

## PLAYERS' PERCEPTION ABOUT COMMERCIALIZATION OF SPORTS IN ACADEMIC INSTITUTIONS OF PAKISTAN

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### Abstract

*Commercialization is the way toward presenting another item or creation strategy into trade making it accessible available. The term frequently implies particularly the passageway into the mass market instead of prior specialty markets, however it additionally incorporates a move from the research facility into even constrained trade. The main objectives of the study are to examine the effects of commercialization of sports in academic institutions. The study was quantitative in nature and sample (n=260) for this research was from eight private and public sector universities of Lahore. The data collection tool was questionnaire containing 20 items. Results and data analysis showed that there is no difference among the opinion of male and female (Sig. 0.362) and among different age groups (Sig. 0.791). Overall results showed that there is positive effect of commercialization of sports in academic institutions as commercialization of sports helps players to develop their financial, sympathetic and caring attitude, their financial support, their recognition in society as well as their social support. Commercialization of sports promotes modesty and quality of life in them. Commercialization's of sports also help to develop their personality with behavior and ethical values and awareness regarding their role in the society. In future recommendations, there should be panel discussions about commercialization of sports should be organized in collaboration of both coaches and athletes, there should be qualified staff for the commercialization, coaching and training of players, sports organizations and government should take necessary steps for the promotion of commercialization of sports at grass root as well as at international level.*

**Keywords:** Commercialization, Sports, Academic Institutions, Players

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## 1 Introduction

Commercialization is the way toward presenting another item or creation strategy into trade making it accessible available. The term frequently implies particularly the passageway into the mass market instead of prior specialty markets; however it additionally incorporates a move from the research facility into even constrained trade (Duvirage, 2012). Commercialization is often confused with sales, marketing, or business development. The commercialization is essential to look at many ideas to get one or two products or businesses that can be sustained long-term. It is a stage-wise process, and each stage has its own key goals and milestones. It is vital to involve key stakeholders early, including customers (Slater and Mohr, 2006). In this research the researcher integrates the effects of commercialization of sports in university of the Punjab. Commercialization of sports is the aptitude to promote sports in university of the Punjab widely. Sports are a mini global. Commercialization is a proposal that attract the peoples towards sports due to money. So, the main objectives of the study are to examine the effects of commercialization of sports in different universities which generated the research question that what are the effects of commercialization of sports in academic institutions? This study was restricted to the sports students of the public and private sector universities.

## 2 Literature Review

Commercialization is expected to lead towards more particular creation frameworks in light of relative favorable circumstances in asset utilize. Thusly, specific generation prompts higher efficiency through more noteworthy learning by doing, scale economies, presentation to new thoughts through exchange better information dissemination through trade, and furthermore better motivating forces as higher wage (McComb, (2004). Effects of commercialization can be classified into to first, second and third order, the first one is the principal arrange is fundamentally pay and business impacts that are straightforwardly reflected in family unit welfare (Dubal, 2010). The second-order impacts incorporate wellbeing and nourishment perspectives normally dependent upon the level of pay achieved through the current level of commercialization (Dubal, 2010). The third order or generally known as

higher request impacts are the large scale financial and ecological impacts that go past family unit level (Dubal, 2010).

## **2.1 History of Commercialization in Sports**

The commercialization of game isn't a social widespread; however the result of extraordinary specialized, social, and monetary conditions (Gorn, and Goldstein, 1993). Sports in the United States were typically unstructured, unconstrained exercises that the members well managed and organized. Just in the last period of the nineteenth century did composed sports cross the sea from Great Britain and America. Around then, urbanization constrained countless to live in new settings and to desert conventional relaxation exercises, which included drinking, celebrating, and betting. The predominant class looked to supplant them with exercises, for example, baseball, horseracing, and boxing. Setting the phase for future commercialization, industry moved to meet the expanding want for sorted out sports (Gorn, and Goldstein, 1993). The most unmistakable manufacturer of sports equipment was Albert Spaulding. In 1876, he opened the A. G. Spaulding and Brothers Company. Spaulding's capacity to impact the coordinators of the different expert games alliances enabled him to offer his merchandise and to catch a virtual imposing business model on brandishing products by the last piece of the nineteenth century. Be that as it may, others immediately took after, and by the start of the twentieth century, started creating their own particular lines of sports gear. Amid the initial too many years of the twentieth century, the development in offers of brandishing products and enterprises sparkled brighter than any time in recent memory, Business observer sports pulled in light of a legitimate concern for a significant part of the populace (Stein, 2004). Marketed sports were one of a few male bastions. Be that as it may, the by the 1920s, women started to appreciate both watching sports and taking part in sports. Despite the fact that the commercialization of sports hindered amid the Great Depression and World War II, by the mid-1950s, it had unequivocally settled itself as highlight of present day Western culture (Stein, 2004).

## 2.2 Commercialization in Sports

The commercialization of games is that part of the games venture that includes the deal, show, or utilization of game or some part of game to deliver pay. A few specialists favor the expression "commoditization of game" as a mark for a similar procedure. The star Indian batsman, Sachin Tendulkar, has been as of late named among the main fifty Indian extremely rich people. He is from a white collar class family. Correspondingly, Michael Jordan earned almost seventeen million dollars every prior year, he resigned from the professional basketball. Chelsea has spent almost two hundred million pounds since the takeover of the club by the new proprietor (Lobmeyer and Weidinger, 1992). These delineations portray the way that sports have been exceptionally marketed. Sports have changed its shape and measurement as it isn't only the type of unimportant stimulation. It has increased business acknowledgment. It is not any more restricted to a field, court or a precious stone. It is seen all through the world by the methods for radio and TV stations. This has been useful for the players. They are monetarily secured as different business areas additionally have blasted alongside the sports (Hinkle, 1999). They likewise have been profited. Nonetheless, this additionally has risked the genuine soul of the diversion. It has offered ascend to coordinate settling and doping outrages. Players now appreciate a monetarily secured life. It was not the case couple of decades back, players needed to hold another low maintenance work alongside playing to maintain their job. Each footballer was likewise a server or a barkeep. They were paid insignificant whole in their calling. Players now get immense entireties of cash to play. Every last Indian cricket player gets around a large portion of a million rupees for every one-day worldwide match and a million for a test coordinate. Ronaldo gets a huge number of pounds for playing for Real Madrid. Besides, the games stars get millions from embracing different items. Sachin Tendulkar alone acquires about 30 million a year for underwriting. Comparative is the situation of David Beckham; he has the most elevated business esteem the world over (CASE). He gets millions by underwriting the items going from Pepsi to hair gel. They gain a considerable measure now and this has unquestionably made their life less demanding. In different areas of games like TV stations and supporting organizations have blasted

alongside the games. The enormous donning occasions, for example, World Cup and Olympics are secured live by the TVs. Every single English Premier League coordinate is secured by ESPN. The millions in their home view these occasions (Hong, and Walsh, 2009). And keeping in mind that doing as such, the games and in addition the telecom companies get promoted. The current cricket competition was named DHL container. It was named after the supporting organization DHL. The accumulating sheets and the enormous logos were utilized all around the ground to advance the organization. The occasion was a win so was the advancement of supporting organization (Yuqing, and Xiangping, 2003).

### **2.3 Negative Impacts of Commercialization**

Commercialization has had some negative effects too. This has changed the state of mind of the players. The players no more play for the excite and love of the amusement. The essential help now is cash for which they play. What's more, for the situation where sports don't give adequately, they are set up to cross the regular outskirts of procuring. This has offered ascend to the wonder called the match fixing. Players are found failing to meet expectations for totals of money as Hanes Cronje, the previous South African cricket chief, was blameworthy in this charge (Lin, Lee and Hung, 2006). Commercialization has started sledging and struggle in the sports. The players are paid millions and are relied upon to win. They once in a while make additional strides of sledging and battling. Boxers sledge and battle in the pre competition press meet. Australian cricketers sledge a considerable measure on and off the field. They focus on a specific individual of the rival group and sledge. VVS Laxman, an Indian batsman, was the casualty of such episode. Australians transparently examined the defenselessness of Laxman while confronting the short balls in the press. Moreover they guaranteed that they had dealt with him (Yuqing, and Xiangping, 2003). This gives them the mental edge over the adversaries. They likewise do this on the field. They are regularly taped remarking the batsman on his procedure and making joke of him amid the match. They play just to win. Furthermore, this may be a conceivable result of commercialization.

## **2.4 Commercialization of Sports and Doping**

Commercialization has empowered doping. The players are utilizing performance upgrading drugs. They need to win and for that they set up to accomplish something more than simply play (Brewer, 2002). Pakistani fast bowlers, Shoaib Akhtar and Mohammad Asif were sentenced this charge as of late. Nepali two times gold champ competitor, Rajendra Bhandari, was peeled off his awards after he was tried positive in the dope test. The way that the nation had guaranteed one million each for the victor of gold may be in charge of this. A considerable measure of cash has been poured in to the sports. It has achieved certain progressions. Maybe a couple of them have been awful however the vast majority of them have been for advancement. Doping and match fixing have stigmatized the diversion (Brewer, 2002). And furthermore sports condition has been weakened. In any case, the saints of the sports ie. players, have profited from this. The business circle additionally has blasted alongside the sports. It has actuated better monetary development. In this way, in the general setting, commercialization has been useful for sports (Brewer, 2002).

The literature review regarding commercialization of sports expresses that there are positive effects of commercialization of sports on player's performance resulting in good achievements of players in sports which consequently results as increase in their financial earnings and social acceptance. So, in this regard researcher hypothesize that there are positive effects of commercialization of sports on students' life.

## **3 Research Methodology**

Methodology implies more than simply the methods you intend to collect and use the data. This research was quantitative in nature as all the data was collected and inference was built in numeric values. As the research population is normally a large group of individuals or subjects who are in the main focus of a scientific query. The populations of this study were the students (male and female) of different private and public sector universities situated in Lahore. In research, the term sample which is a group of people, objects, or items who is the true representation of the whole population. As the sample should be the true representative of the whole population to ensure that researcher can generalize the findings from the research sample the population as a whole, the sample

for this study were male and female student players of private and public sector universities situated in Lahore. Data collection tool used in this research was questionnaire containing 20 items. This questionnaire was ranked on Likert type consisting of five options (strongly agree, agree, disagree, strongly disagree, undecided). The 260 copies of final version of questionnaire were distributed among the sports students of different universities. Data was analyzed using statistical package for social sciences (SPSS) 22.0. Individual Item analysis to view response against each item was done by using Chi-square test. All demographic variables were analyzed using T-test.

#### 4 Results and Data Analysis

**Table 1:** *Distribution of participants according to their demographic variables*

Variables	Frequency	%
	<b>Gender</b>	
Male	177	68.1
Female	83	31.9
	<b>Age (Years)</b>	
16-20	67	25.8
21-25	187	71.9
26-30	6	2.3

Table 1 shows frequency of demographics of respondents. Total number of respondents were 260 in which 177 (68.1%) were male and 83 (31.9%) were females. According to age there were 67 (25.8%) respondents were 16-20 years old, 21-25 years old respondents were 187 (71.9%) and 26-30 years old respondents were only 6 (2.3%).

**Table 2:** *Mean  $\pm$  SD and t-values of respondents according to their gender*

Variable	Male n=177		Female n=83		t	P
	M	SD	M	SD		
	3.6825	.52584	3.8524	.46407	.835	.362

Where  $\alpha=.05$

Table 2 shows the respondent’s perception according to their gender. Table shows the mean of male respondents is 3.6825 and mean value of female is 3.8524 and also shows the t-value which is .835 and P value is .362 which is greater than 0.05. Hence there is no significant difference between male and female regarding their perception about “Effects of commercialization of sports in university of the Punjab”.

**Table 3:** *Mean ± S, ANOVA and p values of respondents according to their age*

ANOVA					
Mean	Sum of Squares	Df	Mean Square	F	Sig.
<b>Between Groups</b>	2.104	12	.175		
<b>Within Groups</b>	65.853	24	.267	.65	.79
		7		8	1
<b>Total</b>	67.957	25			
		9			

Where  $\alpha=.05$

Table 3 shows respondents perceptions according to their age. The table shows that the mean of respondents between groups is 2.104 and mean within groups is 65.853. The table also shows the F-value which is .658 and P-value is .791 which is greater than 0.05. Hence there is no significant difference between respondent’s perceptions according to their age.

**Table 4:** *Chi-square value of respondent’s perception about “Is commercialization necessary for sports?”*

Is commercialization necessary for sports?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	5	19	104	125	256.846	.000

Where  $\alpha=.05$ ; Abbreviation: SD (Strongly Disagree), DA (Disagree), UD (Undecided), A (Agree), SA (Strongly Agree)

Table 4 shows that the results of above statement “Is commercialization necessary for sports?”. The 7 students were strongly disagreed (SD), 5

students were agreed (DA), 19 students were undecided (UD), 104 were agreed (A) and 125 were strongly agreed (SA) about this statement. Chi Square value was 256.846 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Is commercialization necessary for sports?”. Overall results showed that majority of the people agree that commercialization is necessary for sports.

**Table 5: Chi-square value of respondent’s perception. Do you think commercialization of sports cause the awareness about sports among university students?**

Do you think commercialization of sports cause the awareness about sports among university students?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	5	9	29	118	99	2.145	.000

Where  $\alpha=.05$

Table 5 Shows that the results of above statement “Do you think commercialization of sports cause the awareness about sports among university students”? The 5 students were strongly disagreed (SD), 9 students were agreed (DA), 29 students were undecided (UD), 118 were agreed (A) and 99 were strongly agreed (SA) about this statement. Chi Square value was 2.8145 and p Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Do you think commercialization of sports cause the awareness about sports among university students”?

**Table 6: Chi-square value of respondent’s perception about “Does commercialization of sports is necessary at grass root in university?”**

Does commercialization of sports is necessary at grass root in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	10	15	53	105	77	1.263	.000

Where  $\alpha=.05$

Table 6 Shows that the results of above statement “Does commercialization of sports is necessary at grass root in university”? The 10 students were strongly disagreed (SD), 15 students were disagreed

(DA), 53 students were undecided (UD), 105 were agreed (A) and 77 were strongly agreed (SA) about this statement. Chi Square value was 1.263 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports is necessary at grass root in university?”

**Table 7:** *Chi-square value of respondent’s perception about “Do you think commercialization of sports affected your views about sports?”*

Do you think commercialization of sports affected your views about sports?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	3	20	39	129	69	1.887	.000

Where  $\alpha=.05$

Table 7 shows that the results of above statement “Do you think commercialization of sports affected your views about sports”? The 3 students were strongly disagreed (SD), 20 students were disagreed (DA), 39 students were undecided (UD), 129 were agreed (A) and 69 were strongly agreed (SA) about this statement. Chi Square value was 1.887 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Do you think commercialization of sports affected your views about sports”?

**Table 8:** *Chi-square value of respondent’s perception about “Does commercialization of sports promote your values?”*

Does commercialization of sports in university promote your values?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	14	67	100	72	1.230	.000

Where  $\alpha=.05$

Table 8 shows that the results of above statement “Does commercialization of sports in university promote your values?” The 7 students were strongly disagreed (SD), 14 students were disagreed (DA), 67 students were undecided (UD), 100 were agreed (A) and 72 were

strongly agreed (SA) about this statement. Chi Square value was 1.230 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports in university promote your values”?

**Table 9:** *Chi-square value of respondent’s perception about “Is commercialization of sports has some negative impacts on sports in university”?*

Is commercialization of sports has some negative impacts on sports in university of the Punjab?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	20	68	55	63	54	27.192	.000

Where  $\alpha=.05$

Table 9 Shows that the results of above statement “Is commercialization of sports has some negative impacts on sports in university”? The 20 students were strongly disagreed (SD), 68 students were disagreed (DA), 55 students were undecided (UD), 63 were agreed (A) and 54 were strongly agreed (SA) about this statement. Chi Square value was 27.192and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Is commercialization of sports has some negative impacts on sports in university”?

**Table 10:** *Chi-square value of respondent’s perception about “Commercialization effects on the financial condition of university sports students?”*

Commercialization effects on the financial condition of university sports students?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	20	37	64	92	47	58.038	.000

Where  $\alpha=.05$

Table 10 Shows that the results of above statement “Commercialization effects on the financial condition of university sports students”? The 20 students were strongly disagreed (SD), 37 students were disagreed (DA), 64 students were undecided (UD), 92 were agreed (A) and 47 were strongly agreed (SA) about this statement. Chi Square value was 58.038

and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Commercialization effects on the financial condition of university sports students”?

**Table 11:** *Chi-square value of respondent’s perception about “Do you think commercialization of sports encouraged trend of sports in university”?*

Do you think commercialization of sports encouraged trend of sports in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	17	16	49	98	80	1.044	.000

Where  $\alpha=.05$

Table 11 Shows that the results of above statement “Do you think commercialization of sports encouraged trend of sports in university”? The 17 students were strongly disagreed (SD), 16 students were disagreed (DA), 49 students were undecided (UD), 98 were agreed (A) and 80 were strongly agreed (SA) about this statement. Chi Square value was 1.044and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Do you think commercialization of sports encouraged trend of sports in university”?

**Table 12:** *Chi-square value of respondent’s perception about “Does commercialization of sports bring new talent in university”?*

Does commercialization of sports bring new talent in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	21	30	92	110	1.622	.000

Where  $\alpha=.05$

Table 12 Shows that the results of above statement “Does commercialization of sports bring new talent in university”? The 7 students were strongly disagreed (SD), 21 students were disagreed (DA), 30 students were undecided (UD), 92 were agreed (A) and 110 were strongly agreed (SA) about this statement. Chi Square value was 1.622

and p Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports bring new talent in university”?

**Table 13:** *Chi-square value of respondent’s perception about “Does commercialization of sports improved quality of life of athletes in university”?*

Does commercialization of sports improved quality of life of athletes in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	6	11	53	113	77	1.566	.000

Where  $\alpha=.05$

Table 13 Shows that the results of above statement “Does commercialization of sports improved quality of life of athletes in university”? The 6 students were strongly disagreed (SD), 11 students were disagreed (DA), 53 students were undecided (UD), 113 were agreed (A) and 77 were strongly agreed (SA) about this statement. Chi Square value was 1.566 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports improved quality of life of athletes in university”?

**Table 14:** *Chi-square value of respondent’s perception about “Is commercialization of sports has impact on the personality grooming of the players in university”?*

Is commercialization of sports has impact on the personality grooming of the players in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	21	48	110	74	1.317	.000

Where  $\alpha=.05$

Table 14 Shows that the results of above statement “Is commercialization of sports has impact on the personality grooming of the players in university”? The 7 students were strongly disagreed (SD), 21 students were disagreed (DA), 48 students were undecided (UD), 110 were agreed (A) and 74 were strongly agreed (SA) about this statement. Chi Square value was 1.317 and P Value was .000 which is less than

0.05 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Is commercialization of sports has impact on the personality grooming of the players in university”?

**Table 15:** *Chi-square value of respondent’s perception about “Does commercialization of sports has improved the standard of sports in university”?*

Does commercialization of sports has improved the standard of sports in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	21	54	99	79	1.140	.000

Where  $\alpha=.05$

Table 15 Shows that the results of above statement “Does commercialization of sports has improved the standard of sports in university”? The 7 students were strongly disagreed (SD), 21 students were disagreed (DA), 54 students were undecided (UD), 99 were agreed (A) and 79 were strongly agreed (SA) about this statement. Chi Square value was 1.140and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports has improved the standard of sports in university”?

**Table 16:** *Chi-square value of respondent’s perception about “Do you think commercialization of sports has developed a global organizational infrastructure of sports for university”?*

Do you think commercialization of sports has developed a global organizational infrastructure of sports for university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	7	31	67	95	60	88.538	.000

Where  $\alpha=.05$

Table 16 Shows that the results of above statement “Do you think commercialization of sports has developed a global organizational infrastructure of sports for university”? The 7 students were strongly disagreed (SD), 31 students were disagreed (DA), 67 students were undecided (UD), 95 were agreed (A) and 60 were strongly agreed (SA)

about this statement. Chi Square value was 88.538 and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Do you think commercialization of sports has developed a global organizational infrastructure of sports for university”?

**Table 17:** *Chi-square value of respondent’s perception about “Does commercialization of sports has impact on the economy of university”?*

Does commercialization of sports has impact on the economy of university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	6	28	66	97	63	96.808	.000

Where  $\alpha=.05$

Table 17 Shows that the results of above statement “Does commercialization of sports has impact on the economy of university”? The 6 students were strongly disagreed (SD), 28 students were disagreed (DA), 66 students were undecided (UD), 97 were agreed (A) and 63 were strongly agreed (SA) about this statement. Chi Square value was 96.808and P Value was .000 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports has impact on the economy of university”?

**Table 18:** *Chi-square value of respondent’s perception about “Do you think commercialization of sports increases the cases of fixing in university”?*

Do you think commercialization of sports increases the cases of fixing in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	17	36	69	89	49	60.538	.000

Where  $\alpha=.05$

Table 18 Shows that the results of above statement “Do you think commercialization of sports increases the cases of fixing in university”? The 17 students were strongly disagreed (SD), 36 students were disagreed (DA), 69 students were undecided (UD), 89 were agreed (A) and 49 were strongly agreed (SA) about this statement. Chi Square value

was 60.538 and P Value was .000 which is less than 0.05 among of the people opinion regarding statement “Do you think commercialization of sports increases the cases of fixing in university”?

**Table 19:** *Chi-square value of respondent’s perception about “Does commercialization of sports improved the ranking of the university”?*

Does commercialization of sports improved the ranking of the university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	12	28	49	101	70	94.423	.000

Where  $\alpha=.05$

Table 19 Shows that the results of above statement “Does commercialization of sports improved the ranking of the university”? The 12 students were strongly disagreed (SD), 28 students were disagreed (DA), 49 students were undecided (UD), 101 were agreed (A) and 70 were strongly agreed (SA) about this statement. Chi Square value was 94.423and P Value was .000 which is less than 0.05 which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports improved the ranking of the university”?

**Table 20:** *Chi-square value of respondent’s perception about “Does commercialization of sports develops state of competition among the departments of the university”?*

Does commercialization of sports develops state of competition among the departments of the university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	19	19	53	110	59	1.075	.000

Where  $\alpha=.05$

Table 20 Shows that the results of above statement “Does commercialization of sports develops state of competition among the departments of the university”? The 19 students were strongly disagreed (SD), 19 students were disagreed (DA), 53 students were undecided (UD), 110 were agreed (A) and 59 were strongly agreed (SA) about this

statement. Chi Square value was 1.075 and P Value was .000 among of the people opinion regarding statement “Does commercialization of sports develops state of competition among the departments of the university?”

**Table 21:** *Chi-square value of respondent’s perception about “Does commercialization of sports is a cause of failure of study of students”?*

Does commercialization of sports is a cause of failure of study of students?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	33	43	56	89	39	38.385	.000

Where  $\alpha=.05$

Table 21 Shows that the results of above statement “Does commercialization of sports is a cause of failure of study of students”? The 33 students were strongly disagreed (SD), 43 students were disagreed (DA), 56 students were undecided (UD), 89 were agreed (A) and 39 were strongly agreed (SA) about this statement. Chi Square value was 38.385 and P Value was .000 w which is below 0.05 and means noteworthy difference among of the people opinion regarding statement “Does commercialization of sports is a cause of failure of study of students”?

**Table 22:** *Chi-square value of respondent’s perception about “Is commercialization of sports become a cause of rivalry among Athletes in university”?*

Is commercialization of sports become a cause of rivalry among Athletes in university?	Observed Number					$\chi^2$	P
	SD	DA	UD	A	SA		
	21	45	73	71	50	34.923	.000

Where  $\alpha=.05$

Table 22 Shows that the results of above statement “Is commercialization of sports become a cause of rivalry among Athletes in university”? The 21 students were strongly disagreed (SD), 45 students were disagreed (DA), 73 students were undecided (UD), 71 were agreed (A) and 50 were strongly agreed (SA) about this statement. Chi Square value was 34.923 and P Value was .000 which is below 0.05 and means

noteworthy difference among of the people opinion regarding statement “Is commercialization of sports become a cause of rivalry among Athletes in university”?

## **5 Conclusion**

The main objective of the study was to view the effects of commercialization of sports in university students. After the careful analysis of the data obtained from respondents, researchers concluded that commercialization helps players to develop their financial, sympathetic and caring attitude, their financial support, their recognition in society as well as their social support. Commercialization of sports promotes modesty and quality of life in them. Commercialization of sports also help to develop their personality with behavior and ethical values and awareness regarding their role in the society, so it can be said that commercialization of sports at university level has positive effects on overall players’ life as well as society.

## **6 Discussion**

Finally, trends have changed for the promotion of sports throughout the world. In this research, researchers followed many studies related to area of interest, and then decided to check the effects of commercialization of sports in university of the Punjab, Pakistan. After the commercialization of sports, urge of being popular on the map of all over the world is increased among university student players. It appeared that everyone wanted to be associated with sports activities.

## **7 Recommendations**

- Panel discussion about commercialization of sports should be organized in collaboration of both coaches and athletes.
- There should be qualified staff for the commercialization, coaching and training of players.
- Sports organizations and government should take necessary steps for the promotion of commercialization of sports at grass root as well as at international level.
- Commercialization of sports should be done with the coordination of all forms of media.
- The players, coaches and other sports officials should be updated with the new rules and policies regarding commercialization of sports.

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