



Improving Sports Marketing Through Social Media Platforms

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Abstract

This study aims to explore the new technologies and strategies employed by advertisers and promoters in sports marketing with the rise of social media. Special attention is given to the impact of social media on the sports marketing of Nike products, filling in relevant gaps in assumptions, contemporary practices, and practical knowledge. We will analyze the marketing influence of Nike products on various social media platforms and gain an in-depth understanding of how consumers interact with sports brands through these platforms. The research data were collected through a questionnaire survey, targeting student users of social media at an urban university. Using simple random sampling, a total of 214 valid responses were obtained from the overall sample size of 500. This study first identified three major social media platform. Facebook, Twitter, and Instagram through a literature review, which significantly influence sports marketing. The findings of this research hold practical implications for the sports industry in Malaysia. The study aids sports brands in gaining insights into the use of marketing tools on social media, the extent of social media usage, and its impact on sports marketing.

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1. Introduction

The current era underscores the profound significance of social media, transcending its conventional role in personal communication. Beyond serving as a platform for individuals to share photos and information, social media has become an indispensable tool for global organizations seeking to enhance their image and actively engage with consumers [13]. This advanced stage not only facilitates deep insights into customer needs but also acts as a primary conduit for brand communication, promotion, and various marketing techniques. Social media platforms such as Facebook, Twitter, Instagram, Snapchat, and others have evolved into powerful channels for brands to effectively promote products and reach a vast audience.

Simultaneously, social media plays a pivotal role in shaping the overall image of sports-related events. Organizations strategically leverage these platforms to form partnerships with renowned sports entities and athletes, enabling them to globally promote their products and services. The remarkable surge in revenue within the global sports

market from US\$107.52 billion in 2006 to US\$145.34 billion in 2015 attests to the peak of revenue generation, driven by sponsorships, income from diverse platforms, media privileges, and publicity [20,25]. Nike, Inc., stands out as a prime example of a sports brand that has not only embraced but elevated social media marketing, forging a formidable brand image. This study delves into how social media seamlessly integrates with sports marketing, creating mutually beneficial arrangements. Examining examples from Nike's endeavors in the current digital age, the research also explores the gradual shift of traditional media, such as radio, print, and television, toward digital marketing platforms and strategies.

2. Problem Statement

With the rise of social media, new technologies and strategies that advertisers and promoters should use in sports marketing are constantly emerging [6]. This review will specifically fill the hypothetical, contemporary and practical gaps in the impact of social media on sports marketing of Nike products. It will fill the knowledge gap of which social media platforms have a greater impact on the sports marketing of Nike products. By focusing on current social models and best practices for social media marketing efforts across different key sports brand operations, you will help social media, marketing, publicity and sports industry professionals looking to build their awareness and conduct more productive social media campaigns.

Social media marketing is a truly new and growing type of marketing that brands are excited about. Although social media is used in sports marketing, it only scratches the surface. There are many opportunities and ways for sports brands to leverage the power of social media [4]. Today, sports brands share content on social media in various forms, including recordings, webcasts, pictures, articles, online journals and other educational materials about sports labor and products. This is done to achieve basic marketing goals. Whether it is a sports club that needs to sell products and game tickets, or a sportswear brand that cooperates with various sports, establish connections with buyers who pay attention to these sports, thereby influencing these fans to conclude transactions [7]. Therefore, it is worth exploring which social media platforms have a greater impact on the marketing of brand products.

In addition, as innovation has advanced in recent years, consumers have become increasingly demanding about how brands speak to them. When buyers like a brand's Facebook page or a brand's Instagram channel, they feel like they're eligible for optimal help [1]. It can be seen that how brands establish clearly personalized and customized places on social media platforms is also very important.

Today's buyers are savvier than ever before and are not being effectively fooled. As social media continues to gain a foothold in the marketing world, many brands are considering ditching traditional marketing techniques entirely and focusing on social media marketing systems, with few considering the drawbacks of completely following the crowd. Brands should not completely abandon traditional marketing systems in favor of social media. Traditional marketing techniques may be outdated, but they cannot be completely ignored. A proper balance should be maintained while overseeing traditional and computerized brand marketing campaigns [3]. Therefore, this study provides the social media, marketing, promotion and sports industry with more information and data to help carry out more fruitful efforts by focusing on the current social model and best practices of social media marketing efforts operated by different important sports brands.

3. Research Questions

RQ1: What is the impact of Facebook on Sports Marketing of Nike products?

RQ2: What is the impact of Twitter on Sports Marketing of Nike products?

RQ3: What is the impact of Instagram on Sports Marketing of Nike products?

4. Research Objectives

RO1: To evaluate the impact of Facebook on Sports Marketing of Nike products.

RO2: To analyze the impact of Twitter on Sports Marketing of Nike products.

RO3: To assess the impact of Instagram on Sports Marketing of Nike products.

5. Literature Review

5.1 Theoretical Background of Sports Marketing

Sports marketing has roots dating back to the 1860s when businesses began using team photography to promote products, particularly in the emerging sport of baseball. Over time, sports marketing has evolved into a billion-dollar industry encompassing sports equipment manufacturing, advertising, ticket sales, sponsorships, and product marketing. Few forms of entertainment, such as music and movies, rival the global popularity of sports. Major events like the NCAA football game and the Super Bowl draw massive audiences [5]. Sports marketing involves using business

strategies to promote sports as a product, whether through participation or as spectator entertainment. It aims to create a perceived consumer need for the product. The core functions of sports marketing include informing potential customers about available services, changing the attitudes and behavior of existing and potential customers, and fostering positive behaviors [5]. The primary goal of sports marketing is to engage fans in sports events. Marketing involves advertising, promotions, and campaigns. It extends beyond selling individual tickets, aiming to create a memorable experience for fans. Various departments within organizations, including marketing, sports news, and event management, collaborate to achieve this goal. Broadcasters, graphics, and facility management enhance crowd engagement and overall experience. Ticket managers, vendors, and analysts also play crucial roles [15]. Sports marketing goes beyond the field, involving community outreach programs and charitable initiatives. It leverages sports figures like LeBron James and Mike Trout for advertising and sponsorship campaigns. Athletes maximize their careers through endorsements, motivational speeches, and personal appearances. Sports marketing extends to organizing sports events for brands, teams, or organizations [14].

5.2 Theoretical Background of Social Media in Sport Marketing

Social media marketing leverages social networking sites to increase online visibility and promote products and services. Social media marketing utilizes tools like podcasts, wikis, blogs, video sharing, and message boards to reach a broad or targeted audience [1].

Social media marketing involves advertising websites, products, or services through social media platforms to reach a broader audience than traditional marketing. Its primary aim is to connect with target audiences, build relationships, and address their needs through tailored content. It seeks to influence and educate the audience while establishing the brand as a thought leader. Furthermore, it encourages user engagement with user-generated content collection for analysis and potential negative content reduction [10].

The revenue-generating aspect of social media marketing is a matter of debate. Despite the challenge of converting social media into a direct sales channel, it offers cost-effective marketing with precise targeting, reducing losses from inefficiency compared to traditional channels. Search engines also increasingly consider social media in rankings, offering potential indirect benefits, especially for e-commerce businesses or those reliant on a strong online presence.

Sports brands must cultivate a strong social media following to stay engaged with their online community and attract potential sponsors. According to a 2015 article in *The Telegraph* by Andrew Cave and Alex Miller, engaging fans on social media opens new communication channels that can be measured and leveraged for business opportunities with sponsors. Companies that engage in sponsorships and social media promotions enjoy increased brand loyalty.

In today's mobile-centric world, web marketing has become ubiquitous. Short videos, eye-catching images, and amusing GIFs are popular among today's audience. Savvy sports marketers have recognized this trend and shifted their marketing efforts toward social media. Sports marketing is a major growth driver in the sports industry. Brands seek partnerships with renowned athletes known for their on and off-field reputations. Athletes like Cristiano Ronaldo, Lionel Messi, Roger Federer, Wayne Rooney, and Virat Kohli have garnered substantial social media success, attracting millions of followers across various platforms. They often promote products or services they endorse, reaching a vast audience and boosting sales.

Cristiano Ronaldo, in particular, stands out with over 111 million Facebook followers and 42 million Twitter followers. His posts generate substantial engagement, as highlighted by Kurt Badenhausen's 2016 *Forbes* article. Brands like Nike, Tag Heuer, and Herbalife have capitalized on Ronaldo's social media popularity through sponsorship deals, reaping substantial rewards. The popularity of athletes should translate into increased ticket sales at stadiums. As Zerkout (2021) notes, loyal season ticket holders attend games consistently, and sports teams must engage casual fans. Engaging fans emotionally during live events is crucial, as per research by Lee et al. (2012). Positive experiences influence future participation.

Social media enables fans to immerse themselves in the sports world, offering opportunities for personalized interactions and discussions. Consumer activities on social media are invaluable for sports marketers. They have various career options, including academia, agencies, media, equipment manufacturers, retailers, and advertising agencies. By tracking followers, organizations can establish two-way communication channels, collect feedback, and adapt to fan preferences, enhancing customer retention. However, some organizations neglect this crucial aspect, as shown by the limited number of entities monitoring their fans. Both sports and educational institutions should capitalize on their social media presence for fan engagement, but sports organizations have a more significant focus on marketing and promotion.

Social media enables organizations to reduce costs and keep customers available around the clock. It provides versatile tools for managing messages and media. The potential of social media in sports marketing is still being developed, with organizations exploring various platforms. The global sports industry reached \$73.5 billion in 2019, and social media plays an important role in shaping public opinion [19]. Likewise, the rapid spread of negative

comments on social media can damage a brand's reputation around the world. While social media interactions can foster emotional connections, it takes more effort to maintain those connections. Social media has truly transformed sports marketing and fan engagement, providing opportunities for brands and athletes. However, effective monitoring and engagement strategies are critical to long-term success.

5.3 The Impact of Social Media on Nike

With 318 social media profiles spanning various products and locations, Nike is a prominent online brand. Nike maintains social media profiles on major platforms like Facebook, Twitter, YouTube, Pinterest, and LinkedIn. The brand has expanded its online presence by creating dedicated pages for its products, targeting diverse demographics. Nike excels in social media, with strengths like Nike Football's 44 million Facebook fans, ranking it among the top ten most viewed Facebook pages, and the brand's primary Instagram account boasting 92 million followers [12].

Nike's social media strategy is robust and evolving. Nike now focuses more on advertising than public content on Facebook. In recent years, the brand has invested more in private publications than public content. Notably, Nike removed numerous Facebook and YouTube posts and videos around 2017-18. Posts and videos related to controversial Nike campaigns, such as the 2019 Dream Crazy campaign with Colin Kaepernick and the 2017 launch of Nike's first hijab sportswear called Pro Hijab, were among the content removed from their social media accounts. Nonetheless, Nike maintains an active presence on Instagram, consistently delivering engaging content. Nike faced challenges as it adapted to the digital world. For instance, it promoted NCAA Walking Frenzy on its homepage in all countries, leaving European consumers puzzled. However, over time, the situation improved as Europeans started to follow the content [20].

Nike shifted its approach to social marketing by delivering quality content and stories to consumers where they are. Before social media, viewers primarily watched Nike's ads during the Super Bowl, which attracted the largest audience of around 200 million viewers. Sendrowski (2012) notes that with its social media accounts and strong online presence, Nike can reach that number at any time. Jones (2009) argues that digital technology allows brands to be part of people's lives. While TV ads remain an option, Nike invests heavily in creating quality content instead of buying media [10].

Nike's popularity on social media peaked in 2014, ahead of the FIFA World Cup. According to a report by Unruly, Nike's videos topped the list of the most popular World Cup ads, surpassing even those by official World Cup sponsors like Budweiser and Sony [11]. After the success of Nike+, the company recognized the importance of digital and social media in branding and marketing. In response, Nike established a new division in 2010 called Nike Digital Sport. This unit aimed to create products and services that would enable users to track personal metrics in any sport they participated in. Through this dedicated digital sports division, Nike gained better insights into its customers' needs, as noted by Sendrowski (2012). One flagship product from Nike's digital sports division was the Nike+ Fuelband, launched in 2012. It was a digital wristband that monitored the user's daily activities, aiming to keep them active throughout the day by providing real-time feedback and progress tracking. Priced at \$149, the Nike+ Fuelband introduced a new metric called Nike Fuel [1].

Another notable example is Nike's #BetterForIt campaign targeting women. Nike recognized the immense potential of women's products as female athletes gained global recognition. Rasmussen et al. (2021) mentioned that Nike projected its women's line could boost sales by \$2 billion by 2017. They created a 60-second ad featuring insightful voiceovers revealing the thoughts of the women involved, touching on issues like fatigue, challenges, and women's experiences. This ad was part of a series with new episodes released daily on Nike's YouTube channel. It resonated with female audiences online as they related to the characters in these ads. The series became a hit on social media, leading to increased sales of women's sportswear. Nike encouraged women to use the hashtag #BetterForIt on social media and share their experiences, raising awareness of the social campaign and prompting women worldwide to take note [1].

5.4 Nike's Use of Mainstream Social Media (Facebook, Instagram, Twitter)

Facebook: Founded by Mark Zuckerberg in 2004 at Harvard University, Facebook originally connected Harvard students. It rapidly spread to all Ivy League schools by 2005, eventually amassing 1.3 billion global users. Users create profiles based on interests and engage with people they know offline. Nike's Facebook page has 33 million followers, with 2 million added in 2017. They posted 62 articles, primarily videos, and ran successful campaigns like "Breaking2" [8]. Nike also launched the Equality Campaign in February 2017, featuring Serena Williams and LeBron James [13]. Nike's Facebook posting frequency has fluctuated over the years but reduced significantly after August 2018 [2].

Instagram: Nike excels on Instagram with 92 million followers, ranking second among brands. They posted 182 times during the analyzed period, with 62% being videos [25]. The platform's visual nature aligns with Nike's premium content [6]. Nike showcases athletes, particularly in Nike Running, embracing the trend of running clubs [23]. They utilize hashtags like #justdoit and event-specific ones [22].

Twitter: Twitter, founded in 2006, is a microblogging platform with over 284 million monthly users. Nike gained over 1 million new Twitter followers, totaling 7.9 million. They posted over 18,500 tweets, often responding to users [20]. Nike's Twitter interactions highlight campaigns like "Breaking2" and "Dream Crazy," featuring Colin Kaepernick, Serena Williams, and LeBron James [20].

5.5 Hypothesis Development

In view of the lack of targeted research on the above issues, this study will focus on the marketing effects of the above three mainstream social media on Nike, we assume that:

H1: Facebook has a significant impact on Sports Marketing of Nike Products.

H2: Instagram has a significant impact on Sports Marketing of Nike Products.

H3: Twitter has a significant impact on Sports Marketing of Nike Products.

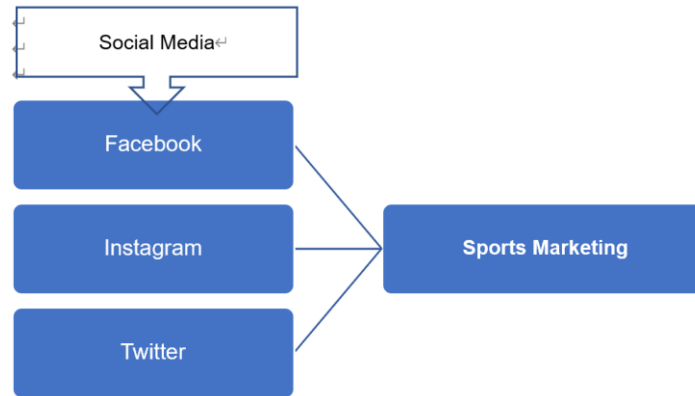


Figure 1: Research Framework

6. Methodology

The study utilized the quantitative research method, primarily employing a survey approach through structured questionnaires. These questionnaires were designed with consistent wording and order for all respondents. The method was chosen for its ease of understanding, quick analysis, and ability to gather opinions from a large number of people (Mohammadi et al., 2017). It aimed to investigate how individuals engage with sports brand advertisements on both traditional and social media in Malaysia, assessing the impact of social media on sports marketing and the continued relevance of traditional marketing for sports brands in today's landscape. Closed-ended questions were used exclusively in the questionnaire to achieve research objectives.

The study was conducted at City University among its social media user students. Simple random sampling was used, with 224 respondents selected from a pool of 500 individuals. The Krejci Morgan table guided the sample selection. This technique was chosen for its speed, cost-effectiveness, and simplicity, although it has limitations as it may not fully represent the entire population (Mohammadi, 2019). The collected data were numerically coded and analyzed using the Statistical Package for Social Sciences (SPSS). The reliability of the data was tested using Cronbach Alpha, and Pearson's correlation and regression analyses were employed to explore the relationships and impacts of Facebook, Twitter, and Instagram on sports marketing.

7. Overview of Data Analysis

The study utilized a closed-ended questionnaire for data collection, followed by coding the data with numerical values. Subsequently, statistical analysis was carried out using the Statistical Package for the Social Sciences (SPSS). The reliability of the data was tested using Cronbach Alpha, and the data cleaning, screening and analysis followed similar studies in the field. (Mohammadi et al., 2021). Pearson's correlation was employed to analyze the relationships between Facebook, Twitter, and Instagram with sports marketing. Regression analysis was used to assess the impact of these social media platforms on sports marketing.

Pearson's correlation coefficient, denoted as 'r,' was utilized to measure the degree of relationship between pairs of variables. The coefficient ranges from -1 to +1, with values close to 0 indicating a weak relationship. Unlike regression, correlation analysis focuses on concurrent variability among variables and does not establish directional relationships between them.

7.1 Normality Test

We use the Shapiro-Wilk test as the dataset is less than 2000 elements. Table 1 shows the sig value is 0.000 therefore we can conclude that the data is normally distributed.

Table 1: Kolmogorov-Smirnov test and Shapiro-Wilk test: Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Sports Marketing	.112	214	.000	.969	214	.000

a. Lilliefors Significance Correction

Table 2 indicates that all skewness and kurtosis values fall within the range of ± 1.0 , signifying a normal distribution. Furthermore, as all the skewness values are below -1.0, the distribution displays left skewness. As for kurtosis, since all variable values are less than -1.0, the distribution is characterized as platykurtic, except for service quality in the case of Facebook.

Table 2: Skewness and Kurtosis tests

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Sports Marketing	214	2	5	4.66	1.304	-.129	.171	-.824	.341
Twitter	214	3	5	5.38	1.135	-.486	.171	-.739	.341
Instagram	214	3	5	5.33	1.060	-.372	.171	-.106	.341
Facebook	214	2	5	5.34	.988	-.484	.171	.662	.341
Valid N (listwise)	214								

7.2 Reliability Analysis

From the table below, it can be seen that the total number of respondents is 224, of which 95.5% of cases were valid and 4.5% of cases were excluded. A total of 224 valid responses were used for analysis.

Table 3: Case Processing Summary

Case Processing Summary

	N	%
Valid	214	95.5
Cases Excluded ^a	10	4.5
Total	224	100.0

a. Listwise deletion based on all variables in the procedure.

As can be seen from the table below, the reliability statistic value of the 24 items is 0.815, which is greater than 0.6, indicating that the data is reliable.

Table 3: Reliability Statistics

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Sports Marketing	.871	6
Twitter	.782	6
Instagram	.850	6
Facebook	.854	6

7.3 Correlation Analysis

Table 4 demonstrates a strong positive correlation between sports marketing and three social media platforms: Facebook (Pearson's value of 0.754), Twitter (Pearson's value of 0.685), and Instagram (Pearson's value of 0.588). These correlations were analyzed using Pearson's correlation, a statistical method. Importantly, all three correlations are statistically significant, with p-values of 0.000 (less than 0.01), confirming the presence of significant relationships between sports marketing and each of these social media platforms.

Table 4: Correlation between Three Social Media Marketing Tools and Sports Marketing

Correlations

	Sports Marketing	Twitter	Instagram	Facebook
Pearson Correlation	1	.685**	.588**	.754**
Sports Marketing Sig. (2-tailed)		.000	.000	.000
N	214	214	214	214
Pearson Correlation	.685**	1	.629**	.607**
Twitter Sig. (2-tailed)	.000		.000	.000
N	214	214	214	214
Pearson Correlation	.588**	.629**	1	.460**
Instagram Sig. (2-tailed)	.000	.000		.000
N	214	214	214	214
Pearson Correlation	.754**	.607**	.460**	1
Facebook Sig. (2-tailed)	.000	.000	.000	
N	214	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

7.4 Model Summary and Hypothesis Testing

Facebook: The value of R indicates a strong correlation of 0.754 between Facebook and sports marketing, signifying a 75.4% strength in their relationship. The R-square value of 0.568 implies that approximately 56.8% of the variation in Facebook can be explained by sports marketing.

To assess the contribution of the individual independent variable, the Beta value for Facebook was calculated at 0.754, and its significance was confirmed with a t-value of 16.707, which is highly significant at the 0.00% level. This demonstrates that Facebook significantly influences sports marketing, supporting the hypothesis (H1) that Facebook has a substantial impact on sports marketing.

Table 5: Facebook Model Summary and Coefficients

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.754 ^a	.568	.566	.603

a. Predictors: (Constant), Facebook

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.964	.147		6.557	.000
Facebook	.749	.045	.754	16.707	.000

a. Dependent Variable: Sports Marketing

Instagram: The value of R indicates a moderately strong correlation of 0.558 between Instagram and sports marketing,

representing a moderate 55.8% strength in their relationship. The R-square value of 0.346 signifies that approximately 34.6% of the variation in Instagram can be explained by sports marketing. To assess the contribution of the individual independent variable, the Beta value for Instagram was computed at 0.588. This Beta value was subjected to a t-value test, yielding a result of 10.6581, which is highly significant at the 0.00% level. This demonstrates that Instagram significantly influences sports marketing, in line with the hypothesis (H2) suggesting that Instagram has a significant impact on sports marketing.

Table 6: Instagram Model Summary and Coefficients

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.588 ^a	.346	.343	.743

a. Predictors: (Constant), Instagram

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.244	.203	6.134	.000
	Instagram	.573	.054	.588	10.581

a. Dependent Variable: Sports Marketing

Twitter: The value of R indicates a strong correlation of 0.685 between Twitter and sports marketing, signifying a robust 68.5% strength in their relationship. The R-square value of 0.469 implies that approximately 46.9% of the variation in Twitter can be explained by sports marketing.

To assess the contribution of the individual independent variable, the Beta value for Twitter was calculated at 0.685, and its significance was confirmed with a t-value of 13.675, which is highly significant at the 0.00% level. This demonstrates that Twitter significantly influences sports marketing, supporting the hypothesis (H3) that Twitter has a substantial impact on sports marketing.

Table 7: Twitter Model Summary and Coefficients

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.685 ^a	.469	.466	.669

a. Predictors: (Constant), Twitter

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.202	.162		7.438	.000
Twitter	.643	.047	.685	13.675	.000

a. Dependent Variable: Sports Marketing

8. Conclusion and Implication

In conclusion, this study successfully examined the impact of social media platforms, including Facebook, Twitter, and Instagram, on sports marketing, affirming three hypotheses. The findings underscore the significance of social media in the sports industry and its potential to enhance marketing strategies. Specifically, Facebook and Twitter demonstrated a stronger association with sports marketing compared to other social media platforms.

Despite the growing influence of social media, this study highlights the enduring value of traditional marketing methods, such as TV and print advertisements. Sports advertisers are encouraged to explore innovative ways to integrate both traditional and social media marketing for optimal effectiveness. The rise of social media, while transformative, poses challenges for traditional marketers, emphasizing the need for a balanced and strategic approach.

The study's main findings indicate that social media has become an indispensable tool for sports brands globally, with Nike serving as a notable example. Building a robust social media follower base requires trust and consistent online engagement. Additionally, consumers' preferences for purchasing sports goods from retail stores rather than online indicate the need for compelling online campaigns to drive website traffic.

The study identified key consumer preferences, including the effectiveness of short ads on social media, the importance of instant feedback, and the demand for new and creative content. However, it is noted that consumers remain emotionally connected to brands after engaging with them on social media.

9. Research Objectives and Recommendations

The research objectives focused on evaluating the impact of Facebook, Twitter, and Instagram on sports marketing for Nike products. All three social media tools were found to have a significant positive effect on sports marketing, reinforcing the importance of a combined approach.

Recommendations include leveraging social media tools for marketing communication, product and service enhancement, two-way communication, sports sponsorship programs, and community building. Effective analysis of social media data is crucial for informed business decisions, including traffic and engagement analysis and sentiment analysis for customer feedback.

10. Implications and Future Research

The study contributes to understanding the influence of social media tools on sports marketing, specifically among City University students. Future research should expand the scope to include more social marketing tools, diverse countries, larger sample sizes, and various organizations within the sports industry. Comparative analyses of financial benefits between traditional and social media marketing efforts, as well as evaluations of competitors' strategies, are suggested for deeper insights. Additionally, a qualitative examination can complement the findings by exploring consumers' personal interests and opinions regarding traditional and social media usage in the sports industry.

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