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## **Investigate the structure of sports management and the association of consumer behavior in sports.**

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### **Abstract**

Although sports organizations have generated billions of dollars from the popularity of spectator sports over the last three decades, the sector as a whole has recently undergone substantial changes. Howard and Crompton argue that modern sports organizations must contend with increased prices, a saturated market, an economic disconnect, and the introduction of new technologies (2005). The cost of maintaining a sports organization has risen dramatically in recent years, far surpassing the increase in revenue. The average NBA salary is over \$4 million a year, while a new NFL stadium could cost more than \$1 billion. A Division IA programme typically costs more than \$20 million. Spectator bucks are a prized commodity, and the race for win them has never been fiercer. In the United States and Canada, sports fans may choose from more than 600 professional teams and 1,000 collegiate sporting programmes. In addition, as ticket costs continue to rise, many middle- and lower-class Americans are feeling alienated from the teams they formerly supported because of financial constraints. The advent of new technology presents both opportunities and threats to sports organizations.

**Keyword:** Sports Organizations, Financial Constraints, NBA Salary, Sports Organizations

### **INTRODUCTION**

As a significant part of the North American economy, sports are a significant industry. Sport is one of the fastest growing sectors in the United States, with a market value ranging from two hundred and thirteen billion dollar to five hundred and sixty billion dollar (Howard & Crompton, 2005). Sport spectating is a popular pastime, with the spectator sport sector accounting for the majority of the industry's revenue. Taking part in spectator sports is a common occurrence in the United States and Canada (Higgs & McKinley, 2005). Many Americans' life revolve on going to

see their favourite teams play and showing their support for the squad. Reading the papers or watching TV would be very difficult if there was no mention of sports. People are more politics or the economics. According to Street & Smith's Sports Business Journal (2007), American consumers spend approximately thirty-three billion dollars annually on sports spectatorship.

## **REVIEW OF LITERATURE**

Since Berry (1983) first brought relational marketing to the subject of services marketing, it has undergone significant development both in academic research and in practical applications. The growing belief that relationship marketing programs may improve seller performance outcomes like as sales, market share, and profitability by forging stronger bonds with customers is the reason behind the popularity of relationship marketing (Crosby et al., 1990; Morgan & Hunt, 1984). These days, relationship marketing research includes many different marketing specialties. These include B2B advertising, brand management (Fournier 1998; Mc Alexander Schouten Koenig, 2002; Parvatiayar & Sheth, 2001); Smit, Bronner & Tolboom, 2007); worldwide marketing (Schumcher, 2003; O'Malley & Prothero, 2004; Sheth & Parvatiyar, 1995); sales management (Boles, Johnson & Barksdale, 2000; Boorom, Goolsby & Ramsey, 1998; Brashear, Boles, Bellenger & Brooks, 2003); Smith & Barclay, 1997). worldwide marketing (Schumcher, 2003; O'Malley & Prothero, 2004; Sheth & Parvatiyar, 1995); brand management (Fournier 1998; Mc Alexander Schouten Koenig, 2002; Parvatiayar & Sheth, 2001); Smit, Bronner & Tolboom, 2007). (Bello & Gilliland, 1997; Sin, et al., 2005; Pan & Tse, 2000 ). Apart from banking (Liang & Wang, 2007; Molina, Martin-Consuegra, & Esteban, 2007; Prince, 1989), there is also the automotive industry (De Hildebrand E Grisi & Ribeiro, 2004; Morgan and Hunt, 1994), information technology (IT) (Eastlick, Lotz & Warrington, 2006; Gruen, Osmonbekov, & Czaplewski, 2006; Sigala, 2006), retail business (Fullerton (Bee & Kahle, 2006; McDonald & Milne, 1997; Tower et al., 2006). Relationship concepts seem to have largely supplanted short-term trade schemes in marketing research and practice (Palmtier et al., 2006)."

Relationship marketing has been the subject of research in many different contexts and domains, each with its own interpretation of the term. For this reason, before introducing our conceptual model of relationship quality, let me briefly review the

literature on relationship marketing conceptualization. "Relationship marketing" is defined as "attracting, sustaining, and improving client relationships in multi-service businesses" (Berry, 1983, p. 25). This is to paraphrase Berry (1983). Consequently, a number of scholars have defined relationship marketing according to their own standards (Gronroos, 1994; Kotler, Bowen, Makens, 1996; Morgan & Hunt, 1984; Sheth & Parvatiyar, 2000). In spite of the fact that

The three fundamental components of relationship marketing—process, purpose, and parties—are acknowledged by all definitions and approaches, despite their differences (Sheth & Parvatiyar). First, definitions emphasize the process component of relationship marketing, with the prevailing belief being that the process is defined by the creation, enhancement, and upkeep of relationships.

Furthermore, it is commonly acknowledged that the objective of relationship marketing is to optimize the benefits for all stakeholders. Finally, entities that participate in relational exchanges with a central company—the nature of which varies based on the partners—are what define relationship marketing. Morgan and Hunt distinguished ten different types of business partners: (1) product suppliers; (2) service providers; (3) rivals; (4) non-earnings; (5) governmental bodies; ten (final) clients; eleven (intermediate) clients; twelfth (functional departments); twelfth (employees); and thirteen (business units). The ultimate client, in this case sports fans as possible business partners and collaborators, is the focus of this study. Thus, based on previous research, I have the following theory: The objective of relationship marketing for sports teams and consumers is to establish, improve, and maintain relationships with sport customers.

### **Description of the Issue**

"Despite an increase in studies on the subject and a growing demand for its application in sport marketing practices, only a small amount of research has looked at the use of relationship marketing within sports. Even so, there are still a number of relationship marketing research areas in sport management that require improvement and expansion. The useful insights that have been gained from recent sport management studies (Bee & Kahle, 2006; Cousens, Babiak, & Bradish, 2006; McDonald & Milne, 1997; Tower, Jago, & Deery, 2006).

To begin with, compared to relationships in the business-to-business, industrial, or other consumer markets, the sport management relationship marketing research has not done a good enough job of identifying the distinctive features of the team-sport consumer connection. Examining the particulars of relationship marketing in the sports consumer market, as well as the similarities between sports and general marketing settings, will be helpful because research in applied fields, like sport management, aims to create new knowledge if the findings can be appropriately applied, rather than just repeating findings from other disciplines.

Furthermore, previous research on the relationship between sport management and marketing has rarely looked at how specific psychographic and demographic factors affect how a team-consumer relationship affects the consumer's sport-related behaviors. To construct more comprehensive models to elucidate sport consumption patterns within the team-sport consumer relationship, researchers will require a more profound understanding of the psychographic and demographic factors influencing this relationship. Having the capacity to divide up clientele according to psychographic and demographic data will enable practitioners to design an effective relationship marketing strategy. Finally, the lack of empirical evidence to support the models and conclusions casts doubt on the study findings reported in the literature. In order to improve our comprehension of relationship marketing, empirical research in the sports sector will be necessary. Relationship quality is a topic that interests me greatly in relation to relationship marketing in general.

The concept of relationship quality can be defined as a "Overall evaluation of the strength of a relationship, conceived as a composite or multidimensional construct encompassing the many but connected aspects of a relationship" (Palmatier, Dant, Grewal, & Evans, 2006, p138). The concept of relationship quality was first introduced almost twenty years ago by Crosby, Evans, and Cowles (1990), building on the seminal work on relationships by Dwyer, Schurr, and Oh (1987). Ever since, a great deal of time and energy have been dedicated to studying different facets of relationship quality.

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The concept of connection quality is pertinent to academic research because of three factors. First of all, relationship quality can shed light on what works and what doesn't in a partnership. Understanding the quality of a relationship is also beneficial, as it might help identify potential problems and how to resolve them. Finally, because prior research has demonstrated that relationship quality is a major predictor of business performance, including customer loyalty (De Wulf, Odekerken-Schröder, & Iacobucci, 2001); Hennig-Thurau, Gwinner, & Gremler, 2002; Sirdeshmukh, Singh, & Sabol, 2002) (Crosby et al., 1990; Doney & Cannon, 1997), a close examination of relationship quality can ultimately be a useful tool for assessing the effectiveness of relationship marketing. It would seem reasonable to assume that both the sports team and the sports consumer would benefit from a deeper understanding of the concept of relationship quality. In spite of the substantial amount of research on relationships, an analysis of the current work reveals important limitations on current literature. excellence. Firstly, it seems that there is still no consensus regarding the fundamental constructs that comprise relationship quality or the arrangement of those constructs. Furthermore, there hasn't been much discussion of relationship quality in contexts involving sports consumer behavior. Lastly, using a tried-and-true scale, academics and practitioners in sport management are unable to assess the effectiveness of relationship marketing initiatives or quantify the quality of the consumer connection between a team and a sport.

Examining how the association affects different sports consumption behaviors is the study's main goal.

## **Research Issues**

To what degree do relationships have an impact on one's habits when it comes to sports consumption?

## **RESEARCH METHODS**

"Five independent confirmatory factor analyses were carried out on each group of factors using Mplus 5.1 in order to assess the measurement models for relationship quality constructs, relationship quality outcomes, and relational personality traits. Mplus was chosen from a variety of specialized SEM software programs for the following reasons, both in the pilot study and the primary study: (1) Mplus provides various options for managing non-normal and categorical data, such as Likert-type scales; (2) Mplus integrates a model-based imputation technique to address missing data; and (3) Mplus is capable of modeling both continuous latent variables and categorical latent variables. variables; (5) Mplus can accurately analyze a correlation matrix using constrained estimation methods; (6) Mplus provides factor scores; (7) Mplus offers extensive Monte Carlo facilities for both data generation and data analysis; (8) Mplus's syntax is relatively simple.

## **Information Analysis**

There were four separate stages to the data analysis. Initially, descriptive statistics were applied to the study's variables. Secondly, we looked for warning signs in the survey data and confirmed the key presumptions that guided our statistical analyses. Following the analysis of measurement models for the component parts, a structural model for relationship quality and relationship quality outcomes was assessed. Lastly, we examined the potential influence that moderators might have on one another.

## **CHARACTERISTICAL STATISTICS**

With SPSS 15.0, descriptive statistics were computed to provide an overview of the essential characteristics of the data in this investigation. Measures of central tendency, such as mean, mode, and median, as well as measures of variability, such as range, variance, and standard deviation, were included in these statistics.

## **Analyzing Current Information and Testing Hypotheses**

Before the major analyses, all variables were checked using a variety of SPSS and Mplus programmes for correct data input, outliers, and a good match between data features and the essential assumptions of the various SEM approaches employed in this work.

The extreme value output from Explore was used to assess the importance of the outlying variables. Standard techniques for lessening the impact of outliers vary depending on the type and may involve changing the scores, transforming the data, or eliminating the offending instance or variable. The data normality was examined using histograms and descriptive statistics in SPSS. Mardia's test for multivariate normalcy (1985) was used in this study. Multivariate skewness and kurtosis coefficients, as well as normalized estimates of these coefficients, could be calculated using PRELIS 2.80. It is possible to infer multivariate non-normality if the skewness and kurtosis Mardia There is statistical significance in both Normalized Coefficients. When there is a significant deviation from the normalcy assumption, there are theoretical problems with SEM analysis.

Several studies (Bentler & Yuan, 1999; Curran, West, & Finch, 1996; Hu, Bentler, & Kano, 1992) have demonstrated that non-normality has no effect on the performance of the Satorra-Bentler scaled chi-square statistic (SB 2, 1994). Thus, model fit indices based on chi-square should be adjusted using SB 2.

As it was not feasible to examine every pair of scatterplots, we selected them at random and employed SPSS Graphs to ascertain if the variables under observation were linear. Violations of the linearity assumptions can be remedied through data transformation. By looking at the determinant of the input matrix, multicollinearity was discovered.

Data singularity. SPSS Factor Analysis will give you the input matrix's determinant upon request. When there is extreme When multicollinearity was found Data singularity. You can request the determinant of the input matrix from SPSS Factor Analysis. When there is severe.

## **QUANTIFYING FORMULATION**

Using Mplus 5.1's confirmatory factor analyses, five sets of constructs (relationship quality constructs for the UF football team and the iPod, relationship outcome

constructs for the UF football team and the iPod, and relational personality characteristics) were assessed. The general model fit was evaluated in the current study using the CFI and the standardised residual mean squared residual (SRMR) as goodness of fit indicators (1999). Hu and Bentler's recommendations included the use of an SRMR cutoff-value near (less than).09 and a CFI cutoff-value near (more than).95.

Furthermore, the RMSEA, or root-mean-square error of approximation, was employed. By decreasing the size of the error, RMSEA is thought to be able to mitigate problems related to incremental fit indices (like CFI) and absolute fit indices (like GFI), according to Brown and Cudeck (1992). According to Hu and Bentler, RMSEA values less than.06 indicate a good match, values.08 or less would imply a decent fit, and values more than.10 indicate an inadequate fit.

inappropriate fit (Brown & Cudeck). Furthermore, the weighted mean square residual—or WRMR—was applied. According to Muthén and Muthén (2006), this method should be applied to categorical data or non-normal continuous data. Yu and Muthén (2002) state that WRMR A reasonable match is indicated by values less than 1.0, and an even better fit is implied by lower values.

The discrepancy matrix was also analyzed in conjunction with modification indices (MI) statistics because the indexed fit of the composite structural model is unable to detect a clear misspecification and because it is not possible to determine which elements of the composite hypothesis can be deemed satisfactory based solely on the global goodness of fit indices. This was done because it is not possible to determine whether or not there is a clear misspecification using the indexed fit of the composite structural model (McDonald & Ho, 2002).

Furthermore, the internal consistency values, which are also referred to as Cronbach's alpha coefficients, were utilized to examine the extent of interconnectivity between the items measuring distinct subscales. Generally speaking, values above 70 are regarded as satisfactory (Nunnally & Bernstein, 1994). Average Variance Explained (AVE) values were combined to shed light on the variability of the underlying concept and evaluate how well the items on a given subscale were constructed. A construct's overall dependability is deemed sufficient when its AVE value is greater than 0.50 (Fornell & Larcker, 1981). The procedure



that comprises running a two-way difference test between two independent components of a model with a 1.0 constraint on each (i.e., the two factors) and two more models that delegate user discretion over the degree of connection between two elements and one that followed the criteria of discriminant validity for each of the factors under investigation. If the unconstrained model without the unity restrictions fits the data significantly better, it is possible to conclude that the two components are distinct in the population. The AVE values were also utilized to assess the discriminant validity of the constructs. Each analysis's conclusions can be found here.

Together, the aforementioned factors were considered in order to determine which items and variables should be retained and which should be eliminated.

## **CONCLUSION**

To assess the quality of the bond between fans of sports and the University of Florida football team, a five-factor model was created. The five elements of the model are reciprocity, self-connection, commitment to the team's success, and belief in the team's ability to win. However, in order to more accurately represent relationship quality, it is suggested that iPod employ a four-factor model, which incorporates the qualities of reciprocity, pleasure in the relationship, and commitment in addition to trust and commitment. A second-order hierarchical model also suggests a model for sport consumer behavior. The model considers the consumer's intention to attend, in addition to their consumption of media and licensed merchandise. Additionally, iPod purchase intentions and UF Football consumption patterns were significantly influenced by the quality of connections. The likelihood of a couple being happy together is not significantly influenced by the strength of their relationship. In conclusion, academics and business professionals should investigate the connection quality model further, as it was introduced in this study.

## **RESTRICTIONS OF THE RESEARCH**

"This dissertation has provided significant insight into understanding relationship quality; however, there are certain limitations that need to be addressed for future research." One of the study's main drawbacks is the size of the sample. College

students made up the great majority of participants in this study, even though not all of the data was collected from students. Therefore, the general public may not find as much use for the research's findings. Furthermore, the results of this study might not apply to other sports teams because it was done on a college football team. The generalizability of these findings will be enhanced if they can be extended to different sports contexts (like women's basketball and professional football). Secondly, Cross-sectional data were used in this investigation. The data used in this study cannot support the temporal sequence of the association between relationship quality and intentions for consuming behaviors, even though theory suggested a causal link.”

As such, long-term studies may provide stronger support for the model developed and evaluated in this work. Subsequently, the scale developed and validated in this research will require some fine-tuning. As was already mentioned, the scale indicated that there were issues with the discriminant validity of a few components. Moreover, the categories of relationship quality included in the study might not encompass all possible elements. More empirical research employing a larger range of methods will improve our understanding of the relationship between sport fans and teams of relationship quality criteria. **REFERENCES**

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