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Relationship Marketing in Sport: An Exploratory Study in the UK Context

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leagues in India's leading sport, i.e., Cricket, and is probably higher for other sports whose fan bases are smaller. While professional leagues for sports in India are a reality today², there is a need for a conscious effort on the part of these leagues and its constituent teams to ensure strong bonds with their customers. In this context this study is an attempt to draw lessons for India from practices of relationship marketing in a market with an established, mature professional sport set-up across sports. Due to historical reasons, the UK sport context is similar to in India in that there is commonality in the sports played. Also, when there is an overwhelming dominance of one sport in these markets, viz., Football in the

shows a semblance of relational behaviour. The primary objective for the consumer in doing this is to reduce choice, and three motivations drive this consumer behaviour: personal, sociological, and institutional. These motivations help in the formation of

(2005) conducted an exploratory study the relationship marketing efforts across the four

Mission - Why We Exist

To be the leading domestic club in World cricket,
And for the Kia Oval to remain one of the best and most iconic international venues,
In order to promote a vibrant and growing support of cricket in London, the UK and beyond.

Vision - What We Want to Be

We want to be

The best cricket club; to match and then exceed the highest levels of cricketing excellence that have been set during our proud history.

Respected; for the way we behave, play cricket, and do business.

With the biggest supporter base; as a club which attracts support from all cultural quarters, and for whom membership of our club is an aspiration that can be realised.

and an amazing home; to further develop the Oval as the powerhouse venue of English cricket, providing the best customer experience, peerless facilities and operational excellence

Values - What We Believe In

International matches have mostly been sold-out in the last three decades. However, this is becoming more difficult given the increased amount of Cricket being played, which many argue reduces the 'special' nature of a match. Also, there is an increased competition in the leisure sector, and London being a hub provides multiple options to

tv, radio, internet etc.) are important to at a local level, Sky is the most important in terms of the funding of the overall game.

Community and Volunteers

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