

EXAMINE THE CONNECTION BETWEEN SPORT CONSUMPTION HABITS AND THEIR
STRUCTURE IN SPORTS MANAGEMENT.

Jia Pengju 1*, Abhijit Ghosh 1

1 Lincoln University College, Petaling Jaya, Malaysia.

*Corresponding author: Jia Pengju, Lincoln University College, Petaling Jaya, Malaysia.

ABSTRACT

The foundations of contemporary marketing, especially in the sports sector, are relationship building and maintenance. The clubs have made a sincere effort to communicate with their supporters. This dissertation aims to expand our understanding of the dynamics between fan bases and the teams they support, as well as the ways in which fan loyalty shapes fan tastes and viewing habits. The existing literature on relationship quality served as the basis for the conceptual framework that was used to study the issues at hand. An assortment of demographic, personality, and sports-viewing data was collected using online and in-person questionnaires. Multiple sample structural equation modelling, confirmatory factor analysis, and structural regression were used to analyse the data. The manner in which sports teams throughout the globe run their businesses and handle staff management are greatly affected by these always changing perspectives. People consume and interact with sports-related material in many diverse ways! This category includes things like using various kinds of digital media, such as attending live games, viewing replays, buying goods, and so on. The aforementioned opinions impact the strategies and budgets of sports organisations. Myriad economic, cultural, and societal variables impact these practices. These instances are caused by the presence of routines. The next paragraphs provide a more in-depth discussion of these steps by the researcher.

Keywords: Sports, Sports Management, Sports Structure, Sports Consumption behaviour, Sports Strategy.

INTRODUCTION

The sports sector has been exposed to a significant amount of influence over the course of the last few years as a result of changes in consumer behaviour that have taken place. These effects have resulted from the changes that occurred. Individuals who are interested in sports and show their support for them are increasingly doing so via several channels, such as going to games in person, viewing them online, and using social media. Patterns of sports consumption have become more sophisticated and significant as a result of this. Attending the game in person, watching it online, and sending it out on social media are all examples of these different ways. The methods in which sports teams all over the world operate their companies and manage their employees are significantly impacted by these ever-evolving ways of thinking. Individuals

engage with and take in content related to sports in a variety of different ways! Participating in live games, watching replays, purchasing merchandise, and making use of other forms of digital media are all examples of these sorts of activities (Kim et al., 2022). The aforementioned views have an effect on the plans and finances of sporting groups. These habits are influenced by a substantial number of social, cultural, and economic factors. The existence of routines is the reason for these occurrences. The researcher has discussed these stages in further depth in the next paragraphs. Therefore, it is essential to continually be attentive to these habits of intake in order to execute athletic events successfully. The framework of sports management is heavily reliant on the decision-making and operational tools that are used by sports organisations that are in operation. Strategy, operations, and organisational frameworks are all included in this category. Sports organisations use this framework in their decision-making process. This book covers a wide range of topics, including the reasoning behind choices, marketing strategies, how to communicate with fans, and the organisation's operations. Sports firms are always faced with the challenge of making fundamental modifications in order to remain relevant and competitive in their respective industries. As the number of individuals who anticipate having digital accessibility and personalised experiences continues to rise, it is becoming more difficult to identify and address this problem. An examination of the complex connections that exist between the many ways in which people consume sports and the management structure that exists within the sports sector is the major objective of this research initiative. In order to determine how sports firms adapt to meet shifting expectations and how changes in customer behaviour may have an effect on how they operate, the purpose of this research is to investigate these topics (Byon et al., 2020).

BACKGROUND OF THE STUDY

What customers do, what they anticipate, and how they interact with brands all have a big effect on the sports sector as a whole. The sports industry throughout the globe is now worth billions of pounds. A lot of digital media, online groups, app stores, and virtual reality experiences are getting their attention as methods to become involved with sports. Fans are using these numerous technologies to become more involved with sports than simply coming to games or watching them on TV. These changes in how consumers spend their money have made things more difficult and clearer for companies and sports management. In the past, running a sports organisation largely meant having people present in person, setting up times for broadcasts, and utilising linear marketing methods. No matter what, sports companies have forced to rethink their marketing plans because of the advent of digital technologies and worldwide fan bases. Today's fans expect experiences that are tailored to their interests, are simple to go to, and stimulate connection more than ever before (Kim, M. J., & Mao, 2021). Due to this change in demand, sports management has had to come up with new ideas for many things, such as governance structures, data analytics, fan interaction, merchandising, and digital media strategy. Over the course of the last several years, the behaviours associated with the consumption of sports have become a key component of strategic planning. For example, the fact that younger people are attending games less often has led to clubs and leagues spending

more money on digital material, engagement with cell phones, and outreach to persons in other countries. This is because younger people are less likely to attend football games. Additionally, the ever-increasing popularity of eSports and fantasy sports has transformed the idea of what it means to be a sport consumer, which has resulted in the management of conventional sports teams being increasingly complex. Therefore, it is of the utmost importance to explore the ways in which the altering patterns of consumption impact the internal operations of sports organisations when this is taken into account. If sports managers are aware of the ways in which the wants of fans impact the reactions of companies, they may be able to better align their structural plans to meet the needs of both the present and the future. This is because the wishes of fans might influence the responses of businesses. This research aims to increase knowledge by conducting an examination into the relationship that exists between the patterns of sports consumption and the structural development of sports management. The objective of this study is to improve understanding (Chiu & Won, 2022).

PURPOSE OF THE STUDY

Find out how sports management relates to people's habits around sports consumption. Find out how sports management relates to people's habits around sports consumption. The purpose of this research was to examine how customers' personalities and needs impact their sport consuming habits. Individuals' engagement, personality, and need attributes interact through a hierarchical model, according to the suggested Hierarchical Model of Sport Consumption. This model predicts how people participate in and view sporting events. Arousal and affiliation needs were significantly associated with involvement in sports spectatorship, but the demand for affiliation was associated with involvement in sports participation. On the levels of involvement and behavioural intention, there is a significant relationship between spectator sports and participation in such events. Understanding sport consumer behaviour and establishing successful segmentation tactics may be greatly aided by the results.

LITERATURE REVIEW

Various methodologies and study methods are included in the sports participation literature, which is varied. Impacts on society and the economy have been the subject of several assessments. Participation in sports is positively correlated with several aspects of those sports. Participating in sports in a passive way is correlated with positive aspects, such as watching and listening to sports, reading sports press, and utilising phones for sports information. Active engagement has a negative correlation with these characteristics. Customers are now masters of their own destinies. Matches to watch, platforms to view them on, and players to follow. They may either choose to watch it on television or go to the stadium. Sports are being seen on mobile devices (Jang et al., 2020). A fan is someone who is deeply committed to a certain sports organisation, and it goes beyond just showing up, sitting, watching, and applauding for one's side. By facilitating fan engagement with their beloved teams and clubs, sports organisations worldwide may fortify their fan base via social media. The

National Basketball Association, for instance, has made this a point in its international exhibition games and initiatives like Basketball without Borders. Thanks to technological advancements, fan communities are becoming global. By studying the emotional and psychological effects of fan membership and the ways in which individuals interact with other fans, sports organisations may tap into this global fan base. There are at least two ways of becoming involved in the analysis. There is active participation, in which one takes part in a sport directly, and passive participation, in which one does not physically participate but yet enjoys watching a sporting event, is also possible. Sports provide people with opportunity to meet their physical, social, and personal requirements, and there are two ways to participate in these activities: actively and passively. By going above and above for a sports audience before, during, and after an event, game, or match, the researcher create an immersive experience that encourages passive involvement from fans (Chu et al., 2019).

RESEARCH QUESTION

How do broadcasting rights influence the structure of sports management organisation?

RESEARCH METHODOLOGY

Research design

Use of SPSS version 25 was used for the quantitative data analysis. How strong and in what direction the statistical association was determined by calculating the odds ratio and 95% confidence interval. The researchers set a statistically significant threshold of $p < 0.05$. A descriptive analysis was performed to identify the main elements of the data. Quantitative approaches are often used to evaluate data obtained from surveys, polls, and questionnaires, as well as data modified by computational tools for statistical analysis.

Sampling

Research participants completed questionnaires to provide data for the study. Utilising the Rao-software, researchers identified a study population of 735 individuals, prompting the distribution of 850 questionnaires. The researchers received 810 responses, excluding 32 for incompleteness, resulting in a final sample size of 778.

Data and Measurement

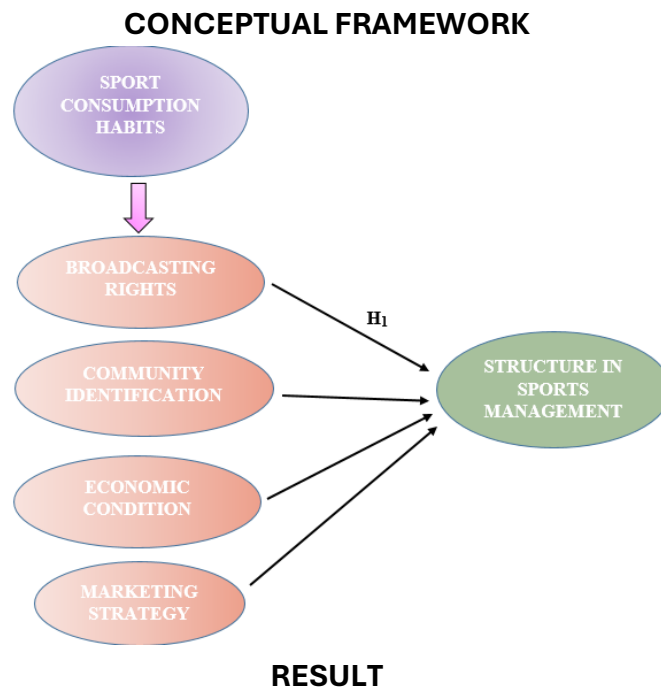
The main instrument for collecting data for the research was a questionnaire. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel characteristics measured on a 5-point Likert scale. Secondary data was acquired from many sources, mostly online databases.

Statistical software

The statistical analysis was conducted using SPSS 25 and MS-Excel.

Statistical Tools

The data's core essence was understood via descriptive analysis. Using ANOVA, the researcher must examine the data.



Factor analysis: One typical use of Factor Analysis (FA) is to identify hidden variables in observable data. Conventional practice dictates the use of regression coefficients for rating purposes when diagnostic or visually observable signs are unavailable. In FA, models are crucial for success. The objectives of modelling are to identify errors, intrusions, and evident correlations. The Kaiser-Meyer-Olkin (KMO) Test is a method for evaluating datasets generated by multiple regression investigations. They confirm that the model and sample variables are representative. The data demonstrates redundancy, as shown by the figures. Decreased proportions enhance data understanding. The KMO output is a numerical number between zero and one. A KMO value between 0.8 and 1 indicates an adequate sample size. These are the permissible levels, according to Kaiser: The following approval criteria set out by Kaiser are as follows:

A dismal 0.050 to 0.059, insufficient 0.60 to 0.69

Middle grades often range from 0.70 to 0.79.

Exhibiting a quality point score between 0.80 and 0.89. They are astonished by the spectrum of 0.90 to 1.00.

The outcomes of Bartlett's test of sphericity are as follows: Chi-square degrees of freedom about equivalent to 190, with a significance level of 0.000.

This confirms the veracity of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to assess the significance of the correlation matrices. A Kaiser-Meyer-Olkin score of 0.899 indicates that the sample is sufficient. Bartlett's sphericity test produces a p-value of 0.00. A positive outcome from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 1. KMO and Bartlett's Test for Sampling Adequacy (Kaiser-Meyer-Olkin statistic: 0.899).

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Bartlett's Test of Sphericity further substantiated the overall significance of the correlation matrices. The Kaiser-Meyer-Olkin measure of sampling adequacy is 0.899. Researchers determined a p-value of 0.00 via Bartlett's sphericity test. The researcher acknowledges that the correlation matrix is invalid, as Bartlett's sphericity test produced a significant outcome.

INDEPENDENT VARIABLE

Sports Consumption Habits: The manner in which individuals watch and take pleasure in sports is referred to as their sports consuming habits. Participating in live events, watching games on television or online, following teams or players on social media, purchasing sports apparel, participating in fantasy sports, and engaging in conversations with other individuals about sports are all examples of activities that fall under this category. These practices are influenced by a number of factors, including personal interests, cultural background, and access to technology, income levels, and social influences, among others. The manner in which sports fans watch sports has evolved from being mostly reliant on where they are to being more participative, on-demand, and dynamic. This transformation has occurred as users of digital media have become more linked to one another. Due to the fact that these habits have a direct impact on marketing efforts, methods to get fans interested, and the overall structure of administration, sports firms need to be aware of them (Ding & Zhong, 2020).

FACTOR

Broadcasting Rights: The term "broadcasting rights," which can also mean "media rights," describes the arrangement whereby a media outlet negotiates with a business, like a sports league or a film distributor, to air the latter's products or services on the former's platforms,

whether that be live, delayed, or highlighted content. The term “media rights” might describe broadcasting rights as well. The term “broadcast rights” encompasses not only the ability to transmit and display the Championships in any form (live or delayed), but also the negotiation, broadcasting, and dissemination of said events through various media (e.g., radio, television, movies, satellite, video tape, Internet/world wide web), as well as any other audio-visual exploitation of the event (either now known or to be developed in the future) (Zhigang et al., 2022).

DEPENDENT VARIABLE

Structure in Sports Management: Managing a sporting event is no easy task. There are a lot of goals, and a lot of people with different reasons for being engaged. Management in the sporting arena entails a variety of tasks that are common to both businesses and governing bodies. Management of funds, employees, tools, and athletic venues all fall under this category. Assuring the long-term viability of the athletic activity and the high quality of services offered to participants and spectators is the primary goal of sport administration (Jang et al., 2021).

Relationship between Broadcasting Rights and Structure in Sports Management: Not only is it very important due to the fact that the connection between broadcasting rights and the management of sports is quite essential, but it also profoundly transforms everything. For a significant number of athletic groups, the revenue generated from broadcasting rights is one of the most important sources of revenue, often surpassing the amount of money obtained from the sale of tickets and sponsorships. Therefore, this is due to the fact that broadcasting rights provide a substantial source of income. They have modified the way that these rights are managed in order to strengthen their power to negotiate, administer, and make money from media agreements. This is because of the monetary value of these rights as well as the strategic importance of these rights. All of this is done with the intention of enhancing their capacity to generate income. To be more explicit, this calls for the establishment of specialised departments that are responsible for the administration of partnerships, media rights, legal agreements, and the creation of digital content. Other responsibilities include the management of legal agreements. It is also feasible for the ownership and distribution of broadcasting rights to have an impact on the scheduling of competitions, the types of tournaments, and even the exposure of players. This is something that may happen. In order to achieve success at management levels that are distinct from one another, each of these things has to be planned out in a manner that is strategic. In order to preserve their financial stability, comply with the regulations, and stay competitive in the context of the global media environment, sports organisations are obliged to make continual alterations to their organisational structures (Guo et al., 2023).

Analysis of the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between broadcasting rights and structure in sports management.

“H₀₁: There is no significant relationship between Broadcasting Rights and Structure in Sports Management.”

“H₁: There is a significant relationship between Broadcasting Rights and Structure in Sports Management.”

Table 2. H1 ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	166	6635.417	1516.320	.000
Within Groups	492.770	611	4.376		
Total	40081.390	777			

The results of this investigation were substantial. The F value was 1516.320, achieving significance with a p-value of .000, which is below the .05 alpha threshold. The hypothesis *“H₁: There is a significant relationship between Broadcasting Rights and Structure in Sports Management”* was accepted, resulting in the rejection of the null hypothesis.

DISCUSSION

This study indicates that there is a clear and ever-evolving relationship between the organisation of sports management and the number of people who watch sports. The results of this research demonstrate that this link already exists. Sports fans’ tastes and habits are always changing, particularly as a consequence of the introduction of new technology and alterations in society and culture. This is especially true in the case of sports enthusiasts. As a consequence of this, businesses in the sports industry are obligated to regularly reassess and reorganise their company procedures as well as their plans for the future. With respect to their company, this alteration highlights how essential it is for sports managers to place the needs of their customers at the forefront of their priorities.

CONCLUSION

The study attempted to investigate the intricate connection that exists between the two categories of activities. Based on the findings of this study, it was discovered that the manner in which consumers react has a significant impact on the efficiency and success of sports clubs. Fans are increasingly engaging with sports via an increasing number of technologically based channels, which has resulted in the previous methods of watching sports being replaced by experiences that are more dynamic, interactive, and individualised. These new advancements have a significant influence on the organisational and strategic frameworks that are used in the field of sports management. Given the current state of affairs, it is quite evident that sports teams must continue to make adjustments to the way they are structured in order to satisfy the requirements of their fans. The purchase of broadcasting rights is one of the most significant

factors driving change in the industry. This may alter how people generate money, how items are supplied, and how far they can travel around the globe.

REFERENCES

1. Byon, K. K., de Lima Salge, C. A., Baker, T. A. III, and Jones, C. W. (2020). Team Identification and negotiation: a mediated-moderation model of constraints, motivation, and sport consumption. *Sport Mark. Q.* 29, 282–295.
2. Chiu, W., and Won, D. (2022). Influence of sports fan ethnocentrism on identification and media consumption intention: a preliminary investigation with Taiwanese baseball fans. *Sport Society* 25, 23–41.
3. Chu, S.-C., Lien, C.-H., and Cao, Y. (2019). Electronic word-of-mouth (eWOM) on WeChat: examining the influence of sense of belonging, need for self-enhancement, and consumer engagement on Chinese travellers' eWOM. *Int. J. Advert.* 38, 26–49.
4. Ding, Y., and Zhong, J. (2020). The effect of social crowding on individual preference for self-improvement products. *Acta Psychol. Sin.* 52, 216–228.
5. Guo, K., Wang, Z., Li, C., & Guo, C. (2023). Meaningful sports consumption behavior influences the production of individual eudaimonic well-being: the chain-mediated role of perceived social support and perceived self-esteem. *Sustainability*, 15(19), 14043.
6. Jang, W., Kim, D., Lee, J. S., & Wann, D. L. (2020). The impact of hedonic and meaningful messages on sport consumers' responses to athlete foundations: A focus on fan identification level. *Communication & Sport*, 8(3), 346-363.
7. Jang, W., Wu, L., & Wen, J. (2021). Understanding the effects of different types of meaningful sports consumption on sports consumers' emotions, motivations, and behavioral intentions. *Sport Management Review*, 24(1), 46-68.
8. Kim, D., Kim, A., Kim, J., & Ko, Y. J. (2022). Symbiotic relationship between sport media consumption and spectatorship: the role of flow experience and hedonic need fulfillment. *Journal of Global Sport Management*, 7(1), 112-134.
9. Kim, M. J., & Mao, L. L. (2021). Sport consumers motivation for live attendance and mediated sports consumption: A qualitative analysis. *Sport in Society*, 24(4), 515-533.
10. Zhigang, W., Kai, G., Chao, W., Hongyan, D., Lei, Z., & Zhao, X. (2022). How can social needs impact on meaningful sports consumption? *Frontiers in Psychology*, 13, 1043080.