



## THE IMPACT OF OUTDOOR ADVERTISING IN FOOTBALL, VOLLEYBALL AND BASKETBALL OF SANANDAJ CITY ON ATTRACTING ENTHUSIASTS AND SPECTATORS

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### **Abstract:**

The aim of this study is to investigate the impact of outdoor advertising in football, volleyball and basketball in Sanandaj on attracting enthusiasts and spectators, so this research is descriptive survey. The samples consisted of athletes and spectators in three fields of soccer, volleyball and handball in the city of Sanandaj in the first six months of 2016. Due to the uncertainty of the exact size of the study, sample size was determined using Morgan table 384 that data related to 400 individual is collected and analyzed. To collect research data, two questionnaires of demographic characteristics and environmental impact of advertising self-made questionnaire were used to attract enthusiasts and sports fans. Face and content validity of the questionnaire was confirmed by 11 experts in marketing and reliability using Cronbach's alpha was ( $\alpha = 0.85$ ). The data was collected by simple random sampling. And finally, 400 questionnaires were completed and analyzed. For this purpose, the test of K-S, Spearman correlation test and one-sample t-test was performed using the statistical package SPSS version 22. The results showed that among the means of outdoor advertising, the media, billboards and banners were with the greatest abundance and distribution in the city. And there is an inverse correlation between the effectiveness of outdoor advertising with age ( $r_{387} = 0.34$ ) and education ( $r_{399} = 0.28$ ) ( $P < 0.05$ ); Also, the visual appeal in design, message transfer, proper placement of outdoor advertising media and advertising tool based on the type of audience and the general condition of the effectiveness of outdoor advertising in Sanandaj exercise were inappropriate.

**Keywords:** outdoor advertising, Sanandaj, billboards, banners Lamppost

## **Introduction**

One of the striking features of contemporary is dramatic and continuous changes that occur in the social, cultural, political, economic, and technological and their transnational condition. And organizations operate in a dynamic environment, full of ambiguity and are active variable (Kerdnaj, 2004). In today's competitive world, companies will be able to provide your customers more satisfaction; so now that long-term customer satisfaction are the top of their work through the provision of goods and services with superior value and distinctive, will be more successful companies. In this incredibly dynamic market, the customer expects organizations that offer the highest values with the most appropriate price. Organizations are constantly looking for new and innovative ways to create and deliver value and even name customer value as "*the next source of competitive advantage*" (Khanh & Kandampully, 2004). Customer satisfaction is the main factor in the success of many organizations and in several studies dealt with the relationship between customer satisfaction and word of mouth communication, loyalty, repeat purchases and increase profit organizations (Fernández-González and Prado, 2007).

Experts have defined marketing and human activity in order to satisfy the needs and wants through an exchange process. Marketing deals with the identification of social, humanitarian needs and meeting the needs (Cutler, 2004). Organizations (whether manufacturing or services) are the most important factor for success need to consider customer requirements. But it should also be considered customers to meet their needs have the preferences and based on these preferences, choose their particular organizations. So one of the ways to success for any organization is to transform one of the options unconditional customer. This requires that the customer's understanding and experience as an important factor to be considered, for customers decided to repeat purchase or take advantage of the services the organization based on their previous experience of interaction with an organization. If the customer's experience of the organization and its services is positive and there is an optimal mental history of the organization, again referred to that organization. But if his previous interactions with the organization and his understanding of the organization is not good enough, likelihood of his reference to it reduced. In the long term, this leads to low efficiency, effectiveness and productivity of the organization (Mohammadi Alaguz, 2010). Every organization, big or small, profit or non-profit, domestic or global without having a sound marketing system will have not any success. Great-profit organizations such as Citizen chain stores, McDonald's, Sony, National's shoes, Nike, Adidas, all use marketing. In TV, magazine we see advertising in the marketing field. That is all for

customer satisfaction in the competitive world and encouraging people to buy that is done by a network of activities conducted in humans (Keshkar et al., 2011).

At present, the sport has a role as an economic sector in the production and consumption of goods and services and economic development of communities involved in sport. Now, it is a contributing factor in the growth of national economy and one of the most profitable industries in the 21st century (Consultative Group on International Tourism Institute of Sport, 2000). Development of sport and its economic achievements in various fields has made the sports industry. Industry and tourism firms and commercial establishments in marketing their goods and services have established wide relationships with arenas and sporting events. To the extent that the role of sport in economic development of communities and nations in the twenty-first century merchants compared to other industries worldwide, has become an important element in the global economic market (Boucher, 1995). Today, \$ 152 billion sport industry of American sports with 50% growth over a decade and 24,000 direct jobs and 5.4 million indirect jobs as the sixth fastest-growing industry in the United States is (Moharramzadeh, 2009). Sports' marketing is the process of designing and implementing activities for production, pricing, increased customers and distributors of a product or service to satisfy the needs and desires of our customers and achieving the goals of sports organization or company. And it includes all activities designed to meet the needs and demands of customers' exercise through the exchange process (Cutler, 2009). Marketing is a unique sport because its customers are not like the other products. Providers sporting events because of the nature of freedom of movement, instability and uncertainty of events cannot predict relief work (Atqya, 2001). Selecting the type of marketing and advertising is one of the important decisions that marketing managers face and since the goal of marketing is to determine which type of ad is chosen; So, the director of trade, services, government, nonprofits, etc. each deal with different types of ads (Kotler & Armstrong, 2011).

Among the marketing mix variables, variable promotion (advertising), is of great importance because customers initially interact with this process and this is advertising that get customers familiar with its products or services. In fact, communication that the advertising message is trying to achieve the goals of the audience get the desired response. Advertising can have an impact on public opinion and behavior changes and originally means to be a specific opinion (Burton, 1999). In sports organizations, sports services usually take place, hence, the type of advertising is a campaign for the product (service) that this type of promotion, we tried that the product (or service) to sell.

On the other hand, advertising channels can have different forms. Television advertising, radio, telephone, SMS and Internet advertising are the channels that are

widely used today. One of the most important and most original promotional channels that have a long history is outdoor form. Outdoor advertising is a general and non-technical term that occurs in spaces outside of the home in a variety of shapes. Outdoor advertising is a specialized branch, new and growing external advertising that the same should be used (Environmental Advertising Association of America, 2009). Outside the home means any medium that is in touch with the customer. Outdoor advertising is a good way to remember the name of the product before the customer's shopping centers and is the last chance for manufacturers to introduce their products. Changes people's behavior in the community has increased demand for outdoor advertising in its various forms. In fact, outdoor advertising is a simple but powerful message for consumers who are moving and traveling very much, especially at a time when they are present at the place of purchase, take (Zahedi, 2011).

Ghouchani et al (2013) in a study concluded that all propaganda visual, auditory and written on passenger cars affect buyer behavior. And their impact on buyer behavior has different priorities. Based on the results, the directors are recommended that each of ads with appropriate content relevant section dedicated market and the impression that some form of advertising does not apply in this industry. Karroubi (2010) studied marketing experts to assess community attitudes about the influence of advertising media in the tourism sector. And he concluded that due to the "attention" and taking indicators of "availability" and "attractiveness", the newspaper has enjoyed greater effectiveness; According to the index interest, the newspaper is greater effectiveness, taking into account the stimulation index of the Order, the Internet is greater effectiveness. And according to the index pushing shopping, mouth communication effectiveness is greater.

Zahrab and Sabounchi (2011) conducted a study to compare the effect of visual and written media in the development of athletic sports marketing and they concluded that the role of visual media in the development of sports marketing, little attention has been involved in sports. This along with other factors can be obstacles to the development of sports marketing as an important factor to be considered in the development and promotion of the championship. In this regard, Clausson and Lambretch (2006) in research on marketing channels in professional sports concluded that Marketing channels increase chainlike which consists of the design, composition, marketing, distribution and retail. Organizations can do all these things on their own or leave that to those who can take advantage of competition.

Also, Hutchinson and Rowe (2013) in his book Digital sports media have stressed sports media to reinforce the importance of technology, power, culture and social networks. And with examples of the 2008 Beijing Olympics, suggests that media is one

factor that sooner or later lead to the development of sports technology and will create new markets for this area. With a little vision can be one of the most important and most basic forms of outdoor advertising is advertising on sports markets. And each day around the city, you can see the works of outdoor advertising sports, especially sports brands. However, it should be noted that the market could be a suitable venue for sporting events in addition to the advertising industry, for its exercise can also be an ideal environment. And this is one of the reasons that the sports industry has been able to attract many customers. So, the question comes is that what is the extent the impact of outdoor advertising in the sports of soccer, volleyball and basketball in attracting enthusiasts and spectators and since so far, no research on the impact of outdoor advertising in sport in the province and even the country (Iran) has not been done, doing this research seems necessary.

## **Methods**

The aim of this study is to investigate the impact of outdoor advertising in football, volleyball and basketball in Sanandaj on attracting enthusiasts and spectators, so this research is descriptive survey. The samples consisted of athletes and spectators in three fields of soccer, volleyball and handball in the city of Sanandaj in the first six months of 2016. Due to the uncertainty of the exact size of the study, sample size was determined using Morgan table 384 that data related to 400 individual is collected and analyzed. To collect research data, two questionnaires of demographic characteristics and environmental impact of advertising self-made questionnaire were used to attract enthusiasts and sports fans. Face and content validity of the questionnaire was confirmed by 11 experts in marketing and reliability using Cronbach's alpha was ( $\alpha=0.85$ ). The data was collected by simple random sampling. And finally, 400 questionnaires were completed and analyzed. For this purpose, the test of K-S, Spearman correlation test and one-sample t-test was performed using the statistical package SPSS version 22.

The results showed that among the means of outdoor advertising, the media, billboards and banners were with the greatest abundance and distribution in the city. And there is an inverse correlation between the effectiveness of outdoor advertising with age ( $r_{387}=0.34$ ) and education ( $r_{399} = 0.28$ ) ( $P<0.05$ ); Also, the visual appeal in design, message transfer, proper placement of outdoor advertising media and advertising tool based on the type of audience and the general condition of the effectiveness of outdoor advertising in Sanandaj exercise were inappropriate.

## Results

The results showed that among the means of outdoor advertising, the media, billboards and banners were with the greatest abundance and distribution in the city and other tools are very low and rarely used for outdoor advertising in sport (Table 1).

**Table 1:** Table abundance of outdoor advertising tools

Advertising medium	Relative abundance
Advertising Billboards	53%
Lampostt Banner	29%
Other tools	18%

Also, with the implementation of the Spearman correlation coefficient, it was found that there is an inverse correlation between the effectiveness of outdoor advertising with age ( $r_{387} = 0.34$ ) and education ( $r_{399} = 0.28$ ) and ( $P < 0.05$ ) with this interpretation with age and education, reduced environmental impact advertising, but there is no significant relationship between the effectiveness of outdoor advertising with sex (table 2).

**Table 2:** Spearman correlation results

Education level	age	sex		variable
-0.28	-0.34	0.08	<b>correlation coefficient</b>	<b>Effectiveness of outdoor advertising</b>
0.01	0.01	0.45	<b>significance level</b>	
399	387	375	<b>number</b>	

In other research, according to the normal distribution of data using K-S, one-sample t-test was used to check the status of outdoor advertising in sports (football, volleyball and basketball). The results are shown in Tables 3 to 7.

**Table 3:** One-sample t-test results visually interesting design elements

significance level	t	Degrees of freedom	Statistical mean	mean	statistics component
0.001	-31.26	398	3	2.45	Visual appeal in design

According to the results of the one-sample t-test, visual appeal in the design of outdoor advertising media is significantly unsuitable ( $P < 0.01$ ,  $t = 31.26$ ).

**Table 4:** One-sample t-test results velocity conveying the message

significance level	t	Degrees of freedom	Statistical mean	mean	statistics component
0.001	-17.90	399	3	2.63	Message Transfer Rate

According to the results of the one-sample t-test, outdoor advertising media message transfer is significantly unsuitable ( $P < 0.01$ ,  $t = 17.90$ ).

**Table 5:** Locating components suitable single-sample t-test results

significance level	t	Degrees of freedom	Statistical mean	mean	statistics component
0.001	-8.03	397	3	2.78	Locating the appropriate

According to the results of the one-sample t-test, the proper placement of outdoor advertising media is significantly unsuitable ( $P < 0.01$ ,  $t = 8.03$ ).

**Table 6:** The one-sample t-test results component promotional tool based on the type of audience

significance level	t	Degrees of freedom	Statistical mean	mean	statistics component
0.001	-4.54	399	3	2.82	Advertising tool based on the type of audience

According to the results of the one-sample t-test, install a promotional tool based on the type of audience is significantly unsuitable ( $P < 0.01$ ,  $t = 4.54$ ).

**Table 7:** The one-sample t-test results variable the effectiveness of outdoor advertising

significance level	t	Degrees of freedom	Statistical mean	mean	statistics component
0.001	-13.19	399	3	2.66	Effectiveness of outdoor advertising

According to the results of the one-sample t-test, the effectiveness of outdoor advertising is significantly unsuitable ( $P < 0.01$ ,  $t = 13.19$ ).

## **Discussion and Conclusion**

Increasing activity and growing patterns of movement and the movement of customers increased peripheral advertising audience. Study and understanding of consumers' lives could change the outdoor advertising media to make science-based marketing and adjacent to the audience (Environmental Advertising Association of America, 2009). Marketing spending on outdoor advertising in 2008 is about 6.99 billion dollars in the United States of America that billboard advertising costs 66%. As well as outdoor advertising is very important internationally and about 14% Propaganda of China and Japan and more than 10% Advertising of France and Greece will be spent on outdoor advertising (outdoor advertising associations America, 2009).

Research results also showed that more than half the volume of outdoor advertising is on Billboards in Sanandaj and this can highlight the importance of this medium in comparison to other advertising media environment. Billboards have many advantages over other media. In this regard, we can mention the potentially placing ads near the point of sale, repetitions of the environment and exposure to regular travelers, high availability, presence and visibility 24 hours, geographical flexibility for local advertisers, economic efficiency low production cost, visual impact and creativity of the size of the ad's message (general and Jaghnimer, 2004; Sysores et al., 2002; Taylor, 1997). With this interpretation, the result can be considered reasonable because Sanandaj outdoor advertising experts may also be due to the above reasons that have to do most of their advertising billboard media. On the other hand, the results showed a significant inverse relationship between education and age. In fact, with the aging of the customers and also by improving their educational level, the environmental advertising is reducing its effect. In general, it should be noted that one of the techniques of psychology in advertising and promotions is enlargement of advertising. Vendors highlight the strengths of your product or service aim to promote and sell their products and services. However, with increasing age and education, they are expected their logical thinking and analytical power are increased and are less influenced by advertising magnification and we should consider advertising appropriate to their age and education, so the results can also be reasonable.

Another result of the research shows visual appeal unfavorable situation in the design, message transfer, locating the appropriate media, outdoor advertising and Advertising tool based on the type of audience and the effectiveness of outdoor advertising was generally poor. It should be noted that in certain cases the outdoor advertising must be met to add its efficiency and effectiveness. For example, outdoor advertising should be such that at first glance attracted the audience's attention and



create long-term storage in mind. For this purpose, proper and accurate color combinations and uses a low clock but full of content, appropriate fonts, text, symbols mind clear and understandable, and attractive images associated with the type of product or service, creativity in advertising should be used. In this study, the outdoor advertising tools in their sample have not been able to make that sense. Also, for outdoor advertising media, we should have a good location where customers have high traffic and is widely visible in different directions. Also, geographically, it should have a large dispersion in the city so that potential customers can see it. This is while exercising outdoor advertising in the city of Sanandaj is not appropriate and more was scattered around the halls and sport facilities. While, in terms of traffic potential customers, there are better places in the city that the advertising can place. In terms of age appropriateness of advertising, it should also be stated that the majority of outdoor advertising did not observe Sports Sanandaj age appropriateness. And for all ages, the same advertising model has been used which use, stereotyped and repetitive methods. And in terms of creativity and initiative, it was at a low level. However, using various and unique creation, different advertising and design can be prepared for different ages.

Finally, according to the results it is recommended that the design of outdoor advertising and the use of tools and advertising media, advertising experts with the expertise, the advertising effectiveness increases and in order to achieve the objectives of vendors and providers of goods and services sport, positive steps and a better harvest should be designed.

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