Preface

The sport industry in 2012 represented an estimated value of $141 billion, which shows the vast economic appeal of this sector worldwide. According to IEG, Global Sports sponsorship alone in 2012 was worth $51.3 billion.

Given the estimated worth, it is no wonder that sports and non-sports companies are interested in participating in this growing market. Marketing plays a very important role in this market, and therefore, it is essential to know how the market is and the characteristics of consumer behavior. By knowing this information we can design appropriate strategies and effective marketing.

In times of serious economic recession, companies reconsider their expenses and weigh their decisions on investing in marketing, particularly in the sport sector. Consequently, it becomes necessary to provide knowledge and methodologies to evaluate the effectiveness of investment activity.

This book provides a variety of emerging marketing trends and strategies proposed to different businesses for success in the sport marketing area in a coherent, conceptual framework. This conceptual framework provides an advanced, categorized variety of marketing trends and strategies. It has been organized into five sections: “Sport Events and Tourism,” “Corporate Social Responsibility,” “Consumer Behavior,” “Communication and Sponsorship,” and “Sports Marketing.”

Section one analyzes strategies about sport events and tourism marketing. For a decade, the sports tourism market has increased its importance, and now it is known that sporting events are an important part of this new type of sports journey. It is the reason people travel to a city or region. The first three chapters analyze sporting events from different points of view: firstly from the consumer, from the event entity, and from the host city perspectives. The motivations behind fans attending sporting events, as passive participants are analyzed, and consumers are segmented according to their profile, and strategies are proposed for each segment.

Over the past two decades, the city of Valencia in Spain has become a global leader in the organization of sporting events, hosting a total of 64 sporting events. In large cities, sporting events have become key promotional tools, because they offer higher levels of conventional advertising reach, and managers and researchers state that it is a potential of economic intervention and exploitation niche. Chapter 1 focuses on economic analysis with the aim of knowing the profitability of public and private resources invested in conducting these events.

The study on the Spanish Masters Swimming Championships, which was held in the city of Pontevedra (2001) is the main focus of chapter 2. This city was elected with the aim of celebrating this event and as a way of promoting the city and increasing tourism. Sporting events have become a revitalization of tourism and a valuable tool for the marketing of a city; this characterizes the high economic potential of sporting events.
Chapter 3 analyzes how the campaign to promote the inaugural session of the Formula One SingTel Singapore Grand Prix 2008 resulted, which was the first night race in the history of this event. The analysis begins with a history of motor racing, introducing the marketing strategy, reaching viewers on the Web and reviewing comments. In general, results of the promotional campaign were positive. The existence of the event was widely known, and attending the event was satisfactory. There were attendees who were more interested in the extra activities, such as music concerts.

Chapter 4 describes the phenomenon of sports tourism and aims to examine the reasons for attendance by tourists at winter and summer sporting events. Therefore, research focused on these two samples. In relation to the sample taken, it should be noted that respondents were mostly males, average age, and well educated among other attributes. In addition, the presence of the cluster showed a higher level of participation, while sports motivation between the two groups is different.

Chapter 5 relates to the International Sports Rating Systems and the relationship with the marketing system planification. A good method is to compare the different methods of ranking and the respective consequences of various situations. One-hundred-fifty-nine sport and 105 rating systems in this chapter also serve as a resource to explore this theme.

The second section is devoted to the effect of corporate social responsibility and the related effectiveness of the communication entities and sporting events. The practice of social responsibility of business is not limited to the business of non-sports products and services. In the sports industry, sports organizations assess how they can benefit from this practice and reach their target audience and influence them. However, only in the last decade, CSR has begun to receive attention in the academic discipline of sport management.

Chapters 6 and 7 perform a qualitative analysis of socially responsible actions, such as Real Madrid and FC Barcelona in the Spanish league football BBVA, and other sporting events and clubs such as the National Football League, Major League Baseball, NASCAR, Formula I racing, FIFA, the English Premier League, and the Olympic Games.

Chapter 6 examines the marketing relationship strategy in the European football clubs and the management approach of their brand, in order to evaluate the perceived ethicality part by the client and how consumers value activities of corporate social responsibility. In this perspective, two successful football teams, Barcelona and Real Madrid, are analyzed, and the results of these analyses suggest that other European football clubs should incorporate evaluations on the perception and values related to club responsibility and corporate social ethics.

Chapter 7 follows with the emphasis being corporate social responsibility. CSR today is found in all types of organizations and businesses; therefore, these entities include the ethical treatment of employees, environmental issues, and their contributions to the community that promote this cause, which business and professional teams and sports organizations must consider.

The next section is devoted to sport consumer behavior. The three chapters describe the consumer from an emotional and attitudinal point of view. The first part of this section deals with the sporting environment and its impact on the customer experience, both online and physically. Although it has its roots in retail, managing the environment has emerged as a strategy that can be used as the face of sporting environments, through online and mobile handsets. The purpose of this chapter is to explain why the environment is important to the sports industry and demonstrates how companies can use the sport management classroom, online or mobile, to enhance the viewer’s experience, increase loyalty, impact consumer, choice and their buying behavior.
The second part examines attitudes towards sport fans, both at the professional and amateur levels, and evaluates the differences between the two modalities to predict attendance and television audience. The purpose of this research is to define fan attitudes towards amateur and professional basketball in detail and the factors influencing them. The results are compared and contrasted between the two types of basketball levels to determine where the main characteristics of the fan are opposed. The profile of a basketball fan has been divided into three components: motivation, knowledge, and identity. It was found that respondents had a stronger tendency toward college basketball; however, they had greater knowledge about professional basketball. The results of this study can help companies currently involved in these areas and those companies that plan to be involved with professional and amateur basketball to find the optimal target market and focus their marketing efforts.

Finally, a model of consumer behavior based on the disconfirmation of expectations is proposed for sporting events, that is, positive or negative satisfaction from the difference between the expected and the received. In general, the literature suggests a direct relationship between disconfirmation, which is the satisfaction and loyalty within a cognitive affective model, and intention. The sample used in this empirical analysis was identified through 637 participants attending a sporting event.

The next section relates to communication and sponsorship. Although sponsorship is over 50 years old, it is still one of the most important tools in the marketing of products and services to the detriment of investment in traditional publicity.

Nowadays, as a marketing strategy is one of the most commonly used and has more importance than other communication techniques. Sports sponsorship is considered the most relevant form sponsorship, as two-thirds of sponsorship expenses are devoted to sporting teams, events, and players.

Chapter 11 proposes a mixture of qualitative and quantitative methods for making a diagnosis of communication skills and marketing of sports clubs in Spain. The sample was taken from the 56 sporting bodies that make up the League of Professional Football and Basketball Clubs Association (CBA). It was observed that these organizations have a clear conceptual immaturity, a distrustful view of the importance of corporate communication, and are concentrated mainly in short-term objectives.

Chapter 12 studies the concept of ambush marketing, and the moral and ethical issues are discussed, providing solutions. This chapter identifies the different types of ambush marketing strategies, followed by an exploration of ambush marketing and its influence on the sponsorship. Finally, the development of ambush marketing is discussed and suggestions are made on how to deal with problems in the future.

Chapter 13 explores how to understand the impact of the Internet and how mobile sports marketing companies are affecting in customer engagement. A study was carried out with Real Madrid football team, because it has over 200 million followers worldwide. Results provided new opportunities for engaging with the customer without forgetting the importance of social media.

Chapter 14 explores the image transfer in sponsorship in Chilean sport entities. It introduces a model to measure the image transmission from the sport event with the sponsor and key variables that moderate the process. Finally, the chapter introduces a comparative global vision about sports sponsor behavior in Spain, USA, and Chile.

Chapter 15 suggests new methods to measure the image transfer or sponsorship effectiveness. It proposes the use of neuro-marketing techniques to measure the intentional effect, for example eye tracking. It explains how the new approaches can be useful to examine long-term sponsorship effectiveness, the effective sponsorship effectiveness, the sponsorship effectiveness through new optical design possibilities, and the examination of sponsorship effectiveness under field conditions.
Chapter 16 discusses how sporting audiences perceive the value of a sponsoring brand and how they relate this with the experience of the branded event. The results of the models show that the perceived value is not transferred. However, the experience of the event is transferred to the sponsoring brand; it also shows that the effect of the experience on the perceived value can confirm motivation, identification, and participation as antecedents of the proposed model.

The last section is devoted to the sporting goods market and relationships among participants in a globalized market.

Chapter 17 introduces the understanding of the role of sports marketing in the global market, stating that it significantly improves the performance of the organizations involved and achieve business objectives. Different concepts such as sports internalization, entrepreneurship, branding, sponsorship, Corporate Social Responsibility (CSR), tourism, regional development, and action sports are explained, relating to marketing in sports, noting that the professionals in the area of sports management need to exploit the international market, both for business activities and marketing strategies. This chapter focuses on the various ways of practical application and research opportunities for sports marketing internationally.

Innovations in sports goods are often the results of new materials. Since sport equipment manufacturers have, in many cases, no specialized capabilities in material engineering, they rely on partners who are experts in inventing or further enhancing components. Today there are many business models known that reach from simply buying the component, to licensing, to joint innovation management and beyond. One of these strategies is component branding or co-branding as a way of benefitting from the image or perception of a partner. According to this strategy, a sports equipment producer may signal their partnership with an innovative chemical company to consumers in order to gain spillover, such as increased trust in the innovation, which affects for their final product. In order to conceptualize this strategic approach, chapter 18 presents a real case and the theoretical background to analyze what companies may gain from co-branding. Furthermore, these insights are used to develop a framework that can be used to understand the basic principals behind such strategy. Finally, the pros and cons are discussed.

The various chapters are framed into five major sections. Theoretical, methodological, and practical aspects are represented. Each chapter presents the trends, best practices, and strategies in their respective fields. The book is an indispensable sport marketing guide and inclusion for any academic library. It is also an indispensable tool for professional sports marketing practices for the latest trends in this discipline. Certainly, I do believe that it serves as a useful handbook for all companies and academicians who have a desire to learn about recent advances in sport marketing.

\textit{Manuel Alonso Dos Santos}

\textit{Universidad Católica de la Santísima Concepción, Chile}