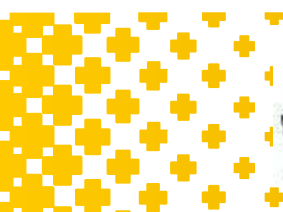


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Analysis of intervening factors in the presence of financial sponsors of women's sports



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Abstract

Sponsors initially consider two goals for supporting a team or athlete. The first goal is the sports success of the opponent and the second is the social sector. The meaning of the social sector includes positive effects that can be seen in the short and long term. For example, supporting athletes leads to more interest of other young people in sports and reduces social anomalies. Sponsors do their advertising in different ways: environmental advertising, advertising among the audience in the form of packages that are distributed, designing special and unique clothes and the main part through social networks and media. Sponsorship is a widely used tool in the marketing mix of contemporary business organizations because of its capacity to increase brand awareness, sales, brand image and market share (Carter and Wilkinson, 2000; Scott and Sacard, 1992; Stotlar, 1999). Today, the biggest defect seen in sportswomen is the sponsoring part of sports, which has the first word in the modern world of sports. It can be said that commercialization has penetrated all levels of sports, from participation in community sports to professional sports. Especially in professional sports, corporate financial support is ubiquitous, and athletes and sports clubs usually advertise or endorse (Smith and Stewart, 2014). The current research method is applied research in terms of research type and qualitative research (thematic analysis) in terms of implementation method. Thematic analysis method is one of the most conventional and widely used methods of qualitative data analysis, especially in ethnography or interview-based data analysis. The validity of the tool was examined by the interviewees and then the expert professors, and the intra-subject agreement method was used to measure the reliability. The statistical population of this research included sports management specialists familiar with the subject of the research, officials and female athletes at the professional level and financial sponsors. The statistical sample of the research was selected from among the statistical population and using the purposeful and snowball sampling method, the sampling continued until the theoretical saturation process. In this research, the library method (books, articles and internet) has been used to collect information related to the research literature, the background of the research topic. The interview method was used to collect relevant data. For this purpose, the researcher conducted interviews with sports management specialists familiar with the subject of the research, officials and financial sponsors active in the field of sports, female athletes of various fields, managers of the Ministry of Sports and the National Olympic Committee. The questions were answered in the form of open-ended answers, and there were no restrictions on answering the questions. After the interviews, coding was done in maxqda2020 software and the final model was obtained. The central code of intervening factors with open codes includes lack of media coverage,