Final Project

The gap between the Perceptions/Expectations of customers and organizations in relation to Domestic Cricket in Pakistan

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CHAPTER 1
INTRODUCTION

Sports related sponsorship has been the bread and butter of many organizations for many decades in the western hemisphere and countries of the developed world. From television to radio to print, sports enthusiasts have found a variety of media to choose from while watching sports related activities. Significantly, the market has been driven my sponsors whether it be from the banking sector, multinational companies, large corporations, governments or the private sector, organizations have gotten together to promote sports and products. In Pakistan however the idea of sports sponsorship has been dismal at most. Pakistani organization, until recently, have been reluctant to invest in sponsorship activities when it comes to sports, however, they have shown willingness to invest it most other promotional activities. The researcher has analyzed the gap between perceptions and expectations of several organizations in Pakistan capable of sports related sponsorship and consumers of sports, specifically domestic cricket.

It is important to mention that the degree of an organization's success at sports sponsorship is positively correlated with the way that primary stakeholders perceive them. By this we mean that the success of the

organization’s efforts depends mainly on what the consumers think about domestic cricket in Pakistan.

So, an organization may ask: why is it important to sponsor sports domestically? What would be its perceived benefits and how is the best way to go about this? Well this study aims to provide a platform for analysis of this subject from the organization’s perspective as well as the consumers.

The consumer may ask: why should I watch/follow domestic cricket? What incentive/motivation do I have to invest time in such as activity and why I have or have not done so in the past.

With the opinions of both the organizations and the consumers, this research should find the gap that lies mainly between the two and then recommend solutions to fill in this gap.

RATIONAL OF THE STUDY

In general in Pakistan however the idea of sports sponsorship has been dismal at most. Pakistani organization, until recently, have been reluctant to invest in sponsorship activities when it comes to sports, however, they have shown willingness to invest it most other promotional activities. Analysis showed that the gap between perceptions and expectations of several organizations in Pakistan capable of sports related sponsorship and consumers of sports, specifically domestic cricket.

It is important to mention that the degree of an organization's success at sports sponsorship is positively correlated with the way that primary stakeholders perceive them. By this we mean that the success of the organization's efforts depends mainly on what the consumers think about domestic cricket in Pakistan.

CHAPTER2

LITERATURE REVIEW

Recent literature has emphasized on the promotion of domestic cricket in Pakistan.

Brands that sponsor grass-roots sports projects face one of two very different outcomes. They may end up being seen as a force for good, leading the fight against society's ills and offering a means for people to pursue their dreams. Alternatively, they may be accused of tokenism, a betrayal of consumer trust and the use of sport as a Trojan horse to gain entry to schools, playgrounds and local communities.

Long seen as the poor relation of sports marketing, grass-roots sponsorship nevertheless provides a lifeline for sports governing bodies, many of which rely on third party funding for their existence.

Such sponsorship is worth about £10m a year in the UK, according to Sports match, a government scheme that works with sport England.

The initiative works by matching commercial business sponsorship for grass roots sporting activity on a pound-for-pound basis. It receives about £3.5m of government funding a year and a claim that pounds 85m has been invested in grass-roots sport since 1992.

Few would dispute that this money is badly needed.

According to the Office for National Statistics, only 32% of the populations take part in some kind of physical exercise. By contrast, in Finland the figure is about 70%.
This long-term view of sponsorship is shared by David Czerwinski, head of sponsorship, community and event management at Norwich Union. The insurance and financial services company has been the major commercial supporter of British athletics since 1999, with £2m, or 20% of the total deal, going toward development of the sport. Czerwinski views the expenditure as a brand-positioning tool. 'Financial services are often seen as faceless and uninspiring,' he says. 'It's important for the brand to be seen as active in the community as part of our CSR. This is where our staff and policyholders live and work.'

More controversially, grass-roots sport has been used as a safe haven from the media storm over issues such as obesity, binge-drinking and anti-social behavior. Coca-Cola, Pepsi and McDonald's have each sought to highlight considerable expenditure on their part to get the country moving.

Coke's relationship with football is a case study in vertical integration, from its support of youth soccer leagues to its backing of the Coca-Cola Championship and elite events such as Euro 2004 and the World Cup. 'We've been in grass-roots sport for 50 years,' says Steve Cumming, head of sponsorship at Coke GB. 'Obesity is a complex issue, not just about diet. Our strategy is based on the need to encourage young people to be active'.

Sally Hancock, (2004) chief executive of sponsorship consultancy Redmandarin, believes grass-roots activity offers scope to build loyalty. 'When we watch a big sports event on TV, we know it won't collapse due to a lack of sponsors, as revenue can be raised from other sources,' she says. 'But if we go to watch an English Schools Athletic Association event, we know damn well that without the sponsor's support, that event probably won't happen. That changes our attitude toward the sponsor.'
Domestic games are often used as the mean of the promotion for many companies. Sponsorship is the new advertising of the 21st century, say the experts, and is sure to grow in the overall importance of marketing budgets.

"It's no longer just a way of entertaining your top clients, but much more about overall brand awareness, community support and internal communications," said a marketing specialist (2003) based in London.

Consumers are becoming jaded towards the plethora of ads for products and services. They feel bombarded with too many messages, say marketing experts. "Sponsorship is a subtler way of getting the message across - it's also more targeted,"said Thomsan (2002)

That is not to say that traditional forms of advertising are dying out, however. Sponsorship inevitably involves a considerable amount of advertising as well as entertainment programmes, brand association and community support.
Douglas (2001) "Through our sponsorship of various campaigns we want to create widespread awareness of

HIV/Aids and focus on the prejudice and stigma associated with HIV/Aids," Ramaphosa, a spokesman for the bank. "Large corporations such as Absa have an educational role to play. We can create awareness and influence public perceptions regarding HIV/Aids."

Citizens say that surveys asking respondents to name banks in Philadelphia have shown a majority now mentioning its name. Citizens Financial Group, the Rhode Island arm of the Royal Bank of Scotland, bought Mellon Bank's branches in Philadelphia in late 2001, becoming the third-largest bank in the region. But the bank was hardly known in the region until the $95 million sponsorship deal with the Phillies.

Ben Carter (2004) Cricket's fightback against accusations that it is elitist and lacks mass-market appeal is well under way. Its governing body, the England & Wales Cricket Board (ECB), is embarking on a revitalisation programme that is starting to revolutionise both aspects of the sport itself and the perceptions of consumers and sponsors.

The Twenty20 Cup is at the forefront of this revitalisation. The tournament was launched last year by the ECB in an attempt to bring cricket to a much broader market by offering shorter and more exciting games. More than 250,000 people watched the tournament.

This year, the ECB is hoping to smash this figure and has been actively encouraging fans to buy tickets in advance through marketing campaigns with the individual county clubs. Initial results have been encouraging: more than 110,000 advance tickets have been sold compared with just 15,000 last year, and two games have already sold out.

It's not just the nation's cricket fans that are getting behind the short-format game; major brands are also beginning to perceive the game as a lucrative sponsorship opportunity.

During the winter, the ECB had several approaches from household brands, with the Carphone Warehouse believed to be interested in paying a seven-figure sum to sponsor the the entire tournament.

The ECB rejected all suitors, insisting that it wanted to stick with its existing sponsorship structure. This comprises three top-tier brand partners - Npower, Thomas Cook and Admiral Insurance - with Sola Eyewear the official supplier for this year.

ECB claims that Twenty20 is not about driving commercial sponsorship revenue or raising its profile among major brand sponsors. But Tom Harrison, the acting commercial director of the ECB says that in future, it will try to take advantage of increasing interest from new sponsors.

The fact that England is doing well, on the international Test arena at least, has spread a feelgood factor among supporters and existing and potential brand sponsors.

There is hard evidence of the increased commercial goodwill toward cricket. Beyond the national game, cricket's renaissance is starting to trickle down to the county scene, with clubs such as Surrey beginning to adopt the Premiership football club mentality of trying to establish themselves as sports brands. On the back of their success

in winning the Twenty20 Cup last year, Surrey has embarked on a £25m project intended to establish its home ground, the Oval, as an international sporting arena.

At the start of the domestic season, Surrey signed the game's biggest ever sponsorship deal with financial services brand Brit, worth more than £500,000 a year. The club has also overhauled its sponsorship structure as it tries to increase its commercial revenue. According to sales and marketing director Paul Blanchard, it is 'starting to find a place in central brand sponsorship budgets'.

Karachi, Aug 18 Pakistan Cricket Board (PCB) held a press conference on Wednesday at National Bank of Pakistan (NBP) Head Office regarding to the sponsorships for domestic cricket. Speaking at the occasion Marketing Consultant PCB Riaz Mehmood said, "PCB's (Invitation to bid) advertisement for acquiring sponsorships rights will appear in leading dailies on Thursday August 19." He said that those invited are requested to become PCB's partners in the promotion of domestic cricket and added that for five forthcoming domestics events PCB invited the bids from the sponsorships and bidding will take place on August 20. Mr Riaz said that they had estimated approximately Rs 70 million for the five domestic tournaments. He further said that they still have no ideas how much they could get from the sponsors but they were hoping positive response from the sponsors. Disclosing the details of five domestic tournaments he told that Quaid-e-Azam Trophy will be held from October 10 to January 6, 20-20 tournament from 4 November to 11, National One-Day Cup January 2 to 22, 2005, Patron's Trophy from February 1 to 17 and Patron's Cup from March 21 April 2, 2005.

Answering to a query he said, "PCB will hold all these five domestics events with or without the sponsors." But however he said that present set up was keen to find the sponsorships for the domestic cricket. Marketing consultanat PCB said, "We will strengthen domestic set up by establishing long term relationships with sponsors." He informed that they had invited above 50 leading business houses to participate in the bidding. Mr Riaz said, “The current board main objective is to promote domestic structure and to groom the future stars of the National team." He opined that they were taking special steps to stimulate spectator’s interest in the domestic cricket by keeping special prizes for them like best placards and catches during play by the spectators. Mr Riaz said that appropriate arrangements at the stadiums were one of their main objectives and special measures would be taken to make the atmosphere at stadiums spectators friendly. Earlier, Senior Vice President NBP Ameem Akhtar in his welcome address said that they would continue their support in the promotion of sports. Talking on behalf of NBP President Ali Reza he said, "Besides cricket their banks also have contributions towards hockey, football and Volleyball."
Now the domestic cricket in Pakistan is getting some kind of popularity. The Pakistan Cricket Board (PCB) and its domestic cricket sponsors ABN Amro Bank unveiled a new look domestic cricket structure on Monday night with the Quaid-e-Azam Cup one-day tournament serving as the launching pad for the innovative changes.

Naved A. Khan, Country Representative ABN Amro Bank, Shaharyar Khan PCB Chairman and Salman Butt, head of consumer banking spoke at the colorful ceremony in which

the captains of the nine regional teams taking part in the tournament received their team insignias and the new logo for national cricket was launched.

The first major change to the domestic programme is that the regional teams have been given new nametags —Karachi Whites is now Karachi Dolphins, Karachi Blues is Karachi Zebras, Multan is Multan Tigers, Lahore Lions, Faisalabad Falcons, Sialkot Stallions, Hyderabad Hawks etc. ABN Amro, which has already sponsored the 2004-05 domestic seasons, has now extended their sponsorship agreement with PCB for the next two years —till the 2006-07 season.

A PCB official, without giving details of the exact sponsorship amount, said there would be a 15% increase to the amount every year. "The sponsorship will extend to a lot of things like TV coverage, prize money etc. All in all it is a very impressive and beneficial package for domestic cricket, PCB Director Abbas Zaidi said. "We are making sincere efforts to improve our domestic cricket. The results will only be known in future," he added.

CHAPTER 3
METHODOLOGY

Sample

The sampling method used is a non-probability sampling method. The researcher will be using both Convenience sampling and Judgment sampling. By going to Jinnah Supermarket in Islamabad on Wednesdays, Thursdays and Fridays, it will be convenient, quicker and efficient to find an appropriate customer segment to sample. It is also a judgment sample because the researcher is going to question people that seem responsible, willing and able to answer.

Data Collection

Researcher has employed the survey data collection method so as to attain a wide array of data and results. There are two questionnaire forms; one for consumers, the other for organizations.

Questionnaire I

The consumer questionnaire aims at recording feedback from consumers regarding the sports scene in Pakistan. The survey will ask consumers what kinds of sports they consume internationally and domestically. The survey will also ask customers about their perceptions regarding the domestic

cricket and Pakistan and their expectations of the same. The survey will attempt to understand the cause(s) of the low levels of interest with regards to domestic cricket in Pakistan and provide recommendations to improve the same. The questionnaire is attached as Appendix I.

Questionnaire II

This questionnaire will be aimed at organizations from the banking sector, the public sector and the private sector. It will be used to attain the views, willingness and recommendations of the organizations with regards to sponsorship in domestic cricket and sports as a whole. This questionnaire is attached as Appendix II.

Data Analysis

The tools that have been used to analyze the data collected from the 400 consumer surveys is the SPSS statistical tool. Frequency tables and cross-tabulations will be used to assist in the analysis of the perceptions and expectations consumers and organization have about sponsorship in domestic cricket.

Pilot Study

A pilot study has been conducted which helped in understanding the way in which the topic was to be approached. The regional marketing director of ABN AMRO helped in providing guidance in understanding the various angles of the research. After using a draft version of the questionnaire on a smaller group, the soundness of the

questionnaire was ascertained and the larger study was conducted. The draft questionnaire had to be revisited and modified to be able to narrow and focus on the question of domestic cricket and sponsorship as the results were not satisfying the pre-set research focus. Some of the flaws in the draft were the mismatch between one of the questions and the response categories we provided. The preliminary form did not ask any question that would be used to generate recommendations and did not question the international sports following as compared to domestic. The second and final questionnaire addressed the above problems.

INTERVIEW

An interview was held with the Regional Marketing Director of ABN AMRO in Islamabad. The reason ABN AMRO was chosen was due to the recent campaign by the bank to promote domestic cricket. The plan was proposed by RMD himself, and it was his team that prepared and implemented the sponsorship and promotional activities.

He explained the reasoning behind the recent nationwide sponsorship and its perceived benefits and expectations. He also elaborated on the consumer perceptions and expectations. The outline of the interview in below.

After many approaches to ascertain an interview the researcher managed to get an hour out of his busy schedules. When first introduced to the topic he called to his personal secretary to bring a copy of a presentation that outlined the plan and perceptions with regards the subject. He informed the researcher on how his team began brainstorming and how the idea developed since its inception.

He informed that the Pakistan Cricket Board (PCB) partnered with ABN AMRO on the promotion of domestic cricket. The motto they came up was “from Domestic to… Dynamic.” The vision and the challenge according to RMD was “to make domestic cricket a popular sport in Pakistan.”

He spoke about the “vicious cycle” that has “paralyzed” the

domestic cricket popularity in Pakistan. He said that cycle works in the following manner: first, low promotion and media coverage leads to low public interest/knowledge, which in turn leads to even less public following or audience which in turn leads to no money, sponsorships or resources which ultimately affects cricketing performance and so on and so forth.

The marketing executive then outlined a “virtuous cycle” that would improve the entire situation. He explained that the “virtuous cycle” began with sponsorship & funding which would improve media coverage which in turn would spark the public interest which would lead to greater public following & audience which would ultimately improve player performance and so on and so forth. The key according to Ali was to promote domestic cricket as fun, interesting, and glamorous i.e. to add entertainment to sport.

He then went on to outline the benefits to cricket according to ABN AMRO beginning with more funding, more audience, more viewer ship and more sponsorship. He then spoke about the benefit to cricketers through increased sponsorship and viewer ship.

When asked about benefits to the nation, He said that they were also focusing on providing inexpensive and accessible entertainment for the public and provide a venue to engage the energies of the public.
The strategy according to him was two pronged: a) a marketing process generating viewership and b) an ongoing PCB and sponsor handshake. He said that all activities were based upon the consumer reaction model. The phases were

divided into Before, during and after the match.

The before the match elements were as follows:

1. Match schedule in press.
2. Player profiles and interviews on TV/radio/press
3. TV ads, Press ads, Radio ads, Billboards and Banners.
4. Route Branding

The during the match element were as follows:

1. In-match music, mid-match concert
2. Team mascots
3. Lotteries
4. Audience participation
5. In-field beverages and snacks in partnership with Supreme/Mcdonald’s.
6. Venue branding
7. Day-branding on radio/TV, Complete TV/radio coverage.

The after the match promotional elements were:

1. Sponsored match scorecards in press/tv/radio
2. Reviews in TV/press of players and performances.
3. Speculation & commentary in press by critics and experts.
4. Match highlights on TV.
5. Visitor feedback and comments of radio/TV.

Asked about the challenges he underlined the main challenges and the “answers”.

Challenge one: low awareness and interest
Answers:

1. Build hype in media, launch promotional campaign to generate interest.
2. Domestic teams & match schedules will be promoted and publicized.
3. Floats selling tickets / raffles.

Challenge two: Inadequate atmosphere

Answers: On ground

1. Build festive and interactive atmosphere
2. Provide adequate facilities.
3. Day/night matches to be publicized.

Challenge three: difficult access

Answers:

1. Entry initially be made very affordable or fee for all events.
2. Significant events be scheduled on weekends.

Challenge four: Low connection with domestic cricket teams.

Answers: Brand it!

1. Domestic cricket to be branded and marketed
2. Teams be branded in exciting names and marketed
3. “Regional” aspect be highlighted (Lahore vs. Karachi, etc)

Finally he spoke about the previous events such as the Quaid-e-Azam trophy final 2004 between Peshawar and Faisalabad on December 28th. He spoke about the ABN AMRO cup 7th Jan 2005 to 31st Jan 2005. The names of the teams are: Rawalpindi Rams, Karachi Dolphins, Karachi Zebras, Lahore Lions, Lahore Eagles, Peshawar Panthers, Sialkot Stallions, Faisalabad Wolves, Quetta Bears, Hyderabad Hawks and Multan Tigers.

CHAPTER 4

DATA INTERPRETATIONS

Part 1:

Analysis of the Consumer Questionnaire

A. The first three questions on the questionnaires inquired about the demographics of our respondents. This information helped to classify the social status of the respondents, and identify any potentially existing trends in their expectations and/or perceptions of domestic cricket in Pakistan.

Age in years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	184	46.0	46.0	46.0
	26 - 35	152	38.0	38.0	84.0
	36 - 50	56	14.0	14.0	98.0
	50+	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

1 **AGE GROUP:**

Age in years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	184	46.0	46.0	46.0
	26 - 35	152	38.0	38.0	84.0
	36 - 50	56	14.0	14.0	98.0
	50+	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

46% of our respondents were in the age bracket of 18-25 years old, 38% were within the 26-35 age group, 14% were within 36-50 years old, and 2% were above 50 years old.

The reason behind the large count of young respondents is that due to judgment sampling most of the people willing to partake in the survey were youngsters. Most 18-25 year olds understood the reasons behind the study and were cooperative.

2 GENDER

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	312	78.0	78.0	78.0
	Female	88	22.0	22.0	100.0
	Total	400	100.0	100.0	

78% of the respondents were males, 22% were females.

The researcher tried to allocate the Male and Female ratio equally however due to cultural limitations this was not possible. In Pakistan women are not as willing to respond to strange males in public even when approached in a professional manner.

3 INCOME LEVEL

Income category in dollars

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	$0 - $100	153	38.3	38.3	38.3
	$101 - $250	156	39.0	39.0	77.3
	$251 - $500	19	4.8	4.8	82.0
	$501 - $1500	7	1.8	1.8	83.8
	$1500+	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

38.3% earned between $0-100, 39.0% earned between $101-250 monthly, 4.8% earned between $251-500, and 1.8% earned between $501-1500 a month and 16.3% earned $1500 plus.

B. The second part of the questionnaire aimed to ascertain the international and domestic sports following, the level of awareness with regards to domestic cricket and reasons for lack of interest in domestic cricket..

4 International sports following

International sports following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cricket	287	71.8	71.8	71.8
	None	113	28.3	28.3	100.0
	Total	400	100.0	100.0	

71.8% cited international cricket as the international sports that they followed, while 28.3% said they followed no international sports.

5 **Domestic sports following**

Domestic sports following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cricket	45	11.3	11.3	11.3
	None	355	88.8	88.8	100.0
	Total	400	100.0	100.0	

11.3% cited domestic cricket as the only domestic sport that they followed while 88.8% said they followed no other domestic sport.

6 **Sports the respondents play**

Sports you play

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cricket	156	39.0	39.0	39.0
	volleyball	42	10.5	10.5	49.5
	none	202	50.5	50.5	100.0
	Total	400	100.0	100.0	

39.0% play cricket themselves, volleyball was second at 10.5% and 50.5% cited none as the sports they played.

7 **Sports respondents play domestically.**

Playing domestically

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sports	2	.5	.5	.5
	None	398	99.5	99.5	100.0
	Total	400	100.0	100.0	

0.5% responded that they play sports domestically and 99.5%

said that they do not play any sports domestically.

8 **Level of awareness of domestic cricket**

Awareness of domestic cricket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly aware	33	8.3	8.3	8.3
	Moderately aware	126	31.5	31.5	39.8
	Unaware	241	60.3	60.3	100.0
	Total	400	100.0	100.0	

8.3% felt that they were highly aware, 31.5% felt that they were moderately aware about domestic cricket and 60.3% felt that they were unaware.

9 **Respondents' awareness of any organization sponsoring domestic cricket in Pakistan.**

Awareness of organization sponsors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ABN AMRO	35	8.8	8.8	8.8
	None	365	91.3	91.3	100.0
	Total	400	100.0	100.0	

8.8% cited ABN AMRO as a bank that has sponsored domestic cricket nationwide. 91.3% did not know of any such organization sponsoring domestic cricket.

10 Reasons for lacking interest in domestic cricket.

Reasons for lacking interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less earning in domestic cricket	118	29.5	29.5	29.5
	lack of professionalism in domestic cricket	60	15.0	15.0	44.5
	lack of opportunity for involvement in domestic cricket	26	6.5	6.5	51.0
	an overall disorganization in domestic cricket	106	26.5	26.5	77.5
	lack of support by Pakistan cricket board	90	22.5	22.5	100.0
	Total	400	100.0	100.0	

29.5% cited the less earning in domestic cricket as a reason for lacking interest in domestic cricket while 15.0% cited lack of professionalism. Lack of opportunity was rated at 6.5%, overall disorganization as 26.5% and finally lack of support for PCB was 22.5%.

DATA ANALYSIS & CROSS-TABULATIONS

Since the main objective of the research is to identify the perceptions and expectations of organizations and the consumers with regards to domestic cricket and sponsorship. The first questionnaire was tabulated and analyzed from the responses to identify the trends.

Age in years * Gender Cross tabulation

Count

		Gender		Total
		male	female	
Age in years	18 - 25	184	--	184
	26 - 35	98	54	152
	36 - 50	24	32	56
	50+	6	2	8
Total		312	88	400

Surprisingly enough the researcher did not find a single female between the ages of 18-25 that was willing to participate in the survey. This may be because women between 18-25 in the marketplace are suspicious and assume the worst when a young male adult approaches them and where therefore not willing to respond. Clearly male respondents were more than female as for cultural factors mentioned earlier.

Age in years * Income category in thousands Cross tabulation

Count

		Income category					Total
		$0 - $100	$101 - $250	$251 - $500	$501 - $1500	$1500+	
Age in years	18 - 25	60	80	6	4	34	184
	26 - 35	62	62	3	2	23	152
	36 - 50	27	11	10	1	7	56
	50+	4	3	--	--	1	8
Total		153	156	19	7	65	400

20% of respondents were from the age group 18-25 and the income category $101-250. This was the highest percentage. The majority of respondents were of the $0-100 i.e. 38.25% of the respondents, and $101-250 i.e. 39% income levels. The third highest respondents were 65 people i.e. 16.25% in the $1500 plus category. This shows that in Pakistan there is a great disparity between the classes, with a sizeable lower and lower middle class and elite class.

Gender * Income category in thousands Cross tabulation

Count

		Income category					Total
		$0 - $100	$101 - $250	$251 - $500	$501 - $1500	$1500+	
Gender	male	103	137	10	7	55	312
	female	50	19	9		10	88
Total		153	156	19	7	65	400

As the above table shows that out of the 88 female respondents 50 were of the 0-100 income level, and in fact a majority of them said that they were housewives.

Gender * International sports following Cross tabulation

Count

		International sports following		Total
		cricket	None	
Gender	male	279	33	312
	female	8	80	88
Total		287	113	400

The above table indicates that male respondents follow international sports more than female respondents. And out of the sports mentioned the only international sport followed was cricket. Only 10% of the female respondents followed international cricket.

Gender * Domestic sports following Cross tabulation

Count

		Domestic sports following		Total
		cricket	None	
Gender	male	45	267	312
	female		88	88
Total		45	355	400

Only 45 of the 312 male respondents followed domestic cricket indicating a lack of viewer ship. Of these, the majority was in the age groups of 18-25 and played cricket themselves. None of the female respondents followed domestic cricket.

Gender * Awareness of domestic cricket Cross tabulation

Count

		Awareness of domestic cricket			Total
		highly aware	moderately aware	unaware	
Gender	male	33	124	155	312
	female		2	86	88
Total		33	126	241	400

Of the twos sexes males were generally more aware of domestic cricket activities.

Gender * Awareness of organization sponsors Cross tabulation

Count

		Awareness of organization sponsors		Total
		ABN AMRO	none	
Gender	male	33	279	312
	female	2	86	88
Total		35	365	400

Of the 312 males, approx 10.3% were aware of the ABN AMRO cup and identified ABN AMRO as an organization related with sponsorship activities.

Gender * Reasons for lacking interest Cross tabulation

Count

		Reasons for lacking interest					Total
		less earning in domestic cricket	lack of professionalism in domestic cricket	lack of oppurtunity for involvement in domestic cricket	an overall disorganization in domestic cricket	lack of support by pakistan cricket board	
Gender	male	104	54	22	102	30	312
	female	14	6	4	4	60	88
Total		118	60	26	106	90	400

Most males, especially those in the 18-25 years category identified less earning as a reason for lacking interest in domestic cricket. The next most selected option was an

overall disorganization in domestic cricket. Female respondents were more inclined to blame the PCB, a blame-the-government attitude was observed.

Age in years * Sports you play Cross tabulation

Count

		Sports you play			Total
		cricket	volleyball	none	
Age in years	18 - 25	126	33	25	184
	26 - 35	28	9	115	152
	36 - 50	1		55	56
	50+	1		7	8
Total		156	42	202	400

As suspected, the older the respondent, the lesser percentage playing sports. Interesting, volleyball in the second most common sport played, especially in the lower income class.

Income category in thousands * Reasons for lacking interest Cross tabulation

Count

		Reasons for lacking interest					Total
		less earning in domestic cricket	lack of professionalism in domestic cricket	lack of opportunity for involvement in domestic cricket	an overall disorganization in domestic cricket	lack of support by Pakistan cricket board	
Income category in thousands	$0 - $100	85	1	6	12	49	153
	$101 - $250	32	29	16	57	22	156
	$251 - $500		2	2	9	6	19
	$501 - $1500		3		4		7
	$1500+	1	25	2	24	13	65
Total		118	60	26	106	90	400

As seen above lower income class 0-100 choose less earning and lack of PCB support as primary reasons for lack of interest in domestic cricket. This shows that people of this class are quick to blame the government and place all blame outside of them. They are in greater need for money and therefore regard it as a more important reason. With increasing income the primary reason become overall disorganization of domestic cricket.

CHAPTER 5

Conclusion and Recommendations

After having conducted this study it is clear that sports related sponsorship is going to grow exponentially in Pakistan. The willingness of organizations and the thirst for sports entertainment from the consumers is going to fuel this growing industry.

The banks are already set to cash in to this opportunity. The domestic cricket scene has had a make over after a very long time; and the craze for cricket seems to have penetrated all parts of Pakistani society.

Organizations perceive sports related sponsorship as good for business, and consumers perceive it to be an activity that has not been given due attention and has not developed. It is the organizations expectation that developing domestic cricket and other sports would help growth and sales, while the consumer would like to watch their favorite sport even at the domestic level.

All and all, as Javed Miandad, former coach of the Pakistan cricket team said “ We need money… not for the players! For the sport! We have the best players in the world, but also the worst paid and the worst trained. We need money!”

One of the primary purposes of the study was to be able to suggest ways of improving the situation of domestic cricket. The final question in questionnaire asked the

respondent to identify a reason for the lack of interest in domestic cricket. To identify and recommend a solution, it is imperative to understand the problem. The problem in this case is the perceptions of the public/consumer with regards to domestic cricket.

From the answers received from ABN AMRO's analysis seems to be sound and accurate. The challenges of low interest and awareness, inadequate atmosphere, difficult access and low connection with domestic cricket teams is daunting one and it is indeed the collaboration between the PCB and organizations in the banking and private sector that seems to be the golden solution.

ABN AMRO's has been somewhat successful in raising awareness in the people and this seems to be a promising start. From the organizations from which the researcher received feedback, almost all were interested in sports related sponsorship. Only one out of 25 organizations had no fund for advertising.

It's all about the money; the ABM AMRO strategy infuses entertainment and branding with domestic cricket. This would be a good approach to improving the domestic cricket scene.

Most respondents in the study identified overall disorganization of domestic cricket as the primary reason behind lack of interest in the consumer. With branding, regional team building, tournaments and sports related promotions increasing, this would improve the domestic cricket scene immensely.

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This Questionnaire is related to Pakistan's Domestic Cricket

1. What age group do you belong to? **Please check the appropriate choice.**

☐ 18-25 ☐ 26-35 ☐ 36-50 ☐ ≥ 50

2. Please indicate the gender? **Please check the appropriate choice.**

☐ Male ☐ Female

3. Please indicate which monthly income level you lie in US dollars? **Please check the appropriate choice.**

☐ 0-100 ☐ 100-250 ☐ 250-500 ☐ 500-1500 ☐ ≥ 1500

4. Which of the following ***International*** sports events do you attend physically or follow on television, radio or by any other media? **Please check the appropriate choice.**

☐ Cricket

☐ Hockey

☐ Football

☐ Volleyball

☐ Other: _____

☐ None

5. Which of the following ***Domestic*** sports events do you attend physically or follow on television, radio or by any other media? **Please check the appropriate choice.**

☐ Cricket

☐ Hockey

☐ Football

☐ Volleyball

☐ Other: _____

☐ None

6. Which of the following sports do you play? **Please check the appropriate choice**

☐ Cricket

☐ Hockey

☐ Football

☐ Volleyball

☐ Other: _____

☐ None

7. Do you play any sports at the domestic level? **If so, please specify:**

Specify: _____ ☐ None

8. How aware are you of the domestic cricket scene in Pakistan? **Please check the appropriate choice.** ☐ highly aware ☐ moderately aware ☐ unaware

9. Are you aware of any organizations that have sponsored domestic cricket in Pakistan? **Please Specify**.

Specify: _____ ☐ None

10. Why is there lack of interest and participation in domestic cricket in Pakistan? **Please check the appropriate choice**

☐ Less earning in domestic cricket

☐ Lack of professionalism in domestic cricket

☐ Lack of opportunities for involvement in domestic cricket

☐ An overall disorganization in domestic cricket.

☐ Lack of support by Pakistan Cricket Board.

☐ Other: _____
_____
_____
_____

Thank you for your cooperation

This Questionnaire is related to sponsorship in Domestic Cricket

11. What is the name of your organization? _____

12. What is your title within the organization? _____

13. What is the approx. yearly turnover of your organization in US dollars? **Please check the appropriate choice.**

☐ 100,000-200,000

☐ 200,000-500,000

☐ 500,000-1,000,000

☐ ≥ 1,000,000

14. Does your organization have a budget for advertising and sponsorship?
☐ Yes ☐ No **If Yes, what is the amount in US dollars:**

☐ ≤ 10,000

☐ 10,000-50,000

☐ 50,000-150,000

☐ ≥ 150,000

15. Which of the following ***International*** sports events has your organization sponsored? **Please check the appropriate choice.**

☐ Cricket

☐ Hockey

☐ Football

☐ Volleyball

☐ Other: _____

☐ None

16. Which of the following ***Domestic*** sports events has your organization sponsored? **Please check the appropriate choice.**

☐ Cricket

☐ Hockey

☐ Football

☐ Volleyball

☐ Other: _____

☐ None

17. What has been the nature of your affiliation with the above events?

☐ Full tournament sponsorship including advertising

☐ Single match sponsorship including advertising

☐ Ad placement

☐ Other advertising and promotional activities: _____
_____
_____
___

18. Has your organization's participation in sport related sponsorship and advertising yielded the desired results:

☐ Exceeded expectations ☐ Met expectations ☐ had little observable effect

☐ Had no observable effect

19. Is your organization interested in sponsoring and advertising in domestic cricket?
☐ Yes ☐ No ☐ undecided **If No, what is the reason:**

☐ Lack of customer interest in domestic cricket

☐ Lack of professionalism in domestic cricket

☐ Lack of opportunities for involvement in domestic cricket

☐ An overall disorganization in domestic cricket.

☐ Other: _____

_____

_____

_____

Thank you for your cooperation