SOCIAL MEDIA IMPACTS ON SPORTS EVENTS PROMOTION

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ABSTRACT

The adoption of advanced technology in digital media which social media for promotion are increasingly utilized by people all around the world. Social media becomes a significance platform and sophisticated for people and it is changing the way in their daily lives. The social media impacts towards the promotion of sports events in Klang Valley is examined which conducted in this research study. The impacts consist of brand building, engagement of audiences, cost effective and informative. Moreover, the 378 targeted respondents who are private university college students in Klang Valley are given the survey questionnaires to collect data and determine the results or findings. The data which obtained from the targeted respondents will be analyze by utilizing Statistical Package for the Social Science (SPSS) software. Based on the results of qualitative and findings, the impacts of social media as independent variables have a significance relationship with the promotion of sports events. Furthermore, the result also indicates that the most contribution or influence towards promotion of sports events. Throughout this research study, the researcher able to gain knowledge of social media impacts towards promotion of sports events. There are some limitations that met when completing this research study and

recommendations are provided to improve for the future study. Hence, this useful information about social media impacts towards promotion of sports events are provided for the future researchers.

Keywords: Promotion of sports events, Brand Building, Engagement of Audiences, Cost Effective, Informative

INTRODUCTION

Research Background

Technology grew rapidly in the 20th century. With the development of technology, the evolution of internet and social networking had spread. The adoption of social media had changed rapidly the world because it becomes a platform for the public users all around the world to carry out some activities. It contributed big impact on the daily social routine of individual and large number of people in their life.

Table 1. Overview of Number of Internet Users

YEAR	EVOLUTION OF SOCIAL MEDIA	YEAR	EVOLUTION OF SOCIAL MEDIA
1997	SixDegrees	2004	Facebook
1999	Blogger,	2005	YouTube
	Livejournal	2006	Twitter
2002	Friendster	2011	Google Plus (Google+)
2003	MySpace		Snapchat
	LinkedIn	2012	Pinterest
	WordPress	2014	Instagram

(Source: Global Digital Report, 2019)

According to the Global Digital Report in 2019, the number of global internet users was 4.388 billion. In 2019, the number of social media users globally was 3.484 billion. Both statistics had increase 9% year on year. Therefore, the social media network had widely spread and use effectively by the people, and it had markedly increased in the past couple of years. Social media platform becomes the cornerstone of modern communication, it is not only used as fast communication tool, but it also used to link business to business.

There are almost 90% internet users in Malaysia have registered social media accounts. In terms of mobile social penetration, Malaysia is now ranked fourth globally and leading among Southeast Asian Countries with Singapore ranked sixth, followed by Thailand and Philippines. (NST Online 2019). Social networking sites are utilized for communications, new business development, virtual meetings, establishing new communities, personal and professional purposes. The social media statistic in Malaysia had stated that there are 32.25 million populations in Malaysia and there are over 25 million Malaysian are active on social media. The social media including Facebook, Twitter and Instagram on a daily basis. The highest users of social media in Malaysia are between the age of 18-24 (34.5%), followed by the users who are 25-34 (29.5%) and the lowest number of users are between the age of 13-17 (16.3%) (StatCounter Global Stats 2019). Undoubtedly, the frequency of users using the social media being the most important tools in this electronic era.

The social media becomes a platform which assisting in develop the social connections among people or users. Thus, these had allowing people or users sharing their ideas, interaction, and create own products and services (Al-Rahmi, Alias, Othman, Marin & Tur, 2017). The emergent of social media had provided advantages for people or users to promote their products and services locally and internationally. (Hashim & Fadhil 2017). An event always plays a significance role in interact with people and communities. People can plan and hold an event with using the technology which grew rapidly in this era. Events can be described as a

gathering for celebrations, education, and other purposes. There are different types of events such as sports events, corporate events, exhibitions, conference, private events, and festival's events and so on. Sports events and other popular events such as important religious celebrations or music festivals attracted numerous attendees. Generally, De Lira et al. (2019) implies that this enables them to connect with the events which reflected in social media. The research study explored the effectiveness of social media used in planning, marketing, producing, and selling. They also explored the most important promote an event via online marketing (Rathnakar, 2018). In this research, this study will also be focused on the impacts of utilizing social media to promote sports events.

PROBLEM STATEMENT

The way people communicate with each other had changed due to social media networks. Interactive social media which is arising has created possibility for those people to communicate with people (Duffet, 2017). When promoting an event, there are many positive conditions to consider. But at the same time, it can also be many negative conditions when looking at the latest forms of social networking platform. The privacy issues always occurred because there are many data sharing with this channel. Social networking exposes a lot of information including videos, photographs and letters and security in social media may be low as this platform opens the door to hacks, viruses, and privacy breaches (Moorcroft, 2008). Social media change consumers perception and decision making. Recently, many organizations in Malaysia have invested in social media to advertise to the public. They are now building the public pages of the social media to increase the visibility of their social networks and building the relationships with the online public (Farzana 2014). There are businesses that attract the consumers through social media and the consumers always change their perception and make decisions. It is used by the 76% of businesses as a platform to achieve their objectives. An effective social media can grab the attention and engagement of the consumers. In addition, most of the event organizers

will publicize their events to the public by using social media instead of using other traditional distribution channels. The strategy of advertising through social is quite new for people. In fact, it is common to suggest that using the technology to bring high advantages to the people, but in reality, or in the real world, the results are not always supported (Grover, Teng, & Fiedler, 1998; Macmillan, 1997). In order for any technology to succeed and have impacts towards the performance, it must be used effectively. Even in organizations stated that utilization of Web 2.0 applications and tools, they may not understand the actual adoption level is (Carswell, 2007; Levy, 2009). As mentioned by Agarwal & Mital, (2009) and Coyle & Vaughn, (2008), the usage of social media is determined in some of the previous studies. Yet, the findings imply that advertising through social media are quite new and few (Akar & Topcu, 2011).

Research Objectives

RO 1: To determine the impact of social media towards the promotion of sports events in Klang Valley.

RO 2: To examine the relationship between the impacts of social media and the promotion of sports events in Klang Valley.

RO 3: To identify the most influence impact of social media towards the promotion of sports events in Klang Valley.

Significance of Study

This research study is conducted to assist the people in understanding the impacts of social media towards promotion of sports events. The result of this research study is important to several groups of people which are the event companies, social media companies, universities colleges and further researchers. This research will contribute to the event companies will always leading up to your event to excite guests and gain maximum exposure. Besides, the social media also able to generate the sales because the users of social media will utilize the social media generates sales and fill the gaps to fulfill the needs and wants of social media's users. The

social media is also as convenience tools and devices for the organizations and firms to promote their products or services to the potential customers. Furthermore, although there is insufficient research done on this area investigation, this research study will fill the study gap and help the future researchers to understand on the social media impacts towards the promotion of sports events in Klang Valley.
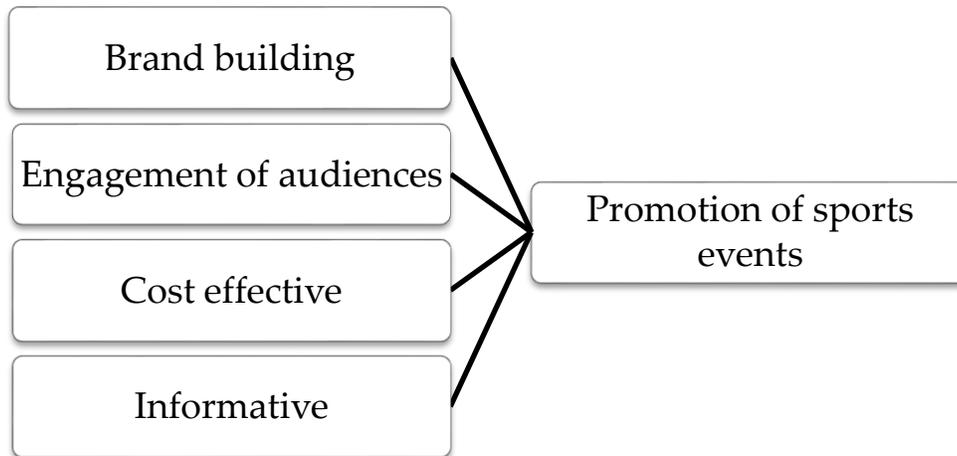

Figure 1. Framework

LITERATURE REVIEW

Brand Building

Brand image, brand trust and brand loyalty are brand building opportunities in social media (Gómez, Lopez & Molina 2019). A previous study from Hudson et al. (2015) for identify the social media effect on brand building had stated that social media and the relationship of brand. Brand building is the use of marketing strategies to build a unique and lasting image in the market to increase awareness of the business, but it can provide brand image. Brand name can send about the product quality, performance, and reliability. These signals may help to sculpt the brand image on consumers' mind. These are the identity and brand choices

which consumers prefer to convey their desire for identity, self-expression, and uniqueness (Swani, Milne & Miller 2019).

Nowadays, people will develop strategies when the target consumers' demand are analyzed and understood. Thus, the emergence of brand awareness indicates that the consumers aware of the brand name, which increases the probability that the brand will be include in a list of potential candidates (Seo & Park 2018). Social media enables to enhance the brand awareness among the consumers as businesses can build brand awareness (Menon et al., 2019). These transfer positive emotions positioning on the minds of consumers, leading the higher possibility to purchase (Gijsenberg 2014). The brand equity through brand experience will increase through the promotion of events if the event involves direct and enhance customer experience with the brand. In the other hand, the brand attitude increases the brand equity for particular type's events. Customers' brand experience which including their emotional and intellectual response can be influenced through event which brand attitude which is a set of perception of the brand (Österle, Kuhn & Henseler 2018). Therefore, Mussol, Aurier & de Lanauze (2019) claimed that brand experience of the consumer is fostered by a product design, brand recognition, packaging, marketing communication and other stimulus factors which may have significant impact on brand selection. Based on the studies, some adverse effects on brand equity have been identified which include the reinforcement of changing behavior, price increasing and transaction sensitivities (Valette-Florence, Guizani & Merunka 2017).

Engagement of audiences

Social media is a medium which provides the environment of the advertisement (Voorveld et al. 2018). Social media acts as the common information and communication technologies, increasingly widespread, this becomes a research study in which engagement of audiences has increasingly discussed. Social media increase the exposure to generate traffic, leads and sales. Social media marketing includes posting text,

update image and videos that increase audience engagement. It gives people opportunity to interact with others and they can even customize their social media networking so that the information which disseminate is relevant with them. It proves social media advertising is a useful strategy to reach users and high engagement rates (Jaakonmäki, Müller & vom Brocke 2017). A previous study also concluded that the customers generated the contents assisting on utilizing of social media pages and affects the communication of the organizations. The perceptions and attitudes will change with a direct influence of social media when contacting other users. According to Brodie, Ilic, Juric and Hollebeek (2013), customers can share their personal experience and influence others by participating in social media. Some marketers may respond or acknowledge the comments on the social media. Active users expect engagement and conversation. When the marketers interact with users, it shows the brand cares and pays attention (Crowther, 2017). By identifying target audience and monitoring engagement, the businesses build an audience and create a community that becomes their advocate. Thus, the marketers should invest the social media platforms wisely so that the customers can be engaged through social networks (Ohajionu & Mathews 2019). Researchers also point out each participation behavior is different in value and commitment of resources (Srivastava et al. 2018). When comparing to other traditional media, social media can be tailored to reach the target audiences.

Based on Walmsley (2016), brand loyalists and potential target markets help them cultivate these people during the purchasing process. There are several types of online customers participating in brand behavior depending on the degree of activeness which are consumption (least active), contribution (moderately active), and creation (most active) (Liu, Shin & Burns 2019).

Cost effective

Social media is a strategy to publicize the brand beyond well-established business marketing channels. Social media represents cost effective

medium that merge technology and social interaction (SI 2016). By eliminating the necessary distribution part of social media, costs can be reduced through social media. The reason is most of them are free accessed. Firms always focus on using social media as powerful resource as there are innovative and cost-effective ways to for publicize (Kirtiş & Karahan, 2011). By using various social media mediums, it can increase the sales, reach the audiences without spending too much money (Harb et al., 2019). Low-cost advertising features which offered by the social networks can benefit people. Most of the social media is cheaper than traditional advertising so the marketers not necessary to spend a lot of money to engage more people. Based on Jones, Borgman and Ulusoy (2015), firms have the potential to target the audience more effectively as they often emphasize that promotion on social media is less costly to disseminate information, enhance their networks and interact with others.

Findings from a previous research result that it can reduce cost pressure as people try to find affordable solutions for enhancing their brand or products, social media led their brand known at cost advantages. Social media strategies as low-cost resource which stands for 24 hours that allow people communicate with audiences (Tsimonis & Dimitriadis 2014). People can use more cost-effective strategies and interacting with the customers consistently (Corral de Zubielqui & Jones 2019). No matter how small the budget is, people still can influence these channels to attract and convert new leads (Dinh et al. 2017). Being cost effective is an advantage that can be seen easily because people can see a higher return on investment and keep larger budget for other marketing and business expenses. Each platform uses a pay-per-click (PPC) payment model which people only pay when users act. To adjust the brand strategy, the marketers can use this data to compute costs and predict potential customers' behaviors (Bandyopadhyay 2016). With the facilitation of digital communication tool- social media led the firms to discover on low-cost ability without spending large amount on researching in emerging the market (SI, 2015).

METHODOLOGY

Research Methodology

In this chapter, the overall results are shown. The data collected from targeted 378 respondents are distributed through online, Google Form. Statistical Package for Social Science (SPSS) will be used to analyze the data after the data collection from the respondents. Moreover, demographic and usage of social media of the respondents are also indicated. The research will adopt with descriptive analysis, reliability analysis, normality analysis, correlation analysis and regression analysis will be utilized in this study.

Table 2. Normality Analysis

Descriptive Statistics									
	N	Mini mum	Maxi mum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
BB1	378	2	5	4.14	0.743	-0.587	0.125	0.066	0.25
BB2	378	1	5	3.94	0.881	-0.635	0.125	0.133	0.25
BB3	378	1	5	4.21	0.835	-1.128	0.125	1.411	0.25
BB4	378	1	5	3.93	0.892	-0.743	0.125	0.389	0.25
BB5	378	1	5	3.77	0.903	-0.219	0.125	-0.583	0.25
BB6	378	2	5	3.83	0.908	-0.2	0.125	-0.912	0.25
EOA1	378	1	5	4.28	0.743	-0.932	0.125	0.989	0.25
EOA2	378	1	5	4.01	0.88	-0.772	0.125	0.374	0.25
EOA3	378	2	5	4.26	0.666	-0.516	0.125	-0.029	0.25
EOA4	378	2	5	4.28	0.747	-0.699	0.125	-0.243	0.25
EOA5	378	2	5	4.16	0.728	-0.415	0.125	-0.481	0.25
EOA6	378	2	5	4.14	0.805	-0.633	0.125	-0.221	0.25
CE1	378	1	5	4.21	0.912	-0.946	0.125	0.162	0.25
CE2	378	1	5	4.27	0.845	-1.002	0.125	0.418	0.25
CE3	378	1	5	4.12	0.906	-1.033	0.125	1.026	0.25
CE4	378	1	5	4.09	0.865	-0.763	0.125	0.214	0.25
CE5	378	1	5	3.99	0.895	-0.76	0.125	0.476	0.25
CE6	378	1	5	4.04	0.865	-0.62	0.125	-0.18	0.25
I1	378	1	5	4.19	0.805	-0.788	0.125	0.428	0.25
I2	378	1	5	4.31	0.712	-1.023	0.125	1.856	0.25
I3	378	1	5	4.1	0.815	-0.561	0.125	-0.195	0.25
I4	378	2	5	4.24	0.773	-0.687	0.125	-0.258	0.25
I5	378	1	5	4.32	0.804	-1.345	0.125	2.358	0.25
I6	378	1	5	4.29	0.808	-1.25	0.125	2.02	0.25
DV1	378	1	5	4.2	0.814	-0.789	0.125	0.341	0.25
DV2	378	1	5	4.09	0.806	-0.684	0.125	0.401	0.25
DV3	378	1	5	4.13	0.818	-0.78	0.125	0.337	0.25
DV4	378	1	5	4.21	0.784	-0.812	0.125	0.461	0.25
DV5	378	1	5	4.1	0.813	-0.806	0.125	0.834	0.25
DV6	378	1	5	4.17	0.768	-0.697	0.125	0.317	0.25
Valid N (listwise)	378								

Table 4.2 shows the normality test result in this research study. The normality analysis has been carried out for 378 respondents. It is aimed to test the variables are met with normal distribution. This is showing the result of skewness and kurtosis of the data are normal. Thus, the value of skewness is between -3 and +3 while the kurtosis values are between the range of -10 and +10. These shown the result is normal distribution and considered as acceptable. As stated in the result of the table above, the highest skewness value is -0.200 and the lowest skewness value is -1.345. While the highest value of kurtosis value is 2.358 and the lowest value of kurtosis is -0.912.

Reliability Analysis

Table 3: Reliability Analysis of Overall and Variables

	Variables	N of Items	Cronbach's Alpha
IV 1	Brand building	6	0.839
IV 2	Engagement of audiences	6	0.816
IV 3	Cost effective	6	0.872
IV 4	Informative	6	0.831
DV	Promotion of sports events	6	0.861
	Overall	30	0.940

Reliability analysis will be test and showing Cronbach's Alpha values. Its purpose is to measure the internal consistency and reliability with Cronbach's Alpha. The range of the value of the variables greater than 0.70 are considered as consistent and reliable while the Cronbach's Alpha value which is lesser than 0.60 are considered to be a poor reliability range.

There are independent variables, dependent variables and overall Cronbach's Alpha are tested with various number of items. Based on the result shown in Table 4.1, the Cronbach's Alpha value of the independent variables are as follow brand building (0.839), engagement of audiences (0.816), cost effective (0.872) and informative (0.831). On the other hand, the Cronbach's Alpha value of dependent variable, promotion of sports events is 0.861. Lastly, the Cronbach's Alpha of the overall dependent variables and independent variables is 0.940. Hence, there are considered as higher internal consistency and reliable as the results of Cronbach's Alpha value which mentioned above are more than 0.70.

Table 4. Hypothesis Testing Summary

	Hypothesis	**Result**	**Status**
H_1	There is a positive relationship between promotion of sports events by social media and brand building.	As p-value < 0.05, 0.000 < 0.05. Hence, H_1 is accepted.	Accepted
H_2	There is a positive relationship between promotion of sports events by social media and engagement of audiences.	As p-value < 0.05, 0.000 < 0.05. Hence, H_2 is accepted.	Accepted
H_3	There is a positive relationship between promotion of sports events by social media and cost effective.	As p-value < 0.05, 0.000 < 0.05. Hence, H_3 is accepted.	Accepted
H_4	There is a positive relationship between promotion of sports events by social media and informative.	As p-value < 0.05, 0.000 < 0.05. Hence, H_4 is accepted.	Accepted

The table 4.3 shows the hypothesis summary in this research study. All the hypothesis is accepted as their p-value is below than 0.05. The

independent variables which are brand building, engagement of audiences, cost effective and informative shows significant relationship with the promotion of sports events which is the dependent variable.

DISCUSSION AND CONCLUSION

In conclusion, the research study is conducted, and the objectives are met which it mainly focuses on the social media impacts towards the promotion of sports events in Klang Valley. It is also identifying the relationship between the dependent variable which is promotion of sports events, and the independent variables include brand building, engagement of audiences, cost effective and informative. The questionnaires are designed on Google Form and distributed to 378 respondents which are from university college students.

Furthermore, the data which collected from the respondents are analyzed by using SPSS software to gain reliability analysis, normality analysis, correlation analysis, regression analysis and hypothesis summary. There are also demographic of the respondents and their usage of social media. Based on the demographic profile of the respondents, the result indicates that all the respondents are using social media.

According to the results in this research study which analyzed in Chapter 4, the findings and the result of hypothesis are accepted among brand building, engagement of audiences, cost effective and informative affect the promotion of sports events. It is because the variables have a significance value (p-value) which is not more than 0.05. Furthermore, it also shows clearly that there is a significant influence between the independent variables which are brand building, engagement of audiences, cost effective and informative and the dependent variable, promotion of sports events.

Correlation analysis is to examine the relationship between the impacts of social media and promotion of sports events. Refer to the correlation analysis results shown, all the independent variables include

brand building, engagement of audiences, cost effective and informative have moderate positive relationship to the dependent variable, promotion of sports events. It is because the the value of correlation is in the range of ±0.41 to ±0.70. Therefore, these results claimed that the independent variables have positive relationship with dependent variable.

Regression analysis also identifies the most influence impact of social media towards the promotion of sports events which is engagement of audiences. The engagement of audiences has beta coefficient value (β-value) in regression analysis is 0.285 while the least influence impact of social media towards the promotion of sports events which is brand building has beta coefficient value (β-value), 0.186. Hence, engagement of audiences has provided the highest contribution to the promotion of sports events and the lowest contribution is brand building which refer to the findings and result shown above. There are few imitations in this research study and recommendations for future development are provided.

RECOMMENDATION FOR FUTURE STUDY

Based on the limitations stated as above, there are recommendations that can improved for future study development. Firstly, the time can be extended to a longer period. The researcher can be given six (6) to eight (8) months or even proper timeline to obtain findings or results and completing the research study. More time given will allows the researcher to perform in-depth study.

Besides, there are constraint of resources which are the journal articles that related about event industry and social media impacts toward promotion of sports events. The future researchers are advised to spend more time and choose the relevant journals which are more relevant to the topics. The observation and interview can be carried out by the researcher in order to get better findings and results. The more reliable of the data and improved for this research.

Moreover, the range of the target samples can be expanded. The researcher can collect the data from different demographic of respondents. This prompt more precise data and also target different demographic of respondents. The researcher should distribute more questionnaires to the respondents who are from different areas. This will help the researcher to obtain more different responds or data from different demographic of respondents and conduct more accurate research study.

Last but not least, the researcher may focus on certain sports events in research project. The sports events including Olympic, Viper Challenge and so on which are popular can be subjected in the research. It is because the sports events such as Viper Challenge is widely promoted and advertised through social media which can be specified in research while this research study is focusing on sports events which are wide in range. The future researchers may concentrate on certain sports events, and this can help them to get more reliable and precise data in research study.

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