

## **The Power of Social Media in Enhancing the Marketing and Revenues; A Literature analysis of Qatar 2022 FIFA World Cup**

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### **Abstract**

The Social media marketing and social media have taken the place of traditional media marketing and traditional media. Nowadays, customers are keen to get information or knowledge through social media. Therefore, managers, agencies, event planners, and even countries are focusing on social media for the marketing of their mega-events. This study aims to highlight the vital role of using social media tools in marketing, particularly focusing on the marketing of mass global events which require higher awareness and outreach to international audiences. It attempts to do so through a comparison of the efficiency, costs, and reachability of traditional media and social media, investigating how these different marketing approaches could work better if more closely aligned together. The significant contribution of this study was to analyze Qatar's initiatives to prepare itself, its people, and the world for the upcoming global event- the FIFA2022 World Cup. This research will be a piece of literary evidence for future researchers to use in their forthcoming studies and for event planners or marketers of different countries where FIFA or any such mega event is going to be planned.

**Keywords:** FIFA 2022; Social Media Marketing; Traditional Marketing; Sports Tourism.

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**Biographical notes:** Haya Abdul Aziz Al-Saad Al Kuwari is prolific researcher in area of marketing. She did her masters in global marketing from University of Liverpool. Therefore, her research is popular in domain of digital marketing. She has taken more than 15 certifications and training workshops focusing on research, digital marketing and business strategy building. Beside a long research experience, she remained part of industry for 12 years and still working in triple two marketing agency. Due to her practical expertise in digital marketing, her research grip on this domain is excellent. Her research on social media marketing from perspective of Qatar 2022 FIFA World Cup provided many implications for marketing and digital media managers. Currently she is working on her PhD proposal about employing artificial intelligence in marketing.

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## 1. Introduction

Many studies highlighted that marketing is an essential activity for all types of businesses and events. The failure or the success of a business depends on marketing efforts done by department or marketing team. About 48% of the recorded business's failure was occurred by poor marketing (Tracy, 2014). Marketing as a set of tactics that learned and shaped by having specific ideas and concepts of the consumer, business, and competition were actions taken as the responsiveness of these measures (Schwarz & Hunter, 2008). Tracy (2014) pointed out that marketing and business purpose are not only to make a profit but their goal is also to obtain cost-effectively customer relations. Moreover, Tracy (2014) many different ways to gain customers, 1- increase the value for consumers by creating advantages of the product "key benefit" to satisfy their needs or by considering the social, cultural and economic aspects of the consumer, 2- to locate the market for the product, 3- to conduct market research to identify the market and the size of the market. It's the highlighted point of the study because the market for FIFA World Cup is far from being a concentrated market which means it is axiomatic to use the internet to reach millions of potential sports consumers cost-effectively. The FIFA World Cup requires Global sports marketing for involving many countries in different continents (Schwarz & Hunter, 2008).

Hosting FIFA World Cup was a dream to Qatari's and all middle-eastern people as it was for previously held events in other nations, such as the first FIFA World

Cup 1930 in Uruguay and 2010 South Africa (FIFA,n.d). The "Fédération Internationale de Football Association" (FIFA) also started as a dream of few European members in "Zurich in 1904, including Belgium, Denmark, France, Germany, the Netherlands, Spain, Sweden and Switzerland" (FIFA, n.d). After the United Kingdom, the home country of the Football Association, founded in 1863, has refused to join (FIFA, n.d). The organization now "has 209 members," which makes it one of the largest and most popular sports federation in the world (FIFA, n.d). The first FIFA world cup that took place in Uruguay in 1930 was an innovative idea from the president of FIFA back then "Jules Rimet and the secretary of the French Football Federation, Henri Delaunay" (FIFA, n.d). Therefore, innovation in the FIFA association is not unusual.

The internet network users are spreading over the world, thanks to the increasing numbers of service providers, the host website and servers, who enabled individuals to create their web pages. However, this reality may differ for those with technical illiteracy and poor infrastructure countries. Similarly, Safko (2012) stated that "Social media is constantly reinventing itself, " describing the "vlog" as the best and most useful tool for marketing, describing social media tools as valuable tools in building a trusted relationship with consumers, leading to selling the product. Further, he, explained that there are five steps to implementing social media in marketing a business which includes: planning and analyzing the marketing plan and strategy to estimate the "customer generating expenses", choosing and focusing on three best social media tools of all, integrating the selected social in the marketing strategy, allocating the resources to implement the new strategy. Finally, apply the social media plan and measuring the efficiency of the used tools and strategy using both the "return on investment" and the "cost of customer acquisition" measurements to decide whether to continue with this strategy or to adjust the marketing strategy.

This study is to highlight the vital role of using social media tools in marketing with particular focus on the marketing of mass global events that require greater awareness and outreach to international audiences. It attempts to do so through a comparison of the efficiency, costs, and reachability of traditional media and social media, investigating how these different marketing approaches could work better if more closely aligned together. Moreover, it has been shown that adoption of various marketing approaches through a substantial utilization of both media types maximizes the advantages of each and when combined, provides a powerful tool that is ultimate for its purpose (e.g., Roy, 2016; Dibb et

al. 2006; Shan et al. .2014; Kaplan & Haenlein, 2010). This literature-based research adopts this approach through research of Qatar's initiatives to prepare itself, its people, and the world for the upcoming global event- the FIFA2022 World Cup.

It's assumed that the effective marketing of global events, such as the FIFA world cup, benefits its host country economically as a result of the inevitable increased tourism likely to be generated from it. This assumption suggests that such a boom in tourism is expected to instigate a positive market reaction in the stock exchange and real estate' markets (Abuzayed, 2013). Therefore, the literature analysis in this research will also advocate the good marketing which leads to a more significant event would present the host country- Qatar in this case- positively to the world, which is an essential objective to Qatari governing body (Holtzhausen & Fullerton, 2015; Gibson, 2016).

## **2. Literature Review**

Bresler (2011) explained sports tourism as travel to participate in a scheduled sports event. To understand sports tourism, the marketer needs to identify the motivation of sport tourists. It is explained that there are "Intrinsic motivators" linked to the sports activity, such as the satisfaction of participating and "extrinsic motivators," such as rewards. Whereas, other studies suggested that there are many common aspects between tourist motivation to travel and sport tourism, including: "Physical motivators" need for fitness, "cultural motivators" the tradition of visiting the stadium, "interpersonal motivators" socializing with others, and "status motivators", attending special sport events (Prayag & Grivel, 2014).

Every four years, people hardly can wait to attend the World Football matches, setting their calendar to see their team play on the field, hoping that they can qualify for the finals and get the World Cup for their country. According to (association of football, 2006 cited in top-end sports, n.d) that football fans were "estimated as 3.5 billion mainly located in Europe, Africa, Asia, and America". The FIFA World Cup event is expected to bring growth opportunities and increasing market access by increasing customers and sales. Therefore business exposure and profit (Makhitha and Bresler, 2011) are achieved through increased sales of food and beverages and sportswear because it will increase the number of international tourist's visitors.

Marketing functions, strategies, and practices in Qatar and other Eastern Countries.

Globalization has posed new reality to marketers forcing them to adopt new methods of marketing due to the closer social, economic, and political bonds, requiring them to allocate emerging and existing market opportunities around the globe (Dibb et al., 2006). Globalization also has resulted in a more informed consumer who demands the marketing message to be more sophisticated, convenient suiting their time, and sensitive to their culture and believes, Moore & Pareek (2006). By understanding customers and maintaining a strong relationship with them, the organization would gain an edge over competitors by frequently revising customer's feedback and updating their ideas and practices following their clients. Happy customers may also promote the product and organization by expressing a positive word of mouth and showing loyalty to the brand. There are other essential factors that a marketing manager must pay attention to, which is the "marketing environment" that includes "social trends", technological advancements, "economic patterns", laws and regulations, political influences and environmental and sustainability issues (Dibb et al., 2006).

Marketing activity is now stronger than ever; it can expand the influence of their marketing campaigns to new colonies. That power is, unfortunately, engaged with the constraints of technology, culture, and political factors of the host country and the targeted audience's states (Berthon et al., 2012). Moreover, they highlighted other essential factors that a marketer must consider, the technical and infrastructure level of development and political factor may constraints the availability of certain mediums to a targeted audience; therefore, this point would help in the decision of choosing the transmission medium while the cultural factor may influence the coding and message forming process. The "country cultural norms and values" makes it difficult to standardize social media channels. Therefore, marketers need to customize message contents to consider the country and cultural differences, to engage audiences from different languages and interests (Berthon et al., 2012). Cultural values affect how the person would be influenced (Chao and Wong (2014). Chao and Wong (2014) explained culture as a "set of values, beliefs, behavioural scripts that are shared within a group of people." Moreover, their study suggested that communicated information must have common ground.

Chao and Wong (2014) suggested that information "meaningfulness" depends on the perceived benefits to meet an individual's basic needs, which also highlights the importance of understanding the receiver culture. Gudykunst and Ting-Toomey (1988) explained that culture even affects the individual expression and recognition of emotions using (Gudykunst & Ting-Toomey, 1988) cross-cultural research on the individuals' reaction to facial expressions photo's in different cultures which showed that the highest representation of emotions was in "Brazil and Chile of 84.5%. The lowest was in Japan with 65.4%". Gudykunst and Ting-Toomey (1988) found that all tested cultures showed equally accurate results in decoding vocal emotional expressions. Further, they found equal results among cultures tested in identifying genuine emotion in motion pictures.

### *2.1. Traditional Versus Social Media and Social Media Marketing*

Traditional media, such as printed media, are declining due to the high cost associated with printing, paper, and labour. Well-known newspapers "has been sold for 95% loss" such as The Boston Globe Mataconis (2013) and Washington times which was sold for a Sun Myung Moon for 1\$. A similar deal was made for the Washington Post's Newsweek, which was acquired by the businessman Sidney Harmon (Bedard, 2010).

Shan et al. (2014) discussed the advantages of social media over traditional media. They explained that social media could enable instant information production collaboratively by users and marketers, uploading and downloading content free of charge. Moreover, Shan et al., (2014) explained that social media allows interaction without time limits. The high cost of traditional media compared to social media is significant. However, traditional media is more popular than social media in some underdeveloped countries because it doesn't require a developed infrastructure of technical knowledge, and the convenience of social media to all users. On the other hand, social media doesn't require much training or experience, "social media are not governed by strict editorial guidelines or regulations".

Roy (2016) highlighted that there are certain conditions where traditional media cannot be replaced by social media, such as weak online presence and insufficient self-reported demographic data. Therefore, Shan et al. (2014) explained elements that marketers need to consider for collaboration between

traditional and social media while developing their communication strategy, suggesting that both can be used to complement each other.

Beqiri (2015) defined social media marketing as the involvement of a group of online social media conversation for marketing purposes through converged media. Marketers felt that social media enabled them to communicate instantly, regardless of the time zone, allowing them to form new international strategies. Those strategies had to consider the nature of the different global marketplaces, the technical infrastructure of the first and targeted country, and the choice of the social media channel that is popular among the targeted group. Social media facilitates two-way communication that enables the generation of consumer-generated content and allows the creation and distribution of different types of content and building a strong relationship with the customer, which is described by (Beqiri, 2015) as the main reason for using social media marketing. Therefore, internet marketing allows exchanging the information and locating customers worldwide through establishing a global presence that brings more attention for both the country and the event (Mafini and Dhurup, 2014). The most popular social media tools considered by marketers are Twitter, which forms a microblog with sharing of limited words in the forms of messages; YouTube, which allows uploading and sharing of videos; Facebook, which allows the adding of friends, sending messages, creating personal profiles (Berthon et al., 2012), and has scheduling tool to post comments on timely manner Franklin (2015). The numbers of users of each are: Facebook has "1,590 billion users, Twitter has 320 billion users" and the type of data where these channels allow almost all types of data.

The "level of technological advancement" such as bandwidth, the amount of data, speed, computing tools, and the 'digital divide' influences the amount of media usage. In China the government has strict rules and regulations regarding social media and has banned Facebook and Google websites", which eliminates using those two tools in targeting Chinese people also the "country cultural norms and values" determines their choice of social media, making some social media channels more attractive than others. That makes it difficult to standardize social media channels (Berthon et al., 2012). Therefore, marketers need to customize previous aspects to consider the country and cultural differences, try to engage audiences from different languages and interests, and avoid bureaucratic rules when implementing social media for more efficiency.

Specific social media channels considered more attractive to use by marketers due to the massive platform of users such as Facebook, Twitter, Instagram, and YouTube. Beqiri (2015) states that Facebook has over "1.490 billion" users, Twitter has more than "316 billion users," while Instagram has over than "300 billion" users. Twitter is a microblog that allows sharing limited words in the forms of messages; YouTube enables uploading and sharing of videos, and Facebook allows adding friends, sending messages, and creating personal profiles (Berthon et al., 2012). The popularity and efficiency of these social media tools are related to the fact that they are easy to use and access, require almost no costs or high technical knowledge, and no additional hardware or software. According to King (2016), Facebook has registered a growth in its number of users to become "1.65 billion monthly" users. This social media channel would help to communicate with young internet users that may be engaged in "Facebook addict" phenomena (Kaplan and Haenlein, 2010).

## *2.2. Sports and Social Media Marketing*

The use of social media through FIFA World Cup is not a new concept to be introduced since it was used in 2014 where "672 million comments were recorded on Twitter" (Burch and Zimmerman, 2015) explaining that Twitter is considered popular among sports fans to consume sports news (Burch and Zimmerman, 2015). The concept of sports fans sports consumption is called "Performative consumption" (Dart, 2009). The technical development has allowed fans to build their own media platform, creating a community for fellow fans to communicate, share photos, and comments on interpreting the matches and the event. One of the largest most known sports fan blogging platforms is the website "www.soc-cerblogs.net". Viewing sports events has evolved through time from listening to the game through the radio to T.V. screens to small screens of desktops, laptops, tablets, smartphones and wearable devices such as smartwatches and glasses allowing the viewers to watch two games at the same time and commenting on them through social media. A recent survey, conducted on 2016 about global consumer trends covering 20 geographic areas, has shown a 'large jump' in the rates of smartphone ownership "in the period between 2011-2016 from 20% to 58%" where most of the phones are inseparable from their owners whether at home or work or any place they go (Eurmonitor, 2016). The study explained that a smartphone user uses their smartphones on "at least five activities a day, including GPS, social networks, browsing the internet, and online shopping" (Eurmonitor, 2016).



The previous facts illustrated the efficiency of employing social media and the internet in reaching the targeted consumer. The web survey will help in identifying the segments based on Prayag & Grivel (2014) sports motivation categorization that is developed based on several characteristics of the participants including his "personality and self-concept and the learning process of the consumer" (Schwarz & Hunter, 2008). The learning process can identify the level of interest that an individual has for a particular sport depending on the experience he has with the sport. For example, if a person is interested in a certain sport he would engage in a "feel-do-learn" process. A second learning process is "do-feel-learn", where the individual accompanies his friends to a match, feels interested and become a fan. Finally "learn-feel-do", where a person in this process learns about the sport, then develops some interest on it and becomes involved (Schwarz & Hunter, 2008).

Dart (2009) provides another example of successful use of social media in World Cup event is the " [www.bbc.co.uk/blogs/worldcup](http://www.bbc.co.uk/blogs/worldcup)". The visitors of this blog have reached "3.4 million visitors" during 2006 games. He indicated that social media channels may occasionally replace traditional media coverage such as T.V. and radio if these channels contained comments from high profile sports commentators and famous sports celebrities. Yu & Wang (2015) explains that fans use social media to express their feelings and emotions "emotional release" towards their team score, for example a fan may experience enjoyment of their team experience positive outcomes or satisfaction decreases in the case of adverse events. Thus, social media is used to relieve stress or express enjoyment which may reduce or eliminate the violence behaviours among fans. The social media may enable fans to build a community that creates a bond between them, their team, and other fans (Mafini & Dhurup, 2014) facilitated by the high-definition video cameras and screens.

### *2.3. FIFA, Media Coverage & Country Image*

Gastaldo (2014, p.123) explained that media spread the word about the events working as a mediator, giving access to facts. Moreover, they suggest that media is a 'representative' tool of the sports event bringing a nearly live experience, similar to what audiences have in the stadium. He also explains that using media channels in sports events is considered a 'privilege,' because disseminating the news about the World Cup creates a high circuit of World Cup consumption. The value to 'advertising time' overexpose the audiences to the event news and advertisements, Gastaldo (2014) illustrates how the percentage of T.V. audiences

have increased in the World Cups, between "2002 and 2006, now reaching 98%" during football matches where he links this to the 'saturation' of the media with the world Cup advertisements. According to (T.V. data n.d cited in Wieszka, 2011), 2006 FIFA World Cup was being viewed from "26.29 billion viewers", increasing the audiences numbers for more significant business and profit.

Qatar vision on hosting 2022 FIFA World Cup is that the event would present to the world the abilities of both Qatari and the Middle East's young generations with professional organizing of the event, highlights Qatari culture, customs, and traditions (Althwadi, 2016). The small country located conveniently in the middle of countries rich in history and culture may allow the participants for cultural exchange with others and visit nearby countries in the area to experience Arabic culture and hospitality. Focusing on this would allow correcting the negative image about the country that is formed in the minds of westerns about Middle-east due to some incidents carried out by a minority does not represent the Arab and Islamic values. This means that the investments in developing the infrastructure needs be compensated with the profits of the tourism industry by making the country known widely and offering an exceptional value travel experience, allowing diversification of investment. The official country airlines which is Qatar Airways has repeatedly been expanding "to handle 30 million passengers" per year and planning to reach "50 million soon", and Qatar has doubled the number of hotels and apartments (Henderson, 2014).

The strategy needs to be adopted to market the country and to counter the effect of adverse reports and perceptions of the weather in Qatar, labour rights and other issues that were brought by the western media. The country also needs to address critical areas of concern which is the "hosting capability" in developing the infrastructure, "safety and security" and "country image" (Swart, Linley and Hardenberg, 2012). The country image is identified by the individual's knowledge, mental perception, and feelings about the country or destination (Bresler, 2011).

Qatar has been formulating and processing a successful plan to increase international tourism. In contrast, the world has suffered from the global economic crisis between 2007-2009 which resulted in a decline in international travellers "from 1.2 million to 952,000" while Qatar has recorded an increase in tourist numbers during that period from "964,000 to 1.1 million, where 33.1% of them are European visitors" (Euromonitor, 2010). According to Van der Westhuizen & Swart (2011, p.169) explaining that even bidding on such events

would 'put the country on the map.' Qatar is spending massive amounts of money on the World Cup project, the estimation of the total expenditure is about "\$200 billion that goes into infrastructure" for building the rail network, hotels, resorts, roads, buildings and twelve more stadiums (Euromonitor, 2010) and Booth (2015). Regarding the construction work and preparations to host the event, currently nine stadiums are under process in different areas in Qatar, following the 'Global Sustainability Assessment System' (GSAS). GSAS system in construction would allow "reducing energy consumption between 30-50%", reducing carbon emissions, allows the ultimate use of resources Althwadi (2016, own translation from the Arabic text). The stadiums will be specially designed containing wide passages, slopes, and elevators to assist people with special needs and disabilities to reach their 420 seats in each stadium which are designated to them (Althwadi, 2016). The table given below shows the important studies used in this research.

**Table 1.** Important Studies Used in Literature Analysis

S.R. #	Author or Authors	Year	Domain
1	Prayag & Grivel,	2014	Tourism
2	Bresler	2011	Sports Tourism
3	Makhitha & Bresler	2011	FIFA world Cup
4	Dibb and others	2006	Marketing
5	Moore & Pareek	2006	Marketing
6	Berthon & others	2012	Marketing
7	Bedard	2010	Traditional Media
8	Roy	2016	Traditional Media
9	Shan & others	2014	Social Media Marketing
10	Beqiri	2015	Social Media Marketing
11	Mafini and Dhurup	2014	Digital Marketing
12	Berthon	2012	Social Media Marketing
13	Franklin	2015	Social Media Marketing
14	Statista	2016	Social Media Marketing
15	King	2016	Social Media Marketing
16	Kaplan and Haenlein	2010	Social Media Marketing
17	Burch and Zimmerman	2015	FIFA world Cup
18	Mafini & Dhurup	2014	Social Media Marketing
19	Gastaldo	2014	World Cup
20	Henderson	2014	Qatar
21	Swart, Linley and Hardenberg	2012	Country Image
22	Althwadi	2016	FIFA in Qatar
23	Euromonitor	2010	FIFA in Qatar
24	Booth	2015	FIFA in Qatar

### **3. Research Methodology**

To explore the systematic review of literature, suitable research criteria are developed by pointing out time horizons and keywords on several databases. This research used Google Scholar, ethos, Springer, Emerald, and the inderscience library to extract literature with keywords of social media, social media marketing, FIFA, and Qatar. Therefore, this study is a pioneer to explore the entire literature of this subject matter and to relate with the study framework. This study covers the literature of more than three decades (1990 – 2020). Further, forethought the articles for accumulating in this study those are published printed in peer-reviewed journals in English format having keywords, full text and having abstract. We also gathered many working papers, case studies and commentary articles for analysis.

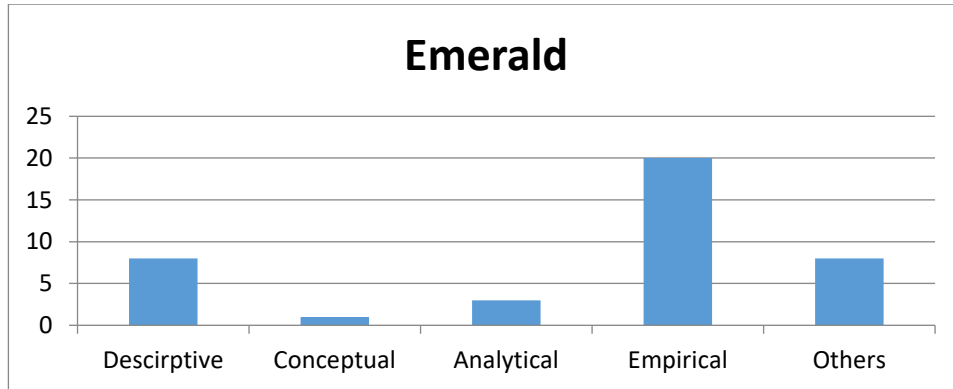
#### *3.1. Sources of Data*

The database search was conducted continuously for three months to add current literature in the analysis as it is available on the above-renowned databases to have unique findings. Therefore, we more sorted more than 30 articles for possible review.

Table (1) highlighted the databases of literature from where different studies were searched. The majority of literature is extracted from Google scholar, and secondly, the abundant data is collected from various survey agencies of Qatar. Many articles in this study are added from the emerald data base. Moreover, some papers helping much more to have deep insight from historical investigations by their literature and findings are also searched from two renowned databases, namely, Elsevier and Taylor. Furthermore, several articles were considered from other international level publishing agencies.

#### *3.2. Study Type wise Articles Segmentation*

This graph given below shows the graphs which reflects the nature of articles used in this literature-based study. The researcher has adapted five categories of research from the literature of research i-e analytical, descriptive, empirical, conceptual and others.



**Figure 1:** Study Nature

#### 4. Empirical Results

The social media and social media marketing have changed the trends; now, marketers are focusing more on these domains or tools. Similarly, the social media marketing can be used for the marketing of FIFA in Qatar. Besides making marketing strategies, Qatar should make many other strategies helping in this event. Qatar plans to get the best use of their investments in the event; after the event, some of the stadiums will be converted into other community projects to benefit the locals and for commercial purposes. While in others, the audience capacity will be reduced up "to 50%" to suit the local audiences in local leagues, donating those excess seats for charity purposes to underdeveloped countries helping them to develop their infrastructure (Althwadi, 2016). The organizers of this mega event plan to employ environment-friendly systems for producing electricity such as solar system and conditioning systems developed by SKM organization that can suit the climatic conditions (AlThwadi, 2016). Federico Addiechi, FIFA's Head of Corporate Social Responsibility, has attended green expo Forum 2016 held in Doha and exalted on the efforts of Qatar in preserving sustainability and the environment in the preparations for 2022 World Cup (FIFA, 2016). The organizing committee has launched few programs to train the individuals on the art of hosting a successful massive event by using the knowledge and experience of previous event planners. Qatar 2022 Supreme Committee has launched many courses and training programs to educate the locals in sports and sports event's hosting in cooperating with Georgetown

University, Liverpool University, and Leeds Beckett University along with several football famous clubs and the world-leading sports organization (Althwadi, 2016).

Moreover, the committee invests in small scientific projects that can be used for future events to get economic and intellectual profit; the event would enable employing the innovative ideas of Arabic inventors by investing in applying these ideas on a commercial basis, which was discovered in the stars of a science show. Addressing the economic concerns about the uses of stadiums after the event, the committee plans to use the resources and investing the buildings of FIFA World Cup 2022 in getting more revenues and achieving the optimal use of the country's monetary resources Althwadi (2016).

## **5. Conclusion**

Social media and social media marketing take over traditional media and traditional ways of marketing. Similarly, this media can be useful in marketing of FIFA in Qatar and also help in gathering a big audience of this event. This study is based on literature analysis and concluded many things based on literature. Social Media has not been researched or employed for marketing in the last world cup. With the technical advancement, the size and quality of data sent through the media to the audience are limitless. The interaction of audiences can be translated in words, photos, and videos rather than silent comments to nearby T.V. viewers. The cost of infrastructure for host Qatar FIFA2022 is 200 Billion Dollars. Some countries hosting FIFA events ended up with a negative economic gain. Growing opportunities for each sector in Qatar's economy by increasing the occupancy facilities. Qatar is a safe and secure country. Doha is one of the top 100 cities cited as the safest city in the world (Mercer, 2016). Using social media allows reducing time, distance, and cost barriers. The concept of sports and FIFA in uniting the world maybe the message sent to the world to argue with the negative perceptions of the media campaigns

Social media provides a critical advantage of updating communication messages and dual-way communication. "Facebook addict" is a phenomenon that marketers must consider. Facebook allows all sorts of data to be communicated. Both demographic and Psychographics are critical components in all types of segmentations as main categorize. A person must be engaged in the learning process of the sport in different ways either by liking the sport or joining a group

that enjoys the sport or like a product that is involved in the sport, sponsoring the event can place the firm product in the minds of client driving the learning process.

## **6. Limitation**

This study is limited to social media and social media marketing. Moreover, the research is based on literature analysis and has not highlighted any empirical pieces of evidence. The data shown in the results is also concluded from previous studies. Therefore, this study only used secondary data taken from websites, journals, books, and research articles.

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