

PalArch's Journal of Archaeology
of Egypt / Egyptology

CONSUMERS ARE THE DECISIVE FACTOR TO CREATE PRODUCT
VALUE IN THE SPORTS EVENT MARKET, A STUDY OF SOCIALLY
RESPONSIBLE ATTITUDES

Dao Chanh Thuc^{2,3}, Huynh Trong Khai¹

¹Ho Chi Minh City University of Physical Education and Sport, Ho Chi Minh City, VIETNAM

²Physical Education Department, An Giang University, VIETNAM

³VietNam National University, Ho Chi Minh City, VIETNAM

Corresponding Author^{2,3} thuchus@gmail.com

Dao Chanh Thuc, Huynh Trong Khai. Consumers Are The Decisive Factor To Create Product Value In The Sports Event Market, A Study Of Socially Responsible Attitudes - Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(2), 131-139. ISSN 1567-214x

Keywords: Consumer Value, Corporate Social Responsibility, Sporting Events, Consumer Behavior.

ABSTRACT: The concept of creating consumer value based on social responsibility is not yet popular among sports organizations, which focus primarily on providing audiences with emotions and impressions from sports competitions. However, participating in solving social problems can be a source of value, because more and more consumers are not only interested in satisfying their own enjoyment needs, but they also value protecting the environment or helping those in need. Since the issue of the effect of social responsibility on consumer value generated in the sports sector has not so far been of great interest, there appears to be a serious research gap in the Current awake. This study presents the results of an online survey conducted on a sample of 305 respondents, to determine the extent to which the social participation of sporting event organizers raises the price. value of these events for consumers. The survey confirmed the existence of such a relationship, especially concerning people with high social sensitivity. At the same time, it was set that level. The acceptance of pro-social activity by organizers of sporting events depends on whether or not consumers participate. Organizing initiatives that do not require consumer participation will enjoy a higher level of support.

INTRODUCTION

Amateur and professional sports activities shape the physical, mental and psychological qualities of participants. It also indirectly influences consumers' attitudes and behavior by increasing their sensitivity to social issues. As a result, the values sought in the decision-making process change, possibly as a result of the organization's activities to improve the well-being of both economic organizations and consumers. Although amateurs sports event organizers are sometimes involved in solving social problems, the impact of these activities on consumer value creation has yet to be fully recognized. This is why this article does an analysis on this issue.

In the empirical section, it aims to fill identified research gaps and provide answers to the question of how socially responsible actions are performed by sports event organizers. participants are also their consumers perceived in the context of consumer value creation.

The Socially Favorable Attitudes Of Market Operators Nowadays, consumers increasingly often make their decisions not only based on hedonism but they also take into account the influence of their actions. for the environment. The issue of sustainable consumption or the behavior of the growing share of socially conscious consumers is the subject of more and more scientific research (*Gierszewska G., Seretny M., 2019*).

Theoretical considerations, supported by empirical literature, allow determining the importance of the social responsibility of sporting event organizers to the evaluation of these events by participants. their.

From the perspective of the considerations presented in this article, conceptual motivations for consumer value creation have special significance. In the research done for the needs of this article, special attention is paid to two aspects of value: social and cognitive. Their meaning in making buying decisions stems from the need to belong to a group, to gain acceptance and recognition by the group, but also to the need to participate more and more often. in solving social or environmental problems (Chang H.H, 2017). Increasingly consumer perceptions are reflected in the nature of the values consumers seek. This can be seen not only in the products chosen by consumers but also in assessing companies' orientation to social problems and their participation in solving them (Alafi K.K, 2018). Whether the supplier they choose is involved in addressing social or environmental issues and whether this participation is part of the company's strategy, or rather a Relationship activity. The casual public is intended to build a positive corporate image (Kim J.H et al., 2017).

Following examples of companies that have incorporated CSR into their development strategy are organizations and non-commercial organizations, recognizing the importance of engaging in social affairs. Among these entities, there are many documented cases of the social participation of sports organizations (Kim.S, 2017). The sports market is one of the most dynamically growing in the world. In some developed countries, the sports market occupies one of the leading positions in the market rankings.

The attitudes of consumers who are demonstrating an increasing social awareness have been noted by many organizations engaged in social activities. It is reflected in the application of both new and established concepts in the sense that social welfare is as important as the need to make a profit (Maten D et al., 2003).

However, there is very little scientific research analyzing the importance of CSR and newer concepts based on the concept of sustainability for sports organizations. Literature review in the field of sports management leads us to a conclusion that researchers carry out the topic of social responsibility related to major professional sports clubs (*Li, S. Jago, L., 2013*). In professional sports, service consumers (spectacles) are spectators participating directly or indirectly at sporting events. Hence, the most frequently done. Research projects involving the pro-social behavior of sports organizations or the social participation of entities associated with them, e.g. sponsors or spectators (Mamo et al., 2019).

Unfortunately, there has been very little research on the importance and awareness of the pro-social attitudes of sporting event organizers in which the participants are also their consumers (*Burning, R.J. Walker, M., 2016*). For example, batching events are of this type of event. For more than three decades running has been in constant popularity worldwide (*Cobb, S. Olberding, D.J., 2010*). It is estimated that there are about 50 million people regularly jogging in Europe. 250,000 athletes participate in the world's largest marathon every year, the so-called World Marathon Majors (New York, Chicago, Boston, Berlin, Tokyo), while 6 million directly monitor their efforts. In Vietnam, a country with a population of about 95 million, the number of running events has increased 17 times over the past 19 years, from 305 events in 2000 to 5,000 events in 2019. Research has proven that Physical activity in any form, not only running, not only positively affects the health and well-being of the lifestyle, but also enhances social sensitivity (*Coleman, R. Ramchandani, G., 2010; Thuc D.C et al., 2019*).

The number of sporting events is so vast that their organizers have to compete with each other, trying to attract participants by providing them with the highest possible value (Prado, et al. 2018). Sports event organizers are increasingly willing to participate in solving social problems, for example by collecting donations, donating a portion of the property for charitable purposes, or by organizing an event for a charitable purpose, for example, a running event called Wings for Life, held in dozens of countries around the world. As mentioned earlier in the article, today the value provided or created with consumers has become the main driver of their buying decision (Wu Ji, 2019). Therefore, participants of sporting events can not only be motivated financially, but they can take into account the social participation of the organizer and also participate in these activities (Aicher. T, et al, 2015). That means that the social responsibility of organizers of sporting events can become an important factor in creating or co-creating consumer value and a powerful competitive tool. (*Williams-Burnett, N. Kearns, P., 2018*).

Research method and results

To find an answer to this question, research was conducted to find out how much social interaction sports event organizers increase the value of the event to consumers in the region. have social responsibility. The research will be conducted in Vietnam in 2020, through an online survey. The snowball method is used for sampling. Overall, 305 respondents took part in the survey. It is assumed that the respondents must not be under 16 years old. 71% are people aged 16-30 and the remaining 29% - people 31 years and older. The sample consisted of 52.1% women and 47.9% men.

First, respondents were asked about their sensitivity to social issues. A 10-point scale response was used: from 0 (very high social sensitivity) to 10 (very high social sensitivity). For the sake of the analysis, respondents were divided into two groups: those with a high degree of sensitivity to social problems (responses 7 to 10) - 65.28% of the respondents and people with moderate or low sensitivity to social problems (answers from 0 to 6) - 34.72% of all respondents.

Furthermore, respondents were divided into those who were physically active (79.9%) and those who were in the past or were inactive (20.1%). Another breakdown is according to the sex of the respondents.

The survey found that the majority of respondents supported a charity campaign. For both sexes and for those who are physically active and inactive, the rate of positive responses is ca. 96%. The only type of analysis of respondents that showed a clear difference was based on the level of social sensitivity (sensitive people –96.16%), insensitive people - 91.24%).

An important aspect of the problem-based survey analyzed is the question of whether a respondent actively participates in sporting events. A positive answer to the question about participation in sporting events over the past 24 months is due to:

- a. Sex: 35.21% - female, 64.79% - male,
- b. Social sensitivity: 49.93% - sensitive, 42.82 - insensitive,
- c. Sports activities: 56.28% - active, 12% - inactive.

Respondents were asked whether they have ever attended a sporting event, either as a participant or as a spectator, because it was organized to resolve an issue. social topic. The question was answered positively by nearly half of the respondents with a high level of social sensitivity and those who are physically active. In terms of sex, men are more likely to be motivated to participate in such events. Detailed results are presented in Table 1.

Table 1. Participation in a sporting event as a chance to help in solving a social problem

Responses	Sex		Socialsensitivity		Sportingactivity	
	Women	Men	Sensitive	Insensitive	Active	Non-active
Many times	37.02%	42.71%	48.23%	23.04%	42.17%	26.33%
Onceornever	37.50%	39.50%	32.21%	48.61%	38.23	44.00

Respondents were asked to what extent a sports event being organized for charitable purposes increased motivation to participate in the event. The response score ranges from 0% to 100%, where 0% means this fact does not influence their decision, 100% on the contrary - the certainty of participation in the event is of the type this. In each of the analyzes applied, the difference in the distribution of responses was noticeable, but the largest gap occurred in the case of socially sensitive and insensitive individuals. The structure of the responses is as follows:

d. Sex: 60.82% - female, 51.18% - male

e. Social sensitivity: 63.23% - sensitive, 39.68 - insensitive

f. Sports activities: 56.81% - active, 52,29 - inactive.

The next question is intended to establish a specific form of social problem-solving participation to most effectively encourage respondents to participate in a sporting event. There is a 7-point scale, where 1 means "the lowest" and 7 - "the highest level". The structure of the obtained responses is shown in Table 2.

Table. 2. The form of participation in solving a social problem as a determinant of participation in a sport incident.

Responses	Sex		Socialsensitivity		Sportingactivity	
	Women	Men	Sensitive	Insensitive	Active	Non-active
The whole income from the event is donated for solving a social problem	5.87	5.18	5.79	4.86	5.48	5.87
A certain percentage if the income from the event is donated for solving a social problem	4.69	4.37	4.78	3.76	4.56	4.36
During the event there will be a collection of money for solving a social problem	4.31	3.84	4.36	3.46	4.52	4.14
There is an option of making a voluntary donation for a charitable cause while signing up for the participation in the event	3.70	3.52	3.88	3.15	4.35	3.48
During the event the organiser will use environmentally-friendly products and equipment	4.58	4.32	4.68	3.62	3.64	4.12
During the event there will be an information campaign raising the social awareness of the participants and encouraging to support a	4.39	3.62	4.33	3.42	4.38	4.26

charitable cause

Source: owneleboration.

It should be noted here that many organizers of global and smaller sporting events offer this form of participation to address social issues. As the results of this survey show, its attractiveness to the participants is the smallest of all forms of participation.

Regardless of the demise of the respondents, what would encourage most of them to participate in a sporting event is donating all of the income from the event organization to a charity. The largest difference in responses regarding this form of participation was noted in its segmentation into socially sensitive and non-sensitive respondents. Voluntarily contributing to a charity while signing up for an event is a form of participation in solving social problems that respondents find the least attractive.

Respondents were asked what kind of value they see when attending an event where the organizer is involved in addressing specific social problems. There's a 7-point response scale, from "Yes, I agree." "I certainly disagree." The structure of the responses is shown in Table 3.

Table 3. Elements of consumer value provided by the participation in a sporting event

Responses		Sex		Socialsensitivity		Sportingactivity	
		Women	Men	Sensitive	Insensitive	Active	Non-active
Taking part in such an event brings me joy.	<i>Yes</i>	68.81%	59.84%	72.02%	50.24%	66.08%	57.45%
	<i>No</i>	1.48%	4.29%	1.83%	4.69%	2.72%	2.86%
As a participant at suchan events, I first wish the organizer would satisfy my needs and expectations regarding participation.	<i>Yes</i>	39.08%	36.42%	38.65%	37.81%	38.19%	32.10%
	<i>No</i>	5.12%	8.49%	6.12%	6.08%	7.18%	2.77%
I know that by participating in such an event I help solve a particular social problem	<i>Yes</i>	73.19%	60.50%	76.05%	52.02%	65.10%	68.14%
	<i>No</i>	1.47%	2.98%	0.05%	5.33%	1.82%	1.34%
Participation in such an event gives me a sense of my social responsibility for my environment.	<i>Yes</i>	71.77%	50.18%	72.02%	43.19%	63.31%	45.67%
	<i>No</i>	0.92%	6.90%	1.84%	7.15%	3.79%	4.03%
By participating in such an event, I identify with people as sensitive to social issues as me.	<i>Yes</i>	54.74%	44.52%	62.10%	31.24%	54.38%	38.40%
	<i>No</i>	1.40%	9.02%	0.76%	14.72%	5.14%	4.00%
The organization of sporting events in favor of social purposes develops people's sensitivity to the issues we all care about.	<i>Yes</i>	68.51%	58.82%	71.54%	48.06%	66.26%	54.06%
	<i>No</i>	2.35%	5.78%	1.85%	8.43%	4.00%	4.00%
The characteristics of the	<i>Yes</i>	15.04%	25.64%	18.90%	24.02%	20.10%	20.02%

event I participate in (commercial vs. charity) do not make any difference to me.	No	35.66%	24.58%	33.48%	24.02%	29.64%	33.13%
---	----	--------	--------	--------	--------	--------	--------

This answer obtained the most positive indications about the breakdown of the respondents. Furthermore, the disparities within one group were significant, respectively in favor of: women, people sensitive to society, and people who were physically active.

The response structure is diversified across the applicable criteria, although certain regulations may be perceived. The perceived value of consumers for a sporting event in which the host resolves social problems is highest if participants believe that by their participation they can help people in need.

In the context of social interaction, the degree of responding to the needs and expectations of the participants is relatively small. Thus, it can be concluded that pleasure motivation is of secondary importance in the evaluation structure of sporting events, while the social and cognitive factors dominate.

Discussion and Conclusions

This study was done to justify claims that consumers with a high level of social sensitivity perceive high value in the sporting events they participate in if their organizers help solve problems. specific social topic. There is a strong relationship between perceived social values and participants' social sensitivity, sex - women perceive higher value than men - as well as their level of physical activity. they - those who are physically active perceive a higher value. Differences in perception of the various forms of support by sporting event organizers have been noted.

As seen, if the organizer of sporting events is involved in solving specific social problems, then it will positively affect the value of these events that their participants feel. From the point of view of the concept of consumer value, this value increases especially in two dimensions: social value and perceived value. Forms that do not require additional participation of participants will be approved by consumers to a higher degree: for example donations of a full portion of income to social activities, campaigns trust, or use of environmentally friendly products during the event. Lower levels of approval have been achieved thanks to forms of assistance in which participants are expected to participate in additional, e.g. voluntary contributions during registration, or voluntary donations obtained. in the event.

Although the research is done is a valuable source of cognitive material, it also has its limitations. The most important of these is the relatively small sample of respondents and the limited scope of research in the country. The applied questionnaire allows examining the correlation between consumers' social attitudes and their rating of a sporting event from the perspective of the organization's involvement in problem-solving. society.

However, it is not sufficient to create modeling solutions that can be useful in the management of sports consulting. Considering the fact that pro-social attitudes are opposed by participants of sporting events, their organizers, and quite often by entities cooperating with organizers, a research direction. An interesting insight would be to identify the value chain generated at each factor.

The findings presented could serve as a good comparative document regarding other researchers' findings on sports markets and other specific markets. They can also be the inspiration for more in-depth research on creating consumer value through participation in solving social problems.

Research has shown that consumers' physical activity increases their sensitivity at some point, but even people who have not been actively participating in sporting events are aware of the problems, this subject. Client's sensitivity to social issues brings them more attention to whether the event they're participating in contributes to the mitigation of the issues raised. Socially oriented attitudes and behaviors, expressed by consumers in the sporting event market, demonstrate that they can be the deciding factor when deciding how event organizers choose to create value for customers. The activities of organizers of sporting events in the region that have been the subject of this study directly contribute to minimizing the problems faced by those in need. If consumers, in this case, participants of sporting events, who appreciate the importance of these actions participate in the process, the result will be co-creation. value to consumers. Ultimately, this will lead to higher satisfaction among event participants with a high-quality product, benefiting the organizers in the form of a positive image, high level of participation. more into events and a stronger competitive position, as well as improving the quality of life of society, i.e., well-being widely understood, related to the psychological (emotional-mental) realm), as well as the mental realm.

REFERENCES

- Aicher, T., Brenner, J. Eddosary, M. (2015), Individuals' motivation to participate in sport tourism: A selfdetermination theory perspective, *International Journal of Sport Management, Recreation and Tourism*, 18, pp. 56-81.
- Alafi, K.K. (2018), Customer Awareness of the Social Responsibility and Its Relation to Loyalty, *International Journal of Business and Management*, Vol. 13, No. 6, pp. 144-155.
- Burning, R.J. Walker, M. (2016), Differentiating mass participant sport event consumers: Traditional versus nontraditional events, *Sport Marketing Quarterly*, 25(1), p. 47.
- Chang, H.H. (2017), Consumer Socially Sustainable Consumption: The Perspective Toward Corporate Social Responsibility, Perceived Value and Brand Loyalty, *Journal of Economics and Management*, Vol. 13, No. 2, pp. 167-191.
- Cobb, S. Olberding, D.J. (2010), Shipping the runners to the race: A sport tourism interpretation of the AlchianAllen theorem, *International Journal of Sport Finance*, 5(4), p. 268.
- Coleman, R. Ramchandani, G. (2010), The hidden benefits of non-elite mass participation sports events: An economic perspective, *International Journal of Sports Marketing and Sponsorship*, 12(1), pp. 19-31.

- Gierszewska G., Seretny M., (2019), Sustainable behavior- The need of change in consumer and business attitudes and behavior, *Foundations of Management*, Vol. 11, pp. 197-208.
- Kim, S. (2017), Investigating the Impact of Corporate Social Responsibility on Conative Loyalty in Collegiate Sports, *Theses and Dissertations* [online] <https://scholarworks.uark.edu/etd/2450> [Accessed March 1 2020].
- Kim, J.H., Seok, B.I., Lee, K.T. Yu, J.P. (2017), Effects of Social Responsibility Activities of Franchise Chain Hotels on Customer Value and SNS Citizenship Behavior, *Korean Journal of Franchise Management*, 06, pp. 5-16.
- Li, S. Jago, L. (2013), Evaluating economic impacts of major sports events – A meta analysis of the key trends, *Current Issues in Tourism*, 16(6), pp. 591-611.
- Maten D., Crane A. Chapple W. (2003), Behind the Mask: Revealing The True Face of Corporate Citizenship, *Journal of Business Ethics*, 45 (1/2), pp. 109-120.
- Prado-Gasco V., Calabuig F, Crespo J., Nunez-Pomar J. (2018), Satisfaction of users of aquatic activities: Free swimming vs. guided activities, *Journal of Physical Education and Sport*, Vol. 18 (Supplement issue 3), pp.1427-1434.
- Mamo, Y., James, J.D. Andrew, D.P.S., (2019), Consumer Perceptions of Sport Sponsor's Corporate Social Responsibility Activities, *Journal of Global Sport Management*.
- Thuc D.C., Khai H.T, (2019). The influence of recreational sports clubs on the physical health and confidence- social health development of participants: A study of recreational sport clubs a university. *Innovative Journal of Medical and Health Science*, Vol 9 No 6, pp 468-474
- Williams-Burnett, N. Kearns, P. (2018), A new perspective: consumer values and the consumption of physical activity, *Education + Training*, Vol. 60 No. 9, pp. 930-952.
- Wu, Ji. (2019), Creating Shared Value Through Sport: Investigating The Relationship Between Sport Participation And Customer Purchase Intention, Retrieved from the University of Minnesota Digital Conservancy. [online] <https://conservancy.umn.edu/handle/11299/206250> [Accessed 1 March 2020].