

Analyzing the Impact of Social Media on Sports Marketing

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Abstract: *The study's findings demonstrate the substantial social media's effects on sports marketing strategies. First of all, by enabling direct and instantaneous communication between sports teams and their fan base, social media networks have entirely transformed fan involvement. Sports marketers may use tools like live streaming, fan forums, and social media campaigns to foster a sense of community, encourage fan participation, and create unique experiences that boost fan loyalty are now powerful instruments for brand-building in sports marketing. Sports companies may showcase their principles, improve their brand messaging, and create interesting material that appeals to their target audience by utilising Facebook, Twitter, Instagram, and YouTube.*

Keywords: Social Media Marketing, Social Media, Sports Marketing

I. INTRODUCTION

Online communication between people is facilitated by social media. Social media refers to a broad range of online tools and platforms that allow people to share material, interact with others, and build communities. Examples of these Twitter, Facebook, Instagram, and YouTube. Over 4.7 billion people, or almost 60% of the global population, use social media

II. OBJECTIVE

- To understand the scope of sports marketing.
- To comprehend the connection between sports marketing and societal media
- To evaluate how societal media affects sports marketing.

III. LITERATURE REVIEW

A comprehensive overview of the body of research on this subject may be found in the 2015 essay "Sport and Social Media Research: A Review" by K. Filo, D. Lock, and A. Karg. The writers discuss how various sports organisations, players, and fans utilize social networks platforms to communicate and establish a connection with one another. They also consider the potential effects of this trend on the sports sector, including potential increases in revenue and fan interaction

T. Newman, J. Peck, and B. Wilhide's 2017 paper "Social Media in Sports Marketing" explores the use of societal media in the field of sports marketing. Presenting a comprehensive review of the advantages, disadvantages, and best practices related to using societal media platforms for sports industry marketing is the authors' main objective. The paper opens by stressing social media's ubiquitous influence on society and its explosive rise as a vehicle for communication. It highlights the unique opportunity social media platforms present for sports organisations,

The context of sports marketing, the 2012 study "Social Media and Sports Marketing: Examining the Motivations and Constraints" attempts to understand the constraints and motivations of Twitter users. The study looks at the reasons people interact with sports-related information on Twitter and the obstacles that prevent people from participating. The study provides valuable insights into the motivations and constraints experienced by Twitter users in this domain and provides information on the application of societal media in sports marketing

IV. RESEARCH METHODOLOGY

Descriptive research was employed, and a structured survey was administered to sample of 100 employees.

SAMPLING

The sample was calculated using the Rao sample calculator. Based on the sample calculator the ideal proposed Sample will be 246.

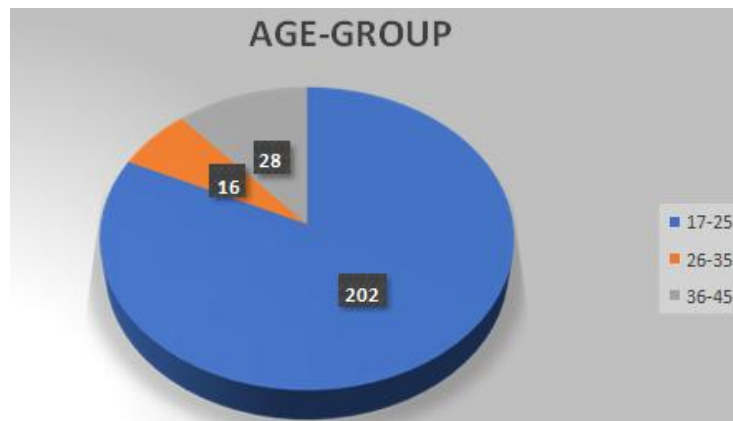
STATISTICAL TOOLS

The project would accommodate SPSS for calculating statistical techniques (correlation, chi- square test)

ANALYSIS

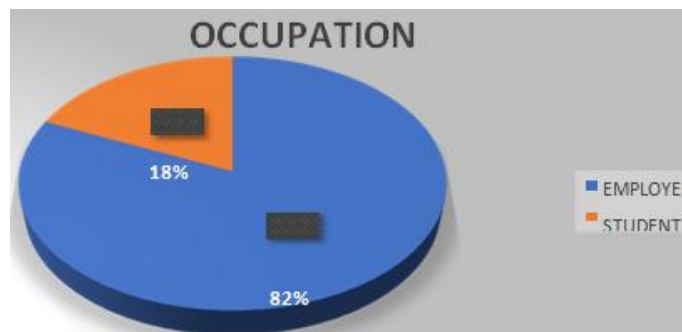
Age

SL NO	PARTICULARS	NO
1	17-25	202
2	26-35	16
3	36-45	28
Total		246



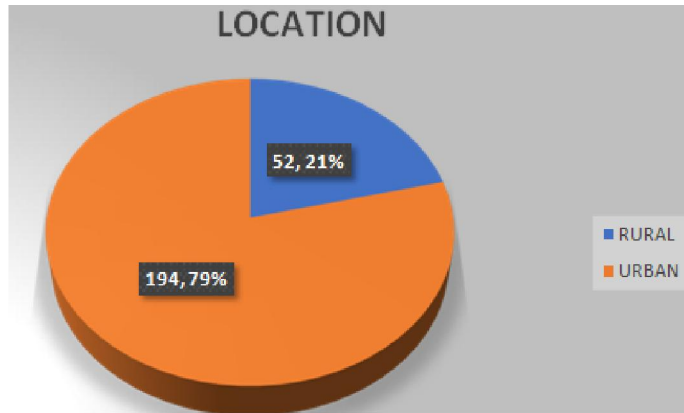
Occupation

SL NO	PARTICULARS	NO
1	EMPLOYED	201
2	STUDENT	45
Total		246



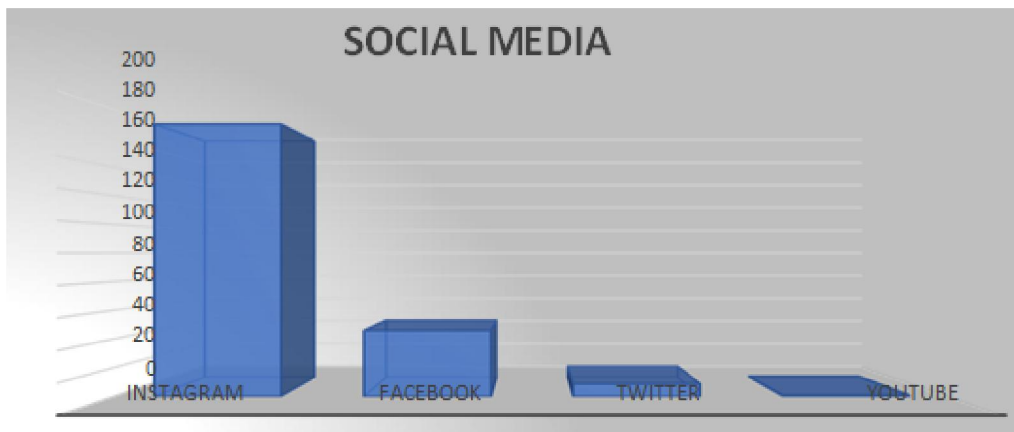
Location

SL NO	PARTICULARS	NO
1	RURAL	52
2	URBAN	194
Total		246



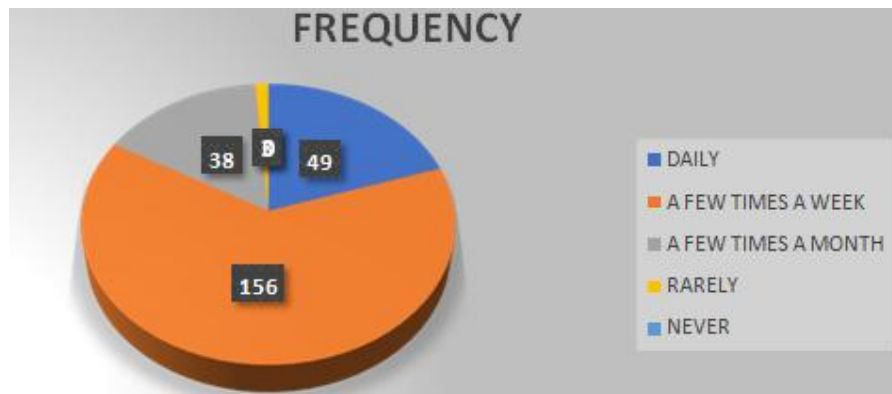
Social Media platforms

SL NO	PARTICULARS	NO
1	INSTAGRAM	190
2	FACEBOOK	46
3	TWITTER	9
4	YOUTUBE	1
Total		246



Frequency

SL NO.	PARTICULARS	NO.
1	DAILY	49
2	A FEW TIMES A WEEK	156
3	A FEW TIMES A MONTH	38
4	RARELY	3
5	NEVER	0
Total		246



V. DISCUSSION AND RESULTS

The majority of participants think social media has increased fans' access to sports content.

KEY FINDINGS

- Most respondents think societal media is a beneficial tool for sports marketing, and the fact that it benefits fan involvement.
- A large number of the respondents follow athletes or sports teams on societal media, indicating that social media facilitates communication between sports fans and their preferred athletic organizations.
- Respondents generally consider sponsored societal media posts by sports teams or athletes to be successful.
- The majority of respondents think that collaborating with sports teams or athletes on societal media for marketing objectives is fairly beneficial

VI. CONCLUSION

The study on the impact of societal media on sports marketing came to some important conclusions and insights. First, a significant percentage of participants were found to regularly interact with sports- related content on societal media, underscoring the importance of societal media platforms for accessing and consuming sports-related content. The most well-liked sports material categories were game highlights, complete games, athlete interviews, memes, and hilarious videos, indicating the diverse variety of interests among fans.

VII. LIMITATIONS

- Geographic limits do not impose any constraints on the study.
- The study is unable to determine how much of an impact different sports have on viewers.
- The research makes no mention of nations with strict sports laws and restrictions.

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