RESEARCH ARTICLE

AN INVESTIGATION STUDY ON IMPACT OF SOCIAL MEDIA AMONG THE SPORTS SHOP OWNERS AND SELECTED FOOTBALL CLUB FANS

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ABSTRACT

Many shops switch over to social media like Facebook, LinkedIn, Twitter, YouTube etc. for marketing their products in. By increasing its importance day by day. Thus importance and presence of these sites are helpful for building a strong business network. The main purpose of the study was to investigate the impact of social media among the sport shop owners and selected football club fans in Tigray, Regional state (Ethiopia). The sample size of the study was 265 subjects which include sports shop owners and selected sports club fans who use social media. The study was conducted at Mekelle Cities in the areas like Romanath circle, Katema ya enae building, Kebelle 16, Kebelle 17 and Kebelle 18, by using stratified random sampling methods and the fans were selected by using purposive sampling methods who are using social media as tools for purchases sports goods. Primary data was collected through survey methods. As instrumental tools the researcher used structural questionnaires to take information from respondents. Demographic characteristics like age, gender; Income and frequent usage of social media sites were studied. To get essential information and to collect data the researcher used different kinds of journals, magazines, reports, documents, books, research articles and websites. The results of the finding showed that most of the respondents (Sports shop owners) said that accessing the social media helps them to grow in the business which gives them a good relationship, consumers’ information privacy. The customers’ feedback and assessment were rated that it was helpful for them to identify the negative side of the business and majority of the sports shop owners agreed that they feel comfortable by using the different social media sites to communicate and easy way of marketing the sports products.

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Introduction
Social media is one of the most popular methods of social communication. In 21st century, most of the you thin day to day life uses of social networking sites; Social media is the integration of and social communication through media; through collection of online tools that facilitate interaction and communications between users. Nowadays, most of youngsters use social networking sites to look for their friends online to interact with them, chat, sharing information with them, upload videos and posts photos and comments etc. on networking site. People look for social media for sharing their common interests and goals. Day by day, importance of social media has been increasing which has impact on online marketing. It has become a preferred in wide-ranging marketing tool that encourages two way communications between business and consumers.

Social media is the term used to encompass the technology and practices that people use to share thoughts, information, opinion and online perceptive. It takes many different forms and which includes content in the form of text, audio, video, graphics etc. The increasing interest in the uses of social media marketing among the business organization, the transformation of social media is an effective to all for building the relationship with consumers. Many companies have utilized social media marketing as a new network to reach their consumers.

1.2 Statement of the problem:
In the current modern societies, Social Media channels are commonly used in order to connect people together throughout the world using the Internet. Whether it is through social networks, forums, blogs or media sharing websites, Therefore, the study on the “impact of social media among the sports shop owners and selected football club fans” will aim at improving the understanding of the business benefits through Social Media

1.3 Objectives of the study
1.3.1 General objectives
The main objective of this study was to explore the “An investigation study on the impact of social media among the sports shop owners and selected football club fans

1.3.2 Specific objective
1. To understand the impact of social media among the sports shops business in Mekelle city
2. To categorize the social media networks used by most business people and fans
3. To examine the social media impacts on sports shop owners and fans of different clubs.

1.4 Delimitations of the Study
This study was delimited to explore the “Impact of Social Media on Sport Marketing in Mekelle Town-Tigray
1. The selected sports shop owners located in center of Mekelle city
2. The area were majority of sports shops available are Romanath circle, Katema yaenae building, kebelle 16,17 & 18
3. The fans were selected from football clubs such as Mekelle 70 enderta, adigrat wolwolo and shul shire
4. The age group of respondents were 18 to 50

1.6 Research questions
Based on the available information, literature, opinions of experts and different scholars, the following research questions were structured
1. Is there any relationship on the impact of social media among the sports shop owners and selected football club fans?

2. 0 Reviews of Related Literature
Researchers defined social media as web-based application that enables users to create and easily transmit content in different forms (words, pictures, videos, audios). The concept of social media is to foster participation, collaboration and community engagement. Social media enable sports organizations to foster closeness with fans through interactive marketing and promotional activities.

Many types of businesses today are increasingly engaging in new media with the aim of delivering their products and services competitively, including sports organization. New media gives opportunities for creative viral marketing campaign for building awareness about companies and brands. It seems that companies such as Coca-Cola, Apple or Google very well understood possibilities what new media constantly offers. Social-networking sites represent a unique and engaging communication tool that can be used by companies to disseminate unfiltered messages to mass audiences and specific target markets. To establish, maintain, and enhance relationships with its customers, any business needs to communicate and engage in a dialogue with them, including sport organizations.

Bearing in mind above, it is important to consider relation marketing theories. Grönroos defines relationship marketing as a process of identifying and establishing, maintaining and enhancing and when necessary also terminating relationships with customers and other stakeholders, at a profit, so that the objectives of all parties are met; and this is done by a mutual exchange and fulfillment of promises. Grönroos, C. (2004).

There had not been many studies regarding relationship marketing in sport sector, Stavros, C., & Westberg, K. (2009) but one that are existing have showed that sports organizations could benefit from relationship marketing. Lapio, R., & Speter, K. (2000), NASCAR Sport participants (organizations, athletes, companies, viewers) have relationships with one another that depend on successful management of those relationships. Bee, C., & Kahle, R. (2006).

Web 2.0 existing technologies for sport stakeholders provides more effective ways to implement strategies, where social media provide one way to meet relationship marketing goals. Williams, J., & Chinn, S.J. (2010). Social media made possible for sport stakeholders to get and stay in touch with users (read: customers) in a direct way and to engage in dialogue, Ioakimidis, M. (2010), forcing them to look/think outside the box. Hennig-Thurau, T., Malthouse, E.C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy,
A., & Skiera, B. (2010). Having in mind whole range of benefits, the sport movement is seeking to profit from linking their goals with social media. Coyle, P. (2010). Sport marketing is divided into three sectors. The first is the advertising of sport and sports associations such as the Olympics, English Premier League and the National Football League. The second concerns the use of sports events, sports teams and individual athletes to promote various products. The third is the promotion of sport to the public in order to increase participation. In the first case, the promotion is directly related to sports. According to CNBC (2015), Budweiser has spent almost 240 million dollars on Super Bowl ads alone over the last 10 years. As long as sports continue to thrill hundreds of millions of people, they will continue to be a prime events to deliver advertising messages.

3.0 Research Methodology

3.1 Design of the Study Sampling techniques

The present study used descriptive research. It involved surveys, observations and literature support. The sample size of the study is 265 which includes respondent who uses social networking sites and using social media to purchase sports related products in Mekelle city. The choose are for Romanath circle, Katema yaenae building, Kebelle 16, Kebelle 17 and Kebelle 18. The convenience sampling technique is used to for study. The fans were selected by using purposive sampling techniques.

3.7 Reliability and validity

“The design of a questionnaire differs according to how it is delivered, returned or collected, and the amount of contact you have with the respondents”. The researcher has adopted the self-completed questionnaire that is hand delivered to each respondents and collected later (delivery and collection questionnaire).

3.10. Data collection procedure.

As mentioned before, the questionnaires are pilot tested prior to distribution among the participants which has enabled the researcher to identify any flaws and make amendments accordingly and these are discussed in detail in the following chapter. The collected data will allow the researcher to summarize and structure the data and this critical element of data processing can enable statistical correlations. Microsoft Excel is used as the tool for the analysis of the data collected through quantitative and qualitative methods. The quantitative inputs are marked through in graphs and charts. Findings are represented quantitatively by converting them as formulated data in charts and graphs.

3.11. Statistical Techniques

In the analyzing course of the study; the researcher for the quantitative data, both descriptive and inferential statistics was used the statistical tools had also used such as percentages, and chi-square test is used to check the association.
DATA ANALYSIS AND INTERPRETATION
Table:1 indicates the mean, and P Value among the impact of social media among the sports shop owners and selected football club fans

<table>
<thead>
<tr>
<th>s.no</th>
<th>Factors</th>
<th>variables</th>
<th>Mean</th>
<th>df</th>
<th>Chisquare</th>
<th>P-value</th>
<th>Decision</th>
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<tbody>
<tr>
<td>1</td>
<td>Entertainment/Games Shop owner</td>
<td>8</td>
<td>4</td>
<td>0.1544</td>
<td>.995</td>
<td>0.005</td>
<td>Not sign</td>
</tr>
<tr>
<td></td>
<td>Fans</td>
<td>46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Time Killing Activities Shop owner</td>
<td>11.2</td>
<td>4</td>
<td>1.3186</td>
<td>.858</td>
<td>0.005</td>
<td>Not sign</td>
</tr>
<tr>
<td></td>
<td>Fans</td>
<td>38.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Making Friends (old plus New) Shop owner</td>
<td>8</td>
<td>4</td>
<td>0.0676</td>
<td>.999</td>
<td>0.005</td>
<td>Not sign</td>
</tr>
<tr>
<td></td>
<td>Fans</td>
<td>46</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Communications Shop owner</td>
<td>8</td>
<td>4</td>
<td>0.0543</td>
<td>.643</td>
<td>0.005</td>
<td>Not sign</td>
</tr>
<tr>
<td></td>
<td>Fans</td>
<td>46</td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Getting intimations about offers/discounts Shop owner</td>
<td>8.4</td>
<td>4</td>
<td>0.1392</td>
<td>.997</td>
<td>0.005</td>
<td>Not sign</td>
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<tr>
<td></td>
<td>Fans</td>
<td>46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Sports Product Knowledge Shop owner</td>
<td>8</td>
<td>4</td>
<td>0.2783</td>
<td>.991</td>
<td>0.005</td>
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<tr>
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<td>Fans</td>
<td>46</td>
<td></td>
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<tr>
<td>7</td>
<td>Sports Product Quality Shop owner</td>
<td>8</td>
<td>4</td>
<td>5.8271</td>
<td>.212</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>8</td>
<td>Sports Product variety Shop owner</td>
<td>8</td>
<td>4</td>
<td>2.6906</td>
<td>.610</td>
<td>0.005</td>
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<tr>
<td></td>
<td>Fans</td>
<td>46</td>
<td></td>
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</tr>
</tbody>
</table>
Table 1, indicates factor entertainment or games association among the shop-owners and fans the mean values are (8.46) and the obtained value is (.995) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the impact of using the social media as an entertainment or games.

The table 1 indicates the second factor that the social media is a Time Killing Activities. To understand the level of association among the shop-owners and fans the mean values are (8, 6) and the obtained value is (.858) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the impact of using the social media as a time killing activities.

The above table 1, indicates the third factor that the social media helps in Making Friends (old plus New) may help to involve them in marketing the sports products. To understand the level of association among the shop-owners and fans the mean values are (8, 6) and the obtained value is (.999) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the impact of using the social media as a time killing activities.

The above table 1, indicates the fourth factor that communication plays a major role through social media for marketing the sports products. To understand the impact, the association among the shop-owners and fans the mean values are (8, 6) and the obtained value is (.643) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the impact of using the social media as a communication tool in marketing the sports products.

According to the table 1, indicates the fifth factor that the impact of getting intimations about offers/discounts through social media for marketing To understand the impact, the association among the shop-owners and fans the mean values are (8, 6) and the obtained value is (.997) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the impact of using the social media in getting intimations about offers/discounts.

Based on the table 1, indicates the sixth factor that having a Sports Product Knowledge through social media. The obtained data from the shop-owners and fans the mean values are (8, 6) and the obtained value is (.991) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the using the social media to gain knowledge in sports products.

The above table 1, indicates the seventh factor that knowing a Sports Product quality through social media. The obtained data from the shop-owners and fans the mean values are (8, 6) and the obtained value is (.212) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to knowing the sports product quality through social media.

According to the table 1, indicates the eighth factor that analyzing a Sports Product variety
through social media. The obtain data from the shop-owners and fans the mean values are (8, 6) and the obtained value is (.610) is greater than the set p value 0.005 therefore there is no association between shop owner and club fans related to the using the social media as media to analyze the sports product quality.

Conclusion and Recommendation
Social media marketing has impact for building customer relationship. The Study exposed that social media is important for everybody especially for constant evaluating and spending enough time for feedback about products from others clients and users that could be good step for relationship building. It also exhibited that, there are customers who do desire and give significance to networking sites for finding the previous and current new colleagues, to know more information about quality, variety of brands of existing new products. Those customers who want to get offers and discounts should get information from the social media of sport owners’ shops. Now days, android, iphone plays a very important role at the age group of 25 to 40. There is more scope for social media marketing. Business organization can create mobile application which can be downloaded in mobile for convenience for the customers for easy and quick shopping.

References

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