MANAGING SPORTS: EXPLORING INNOVATIVE STRATEGIES AND FUTURE ADVANCEMENTS

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ABSTRACT

The current study is focused on understanding the mass media impact of the promotion of sport management in Pakistan, especially in the province of Khyber Pakhtunkhwa and uncovering innovative promotional approaches. For data collection, a quantitative research method with a cross-sectional survey design was used. For survey instrumentation, a close-ended questionnaire was adopted and disseminated to the target population. A total of 600 participants' pool was contacted which comprised of sportsmen, media representatives and other officials in KP-Pakistan with an age range of 14 years and above. A convenient sampling approach was employed to examine the role of mass media in the promotion of sports management. The findings revealed that the influence of mass media in the promotion of sports regarding public attitudes have a strong positive role, and media is significantly disseminating information about the value of sports participation and its role in promoting sports culture. It is observed and validated that the mass media plays a significant role in the promotion of sports in KP. Thus, in this study, the potential of mass media to influence and raise public awareness in sports promotion has been highlighted. Sports massively attracts the attention of both print and electronic media; therefore, it is suggested to gain the public interest and generate revenue at large from the sports industry.

Keywords: Sports Management; Sports Innovation; Mass Media; Social Influence; Cross-Sectional Study.

INTRODUCTION

Media and sport are two distinct societal institutions which are inextricably linked (Cooper et al., 2019; Rowe, 2003). Sport is a sphere of live action and entertainment, whereas media is a

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medium that allows the live action to reach the public in both nearby and distant regions (Marwat et al., 2014). The attention of mass media such as newspapers, magazines, radio, television, and, more recently, the Internet and their extensive sport coverage is a function of increasing interest in sport among the general public. The leadership and guidance role of the media is the second most important responsibility of the media (Shank & Lyberger, 2014). Mobile phone users rapidly increase in the contemporary age, while social media has impacted the perceptions over participation in sports (Abeza et al., 2015). Individuals utilize social media applications like Facebook, Twitter, Instagram, and YouTube on a regular basis in order to develop some sort of understanding towards a specific area like training, exercise and physical activity interventions (Arora et al., 2019; Reuter, & Spielhofer, 2017). Social media has expanded its importance in order to sharing material, drawing new readers, and encouraging involvement. Social media platforms have affected sports behavior and participations with a number of ways, including communications and sports marketing (Achen, 2017; Billings et al., 2017). Currently, sports and media have a close association due to an increasing number of scholars and professionals' especially sports marketing and consumer behavior (Nam-Ik Kim & Sun-Mun Park, 2017).

Communities, by and large, contend with with the phenomenon of sport and mass media, which leads to a symbiotic relationship with sports participants and management (Goldlust, 2018). The audience interests in sports draw the attention of mass media (newspapers, magazines, radio, television, and social media) in order to cover the wide range of sports activities (Nazari, & Ghasemi, 2011; Boyle, 2009). Sports marketing is a branch of marketing that focuses on both the promotion of sporting events and teams, as well as the promotion of other products and services via sporting events and teams. It is a service that promotes a physical product or a brand name (Giroux, Pons & Maltese, 2017).

Media is considered as the most influential and comprehensive mode of communication (Jensen, 2020; Van Dijk, 2020). The most common modes of communication are mass media including print (newspapers, journals, and magazines), or electronic transmission (Television and radio) and social media (Facebook, YouTube, Twitter, and Instagram) (Grossberg et al., 2006). Broad media platforms provide the access for sports coverage to the wider range of masses (Ke Ren, 2017).

The media plays an important role in sport promotion and in terms of generating revenue by providing free publicity and advertisements (Shilbury et al., 2020; Katz, 2016). Mass media plays a critical role in producing, reproducing, and amplifying the issues associated with sports like coverage, management, and publicity (Shilbury et al., 2020).

LITERATURE REVIEW

Mass Media Communication

Mass communication refers to the process of disseminating and transferring information to broad portions of the public through mass media (Aggarwal, & Gupta, 2001). It is widely used to refer to many types of media, as its technologies are employed for information distribution, such as journalism and advertising. Mass communication varies from other forms of communication in that it concentrates on specific resources while simultaneously conveying information to a vast number of receivers (Turow, 2013). Mass communication research focuses on how the content of mass communication impacts or persuades behavior, attitude, opinion, or emotion (Sanborn, & Harris, 2019).

Types of Communication Modes

The communication modes include three broad types: print, electronic and social media. All these three modes have their own unique characteristics. Print media include newspapers (local, national, daily), weekly magazines biographies, novels and journals. Electronic media comprises of television broadcasts, cell phone communication, and communication through computer (laptops, tablets) and radio. Similarly, the social media communication is conducted through Whatsapp, Twitter, Tiktok, Likee, Snack Video, YouTube, Facebook, WeChat, Instagram and other similar channels.

Sports

Sport is any competitive physical activity or game that seeks to utilize, maintain, or enhance physical ability and skills, giving enjoyment, entertainment to participants and spectators (Woods, & Butler, 2020; Sterchele, 2015). Sports, whether recreational or structured, have the potential to enhance one's physical health and improve the standard of fitness (Møller et al., 2014; Lower et al., 2013; Downward, & Rasciute, 2010). Many competitors participate continuously or sequentially in certain sports, such as racing, with one winner; in others, the contest (a match) is between two sides, each striving to exceed the other. Some sports allow for a "tie" or "draw," in which no single winner is established; others include tie-breaking mechanisms to ensure that one winner and one loser are selected (Connolly, & White, 2017; Fu et al., 2015). A tournament can be made up of several competitions that end in the crowning of a champion (Moosavian, & Roodsari, 2014; Borowy, 2013). Many sports leagues choose an annual champion by scheduling games throughout the regular sports season, followed by playoffs in certain circumstances (Durán, 2021; Lenten, 2016).

Role of Media in the Development of Sports Activities

Media activities in sport are carried out to convey and send messages to the audience from sport organizations, associations, federations, departments or directorate (Pedersen et al., 2020; Boyle, & Haynes, 2014). Moreover, the messages consist upon sharing knowledge, skills, attitudes, and information, which leads to develop some sort of specific aptitude and behavior of the concern masses. Presently, online media considered in sport as a powerful tool which has been established among the mass media (Geurin, 2017; Creeber, & Martin, 2008).

Impact of Media on Sports

Populations are aware about the media impact on sports whether they participate or watch (Thomas et al., 2018). Sports from the local, national, and international levels are all represented. From school sport newsletters to worldwide TV coverage, the media has a significant impact on sport (Owens, 2021; Shilbury et al., 2020). Aside from paying for the rights to show a sports event, the media may impact sport's appeal, give free advertising for local teams, feature player personalities, and create fan devotion to teams and individual players (Mullin et al., 2014; Rowe, & Gilmour, 2010). Mass media positively impacts on sports in order to develop and highlight many of the potential aspects such as Increase sport's visibility, encourage people to live healthy, active lifestyles, showcase positive and motivating role model, encourage folks to participate, set high performance goals and provide examples of skills and techniques, make a variety of sports and activities, increase the popularity of specific sports and to introduce new fans to the sport (Pangrazi, & Beighle, 2019; Andrew et al., 2019; Jones, 2017; Nabi, & Oliver, 2009).

OBJECTIVES OF THE STUDY

1. To assess the role of mass media in sports management at KP.
2. To highlight the relationship of mass media and public attitudes in the promotion of sports management.

HYPOTHESIS OF THE STUDY

H_{A1}: *There is significant role of mass media in sports management at KP.*

H_{A2}: *There is a positive relationship of mass media and public attitudes in the promotion of sports management.*

H_{A3}: *There is significant effect of different mass media in the interest of public's opinion towards sports program.*

METHODS AND MATERIALS

Research Design

Keeping in view the nature of the study, a quantitative research method with cross-sectional survey design was used for collecting needed information.

Population

The population for this study comprised of sportsmen, media representatives and officials in KP-Pakistan. Ages of eighteen (18) years and above, both the genders (Male & Female) were selected for the collection of data.

Sampling and Sample Size

The researchers selected a convenient sampling technique to analyze the impact of mass media in the promotion of sports management. For that purpose, 600 participants were selected as a sample from the field of Sports, Media & officials. Data were collected through closed ended questionnaire. Likert type questionnaire (Strongly Disagree, Disagree, undecided, Agree, and Strongly Agree), which is one of the most popular types of a questionnaire and is usually used for developing the measurement. The preliminary draft of the questionnaire was developed under the supervision of the supervisor in the selected areas (in the light of the literature) to meet the set objectives of this study. The preliminary draft was distributed between 15 experts in the field for validation. Further the questionnaire was divided in to 4 different categories i.e., demographic attributes (Gender, Age, Profession), the second section consisted of 28 statements. The first section/category consists of nine questions about the media and sports involvement. The second segment/category comprised nine questions of about how the media effects public perceptions of sports. Six questions of about how the media influences sports promotion were included in the third segment/category. The last and fourth segment/category include four questions which covered all of them were related to the research of various mass media in the interest of public opinion on sports programs. The method of reliability for internal consistency was applied to evaluate the reliability of the questionnaire. The basic objective of the study is to pre-test the research tool in terms of practicability and feasibility. During the pilot study procedure, the first draft is administered to 19 samples to examine the difficulty level, content, and an ambiguity aspect of the research instrument. Valuable feedback was received from the pilot sample which provided too much help in refining the instrument. Cronbach's alpha was used for the purpose to measure the internal consistency of the items. The Cronbach's alpha value was .779.

Data Analysis

To meet the objectives of the current study and with intention of testing hypotheses, data collected were analyzed by using descriptive (frequencies and percentages) and inferential methods (Correlation, Linear Regression and ANOVA) using the Statistical Packages for Social Sciences (Version 25), and MS Excel. Endnote (x9 version) was used for the references.

RESULTS

Figure 1 below shows the gender wise respondents (male & female), in which two bar columns were highlighted with colors, first one i.e., blue bar shows male frequency and percentage while red bar shows female frequency and percentage. According to table, 62.2% of male while 37.8% of females participated in the study.

Figure 1. Gender wise Distribution of the Respondents

Figure 2 shows the age wise distribution of the respondents. Results indicate that age wise the responses ratio of participants from 18 to 24 years age bracket was 32%, 33.83% from 25 to 30 years, 20.16% from 30-36 years and 14% from the respondents who belonged to the age bracket of above 37 years, respectively.

Figure 2. Age wise Distribution of the Respondents

Figure3. Profession wise Distribution of the Respondents

The figure 3 highlights profession wise responded, in which 387 (64.5%) responded from sports related participants while 36 (6%) from media representatives and rest of (177 participants & 29.5%) were from officials.

Hypothesis Testing

Table 1. H_{A1}: There is significant role of the mass media in the promotion of sports in KP.

Independent variable	N	r	Sig
Mass Media	600	.769**	.000

The table 1 shows the role of the mass media in the sports promotion. The relationship between the role of the mass media and sports promotion is positive ($r = .769$) and statistically significant ($p = .000.05$). As a result, the research hypothesis states that the mass media plays a significant role in the promotion of sports in KP.

Table 2. H_{A2}: There is a significant influence of mass media in the promotion of sports regarding public attitudes.

R	R ²	Adj R ²	B	F	t	Sig	Durbin-Watson
0.761	0.579	0.577	0.098	457.17	323	0.003	1.545

$\alpha = 0.05$ & $D.W = 1.5$ to 2.5

Results of table 2 show the regression output indicates that there is a significant influence of mass media in the promotion of sports regarding public attitudes, because statically proved from the above results that is less than to the sigma level, $P = 0.003 < 0.05$. The result indicates that $R = 0.761$ regarding public attitudes that mass media influence is 76% in the promotion of sports. The β value indicates that one-unit increase in mass media then 0.098 unit will increase in the promotion of sports. The autocorrelation issue in the data was addressed using the Durbin

Watson test. The table shows that Durbin Watson's value i.e., 1.545 is within acceptable range. As a result, there is no issue with autocorrelation in the data that meets the regression assumption.

Table 3. Different Mass Media - wise variances (ANOVA)

Variables	Designation	N	Mean	Std.	df	F	Sig.
Different Mass Media	TV	241	4.5831	.23450	596	274.442	0.000
	Social Media	131	3.8525	.12720			
	Internet	117	3.6091	.09679			
	Newspaper	22	2.2107	.04644			
	Radio	89	2.5787	.03809			

$\alpha = 0.05$

H_{A3}: There is significant effect of different mass media in the interest of public's opinion towards sports program.

Table 3 displays the results of the ANOVA analysis and whether or not there is a statistically significant difference between the means of the various groups. The significance value for various groups of different mass media are shown in this table 0.000 which are below 0.05. and, therefore, there is a statistically significant difference in the mean of respondents in different mass media in the interest of public's opinion towards sports program.

DISCUSSION AND CONCLUSION

Discussion

The findings show that the media has a strong ability to influence and raise public awareness in the context of sports. The findings of the study show that sport participation is increasing every day. This study included 600 KP (Pakistan) participants from the sports, other, and media fields, with 62.2 percent males and 37.8% females. The majority of respondents were between the ages of 26-35 (33.83%) and working in a sports field (64.5 %), with 14.66% of those over 46 years old. According to the findings, the media has a strong ability to influence and raise public awareness in sports culture. The results show of this study that the mass media plays a significant role in the promotion of sports in KP. According to the findings, media has a strong ability to influence and raise public awareness about sports culture (Heikkilä, Lauronen, & Purhonen, 2018; Bail, 2016; Thorpe, 2008). The participants in this study demonstrate that the media should pay attention to all aspects of sports by raising awareness of the importance of physical activity for good health. Moreover, national projects to promote and encourage sport promotion are embraced by the media (Dai, & Menhas, 2020; Hays et al., 2013; Hambrick, & Svensson, 2015). This study found the significant influence of mass media in the promotion of sports regarding public attitudes and media has an impact on current sports culture (Deans et

al., 2017; Funk, & Filo, 2013; Moscoso et al., 2018; Kiania, & Rezvandib, 2021) . This study revealed that mass media in the interest of public's opinion towards sports program (Pilar et al., 2019; Belloni, 2014; Kolotouchkina et al., 2021). In addition, mass media (TV, newspapers, and social media) play an important role in the development of sports infrastructure and public interest in sports participation (Trivedi, Soni, & Kishore, 2020; Thorpe, 2017; Shilbury et al., 2020; Tamir et al., 2015). The current study suggested that media pays attention to various aspects of sport, such as equipment and facilities, scientific research, talent identification, athlete-related issues, instructor-related issues, sponsorship, public sports, and management and planning, all of which contribute to the sport's growth and promotion.

Conclusion

The current study examined the impact of mass media in the promotion of sport management. The mass media plays a significant role in the promotion of sports in KP. The ability of mass media to influence and raise public awareness in sport promotion has been highlighted. In addition, the results show an increase in sport participation. Moreover, the media is disseminating information about the value of sports participation and its role in promoting sports culture. People are informed and entertained by media in all of its forms. The media share the interesting and relevant news stories, which could draw the viewer's attention. This study concluded that influence of mass media in the promotion of sports regarding public attitudes have strong positive role. The researcher also seen that there is significant difference in the mean of respondents in different mass media in the interest of public's opinion towards sports program. The researchers also looked at how the media affects sport promotion, from free publicity for teams and athletes to how they influence the popularity of specific sports or all sports. Sport has attracted the attention of both print and electronic media; therefore, it is suggested to gain the public interest and generate the revenue at large.

STUDY IMPLICATIONS

This study will be helpful and beneficial for policy makers and sports administrators in order to develop their policies and strategies for different stakeholders. These stakeholders such as athletes/players, officials, and media persons (sports journalists) are considering the key individuals to highlight the positive, constructive, and attractive aspects of each and every sports event. This study would be helpful in order to generate and collect the huge revenue through the healthy conduct and positive attitudes of public.

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