

Awareness level of Legal Aspects amongst sportsmen: with reference to the players of Mumbai Suburban's.

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Abstract

In India, the provincial sports bodies work under non-profit making organizations under the company law jurisdiction. Rules and regulations like statutory orders act only as secondary legislations supplementing laws. Due to the absence of concrete sports Laws exploitations of commodities via advertisement are done. Some are the principal reasons why sports cannot be only said as a pastime or just a source. Sports Law is an amalgam of laws that apply to athletes and therefore the sports they play. Sports Law touches on a spread of matters including contract, tort, agency, antitrust, Constitutional labor, trademark, Sex Discrimination, criminal and tax issues. Some laws depend on the status of the athletes, some laws differ according to the sport and some laws vary for other reasons. It is generally not considered to be a separate branch of legal science but conveniently describes a new area of activity. The best claim it has is that there is a developing international jurisprudence arising out of the activities of the international Court of arbitration for sport which often applies its own conception of general legal principles in a sporting context. By keeping athlete's in check from biased practices, sports as a whole can involve a much larger array of talented individuals. To determine the awareness among the players who have at least played for district level, state level or national and international level. Using survey to find the amount of awareness among the players.

Keywords: Company Law Jurisdiction, Sports Law, Survey, Athletes, Legal Aspects.

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I. Introduction

What is "sports law" is a question often asked by students, academics, lawyers and laypersons. The person attempting to respond often searches in vain for a response that is cogent and demonstrates some modicum of understanding of "sports law." Perhaps the difficulty in articulating a response is, in part, a result of uncertainty related to what information is being sought. Is the "what is sports law" query intended to focus our attention on the content of the practice of sports law? In other words, which substantive areas of practice fall under the rubric of sports law? Specifically, is the role of the sports lawyer intended as the principal focus of the question? In this regard, perhaps what is sought is information concerning the range of services provided by the attorney who practices in the sports law context. Finally, perhaps the person who asks "what is sports law" seeks an answer to a more fundamental consideration - does such a thing as sports law exist? In other words, is sports law recognized as an independent substantive area of the law such as torts, contracts or employment law? Awareness promotes an understanding of opportunities to get involved in sport and physical activity. It highlights opportunities for persons of all abilities to participate in sport, become an athlete, and go as far as their ability and motivation will take them. In Awareness, prospective participants and leaders are informed of the range of activities available and how they can take part. The reason why the role of the law becomes excessively important is that regulation of sports has largely been internal, that is, done through newly emerging sports governing bodies, at both international and national levels. These bodies, which generally possess institutional and legal structures and interests of personal associations, not only enjoy an excellent level of autonomy with reference to deciding the principles of the particular sports they govern but also are engaged in licensing of playing facilities, employment relationships, commercial transactions, regulation of corruption and cheating, and lots of more important functions. Several of these functions are those that are generally performed by the state or its agents and are crucial from the viewpoint of the Fundamental Rights of the individuals.

OBJECTIVES:

- To bring the consciousness of legal culture amongst the athlete.
- To make the athlete aware of the disciplinary levels.
- To bring all round development of the sport.

- To safe guard the players and their sporting career.
- To achieve goals and awareness to the athlete.

II. Literature Review:

As the chief branding concept, brand equity is the set of assets and liabilities linked to a brand that adds or subtracts from the value of the brand in the minds of consumers (Aaker, 1991). According to the research, consumer perception is paramount for developing brand equity with service entities (Berry, 2000; Kwan Green, Hill, & Hunt, 2013). Developing service brand equity suggests that an organization has a recognized brand and brand meaning due to the internal promotion of the brands' message, external brand communications, and customer experiences (Berry, 2000). This study will be the first to explore brand equity in a women's sports context. Although there are multiple conceptualization of brand equity, consumer-based brand equity will be applied to the current study. Consumer-based brand equity is "the differential effect of brand knowledge on consumer response to the marketing of a brand" (Keller, 1993). Consumer-based brand equity occurs when a consumer is aware of a brand and holds some favorable, strong, and unique brand associations in their mind (Keller).

Brand equity has been conceptualized in the sport and participatory sport segments. Gladden, Milne, & Sutton (1998) developed the first brand equity model in sport. Their model was designed based on Aaker's (1991) framework of brand equity assets (i.e., brand awareness, brand associations, perceived quality, brand loyalty). Ross (2006) developed a spectator-based brand equity model based on Keller's (1993) conceptualization of consumer-based brand equity and emphasized the service oriented nature of spectator sport.

Brand-related studies in participatory sport (i.e., health clubs, campus recreational sports) have utilized previous brand association scales to examine consumer behavior (Alexandris, Douka, Papadopoulos, & Kaltsatou, 2008; Williams & Pedersen, 2012; Williams, Pedersen, & Walsh, 2012), and have conceptualized brand equity in campus recreational sports (Robinson & Gladden, 2003; Mills & Williams, 2016).

Although Keller and Aaker's models have been utilized as the theoretical framework for previous brand equity models in sport, Berry (2000) argued that this conceptualization may not be appropriate for service-oriented brands because the core product is intangible and inherently difficult to differentiate. Therefore, future studies should consider applying Berry's brand equity framework to women's sports.

III. Research Methodology:

This study will focus on the awareness level of legal aspects with respect to 70 athletes and the design which are used to survey athlete for making them aware about the legal aspects of sports to them. It can be the purpose and question and bring out an opinion and a particular phenomenon of interest. In terms of this study, quantitative approach was the most appropriate approach to gain descriptive information about the composition of the sample size. In terms of seeking quantitative data, a survey was conducted on a sample size of 70 athletes from a Mumbai Suburban. The instrument used to conduct this survey was using Google Forms, which consisted of twelve questions. The athletes participating in the survey were provided with 12 questions each person which represented the objectives of the study.

DATA ANALYSIS & INTERPRETATION:

The survey was conducted by taking in consideration of 70 athletes and their responses were recorded for the same.

Questions	Total athletes	Types of responses	No.of types of responses
➤ Have you come across any disputes as a sports person?	70	Never	17
		Rarely	24
		Sometimes	24
		Often	2
		Always	3
➤ Have you heard about sports law?	70	Never	16
		Rarely	8
		Sometimes	21
		Often	14
		Always	11
➤ Do you feel sports disputes should be handled using sports law?	70	Never	6
		Rarely	4
		Sometimes	16
		Often	10
		Always	34
➤ Would you consider solving matters	70	Never	5

lawfully in your early and prime stages of your sporting career?		Rarely	3
		Sometimes	16
		Often	15
		Always	31
➤ Would you consider solving matters lawfully if you were nearing retirement?	70	Never	5
		Rarely	2
		Sometimes	20
		Often	11
		Always	32
➤ Do you feel sports disputes should be resolved by out of court settlement?	70	Never	13
		Rarely	11
		Sometimes	27
		Often	7
		Always	12
➤ Do you think there should be separate court for solving sports related issues?	70	Never	8
		Rarely	4
		Sometimes	12
		Often	9
		Always	37
➤ Do you feel sports matters in the court are biased against the sportsperson?	70	Never	11
		Rarely	10
		Sometimes	34
		Often	9
		Always	6
➤ Do you feel sports laws might harm the sportspersons career?	70	Never	14
		Rarely	10
		Sometimes	23
		Often	12
		Always	11
➤ Do you feel sports laws are necessary?	70	Never	3
		Rarely	3
		Sometimes	9
		Often	10
		Always	45
➤ Would you recommend someone to handle matters in sports lawfully?	70	Never	6
		Rarely	1
		Sometimes	15
		Often	13
		Always	35
➤ Do you feel sports laws must be made mandatory?	70	Never	3
		Rarely	4
		Sometimes	12
		Often	5
		Always	46

IV. Conclusion:

For Sports and Sportsmen to flourish, Sport law needs to flourish in India; the intervention of the Legislature is must. India need to understand that sports is no more an insignificant array of sportsmen battling for top position but it also involves intricate legal issue and the entire career of the sportsmen is at stake. There is a distinct legal system emanating from this field and should be given adequate attention. Sports law should form part of the course curriculum for law students. Sports Law is definitely a rewarding profession. Attempt should be made to ameliorate the sporting environment with the aid of law. Sport is not limited to recreation alone but is a matter of National pride. The emergence of Indian Premiere League and Indian Cricket League has started to raise very important issues regarding Competition Law in the recent times. This adequately demonstrates the need to improve Sports Law in India.

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