general public in India?

	Observed N	Expected N	Residual	Chi-square	Df
Very poor	10	400.0	-390.0		
poor	10	400.0	-390.0	176.2	4
average	1000	400.0	600.0		
good	600	400.0	200.0		
excellent	380	400.0	-20.0		
Total	2000				

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 3 depicts the values of the frequencies observed and expected, the value of chi square was found to be 176.2 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1000 averagely agreed to the fact that the brand sponsorship to many Athletes enhanced the awareness towards sports in general public in India, it was a practical step has been taken by the government, the graphical representation of the scores has been shown in fig 3.



Fig 3

Conclusion

It was concluded that the image, reliability and productivity of export and import of Indian and International brands developed the exact benefits of collective sponsorship in India in relation with Commonwealth Games Delhi2010. It was also concluded that the brand sponsorship to many Athletes enhanced the awareness towards sports in general public in India.

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