

5. Conclusion, Recommendations & Implications

In conclusion, the study has depicted that technological information has had positive contributions towards marketing strategy initiatives of the English Premier League Football Clubs. The study relied on a sample of 8 clubs whose information for analysis was extracted from the respective websites. Thus, the assertions in the researcher would need more confirmatory research through hypotheses testing or related conclusive research. Thus Far, the objective of the research has been achieved since the study has identified the various technological innovation evident in the English Premier League. Further, the marketing strategy adopted by the football clubs have been identified. The thematic analysis in the thesis has been used to explore the significance and contributions of technological innovation on marketing strategy of the English Premier League. For that reason, despite the limitations of the research, the study has sufficiently addressed how technological innovation impact on marketing strategy of English Premier League clubs in a number of ways. For instance, it has been demonstrated that technological innovation serves as a pipeline for data management, visualisation techniques, digital communication, relationship building, augmented reality due to 3D presentation and visualisations, customisation, optimisation, search, advertising effectiveness, product presentation, information integration, signage, social media ticket online dispensation, intermittent feedback systems, and targeting.

All these mentioned environments were identified as effects of technological innovation yet in themselves are pathways for implementing a sound marketing strategy characterised by e-WOM, e-CRM, enhancement of brand equity, and focused STP systems. In fact, the latter mentioned aspects were justified as the parameters that can be used to gauge the significant effects of technological innovation towards marketing strategy of English premier League clubs. Another establishment in the research was on issues that relate to marketing mix i.e. 4Ps of marketing which were identified as important aspects of an effective marketing strategy for the English premier League clubs. For instance, the marketing of tickets and the technology enabling the selling to flow across millions of fans is something that has been asserted as a positive contribution of technological innovation. The ability to sell tickets and invite the target audience to experience other product related concerns through e-commerce is fundamentally creating a framework for 4Ps; the latter is an important milestone of a sound marketing strategy of any enterprise. Thus, the thesis as completed has formulated in detailed manner the role technological innovation has played towards enhanced marketing strategy at the English Premier League Clubs.

In a short way, the advancement of technology in English Premier League has been critical in its marketing strategies. The company has been considering how to raise the income given the overwhelming competition on the market. The efforts are being made in the field of strategy formulation to meet the changing marketing environment. With technological advancement, various aspects are also changing in the same direction. Online marketing has been adopted to close the gap in the marketing field and achieve the objective of increasing income and the number of customers. Although the industry has put up efforts to embrace technological advancements, more efforts are needed in areas of developing the marketing plan to overcome completion that is rising with the increasing technology. Therefore, in the modern world, technology is changing the way things are done. The industry needs to add on extra efforts to meet the demands of the contemporary world.

5.1. Recommendation

The constant effort to achieve technological innovation should be more of market pull in terms among the English Premier League football clubs; therefore, the technical experts constructing the technological infrastructure for the clubs should ensure to have proper understanding of the needs of the market as well as their expectations; and tailor them to the technological processes currently evident in the club's online presence.

5.2. Future Research

Further examination should be carried out based on real time observations on innovation technological innovations around the use of social networking sites, videos, eshop, and ticket selling among others in the English Premier League Clubs. Thus, have an understanding of the technological innovation behind each of these portfolios and the implications to the marketing strategy sought by the English Premier League clubs.

Another future research should be on analysis on App-Technological Innovation created by English Premier League Clubs and their significant impact towards their existing marketing strategy. In addition, the future research would be recommended for examining current technological innovation in the stadiums for different English Premier Foot clubs and the impact they have on marketing strategy. The two were significant issues that could not be sufficiently debated in the present thesis; however, they are possible to achieve in a future research and improvement of the findings in this thesis.

5.3. Limitations

The study did not achieve the objective on auditing of digital marketing techniques in the English Premier League Clubs using 7s Model. However, this did not affect the full

realisation of the key objectives of the study; also, the study did not endeavour to examine the pros and cons of the digital marketing functions of the English Premier League clubs. The limitation is cited because it would have been suitable to undertake a review as a way to make the study's findings and investigations comprehensive and focused.

The other limitation was the fact that the study did not explore all aspects of technological innovation in the English Premier League clubs due to word limit constraints. For instance, technological innovation in the stadium for the clubs and App technology are among the portfolios the study would have preferred to look into and how they affect the marketing strategy of the clubs. Nonetheless, they have been considered as major areas of future research, as stated above.

Word Count: 10,034 Words.