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BARRIERS TO SPORT SPONSORSHIP ABSORPTION TO TEKWANEO SPORT IN GILAN PROVINCE FROM SPORT COACHES AND MANAGEMENT PROSPECTIVE

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ABSTRACT

Exercise is one of phenomena that in modern society has a dominant influence. Sponsorship in Sport as one of motley elements of marketing communications, includes provision of resources (financial, human, equipment) by an organization. Development of taekwondo in country especially development of this sport in Gilan and lack of sponsors for this sport in this city and disability of taekwondo committee in attracting sponsors leads to recent research that what are inhibiting factors of attracting sponsors for taekwondo in Gilan. This study is descriptive and survival and all the active coaches and managers of taekwondo (including the chairman and vice chairman and secretary of Gilan, chairman and vice Chairman of towns, coaches committee and referees) in Gilan were selected as the statistic society. While there were 150 active coaches and 46 members of management committee were among the statistic society. Given the purpose of study and limitation of society, the sample was considered equal to the society that finally 125 coaches (83%) and 40 managers (87 percent), (total of 165) participated in the study. Research tool was two questionnaires of profile and of inhibiting factors of attracting sport sponsors that by an exploratory study were standardized. To identify inhibitors factors of attracting sport sponsors and to construct validity of the research tool, method of exploratory factor analysis with orthogonal rotation was used. For statistical analysis, and testing research hypotheses Friedman test, Wilcoxon, independent t-test and U-man Whitney test were used at a significant level $p \leq 0.05$. Based on the results of exploratory factor analysis for inhibitor variables of attracting sponsors, 29 variables were seen in five factors. Kolmogorov-Smirnov test results showed that factors such as nature of sponsorship, advertising, social and management factors had normal distribution and supervisory factor had an abnormal distribution. In the hypotheses test, there was a significant difference between the priorities of inhibiting factors of attracting sponsors for Taekwondo especially taekwondo in Gilan. At last, It is also better that administrators of committee for better transferring of company's brand messages.

Keywords: Barrier, Sport, Sponsorship, Absorption

INTRODUCTION

Exercise is one of phenomena that in the modern society have a dominant influence (Bnar, 2008). Sponsorship in Sport as one of motley elements of marketing communications, includes provision of resources (financial, human, equipment) by an organization (sponsor) directly for a subject that is supported (such as a sporting event, athlete and sports team) to achieve the goals of the sponsorship company and organization (Pope and Tezco, 2001).

Attracting sponsor is one of the methods of gaining income and that is the ability of attracting revenue for an event or sports organization (Cutler, 2008). In current economic situation, life continuance of clubs and authoritative teams under present conditions without financial support is impossible. Rajabi (2008) in a study titled by the reasons for the lack of financial support of manufacturing companies (private) from championship sport in Isfahan, identified five factors. He mentioned these four factors as reasons for the lack of financial support of manufacturing companies from championship sport: economic, administrative-organizational, governmental, media-audience factors; that among them governmental

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factor with an average of 2.80 is the most effective factor for the lack of financial support of manufacturing companies from championship sport.

Yazdani (2009), in a study titled by "Obstacles of Sports sponsorship of companies in North-Khorasan" identified three factors administrative-advertising, governmental social-economical, communicational - environmental factors, as obstacles of sports sponsorship of companies in north-Khorasan; that among them administrative-advertising factor with an average of 3.81 is the most effective obstacle of sports sponsorship of companies in north-Khorasan. Abdali (2011), in his master's thesis examined the advantages and disadvantages of sports sponsorship in east-Azerbaijan. Statistic sample of this study was 57 managers of sponsorship companies and 65 experts and managers of sports committees in that companies. The results of this study showed a significant difference between the priority of the advantages of sports sponsorship and disadvantages of sports sponsorship from the perspective of all the examiners. Also, the importance of economical -financial and structural –procedural factors had a significant difference from the perspective of managers of sponsorship companies and experts and managers of sports committees.

Absalan (2012), in his study by examining problems of sport sponsorship and providing its solutions showed that from perspective of Rasht Sports companies and committees there is significant difference between priority of factors of problems of sport sponsorship and the priority of solutions of sport sponsorship from the perspective of all the managers, also he reported significant difference between the importance of factors of problems of sport sponsorship in structural factors, and the importance of solutions of sport sponsorship in executing , supporting and facilitating factors from perspective of managers of sports companies and sport managers.

In this regard, development of taekwondo in country especially development of this sport in Gilan and lack of sponsors for this sport in this city and disability of taekwondo committee in attracting sponsors leads to recent research that what are inhibiting factors of attracting sponsors for taekwondo in Gilan? Also from the perspective of coaches and managers of Taekwondo at Gilan, what are inhibiting factors of attracting sponsors for taekwondo in Gilan?

MATERIALS AND METHODS

This study is descriptive and survival; and based on it, all the active coaches and managers of taekwondo (including the chairman and vice chairman and secretary of Gilan, chairman and vice Chairman of towns, coaches committee and referees) in Gilan were selected as the statistic society. According to the statistics of State Council in 1392, 150 active coaches and 46 members of management committee were among the statistic society. Given the purpose of study and limitation of society, the sample was considered equal to the society that finally 125 coaches (83%) and 40 managers (87 percent), (total of 165) participated in the study. Research tool was two questionnaires of profile and of inhibiting factors of attracting sport sponsors that by an exploratory study were standardized. To identify inhibitors factors of attracting sport sponsors and to construct validity of the research tool, method of exploratory factor analysis with orthogonal rotation was used. For statistical analysis, and testing research hypotheses Friedman test, Wilcoxon, independent t-test and Uman Whitney test were used at a significant level $p \leq 0.05$

RESULTS AND DISCUSSION

The present study consisted of 165 samples, 88 male and 77 female participants that 50 percent of participants had bachelor's degree and about occupational situation, 75% of them were coaches and 25 percent of them were managers. Also description of the history of the protection of teams showed that more than 80 percent of the sample focused on the lack of support from their teams and only about 20 percent of teams has been supported by sports sponsors. The mean age of participants was 37 years. And there were more than 13 years of experience in coaching and sports management and over 24 years of sport experience in the field of Taekwondo. Based on the results of exploratory factor analysis for inhibitor variables of attracting sponsors, 29 variables were seen in five factors. Kolmogorov-Smirnov test results showed that factors such as nature of sponsorship, advertising, social and management factors

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had normal distribution and supervisory factor had an abnormal distribution. In the hypotheses test, there was a significant difference between the priorities of inhibiting factors of attracting sponsors for Taekwondo. Results can be seen in the table below.

Table 1: Test results of Friedman Ranking for comparing Priority of inhibiting factors to attract supporters

Priority	Index factors	Average Rating	sample	Friedman test Chi-square	df	Sig
First	advertising factor	3/58	165	94/31	4	*0/001
Second	management factor	3/50				
Third	Supervisory factor	3/14				
fourth	nature of sponsorship factor	2/51				
fifth	Social factor	2/27				

Accordingly, comparing Priority of inhibiting factors to attract supporters for Taekwondo demonstrated that advertising factor was the most important inhibiting factor to attract sponsors and then the management factor, supervisory factor, the nature of sponsorship factor and, ultimately, social factor are in next priorities. Wilcoxon post hoc test was used for paired comparison of inhibiting factors to attract supporters for Taekwondo. The results of this test indicated that there is a significant difference between the advertising factor and supervisory, the nature of sponsorship and social factors and also between poor management factor and supervisory, the nature of sponsorship and social factors, and also between the supervisory factor and the nature of sponsorship and social factors (Table 2).

Table 2: The Wilcoxon test for comparison of inhibiting factors of attracting sponsors with each other

Factors	Poor Management	Supervisory	Nature of sponsorship	Social
Advertising	0/51	*0/01	*0/001	*0/001
	Poor	*0/04	*0/001	*0/001
	Management	Supervisory	*0/002	*0/001
		Nature of sponsorship		0/27

* In Level $p < 0.05$ is significant.

Table 3: The results of independent t-test about comparing perspectives of managers and coaches about inhibiting factors

Index factors	Group	Number	SD±M	t	d.f	Sig
nature of sponsorship factor	Manager	40	3/61±0/60	-0/327	163	0/74
	coach	125	3/64±0/56			
Advertising factor	Manager	40	4/00±0/53	-0/324	163	0/75
	coach	125	4/03±0/52			
Social factor	Manager	40	3/53±0/73	-0/864	163	0/38
	coach	125	3/63±0/60			
Management factor	Manager	40	4/00±0/71	0/308	163	0/75
	coach	125	3/96±0/65			

* In Level $p < 0.05$ is significant.

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Also there was no significant difference between perspectives of managers and coaches of Taekwondo in Gilan about inhibiting factors of attracting sponsors for Taekwondo. This means that managers and coaches of Taekwondo in Gilan did not have different ideas about inhibiting factors of attracting sponsors for Taekwondo in this city. To compare perspectives of managers and coaches about the supervisory factor that is one of the inhibiting factors to attract sponsors, by considering abnormal distribution of variables of this factor, (Table 4). Uman Whitney test was used to compare perspectives of these two groups and results showed that managers and coaches of Taekwondo in Gilan did not have different ideas about supervisory factor that is one of the inhibiting factors to attract sponsors for Taekwondo of Gilan

Table 4: The results of Uman Whitney test about comparison of perspectives of managers and coaches about the supervisory factor that is one of the inhibiting factors

Indexfactors	group	number	SD±M	Uman Whitney test Zcalculated	Sig
Supervisory factor	manager	40	3/79±0/90	-0/160	0/873
	Coach	125	3/85±0/73		

* In Level $p < 0.05$ is significant.

Finally, there was significant difference between perspectives of men and women in the sport of Taekwondo in Gilan about inhibiting factors to attract sponsors for Taekwondo .In fact results of independent t-test showed that the null hypothesis is supported about three factors of the nature of sponsorship, the advertising and social factors.

But sometimes in this study ladies and gentlemen showed a significant difference in perspectives about management inhibiting factor and the null hypothesis was rejected. In other words, by considering comparison of perspectives of these two groups, men compared with women considered management as an important inhibiting factor.

Table 5: The results of independent t-test about comparison of perspectives of men and women about inhibiting factors

Index factors	Grou p	Numbe r	SD±M	t	d.f	Sig
nature of sponsorship factor	wome n	77	3/63±0/58	-0/104	163	0/91
	men	88	3/64±0/56			
Advertising factor	wome n	77	4/01±0/49	0/494	163	0/62
	men	88	4/04±0/55			
Social factor	wome n	77	3/58±0/58	-0/486	162/95	0/62
	men	88	3/63±0/68			
Management factor	wome n	77	3/83±0/59	-2/58	163	*0/01
	men	88	4/09±0/69			

* In Level $p < 0.05$ is significant.

To compare perspectives of men and women about supervisory factor that is one of the inhibiting factors to attract sponsors due to abnormal distribution of variables of this factor, (Table 6) Uman Whitney test was used to compare perspectives of these two groups. Perspectives of men and women participated in this study showed a significant difference about supervisory factor; that by considering the comparison of average of perspectives of two groups, women compared with men considered supervisory factor as an

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important inhibiting factor; in other words, women introduced supervisory factor as an important supportive inhibiting factor.

Table 6: Uman Whitney test results about comparing perspectives of men and women about inhibiting supervisory factor

Indexfactors	group	number	SD±M	Uman Whitney test Zcalculated	Sig
Supervisory factor	Women	77	3/70±0/69	-2/414	*0/016
	Men	88	3/59±0/82		

* In Level $p < 0.05$ is significant.

Conclusion

Generally because sport sponsorship by companies in Iran has not reached to a special status and they have not used its financial benefits very much and due to lack of support by government, copy right and advertising culture in the country, extension of inhibiting factors of sports sponsorship in general and in the present study in Taekwondo seems logical; that was aligned with post researches of Rajabi (2008), Yazdani (2009), Abdali (2011) and Absalan (2012) were aligned. So by considering the results of this research, it seems that for attracting and more using from companies to sponsor Taekwondo we must try to remove inhibiting factors and providing proper situations such as governmental and county official's supports,

reduction of taxes, providing adequate media coverage including video, print - literatures- products and services of companies to develop in general sport and especially taekwondo in Gilan. It is also better that administers of committee for better transferring of company's brand messages, try for better advertisings and media coverage and before, during and after a sport event, advertise for sponsors company and consider adequate locations ,supplements and facilities to advertise for sponsors.

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