

EVALUATION OF SPORTS MARKETING EFFICIENCY IN ARAB COUNTRIES

GEBRIL MOHAMED R.¹

Abstract:

Purposes of this Study are evaluating the efficiency of sports marketing in the organizations of some Arab countries through the following sub-goals:

1-Identify the philosophy of sports organizations towards sports marketing.
2- Identify the extent and existence of an organizational unit to perform specialized functions for sports marketing activity.

3- Determine the extent of the use effective marketing methods in sporting organizations in order to get the material and technical support required to implement the plans and programs.

Research sample consisted of officials, members of boards of directors, and managers of sports bodies' in some Arab countries (Egypt, United Arab Emirates, Bahrain, and Qatar). Two hundred forty Seven board members from Egypt (N 101), United Arab Emirates (N 76), Bahrain (N 40), and Qatar (N30) were involved in the investigation. The Subjects were administered a Questionnaire developed by the researchers.

The most important results are Research sample differed (clubs -sporting associations - the Olympic Committee) Arab countries (Egypt - Emirates - Bahrain - Qatar) in philosophy toward sport marketing. Sample search (clubs - sporting associations - the Olympic Committee) Arab countries (Egypt - Emirates - Bahrain - Qatar) agree on the sport marketing methods used sporting organizations. There are a difference among sample search sports organizations (clubs - Olympic Committee) in Arab countries (Egypt - Emirates - Bahrain - Qatar) and there are agreement by the sports federations in marketing efficiency.

The most importance Recommendations are :

1. Need to add sports fields of investment to create the appropriate field to become sports areas for attracting investment.
2. Guarantee the right of return sporting bodies in competitions organized through the radio and television.
3. Establishment channels of sports economic.
4. Exempt contributions businessmen and sponsor and the players from taxes.
5. Use the name and logo and flag sporting organizations as a self-financing and registration rights with the moral and intellectual property law.
6. Contracts with companies specializing in advertising.
7. Establishment of a database within the sports bodies including easy care and investors work in the sport.
8. The administration of sports events in order to obtain financial resources in all sports.
9. Printed Manual athlete each sporting Organization shows the name, emblem and Organization build all data sporting Organization to facilitate the investors how to select the Organization that will be sponsored investor or player, which sponsored and carries aids.

Key Words: evaluation, sport marketing, the efficiency

Introduction

Sports has evolved remarkably sophisticated, and therefore, they have become a means of attracting the attention of millions of viewers who wanted to watch the activities of multinational and enjoy with all competitors from different creative skills. Sports have also become one of the most important activities that give businesses a great interest and allocated large amounts of funds to promote their products as one of the most important areas to receive marketing of unprecedented public demand.

Sports in Arab countries generally troubled sectors since sports coverage can not meet the basic needs of the sport. Sport in most Arab countries dependent on government funding it is not enough to meet all their needs, so it must sports organization management policy based on sound scientific

method to address that problem. So that they can meet their obligations and needs, By the search for a variety of sources to increase revenues vitae, and the most important sources of sports marketing of the products, sport sector consumes not achieve profits and tangible results and needs to be cost prohibitive material so that it can achieve its goals

Good sports marketing will necessarily lead to the achievement of the desired objectives, therefore, must take into account that the consumer is the essential foundation which built marketing policy of the Commission, des marketing process must identify the needs of consumers efficiently, and appropriate marketing methods. In spite of the fact that many companies in Arab countries to support economic and Sponsorship for sports activities, through advertising their products through events and sporting events only Arab sport continues to

¹ University of Hellwan, College of physical Education, department of sport management, EGYPT.

Email: gebreell@yahoo.com

Received 02.10.2011 / Accepted 19.11.2011

suffer from many problems, most notably with regard to the physical side, with the inability of some sports organization in Arab countries to meet their requirements for the physical limitations of its budget, which affects their obligations in terms of the use of professional instructors, and contracting with the players, and the establishment of internal and external camps and so on.

The importance of sports marketing, researcher have addressed the subject of evaluating the efficiency of sports marketing organizations efficiency Arab countries where it did not take sufficient attention to the Arab countries as is the case in developed countries, which have risen rapidly in this area and by reflecting on the evolution of sport in those countries. Arab countries in dire need of attention because of the sports marketing that the best way to provide financial requirements needed by the sport for advancement in line with international standards.

Government sport sector:

In general, governments get involved in sport because of its potential for social, economic and political benefits. For example, sport can provide health benefits for participants as well as social cohesion. It can also stimulate economic activity and bolster civic pride. For some governments, sport is advantageous because it can cultivate national identity and solidarity, which tends to be helpful for re-election and general national spirit. Although the policy approach taken by a government towards sport can change radically depending on its ideological orientation, all governments influence sport in at least four ways. First, governments at various levels provide funding and facilities for sport. This includes funding for national sport organisations and Olympic campaigns, and the construction and maintenance of major and local sport, recreation and leisure facilities. Second, governments can be directly involved in the development of sport via training institutes and elite testing facilities. Third, governments can deliver sport-, health- or physical activity related programs, or just promote lifestyle campaigns. Finally, governments can take responsibility for aspects of sport compliance, like anti-doping, as well as the composition of the general regulatory environment. The term regulatory environment refers to the nature of competition within an industry. Unlike more traditional industries, the sport industry is often allowed by government to pursue anti-competitive practices, including significant restrictions on the rights of players. This occurs because many governments accept that sport performs poorly under normal market conditions. As a result, although league regulation may be anti-competitive, it is generally not considered unreasonable, or against the public interest. While member teams are highly

competitive and concerned with on-field dominance, they also understand that their long-term viability depends on a high-quality and well balanced competition where teams are of comparable strength and ability.

Governments regularly employ marketing principles to support their sport objectives. Typically, governments do not get directly involved in marketing sport, but often spend considerable money on promoting the benefits of sport or its locations. For example, governments use marketing to attract large sport events to specific cities. They also employ marketing to promote the social and health benefits of sport participation or an active lifestyle. (C.T. Aaron Smith, 2008).

Gains of sports marketing for States:

The size of the sport industry can be measured in a number of ways. For example, one way is to count how much money is spent on sport, such as sporting goods, the building of venues and organised sporting activities. Another approach is to determine how much money government and private organisations like corporations contribute to sport, such as grants and sponsorships. Another approach still would be to examine how much consumers spend on sport-related products and services per year, how many people participate in sport, how many people are employed in the sport industry and even how many volunteers provide their services. However, it is extremely difficult (if not impossible) to calculate accurate statistics on these aspects of sport. The sport industry is just too large, and it is also so fragmented that it is not practical to locate and study them all. It is possible, however, to consider estimates, or approximate calculations. These provide a hint of how large and significant the sport industry is both from an economic and social viewpoint. In Australia, it was estimated that during 2003–2004 Australians households spent an average of AUS\$887 per week on sport and physical recreation goods and services (National Centre for Culture and Recreation Statistics, 2004) In Europe it has been suggested that in each European Union member state, sport represents between 1.6 per cent and 2.5 per cent of each country's gross domestic product, or the sum of what they produce in a year (Vocasport, 2004). The entire US sport market has been estimated at \$390 billion in 2006 (Plunkett Research Limited, 2007), including \$5.6 billion in National Football League revenue and \$61 billion in sales of sporting apparel and shoes. The golf market in the United States in 2002 was estimated to be worth \$62.2 billion (SRI International, 2002), Future, SRI International, California. with 502.4 million rounds of golf played per year (National Golf Foundation, 2003).

In terms of sport participation in England, it has been estimated that 21 per cent of the adult

population (around 8.5 million people) take part in sport at least three days per week (Sport England, 2006). It is also estimated that 4.7 per cent of the adult population (around 1.9 million people) give at least one hour of their time a week to volunteering in sport. In Australia, it was estimated that 9.1 million adults participated in physical activities for recreation, exercise or sport (The Australian Bureau of Statistics, 2006). The Australian Bureau of Statistics also found that seven million people (49.2 per cent of the adult population) attended at least one sport event during the same year, and at the end of June 2001 there were approximately 90,000 people working for organizations in the sport industry (excluding government, manufacturing and sales). Research in Europe supported by the European Commission estimated that nearly one million employees work in sport as their main professional activity (Vocasport, 2004). The Vocasport project also suggested that there are almost 10 million volunteers in sport-related organisations in the European Union.

Purposes of this Study:

Purposes of this Study are evaluating the efficiency of sports marketing in the organizations of some Arab countries through the following sub-goals:

- 1-Identify the philosophy of sports organizations towards sports marketing.
- 2- Identify the extent and existence of an organizational unit to perform specialized functions for sports marketing activity.
- 3- Determine the extent of the use effective marketing methods in sporting organizations in order to get the material and technical support required to implement the plans and programs.

Table 1. ANOVA among Arab countries (Egypt- Emirates-Bahrain-Qatar) in a sample sports club n= 96

Factors	Source	Sum of squares	d f	Mean squares	f
The philosophy of sports organizations	Between	2.542	3	.847	8.900*
	Within	8.759	92	.0521	
	Total	11.301	95		
Marketing methods	Between	.169	3	.626	.406
	Within	12.754	92	.139	
	Total	12.922	95		
Evaluation of marketing efficiency	Between	5.509	3	1.836	5.811*
	Within	39.834	102	.316	
	Total	41.301	105		

) * $0.05 \geq \alpha \leq ($

Methodology

Subjects:

Research sample consisted of officials, members of boards of directors, and managers of sports bodies' in some Arab countries (Egypt, United Arab Emirates, Bahrain, and Qatar). Two hundred forty Seven board members from ARE (N 101), UAE (N 76), BAH (N 40), and QA (N30) were involved in the investigation. The Subjects were administered a Questionnaire developed by the researcher.

Results

There is difference statistically significant sample responses between sports clubs in Arab countries (Egypt - Emirates - Bahrain - Qatar) in philosophy towards sports marketing, and marketing competency assessment, and the lack of statistical significance (marketing methods), which refers to the sample search marketing techniques. There was agreement by the same sports clubs on marketing techniques are almost invariably in all sports bodies, but rates vary from application to the other.

Difference among the responses of a sample sports clubs in Arab Countries to the philosophy of sports organizations towards sports marketing, results were as follows:

- 1- there are Differences between the Arab Republic of Egypt and the United Arab Emirates, for the benefit of the Arab Republic of Egypt.
- 2- There are Differences between the Arab Republic of Egypt and the Kingdom of Bahrain, for the benefit of the Arab Republic of Egypt.
- 3- There are Differences between the Arab Republic of Egypt and Qatar, for the benefit Qatar.
- 4- There are Differences between the United Arab Emirates and Qatar, for the benefit Qatar.
- 5- There are differences between the Kingdom of Bahrain and Qatar, for the benefit Qatar.

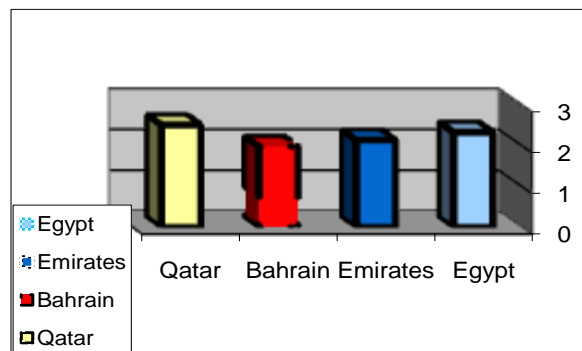


Figure 1. Differences among Arab countries in the philosophy of sports organizations

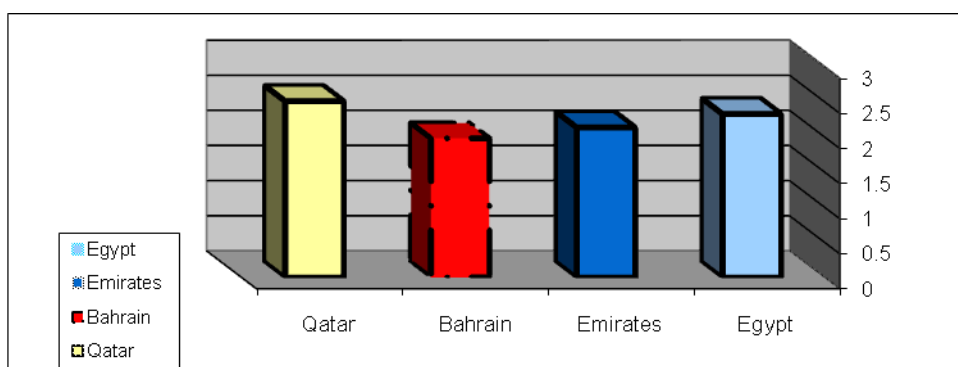


Figure 2. Differences among Arab countries in Evaluation of the efficiency of marketing

There is Difference among the responses of a sample sports clubs in Arab Countries to evaluate the efficiency of marketing, results were as follows:

- 1- There are Differences between the Arab Republic of Egypt and the Kingdom of Qatar, for the benefit Qatar.
- 2- There are Differences between the United Arab Emirates and the Kingdom of Bahrain, in the interest of the United Arab Emirates.
- 3- There are differences between the Kingdom of Bahrain and Qatar, for the benefit Qatar.

The presence of a statistically significant discrepancy among the responses of sample sports

federations in Arab countries (Egypt-UAE-Bahrain-Qatar) in the philosophy of sports clubs towards sport marketing. No statistically significant in (marketing methods), (Evaluation of marketing efficiency), which refers to the study sample unions for their sports.

It is clear from the foregoing that each sports federation Arab countries have special philosophy towards sports marketing, and there is an agreement by the same sports clubs to special marketing techniques are almost invariably in all sports organizations, but the ratios differ from the application of consistent standards and other competency assessment.

Table 2. ANOVA among Arab countries (Egypt- Emirates -Bahrain-Qatar)In a sample sports federation

n= 106

factors	Source	Sum of squares	d f	Mean squares	f
The philosophy of sports organizations	Among the groups	1.174	3	.391	4.663*
	Within groups	8.557	102	.00425	
	Total	9.730	105		
Marketing methods	Among the groups	.492	3	.164	1.386
	Within groups	12.058	102	.118	
	Total	12.549	105		
Evaluation of marketing efficiency	Among the groups	1.467	3	.489	1.252
	Within groups	39.834	102	.391	
	Total	41.301	105		

) *0.05 ≥ α (

There is difference among the responses of a sample sports federations in Arab countries toward the philosophy of sports organizations and sport marketing, results were as follows:
 1- there are Differences between the Arab Republic of Egypt and the United Arab Emirates, for the benefit of the Arab Republic of Egypt.
 2- There are Differences between the Arab Republic of Egypt and the Kingdom of Bahrain, for the benefit of the Arab Republic of Egypt.
 3- There are differences between the Kingdom of Bahrain and Qatar, for the benefit of Qatar.

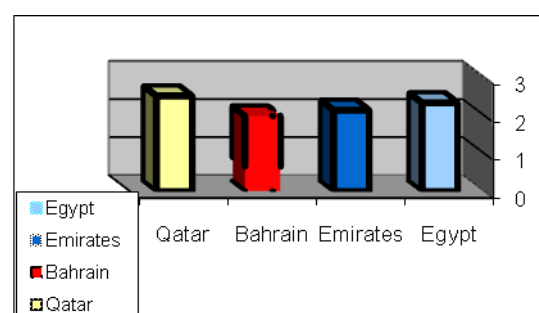


Figure 3. Differences among Arab countries in the philosophy of sports associations

There are variation of a statistically significant sample of responses Olympic committees in Arab countries (Egypt- Emirates -Bahrain-Qatar) in the philosophy of sports clubs towards sports marketing, No statistically significant in (marketing methods), which refers to the sample study on the Questions of sports unions marketing methods.

It is clear from the foregoing that each Arab Country, Olympic Committee has the marketing philosophy of sports depending on the philosophy of the country, and that there is agreement by the same Olympic Committees on marketing tactics are almost invariably in all sports organizations, but rates vary from application to the other.

The researcher used the differences of the least significant moral difference the researchers used (LSD) to clarify the differences.

Table 3. ANOVA among Arab countries in a sample Olympic Committee n= 45

factors	Source	Sum of squares	d f	Mean squares	f
The philosophy of sports organizations	Among the groups	.402	3	.134	5.042*
	Within groups	1.089	41	0.0565	
	Total	1.491	44		
Marketing methods	Among the groups	0.002145	3	0.02564	.274
	Within groups	4.537	41	.111	
	Total	4.628	44		
Evaluation of marketing efficiency	Among the groups	13.306	3	4.435	18.267*
	Within groups	9.955	41	.243	
	Total	.402	3		

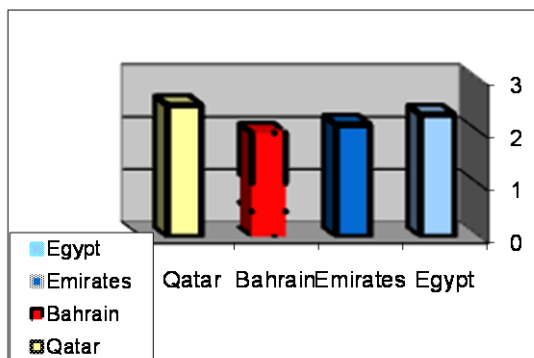
$$) * 0.05 \geq \alpha ($$

Figure 4. Differences among Arab countries in the philosophy Olympic Committee

There are difference among Olympic Committees sample the responses in the philosophy of sports organizations toward sports marketing results were as follows:

1- There are Differences between the Arab Republic of Egypt and the United Arab Emirates, for the benefit of the Arab Republic of Egypt.

2- There are Differences between the Arab Republic of Egypt and the Kingdom of Bahrain, for the benefit of the Arab Republic of Egypt.



Emirates - Bahrain - Qatar) in philosophy toward sport marketing.

2 - Sports organizations sample in Arab Republic of Egypt agree in philosophy toward sports marketing.

3 - There is agreement by the sports organizations Sample in United Arab Emirates philosophy toward sports marketing.

4 - Sports organizations Sample in the Kingdom of Bahrain consistent philosophy towards sport marketing.

5 -There is agreement by philosophy of Qatar sample toward sport marketing.

6- Sports organizations philosophy (clubs - sporting federation -the Olympic Committee) trend sport marketing in Arab countries tend to:

1- toward production: (preparation of the players - services to members - practice sports).

2- toward sales: (profit – selling players - selling matches tickets). 3- There is a lack of orientation towards sport marketing.

2- Sport marketing methods in Arab countries:

1 - Sample search (clubs -sporting associations - the Olympic Committee) Arab countries (Egypt - Emirates - Bahrain - Qatar) agree on the sport marketing methods used sporting organizations.

2- Sport marketing methods (clubs - sporting associations - the Olympic Committee) in Arab countries:

1. Sponsorship for sports events.
2. Sponsorship for players and sports teams.
3. Commercial advertising on sports clothes and during the administration sports events.

3- Sport marketing efficiency in Arab countries:

1-There are a difference among sample search sports organizations (clubs - Olympic Committee) in Arab countries (Egypt - Emirates - Bahrain - Qatar) and there are agreement by the sports federations in marketing efficiency.

2- Sport marketing efficiency in Arab sports clubs:

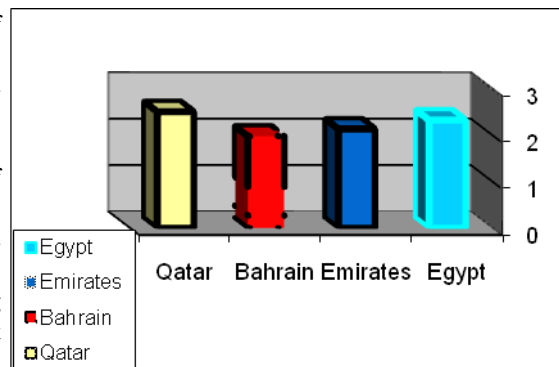


Figure 5. Differences among Arab countries in Evaluation of the efficiency of marketing Olympic Committee

There are differences among the sample responses of Olympic Committees in evaluating efficiency marketing and the results were as follows:

1- there are Differences between the Arab Republic of Egypt and the United Arab Emirates for the benefit of the United Arab Emirates.

2- There are Differences between the Arab Republic of Egypt and the Kingdom of Bahrain, for the benefit of the Kingdom of Bahrain.

3- There are Differences between the Arab Republic of Egypt and the Kingdom of Qatar, for the benefit of Qatar.

4- There are Differences between the United Arab Emirates and Qatar, for the benefit of Qatar.

5- There are differences between the Kingdom of Bahrain and Qatar, for the benefit of Qatar.

Conclusions

1-the philosophy of sports organizations in Arab countries for the sport marketing:

1- Research sample differed (clubs -sporting associations - the Olympic Committee) Arab countries (Egypt -

- 12-Exempt instruments and sports wear and equipment necessary for the exercise of its sports organizations from taxes.
- 13-Insurance products on the human destruction (player-coach---administrative governance special rehabilitation and physiotherapy)
- 14-Marketing and administration of sports conferences. Special difference sports.
- 15-None quickly constructed championships or sports games in the cities of pre ensure that they accept the convergence of consumer sports.
- 16-Cooperation among sports organizations (Club-Federation-to-Olympic Committee) to increase efforts with regard to sports marketing.
- 17- A special budget to the sports marketing every sporting Organization.
- 18-Using marketing and promotional most influential the sports consumer.
- 19-Establishing marketing strategy integrated with other strategies in sporting organizations.
1. No specializing managements in sports marketing.
2. There are some of those responsible for marketing in sports clubs, others qualified in this area.
- 3- Some sports clubs use agents or offices specializing in sports marketing.
4. There is no long-term marketing plan in sports clubs.
5. There is no system to recording the views of viewers.
6. No studies for the analysis of the demand for the sports product.
- 7- No clear pricing policies.
- 3- Sport marketing efficiency in Arab sports federations:
1. Some sports federations use agents or offices specializing in sports marketing.
2. There are some of those responsible for marketing in sports federations, others qualified in this area.
3. There are no long-term marketing plans sports federations.
4. There is a system of information federation's sports marketing.
5. There is a system to recording the views of viewers.
- 8- Sport marketing efficiency in Arab Olympic committees:
1. Some Olympic Committees use agents or companies specializing in sports marketing.
2. There are some sports marketing officials of the Olympic Committees.
3. No pricing policies Olympic committees in Arab countries.
4. No studies for the analysis of the demand for the sports product.

References

- AARON SMITH, C.T., 2008**, *Introduction to Sport Marketing*, Elsevier..
- GEBRIL, M.R., 2005**, *Strategic plan for marketing sports championships and matches*. Doctorate, Helwan University Faculty of Physical Education.
- NATIONAL CENTRE FOR CULTURE AND RECREATION STATISTICS, 2004**, *Household Expenditure Survey on Sports and Physical Recreation*, Australia 2003–2004, Australian Bureau of Statistics, Canberra..
- PLUNKETT RESEARCH LIMITED, 2007**, *Sports Industry Overview*, Available at: <http://www.plunkettresearch.com/Sports/SportsStatistics/tabid/273/Default.aspx> (accessed 10th January 2007).
- SPORT ENGLAND, 2006**, *Active People Survey: Headline Results*, Available at: http://www.sportengland.org/index/get_resources/research/active_people/active_people_survey_headline_results.htm (accessed 10th
- SRI INTERNATIONAL, 2002**, *The Golf Economy Report: Golf 20/20 Vision for the Future*, SRI International, California.
- THE AUSTRALIAN BUREAU OF STATISTICS, 2006**, *Sport and Recreation: A Statistical Overview*, Australia, 2006 (1st ed.). (Cat. no. 4156.0), ABS, Canberra.
- VOCASPORT, 2004**, *Vocational Education and Training in the Field of Sport in the European Union: Situation, Trends and Outlook*. Available at: <http://www.eose.org/sect/proj/ProjCD.php?uid=4> (accessed 10th January.

Recommendations

- 1- Need to add sports fields of investment to create the appropriate field to become sports areas for attracting investment.
- 2- Guarantee the right of return sporting bodies in competitions organized through the radio and television.
- 3- Establishment channels of sports economic.
- 4- Exempt contributions businessmen and sponsor and the players from taxes.
- 5-Use the name and logo and flag sporting organizations as a self-financing and registration rights with the moral and intellectual property law.
- 6- Contracts with companies specializing in advertising.
- 7- Establishment of a database within the sports bodies including easy care and investors work in the sport.
- 8-The administration of sports events in order to obtain financial resources in all sports.
- 9-Printed Manual athlete each sporting Organization shows the name, emblem and Organization build all data sporting Organization to facilitate the investors how to select the Organization that will be sponsored investor or player, which sponsored and carries ads.
- 10-Activating programs and sports competitions through a new system based on sports marketing and investment.
- 11-Motivate businessmen who donate to support sports activities and find a way to deal with them.

