

DISSERTATION ASSESSMENT PROFORMA: Empirical ¹

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Comments	Section		
	Title and Abstract		
	Title to include: A concise indication of the research question/problem. Abstract to include: A concise summary of the empirical study undertaken.		
	Introduction and literature review		
	To include: outline of context (theoretical/conceptual/applied) for the question; analysis of findings of previous related research including gaps in the literature and relevant contributions; logical flow to, and clear presentation of the research problem/ question; an indication of any research expectations, (i.e., hypotheses if applicable).		
	Methods and Research Design		
	To include: details of the research design and justification for the methods applied; participant details; comprehensive replicable protocol.		
	Results and Analysis ²		
	To include: description and justification of data treatment/ data analysis procedures; appropriate presentation of analysed data within text and in tables or figures; description of critical findings.		
	Discussion and Conclusions ²		
	To include: collation of information and ideas and evaluation of those ideas relative to the extant literature/concept/theory and research question/problem; adoption of a personal position on the study by linking and combining different elements of the data reported; discussion of the real-life impact of your research findings for coaches and/or practitioners (i.e. practical implications); discussion of the limitations and a critical reflection of the approach/process adopted; and indication of potential improvements and future developments building on the study; and a conclusion which summarises the relationship		

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CARDIFF METROPOLITAN UNIVERSITY

Prifysgol Fetropolitan Caerdydd

CARDIFF SCHOOL OF SPORT

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TITLE

“More than just a poster?” A case study into what marketing methods influences females participation in kickboxing within a rural community area. (Centurion Martial Arts)

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**“MORE THAN JUST A
POSTER” A CASE STUDY
INTO WHAT MARKETING
METHODS INFLUENCE
FEMALE PARTICIPATION
IN KICKBOXING WITHIN A
RURAL COMMUNITY
AREA
(CENTURION MARTIAL
ARTS)**

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Abstract

Two problems were identified that ignited the motivation to conduct this study. This included; low rates of female participation in physical activity in the UK and that Kickboxing can be deemed a male orientated sport. This brought light to the question looking specifically at the marketing methods that can influence females to participate. The study was integrated to look precisely at Kickboxing in rural communities (Lincolnshire). The study is significant to the kickboxing community as it will act as a guide of recommendations on how to attract more female participants, which will then work in conjunction with increasing the rates of female participation in physical activity.

A combination of mixed methodology was used, including; qualitative and quantitative methods. The data collection presided with the use of questionnaires with open questions (Qualitative) and questions with numerical value (Quantitative). These questionnaires were distributed to twenty participants who attended Centurion Martial Arts (10 parents of under eighteen years of age female's, 10 over the age of eighteen females). Each questionnaire was individually analysed to identify themes.

Main findings of the study concluded that female role models have a strong influence on female participation, particularly in young girls and that this should be utilised into CMA's marketing plans. It was also identified that each aspect of the 5 p's of marketing had significant influences on participation among females. However each depended on the individual needs of those who attended.

Limitations were identified that the study could have used other forms of data collection including; one to one interviews and focus groups, in order to create more justification for the recommendations given and the validity of the findings. Because of this it was also recommended that this study should be used for future research in order to investigate on a wider scale.

Chapter 1:

Introduction

Female participation in physical activity has been identified by the government as a priority target group. Recent figures show that women are less active than men in UK; 29% in England, 24% in Wales, 33% in Scotland and 28% in Ireland (British Heart Foundation, 2012). This specifies the small majority of females in the UK that are taking part in physical activity, therefore identifying the seriousness of the situation.

This study will be investigating the marketing methods that can influence female participation in kickboxing and shall be undertaken as a case study. The main focus will be involving a martial arts club that is located in Lincolnshire, England.

The club chosen for this study is Centurion Martial Arts (CMA), which runs as a club that caters to a range of different abilities including; beginners that attend for the exercise and the elite who represent the UK at both international and national competitions. CMA was established ten years ago in Coningsby (a small village located in Lincolnshire) as one club. Originally CMA began with ten students who were all beginners to the sport. Between the years of 2003 to 2013, CMA has expanded infinitely by increasing from one, to four clubs (Coningsby, Martin, Bardney and Washingborough), with over one hundred students attending on a weekly basis. The original students who started at CMA ten years ago now volunteer and coach in the club.

Kickboxing is not currently a recognised sport by Sport England (Sport England) so is not offered funding like other sports governing bodies such as badminton, netball, American football etc... (Sport England). This could be because of the vast amount of governing bodies that are involved in Kickboxing (see chapter 2:3:3 Pg 11). CMA is self-funded as funding is not available to them. This study will give CMA the tools required to bring in more female participants this will also improve the net income of CMA, providing opportunities for new equipment and facilities.

The aims for this study are:

- To identify the marketing methods that can influence participation in kickboxing through use of academic literature.
- To provide recommendations in order to help increase the participation rates of females for CMA from the results of data collection.

- To create awareness of kickboxing as a form of physical activity that can be accessed by all ages and abilities.

The issues that have been raised in this section will now be dissected and explored in more detail by reviewing the literature that surrounds each subject.

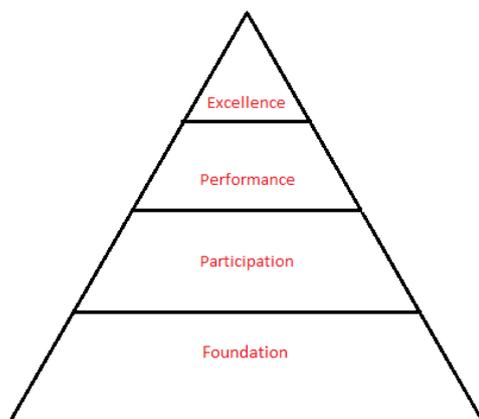
Chapter 2:

Review of Literature

2:1 Government Involvement in sport and physical activity in England

2:1:1 Brief History

Early into the 20th century the interest in sport and physical activity from the government was not seen as a main priority (Houlihan, 2001). It wasn't until the 21st century that sport and physical activity became an importance of the government in power. Indeed, in the past the UK government had been reluctant to recognize that sport was one of their responsibilities (Houlihan, 2001). Both before and during Margaret Thatcher's period as Prime Minister it fell upon Sports Councils to take the responsibility for sport and recreation in the United Kingdom. However there were occasions where it was necessary for the government to intervene (Houlihan, 2001). In the late 1960's there was a lack of employment and high rates of ethnic racism which triggered inner city riots (Sport for all Policy, 1972). As a result of this the sports councils of the UK were launched by the Labour government and the Sport for all campaign was created in 1972 which provided the necessities for all to participate in sport, from beginners to elite performers (Houlihan and White, 2002). It could be argued that this was when sport development was born and the sport development continuum was created (Figure 1) (Houlihan and White, 2002). It is a framework identifying opportunities to the entire nation to get involved in regular physical activity (Houlihan and White, 2002).



(Figure 1, Sport for all, 1972)

From 1974 up until 1991 sport and recreation was the responsibility of the Department of Environment (DoE). This was deemed logical as the DoE had main

responsibility for local government which at the time was the main provider of facilities for recreation and sport (Houlihan, 2001).

In 1979 the position of power changed from James Callaghan (Labour) to Margaret Thatcher (Conservative), government priorities then changed (Houlihan, 2001). In 1990 John Major (Conservative) was elected Prime minister (Houlihan, 2001). With the conservative party still in power; it was in 1991 where sport in schools became an issue; the responsibility of sport and recreation shifted to the department of Education and Science (DoNS). One year later in 1992 changed to the Department of National Heritage (DNH) (Houlihan, 2001). Under the power of the DNH the sport councils were reorganised in 1997 when two councils replaced the British sports council; including one for England and one for the UK (Houlihan, 2001). To this day the United Kingdom consists of five sports councils (Sport England, Sport Wales, Sport Scotland, Sport Northern Ireland and the UK sports council), each of the sports councils work closely with local councils in order to promote sport and physical activity.

The literature reviewed indicates the lack of attention that sport and recreation has received from the government in previous years of the 20th century. It would appear that it was used as a tool on a few occasions and not taken seriously until the late 20th century when issues were raised that some thought, could be solved through sports participation (Houlihan, 2001). The information provided gives us insight into how slow it was to be recognised, yet how far sport has come in previous with the current government.

2:1:2 Current Government

Our current government consists of a coalition of the two parties of the Liberal Democrats (Nick Clegg) and the Conservative Party (David Cameron) (HM Government, 2011). Their main priority concerns the health of the nation (HM government, 2011). According to recent studies in England 26% of both men and women over the age of 16 are classed as obese (NHS Study, 2012). Three in ten boys and girls aged between 2 to 15 were classed as either overweight or obese with a percentage rate of 31% and 29% (NHS Study, 2012). Obesity can lead to further serious health problems including cardiovascular disease (NHS Study, 2012).

This can cost more money for the government to provide people with the necessary health services of the National Health Service (NHS) (HM Government, 2011).

It is suggested that increasing participation in sport and getting the nation to take part in regular physical activity will reduce the rates of obesity and overall reduce the risks of further health problems such as diabetes and cardiovascular disease (NHS study, 2012). This is referred to as a cross cutting agenda in sport development, where the benefits of sport are wider than just general participation. Other cross cutting agenda's include; reducing crime and contributing to regeneration. An example of this would be the recent London Olympics in 2012 where London' east end area of Stratford will be the main focus of redevelopment (BBC, 2013).

New policies were created including plans for the Legacy of the Olympic and Paralympics games that would come to London in the summer of 2012 (HM Government, 2011). It includes promotion of grass roots sports participation for all groups and a promise that the Olympic park would be reused to regenerate East London (DCMS, 2010).

The literature reviewed in this section; includes more contemporary research including statistics related to the health of the nation. It also includes current policies such as the "Legacy" from the Olympic and Paralympic games. This provides some justification for the coalition government to use sport as a cross cutting agenda in order to reduce the amount of money needed for health costs as doing so enables more money for other social agenda issues including regeneration.

2:2 Female Participation

2:2:1 Benefits of Exercise

There are various forms of exercise that can range from cardiovascular workouts, fat burning, interval training, and fitness classes etc... each providing different benefits for participants (Department of Health, 2011). Benefits include the reduced risk of developing various diseases (Henry, et al. 2011) such as obesity, cardiovascular diseases and diabetes. An increase in body strength, flexibility, and ability of balance, power and aerobic endurance are all physical benefits of exercise (Henry et al, 2011. Silvestri,1997). A decrease in body fat percentage is also a physical benefit (Henry et al, 2011).

Henry et al (2011) inform us about the psychological benefits, explaining that one of the main psychological reasons for female participation is an increase in confidence of self-body image. This acts as a benefit to additional issues including social interaction. Silvestri (1997) agrees and includes the release of built up tension and stress in his argument.

Henry et al's (2011) study of the influences of female participation includes brief descriptors of the benefits, whereas Silvestri generally looks at the specific benefits found from other studies (Hollanda and Andre, 1994. Melnick, Saedio, and Vanfosseb. 1992. Spreitzer, 1994). Both sources show similarities with the results of actual benefits of exercise so the difference in the dates of publication is not seen as a limitation. Henry et al's (2011) more recent document confirms that the benefits set by Silvestri (1997) are still valid but are progressed to be some of the reasons for female participation.

2:2:2 Gender equality and Stereotyping

Gender discrimination in history is well known towards female participants in sport (Reeser, 2005). During the Olympic Games when it was first created, women were banned from competing in ancient Greece (Reeser, 2005). The more modern games were created in 1896, it wasn't until the 1900 summer games that women were first able to participate. (Reeser, 2005). Gender discrimination in sport is still an issue even in this day and age (Cohen, 2008). Around the globe there have been various cases involving the legal system and court cases (Cohen, 2008). An example of this would be Lindsey Thomka who sued the Massachusetts Interscholastic Athletic Association (MIAA). This case was brought to the courts because Ms Thomka sued for the right to participate in the boy's golf championship (Cohen, 2008). The end result was that she won her case and claimed a settlement that included her legal fees of over \$19,000 (Cohen, 2008). Since this court case the MIAA has taken away one of the boys tournaments per year and has replaced it with a girls tournament (Cohen, 2008).

A study by Alley and Hicks (2005) on peer attitudes towards male and female participants in sex orientated sports showed that the research collected confirmed their prediction that certain sports like karate have sex stereotypes which are confirmed by peers of the participant (Alley and Hicks, 2005). It also showed that

because of these particular stereotypes this can have an effect on who would choose to participate and how peers would see those who did participate in a sport that wasn't specific to their gender (Alley and Hicks, 2005). Sources used by Alley and Hicks (2005) indicate that although some sports can show women who compete professionally as being masculine, this notion can come from the point that some sports are generally seen to be masculine (Harres, 1968. Sherif, 1971. Cann, 1991. Harris, 1981. Atkin, Morse and Zweigenhaft. 1978). Arguably this supports the notion that gender discrimination is an active form of social interaction that will take many years to disappear.

In a study by Cooky and McDonald (2005) they argue correct styles of advertising with a multi corporate company like Nike can help. The females in the study showed that through hard work and effort gender discrimination could be minimised (Cooky and McDonald, 2005).

The literature for this particular issue is varied. It ranges from legal legislation and stereotyping to the power that advertising can have on gender discrimination. The study by Alley and Hicks (2005) stated how peer's views about sport can have an effect on whether women will participate in a sport that is deemed specific to their gender. On the contrary, Cooky and McDonalds (2005) study indicated that through appropriate marketing tools that women would be able to overcome gender discrimination. Both studies have validity in their findings but also have limitations. Alley and Hicks (2005) stated that athletic achievement would contribute to a loss in femininity, whereas Cooky and McDonald (2005) state that positive female role models in sports advertising would encourage females to engage in sport that are not specific to their gender (Alley and Hicks, 2005). The limitations for both articles are that they have extremely specific ideas with regards to gender discrimination in sport as explained earlier. Cohen's (2008) article regarding the legal cases of gender discrimination validates Alley and Hicks (2005) study on peer stereotyping as MIAA wouldn't allow Ms Thomka to participate in a boy's golf tournament, yet there were no girl's golf tournament available to her. They were not providing a service for females as they did not believe that females were interested in the sport (Cohen, 2005).

2:2:3 Kickboxing as a Form of Exercise

Harmen (2009) states that kickboxing and other kinds of martial arts main benefits are that they increase flexibility, body tone, strength and balance. Harmen (2009) also states that as a physical form of exercise it also has positive effects on a participant's confidence through self-defence. The example that Harmen (2009) included in the article was of a female kickboxing instructor who from her training was able to deter an attacker. He argues that the reason behind most women taking up the sport is because of self-defence (2009).

Throughout the article Harmen (2009) contradicts himself with the various ideas of the reasons for female participation in kickboxing. By doing this it gives an overall view that there is more than one reason for female participation in kickboxing which will be discussed and reviewed, in the discussion later on.

Kickboxing has been developed by various fitness professionals to create fitness classes that incorporate martial arts (Kidshealth, 2012). Kick-boxercise and cardio kickboxing are among the list of classes that can be available in areas of the United Kingdom (Kidshealth, 2012). This could make it more attractive to women who would prefer the more modern form of kickboxing classes than the traditional.

Literature in regards to journal articles is limited as the only information available for kickboxing was magazine articles thus making it difficult to compare and critique other research due to the lack of research in the field of sport development and kickboxing. The same applies to the kidshealth internet source (2012). Its limitation is that the information is very brief and has no known depth. For both sources, the material provided is specific to its theme i.e. kickboxing as a form of exercise providing precise evidence of the varieties of exercise that is available to members of the public.

2:3 Kickboxing

2:3:1 History

Literature suggests that kickboxing's first roots originated from Asia over two thousand years ago (Kidshealth, 2012). These roots composed of various forms of traditional martial arts including Karate, Tai Chi, Kung fu and Taekwondo (K.Harmen,

2009) leading to the creation of kickboxing in the 1970's (Kidshealth, 2012). Kickboxing was created by American Karate masters when they organised a competition that would allow the full contact kicks which are currently banned in Karate tournaments (Kidshealth, 2012).

2:3:2 Types of Fighting and present status

Competition fighting consists of three categories including points, light contact and full contact (WAKO, 2012). For both training and competitive purposes members of clubs are required to go through grading's, starting at beginner level of white belt to the more advanced level of Black Belt tenth Dan (WAKO, 2012).

Over the years because of increasing health and safety concerns, protective padding, clothing and rules (WAKO, 2012) were introduced as the sport became more popular (Kidshealth, 2012). This Led to an increase in the number of governing bodies (Kidshealth, 2012) including WAKO (World Association of Kickboxing Organisations), AMA (Amateur Martial Arts), ISKA (International Sport Kickboxing Organisation) and many more. Each has their own set of rules and regulations. This study will concentrate on the WAKO regulations in accordance to the governing body that the club involved in the study is affiliated with.

2:3:3 WAKO (World Association of Kickboxing Organisations)

WAKO was founded by Mike Anderson and George Bruckner an American and German, both of whom are Martial Arts experts (WAKO). It was only in 1976 that WAKO came to Europe this then coxed them to create the rules and regulations at the time, and proved to be the start of WAKO becoming a Federation of the world of kickboxing (WAKO).

Every year WAKO hosts two world championships across the globe including Serbia, Italy, America and many more. Each of these tournaments hosts to a number of fighters in over eight different categories including points, light contact, full contact, K1, Aero Kickboxing, musical forms, low kicks and high kicks. These are split into two stage both adults (over 18) and children (under 18). (WAKO)

The information provided was obtained via online connections and comes straight from WAKO's official website. The source of information is viable as the website

continuously updates itself, including rules and regulations. The information provided is limited in regards to the history of the sport as it only concentrates on the history of WAKO, making it difficult to source deeper information.

The remainder of the review of literature explores the ways in which marketing principles might be used to increase the profile of kickboxing and to improve its attractiveness to potential participants.

2:4 Marketing: the Four/Five P's

2:4:1 Price

Pitts and Stotlar (2007) define price as the exchange value of a product or service and oscillates permitting to its exchange value within the market or the market value. This verifies Shank's (2009) definition of price as a value bestowed on the product deemed worthy by the consumer. Each state that price is the value of a service or product. Price is one of the five p's in the sports marketing mix (Mullin, et al., 2007) and according to Shank (2009), within the marketing mix price is known a pressure point that can be the pivotal point where a consumer decides whether to purchase the product or service (Shank, 2009).

Pricing decisions can be determined by both internal and external factors (Shank, 2009). Shank (2009) exemplifies this information in a diagram format (see Figure 2) showing the internal factors; Product, Promotion, Distribution, Cost and Organizational objectives and the external factors; Consumer demand, Competition, Legal, Economy and Technology. Pitts and Stotlar (2007) however adopt a different strategy known as the four C's of price determination, consisting of the consumer, the competitor, the company and the climate. Both models consider the relationship between the factors that can influence the price value on a product or service. Shank's (2009) model of internal and external influences goes deeper into the context of pricing and has a wider variety of areas to explore. Pitts and Stotlar's (2007) model of the four C's has a limitation of only four keys areas yet this could also be deemed as an advantage meaning the literature is more specific. In regards to raising the profile of kickboxing through pricing, it may be considered at the present time that a sport like kickboxing may become expensive because of kit, grading and competitions (WAKO). Pricing within the club should be determined to

accommodate those who have less income than others making it more accessible to potential participants.



(Figure 2, Shank, 2009)

2:4:2 Product/Service

The product is a varied package of both the tangible and the intangible (Mullin, et al., 2007). A tangible product is a physical object (Pitts and Stotlar, 2007) this includes sports equipment such as kickboxing equipment (WAKO, 2012) (headguard, shin pads, gloves etc...). An intangible product is a service, for this study the service is kickboxing classes including coaching i.e. a nonphysical product (Shank, 2009). The product/service of the club is important to the participants rates of CMA as if the equipment was of a low quality standard participants would not buy the products. For the coaching (service), participants expect coaches to be knowledgeable and able to help them to reach their goals and expectations. If the coaching was bad then participants would not attend CMA.

2:4:3 Promotion

Sports promotion has become an industry in itself in order to help sporting organizations to promote their service or product (Pitts and Stotlar, 2007).

Promotion in any sporting company is a key part of the marketing mix (Pitts and Stotlar, 2007). Without promotion consumers would not know about the product and would not be able to decide whether they wanted to use the product, (Pitts and Stotlar, 2007). Mullin et al (2007) describe promotion as one the “catchall” categories of the marketing mix that stimulates consumer interest in the product. Mullin et al (2007) state that to be successful in promotions companies should use the AIDA

approach (A: increase awareness. I: attract interest. D: arouse desire. A: initiate action.)

Shank (2009) develops from Mullin et al (2007) AIDA by describing the marketing elements of promotions and tools needed, including advertising, sales promotions, personal selling and sponsorship. By developing the previous models of earlier years Shanks (2009) theory gives a more contemporary outlook on promotion. Promotional methods are continuously developing as the market changes and the consumer demand fluctuates (Pitts and Stotlar, 2007). Currently kickboxing is not widely marketed within the UK, for example many clubs and organisations rely entirely on the positives of word of mouth. Some however have adapted to the modern age and have started promoting via social media and other internet sources, whereas some smaller clubs stay with promoting themselves through posters and leaflets in local companies of their areas. CMA are quite a large organisation as they have more than one hundred students, their current forms of advertising for potential new participants generally involves word of mouth, posters and leaflets. They currently have a facebook group which is only available to those who already attend the classes and is not available to the general public. They are not currently grasping modern forms of advertisement to gain the full advantage.

2:4:4 Place (Location)

Place in the marketing mix is the distribution of the product (Pitts and Stotlar. 2007). It can be how the product is brought to the consumer (Pitts and Stotlar. 2007). However, Mullin et al's (2007) definition of Place describes place as the actual location (facility) of where the product will be available to the consumer. The place of the product is also a key ingredient of the marketing mix (Mullin et al. 2007). Mullin et al (2007) suggests that the facility of the product can influence the consumer's decision. Including accessibility i.e. transportation issues, design and layout, amenities and personnel issues (Mullin et al. 2007).

Pitts and Stotlar (2007) concentrate on place being the way in which the product is distributed to the consumer whereas Mullin et al (2007) concentrate on the actual facilities. Both of which are viable pieces of literature however for this study it seems that Mullin et al's definition would be more useful when determining the results and discussion section of the article.

In regard to CMA and generally kickboxing, by taking into consideration the locations of the sites where the clubs are held this can greatly affect the likelihood of potential participants. For example with the choice of one location being near family estates and the other choice being in a secluded area, the better choice would be near family estates. Thus making it accessible, if participants are unable to get to the location of the club then they will not attend.

2:4:5 Public Relations.

Both Pitts and Stotlar (2007) and Shank (2009) describe the marketing mix i.e. the four P's as a strategic combination. As the market develops so does the marketing mix as Mullin et al (2007) add a fifth P to the marketing mix of Public Relations. Public relations is also known as PR (Mullin et al. 2007). It is defined by the *Public Relations News* as "the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organisation with the public interest and executes a program of action to earn public understanding and acceptance." Mullin et al (2007) also state the importance of a relationship between the seller and the consumer which can contribute in terms of bringing credibility to the product.

Those in public relations will have a high competence in communication skills (Mullin et al. 2007) and will also as stated before be able to form relationships with members of the public. The goal of public relations is to earn public understanding with regards to the product.

Kickboxing could use PR as a way of developing their relationships with the public. Members of public will have their own opinions of the sport, these can include statements that it is too rough for girls, too expensive, boring etc... by using PR this can aid to change the way that kickboxing is perceived and bring in more potential participants.

2:4:6 Overall review of the marketing mix

Pitts and Stotlar (2007) indicate that changes in the marketplace means that marketers are required to develop appropriate strategies. Using the 4 P's is limited making Mullin et al's (2007) 5 P's the basis of this study with regards to the output of data collection.

2:5 Rationale

Female participation in physical activity in the UK is at a low (HM Government. 2011); statistically making them a priority target group of the coalition government (DCMS. 2010).

With regards to kickboxing the literature reviewed has revealed kickboxing to be a form of exercise that brings with it many benefits including those of a health and psychological nature (Henry et al. 2011). For women in particular the sport of kickboxing can be hard to break into with regards to peer opinions of the contact sport being more appropriate for certain genders (Alley and Hicks. 2005).

As a result a case study of a well-established kickboxing association will be conducted. In particular, it will concentrate on the marketing methods that could be used to influence female participation.

Chapter 3:

Methodology

3:1 Participants

CMA has been chosen for this particular study as they are in a rural community setting where sporting opportunities for females of all ages are limited. Therefore they are the ideal candidates for the case study; in order to help them to increase female participation.

Participants for this study will be students and parents of CMA. In total twenty will take part during the research process. These will then be split into two groups; over the age of eighteen females and parents of the under the age of eighteen females. The over eighteen years of age participants have responsibility for their own contribution and do not need parental consent. The reason for parents to be used instead of young children under the age of eighteen is because of ethical issues and that the parents are the ones who provide the finances for their children to participate in CMA.

The requirements of those involved will be that they attend the classes with CMA or their children do. As to what level of performance is not important, since the area of interest rests with reasons for participation.

The process that was undertaken in order to choose the participants is known as sampling and selection (Blaxter et al, 2006). In any study sampling and selection is used to determine subjects or objects that will be used as part of the research (Blaxter et al, 2006). Sampling is categorised into many strategies; probability sampling, non-probability sampling and other kinds of sampling. For this study it has been focused onto non-probability sampling. More specifically convenience sampling (sample those most convenient to the project) and purposive sampling (handpicking typical or interesting cases) (Blaxter et al, 2006). Convenience sampling is used because as a former CMA student participation from members would be guaranteed after many years of attendance. For purposive sampling, individuals would be hand-picked in the understanding of receiving interesting results and of being typical of the group.

As a former student of CMA, contacts within the kickboxing club will be utilised, in addition social media via Facebook. Facebook (social networking) has become an increasingly popular past time for many people around the globe (Ying-Chao Lin, et

al. 2012). It is also a new method where marketers can advertise and generate interest in their products (Whitkemper, Hoon-Lim, Waldburger, 2012) It is a vital way for people to communicate about activities and interests and to also share information (Lorenzo-Romero, del-Carmen, del-Amo, 2012). This makes the point of contact between the researcher and CMA accessible via the internet as they have their own group on Facebook (it is not for public access only members can use it).

3:2 Instruments

Data will be gathered through mixed methods including qualitative and quantitative. Qualitative when compared to quantitative methods is more flexible and is determined on the quality and the context of the data (Berg, and Latin, 2008). Whereas with quantitative methods, the variables and the designs are set before any data is collected (Berg, and Latin, 2008).

Examples of qualitative methods of research include; focus groups and interviews (Berg, and Latin, 2008) (Creswell, 1994). Questionnaires are also a form of qualitative methods and will be the main form of data collection for this particular study. There are many reasons why questionnaires should not be used including; they are not thought of as the most outstanding form (Woods, 2006), questionnaires require subjects to respond because of a stimulus; the answers given can be unnatural (Woods, 2006). However there are also strengths to using questionnaires including; questionnaires can reach a wider demographic of people that can't be done during a one to one interviews (Woods, 2006). Woods (2006) displays a clear argument about the usage of questionnaires and to facilitate the dispute of questionnaires not being the best form of qualitative methods, quantitative methods will also be included. Quantitative involvement in questionnaires includes questions that require participants to place a numerical value. By using the form of mixed methodology for data collection both numerical value and opinions can be collected at the same time through the use of questionnaires with both quantitative (Closed) and qualitative (Open) questions (Creswell, Plano-Clark, 2011).

As earlier described Mullin et al (2007) work on the bases of the 5 P's of the marketing mix (price, place, product, promotion and public relations). It is from these marketing principles that the questionnaire was developed on (Berg and Latin, 2008; Creswell, 1994). Providing a question for each of the 5 P's, for the participants to

answer. For Price, Place and Product the questions were quantitative in nature as the participants answered on a numerical scale. For promotion and public relations the questions were qualitative as open questions were used in order to elicit opinions (Berg and Latin, 2008; Creswell, 1994).

There were fourteen questions that were both open and closed. This was done in order for the participants to elaborate during the open questions on answers given during the closed questions (Creswell, and Plano-Clark, 2011). Example questionnaires can be found in Appendix A Document 1 and Document 2.

3.3 Procedure

The questionnaires were distributed via hand and email during the month of July 2012. Ethical clearance had been granted by Cardiff Metropolitan of which the ethical community gave the study a B1 grade; meaning the study has been approved. When distributing questionnaires participants also received participant information forms, which provided them with all the details of the study. This provided them with information with regards to potential benefits to them, potential risks and the explanation of procedures that would be used (Berg, and Latin, 2008).

Participants also received voluntary informed consent forms which were signed and returned before completing the questionnaires (Appendix A, Document 3). Berg and Latin (2008) state an investigator who is conducting a study has an ethical commitment to those involved. This includes giving the subject the right to informed consent (Berg, and Latin, 2008). Participants were informed that they were able to withdraw from the study at any time without prejudice (Creswell, Plano-Clark, 2011).

Questionnaires were collected between the end of the month of July and September 2012. Collection was done through face to face, via email and through the postal service. Justification for these forms of collection suggests a high level of trust with CMA participants. There was no guarantee that all questionnaires would be sent back completed adding to the risk of having insufficient data.

3:4 Data Analysis

When analysing data it must be done so thoroughly (Flick, 2007), including rereading documents continuously. Flick suggests (2007) that when reading through data such as questionnaires personal interpretations of the participants should be avoided, as this could devalue their contribution. By being neutral throughout the analysis of data the researcher is able to be fair to those involved through conflicts of opinion (Flick, 2007).

The storage of data is also a vital issue with regards to data analysis. The data does not need to be kept for any period longer than is necessary (Flick, 2007). During the time when the data will be needed it is important to store so in a safe location that is not available to other members of the public (Flick, 2007). This is to keep the data from damage (Flick, 2007) and to comply with the data protection act 1998.

During analysis of data provided trends, themes and patterns were determined through the answers provided. These will then be put into categories of the 5 P's of the marketing mix which were discussed earlier. These will be displayed through the usage of graphs via Microsoft excel in the results chapter.

3.5 Reliability and validity

Blaxter et al's (2006) definition of reliability states that if a researcher was to carry out the research correctly in such a way that, if other researchers were to use the same questions in the same study setting, the answers that would come up would be fundamentally the same. Kumar (2011) definitions confirm this statement and add that the more consistent and stable the methodology of research is, the more reliable it is likely to be (Moser and Kalton, 1989). In relation to the study, the method has been identified using questionnaires with both qualitative and quantitative questions. Using both types of research methods increases reliability as by using numerical value questions (quantitative) followed by open questions (qualitative) it enables the participants to back up the reason for picking set numerical value.

The concept of validity in any study is deemed as whether the methods, techniques and approaches actually relate or measure the issues that have been identified (Blaxter et al, 2006). A definition of validity includes; "Validity is defined as the degree which the researcher has measured what he has set out to measure" (Smith,

1991 pg106) (Kumar, 2011). From the questionnaires the measures that have been set are to identify the key marketing methods (Five P's). This has been done by generating questions that is specifically designed to target the five p's (Appendix A, document 1).

3.6 Ethical considerations

Depending on the study depends on the degree of ethical consideration that is needed (Kumar, 2011). For example those who are divulging on a study that involves psychological research will need to seek ethical approval from institutions in order for the study to be conducted (Blaxter et al, 2006). This would be due to the fact that more harm may be featured to the participants than a social study (Kent et al. 2002). The main ethical consideration for this study was whether to bring children that were under the age of eighteen in as participants. As discussed earlier it was decided that only those over the age of eighteen would act as participants in order to reduce the risk of unethical practice. Particularly when using studies that involve young children it can be difficult to gain consent as both parents and the child would need to give consent in order to be participants.

Other ethical considerations that were brought to mind included the usage of consent forms and the rights to withdraw from the study. All participants would be given a consent form to sign that would also include an information document stating that they had the right to withdraw from the study at any given time. These forms would guarantee the participants; they would receive no prejudice actions from leaving the study should they wish to do so.

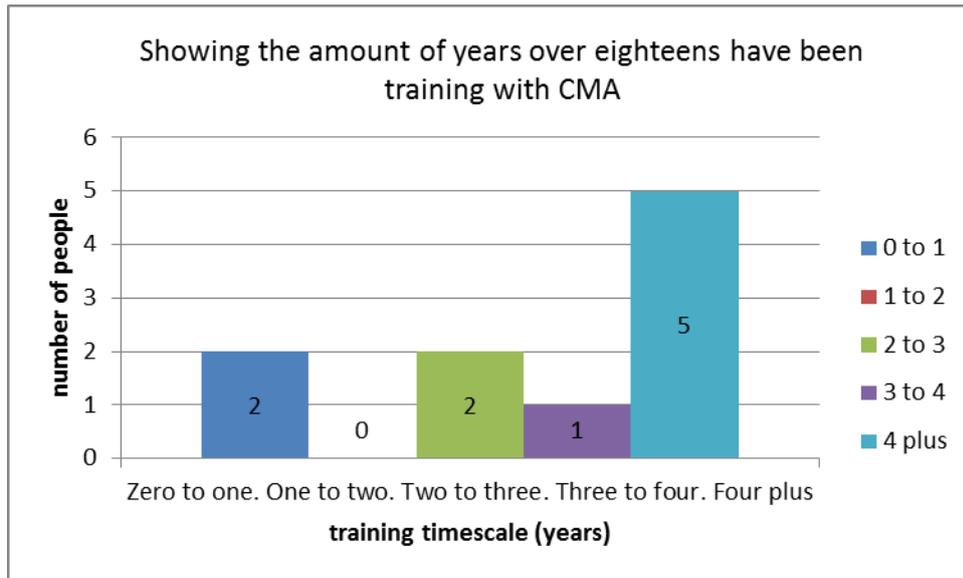
Overall in regards to ethical considerations a code of conduct will be expected to be followed at all times, by all who are involved in the study. This is to ensure that confidentiality and professionalism is maintained throughout.

Chapter Four:

Results

4.1 Over Eighteen years of age results.

Figure 3 shows that 50% of the female participants have been training with CMA for four years or more. The other 50% was divided into; one to two year's results were 0%, zero to one year's 20%, two to three year's 20% and three to four year's 10%. This shows that most of the participants were at senior level compared to the low majority of beginners.



(Figure 3- Showing the amount years over eighteens have been training with CMA)

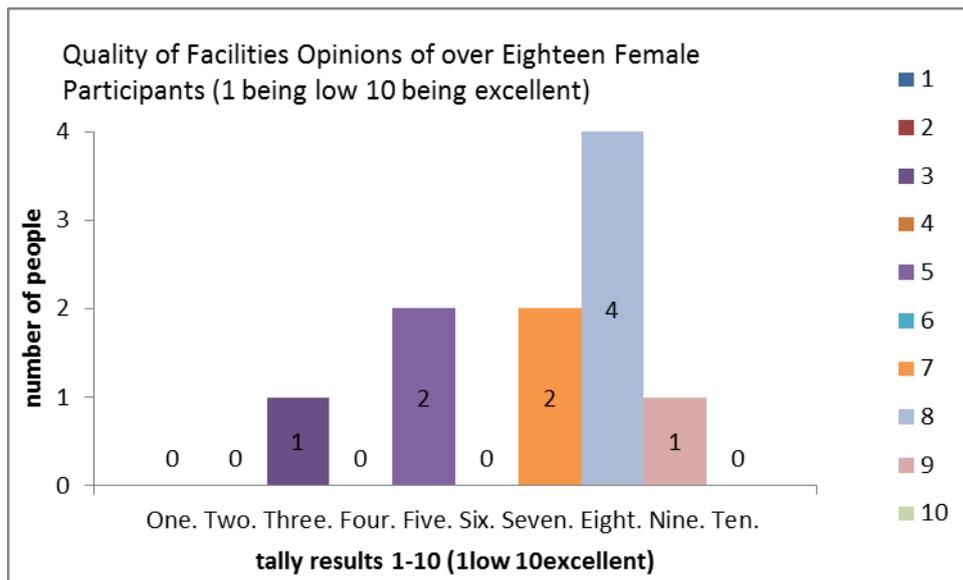
The options given for Figure 4 (Appendix A) were a result of how the participants had heard of CMA before they began training. Including; television/radio announcements, posters, public events, friends and other. Eleven answers were provided in total and the majority ruled in favour of other (6). Answers of other were reviewed and the outcome revealed that the majority of participants had heard of CMA through family members who were attending classes.

For figure 5 (Appendix A) the quality of coaching was rated and was done so using a scale of 1 to ten. The scale 1 being low and 10 being excellent. The results varied on figure 5 (Appendix A) as most of the participants opted for high numbers between seven and ten, with one vote showing coaching quality at five.

Figure 6 (Appendix A) examined the opinions based on the pricing of the product offered by CMA. It was done using a scale that was previously used for Figure 5 (Appendix A). The highest percentage (Appendix A, Figure 6) was 40% and that was

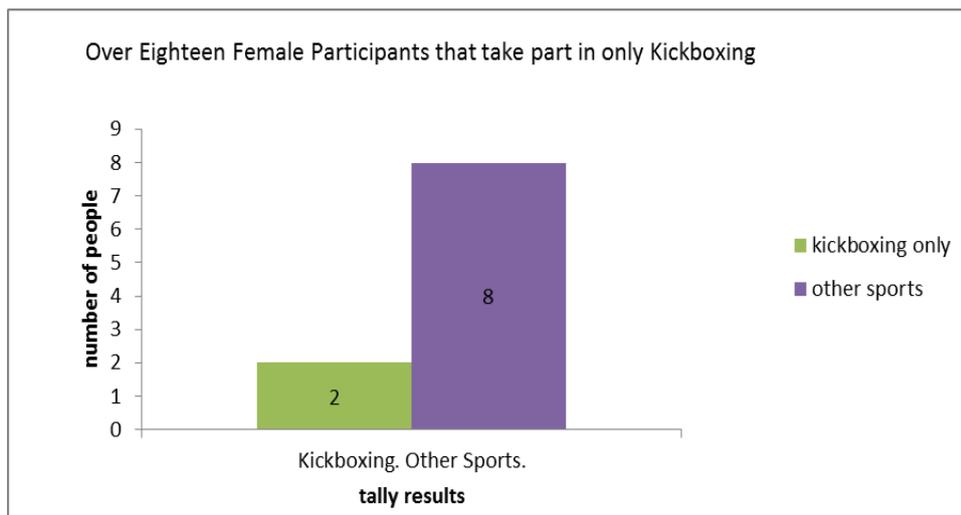
the score of ten. As before in figure 5 (Appendix A) there was an anomaly of 10% being on the lower end of the scale of four, whereas the other results were of the higher scale of seven plus.

Figure 7 shows the quality of facilities. The results were taken as a scale of one to ten (1 being low and 10 being excellent). It shows that 70% of the answers would deem the quality of the facilities to be between seven and nine and the other 30% said that the facilities were at five or under.



(Figure 7-Quality of facilities opinions of over eighteen female participants)

The next question was to show how many of the participants were taking part in other forms of physical activity as well as kickboxing (Figure 8). It showed that 80% were taking part in other recreational sports such as horse riding and swimming compared to only 20% that only take part in kickboxing.



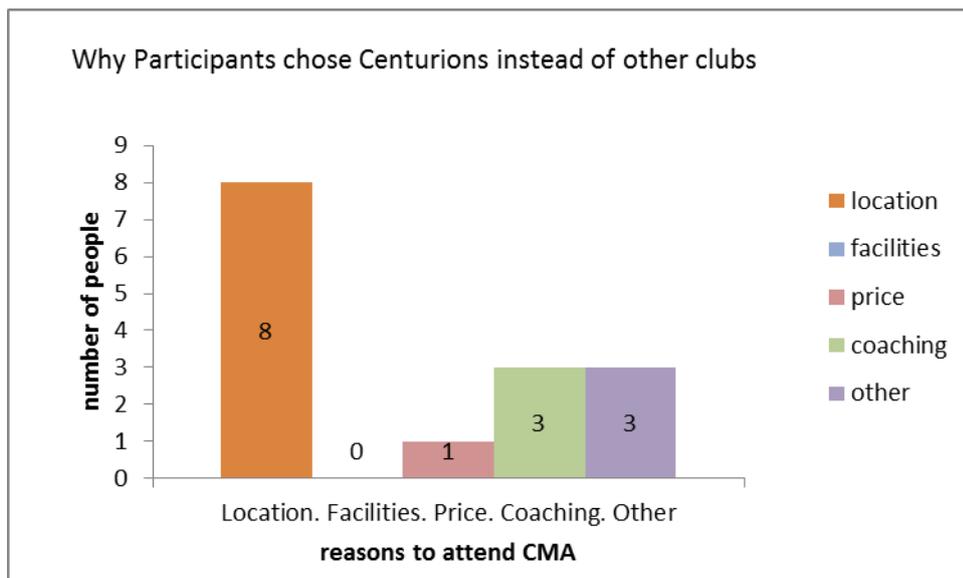
(Figure 8- Over eighteen female participants that take part in only kickboxing)

When asked about the reasons for the participants to train with CMA (Appendix A, Figure 9); six options were given; to make friends, self-defence, competition, friends attend, family attend and other. The majority receiving five votes was that other members of the family attended CMA. This was followed by 'other' with four votes. When asked to explain further the other options it included; building confidence, general fitness and role models such as "Buffy the vampire slayer".

Question 8a (Appendix A) was an open question to allow the participants to explain further about why they wanted to take part in a non-gender specific sport like kickboxing. Answers given include; interested after watching martial arts films, it was local, stress relief, other sports were boring and that gender didn't come to mind.

For question 9a (Appendix A, Figure 10) it showed the amount of training that each participant would take part in on a weekly scale. One person (10%) did not take part in any activity anymore due to a recent change of location. 50% would take part one to two times per week, 30% three to four times per week and only 10% would take part five or more times per week.

Figure 11 shows why participants would attend CMA rather than other clubs that were available in the surrounding areas of Lincolnshire. The results showed that 80% of the over eighteen females had chosen CMA because of the location of the club. Facilities received 0%, price received 10% and both coaching and other received 30% each.



(Figure 11- Why participants chose Centurions instead of other clubs)

Question 11a (Appendix A) asked the over eighteens to answer how they believe the club markets itself to females. The most popular answers given were; that it creates a family fun environment and word of mouth. Other answers included; fights nights, variety of different people, quality of coaching, usage of social media, demonstrations and posters.

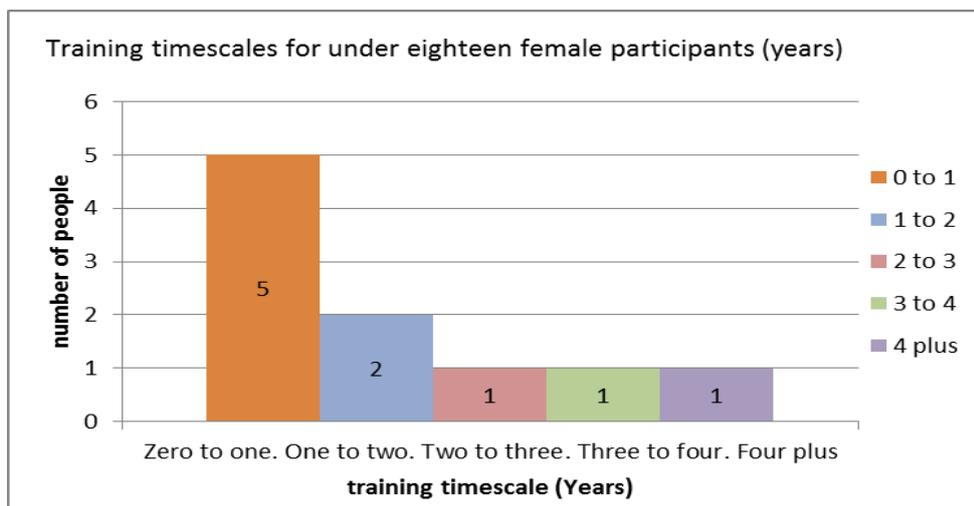
Figure 12 (Appendix A) shows the location of clubs that are available to all that attend CMA including Coningsby, Washinborough, Bardney and others. The results showed that 50% attended at Coningsby and the other 50% attended at Bardney.

Question 13a (Appendix A) asked the over eighteen females to reflect on whether CMA offered any incentives. It showed that some participants were not aware of any incentives, whereas others were fully aware of incentives which included; pay a monthly fee, family memberships, discount's when bringing new people and that children would get the second hour training for half the price of the first hour.

Question 14a (Appendix A) asked the over eighteen to elaborate on how they thought CMA would be able to attract more female participants to attend. Most popular answers given included; females should be the face of CMA and women only classes could be made available.

4.2 Parents of under Eighteen Females results

Figure 13 shows that 50% of the under eighteen female participants had been training with CMA between zero to one year compared to the 10% who had been training for four or more years. Other results include; one to two years 20%, two to three years 10% and three to four years 10%.



(Figure 13-Training timescales for under eighteen female participants)

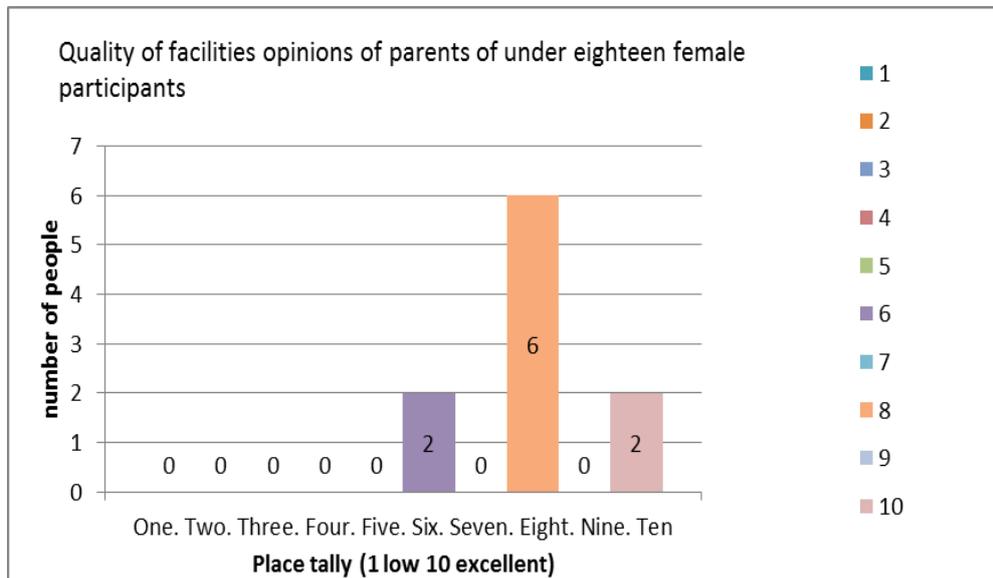
In figure 14 (Appendix A) it showed how the under eighteens parents had heard about CMA. 70% of the results showed that the parents had heard about CMA through friends. The rest was 10% for posters and 20% through other; including family members.

In figure 15 (Appendix A) it shows the opinions of the quality of coaching given at CMA the results of which were at the high end of the scale (1 low, 10 excellent). 90% of the results showed that the parents are satisfied with the coaches at CMA.

In figure 16 (Appendix A) it shows the satisfaction of the pricing of classes that are offered by CMA. From the results it shows that again as in figure 15 (Appendix A) the parents are happy with the prices offered by CMA as 90% of the results were again at the top end of the scale (nine and ten).

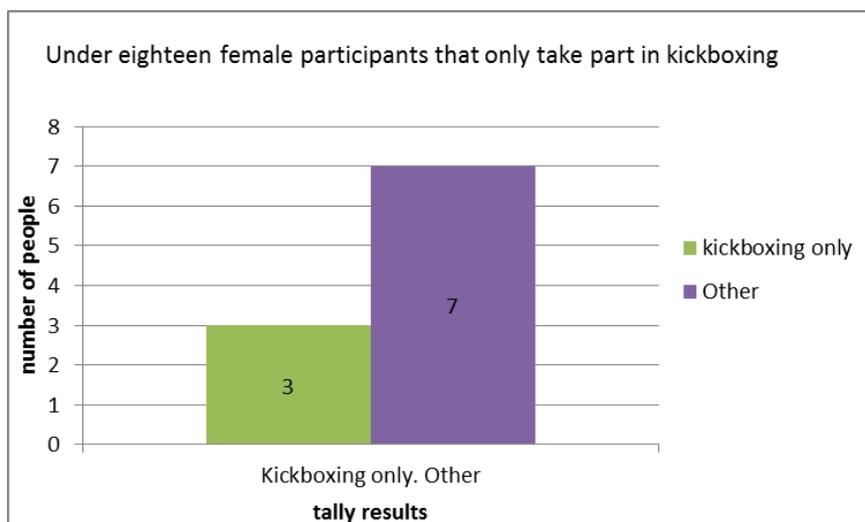
The next figure (17) shows how the parents deem the quality of the facilities. From the previous two figures there is a change of opinion. The results are more scattered through the higher end of the scale, showing that only 20% are completely satisfied with the facilities. Another 20% have chosen 6 on the scale and 60% chose 8 out of

ten meaning that although the majority are satisfied a minor percentage show they are not fully satisfied with the facilities.



(Figure 17- Quality of facilities opinions of parents of under eighteen female participants)

Figure 18 shows us the amount of participants that only take part in kickboxing or take part in other forms of physical activity. As before for the results of the over eighteens (Figure 8) the majority of the results (70%) shows that the participants take part in other forms of physical activity. When asked to provide details sports such as swimming lessons, netball school activities were included. This suggests that kickboxing may not be the under eighteens primary sport.

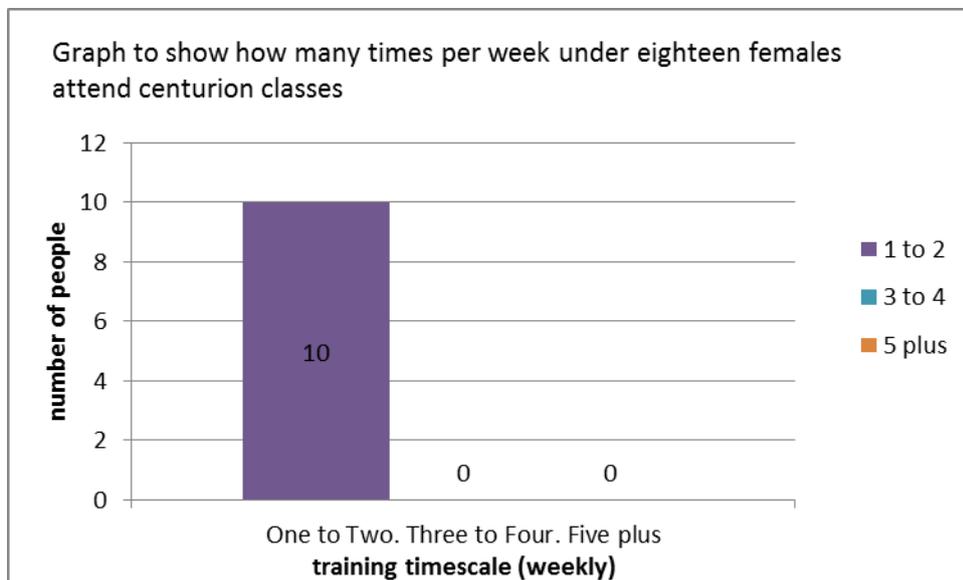


(Figure 18- Under eighteen female participants that only take part in kickboxing)

Figure 19 (Appendix A) shows the reasons why the parents of the under eighteen females would allow their children to attend kickboxing classes. The results show that the majority of responses relate to learning self-defence and that family members attend. The lowest outcome was that making friends was not a priority among the parents. Other responses showed again, as the over eighteens; confidence and general fitness were a key component.

Question 8b (Appendix A) of the under eighteen females was to determine why the parents would want their children to take part in a non-gender specific sport such as kickboxing. This was given as an open question to allow the parents to explain in further detail. The answers that given were categorised into four sections; act against gender discrimination, self-defence, to learn discipline and to gain confidence.

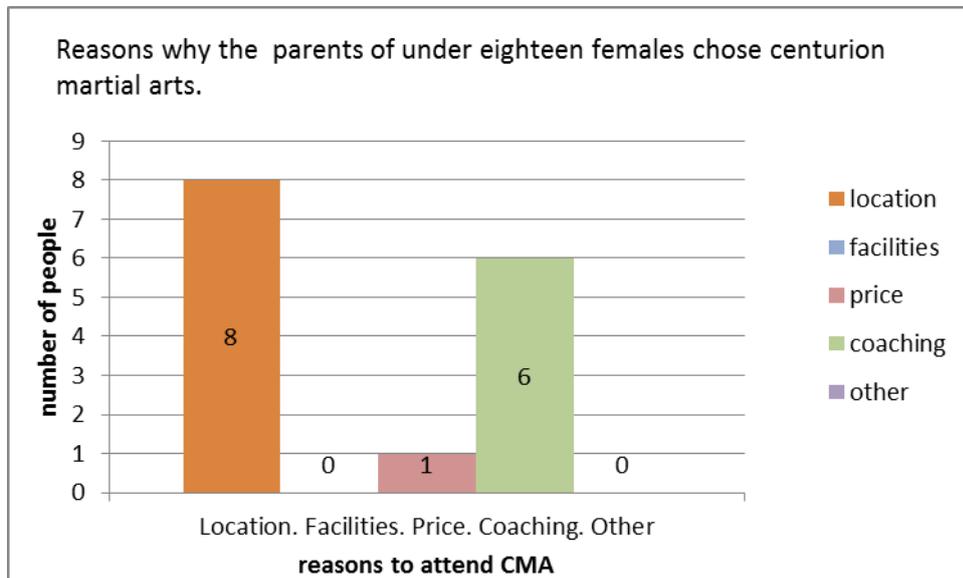
Figure 20 was to show the training timescale of the under eighteen females on a weekly basis. The results received a 100% score as all the participants only train one or two times a week. This could have something to do with the fact that many of the participants have other commitments with regards to physical activity which was shown earlier in figure 18.



(Figure 20- Under eighteen female participants that only take part in kickboxing)

Figure 21 shows the reason's the parents of the under eighteen females choose CMA over other clubs that were in the Lincolnshire region. The majority of the results were again due to the location of the clubs with a result of 8 responses. This was

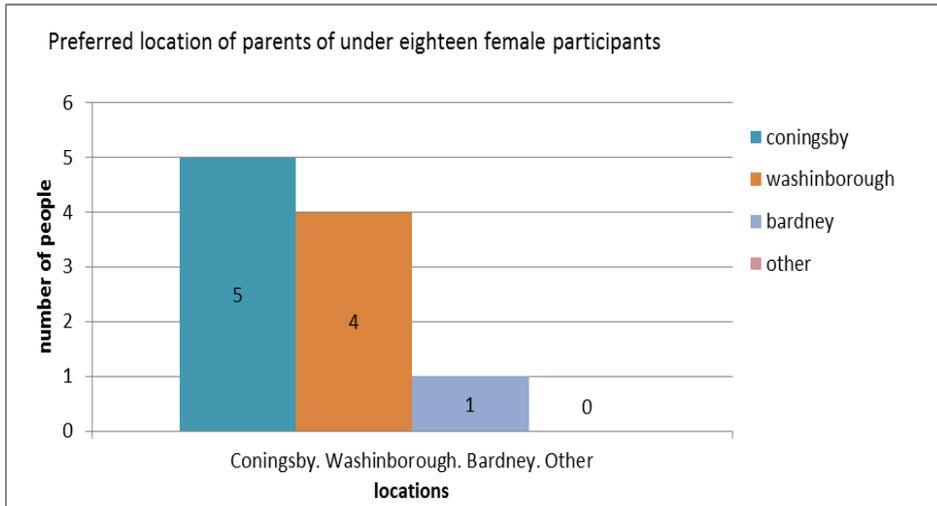
followed with 6; the quality of the coaching and then 1 for the pricing. When asked to explain further it showed that the popular answer given was accessibility.



(Figure 21-Reasons why the parents of under eighteen females chose Centurion Martial Arts)

Question 11b (Appendix A) asked the parents about their knowledge of how CMA markets itself, answers given included; social events, competitions and family environment. The more popular answer given was that they were unsure they did any marketing at all. The fact that not many of the parents are aware of any marketing done by CMA does show that CMA need to vastly improve the way in which they market themselves.

Figure 22 shows the preferred locations suggested by the parents. The more popular choice was Coningsby (50%), this was followed closely by Washinborough (40%) and then finally Bardney (10%). This may be due to the distribution of the surveys as most participants were located nearer to the Coningsby branch. However it could also show that with regards to the Washinborough branch either the facilities or the coaching could be better.



(Figure 22- Preferred location of parents of under eighteen female participants)

Question 13b (Appendix A) asked the parents if they were aware of any incentives that CMA offers. As in question 11b, the majority stated that they were unaware of any incentives. A few of the answers given did identify loyalty cards that were given to all members. This suggests that CMA are not making all of their members aware of the deals they give to existing participants.

Question 14b (Appendix A) requested the parents to give recommendations, as to how CMA could bring in additional female participants. As in question 14a for the over eighteens the answers given included making females the face of CMA however with regards to specifically bringing in more children, it was recommended to go into local schools and give demonstrations to allow children to be aware of what CMA can provide.

Chapter five:

Discussion

5:1 Introduction

The aim of this study was to determine the various marketing methods that can have an influence on female participation in kickboxing, to then be able to give recommendations as to the best way for a kickboxing club to market themselves in order to attract more female participants. Using a club from a rural community setting known as Centurion Martial Arts (Lincolnshire), it has been accessible to collect data to ensure this aim is completed.

Through this study, the five P's of marketing were used as the basis for the questionnaires (Mullin, Hardy, and Sutton. 2007). Questions were moulded in order to accentuate the properties of the five P's including; price, product, place, promotion and public relations (Mullin, Hardy and Sutton. 2007). A series of fifteen questions were created in order to see which of the five P's would be deemed the most relevant with regards to CMA and their female participants.

5:2 Main Findings

5:2:1 Attendance

Findings of the results indicate that for the female participants who were over the age of eighteen; 50% (Figure 3) had been attending classes with CMA for four years or more; indicating that they were at senior level. A lower percentage rate was deemed for the lower years of training. This creates the impression that not many female participants started the classes at an adult age but, they started at a young age and carried on with the sport through to their adulthood years.

When compared to the participants that were under the age of eighteen (Figure 13) it showed that 50% of the participants had only been attending for less than a year. As the training years increased, the number of participant's percentages was lower. Only 10% of the participants had been attending for four or more years. This reveals that not many of the under eighteen females are sustaining their participation in the sport. Recent government policies confirm these statements as a small percentage of teens (both male and female) are carrying on with physical activity once they leave school (DCMS, 2010).

Findings from both of these results offer an alternative answer. It was stated that some of the participants may have taken part in Kickboxing from an early age and then carried on the sport through senior levels over the age of eighteen. This could be the reason for the low levels of percentages of the senior under eighteen participants. Pure speculation could suggest they may simply have grown older and were now over the age of eighteen. At the start of the questionnaires, participants were asked their age and how many years they had been training with CMA. Three of the ten questionnaires (questionnaires 2G, 2H and 2I) of the over eighteens showed that from their current age and the amount of time they have been training with CMA that when they started they were under the age of eighteen. This gives validity to the previous statement as to why there are not as many senior levels of under eighteen as there are over eighteens.

5:2:2 Promotional methods

On examination the main methods of communication between CMA and the public it was made clear through the results of the questionnaire that the methods of promotion were stripped to the simple benefit of word of mouth; particularly via family and friends, since many of the participants had heard about CMA from family and friends who had attended. This included the considerable result of 82% (over eighteens) and 90% (under eighteens). When looking back at the literature review from previous chapters; Mullin et al's (2007) statement of the AIDA approach could well have a greater influence on CMA approach to promotions. Those who are already participating are creating Awareness, generating Interest, creating a Desire and implementing Action for potential new comers (Mullin et al, 2007). However the approach of word of mouth cannot be the sole means of promotion as that would create the impression that CMA rely entirely on good reviews from their clientele. In the current climate of economic recession this could be deemed as a valuable source of promotion however this must be cohesive with other forms of promotion in order to generate more awareness and constant growth of the club.

To progress from the AIDA approach Shank's (2009) key marketing tools of promotion. Seem relevant where a mixture of advertising, personal selling, public relations (PR) and personal selling is brought into consideration (Shank, 2009). Some evidence from the questionnaires show that CMA does take into consideration

other forms of advertisements including a case of PR. Questionnaire 2E question 2 (Appendix A, 2E question 2) expresses that “CMA take part in public events including RAF family day where they give demonstrations”. This falls into Shank’s (2009) category of promotional mix of both personal selling and PR indicating that they are aware of other promotional methods. But perhaps they are not promoting to the full potential of the organisation.

Branding of CMA could contribute to the promotion of the club in order to get a wider range of participants. Branding according to Shank (2009) can be a name, symbol or design that can be used to put out a difference between that organisation and the competition. CMA has the brand of Centurion Martial Arts which comes with a logo (Appendix A, Figure 23) which is well known to the participants at CMA. It is also well known by the competition at national tournaments, however it is not known to other members of the community as it is not used through promotions as well as it could be.

5:2:3 Product/Service

The results of question 3 (Appendix A, question 3) focuses on the services of CMA (coaching), the coaching is not seen as a problem; with many of the participants of both groups choosing a score of 7 or more (1 being low 10 being excellent). Participants were encouraged to comment on their answers, comments included “Excellent motivation of child as well as making it enjoyable” (Appendix A, Questionnaire 1H question 3), “Very encouraging” (Appendix A, Questionnaire 2A, Question 3) and “Clear concise instructions, always safe, always encouraging, always included whatever level.” (Appendix A, Questionnaire 1F, question 3). When seen in more depth there was one anomaly where one participant gave a low score of 5 (1 being low 10 being excellent). On questionnaire 2G (Appendix A, 2G question 3) the participant commented about how the specific styles of coaching methods including grading of which they rated quite high. However the low score came from the competition coaching meaning that it was not up to the same standard as the preparation for grading.

This could be something to consider as Shank (2009) states that organisations are expected to meet the needs of the consumer. However for this study it is only one participant that has pointed out the problem. Not all participants may have the same

view. Coaching is a service and is known as an intangible product as it is non-physical (Shank, 2009). Therefore it is not something that can be technologically fixed. Strategic planning is required for analysis of the coaching provided, this can be done through observation and desk research would be needed in order to expand on this area of CMA's profile.

5:2:4 Price and Place

When it comes to the price and place elements of the marketing mix the parents of the under eighteen females seem reasonably content with the facilities of CMA and the prices that they pay each week. This is the same for the over eighteen females as many positive comments were based on the accessibility of the club which according to Mullin et al (2007) is a key aspect of place (location). This was the main point made by the parents as they felt it is easily accessible for them to get to all the locations. When it came to price most participants were also content with the prices they pay on a weekly basis. As before with the coaching there was an anomaly within the pricing sector as one participant believed the pricing to be too expensive? This answer was given from the result they gave for the coaching so the opinion given only reflects the standard of coaching and not the opinion of the overall service.

One concern that was identified with regards to the place (location, facilities) was that CMA do not have their own facilities and do not have permanent areas to store equipment and create regular classes (Appendix A, 2G question 5). This could be a future recommendation for the club to expand their organisation. The resources however that would be needed for CMA to secure a permanent location would include extra funding that may not be accessible through local sports councils. There is also the issue that the location may not be accessible to all participants, which is shown to be a key factor for participation. This is not a high concern as when asked in question 10 (Appendix A, question 10) for overall results of both groups location received over 50% as being the main reason for participants to choose CMA over other surrounding martial arts clubs.

5:2:5 Reasons for Participation

A study conducted by Henry et al (2011) examined the specific reasons that females take part in physical activity. The study itself concentrated on female college students (Henry et al, 2011). The results indicated that the main reasons for participating were; knowledge of the risks of inactivity, physical appearance and enjoyment. When compared to the results of the questionnaires the results differ quite significantly. For example with the parents of the under eighteen females the most popular reason was to learn self-defence. Whereas for the over eighteen females; family members attending was most popular. However an option of other was given where there were many different points raised; including the influence of a role model.

This role model was Buffy the Vampire Slayer, BVS was an American show that was brought to the UK in 1992 (Kellner, 2003). It featured a young teenager who was deemed the slayer of demons. This character of a role model was seen regularly empowered through strength and heroism. Throughout the series martial arts was a prominent feature of many scenes. So it is easy to see how this 90's television character could influence young females (Kellner, 2003).

Overall findings from both groups showed many reasons for female participation in kickboxing these were categorized into the following groups (In order of most shown):

1. Self-defence.
2. Friends and family attend.
3. General fitness (plus Competition, Grading).
4. Confidence.

The results of this section confirms Harmens' (2009) argument that most women take up the sport in order to learn self-defence. Although this is the case with regards to the results it is not the only reason. As stated earlier in Henry et al's (2011) study there are many reasons that comes with female participation in sport and physical activity, but for sport specific reasons it can be deemed that self-defence is one of the top reasons for participating in kickboxing.

Alley and Hicks (2005) have stated in previous research how peers can have an influence on participation and can dismay females from taking part in a contact sport because of their own attitudes towards the sport being non gender specific. This study of research into female participation was conducted in one rural setting. The results do not seem to agree with Alley and Hicks statement (2005) as their main argument was that peers can influence female participation. The results show that most of the participants attend the classes because they have friends who attend and encouraged them to do so. In order to see whether other parts of the UK, future research would need to be conducted in order to reach a wider demographic of the UK.

5:2:6 Gender

When asked why they would participate in a non-gender sport like kickboxing, most participants agreed that gender did not come into their decision to participate. This was particularly enforced by the parents of the under eighteen females who did not want their daughters to feel they could not do a sport because they were girls. Also with the over eighteen females one participant voiced “how being anatomically different to males can affect whether a female can participate in kickboxing or not” (Appendix A, 2G. question 8). Although Cohen (2008) states that gender discrimination is still a problem in the world it seems that at CMA it is indeed not a problem among all participants.

5:2:7 Incentives

The next area of concern was the small number of participants who were aware of the incentives that the club provides for regular clients. Those who were aware they listed incentives such as:

- Monthly memberships.
- Family memberships.
- Discount when bring in new members.
- Children get half price when attend second class of the evening.

The majority were not aware of any current incentives. It was later identified that CMA have recently introduced a loyalty card where after six classes are attended the

next one is free. This was introduced early this year in 2012 however only a handful of the club members are aware of it. This is worrying as the messages of incentives are not being fully communicated.

CMA has various ways of communication with all members including a social media site (Facebook). Ying-Chao Lin, Et al (2012) promotes the usage of Facebook as it is key way of communicating with large groups. CMA has its own group on Facebook and all those who attend CMA are a part of it; making it accessible to send messages on a wide scale to alert CMA students of incentives. The question is why they are not promoting these incentives and whether they will do so in the future.

5:2:8 Recommendations from participants

The final section examined the recommendations that were given by the participants as to how the club can promote themselves in order to bring in more female participants. The general theme articulated by many of the participants was that females should be made the face of the club. Doing this could create a common role model among the club and the surrounding areas. Shank (2009) states that having a credible face of an organisation can contribute to the perceived trust that can be associated with a club. For example some well-known faces of high ranking companies include Tiger Woods who has been known as the face of Nike, Gillette and many more (Shank, 2009). His credibility contributed to the sales of those companies as he was a face that could be trusted and his athletic endorsements earned him \$100 million in 2007 (Shank 2009). As CMA are only a small club in a community in Lincolnshire it would not be viable for them to enlist a celebrity endorsement deal however the approach can be the same but on a smaller scale. For example a key female presence in the club could be sought and used as the face of CMA. A role model is created for all female students and someone who is approachable in the community.

Other recommendations included; the coaches of CMA would go into local schools giving demonstrations to children who attend. This again comes under the AIDA approach (Mullin et al, 2007). For specifically it would add to the first three stages of the AIDA model; awareness (increase) - through the endorsement of the club via leaflets, flyers previously done before demonstrations (Blakey, 2011), interest (attract) - including benefits of CMA and its products (Blakey, 2011), for instance with

young children this can be done with the more technical techniques including scorpion kicks, jumping spinning hook and many more. Finally desire (arouse) - putting a value of the product that is an advantage when compared to competitors (Blakey, 2011), offering discounts and first sessions free. In regard to the final stage of AIDA, action (initiate) – would be completed with the children attending the club on a regular basis. (Blakey, 2011)

PR was also mentioned at a high rate by students; by having a member of the club appointed as a PR for CMA this will act as a point between CMA and the local community. This can provide CMA with the means to grow their organisation and can also look into community funding in order to expand themselves.

5:3 Limitations

One of the limitations of this study relate to the methods of data collection, it was decided that the main form of data collection would be through the use of questionnaires and although this method provided much information, including both open and closed questions. Much of the information was limited. For example in chapter 5:2:1, attendance, it was unclear from the results whether students under the age of eighteen were dropping out after a certain amount of time or whether they simply became old enough to be classed as an adult and were at senior level. In future studies it may be an idea to ask for the ages of the under eighteen so that it would be clearer to identify.

There was a recurrent theme with regards to opinions on the standard of coaching, prices and locations; however there was one participant continuously disagreed with the other statements provided (Questionnaire 2G). This shows that there is a possibility of honesty being questioned from the other questionnaires forcing us to question the validity of the results given. This is a limitation as by the participants not providing truthful answers to their experiences the findings from the study would be deemed not valid. In order to confirm further investigation would be needed.

5:4 Recommendations

Stated earlier, the aim of this study was to identify which marketing methods of the Five P's (Mullin et al, 2007) created the most influence on female participation in kickboxing.

Place is the main contender of this marketing mix as to why the community of Lincolnshire (Coningsby, Bardney etc...) being that accessibility is a high priority for many of the participants of the study. The fact that there are many locations where CMA is based means that they can be accessible to many surrounding villages. So in regards to the findings it is recommended that CMA should advertise appropriately according to the locations of the clubs. Advertise specific clubs such as Washinborough in Washinborough and close by villages instead of advertising in Coningsby. This will alert locals to the nearest club, so that they don't just have to travel to the furthest CMA club.

It was also presented how self-defence is the one the priority reason's for many of the female participants to start Kickboxing, CMA could capitalize from this and create self-defence specific classes (Harmen, 2009) for women. This would create more classes that are available from CMA and can provide women with the choice of how much of martial arts they wish to partake in.

Further recommendations include the suggestion from students of CMA that they should nominate a female student the face of the organisation in order to bring in more female participants and provide a stronger role model to all girls.

A final recommendation will divulge into the study itself, the recommendation would be for future research to be conducted as this study starts as a stepping stone for other researchers to carry out further investigation on a wider scale. If this study was to be done conducted again it would be recommended to widen the source of data collection to other Kickboxing clubs and to include other forms of qualitative methods including; one to one interview's in order to expand the information already found and bring more validity to the findings.

Chapter 6:

Conclusion

During the introduction of this study three main aims were identified:

- To identify the marketing methods that can influence participation in kickboxing through use of academic literature.
- To provide recommendations in order to help increase the participation rates of females for CMA from the results of data collection.
- To create awareness of kickboxing as a form of physical activity that can be accessed by all ages and abilities.

The first of the aims in the study was created in order to produce an overall understanding on marketing methods that could be taken and implemented by CMA. This was completed through the use of a model, more precisely the Five P's of marketing (Chapter 2:4) (Mullin et al, 2007). The questionnaires were created on the basis of these five p's and enabled us to give an informed answer in order to complete this aim.

The second aim was established in order for the study to provide informed recommendations that could be taken by CMA and then implemented into the running of the club in order to bring in more participants. It was important for this aim to be included as by providing recommendations from the findings CMA would have a number of recommendations that if they wish to do so implement. The recommendations given are valid and reliable and may be used in life situations.

The third and final aim was completed during the literature review (Chapter 2:3), the point of this aim was to give a general understanding of the sport of kickboxing. It was also included to show that although it is a contact sport it can be enjoyed by all ages and abilities.

In this study it has been shown that female participation in sport and physical activity is a priority and a severe situation within the UK (British Heart Foundation, 2012). It has also shown in general that there is no one marketing method that will influence female participation, in fact it is done so by numerous marketing methods that work cooperatively together in order to inflict the AIDA approach (Shank, 2009). However the study has shown that in the case of CMA some areas of the five p's have more influence than others, but each are taken into consideration by all participants.

There are not many studies that look specifically at female participation in kickboxing, however there are many involved in general female participation. From this study we were able to apply these theories from past studies of general female participation into such a specific sport like kickboxing. By exploring the reasons for participation, physical benefits and psychological benefits we were able to adapt various recommendations for CMA to use for marketing their club in the future.

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Appendix A

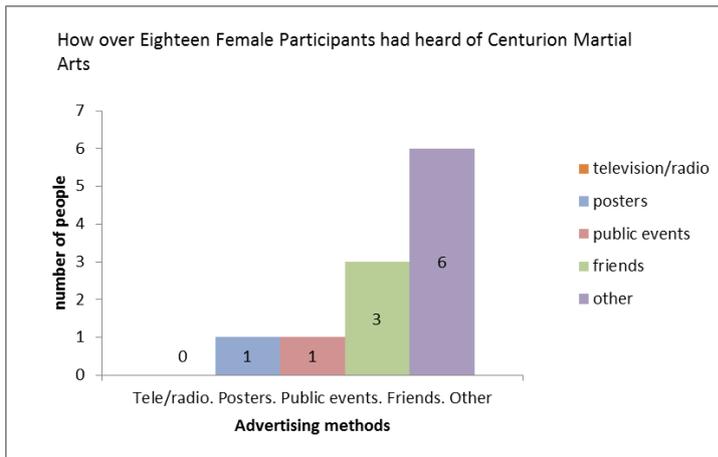


Figure 4- How over eighteen female participants had heard of Centurion Martial arts

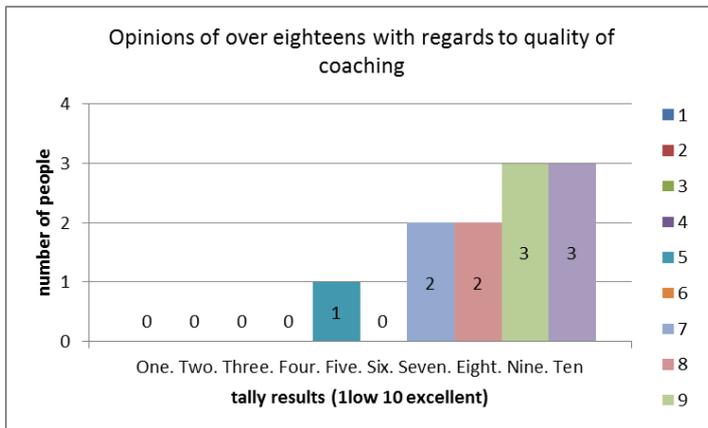


Figure 5- Opinions of over eighteens with regards to quality of coaching

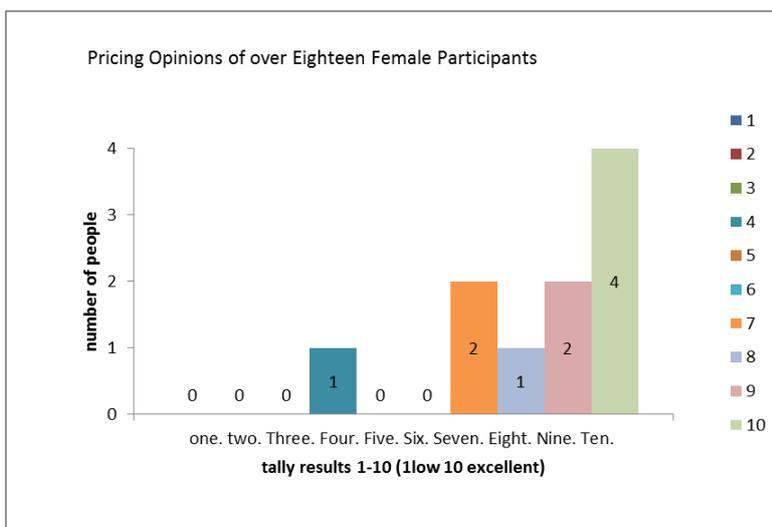


Figure 6- Pricing opinions of over eighteen female participants

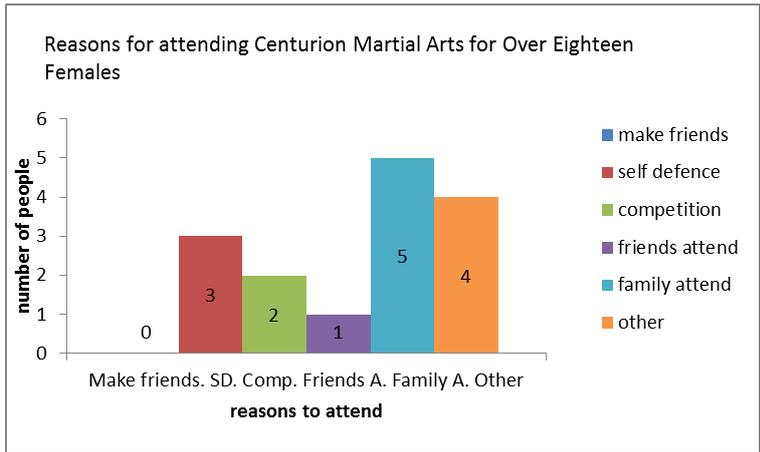


Figure 9- Reasons for attending Centurion Martial arts for over eighteen females

Question 8a- Why would you want to participate in such a non-gender appropriate sport rather than gender appropriate sport such as gymnastics, netball, figure skating, swimming etc... ?

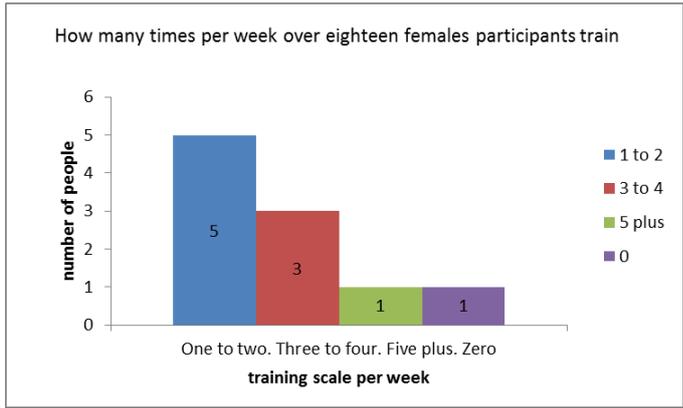


Figure 10- How many times per week over eighteen female’s participants train

Question 11a- How do you believe the club markets itself to individuals who attend in order to keep them participating in the sport? (Including yourself)

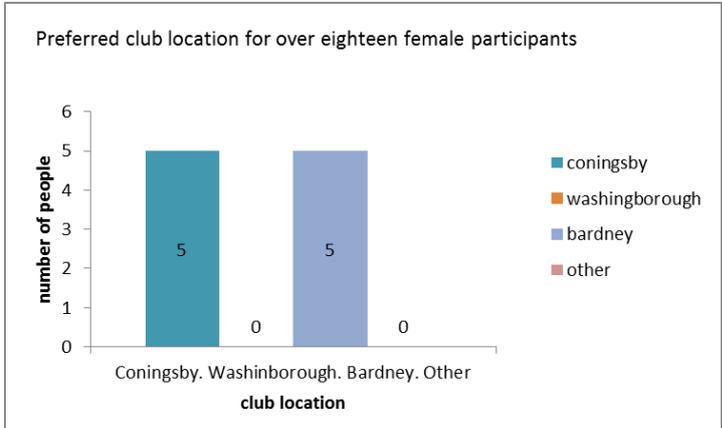


Figure 12- Preferred club location for over eighteen female participants

Question 13a- Does the club offer those who attend any incentives to stay at the club? (This includes deals on price, events etc...)

Question 14a- . How do you think the club could market itself in order to get more female participants to join the club?

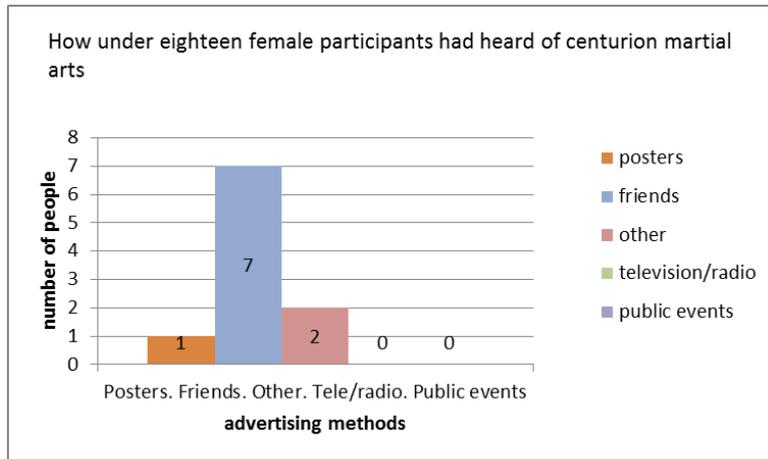


Figure 14- How under eighteen female participants had heard of Centurion martial arts

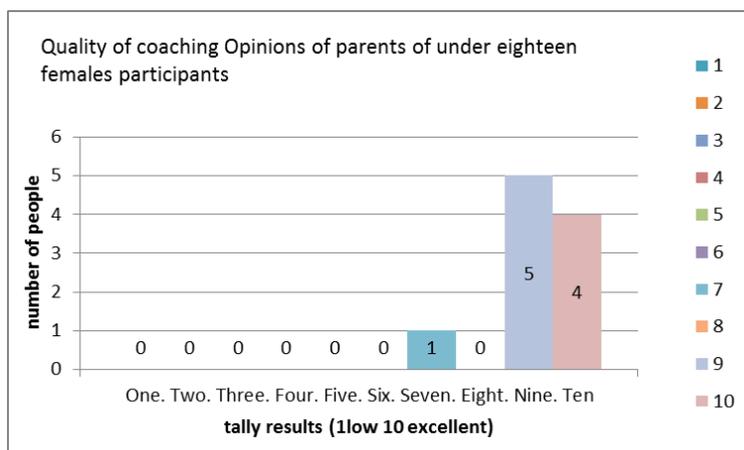


Figure 15- Quality of coaching opinions of parents of under eighteen female participants

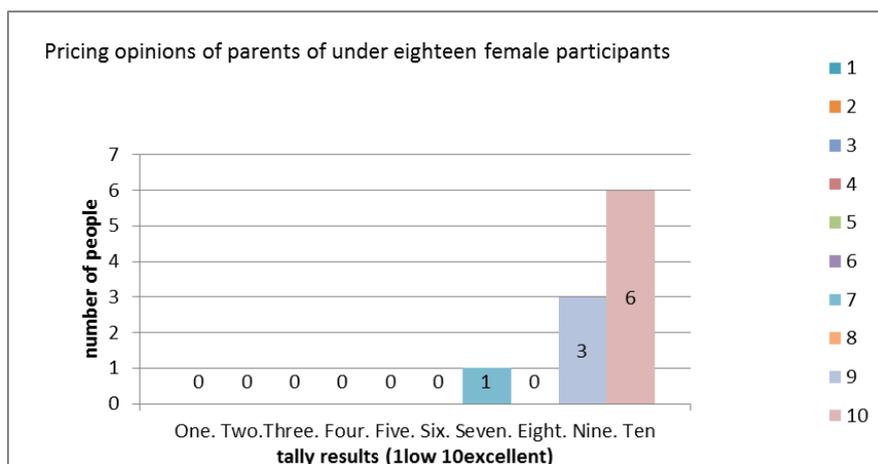


Figure 16- Pricing opinions of parents of under eighteen female participants

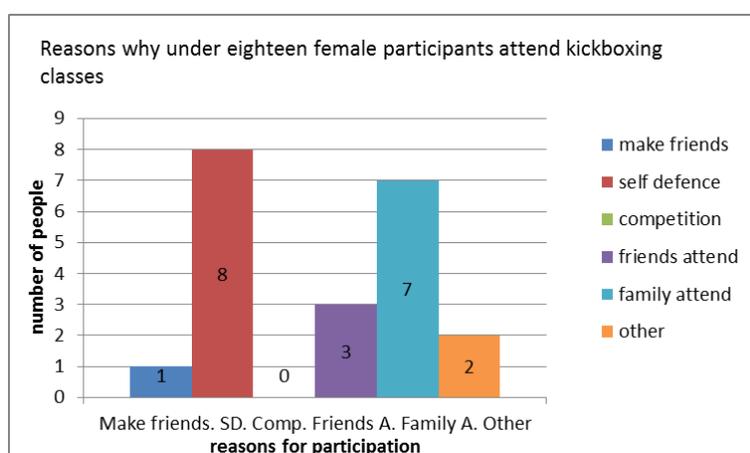


Figure 19- Reasons why under eighteen female participants attend kickboxing classes

Question 8b- Why would you want your child to participate in such a non-gender appropriate sport rather than a more gender appropriate sports such as gymnastics, netball, figure skating, swimming etc... ?

Question 11b- How do you believe the club markets itself to individuals who attend in order to keep them participating in the sport? (Including you and your child)

Question 13b- Does the club offer those who attend any incentives to stay at the club? (This includes deals on price, events etc...)

Question 14b- How do you think the club could market itself in order to get more female participants to join the club?

Question 3- On a scale on 1 to 10 (ten being excellent and one being poor) how would you rate the coaching given? Please specify why?

Questionnaire 2E question 2 “RAF Coningsby family’s day- club did a display.”

Questionnaire 2G question 3 “whilst I was working up to my black belt (1st 3 years) I’d rate it as 7. Now that I solely train for competition preparation I’d rate at 5.”



Figure 23-

Questionnaire 2G question 5- “Although all coaches make use of the space they have, there’s no permanent gym with permanent equipment and regular classes”.

Questionnaire 2G question 8- “ In effect my owning a vagina never influenced which sports I pursued, martial arts interested me as I noticed the subsequent discipline, control, strength, well-being and compassion attained by fighters.”

Question 10- Why did you choose Centurion Martial Arts rather than other martial arts clubs? (Circle one or more answers).

Questionnaire 1H question 3 “Excellent motivation of child as well as making it enjoyable”

Questionnaire 2A, question 3 “Very encouraging”

Questionnaire 1F, question 3 “Clear concise instructions, always safe, always encouraging, always included whatever level”.

Appendix A

Document 1

Questionnaire For Over Eighteen Females (example)

Name:

Age:.....

1. How long have you been attending classes with centurion martial arts?

.....

2. How did you hear about Centurion Martial Arts? (Circle one or more answer)

- Posters
- From Friends
- Television/Radio advertisements
- Other
- Public events (i.e. village fetes.)

If other please specify:

.....
.....

3. On a scale of 1 to 10 (ten being excellent and one being poor) how would you rate the coaching given? Please specify why.

.....
.....

4. On a scale of 1 to 10 (ten being extremely reasonable and one being extremely unreasonable) how would you rate the prices that you pay? Please specify why.

.....
.....

5. On a scale of 1 to 10 (ten being excellent and one being poor) how would you rate the facilities? Please specify why.

.....
.....

6. Is kickboxing the only sport that you participate in? If no please specify what other sports (This also includes gym memberships).

.....
.....
.....

7. Why specifically did you start kickboxing at Centurion Martial Arts? (Circle one or more answer)

- To make new friends
- Their friends attend
- To learn self-defence
- Family members attend
- To engage in competition-
- Other

For any answer please go into more details:

.....
.....

8. Why would you want to participate in such a non-gender appropriate sport rather than gender appropriate sport such as gymnastics, netball, figure skating, swimming etc... ?

.....
.....
.....
.....

9. How many times a week do you train with Centurion Martial Arts?

.....

10. Why did you choose Centurion Martial Arts rather than other martial arts clubs? (Circle one or more answer)

- Location
- Facilities
- Price
- Other
- Quality of coaching

If other please specify;

.....
.....

11. How do you believe the club markets itself to individuals who attend in order to keep them participating in the sport? (Including yourself)

.....
.....
.....
.....

12. There are different destinations for you to train with Centurion Martials Arts, out of the ones that you attend which do you prefer? (Circle and specify why)

- Coningsby
- Washingborough
- Bardney
- Other

.....
.....
.....

13. Does the club offer those who attend any incentives to stay at the club? (This includes deals on price, events etc...)

.....
.....
.....
.....

14. How do you think the club could market itself in order to get more female participants to join the club?

.....
.....
.....
.....

Thank you for your time and participating in this questionnaire please sign below to show that all answers given have been done so truthfully and answered to the best of your abilities.

Print name:.....

Signature:.....

- To make new friends - Their friends attend
- To learn self-defence - Family members attend
- To engage in competition- - Other

For any answer please go into more details:

.....

8. Why would you want your child to participate in such a non-gender appropriate sport rather than a more gender appropriate sports such as gymnastics, netball, figure skating, swimming etc... ?

.....

9. How many times a week does your child train with Centurion Martial Arts?

.....

10. Why did you choose for your child to attend Centurion Martial Arts rather than other martial arts clubs? (Circle one or more answer)

- Location - Facilities
- Price - Other
- Quality of coaching

If other please specify;

.....

11. How do you believe the club markets itself to individuals who attend in order to keep them participating in the sport? (Including you and your child)

.....

12. There are different destinations for your child to train with Centurion Martial Arts, out of the ones that your child attends which do you prefer? (Circle and specify why)

- Coningsby - Washingborough - Bardney - Other

.....

13. Does the club offer those who attend any incentives to stay at the club? (This includes deals on price, events etc...)

.....
.....
.....
.....

14. How do you think the club could market itself in order to get more female participants to join the club?

.....
.....
.....
.....

Thank you for your time and participating in this questionnaire please sign below to show that all answers given have been done so truthfully and answered to the best of your abilities.

Print name:.....

Signature:.....

Signature of Participant:

Date:

Name of person taking consent:

Date:

Signature of person taking consent:

* When completed, one copy for participant and one copy for researcher's files.