



## SPORTS MARKETING AND GLAMOUR IN SPORTS IS DEVELOPING IN THE SHADOW OF PHYSICAL EDUCATION

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### Abstract

Sports marketing can be defined as a marketing strategy that is aimed at promoting sporting events, equipment or products and services using an athlete or a team. Sports marketing are about promoting sports in general and promoting other products through sports. It is less about using a particular strategy and more about using sports to help the marketing efforts. Glamour in sports increased in today era due to the inclusion of sports marketing in the field of physical education and sports. Physical education also provides a platform to increase the marketing in sports through various means.

In today's sports more glamour can be seen in present scenario in comparison to ancient time because in past we are only able to play the sport in the day time where as in today's era each and every game is playing under the light. In the traditional sports, the decision of the umpire and referees was completely based upon the subjective judgment whereas due to the inclusion of the different equipment and technology in sports, each and every movement can be judged very deeply. There is great realization among people that sports education is not just about reducing obesity or losing weight, it teaches player's strategy, team play, focus and determination, about winning and losing. New skills, techniques and movements can be developed through research in Physical Education. In the different games and sports new movements are coming to minimize the effort and increase the performance.

In the ancient period where athletes are only using orthodox and glide technique to throw the shots in shot put, new techniques such as rotational or disco put have been developed to throw the shot. New Cricketing shots can also be seen in cricket with the use of technology. We also witnessed the process of making the protective equipment where it was only few in the ancient time but researches in physical education developed many protective equipment in different game and sports.

**Keywords:** Sports Marketing, Glamour, Physical Education

### Introduction

Although sports are a part and parcel of physical education, there is a difference between the approaches of the two. Physical education is concerned with the masses rather than a class, but sport is concerned with maximizing performance, breaking records and winning. Currently, sports have become the order of the day. Electronic and print media are promoting sports and a large number of TV channels are available to serve this purpose, and a large amount of sports literature is published in the form of dedicated sports magazines, web resources, scholarly journals and newspapers at national and international level. Now, sports are played for prizes, prizes, fame and monetary



gains as well as pastime and entertainment. It is now a billion dollar industry. The newly emerged sub-discipline of physical education within the realm of sports science, is contributing greatly in supporting research activities in the relevant field. Information technology is playing a vital role in every nook and corner related to sports especially in research activities. Many physical education and sports institutes, and sports clubs have been established in the country, and their number is increasing day by day.

When we talk about Physical education and research in physical education and sports, we have to pay attention to some other inter-related aspects of its field, because physical education is a 'movement through education' within the framework of total education which is both mental and physical. Now it has become an inseparable part of education and emphasis is placed on educational experience rather than just building muscle.

Moreover, sport as a business offers massive potential for revenue generation on a global scale for all parties involved (Klayman, 2009). Goldman and Johns (2009, p. 125) state that the business of sport is “a significant economic sector at the individual, organizational and national levels and is an important contributor to economic activity and wealth creation”. One of the most profitable industries today is the sports industry. Major sports like cricket, football, tennis, as well as the country-specific favorites like baseball, American football, rugby and so on are followed by people all over the world.

### **Sports Marketing**

Sports marketing refer to promoting goods and services through the use of sporting events and the endorsement of athletes and sports teams. It also involves the promotion of athletes, sports teams, and sporting events to raise revenue from the public interest that is generated.

Sports marketing can be defined as a marketing strategy that is aimed at promoting sporting events, equipment or products and services using an athlete or a team. Sports marketing are about promoting sports in general and promoting other products through sports. It is less about using a particular strategy and more about using sports to help the marketing efforts. This can be especially effective when a major sporting event is underway and popular interest is high. Sports marketing are carried out on a variety of platforms, including billboards, boards inside the stadium, television advertising, print media advertising and social media advertising.

In fact, where certain factors are considered, such as the high degree of popularity enjoyed by male cricketers in India, it is part of the professional career of certain athletes to endorse products.

### **Glamour in Sports through technology by use of Physical Education**

Incorporating technology into physical education produces an individually oriented experience for sportsman and players who feel reluctant about their game. Additionally,



it also has the potential to reduce stress on the players' bodies, improves their confidence, and makes them more efficient and prepared for their practices. It enhances their strategies and skills as well.

Glamour in sports increased in today era due to the inclusion of sports marketing in the field of physical education and sports. Physical education also provides a platform to increase the marketing in sports through various means.

In today's sports more glamour can be seen in present scenario in comparison to ancient time because in past we are only able to play the sport in the day time where as in today's era each and every game is playing under the light. In the traditional sports, the decision of the umpire and referees was completely based upon the subjective judgment whereas due to the inclusion of the different equipments and technology in sports, each and every movement can be judged very deeply. Along with researches in physical education has also invented the Smart watches, which make a great alternative to the traditional pedometer as a step counter. They may be more expensive, but they offer more functions, which is very helpful for the sportsman and players.

### **Development of new skills and techniques through researches in Physical Education**

There is great realization among people that sports education is not just about reducing obesity or losing weight, it teaches player's strategy, team play, focus and determination, about winning and losing. New skills, techniques and movements can be developed through research in Physical Education. In the different games and sports new movements are coming to minimize the effort and increase the performance.

In the ancient period where athletes are only using orthodox and glide technique to throw the shots in shot put, new techniques such as rotational or disco put have been developed to throw the shot. New Cricketing shots can also be seen in cricket with the use of technology. We also witnessed the process of making the protective equipment where it was only few in the ancient time but researches in physical education developed many protective equipment in different game and sports.

### **Development of recovery modalities through researches in Physical Education**

Players competing at the highest level, should optimally balance training and competition stress with adequate recovery. However, athletes are not always aware of the available recovery options. Inadequate recovery is a training error preventing athletes from producing peak performances. Athletes do not only have to deal with physical strain, but also have to cope with psychological, emotional, social, and behavioral stressors. Training programs and competition schedules are so demanding that "natural" means of recovery alone can no longer provide adequate outcomes.

Players should implement a variety of recovery modalities as part of an effective regeneration strategy. The concept of effective, regular, and varied recovery activities has become part of the language of today's smart, professional athlete. Recovery is one of the most important part of player because recovery help the player to improve his/ her performance. Through various recovery modalities, athlete can perform well and give their best. Many new recovery modalities has been developed through researches in



physical education like cold water therapy, Whirlpool bath therapy, infrared rays, short wave etc.

### **Implementation of equipment through researches in Physical Education**

With the ever-increasing sports items, sports equipment innovation has put forward new demands. To the Physical, Sports, and Health Education, facilities have been one of the factors that support the successful assessment of learning results. Sports equipment is the indispensable material conditions engaged in sports activities. Practices with sports equipment can enhance students' muscle strength and improve the flexibility and coordination of the body. It can also train students' brave and indomitable will and help them overcome mental difficulties.

Sports equipment is used in sports and fitness workout facilities, equipment, and supplies. With the continuous improvement in health awareness, making the sport gradually become popular, daily life, which is the development of sports equipment put forward higher requirements. Stable performance, excellent quality and secure sports equipment not only to enhance the player's interest in sports and to improve the level of players's movement to some extent. Physical exercise and fitness inseparable material conditions, and sports equipment is one of the important material conditions.

Because of researcher in order to provide safety and a minimize the risk of sports injuries, sports equipment are being manufactured or invented on behalf of research in keeping view of biomechanics usually various protective guards such as helmet for both keepers and batters for their skull protection, arm guard, chest guards, keepering gloves, batting gloves, abdominal guards etc

### **Development of new training programs through researches in Physical Education**

Training programmes are an organized approach to training which involves progressive cycling of various aspects of a training program during a specific period of time. It can be defined as the purposeful variation of a training programme over time, so that the competitor gets closer his or her optimum adaptive potential just before an important event. It is based on the principles of multilateral development, specialization, variety and long-term training.

In the training programmes different cycles has to be planned with the help of research in physical education. The aim of the cycles is to develop fitness, training, sports skills, tactic abilities, psychological features, get experience and reach top performance in competition.

Fitness and performance are improved during these stages and cycles, therefore the process is described as outlining the performance into smaller and better manageable parts to ensure correct peaking forward to the main competition of the year.

Physical education is very important for understanding the role of exercise. Training program is a plan or a schedule to train any athletes or any sports person. With the help of physical education researches, we can include various specific techniques and methods which help to sports person to increase strength, flexibility, agility endurance and sports person personality.



## **Development of infrastructure and facilities through researches in Physical Education**

Physical Education play an vital role in the development of infrastructure. Physical Education is one of the source by which we can develop the infrastructure in schools, colleges, institutions and universities. The improvement of sport facilities has been one of the major contributions to the improvement of athletic achievements. Planning maintaining, and utilizing spaces, structures, and fixtures for optimal administrative, instructional-recreational or service functions should be based on principles. In considering athletic facilities it will be assumed that the problems confronting those in charge of the athletic programme deal chiefly with layout and maintenance rather than with construction. Separate treatment would be needed for the consideration of construction data and plans pertaining to the Gymnasium, Swimming pool, or stadium. we can see that these vital changes are through physical education in today's era people like advantage of physical education in different fields because of physical education the nature of game and surface have changed rapidly, once it was the time when Kabaddi were played on soil or mud but in today's era we can see that Kabaddi is playing on mat and various changes has been made because of physical education. The game like hockey was also played on mud surface but in today's Era hockey is playing on synthetic turf so we can easily see the difference between the past event and the present scenario so we can see that physical education due to physical education a lots of changes in the infrastructure has been made. Development of infrastructure and facilities through physical education physical education is now contributing in many areas. It is providing the opportunity to the people or players to come forward for participating in different games and sports.

## **Knowledge about human body by researches in Physical Education**

Sports physiology investigates the effect of exercise on the function and structure of the body. An athlete's performance is measured by a sports physiologist with the help of special tests and specifically designed technology. This provides coaches, fitness trainers, health educators, athletic trainers and exercise physiologists with valuable information that they can use to help their athletes to perform at their best level. Exercise Physiology has evolved from this study of anatomy and physiology, and examines how the body's structures and functions are altered when exposed to acute and chronic bouts of exercise. It is primarily the study of how the body adapts physiologically to the acute or short term stress of exercise, and the chronic or long term stress of physical training. Exercise and sport physiology is about improving performance, by knowing how the body functions during exercise, and using scientific principles to allow your body to train better, perform better and recover quicker. The body's responses to a single bout of exercise are regulated by the principle of homeostasis. Homeostasis is defined as the ability of the body to maintain a stable internal environment for cells by closely regulating various critical variables such as pH or acid base balance, oxygen tension, blood glucose concentration and body temperature.



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