

THE EFFECTS OF DIFFERENT SPORT ADVERTISEMENTS ON TENDENCY OF CITIZENS OF URUMIEH TOWARDS SPORT

Zahra Hoshyar¹ · Rahim Najafzadeh · Zohreh Reshadatjou³ · Sargol Alizadeh⁴

¹Department of Physical Education, Tabriz Branch, Islamic Azad University, Tabriz, Iran
Aidahoshyar@gmail.com

²Department of Physical Education, Tabriz Branch, Islamic Azad University, Tabriz, Iran
najafzadehrahim@yahoo.com

³Department of Physical Education, Tabriz Branch, Islamic Azad University, Tabriz, Iran
Reshadatjou.zohi@gmail.com

⁴PhD student of Islamic Azad University, Qazvin branch,
Alizadeh 4567@hotmail.com

ABSTRACT

The aim of the present study was to consider the effects of different sport advertisements on tendency of citizens of Urumieh towards sport. A survey method was applied to test hypotheses. 324 persons participated in the study. SPSS was used to measure the effect of advertisements, such as brochure, television, radio, poster, magazines, newspapers, internet and email, on sport tendency of citizens. In inferential analysis, to consider the level of significance, t test was applied. Results show that advertisements in television, magazines and sport newspapers are of significant positive effect on tendency of people towards sport. This effect in other kinds of advertisements is not significant. Also, demographic characteristics, such as age, gender, level on income and geographical region, had no significant effect on opinions of citizens. Findings of the present study help to marketing, sport officials and coaches in understanding sport intention and behavior of citizens in Urumieh city.

KEYWORDS: Sport advertisements, Sport intention, Urumieh citizens

INTRODUCTION

Today, advertisement is considered a fundamental basis in introducing products and absorbing customers. Permanent application of technology in creating influential advertisements, fast and innovative advance of companies and agencies in introducing ads, and development of new advertising skills, all have led to opening new markets for companies. These companies are trying to reach higher profitability (Moeran *et al*, 2013). Communication and information sector, or in other word, mass media, has experienced many positive changes within these two decades. Inception of concepts like liberalism and their spread throughout the world facilitated the growth of this sector. For instance, the shift in telecommunication sector from ground lines to cell phones and their applications is a considerable process which changed life style of people drastically and improved their economic status. In fact, telecommunication sector includes both cell phones and typical phones (Boo, Busser, Baloglu, 2009).

In discussing about attitude and the effect of ads on it, it can be pointed to Allport theory (1935) in which the effect of environmental incentives on changing attitude of people is under consideration. Allport explained attitude as a personal readiness to respond to an object or a subject, in a way that, the kind and amount of incoming incentives play a significant role in creating positive or negative attitudes. Also, in Krech and Crutchfield theory (1948), attitude is considered as the organization and coordination of perceptual, sensory and motivational processes together based on some aspects of surrounding world. This theory contains three bases: perceptual basis or public knowledge; sensory basis or influential; behavioral tendency or functional basis (Schultz and Schultz, 2010).

On the other hand, due to economic and social changes, people have much free time. Lack of enough facilities for enjoying this time led to improper use of this leisure time by youths. Much of time is just wasted and leads to deviated behaviors. Fast advent of free times in the world has contributed in commercialization of spending free times in many of countries. Considering the whole healthy and deviated entertainments around the world shows that, this aspect of life plays a vital role in cultural, social, and economical dimensions, and also, destiny of a nation (Sharifian, 1997).

Through using mass media and formal teachings in school, it would be possible to talk about the nature of free time. To spend a healthy and productive leisure time and preventing from social deviations, we can apply either effective teachings or harsh punishments and serious reactions to avoid crimes and deviations in the context of society. These

methods will be effective only when a thorough study regarding role of social, economical and cultural factors be implemented, and also, proper facilities will be presented to youths to enjoy free times. Otherwise, they would find solutions which are not in accordance to norms of society; therefore, the unhealthy models impact on cultural life of society. In this situation, appropriate economic and social plans and investments would be necessary (ibid).

The fact that ads, as an external motivation, have been effective in tendency of Urumieh`s citizens towards sport, is an issue being studied in terms of ads of sport goods shown in media. So, in this study, the effect of sport facilities` advertisements on tendency of people to do sport is studied in order to explain the role of media in disseminating culture of doing sport among different classes of people.

MATERIALS AND METHODS

Methodology

Because in this study, the researcher was seeking to consider the effect of different kinds of sport ads on tendency of Urumieh citizens towards sport by using questionnaire, the method of study was causative-comparative.

The statistical society consisted of all citizens of Urumieh over 15 years old in 2014. According to the recent statistics, in 2014, among the population of 963738, 2200 persons are in the range of statistical society of the present study, among whom 49 percent are male and 51 percent female. A questionnaire was designed to evaluate the effect of sport ads on tendency towards sport. It contained 20 close-ended questions, with Likert scale of five points (totally agree; agree; no idea; disagree; totally disagree). To validate questionnaire, first, 25 questions were designed. Then, they were evaluated by seven scholars from "very poor" to "very strong". The final evaluation showed a good validity of questions. Finally, to more validation of questionnaire, 20 questions were selected. They were assessed based on Kendall coefficient, resulted in validity of 0.70. The questionnaire was presented to citizens. They were persuaded regarding confidentiality of their answers. As a whole, 384 questionnaires were delivered to citizens among which 324 were returned. They were analyzed by SPSS version 22.

RESULTS

Demographic characteristics of samples are presented in the following tables based on gender, age, education, level of income and life status. Also, to consider level of significance, t-test was applied in $\alpha=0.05$ in order to compare the mean of effect of different ads on tendency of citizens of Urumieh to sport. Results are shown in the following table.

Because mean of brochure ads (2.69), radio ads (2.64), poster and board ads (2.59) and internet and email ads (2.64) were lower than hypothetical mean of (3), and amount of t was higher than critical number of the table (1.95), it can be concluded that these ads are of no effect on tendency of citizens to sport. On the other hand, television ads and magazine and newspaper ads, due to having higher amounts, had positive and significant effect in tendency of citizens towards sport.

level of significance	t	standard deviation	mean	hypothetical mean	advertisement
*/**	33/93	0/17	2/69	3	Brochure
*/**	37/63	0/23	3/30	3	television
*/**	30/63	0/19	2/64	3	radio
*/**	17/34	0/29	2/59	3	poster and boards
*/**	47/91	0/18	3/39	3	sport magazines and newspapers
*/**	03/33	0/11	2/64	3	internet and email

CONCLUSION

Based on the results, it can be understood that, among different kinds of ads, only television and magazines and newspaper ads were effective on tendency of citizens towards sport and led to more motivations in people to participate in sport events.

Nowadays, sport is of universal nature and relates to many aspects of human's life (Moline et al, 2000). With universal spread of color televisions and broadcasting sport events, more people around the world are absorbed to them. Moline et al (2000) reported that, in USA, state channels show sport events two thousand hours annually. A specific industry has been shaped around amateur and professional sports. Sport companies are manifesting themselves and marketing and sport management are looking for completing structural needs in the society and sport organizations. Companies are investing millions of dollars in sponsorship in order to connect with sport events and sportsmen. The important role of sport in daily lives of people influences over advertisers. Athletes and sport fans are the target population for companies which are searching to promote their sells. Advertising agencies use this opportunity through advertising sport goods and gain much profit. According to Schilbory *et al.*, (2011), sport advertisement is a multi-billion dollar industry whose main target is to effect over consumers to respond positively to products and goods. It is estimated that more than 20 percent of all television ads use celebrities, a process which requires millions of dollars investments (Belch and Belch, 1999). One of the most famous sport endorsers in basketball, Michael Jordan, earns 40 million dollars annually through advertising products of companies like Mc Donald, Nike, General Miles, and other ones. Tiger Woods earns 70 million dollars through advertising Nike, American Express, and other companies. Celebrities can become a part of successful advertising campaigns by some innovative and creative methods of companies. Schilbory et al (2011) stated that companies can use display ads for famous people.

Sutherland (1993) suggested that using a famous person as a spokesman can be a tool to increase the scope of brand. When a source be viable and attractive, the message would be more powerful and have more effect over receivers. This leads to positive relation between the source and message. The reason that why ads in magazines and newspapers lead to positive effects over tendency towards sport is that, sport magazine are more attractive for citizens. In these kinds of magazines and newspapers, football players typically endorse products like food additives, proteins and vitamins. Swimmers, tennis and golf players usually advertise luxury goods, such as wrist watch, sunglasses and clothes. It seems that advertising agencies match goods and athletes. The reason is the social picture and profile of each sport. Moreover, in sport magazines and newspapers, sport concepts and famous people are used to influence over target groups. In other advertising media with high addressees, this is done with lower intensity; therefore, less effect would be implemented over possible customers. Showing athletes in ads is more in magazines than other advertising media, because target groups are familiar with the images of athletes. Factors like athlete's personality, social respect and trustable character, are really important. Advertising agencies are looking for famous athletes to create a permanent and complete image. However, sometimes, advertising agencies refuse from using successful and friendly athletes. Even winning an Olympic medal doesn't lead to using that athlete in ads. So, through considering psychological factors in ads, agencies can absorb much attention of clients. The finding that radio ads have no relation with tendency to sport and keeping a healthy diet, indicates that radio ads don't have enough power to influence over people. This suggests that health experts should deliver information leads to more motivations among consumers. Advertising messages ought to be like hooks holding clients. Most of respondents use online sources and television to gather information regarding health affairs. These findings point to the best channels in reaching the highest number of people through satisfying reasons in terms of exercise and healthy diet.

REFERENCES

- Boo S., Busser A. and Baloglu S. (2009).** A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*.30(2):219-231.
- Abbasi Tadi, Alireza (2011).** To compare the effect of television ads and field ads in sport arenas over television addressees. MA thesis, Guilan University Allport, G. W. Attitudes, A Handbook of social Psychology, G. C. Murchison, ed., Worcester, mass., 1935
- Moeran B. and Garsten C. (2013).** Business Anthropology: Towards an Anthropology of Worth'. *J. Business Anthropol.* 2(1): 1-8.
- Mullin B.J., Hardy S. and Sutton W.A. (2000).** Sport marketing. 2nd ed. Champaign, IL: Human Kinetics.
- Panahi Vaghar, Faranak (2009).** To apply mythical concepts in sport printed ads. MA thesis, Art University.
- Sharifian, Mahmud (1997).** The process of considering leisure time among youths. P,5.
- Schultz, Dwan P, Sydney (2010).** Personality theories. Tehran
- Shilbury D. (2011).** Competition: The heart and soul of sport management. *J. Sport Management.* 26 (1): 1-10.
- Sutherland Max (1993).**Advertising and Mind of the Consumer. Australia.