# EXAMINE THE RELATIONSHIP BETWEEN SPORT CONSUMPTION BEHAVIOURS AND THEIR FRAMEWORK IN SPORTS MANAGEMENT.

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## ABSTRACT

The foundation of modern marketing, especially in the sports business, is constructed on the foundation of relationship development and preservation. Genuine efforts are being made by the teams to communicate with their supporters. the researcher have high hopes that by the time this dissertation is finished, the researcher will have a greater understanding of how fan bases interact with the teams that its members cheer for, as well as how fan loyalty influences fan preferences and viewing patterns. The conceptual framework that was used in order to investigate the issues at hand was founded on the study that had previously been conducted on the quality of relationships. The collecting of a broad variety of demographic, personality, and sports-viewing data was made possible via the use of both online and in-person questionnaires. A number of statistical methods, including structural regression, confirmatory factor analysis, and multiple sample structural equation modelling, were used in data analysis. These ever-changing perspectives have a tremendous influence on the manner in which sports clubs all around the globe run their operations and the personnel they employ. The manner in which individuals take in and interact with material that is associated with sports provide a vast range of possibilities! The usage of digital media encompasses a wide range of activities, including but not limited to attending live games, viewing replays, buying things, and so on. Both the strategies and the finances of sports groups are impacted by the perspectives that have been discussed above. There are a multitude of societal, cultural, and economic elements that have an impact on these strategies.

**Keywords:** Athletics, Sports Administration, Sports Framework, Sports Consumption Patterns, Sports Strategy.

## INTRODUCTION

In recent years, changes in consumer behaviour have exposed the sports industry to a great deal of influence. These alterations have brought about these impacts. Those who care about sports and want to express their support for them are rapidly spreading the word via several platforms, such social media, watching games online, and attending games in person. This has led to more nuanced and consequential patterns of sports viewing. One example is going to the game in person, another is watching it online, and still another is sharing it on social media. 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 (Cho et al., 2021). The next paragraphs provide a more in-depth discussion of these steps by the researcher. As a result, paying close attention to these consumption patterns is crucial for the effective execution of sports activities. The decision-making and operational tools used by active sports organisations are crucial to the sports management framework. Included in this category are organisational frameworks, strategies, and operations. This paradigm is used by sports bodies when making decisions. Among the many subjects covered in this extensive book are the organisation's inner workings, marketing tactics, fan communication, and the thinking behind decisions. In order to stay current and competitive, sports businesses are always challenged with making essential alterations. Identifying and resolving this issue is becoming more challenging as the number of persons expecting digital accessibility and tailored experiences keeps growing. The overarching goal of this study is to explore the intricate relationships between the many methods in which individuals take in sports and the organisational structure of the sports industry. The study's overarching goal is to provide light on the ways in which sports businesses adjust their operations in response to changing consumer preferences and expectations (Zhou & Xiong, 2025).

## BACKGROUND OF THE STUDY

The sports industry is very sensitive to consumer behaviour, expectations, and brand interactions. Globally, the sports sector has grown to a value in the billions of pounds. Many people are looking to digital platforms like app stores, virtual reality experiences, online organisations, and media to become engaged in sports. Rather than only attending games or watching them on television, fans are becoming more engaged with sports via the use of these various technology. Businesses and sports management have had their work cut out for them by these shifts in customer spending habits. Running a sports organisation used to revolve upon scheduling broadcasts, having people there in person, and using linear marketing strategies. Regardless, the rise of digital technology and global fan bases has compelled sports firms to reconsider their marketing strategies (Macey et al., 2022). More than ever before, modern fans want experiences that cater to their specific interests, are easy to access, and encourage interaction. Management in the sports industry has had to rethink several aspects—including organisational frameworks, data analytics, fan engagement, merchandise, and digital media strategy—in response to this shift in consumer demand. The habits linked to sports consumption have grown in importance in recent years and are now an integral part of strategy development. For instance, clubs and leagues have shifted their investment towards digital content, mobile phone engagement, and international outreach in response to the declining attendance of younger fans at games. For one thing, fewer young people are likely to show up to

watch football games. The evolution of the sports consumer due to the meteoric rise of eSports and fantasy sports has also added another layer of complexity to the already challenging task of managing traditional sports franchises. Consequently, considering this, it is crucial to investigate how changing purchasing habits affect the inner workings of sports organisations. Sports managers may better align their structural plans to fulfil the demands of both the present and the future if they are aware of how fan wishes effect company replies. This is because companies' reactions could be swayed by fan requests. This study seeks to expand the researcher understanding by investigating the connection between sports consumption trends and the evolution of sports management as a whole. Enhanced comprehension is the aim of this research (Liu et al., 2022).

## PURPOSE OF THE STUDY

Learn the connection between sports management and media consumption patterns. Learn the connection between sports management and media consumption patterns. Finding out how different types of consumers' requirements and personalities affect their sports viewing habits was the driving force for this study. The proposed Hierarchical Model of Sport Consumption shows how the traits of engagement, personality, and needs interact with one another in a hierarchical fashion. The model foretells the ways in which spectators and participants will engage with athletic events. The desire for affiliation was linked to engagement in participating in sports, while arousal and affiliation requirements were substantially connected with involvement in watching sports. There is a strong correlation between attending sporting events as a spectator and actually participating in them, both in terms of engagement and behavioural intention. Gaining a better understanding of sports consumer behaviour and developing effective segmentation strategies might be substantially facilitated by the findings.

## LITERATURE REVIEW

The sports participation literature is diverse in its methodology and the research techniques it includes. Various evaluations have focused on the effects on the economy and society. There are a number of facets of sports that are positively connected with participation. There are some good sides to taking a passive role in sports, such as listening to or watching the games, reading the sports press, or using one's phone to get the latest scores. These traits are inversely related to active involvement. Customers now have complete control over their own fates. What matches to watch, where to watch them. They have the option of going to the stadium or watching it on television (Ives et al., 2021). Viewing sports is increasing on mobile devices. A true fan goes above and above the typical spectator roles of turning up, sitting, observing, and cheering for one's favourite sports team. Sports organisations throughout the globe may potentially grow their fan base on social media by making it easier for fans to interact with their own teams and clubs. International exhibition games and programs like Basketball without Borders have made this a priority for the National Basketball Association, for example. Technological improvements have led to the globalisation of fan communities. Organisations in

the sports industry may learn more about the worldwide fan base by doing research on the mental and emotional impacts of fandom and the dynamics between supporters. Participation in the analysis may be achieved in one of two methods. A person may be an active participant if they take part in a sport directly, or a passive spectator if they do not want to get their hands dirty but still want to enjoy the game. There are two ways to actively engage in sports; one is to participate, and the other is to observe. Both methods allow individuals to fulfil their physical, social, and personal needs. Researchers provide an immersive experience that fosters passive engagement from fans by going above and above for a sports audience before, during, and after an event, game, or match (Mastromartino & Zhang, 2020).

## RESEARCH QUESTION

How does community identification influence the structure in sports management?

## RESEARCH METHODOLOGY

### Research design

SPSS version 25 was used for the quantitative data analysis. The strength and direction of the statistical link were ascertained by computing the odds ratio and the 95% confidence interval. The researchers established a statistically significant criterion of $p < 0.05$. A descriptive analysis was conducted to ascertain the primary components of the data. Quantitative methods are often used to assess data acquired via surveys, polls, and questionnaires, together with data altered by computing tools for statistical analysis.

### Sampling

Research participants filled out questionnaires to provide data for the research. Employing the Rao-soft program, researchers selected a study population of 735 people, leading to the distribution of 850 questionnaires. The researchers obtained 810 replies, eliminating 32 due to incompleteness, yielding a final sample size of 778.

### Data and Measurement

The primary tool for data collection in the study was a questionnaire. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel features assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly internet databases.
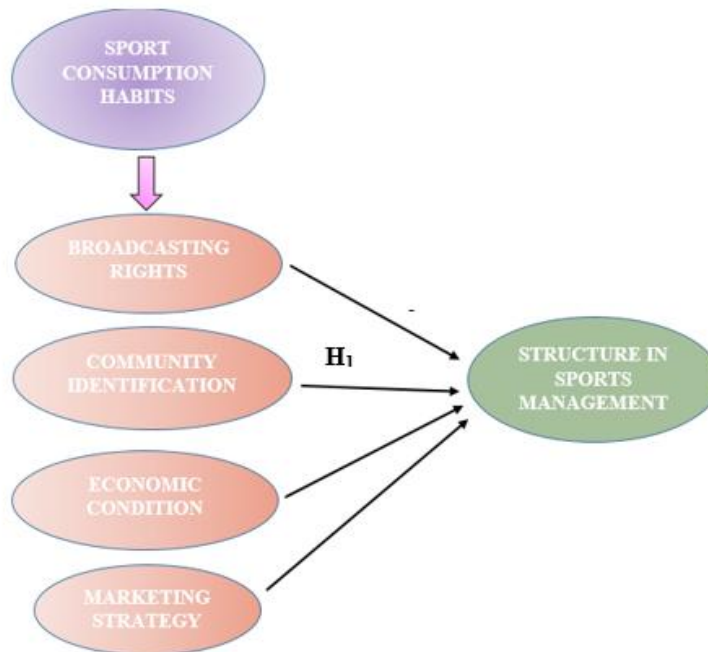
### Statistical software

The statistical analysis was performed with SPSS 25 and MS Excel.

### Statistical Tools

The fundamental nature of the data was comprehended via descriptive analysis. The researcher must analyse the data using ANOVA.

**CONCEPTUAL FRAMEWORK**



**RESULT**

**Factor analysis:** A common use of Factor Analysis (FA) is to uncover latent variables within visible data. Standard procedure mandates the use of regression coefficients for evaluation when diagnostic or visually discernible indicators are absent. In FA, models are essential for success. The aims of modelling are to detect mistakes, intrusions, and discernible linkages. The Kaiser-Meyer-Olkin (KMO) Test is a technique for assessing datasets produced by multiple regression analyses. The model and sample variables are affirmed to be representative. The data exhibits redundancy, as shown by the figures. Reduced proportions improve data comprehension. The KMO output is a numerical value ranging from zero to one.

A KMO value ranging from 0.8 to 1 indicates a sufficient sample size. The following are the acceptable levels, as per Kaiser: The subsequent approval standards established by Kaiser are as follows:

A bleak 0.050 to 0.059, inadequate 0.60 to 0.69

Middle grades often span from 0.70 to 0.79.

Demonstrating a quality point score ranging from 0.80 to 0.89.

They are amazed at the range of 0.90 to 1.00.

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

This validates the authenticity of assertions made just for sampling reasons. Researchers used Bartlett's Test of Sphericity to evaluate the relevance of the correlation matrices. A Kaiser-Meyer-Olkin score of 0.899 indicates that the sample is adequate. The p-value generated by Bartlett's sphericity test is 0.00. A favourable result 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 confirmed the general relevance of the correlation matrices. The Kaiser-Meyer-Olkin metric of sampling adequacy is 0.899. Researchers calculated a p-value of 0.00 using Bartlett's sphericity test. The researcher concedes that the correlation matrix is faulty due to a significant result from Bartlett's sphericity test.

**INDEPENDENT VARIABLE**

**Sports Consumption Habits:** A person's sports consumption habits are the ways in which they enjoy watching and participating in sporting events. Things that come under this umbrella include going to games in person, watching them on TV or online, following teams or players on social media, buying gear related to sports, playing fantasy sports, and talking to other people about sports. Numerous variables impact these habits; they include, but are not limited to, individual interests, cultural background, financial status, and social influences. Fans' viewing habits have shifted from being location-dependent to being more interactive, on-demand, and ever-changing. Users of digital media have become more interconnected, leading to this shift. Sports companies would do well to keep tabs on these trends since they have an effect on advertising, fan engagement strategies, and organisational management (Liu et al., 2024).

**FACTOR**

**Community Identification:** Having a sense of belonging and connection with a group of people is what the researcher mean when the researcher talk about community identity. This bond might be rooted in a shared cultural background, shared hobbies, or a local neighbourhood. This emotion determines the researcher sense of identity and the researcher role in the universe.

People are more invested in the well-being of their community and its members when they feel a sense of belonging there. Collective action, in which individuals cooperate to accomplish a common objective, is often prompted by this feeling of shared identity. A community garden or new playground might be the result of a neighbourhood association's joint efforts. How strongly this bond holds influences the researcher actions, especially in regard to the world around us. When the researcher have a strong sense of belonging to the researcher neighbourhood, the researcher are more inclined to do things like recycle, use less water, and volunteer at clean-up activities. The reason for this is because when the community is doing well, it makes us feel good about ourselves (Jeon et al., 2021).

**DEPENDENT VARIABLE**

**Structure in Sports Management:** No one ever said it would be simple to run a sports event. Many individuals are involved for various reasons, and there are many diverse objectives. Many of the responsibilities of management in the sports arena are similar to those of corporations and regulatory agencies. This includes the administration of money, personnel, equipment, and locations for sporting events. The main objective of sport administration is to guarantee the sustainability of the athletic activity and the provision of high-quality services to athletes and spectators (Clarke et al., 2024).

**Relationship between Community Identification and Structure in Sports Management:** Strong community ties often influence the formation and operation of sports organisations, underscoring the significant relationship between community identification and structure in sports management. When a team or sports organisation strongly identifies with its community, it is more likely to adopt a structure that encourages local engagement, transparency, and shared values. This connection can impact leadership approaches, decision-making processes, and community outreach strategies. Organisations that are deeply rooted in their communities tend to reflect the culture and priorities of their supporters, which leads to more inclusive and responsive management structures. Therefore, community identification is key to determining both the internal framework and overall direction of sports management (Gutierrez et al., 2023).

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

*"$H_{01}$: There is no significant relationship between Community Identification and Structure in Sports Management."*

*"$H_1$: There is a significant relationship between Community Identification and Structure in Sports Management."*

**Table 2.** H1 ANOVA Test.

| ANOVA | | | | | |
|---|---|---|---|---|---|
| **Sum** | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 39588.620 | 365 | 6387.847 | 1114.418 | .000 |
| Within Groups | 492.770 | 412 | 5.732 | | |
| Total | 40081.390 | 777 | | | |

The findings of this inquiry were significant. The F value was 1114.418, attaining significance with a p-value of .000, which is under the .05 alpha criterion. The hypothesis *"H₁: There is a significant relationship between Community Identification and Structure in Sports Management."*

## DISCUSSION

Findings from this research point to a distinct and dynamic link between the structure of sports management and the quantity of sports viewers. This study proves that the relationship is already there. As a result of social and cultural shifts as well as technological advancements, sports fans' preferences and behaviour are always evolving. When it comes to sports fans, this is particularly the case. Companies in the sports sector are therefore compelled to routinely review and restructure their internal processes and future objectives. With this change, the importance of sports managers prioritising customer requirements has been brought to light within their firm.

## CONCLUSION

This research set out to try to grasp the complex relationship between the two types of pursuits. The results of this research showed that the success and efficiency of sports clubs are greatly affected by the way in which customers respond. With the proliferation of tech-based platforms for fan engagement, traditional ways of viewing sports have given way to more dynamic, interactive, and personalised experiences. The strategic and organisational models used in sports management are profoundly affected by these recent developments. The way things stand right now, it's obvious that sports teams will have to keep changing their organisational structures to meet the demands of their supporters. The acquisition of broadcasting rights is a major force propelling industrial transformation. How people make money, where things are provided, and how far individuals may go throughout the world could all change because of this.

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