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## SOCIAL SPORTS MARKETING

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### ABSTRACT

To get the public to accept certain ideas and bring about the necessary changes in thinking and behavior, social campaigns are needed that will have a wide impact. Marketing is essential to organizing an effective social campaign. Marketing activities organized with the aim of creating positive behavioral changes in society and adoption of a social message in this regard come under the scope of social marketing. Countries are trying to popularize sports through social outreach activities because the demand for sports increases and because the increase in demand for sports improves public health by increasing the number of people participating in sports in the community. People are expected to develop a healthy lifestyle, improve their lifestyle and exhibit positive behavior in this regard by avoiding risky behaviour. It should be aimed at identifying people's attitudes towards sports and changing their behavior in accordance with these existing attitudes. Changing the network of social relations that make up the structure of society and the institutions that define them is important for social change. The change may be small or large, significant or insignificant. What matters is how the changes will affect society. To change the behavior of people who consider physical activity useful but do not practice it, to change existing misconceptions and attitudes towards sports, to connect people's daily activities with physical exercise, and to increase the ability to engage in physical education. the role of sport in reducing violence in society, it is necessary to conduct a good analysis of the community and create an action plan. Social sports marketing needs to be planned and implemented. Since society is inherently resistant to change, collaboration with social anthropologists, increased private sector and public support for social sport marketing, involvement of opinion leaders in physical activities that can impact society, and presentation are

required. For children who are far from studying military discipline, fun and interesting sports activities in the classroom are the key to success.

## KEYWORDS

Sports, social marketing, society, labor, product, advertising, television.

## INTRODUCTION

### SOCIAL SPORTS MARKETING

Today, sport has become a universal phenomenon that belongs to all people, regardless of their biological, social and cultural differences, regardless of religion, language, race, gender, age, profession and so on. Almost no one, including older people, is affected by the slogan “Sport for Life”; tracksuits and sneakers have become indispensable items of everyday life as indicators of youth, strength and dynamism; Sports programs on television and sports pages in newspapers are the most attention-grabbing publications; This “universal” nature of sporting events can be better understood if we consider the billions of people who watch giant sporting events such as the World Cup in front of their screens. Obviously, it is impossible to imagine a science that does not cover such a broad phenomenon. Sport, with its medical, economic, legal, administrative, political, religious, philosophical, psychological and sociological aspects, is a truly “multidisciplinary” field of study, and thousands of specialists work in these areas of sports science.

Society's approaches to sport today reflect the general structure of society. Sport is actually seen as a criterion for development.

If social thinking rejects the concept of modern sports, if an adult only runs, the society in which he lives considers him crazy and plays sports, which becomes a high goal of society, and students play sports. If the family and environment treat people who play sports as lazy, then the habits of sports indicate the habits of sports in that society. Awareness of its necessity is not fully established. Undoubtedly, the solution to this problem is closely related to the general educational policy of the country, as well as the lack of a social marketing campaign. Because social marketing is the process of developing marketing programs necessary to gain acceptance of a social idea, cause or practice by a specific group of people.

Social marketing is defined as “the analysis, planning, implementation and evaluation of programs designed to influence the behavior of target audiences to improve individual and public health using traditional marketing methods.”

In addition, the application of social marketing occurs not only in the process of behavior change using products, but only in situations where behavior change occurs, for example, in developing countries that do not send girls to school, in families that abuse children . taken for the purpose of prevention, they say. to help young people break bad habits.

The researcher conducts qualitative interviews and focus groups to gain insight into consumer motivation, attitudes, and behavior. Factor analysis is used to create a series of sections that are as different from each other as possible to eliminate variables that are closely related to each other. Each group is evaluated based on their unique attitudes, behaviors, demographics, psychographics, and media models. For example, it can be assessed by dividing it into groups such as passive people sitting at home, active people playing sports, introverts, social activists, and philanthropists.

In social marketing, there are challenges in selecting the target market. They pay too much attention to some issues and ignore others. Social marketers cannot easily and accurately obtain relevant behavioral data to define segments. Problems with data collection necessitate early segmentation to be avoided because it makes it difficult to separate users from non-users. The target audience usually includes consumers who are prone to negative offers.

## Product in social sports marketing

Services do not have physical durability and life like goods. From a content perspective, services can be described as pointers, so they cannot be stored or inventoried. For example, in situations such as unsold airline seats, empty patient beds, or unsold theater tickets for a particular flight, the surplus cannot be reserved and re-offered. The amount of service not used within a certain period of time will never be assessed as a non-refundable period. Consumers cannot touch or inspect services before purchasing them. Consumers' shopping attitudes and experiences are effective. Previous experience and knowledge play an important role when repurchasing a service. Services, like products, do not have a description of their color, pattern, size or function. Since services are intangible, they cannot be exhibited and demonstrated without their production and consumption. Another common problem is the difficulty of standardization. Due to the high labor intensity, services cannot be uniform.

Sport as a product has concrete (tangible) and intangible (intangible) characteristics. The final sports product is a combination of these interrelated tangible and intangible elements. The main sports product consists of four material products. This; sports (eg football, basketball, gymnastics); participants (athletes, coaches and their entourage); team and competition. The abstract dimension covers the

mental side such as emotions and experiences. It includes emotions such as excitement, enthusiasm, satisfaction, contentment and pride.

When it comes to organizations providing sports services, it is more appropriate to pronounce the product along with the name of the program. Sports programs can also change based on their ability to meet needs and desires. The organizational purpose of each sports program can be determined by examining the relationship between producer and consumer. The program forms the basis of sports services, that is, it is promoted as the main business.

The first of the most important tasks of a sports program that takes the form of a product is to develop the service in such a way that it is useful to the target market; secondly, it can mobilize the consumer to participate in the service; Third, eliminate spatial restrictions when implementing the program.

### Price in social sports marketing

Pricing in services is based on value rather than cost. Value is usually determined by consumers or the market and is subjective. Thus, pricing is an underutilized strategic weapon in service businesses. The price paid for any sporting event, concert or movie ticket is its price. Price is a description of the value of a sporting product or event. The price we are willing to pay for a product depends on how valuable that product or service is.

Social marketing does not require a market driven by supply and demand factors in the classical economic sense. The budget constraint of social marketing replaces the profit motive of classical marketing. But the decision-making process reflects the same trend. It also includes price, monetary cost, opportunity cost, energy cost, and psychological cost. The cost of quitting smoking is psychological. This also has a positive effect on the budget. The cost of the seat belt is equal to the amount paid upon purchase. In addition to the psychological costs associated with connecting and disconnecting a device, there are safety costs, whether it is secured or not, in the event of an accident.

### The role of social sports in marketing (distribution)

There are many advertising strategies used in social marketing programs. Increasing the number of sales points, opening sales points closer to the target audience, creating mobile units, offering various options to the target audience by phone or email, transport services, increasing working hours per week, increasing the attractiveness of sales points, reducing waiting times, providing parking space. Can be displayed in aisles and on shelves to increase product visibility.

Creating target market-oriented channels and distribution system between business and target market is an important factor in creating distribution system in social organizations. How services are

provided is the essence of the distribution system. By determining the behavior and activities of the target audience, as well as their satisfaction and experience with the existing distribution system, researchers can determine the most ideal distribution channel for delivery. Political campaigns, family planning, health centers, tourist offices and similar places are distribution sites for social marketing. Dissemination can also refer to information used to reach a target audience. For example, important information about certain diseases can be communicated to the target market through schools, universities and clinics. For a social marketer to demonstrate behavior to their target audience, they must develop solutions that facilitate it or engage the target audience with their message. For example, in drug and alcohol research, information is most effective in nightclubs and similar places. Since sports programs do not have features that can be purchased and ordered over the phone or in a store, the location variable associated with sports services is not only the location where the program is actually offered, but also the location, capacity, parking, presentation of program hours, duration, period, etc. includes factors such as Availability is perhaps the most important factor influencing the marketing of a sports program. The user who wishes to enjoy the sports programs and amenities must be within an accessible distance. If we take this distance as the limit of customer attraction, then the further people live from there, the more attractive the objects

and activities that attract their attention are, and fewer people come to this object. For example, a pool of similar qualities but located far from a residential area will have fewer customers than a more accessible pool. Accessibility is important not only because it means you can get somewhere, but also because it is easy, fast and safe.

### Advertising in social sports marketing

Promotion is the coordination of all efforts made by the seller to create informative and persuasive channels to sell a product or service or promote an idea.

This is a communication process consisting of conscious, programmed and coordinated actions aimed at persuading the buyer, carried out under the control of the manufacturing company-marketer in order to facilitate the sale of the company's goods and services. The promotion function focuses on a system of communication tools designed to introduce a business and its products or services to consumers, intermediaries and users.

Advertising can support consumers and clients by making them aware of a brand, providing information, encouraging and motivating purchases, psychological acceptance, giving them what they want and changing their habits.

Social advertising refers to social promotional activities that are carried out to create, maintain or change the behavior of the target audience by creating an attitude towards an idea or goal, as well as the personal interests of supporting public-private institutions or individuals. The motivating factor is social benefit. Advertisers are not commercial entrepreneurs.

While advertising tries to create a reason to buy, promotions try to create an incentive to buy. For example, gifts with tangible or symbolic value, price reductions, free trials, various gifts or celebrity participation in the program, etc. to entice the target market to participate in a particular sports program. methods can be used. It can be said that sales promotion techniques play an effective role in informing a wider audience about an organization by stimulating the consumer behavior of target market groups.

The provision by a sponsor of free print media coverage of commercially significant news to directly stimulate demand for a product, service or organization, or preferential coverage on radio, television, stage and email.

The success of many services is already based on relationships with customers using the service, or interactions that lead to repeat customer satisfaction. Here, it is important to meet the individual needs of customers with customized services.

Social marketers focus on public relations. Thus, its influence mediates people's attachment to the business situation. Part of this responsibility is to achieve the goal of thought control. Social marketing works naturally when reaching the public through the media. This integrity of social marketing is also supported by the high value of the product.

The role of promotion specialists; The goal is to inform the target audience about the social marketing program, take advantage of the said benefits and take action. One of the most important elements of developing a communications strategy is crafting the message. The target audience perceives the message as a combination of the way the message is created, the tools used, and the way the sender processes it. An element to consider when creating a message; It should not only be about the author of the message, but also what the target audience thinks. When crafting a message, consider the key message, target audience, communication objectives, promised benefits, support for promises, impact factors and locations. Framing a message is an important factor in revealing what we want to communicate. Those receiving the message should have no difficulty converting it into a concept or idea. In some cases, what the speaker wants to say and what the recipient gets from it may be different. How we communicate is the next step. The main thing here is to decide what type of communication to develop in order to attract

the attention of the target audience and convince them of the desired behavior. Feedback from the target audience on the topic, research conducted by advertising and communications companies, and the deductive design of possible advertising messages in a way that arouses the interest of the target audience are factors that increase success. .

Sports can increase their visibility by making music, painting or other forms of fine art more valuable, that is, pleasing to the eye and appealing to the senses. Clearly, in addition to the sport's values of health, happiness, socialization and stress relief, fame and the quality of the financial benefits are other important factors that increase adoption.

From a social marketing perspective, in sports marketing, the marketer is faced with people and groups who are apathetic, apathetic, and strongly against sports. The job of a sports marketer is to persuade people to participate in sports and create the necessary opportunities for participation. However, the living conditions, environmental factors, motivational factors and demographics that influence the decision to participate in such individuals and groups must be carefully analyzed.

Television, which is one of the mass media today, has further increased interest in sports activities. Thus, thanks to the media, it became possible to introduce and popularize various sports, as well as interest in

sports among many people who did not have the opportunity to play sports. From the past to the present, both the influence of sports on the media and the influence of the media on sports have been observed. In particular, the media has played an important role in raising the profile of sport as a social phenomenon throughout the world. The introduction and popularization of various sports, as well as the interest in sports of many people who did not have the opportunity to play sports, was realized thanks to the media.

With increased media coverage of sports, professional and semi-professional sports networks have become the focus of public attention, leading to increased interest in these areas. Thus, commercial television channels in particular can significantly increase their viewership potential by broadcasting specialized sporting events, and therefore there is a growing trend to include such programs. Effective communication requires trust, charm and strength. All three source characteristics lead to changes in the behavior of receivers. These three characteristics influence buyer behavior as a result of three different characteristics of buyer psychology. Trust is explained by assimilation, attractiveness by identification, and power by conformity. Another factor influencing the reliability of a source is its knowledge and experience with the advertised goods or services. For a message to be credible, there must be a genuine connection between

the person communicating the information and the product or service being advertised. By choosing people who are loved by the community and creating an environment where they can explain the contribution of sport to society and health, it increases interest.

Advertising is a communication tool that offers various benefits to the advertiser. Advertising provides a high degree of control over the choice of advertising media and message content, as well as significant control over message planning. The reason why society prefers advertising is because the advertised product is standard and legal. Since most people have seen an advertisement for a product, the consumer knows that the product he is buying is accepted and understood by society. In addition to advertising goals, which influence the choice of criteria that determine the effectiveness of advertising, when planning advertising, questions arise such as who, how, why, when, where, with what budget, how often, how to advertise. is being done and what behavioral changes should be created in the target audience as a result of advertising. There are questions.

Sports arenas are preferred for promoting many other products due to the large number of spectators in stadiums and the audience of television, newspapers and magazines. Sportswear has replaced regular casual clothing, especially among young people. Educational institutions have adopted sport as an

effective means of education. Politicians made sure to participate in sports organizations and awards ceremonies to create a positive image among the public. To prevent social disintegration and prevent people from committing anarchy and terrorism, governments began to give importance to sports and invest in sports facilities and organizations.

## DISCUSSION AND CONCLUSION

People need time to break old habits and learn new ones. The key to success for social marketers will be to work with social anthropologists and organize the social marketing campaign according to the community structure before organizing the social marketing campaign.

City carnivals, events and winter activities, including physical education and sports events, are one of the ways to meet the needs of the population and attract the attention of tourists. Local authorities should be involved in such activities. The preparation of national sports programs that give children and youth the opportunity to “realize their physical and personal potential” and encourage their activity, increase the number of sports parks, and organize information departments among the population in these parks must be carried out in collaboration with sports scientists. can increase interest and awareness.

Countries with the most effective numbers of children and young people in their total population



participating in sport are seen to be steadily increasing in sporting performance and achievement both nationally and internationally. The development of effective sports programs should be prepared in such a way as to give children and youth the opportunity to “realize their physical and personal potential”, to stimulate their active participation. The ease and freedom of playing sports increases the interest of youth. One might think that government, public and private investment in sports is not enough, moreover, sports is still a social life and does not seem to have found its place in the world.

The influence and contribution of sport is not temporary, but long-term and permanent. That is why the task of attracting people of all ages to the field of sports is very serious and large-scale, convincing them, loving them and realizing the importance of this field. However, the most important principle in achieving the goal of involving people of all ages in this field or involving all people in sports must be to pay serious attention to the problem of organization, cohesion and management in this field.

There is a need for incentive programs that will help increase awareness of the sport in the media. In advertising campaigns designed to promote sports, research is carried out in collaboration between sports scientists and the advertising company, clearly emphasizing the message to be conveyed to the public, and the frequent inclusion of programs with

interesting sports content increases interest. . It is important for people who are examples for society to encourage sports, to emphasize that playing sports is a need that satisfies the needs of the body and soul, to love and understand sports in society.

In order to include sports among people's needs, it is necessary for the government, non-governmental non-profit organizations, universities, private companies and the media to come together and come up with new initiatives to increase interest in sports in society. Making sports simple and free will increase public interest. The environmental plan should be designed to encourage people to exercise. Especially in densely populated areas, it is recommended to organize sports parks and sports navigation points, which can be used free of charge. The condition for increasing the efficiency of enterprises is to increase the efficiency of human labor. One of the main conditions for increasing human activity is physical activity. Management levels of businesses should be informed and encouraged to encourage their employees to engage in physical activity.

Advertising campaigns created to promote sports are encouraged to conduct joint research between sports scientists and the advertising company to clearly emphasize the message to society and include programs with interesting sports content. often. The media is expected to be attentive to raising public awareness of the importance of physical activity.

Especially sports pen makers should be more sensitive and take the initiative in this regard. New research is needed into the hours and content of physical education and sports lessons in schools. Increasing the number of hours of physical education and sports training, as well as increasing interest in the theory of sports and health, can be a good investment in increasing awareness of sports.

It is necessary to ensure the development of the cognitive component by organizing information campaigns explaining the importance and benefits of sports, reducing, if any, false information and putting it into practice in the process of targeting the population towards sports and raising awareness. It is necessary to ensure that the campaign messages are conveyed by people who are acceptable to the community.

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