

Implementation of Sports Marketing and Sponsorship: The Case of Hadiya Hossanna Football Club, Hadiya Zone, Ethiopia

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Abstract

To Purpose of the study wasto investigate the implementation of sports marketing and sponsorship in hadiyahossanna football club.Descriptive survey method was designed for this study and the research applied for this study was a quantitative method in nature. The data collected by Questionnaires from employer coaching staff, player and administrative staff. The research data and information collected from sports marketing and sponsorship variables. The target population of this study was selected administrative staff, coaching staff and hadiya hosanna football club players. (N=42).The researcher selected by using purposive sampling techniques 42 employers from selected employer and players. After data were collected, the analysed by SPSS Software (Version 26). Such as mean, standard deviation, one way ANOVA for the comparison of each variable mean deference and correlational analysis for the purpose of correlation of the major variables. The level of significance is set at 0.05 alpha levels. The researcher assumption/hypothesis of this study was: (1)There is no significant difference between implementation of sports marketing and sponsorship tools used by hadiyahossanna football club. (2) There is no significant difference between the effect of implementing sports marketing and sponsorship there educational back ground and work experience used by hadiyahossanna football club.(3)There is no relationship between the implementation of sports marketing and sponsorship in hadiyahossanna football club. Based on the investigation the results of the study show that :- (a) There is no significant difference between Leadership competence and organizational culture variables in selected woredas and hadiya zone sports office. (b) There is no significant difference between the effect of implementing sports marketing and sponsorship there educational back ground and work experience used by hadiyahossanna football club.But,with products and prices in sports marketing there is significant difference.(c) Sports marketing and sponsorshipvariables were positively correlated in hadiya hosanna football club.

Key Words:sports marketing, sponsorship and football

Introduction

Sports marketing are the implementation of marketing concepts to sports products and services, and the marketing of non-sport products through an association to sport. Sport marketing therefore has two key

features. First, it is the application of general marketing practices to sport-related products and services. Second, it is the marketing of other consumer and industrial products or services through sport. Like any form of marketing, sport marketing seeks to fulfil the needs and wants of consumers (Santamaria, 2005). It achieves this by providing sport services and sport-related products to consumers. However, sport marketing is unlike conventional marketing in that it also has the ability to encourage the consumption of non-sport products and services by association. It is important to understand that sport marketing means the marketing of sport as well as the use of sport as a tool to market other products and services.

One of the best definitions from our point of view comes from van Heerden (2001), who postulated a comprehensive definition of sports marketing by combining Shank's (1999) definition², the views of Evans et al. (1996)³ and his own previous three-scenario approach (Van Heerden, 1998)⁴ : 'Sport marketing is the specific application of theoretical marketing principles and processes to sport products and services; the marketing of non-sport and sport-related products and services through an association - such as a sponsorship - with sport; and the marketing of sport bodies and codes, their personalities, their events, their activities, their actions, their strategies and their image.

The two angles of sport marketing are central to understanding the full range of ways in which sport is used. The weakness, however, is that they tend to emphasise the selling part of sport marketing. Before any transaction can occur, a lengthy strategic analysis must be performed in order to determine what sport consumers want and what the best ways of delivering it are. As a result, sport marketing should also be seen as the collection of planning and implementation activities associated with the delivery of a sport product or service. Prior to any sales, a sport product or service must hold a place in the mind of a consumer. In practice, this demands that a consumer is aware of the sport product or service and has responded to it in some way. The process of cultivating such a response is known as branding, and when a sport brand has grasped a firm place in consumers' minds, then it is said that it is positioned. The consequence of successful branding and the acquisition of strong market positioning is not merely a single transaction. Rather, sport marketing reflects the establishment of an on-going relationship between a sport brand and its users.

Marketing is generally described as the process of planning and implementing activities that are designed to meet the needs or desires of customers Smith and Taylor (2004, p. 5). Marketing pays attention to the development of a product, its pricing, promotion and distribution. It aims to create an exchange, where the customer gives up something (usually money), for a product or service that is of equal or greater value. Although the term 'product' directly refers to tangible items, it is quite common to use it to represent the entire offering to consumers including services. Thus, it is conventional to speak of the 'sport product' in a global sense as a representative term for all offerings associated with sport, whether in physical form, like sport equipment, or as a service, such as entertainment.

A simpler definition of marketing was provided by Smith and Taylor (2004, p. 5), who wrote 'Marketing is selling goods that don't come back to people who do'. At first this definition seems to only focus on the selling part of marketing. On the other hand, if products 'don't come back', it means that customers' needs have been satisfied and they do not want to return what they purchased in order to secure a refund. This definition implies that marketing leads to satisfied customers who will continue to use the same product in the future. Marketing aims to entice people to try products or services and then keep them as long-term customers.

Sports sponsorship is a recent phenomenon. Back in ancient Rome gladiatorial games were sponsored by Roman patriarchs in order to create public appreciation (Shannon, 1999). The modern form of sport sponsorship was developed in the United States during the 1950s when two companies sponsored then

President Eisenhower's physical fitness program (Shannon, 1999). Originally, sports in Europe were self-financed, but after some time national and government started to support sport by means of taxes. Sports were seen as healthy way for people to spend their time. Sport grew and this support was no longer enough. In 1974, a study about the commercialization of sports was made. Researchers came to the conclusion that sports would not survive without financial support from businesses and industries. (Jiffer&Roos, 1999)

What many companies are now starting to realize is that sports sponsorship is also a valuable way to reach new markets (Shank, 1999). Farrelly *et al.* (2006) explains that sports sponsorship is increasingly used by companies as an image and brand-positioning platform. Through sport sponsorship companies can reach large audiences, and sometimes communicate with audiences that would be difficult if using normal advertising (Brassington & Pettitt, 2000). Sport sponsorship offers high awareness, all-embracing television and press coverage. It also has the ability to attract a broad cross-section of the community and it can reach small specific niches. Most importantly, sport sponsorship has the power to break down cultural barriers. (Bennett, 1999) Companies use sport sponsorship to achieve specific company objectives (Amis, Slack & Berrett, 1999).

Implementation of sport marketing and sponsorship in the club there is a gap and poorly implemented Plan of the Sport Marketing Mix in Product, Price, Place, Promotion, Sponsorship, and Services deliverance in hadiya hosanna football clubs.

Therefore, the main purpose of this study was to investigate the Implementation of sport marketing management and sponsorship in hadiyahossanna football club. For the improvements and lessening the gap between selected variables in the clubs.

Objectives of the Study

To investigate the implementation of sports marketing and sponsorship in hadiyahossanna football club.

Materials and Methods

The Purpose of the study was to investigate the implementation of sports marketing and sponsorship in hadiyahossanna football club. Descriptive survey method was designed for this study and the research applied for this study was a quantitative method in nature. The data collected by Questionnaires from employer coaching staff, player and administrative staff. The survey was cross-sectional in nature and a standardized questionnaire was used to collect the data from the respondents for sport marketing and sponsorship. The measurement scale on each variable is adopted from the different study, modified to suit the research objectives; and measured on five points Likert scale. The target population of this study was selected administrative staff, coaching staff and hadiya hosanna football club players. (N=42). The researcher selected by using purposive sampling techniques 42 employers from selected employer and players. After data were collected, they were analysed by SPSS Software (Version 26). Such as mean, standard deviation, one way ANOVA for the comparison of each variable mean difference and correlational analysis for the purpose of correlation of the major variables. To conduct this research, as well as to collect data and information about the variables of the Product, Price, Place and, promotion and sponsorship. The items are assigned a score between 1 and 5 (1= Strongly Disagree, 5 = Strongly Agree). The questionnaire was administered on 42 subjects club employee administrative staff, club player and coaching staff. The level of significance is set at 0.05 alpha levels.

Results

Table 1: Descriptive statistics mean and standard deviations of employer sports marketing and sponsorship.

Sports Marketing	N	Minimum	Maximum	M	SD
Product	42	18.00	34.00	23.4524	3.80758
Price	42	18.00	42.00	26.6905	4.45842
Place	42	12.00	24.00	16.6905	3.08013
Promotion	42	17.00	32.00	23.3333	3.54529
Sponsorship	N	Minimum	Maximum	M	SD
Sponsorship	42	23.00	44.00	33.0000	5.00244

The results of the mean and standard deviations which indicated that Employer weresport marketing more Price (M=26.69and SD=4.45) and less in place (M=16.69and SD=3.08) than other sports marketingvariables. And in sponsorship (M=33.00and SD =5.00). This indicated that the employer better opinion and positive views in price under sports marketing and sponsorshipis better than other variables.

Table 2: One-Way ANOVA analysis for differences among the various hadiya hosanna football club players/employers and coaching staff / administrative staff.

Item	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Sports Marketing	Between Groups	1170.844	2	585.422	5.832	.006
	Within Groups	3914.990	39	100.384		
	Total	5085.833	41			
Sponsorship	Between Groups	73.125	2	36.563	1.496	.236
	Within Groups	952.875	39	24.433		
	Total	1026.000	41			

Table 2 reveals that the mean score for observed Sport marketing and sponsorshipOne way ANOVA shows that there is no statistically significant difference between selected variables and hadiyahosanna football club / employer/coaching staff and administrative staffinsport marketing at $F= (2, 39) =5.832, P= .006$ is more than 0.05 level of tolerance and sponsorship at $F= (2, 39) =1.496, P= .236$ also more than 0.05 level of tolerance.Hence, there is no significant difference between sports marketing and sponsorship employer and players indices in selected variables and hadiyahosanna football club players/ coaching staff and administrative staff.

Table 3: Analysis of Variance (ANOVA) employer and player Educational back Ground wise responses of towards sports marketing and sponsorship.

Sports Marketing	Employer/player Educational Background	N	M	SD	Group	Sum of Squares	df	Mean Square	F-value	Sig.
Product	First degree	9	24.00	5.263	Between Groups	15.974	2	7.98	.539	.588
	Diploma	20	23.80	3.819						
	Secondary education	13	22.53	2.569	Within Groups	578.431	39	14.83		
	Total	42	23.45	3.807						
Price	First degree	9	27.66	6.763	Between Groups	11.718	2	5.85	.284	.754
	Diploma	20	26.55	2.928						
	Secondary education	13	26.23	4.781	Within groups	803.258	39	20.59		
	Total	42	26.69	4.458						
Place	First degree	9	16.33	3.330	Between Groups	3.745	2	1.87	.190	.828
	Diploma	20	17.00	3.178						
	Secondary education	13	16.46	2.961	Within groups	385.231	39	9.87		
	Total	42	16.69	3.080						
Promotion	First degree	9	24.55	3.778	Between Groups	27.392	2	13.69	1.095	.345
	Diploma	20	22.55	3.456						
	Secondary education	13	23.69	3.497	Within groups	487.941	39	12.51		
	Total	42	23.33	3.545						
Sponsorship	First degree	9	35.00	5.024	Between Groups	70.373	2	35.18	1.436	.250
	Diploma	20	33.15	5.343						
	Secondary education	13	31.38	4.194	Within groups	955.627	39	24.50		
	Total	42	33.00	5.002						
Total Sports Marketing	First degree	9	92.55	16.462	Between Groups	72.888	2	36.44	.284	.755
	Diploma	20	89.90	9.193						
	Secondary education	13	88.92	10.160	Within groups	5012.94	39	128.53		
	Total	42	90.16	11.137						

*. The mean difference is significant at the 0.05 level.

Table 3 Indicated that the mean score of sports marketing one way ANOVA showed that statistically there is no significant difference between player/coaching staff and administrative staff Educational back ground and sports marketing. With Products $F(2,39)=.539, P=.588$, Price $F(2,39)=.284, P=.754$, Place $F(2,39) = .190, P= .828$, Promotion $F(2, 39) = 1.095, P= .345$, Sponsorship $F(2,39) = 1.436, P= .250$. The total sports marketing $F(2, 39) = .284, P = .755$ which is more than 0.05 level of tolerance. Hence, the

hypothesis that “There is no significant difference between the effect of implementing sports marketing and sponsorship there Educational back ground used by hadiyahossanna football club.” is accepted.

And the total mean of Sports Marketing in player/coaching staff and administrative staff Educational back ground First degree ($M=9.00$ and $SD=92.55$), Diploma ($M=20.00$ and $SD=89.90$), Secondary Education ($M=13.00$ and $SD=88.92$). This indicated that Diploma holder educational back ground groups better viewed and positive opinion than other player/coaching staff and administrative staff in overall sports marketing in the hadiya hosanna football club.

Table 4: Pearson Correlation Matrix between sports marketing and sponsorship

N=42	PROD	PRI	PLA	PRO	SPO
PROD	1				
PRI	.468**	1			
PLA	.351*	.368*	1		
PRO	.308*	.527**	.385*	1	
SPO	.328*	.331*	.451**	.425**	1

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

$N=42$, $*p \leq 05$ $**p \leq .01$

Note, *PROD* =Products, *PRI*= Price, *PLA*= Place, *PRO*=Promotion, *SPO* =Sponsorship

When the Pearson correlation coefficients were computed among sports marketing and sponsorship indices in employer, player, coaching staff and administrative staff in hadiya hosanna football club. The results indicated that Products of the employer in the hadiya hosanna football club positively correlated with Price ($r= .468$, $p \leq .01$), Place ($r=.351$, $p \leq .05$) Promotion ($r=.308$, $p \leq .05$) and Sponsorship ($r=.328$, $p \leq .05$) respectively. In Sports marketing, Price variables positively correlated with Place ($r=.368$, $p \leq .05$), Promotion ($r=.527$, $p \leq .01$) and, sponsorship ($r=. 294$, $p \leq .05$). In sport marketing, Place activities and promotion ($r=.385$, $p \leq .05$) and sponsorship ($r=.451$, $p \leq .01$) positively correlated each other. Finally, Pearson correlation coefficients revealed that Promotion of sports marketing activities were positively correlated with sponsorship ($r=.425$, $p \leq .01$) respectively. And also all sports marketing variables were positively correlated with products, price, place, promotion and sponsorship variables.

Discussion

The aim of the present study is to investigate the implementation of sports marketing and sponsorship in hadiya hosanna football club. An original research model (conceptual framework) has been designed, incorporating a number of the most well-known sports marketing. A quantitative research was conducted and a structured questionnaire was used in order to collect the primary and secondary data needed to empirically test the proposed research model. The results of the statistical analysis suggest that there are no statistically significant relationships between age, education, work experience in sports marketing and sponsorship. Moreover, it has also been shown that there is a statistically significant positive relationship between sports marketing positively correlated with product, price, place, promotion and sports sponsorship in hadiya hosanna football club players, coaching staff and administrative staff.

YusuffiaNurAzizahIstiqomah(2015) 073-098 stated in similar study Products According to Kotler (2008), product is something that can be offered to the market to get the attention to be bought, to be used to get the attention to be purchased, to be used or consumed that can fulfil the desires and needs. Sports products are services that can be offered to customers to get attention, to be owned, and to be used or consumed in order to meet the desires and needs (Kashmir, 2008). Products perceived as good quality products are products that have compatibility with the needs or desires of customers, and consistently keep customers' satisfaction without the "defect" even a little bit.

In essence, the term "product" refers to anything offered by a firm to provide customer satisfaction, be it tangible or intangible. It can be a single product, a combination of products, a product-service combination, or several related products and services. It normally has at least a generic name (e.g. Football jersey) and usually a brand name (e.g. Nike). Although a product is normally defined from the perspective of the manufacturer, it is also important to note two other points-of-view, those of the consumer and of other relevant publics.

In essence, the term "product" refers to anything offered by a firm to provide customer satisfaction, be it tangible or intangible. It can be a single product, a combination of products, a product-service combination, or several related products and services.

Effective pricing meets the needs of consumers and facilitates the exchange process sports industry. It requires that marketers understand that not all buyers want to pay the same price for products, just as they do not all want the same product, the same distribution outlets, or the same promotional messages. Therefore, in order to effectively price products, markets must distinguish among various market segments. The key to effective pricing is the same as the key to effective product, distribution, and promotion strategies. Marketers must understand buyers and price their products according to buyer needs if exchanges are to occur. However, one cannot overlook the fact that the price must be sufficient to support the plans of the organization, including satisfying stockholders. Price charged remains the primary source of revenue for most businesses in sports.

Place the location is a place where to deliver product to consumers. According to Rinse (1974) in Suprayitno (2008), he defines a place as "market is a place where buyers and sellers come together to buy and sell Reviews their resources and goods and service." Place or location based on its definition does not mean a physical form where the meeting between seller and buyer in negotiations to obtain a purchase and sale agreement does not have to come face to face. The development of information and communication technologies allows buyers and sellers conduct transactions remotely. Location of sports marketing is a place where the product of branch shop are being sold and as a control centre. In practice, there are several kinds of shop location-- the location of the head office, main branch, branches, cash offices, and the location of the machine Automated Teller Machine (ATM).

From a customer's point of view, value is the sole justification for price. Many times customers lack an understanding of the cost of materials and other costs that go into the making of a product. But those customers can understand what that product does for them in the way of providing value. It is on this basis that customers make decisions about the purchase of a product.

Promotion is a kind of communication that gives a convincing explanation of prospective consumers of goods and services (Alma, 2011). Promotion is set of efforts undertaken by the companies to introduce their selves to the public through electronic media and print media. As the highlight, there are four kinds of promotional tools that can be used by sport marketing including advertising, sales promotion, publicity, and personal selling (Kashmir, 2008). Sport marketing promotion activity is a form of communication that is granted to customers.

Promotion is an attempt by marketers to inform, persuade, or remind consumers and B2B users to influence their opinion or elicit a response. Most firms use some form of promotion. Because company goals vary widely, so do promotional strategies. The goal is to stimulate action from the people or organizations of a target market. In a profit-oriented firm, the desired action is for the consumer to buy the promoted item. For instance, a firm that sells frozen pies wants people to buy more frozen pies. Not-for-profit organizations seek a variety of actions with their promotions. They tell us not to litter, to buckle up, to join the military, or to attend the ballet.

Conclusion

This study was engrossed the implementation of sports marketing and sponsorship induces as identified by the researcher from the sources of literature review and the results of the questionnaire in coaching staff, player and administrative staff of hadiya hosanna football club. And the research concludes that the employer and player opinion of the problems of the implementation of sports marketing and sponsorship for the recommends the relevant solutions.

- ❖ The mean of price is better in sports marketing this indicated that the employer better opinion and positive views in of the products in hadiya hosanna football club under sports marketing and sponsorship is better than other variables.
- ❖ There is no significant difference between the effect of implementing sports marketing and sponsorship there Educational back ground used by hadiyahossanna football club.
- ❖ Diploma holder educational back ground groups better viewed and positive opinion than other player/coaching staff and administrative staff in overall sports marketing in the hadiya hosanna football club.
- ❖ There is no significant difference between the effect of implementing sports marketing and sponsorship there work experience used by hadiyahossanna football club." But, with products and prices in sports marketing there is significant difference
- ❖ More than six years work experience groups better viewed and positive opinion than other player/coaching staff and administrative staff in overall sports marketing variables in the hadiya hosanna football club.
- ❖ Results of correlational analysis are important to attempt to answer basic questions for the unit analyzed and significant associations (Creswell, J. W.2008) the result of the study indicated that the Pearson correlation coefficients were computed among sports marketing and sponsorship employer indices in coaching staff, player and administrative staff in hadiya hosanna football club.
- ❖ The results indicated that products of the employer in the hadiya hosanna football clubs positively correlated with price, place and promotion and sponsorship Change respectively. On the other hands, In Sports marketing, Price variables positively correlated with Place, Promotion and, sponsorship Place activities and promotion and sponsorship correlated each other. All the elements of marketing mix need careful alteration and minute study with complete concentration. Promotional tools depend upon the type of product, the price which will be charged for the product and the procedure through which it would reach to the customer furthermore while deciding the price of product; the important things to consider are manufacturing cost of the product, promotion cost and amount incurred on distribution channels.
- ❖ Finally, Pearson correlation coefficients revealed that Promotion of sports marketing activities was positively correlated with sponsorship respectively. And also all sports marketing variables were positively correlated with products, price, and place, promotion and sponsorship variables.

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