

Sivrić, Hrvoje¹

Blažević, Ivona²

Katolik Kovačević, Andreja³

Blaževac, Antonela⁴

THE STRUCTURE OF THE IMPACT OF THE ELEMENTS OF THE PROMOTION MIX ON SELECTION OF SPORTS PRODUCTS IN SLAVONSKI BROD

Abstract:

The aim of the paper was to analyze the structure of the effect of the observed elements of the promotional mix on the selection of sports products in Slavonski Brod. The analysis was conducted on a sample of 385 entities. According to the results of the research, no element was considered as dominant in the structure of the influence of the elements of the promotional mix in the choice of practicing a sports product. Propaganda was slightly highlighted as the most important element of the promotional mix. It should also be emphasized that in selecting a sports product, the promotion factor, as one of the 4 marketing mix factors, achieves relatively small, only 14.5% of the frequency. The results also

show that the sports product in Slavonski Brod is price-sensitive and contentually acceptable, that sporting is extremely important, but the problems of resource allocation as time are quite questionable, which is surprising. It can be said that both the product and the price are dominant as a choice which is expected from the aspect of sports consumers. This is a direct message to the sports program providers what needs to be directed on. Indirectly, however, it can be said that the promotion could and should be significantly more qualitative and quantitatively represented. First and foremost, this refers to a set of activities that enable consumers to inform about the product on market or to promote their sports products, which is probably missing out.

Keywords:

sport, students, sports product

Author's data:

¹ Hrvoje, Sivrić, Senior lecturer, College of Slavonski Brod, Dr. Mile Budaka 1, Slavonski Brod, Croatia, hrvoje.sivric@vusb.hr

² Ivona, Blažević, Lecturer, College of Slavonski Brod, Dr. Mile Budaka 1, Sl. Brod, Croatia, ivona.blazevic@vusb.hr

³ Andreja, Katolik Kovačević, Lecturer, College of Slavonski Brod, Dr. Mile Budaka 1, Sl. Brod, Croatia, Andreja.Katolik@vusb.hr

⁴ Antonela, Blaževac, former student at the College of Slavonski Brod, blazevac.antonela@gmail.com

Introduction

The basic feature of the problem which is being investigated in this paper is the fact that in Slavonski Brod, at least as far as analyzed potential sports consumers are concerned, there is a strong need but also the desire to consume sports products and that this need and desire are never consumed. Also, according to available data, sports programs and content in the city are not lacking, but the implementation of these sports programs and content is lacking.

The aim of the paper was to structure the elements of the promotional mix, ie to determine the significance and impact of the individual element on the possible choice of sports programs according to the analyzed population. The author's assumption is that through analyzes and market research and then on the basis of the results obtained, more effective can activate the wishes and consumer needs by marketing mix tools thus ensuring better sports and economic efficiency of providers of sports products and programs in order to target their offer and promotion in a proper way thus indirectly encouraging doing sports through its activities of informing the public about the offer but also the necessity of sport. Through analyzes on a sample of 385 entities, the average chronological age of 26.7 years with a range of 17-65 years, the significance and impact of each individual element of the promotional mix in deciding the potential sports consumer for the choice of the offered sports programs was determined. Entities are regular and irregular students of the College of Slavonski Brod and unemployed persons (citizens of Slavonski Brod). The measured entities of the College are regular first and second year students in all three undergraduate professional studies as well as on the irregular study of Management. The questionnaire was shared in the 2nd semester of the academic 2015/2016. year. Interestingly, there were

no exam periods and holidays during that period, so respondents were more free to look at their attitudes and thinking more realistically. All respondents voluntarily and anonymously completed the survey questionnaire. It can be noticed that according to the targeted variable, the factors of the promotional mix with its factors: propaganda, personal promotion, publicity and PR have achieved a fairly uniform result. The paper emphasizes the importance of the marketing mix elements of a specific promotional mix in this case of sports products in Slavonski Brod. The marketing center of each organization is the consumers themselves, their desires, their expectations, their needs, which means that according to them and the market, ie the competition, the organization determines the characteristics of the product or service that will be offered on the market at a certain price with certain characteristics.

Method

Examinee sample

The sample is composed of 385 entities, an average chronological age of 26.7 years with a range of 17-65 years. Entities are regular and irregular students of the College of Slavonski Brod and unemployed persons (citizens of Slavonski Brod). The measured entities of the College are regular first and second year students in all three undergraduate professional studies as well as on the irregular study of Management. The structure of the entity consists of 209 regular students (101 male students and 108 female students or according to the Social Department - Management 77, Agricultural Department 48 and Technical Department 84) average chronological age of 19.97 years with a range of 18-26 years, and irregular / unemployed persons (91 male entities and 85 female entities) with an average chronological age of 34.8 years with a range of 17-65 years. All respondents voluntarily and anonymously

completed the survey questionnaire. The questionnaire was shared in the 2nd semester of the academic 2015/2016. year. Interestingly, there were no exam periods and holidays during that period, so respondents were more free to look at their attitudes and thinking more realistically.

Variable sample

For the purposes of research, a questionnaire used for this study contained 9 particles. Apart from the preference for practicing sports or sports activities, the main question in accordance with the title of the paper was "What factors of the promotional mix" are most influenced or could affect your choice of practicing sport activities (programs) offered in the city? (Max. 2 response)". The questionnaire also included the question of evaluating the offer of sports activities in the city of Slavonski Brod with 1 - does not satisfy up to 5 - it is excellent. The last question was related to how much money entities are willing to allocate monthly for participation in the aforementioned sports activities (programs).

Variable description:

DOB - chronological age of the entity

REDNEZ - unemployed / regular

IZVZAP - irregular / employed

VAŽ - the importance and the need to engage in sports activities generally in life

AKT - the number of weekly participation in organized sports activities over a period longer than 6 months

RAZZ - the main reason for practicing sports or sports activities, Health

RAZO - the main reason for practicing sports or sports activities, Education

RAZZA - the main reason for practicing sports or sports activities, Entertainment

RAZE - the main reason for practicing sports or sports activities, Aesthetic

RAZS - the main reason for practicing sports or sports activities, Social

RAZN - the main reason for practicing sports or sports activities, Competition

RAZNI - the main reason for practicing sports or sports activities, None

RAZD - the main reason for practicing sports or sports activities, Another reason

FAKV - factor of influence on participation in sports programs, Time

FAKF - factor of influence on participation in sports programs, Financial

FAKZ - factor of influence on participation in sports programs, Health

FAKD - factor of influence on participation in sports programs, Availability

FAKI - factor of influence on participation in sports programs, Experiences

FAKA - factor of influence on participation in sports programs, Attractiveness

FAKN - factor of influence on participation in sports programs, Lack of information

FAKDR - factor of influence on participation in sports programs, Another reason

FAUS - factor affecting the choice of practicing sports programs, Sports product

FAUC - factor affecting the choice of practicing sports programs, Price

FAUD - factor affecting the choice of practicing sports programs, Distribution

FAUP - factor affecting the choice of practicing sports programs, Promotion

DB - distribution factor, Vicinity

FDR - distribution factor, Working time

FDU - distribution factor, Directionality

FDT - distribution factor, Trends

FDS - distribution factor, The expertise of staff

FPP - promotional mix factor, Propaganda

FPO - promotional mix factor, Personal promotion

FPC - promotional mix factor, Publicity

FPR - promotional mix factor, PR

PON - evaluation of the offer of sports activities in Slavonski Brod

IZD - monthly seclusion for participation in sports activities

Data processing methods

Methods of results processing included descriptive statistical parameters calculating for all variables: arithmetic mean (AS), standard deviation (SD), minimum (min) and maximum (max) result.

Results and discussion

Table 1 shows descriptive measurements of the metric variables for the total sample. From Table 1 it can be seen that the average age of respondents is relatively young 26.7 years with a range of 16 to 65 years. From the aspect of the title of work it can be noticed that according to the targeted variable, the factors of the promotional mix with its factors: propaganda, personal promotion, publicity and PR have achieved a fairly uniform result. For the result achieved in the variables FPP=39,0%, FPO=37,1%, FPC=29,9% and FPR=30,1% there is a visible range of only 10% which tells us, at least in the opinion of the observed entity population, that none of the factors

tested in the structure of influence of the promotional mix is dominant. Their relation according to the frequency of respondents or their measured opinions is shown in Figure 1.

Figure 1. Relation of factor frequencies of promotional mix [source: authors]

It can be said that there are no factors that are dominant in their decision-making, or none are crucial. Their structure, by importance, makes the following order:

FPP - promotional mix factor, Propaganda = 39,0%

FPO - promotional mix factor, Personal promotion = 37,1%

FPR - promotional mix factor, PR = 30,1%

FPC - promotional mix factor, Publicity = 29,9%

Looking at the variables individually, the best result has the "FPP- promotional mix factor, Propaganda" variable of 39.0% and the worst result variable "FPC- promotional mix factor, Publicity" of 29.9%. It can be said that for the observed sample advertising in the form of paid form of promotion of sports goods is the most important element of the promotional mix in the selection. This refers to getting acquainted with the existence of, eg, a sports product or service. However, it should be emphasized that its weight in the selection of sports products still reduces the result in the variables "FAUP- factor affecting the choice of practicing sports programs, Promotion" where promotion as one of the 4 marketing mix factors achieves relatively small 14.5% frequency. By the importance of variables significantly ahead of it are shown FAUS-Sports product and FAUC-Price realized with 74.3% and 45.7%. Only variable "Faude-Distribution" has a

worse result that amounts to 9.6%. It can be said that especially the product but also the price are dominant in the selection which can be said to be expected from the aspect of sports consumers. This is also an indirect message to the providers of sports programs on which to focus. Indirectly, however, it could be said that promotion could be significantly better and more qualitatively represented. First of all, it refers to a set of activities that enable informing consumers about the product on the market or promoting their sports products, which may be missing. Personal promotion with the 37.1% achieved a quite similar result which could be concluded, and taking into account the weight of the variable "FAUP- factor affecting the choice of practicing sports programs, Promotion" according to the obtained results, immediate and direct contact with potential buyers has no significant impact. This is even less evident in the remaining 2 factors; PR and Publicity. Thus, the unpaid form of product and service promotion is not recognized by

the sample as essential or it may be said that it is not at all represented in the business of a service provider which is certainly a disadvantage. From other results in Table 1, unfortunately there is a lack of weekly activities that are in contrast to the extremely high average rating for the variable "the importance and the need to engage in sports activities generally in life" of 4.4. So the interviewees are aware of the importance but still do not practice what may be the subject of new research. From an economic point of view, it is also surprising that they are monthly willing to allocate 164.00 HRK on average. Almost all programs in Slavonski Brod can be paid with this amount according to the available data from the web. And the standard deviation result of 109.0 shows that they are quite homogeneous in thinking about that topic. It is precisely in these disproportion that there is a lack of marketing mix elements. Even the offer of sports activities in Slavonski Brod is rated good.

	DOB	VAŽ	AKT	FPP	FPO	FPC	FPR	PON	IZD	FAUS	FAUC	FAUD	FAUP
AS	26,7	4,4	1,7	39,0	37,1	29,9	30,1	3,2	164,3 kn	74,3	45,7	9,6	14,5
Min	17	1	0	<i>expressed in %</i>				1	0 kn	<i>expressed in %</i>			
Max	65	5	3					5	500,0 kn				
SD	11,1	0,6	1,2					0,9	109,0				

Table 1. Descriptive indicators of metric variables, total sample [source: authors]

Due to further analysis of the obtained data, analysis of indicators was made especially for regular students / unemployed persons, irregular students / employed persons and especially for the female and male population. Descriptive indicators of metric variables, for regular students / unemployed persons are shown in Table 2.

	DOB	VAŽ	AKT	FPP	FPO	FPC	FPR	PON	IZD	FAUS	FAUC	FAUD	FAUP
AS	19,9	4,4	1,65	37,8	38,8	31,6	28,7	3,27	131,4 kn	72,2	54,5	9,6	12,9
Min	18	1	0	<i>expressed in %</i>				1	0 kn	<i>expressed in %</i>			
Max	26	5	3					5	500,0 kn				
SD	1,1	0,7	1,1					0,9	88,3				

Table 2. Descriptive indicators of metric variables, regular / unemployed [source: authors]

From Table 2. in which regular / unemployed students are separated as observation elements, it is noticeable that the results in the promotional mix are almost the same as in the previous table. As most important element of the promotional mix was tagged Personal Promotion, and was accounted for only 38.8%. It is evident that regular students are tracking information on sports programs and that price and program information is extremely important. On the other hand, public relations has been labeled as the least important element of the promotional mix, even though in this table there is no noticeable deviation from the previous one. Also,

none of the elements can be considered as much more dominant than the others, and the differences between personal promotion and PR as the least important element are within the range of 11.2%. On the other hand regular students as a monitored group are prepared to allocate somewhat less money, 130 HRK on average, which is justified because they are unemployed and do not have a regular income. Although this fact contradicts the fact that the importance of sports has given a score of 4.4 on average while on the other hand only 1.65 are active in sports. In Table 7.3. We decided to look at the descriptive metrics for measuring variables, for irregular students / employed persons.

	DOB	VAŽ	AKT	FPP	FPO	FPC	FPR	PON	IZD	FAUS	FAUC	FAUD	FAUP
AS	34,8	4,47	1,86	40,3	35,2	27,8	31,8	3,11	203,4 kn	76,7	35,2	9,7	16,5
Min	17	2	0	<i>expressed in %</i>				1	0 kn	<i>expressed in %</i>			
Max	65	5	3					5	500,0kn				
SD	12,2	0,6	1,2					0,9	118,2				

Table 3. Descriptive indicators of metric variables, irregular / employed [source: authors]

From Table 7.3. where also students are interviewed but the irregular / employed, the results are practically the same in the promotional mix. They considered the Propaganda as the most important element, while Publicity is the least important element of the promotional mix. Statistics are somewhat different with regular / unemployed students but not too significant. The overall result of promotion in marketing mix elements is a slightly better FPO = 16.5 but again insignificant. They would set a somewhat more money than regular students on average, more specifically about 203.4 HRK on average. This information is understandable in view of the fact that they are employed and have a fixed income. They also attributed great importance to sports as well as regular students but are also quite inactive. In table 4. and 5. we decided to look at the descriptive measurements of gender variables.

	DOB	VAŽ	AKT	FPP	FPO	FPC	FPR	PON	IZD	FAUS	FAUC	FAUD	FAUP
AS	27,6	4,39	1,38	36,3	36,3	30,6	32,6	3,10	132,90 kn	75,6	47,2	8,3	11,4
Min	18	1	0	<i>expressed in %</i>				1	0 kn	<i>expressed in %</i>			
Max	65	5	3					5	500,0kn				
SD	9,3	0,7	1,1					0,9	128,0				

Table 4. Descriptive indicators of metric variables, female population [source: authors]

Table 4. shows female student population ranged from 18 to 65 years. Their findings regarding the importance of the elements of the promotional mix are maximally uniform. Propaganda and Personal promotion are equally important, while publicity and PR have been attributed with insignificant importance. Interestingly, distribution was rated as almost unimportant factor in the choice of sports activities, while sports products are the most important factor. This fact, however, shows

that to women's population is more important what is offered (the quality of sports programs and offers), from the way of distribution. Promotion also is not an important factor influencing the choice of sports product. From the above mentioned indicators it is evident that the female population more appreciates the quality of the program and what is being offered, than the promotion itself and the mode of distribution that they labeled as a less important factor of influence. The data concerning the male populations were selected in Table 5.

	DOB	VAŽ	AKT	FPP	FPO	FPC	FPR	PON	IZD	FAUS	FAUC	FAUD	FAUP
AS	25,9	4,47	2,11	41,7	38,0	29,2	27,6	3,30	195,94 kn	72,9	44,3	10,9	17,7
Min	17	1	0	<i>expressed in %</i>				1	0 kn	<i>expressed in %</i>			
Max	62	5	3					5	500,0kn				
SD	12,6	0,6	1,1					0,9	74				

Table 5. Descriptive indicators of metric variables, male population [source: authors]

It is noticeable that they also rate propaganda as the most important promotional mix factor, more precisely FPP = 41.7%. For male part of the population, the deviation in the importance of individual promotional mix elements is small, but not significantly higher, ranging within 13%. Like female, they have labeled the sports product as the most important factor influencing the choice of practicing sports activities. The distribution was marked as the least important element, more precisely FADU = 10.9%. This fact contradicts the fact that a large part of the students mentioned Proximity as an important factor of sport. Therefore, it can be seen from the above mentioned tables that the male population is more active and that it is willing to allocate more money (the female population is slightly heterogeneous in terms of payment). Other values regarding promotions and marketing mixes are fairly uniform. Only for male, marketing promotions in marketing mix are far more

significant than for women. This also points to the well-known thing that marketing activities should be done targeted. Among other results, we should highlight the following. In Table 6. there are the results that show the opinion of the respondents about the choice of three main personal reasons for practicing sports activities. Health reasons are considered the most important (91.4%), while the next reason might be a bit surprising - fun with 52.7% and aesthetic with 49.6%. It just shows that they are all aware of the importance of sport, but very few of them practice it. The cause of this is obvious lack of motivation or as part of them indicates lack of time. Although there is an illogicality in that, for example, student life allows enough time to engage in some sport at least 3 times a week. The competition mentioned only 3.10% of them, which shows that very few of them are engaged in active sports ie some sports professional. 52.70% of them as a reason for sporting mentioned fun, what was

expected. A large part of them also mentioned the aesthetic reason as a factor influencing the sport.

For women it is more important aesthetic reason for sport, while for men the foremost competition.

RAZZ	RAZO	RAZZA	RAZE	RAZS	RAZN	RAZNI	RAZD
91,40%	10,60%	52,70%	49,60%	32,20%	18,40%	3,10%	0,50%

Table 6. The reason for practicing sports activities, total sample [source: author]

Table 7. shows the results of the variables where the respondents indicated which factors influenced most of their (non) participation in sports activities. It is worrying that even 79.5% of respondents believe that there is not enough time or that lack of time is the most important factor in their non-exercise. The next factor with just 29.6% is availability. All other factors are at low levels and homogenized. The premise of the authors of this paper is that modern times with new technologies and total passivity still influence so much on the thinking of the respondents that they simply are not able to manage the resources in life, it refers mostly on time. Individually, as the main reason for practicing sports activities, women and men are very much aligned, and state health reasons and entertainment as the main reasons.

FAKV	FAKF	FAKZ	FAKD	FAKI	FAKA	FAKN	FAKDR
79,5%	23,1%	27,5%	29,6%	17,7%	18,4%	11,4%	2,6%

Table 7. Factors influencing participation in sports activities, total sample [source: author]

It can be seen that 79.5% of the observed group (total sample) indicates time as a key factor influencing participation in sports activities. It is the same result if we look at the male and female population individually. For women aesthetic reasons are more important for sport, while for men competition is more important. The other elements are fairly uniform. This fact is very interesting, but at the same time unexpected, given that the majority states healthcare as a reason for sporting, while on the other hand they state lack of time as a factor influencing participation. On the other hand, most are ready to allocate enough money to pay for almost all sports programs offered in Slavonski Brod. The main conclusion that comes from everything is that they have money, they consider sporting extremely important but they are still not engaged in sports, meaning they are unmotivated or uninterested enough.

Conclusion

Goals such as quality of life, ie managing own resources in time and space are essential social factors. Sport has entered into almost all pores of social life and its products, in any form, become more accessible to almost all layers. Through the various sports programs defined in this paper as a sports product, various sports institutions and companies make possible to achieve these goals. The aim of the paper was to structure the elements of the promotional mix, ie to determine the significance and impact of the individual element on the possible choice of sports programs according to the analyzed population. The survey was conducted through a sample of 385 entities, the average chronological age of 26.7 years with a range of 17-65 years. From this research it can be concluded that no promotional mix factor is dominant, ie decisive. Looking at the total observed population, their structure is shown in percentages: Propaganda = 39.0%; Personal Promotion = 37.1%; PR = 30.1%

and Publicity = 29.9%. Significantly different results were not obtained either in the specially observed parts of the sample (male / female or employed / unemployed). It is important to point out that, considering only the factor affecting the choice of practicing sports programs, the sports product is highly represented by over 70% compared to other factors; price, distribution and promotion. Concerning the reason for practicing sports activities, the health factor is by far the most dominant with over 90% of the frequencies. It is worrying that even 79.5% of respondents believe that there is not enough time or that lack of time is the most important factor in their non-exercise. With variable monthly allocations for sports activities, the variability is large, but all the results indicate that the prices of sports products in the city come within the respondents' scope of answers. It may in some way be concluded that there are a sports product in the city, that it is affordable and that the respondents want to consume it but that this does not happen. Probably the solution can be found in marketing and people who will connect the sports product with consumers with specific knowledge and tools.

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