



Analyse The Relationship Between Sport Consumption Behaviours And Their Framework In Sports Management

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Abstract

This study examines the intricate relationship between the consumer behaviours in sports and the organisational framework of the sports management sector. The study underscores how consumption patterns, including in-person attendance, digital media engagement, and social media interactions, influence the tactics and frameworks of sports groups. It recognises that changes in the sports engagement environment are being driven by new technologies and changing interests among consumers. The research says that sports firms are changing the way they sell and run their operations to fit the needs of today's consumers, who demand experiences that are customised, easy to access, and linked to the internet. The results of a quantitative study that used spss, factor evaluation, and anova to examine 778 survey takers' responses showed a strong relationship between marketing tactics and the organisational framework of sports management. These results show how important it is for sports groups to have good marketing strategies that use both digital and traditional media if they want to stay competitive and develop. An individual's consumption patterns are influenced by their personality, level of involvement, and requirements, according to the hierarchy model of sport consumption. These patterns determine how firms respond and modify their internal systems. The dynamic sports industry requires strategic alignment between marketing strategies and organisational structure for fan engagement, economic performance, and long-term success, according to the report. This study illustrates how sports management frameworks can adapt to new consumer expectations and highlights the need to include marketing approaches into organisational structures for optimal effectiveness.

Keywords: sports; sports management; sports structure; sports consumption behaviour; sports strategy; marketing strategy.

1. Introduction

In recent years, changes in consumer behaviour have exposed the sports industry to a great deal of influence. The alterations that have place have led to these consequences. A growing number of sports fans are expressing their enthusiasm in a variety of ways, including watching games in person, watching them online, and engaging with the teams on social media. This has led to more nuanced and impactful patterns of sports viewing. Ways that fall under this category include going to the game in person, seeing it online, and sharing it on social media. All throughout the globe, sports teams are constantly adapting their business practices and staff management strategies to reflect these changing ways of thinking. People consume and interact with sports-related material in many diverse ways! Some instances of this kind of activity include using digital media to view replays of games, buy products, and participate in live games (koronios et al., 2020). The opinions impact the strategies and budgets of sports organisations. Myriad economic, cultural, and societal variables impact these practices. This kind of thing happens because routines exist. In the sections that follow, the researcher elaborates on these steps. As a result, paying close consideration to these consumption patterns is essential for the effective execution of sports activities. Operating sports organisations' decision-making and operational tools are crucial to the sports management framework. Included in this category are organisational frameworks, strategies, and operations. Organisations in the sports industry make decisions using this approach. Among the many subjects covered in this extensive book are the organization's inner workings, marketing tactics,



fan communication, and the thinking behind decisions. To stay current and competitive, sports businesses are always challenged with making essential alterations. An increasing number of people want digital accessibility and tailored experiences, making it harder to spot and fix this issue. 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 goal of this study is to find out how sports companies evolve to suit changing expectations and how changes in consumer behaviour might affect their operations (paek et al., 2021).

2. Background of the study

The sports industry is overly sensitive to consumer behaviour, expectations, and brand interactions. Everywhere individuals look, the sports business is raking in 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. Fans are becoming more connected with sports via the use of this various technology, going beyond just attending games or watching them on television. 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. Sports companies have had to rethink how they sell their products because of digital technology and fans across the world. Fans now expect more than ever before experiences that are tailored to their interests, simple to find, and promote connection. Due to this change in what customers want, management in the sports sector has had to reconsider several things, such as how they organise their businesses, how they use data analytics, how they interact with fans, how they sell items, and how they use digital media. In recent years, the habits that go along with consuming sports have become more important and are now a key aspect of strategy development (chen et al., 2024). For example, clubs and leagues have changed where they put their money since fewer young fans are going to games. They are now putting more money into digital content, mobile phone interaction, and reaching out to supporters in other countries. This is because younger fans do not usually go to football games as often. The administration of traditional sports teams has also become more complicated since esports and fantasy sports have revolutionised the concept of a sport consumer. 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 intends to add to the existing body of knowledge by investigating the connection between sports consumption trends and the evolution of sports management. To have a better understanding, this investigation is undertaken (li et al., 2023).

3. Purpose of the study

Investigate the relationship between sports management and the way that consumers consume sports on a regular basis. Investigate the relationship between sports management and the way that consumers consume sports on a regular basis. The goal of this study was to investigate the extent to which customers 'sport-related consumption patterns are influenced by their personalities and requirements. The proposed hierarchical paradigm of sport consumption posits that the characteristics of individuals that pertain to their personality, involvement, and needs interact with one another via a hierarchical paradigm. This model forecasts both the way individuals engage in sports activities and their perspective on sporting events. The need for affiliation was shown to be strongly connected with engagement in sports, while the want for arousal was found to be significantly associated with sports spectatorship, indicating a



connection between these two factors. There is a substantial association between the two on the degrees of interest and behavioural intention with respect to attending sporting activities and participating in such events. The findings might provide significant assistance in understanding sport consumer behaviour and developing effective segmentation techniques.

4. Literature review

There is a wide variety of approaches and research techniques covered in the sports participation literature. Multiple evaluations of societal and economic impacts have been conducted. There is a favourable correlation between sports participation and several features of those sports. 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 (yim & byon, 2020). Customers now have complete control over their own lives. Things to maintain an eye on upcoming matches, streaming services, and notable players. They have a choice of coming to the stadium or watching it on television. An increasing number of individuals are watching games on their mobile devices. Someone who really considers themselves a supporter goes to great lengths to be there and show their support for their favourite team during a game. Sports teams and clubs throughout the globe may be able to attract more followers on social media by making it simpler for fans to communicate with their favourite teams and clubs. Due to initiatives such as basketball without borders and international practice matches, this is a significant development for the national basketball association. Fan organisations are proliferating around the globe since technology has made such expansion possible. By examining the psychological and emotional impacts of supporting a team and how individuals engage with other supporters, sports teams might potentially reach this vast population of fans all over the globe (kural & özbek, 2023). There are a variety of diverse ways that one may use when it comes to the analysis. Engaging in an activity such as a sport is active participation, whereas passive participation is defined as deriving pleasure from watching a sports event without taking part in the physical activity. Participation in sports provides individuals with the opportunity to satisfy their requirements on a physical, social, and personal level. There are two diverse ways in which people may participate in sports: by taking an active role or by taking a passive role. A sports audience is given an immersive experience that encourages supporters to get passively involved when expectations are exceeded before, during, and after an event, game, or match (zelenkov & solntsev, 2025).

5. Research question

- How do marketing strategy impact the structure of sports management organisation?

6. Research methodology

6.1 Research design

For the quantitative data analysis, spss version 25 was used. The statistical association's strength and direction were ascertained by computing the odds ratio and 95% confidence interval. The scientists established a p-value less than 0.05 as the level of statistical significance. To extract meaningful information from the data, a descriptive analysis was conducted. Data changed by computing tools for statistical analysis and data gathered from surveys, polls, and questionnaires are often evaluated using quantitative methodologies.

6.2 Sampling

To provide data for the study, research participants were asked to fill out questionnaires. Researchers used the rao-soft program to choose 735 people to examine, and then they sent out



850 surveys. After 32 replies were excluded due to incompleteness, the researchers collected 810 responses, leaving them with a total sample size of 778.

6.3 data and measurement

A questionnaire was the primary tool used to gather data for the study. Part one of the survey asked for basic demographic information, while part two used a 5-point likert scale to gauge responses to various aspects of the online and offline channels. Many sources, most notably internet databases, provided the secondary data.

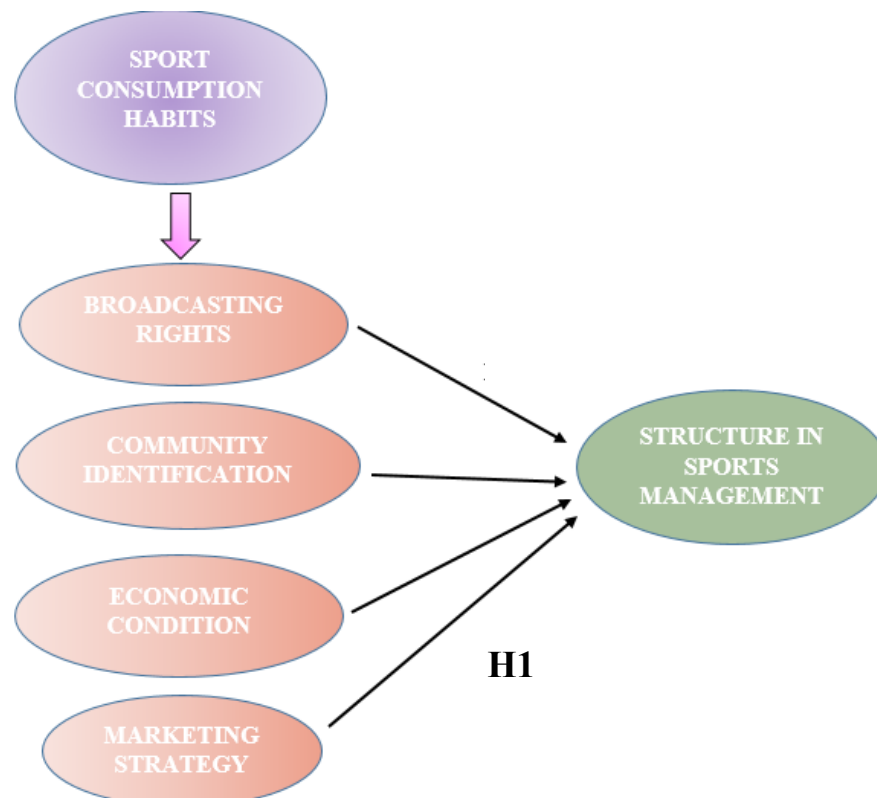
6.4 Statistical software

Researchers used spss 25 and ms-excel to do the statistical analysis.

6.5 Statistical tools

Through descriptive analysis, the core meaning of the data was uncovered. Data analysis using anova is the responsibility of the researcher.

7. Conceptual framework



8. Result

• Factor analysis

A common application of factor analysis (fa) is for identifying latent variables within visible data. When there are no diagnostic or visually detectable indicators, it is widespread practice to employ regression coefficients for rating. Models are especially important for success in fa. The goals of modelling are to find mistakes, intrusions, and clear connections. The kaiser-meyer-olkin (kmo) test is a way to check datasets that come from several regression studies. They verify the representativeness of the model and sample variables. The figures show that the data is redundant. Decreased proportions make it easier to grasp facts. The kmo output is a



number that ranges from 0 to 1. A kmo value between 0.8 and 1 shows that the sample size is good. Kaiser says these are the amounts that are allowed: kaiser has set down the following requirements for approval:

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.

Table 1: kmo and bartlett's test for sampling adequacy kaiser-meyer-olkin statistic: 0.899

The outcomes of bartlett's test of sphericity are as follows:

Approximate chi-square: 3252.968; degrees of freedom about equivalent to 190, with a significance level of 0.000.

Table 1: KMO and Bartlett's Test

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 additionally verified the general importance of the correlation matrices. The kaiser-meyer-olkin metric of sampling adequacy is 0.899. Bartlett's sphericity test gave researchers a p-value of 0.00. The researcher recognises the correlation matrix's invalidity due to a substantial result from bartlett's sphericity test.

❖ Independent variable

• Sports consumption habits

People's sports consumption habits are the methods by which they connect with sports, such as via playing, watching, or using media. Historical, societal, financial, and technical variables influence these behaviours. In the past, people watched sports by going to live games or reading about them in newspapers, on the radio, and on tv. But online communities, internet browsing, mobile apps, and social media have changed the way people consume things in a big way (zsigmond et al., 2022). A growing number of contemporary customers want personalised and immediate content that lets them view trends, facts, and live notifications whenever they want. Teenagers in specific, like having conversations with organisations and their members in ways that make them feel more connected to them, like fictional tournaments, video games, and internet-based fan networks. Globalisation has also made it easier for people to watch sports worldwide, which has made supporters more interested in things other than just local or



national tournaments. People's financial situation also affects how often they watch sports. For example, people with larger financial resources can buy more tickets, branded goods, and a subscription-only media outlets (paár et al., 2021). Free internet material and social media sites, on the other hand, are for a wider range of people who do not have a lot of money to invest. In general, the way people consume sporting events today is changing, and digital technologies are playing a more and bigger role in that change.

❖ **Factor**

- **Marketing strategy**

A sports marketing strategy is a well-thought-out plan for promoting an athletic competition, an offering, or an activity in a way that attracts viewers, generates interest, and money. Knowing the target demographic, connecting with them on a psychological level, and providing value by means of multiple mediums are the main points. The most effective strategies combine more conventional approaches with more contemporary ones, such as internet advertising, social media promotions, statistical analysis of data, and recommendations and alliances (katsikeas et al., 2020). Sports marketers frequently take advantage of the fervour and devotion that fans feel for their favourite teams and players. Businesses can increase their reputation and credibility by associating their goods with well-known sports figures through advertising arrangements, venue advertising, and item purchases. Streaming announcements, promotional material, and engaging initiatives made possible by online resources have broadened this strategy's potential for communicating directly with followers. The importance of personalisation in maintaining fan loyalty has grown, particularly in the realm of specific marketing or unique subscription advantages (rosário & raimundo, 2021). Regional teams depend on non-profit organisations to cultivate ground assistance, while global events such as the olympics, fifa world cup, and national championships offer chances for widespread marketing. In the end, the goals of advertising for sports include increasing sales and brand recognition but also fostering dedicated fans and making an impression.

❖ **Dependent variable**

- **Structure in sports management**

The term "structure" used in the context of sports management describes the hierarchical arrangement of various governing and administrative components in the sports sector. To make sure the sports sector can allocate resources, make good decisions, and maintain order, it lays out the chain of command. When it comes to organising regional, national, and worldwide athletic contests, associations, squads, and championships, a clearly defined framework is paramount. There are usually three levels to a sports management system: beginners, experienced, and premium (bilohur et al., 2022). Engagement and the growth of talents are encouraged at the beginners and basic levels by educational institutions, associations, and civic groups. The leagues, businesses, and organisations of governance prioritise fan interaction, commercialisation, and competitiveness at the managerial level. Rules, integrity, and worldwide tournaments are regulated by national and global organisations like the olympic council and world associations, which are part of the highly competitive sports system. The administrative, financial, advertising, training, athletic growth, and coordination of events divisions are common in these types of organisational structures. Governance at all levels, openness, and the use of information technology to improve processes and include fans also constitute key components of contemporary sports administration (guidotti et al., 2023). Administration, rivalry, concurrence, and long-term health in sports are all enhanced by an established framework in sports administration. Athletes, followers, and shareholders all gain



from an organised framework that strikes a balance between athletic excellence and commercial objectives.

❖ Relationship between marketing strategy and structure in sports management

The long-term viability of sports organisations depends on the connection between marketing strategy and the structure of sports management. Management establishes the rules for the organisation, outlining everyone's job and how decisions are made, while marketing strategy decides how the business advertises its squads, activities, and offerings to bring in money from sponsors and supporters. Their combined efforts yield a unified framework that successfully juggles professional and athletic pursuits. Marketing strategy can only be developed and implemented successfully with a solid organisational structure (alonso dos santos & calabuig moreno, 2020). Sponsoring, publicity, and follower interaction are just a few examples of specialised divisions that might coordinate their efforts to achieve organisational objectives. On the other side, new positions and departments may be necessary because of structural shifts brought about by a comprehensive marketing strategy's prioritisation of digital interaction, retailing, or worldwide expansion. Organisational framework and advertising operate hand in hand in professional athletics, where growth is driven by advertising, popularity, and business interaction. Even with the most effective advertising strategies, ineffective resource management and lack of collaboration can lead to failure in the absence of a solid structure. In similar fashion, earnings and accessibility might be severely limited by an inflexible structure that lacks creative marketing (mccullough et al., 2020). To promote competition, involvement of fans, and prospective organisational success, it is vital to incorporate marketing strategy into a flexible sports administration architecture.

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

- *“ h_{01} : there is no significant relationship between marketing strategy and structure in sports management.”*
- *“ h_1 : there is a significant relationship between marketing strategy and structure in sports management.”*

Table 2: H_1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36,487.840	313	4576.587	925.432	0.000
Within Groups	320.770	464	7.286		
Total	36,808.61	777			

The results of this investigation were substantial. The f value was 925.432, achieving significance with a p-value of .000, which is below the 0.05 alpha threshold. The hypothesis *“ h_1 : there is a significant relationship between marketing strategy and structure in sports management”* was accepted, resulting in the rejection of the null hypothesis.



9. Discussion

This investigation's results support the idea that marketing strategy and sports management structure are highly related. The findings indicated that athletic companies that embraced creative and flexible advertising approaches would better equip to reorganise existing businesses to accommodate evolving customer needs and technology advancements. Businesses must revise existing organisational structures to keep up with promotional techniques, especially these associated with online services, user involvement, and tailored information. This proved how important it is for businesses to be adaptable and how important it is to use efficient advertising strategies. In addition, the research showed that sporting companies' structure choices were impacted by the promotional strategies' ability to increase income, strengthen corporate awareness, and win over fans. In contrast, development and user involvement were hindered by inflexible operational structures that lacked promotional flexibility. Throughout, it emphasised which for organisations to be sustainable, aggressive, and successful within the future, strategically branding must be a part of their sporting administration frameworks.

10. conclusion

Sporting consumer patterns significantly affected the organisational framework and leadership tactics of sporting associations, according to this research. The research showed that sporting companies needed to be better adaptable and creative with their structures to accommodate shifting consumer trends brought about by modern technological outsourcing, and overall standards of their fans. As a key component, advertising approaches ensured longevity by bringing administrative frameworks in line alongside the desires of contemporary customers. The null hypothesis was rejected, confirming the existence of a substantial and significant connection among sports companies' administrative structures and advertisement tactics. Industries improved audience involvement, streamlined resources supervision, and broadened their worldwide footprint by combining advertising strategies with infrastructural changes. The findings demonstrated how crucial it is for sports administration to constantly adjust to keep up with the ever-changing industry. The study's overarching finding stated that the sports business could not achieve long-term success without properly aligning its approaches and foundation.

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