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**SPORT MARKETING AND THE INTERNET:
IN WHAT WAYS DOES THE WEB SITE CONTRIBUTE TO
MARKETING AND MANAGEMENT
IN SPORT ORGANISATIONS**

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2001

**Sport Marketing and the Internet:
In what ways does the Web Site contribute to
Marketing and Management in Sport Organisations**

A 152.787 (75 point) masters thesis
presented in partial fulfilment of the requirements
for the degree of Masters of Business Studies in Sport Management
at Massey University, Palmerston North

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2001

Abstract

The present study examined the contribution of the Internet and web site to the marketing and management of sport organisations.

It was found that the positive effects of the Internet and web site outweighed the negative for sport organisations. The Internet has experienced tremendous growth and widespread appeal, has advantages over other traditional forms of marketing and can offer information directly to the target audience.

A sample of 73 International Sport Organisation official web sites from Australia, Great Britain and North America was surveyed to measure web site practices. A web-based questionnaire and evaluative survey collected quantitative and qualitative information from this sample.

The results were analysed, together with literature theories and findings of previous studies, to suggest a framework of 20 recommended best practices that all sport organisations and teams should follow to maximise the effectiveness for the marketing and management of the web site. These best practices were grouped by seven web site areas: management, design, content, interactivity, electronic commerce, marketing and security.

The web site practices of a sample of fourteen New Zealand Sport Organisations were then tested against this framework. Organisations were surveyed to measure New Zealand web site practices using the same web-based questionnaire and evaluative survey. It was found that the majority of New Zealand Sport Organisations were currently following the framework of best practices suggested. Thus, the framework of 20 best practices was determined as appropriate for New Zealand Sport Organisations.

Acknowledgements

I gratefully acknowledge the support and encouragement given to me by my chief supervisor, Sarah Leberman. Special thanks for her willingness to take a topic that is not in her speciality area and for her thoughtful and constructive comments throughout the research process.

I would also like to acknowledge the thoughtful guidance and support of my co-supervisor, Ron Garland, and for his prompt feedback when reviewing the sections of this study.

To both my supervisors, I appreciated the ability to make flexible use of my time in order to gain valuable practical experience while volunteering for the Canterbury Rams.

To John and Leslie Watson and the Rams I gratefully appreciate the opportunity to work with such a great organisation and group of individuals and their willingness to support me in my university study.

Thank you to all the responding International and New Zealand Sport Organisations for taking the time to participate in the questionnaire.

Finally, thanks to my family for their continued support. Special thanks to my mum for always fitting in the time to offer her capable and careful editing services.

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