

## A Comparative Analysis of the Professional Baseball-team on Internet Web-site

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**Abstract.** The purpose of this research is to provide the turning point for base data and new stepping board for structuring and operation of the web-site for both countries. To accomplish such purpose, I analyzed web-sites of 12 Japanese clubs and 8 Korean clubs based on the analysis paper that consists of 6 functional aspects. As a result, in Japan, Yomiuri Giants and Sofrbank Hawks were found to provide the most information and in Korea, Kia Tigers was found to provide the most information.

**Keywords:** Korea and Japan Professional baseball team mobile site, site analysis

### 1 Introduction

Internet is the effective communication mean to deliver information with the least expensive cost without restriction of time and space throughout the world (Lee, 2004) that it has been sometime that it has become the newest mass media not only in the US but also throughout the globe(Song, 2004).

Due to such influence, our society has been able to access to information through internet and easily access to web-site now.

Web-site takes an important role in sports part. Professional sports teams as well as most of sports organizations approach consumers through the web-site operation of its company. These sports organizations and teams have the greatest purpose of operating the web-site through internet for strengthening the position of respective organization (Tedesco, 1996). With such a purpose, present pro sports teams structure and operate their web-site. In other words, rather than knowing where the customers are, how to access to customers is valued more than all marketing efforts of the sports organization is focused more on desire of customers(Graham, 1996).

Currently, most pro sports teams use internet to provide the opportunities for communication for online sports fans with players, coaches and other fans (Mcdaniel & Sullivan, 1998).

Both Korea and Japan have professional baseball from all pro sports events to attract most popularity and highest number of fans and under the situation where they provide diverse information through internet and have the interaction, there is a steady need to establish the marketing strategy that facilitates the web-site to make steady progress for professional baseball.

Therefore there is an emergence of needs for research on how web-site is

organized and provided through the comparison and analysis of Korea and Japan's professional baseball teams and surveying on service status of users that use the applicable web-site would be meaningful. Therefore, the purpose of this research is to provide the turning point for base data and new stepping board for structuring and operation of the web-site for both countries.

## **2 Method**

### **2.1 Subject of research**

Subjects of research selected to accomplish the purpose of this research could be classified in two-fold. First of all, for the analysis of web-site contents of professional baseball teams in Korea and Japan, the subject was taken for the web-sites of professional baseball teams in both countries, and second, in order to find out the service status of user web-site, the research was carried out for web-site users of both countries. The web-sites are analyzed for 12 teams in both Central League and Pacific League, the two top leagues managed by the Nippon Professional Baseball (NPB) and 8 teams of domestic professional baseball teams belonging to the Korea Baseball Organization(KBO).

### **2.2 Method of web-site analysis**

On the basis of 6 functions (information, communication, interaction, promotion, transaction, user-friendliness), the web-sites of 12 Japanese professional baseball teams and 8 Korean teams are learned what information they provide as well as their characteristic matters

### **2.3 Subject of web-site users for Korea and Japan's professional baseball teams**

In the event of Korea, the Lotte Giants team was selected while Japan was selected for the Jiba Lotte Marins to implement through the internet survey.

Korea received the 270 responses and Japan received 309 responses, and with the exclusion of questionnaires considered as omitting or delinquent survey contents, 245 Korean responses and 228 Japanese responses were used for actual analysis. The composition of the questionnaire is structured with two questions of general characteristics and 6 questions of web-site service status for professional baseball team. .

### 3 Result

#### 3.1 Result of web-site analysis of Korean professional baseball teams and Japan professional baseball teams

Looking at the number of information provided by domestic professional baseball teams shown as Table 1.

**Table 1.** Result of web-site analysis of Korean professional baseball teams

		KIA	NEXEN	DOOSAN	LOTTE	SAMSUNG	HANHWA	LG	SK
Team information	Team information	9	7	19	18	15	9	16	7
	Player & coach	14	7	10	8	9	8	7	7
	Competitiveness element	23	6	15	25	6	14	3	7
	Scores	10	8	3	2	2	11	8	2
Communication		49	22	35	22	29	28	34	22
Interaction		16	15	15	17	17	11	13	15
Promotion		13	5	10	9	19	6	9	2
Transaction function		14	3	11	10	8	6	8	3
User-friendliness		3	2	4	2	1	3	1	2
Total		151	75	122	113	106	96	99	67

Looking into the number of information provision of the 6 Central League teams and 6 Pacific League teams, it is shown as in <Table 2>, <Table 3>

**Table 2.** Result of web-site analysis of Japan central league teams

		Yakult	Yomiuri	Yokohama	Chunichi	Hansin	Hiroshima
Team information	Team information	6	9	9	5	11	5
	Player & coach	8	26	14	8	8	7
	Competitiveness element	13	16	17	9	8	10
	Scores	4	16	11	10	9	3
Communication		48	48	33	31	36	24
Interaction		10	3	11	11	12	5
Promotion		20	13	6	11	12	13
Transaction function		15	12	15	10	10	10
User-friendliness		2	2	1	2	1	0
Total		126	145	117	97	107	77

**Table 3.** Result of web-site analysis of Japan Pacific League teams

		Nipponham	Rakuten	Lotte	Seibu	Softbank	Orix
Team information	Team information	2	6	10	9	17	9
	Player & coach	7	7	7	7	8	8
	Competitiveness element	11	12	17	10	19	27
	Scores	10	16	13	9	5	7
Communication		48	38	57	46	57	41
Interaction		6	12	11	7	7	8
Promotion		15	18	16	14	30	12
Transaction function		12	7	12	11	7	8
User-friendliness		1	0	4	2	5	2
Total		112	116	147	115	155	122

### **3.2 Result of analysis on service types for web-site users of Korea and Japan professional baseball teams**

The frequency analysis is implemented for the service type analysis of users for web-site of professional baseball teams in Korea and Japan. As a result, with respect to the team web-site visit period, for the case of Korea, it was steady and regular visit for 77 persons (31.4%), accidentally for 63 persons (25.7%). For the case of Japan, steady regular visit for 106 persons (46.5%) as the largest, followed by, with each issue (44 persons, 19.3%).

The service hour of the team web-site is the most for within 30 minutes for both countries (Korea: 147 persons, Japan: 172 persons), for the service method, Korea has the most in entering through the search engine for portal and others with 142 persons (58.0%), followed by link to bookmark to enter with 87 persons (35.5%). Japan responded to enter by linking to bookmark for 117 persons or 51.3%. The reason to use the team web-site is the most with the opinion to use since both countries provide prompt information (Korea: 124 persons (50.6%) and Japan: 140 persons (61.4%).

For the information in use, in the event of Korea, the game schedule is the most with 147 persons (20.3%), followed by game result and high light (129 persons, 17.8%), and Japan is shown to be in the order of game result and high light (145 persons, 21.2%), game schedule (126 persons, 18.4%), record of team or player (92 persons, 13.5%).

## **4 Conclusion**

This research is considered to provide new frameworks on web-site structure and operation for new teams as well as existing teams, and the web-site analysis should not end in sole and isolated research. There is a need for continuous web-site analysis and, in addition to the analysis method presented above, it needs to present continuous analysis methods. In addition, the desire and need of consumers are constantly changing that, for web-site structuring and operation appropriate to the change, it is required to make analysis of web-site users continuously, not a single research effort.

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