

The vision of Egypt's sports clubs towards sports e-marketing

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ABSTRACT

Egypt is going through and the Egyptian government aims to transform the Egyptian economy from central planning mechanisms to free-market economy mechanisms. Therefore, the State is on the right track by encouraging private investment and provided it with privileges in all areas. Accordingly, this must be, also, the State's philosophy towards sports institutions and sports clubs. Through conducting their survey, the researchers sought to answer the question: Is there a vision of sports marketing? Therefore, the survey, sent to the directors of the general and the managers of the sports activity in 8 Clubs (Al Ahli, Sporting, Zamalek, Arsenal, Arab Contractors, Rose Island, Smouha), asked the question: is there electronic sports marketing in the club? The responses from 5 clubs show that they do not carry out any sports e-marketing and that it is a vague concept for them. However, they stressed the importance of using the latest marketing methods in the coming period and, more especially, with the scientific and technological developments. The responses from the other 3 clubs (Ahli, Arab Contractors, Sporting) show their knowledge of electronic sports marketing and, while they emphasize its importance in attracting investments, they have no clear vision of e-marketing. The results of some previous studies, also, that many clubs and sports federations lack a clear marketing strategy. Therefore, it is recommended that they establish specialized marketing committees and make use of modern marketing methods and e-marketing. The researchers have reached the following conclusions: The Arab Republic of Egypt's sports clubs lacks a clear vision of sports e-marketing. This is demonstrated as follows: clubs in Weaknesses in terms of planning and management

- A- Egypt's sports clubs lack active strategies for sports e-marketing.
- B- These clubs lack sufficient awareness of the concept of sports e-marketing.
- C- Egypt's sports clubs lack organizational structures to manage sports e-marketing.
- D- Egypt's sports clubs do not make use of the possibility of using their websites so that members can book, register, and signing up for stadiums and sports activity services.

Keywords: Sports Activity Services, sports e-marketing, Vision, Egypt, activities

Introduction

With the development of modern society and the growth of the rate of economic growth, higher living standards are achieved by means of satisfaction of social needs and increase in the volume of benefits accessible for each consumer ^[1-3]. It is imperative that

any institution, which aims to stabilize, to grow, and to move towards an effective marketing function and its associated activities, has efficient management. It is a clearly understood and agreed fact that the marketing function and its associated activities dominate contemporary institutions and are the platforms on which the stability and growth of each institution depend ^[4]. Sports marketing, which has evolved from small beginnings industry to become an industry worth millions of dollars, has become more important in our contemporary society with the development of means of communication and individuals' interest in the economic gains from sports and sports tournaments. Consequently, marketing is one of the most important administrative functions of any sports organization. This reflects a recent increased interest in studying and applying marketing concepts in all kinds of institutions ^[5,6]. While sport is

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a profitable industry and a source of income in many countries worldwide, some recent statistics indicate that, when compared to other sectors, the annual income of the United States of America's sports sector is US\$212.5 billion. This is twice the income of the automotive sector, larger than the utilities and the agriculture sectors, and seven times higher than the film and film production sector [7-10].

This confirms that sport is a profitable industry and a source of income. According to the Economic Study of Sport in Europe:

- The central budget for sports financing is US\$1.66 billion in Italy, \$1.3 billion in France, \$1 billion in Switzerland, and \$47 million in Sweden.
- Local government budgets to finance sports are about \$5 billion in Germany, \$4.5 billion in France, \$224.3 million in Portugal, and \$31 million in Hungary.
- Sports funding budgets for sponsorship and television advertising amounted to \$30 million in Italy, \$26.8 million in Hungary, and \$24.5 million in Belgium (German part).^[11]
- Sports expenditure amounted to \$ 6.400 billion in Italy, \$4.3 billion in Germany, \$1.8 billion in the United Kingdom, \$467.4 million in Denmark, and \$89.1 million in Hungary^[11, 12].

Sports clubs are independent, private, and legal bodies of public benefit. These clubs aim to form the integrated personalities of young people in terms of social, health, intellectual, religious, psychological, and recreational activities. This is achieved through the dissemination of sports and social education and the dissemination of the national spirit among members and the development of their various abilities and the creation of the necessary means to fill their leisure time within the state's policy framework. One of the most important competencies of the sports clubs' boards of directors is their management of the clubs' affairs. This is based on the premise that the club's members perform their sports and social activities to the fullest and establish the necessary financial, administrative, and technical rules and regulations in regulating the club's affairs^[13, 14]. E-marketing contributes effectively to the creation and accessibility of new markets and, more especially, sports, through developing the club's performance of its existing activities in meeting its requirements. Accordingly, e-marketing seeks to achieve the main advantages of improving multiple services for the club's members^[15, 16]. There are many factors such as buyer behavior, economic status, lifestyle ...etc associated with customer attraction in e-marketing of the sports industry, and buying intention of online users of sports products. Moreover, there is a significant relationship between all cultural factors and the reliability and trust of online users of sports products as well as the attraction of online users interested in sports products^[17].

Importance of the Research

The Arab Republic of Egypt is going through and the Egyptian government aims to transform the Egyptian economy from central planning mechanisms to free-market economy mechanisms. Therefore, the State is on the right track by encouraging private investment and provided it with privileges in all areas. Accordingly, this must be, also, the State's philosophy towards sports institutions and sports clubs^[18].

Through conducting their survey, the researchers sought to answer the question: Is there a vision of sports marketing? Therefore, the survey, sent to the directors of the general and the managers of the sports activity in the number 8 Clubs (Al Ahli, Sporting, Zamalek, Arsenal, Arab Contractors, Rose Island, Smouha), asked the question: is there electronic sports marketing in the club? The responses from 5 clubs show that they do not carry out any electronic sports e-marketing and that it is a vague concept for them. However, they stressed the importance of using the latest marketing methods in the coming period and, more especially, with the scientific and technological developments. The responses from the other 3 clubs (Ahli, Arab Contractors, Sporting) show their knowledge of electronic sports marketing and, while they emphasize its importance in attracting investments, they have no clear vision of e-marketing. With its specialized marketing committee, the Arab Contractors Club is the only club that has benefitted from electronic marketing through its website and al-Ahli TV channel in increasing its financial resources. When interviewed, Mr. Eng, Chairman of the Arab Contractors Club's Board of Directors of the emphasized the importance of marketing. They have established affiliated marketing investment companies and the Club's profits have increased by more than 33%, This underlines the importance of activating sports e-marketing in the coming period as an effective aspect of increasing the club's investments and resources of the club and benefitting the club's members. The results of some previous studies. also, that many clubs and sports federations lack a clear marketing strategy. Therefore, it is recommended that they establish specialized marketing committees and make use of modern marketing methods and e-marketing. The above shows the need for sports clubs to have an integrated marketing strategy for the electronic sports marketing in a manner commensurate with the conditions and nature of the Arab Republic of Egypt sports clubs. Such marketing strategies need to achieve these clubs' objectives and satisfy all their members' wishes and needs. This can be achieved by providing the necessary funding to support marketing initiatives to improve all the sports clubs' services and, at the same time, achieve mutual benefits between sports clubs and community institutions. This prompted the researchers to adopt this study which aims to understand the Arab Republic of Egypt sports clubs' vision towards sports e-marketing. By doing so, it is possible to analyze the conditions surrounding the marketing of sports club services to identify the strengths, weaknesses, threats, and opportunities that can be used to realizing the sports e-marketing vision of such services. The need for this research

study stems from the importance of the marketing of any non-profit organization's sports activities provided that the marketing of such services, sometimes without pay or relative wages, provides the general public with information about its products services or goods. Such marketing activities must conform to the modern marketing portal and its various elements if they are to be accepted and the sports club is to achieve its lofty goals.

Having regard to the importance of the sports club sector to the Egyptian economy, this practical research study is beneficial in focussing on the following aspects:

- By directing more attention towards the critical application of sports e-marketing to strengthening sports clubs.
- By, on the one hand, focusing on the urgent need to apply sports marketing so that, on the other hand, the members' needs for the services provided by this system can be met.
- By drawing the sports club officials' attention to the importance of sports e-marketing in enhancing their clubs' resources.

Research Goals

This research study aims to identify the vision of the Arab Republic of Egypt's sports clubs' sports e-marketing through:

1. Carrying out a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of the sports clubs' internal and external environments surrounding their sports e-marketing.
2. In the light of the SWOT analysis, setting the sports clubs' objectives concerning their sports e-marketing strategies
3. Identifying the operational procedures of the sports clubs' sports e-marketing strategies.

Research questions

Understanding the sports clubs' visions of sports e-marketing by asking the following questions?

1. Does the sports club have a planning and administrative approach to sports e-marketing?
2. Does the sports club have processes and activities relating to sports e-services?

Research terms:

Sports Marketing

Sports marketing is defined as "a series of integrated and interactive activities in the fields of physical education and sports "education- training - management - a recreation of sports" linked to the process of creating, pricing, promotion, and distribution of goods, services and ideas related to the fields of physical education and sports to serve the needs of beneficiaries, which achieve the objectives of various sports institutions and workers in the field of physical education and sports" [19, 20].

Sports E-marketing (procedural definition)

The procedural definition of sports E-marketing is "an interactive process between two or more parties through which data and information are exchanged, as well as conducting sports marketing transactions electronically through the Internet or any other electronic means, so that all individuals, companies and government agencies can obtain their different needs for sports goods and services at the right time."

Research procedures:

First: Research methodology

In conducting the survey, the researchers used the descriptive method because of its suitability to the nature of the research study. The descriptive method studies the phenomenon as it is in fact and does not rely solely on the collection of information and facts. Rather, it is interested in classifying and analyzing them and, then, concluding.

Second: The society and sample of the research

The research community included the members of the boards of directors of 114 large sports clubs distributed across 27 provinces. More particularly as shown in Table 1, the researchers chose at random 5 provinces according to their geographical distribution. In the selected provinces, the researchers selected 46 clubs that represented 40.35% of the total number of clubs. The researchers chose as a sample of 11 members from these clubs' boards of directors and, therefore, the total sample was 506 board members.

The researchers chose the major clubs that are members of the Ministry of Youth and Sports due to these clubs' diversity of sports activities, the availability of the necessary number of managers, supervisors, and specialists of sports activities, the abundance of sports establishments and there being the most organic with the availability of material and human resources.

Table 1: Distribution of a sample of sports clubs

| | Governorate | The geographical sector of the province | Number of major sports clubs |
|---|-------------|---|------------------------------|
| 1 | Cairo | Greater Cairo | 11 |
| 2 | Alexandria | North and West Egypt | 9 |
| 3 | Sohag | Upper Egypt | 10 |
| 4 | Daqahliya | Delta | 11 |
| 5 | PortSaid | Suez Canal and East Egypt | 5 |

| | |
|-------|----|
| Total | 46 |
|-------|----|

The researchers distributed the questionnaire to the 506 board members and received 314 completed questionnaires, The researchers excluded the other returned questionnaires because

they did not provide the necessary data. Consequently, as shown by the sample distribution in Table (2), the researchers settled on, for analysis purposes, 300 completed questionnaires.

Table 2: Sample Distribution (N=300)

| Governorate | Sample | Clubs | N | Governorate | Sample | Clubs | N |
|-------------|--------|------------------|----|-------------|----------|----------------------|----|
| Al Dakahlya | 10 | Al sinbilawen | 24 | Cairo | 6 | Holilydo | 1 |
| | 10 | Al Mansora | 25 | | 6 | Al Tayran | 2 |
| | 8 | Ethad Al Manzala | 26 | | 6 | Hilopiles | 3 |
| | 9 | Shirbin | 27 | | 6 | Al Maadi | 4 |
| | 9 | Nabaroh | 28 | | 2 | Al Ahly | 5 |
| | 9 | Dikernis | 29 | | 6 | Al-Shams | 6 |
| | 9 | Mit Gamr | 30 | | 9 | Al Jaziera | 7 |
| | 9 | Al Hewar | 31 | | 9 | Nasr city | 8 |
| | 9 | Gizert Al Ward | 32 | | 9 | Al Moqawloon Al Arab | 9 |
| | 9 | Minit | 33 | | 6 | Al zohor | 10 |
| | 9 | Al Nassr | 34 | | 3 | Ain Shams Sporting | 11 |
| | 8 | Bani Ebiad | 34 | | 3 | Ain Shams Sporting | 11 |
| | 99 | Total | | | 68 | Total | |
| Sohag | 7 | Sohag | 35 | Alexandria | 6 | Smoha | 12 |
| | 5 | Al Balina | 36 | | 6 | Al Olympi | 13 |
| | 6 | Gerga | 37 | | 5 | Al Etihad | 14 |
| | 6 | Ahly Monshaa | 38 | | 5 | Al Sid Al Masry | 15 |
| | 8 | Al Maraga | 39 | | 7 | Ashab Ajyad | 16 |
| | 5 | Tahta | 40 | | 3 | Al yaat Al Masry | 17 |
| | 7 | Tama | 41 | | 5 | Al Silah | 18 |
| | 7 | Guhaina | 42 | | 5 | Al sakandari | 19 |
| | 6 | Akhmim | 43 | | 5 | Sporting | 19 |
| | 57 | Total | | | 47 | Total | |
| Portsaid | 8 | Portsaid | 44 | Portsaid | 8 | Al Masry | 21 |
| | 9 | Al Marekh | 45 | | 7 | Al Tagdif | 22 |
| | | 23Total | | 8 | Al Salam | 23 | |
| | | | | | 8 | Al Bahari | 23 |

Third: Data collection tools

The researchers used a questionnaire to collect the data.:

A- Questionnaire:

The researchers used a questionnaire to ask questions of the sample of board members, directors of all clubs, and directors of marketing committees.

B- Procedures used by the researcher to build the questionnaire

The researchers designed the questionnaire to find out the status of sports e-marketing in the Arab Republic of Egypt's sports clubs.

Design of the Questionnaire:

The questionnaire was designed by exploring previous studies, conducting interviews, and carrying out an exploratory study. In light of the literature showing the results of previous scientific research, the researchers were able to develop the questionnaire's sections, axes, and phrases. The questionnaire's two main axes consist of 30 words.

The first axis relates to planning and management.

The second axis deals with the operations and activities related to electronic sports services.

The researchers chose to use a three-judge scale of responses consisting of: (I agree - neutral - I do not agree). The distribution of grades according to the scale of the estimate is as follows:

- Response (I agree): Given three degrees to respond.
- Response (neutral): Given two degrees of response.
- Response (I do not agree): Given a single degree response.

Table (3) shows the distribution of axes and the number of phrases in the initial form of the questionnaire.

Table 3: Axes and distribution of phrases in the initial form of the questionnaire

| Axes | Phrases Numbers |
|--|-----------------|
| first axis: processes and activities related to electronic sports services. | 23 |
| second axis: members and employees. | 18 |
| Total | 41 |

Next, the researchers presented the questionnaire to 7 experts in the field of sports management, sports e-marketing, and economics. They expressed their views by amending the questionnaire's themes and phrases. Thereafter, the researcher finalized the questionnaire.

Table (4) shows the distribution of resolution axes and phrases in their final form.

Table 4: Distribution of resolution axes and phrases in their final form

| Axes | Phrases Numbers |
|--|-----------------|
| first axis: processes and activities related to electronic sports services. | 13 |
| second axis: members and employees. | 18 |
| Total | 30 |

Survey:

During the study period, the researchers surveyed a sample of 50 members of the research community other than the original research sample. This survey aimed to test the clarity of the questionnaire's wording and to show the sample members the clarity of the phrases and their formulation.

Scientific transactions for a questionnaire:

The coefficient of the credibility of the questionnaire:

The researchers used the following methods to calculate the correctness of the measure:

- 1- Believe the content.
- 2- The sincerity of internal consistency.

1- Authenticated content

As mentioned above, the researchers presented the initial form of the (questionnaire) initial form to 7 experts who were asked to arbitrate on the appropriateness of the research axes and the phrases included to measure the research objectives. Also, the objective of the exploratory study was to verify the clarity of the wording and the appropriateness of each to the axis to which they belong. This was in addition to suggesting what the arbitrators considered necessary to either modify or delete the wording and if new phrases should be added. Accordingly, in the light of the

arbitrators' views, the researchers agreed to adopt a percentage of not less than 70% concerning the axes and phrases and reflected this in the observations and guidance about this section. Consequently, in its final form, the questionnaire consists of 30 words divided into two axes. In this regard, the experts agreed to use the triangular balance of appreciation. The researchers were able to limit the ratios of the arbitrators' agreement to the questionnaire's axes and Tables (5) and (6) set out the explanations.

Table 5: Repetitions and percentages of expert opinions on the axes of the questionnaire (N=7)

| Axis number | Axis Title | Repetition | Percentage Agreement |
|--------------------|---|------------|----------------------|
| First Axis | Planning and management | 7 | 100% |
| Second Axis | Processes and activities for sports e-services | 7 | 100% |

It is clear from the results of the table (5) that the ratios of the arbitrators' agreement on the research axes (100%)

Table 6: Repetitions and ratios of the agreement of the arbitrators on the terms of the axes (1st and 2nd) to identify the search (N=7)

| First Axis Phrases | Repetition | Percentage of agreement | Second Axis Phrases | Repetition | Percentage of agreement |
|--------------------|------------|-------------------------|---------------------|------------|-------------------------|
| 1 | 7 | %100 | 1 | 7 | %100 |
| 2 | 6 | %85.7 | 2 | 7 | %100 |
| 3 | 7 | %100 | 3 | 7 | %100 |
| 4 | 7 | %100 | 4 | 6 | %85.7 |
| 5 | 7 | %100 | 5 | 5 | %71.4 |
| 6 | 7 | %100 | 6 | 5 | %71.4 |
| 7 | 6 | %85.7 | 7 | 7 | %100 |
| 8 | 6 | %85.7 | 8 | 7 | %100 |
| 9 | 5 | %71.4 | 9 | 7 | %100 |
| 10 | 7 | %100 | 10 | 7 | %100 |
| 11 | 6 | %85.7 | 11 | 7 | %100 |
| 12 | 7 | %100 | 12 | 7 | %100 |
| 13 | 6 | %85.7 | 13 | 7 | %100 |
| | | | 14 | 6 | %85.7 |
| | | | 15 | 6 | %85.7 |
| | | | 16 | 6 | %85.7 |
| | | | 17 | 6 | %85.7 |
| | | | 18 | 7 | %100 |

It is clear from Table (6) results that the ratios of the arbitrators' agreement on the terms of the axes ranged from 71.4% to 100%.

2- The authenticity of the internal consistency of the questionnaire

The researcher measured the sincerity of the internal consistency of the questionnaire by applying it to the sample of the survey. They measured honesty by calculating individually the correlation coefficients between the words and each axis the results show that all paragraphs are statistically significant at the 0.05 level (α) where the correlation ranges between 0.64 and 0.96 and is greater than the (t) value. Tables (7) and (8) showing the correlation coefficients.

Table 7: Correlation transaction values between first axis statements and the total axis

| M | Statement | R-Value |
|----|--|---------|
| 1 | There is an organizational structure for the sports marketing department at the club. | 0.452 |
| 2 | Effective electronic marketing policies and methods are followed for the club's sports activity services. | 0.426 |
| 3 | The current methods of booking and participating in the club's sports activities are routine. | 0.489 |
| 4 | There is a research and development unit in the club whose tasked with the search for what is new and develops what is existing. | 0.416 |
| 5 | The need for a database and information to facilitate planning for sports e-marketing. | 0.737 |
| 6 | Application and marketing of scientific research in the field of sports e-marketing. | 0.464 |
| 7 | The presence of periodic tests to assess the performance of those responsible for the implementation of electronic sports marketing. | 0.476 |
| 8 | Assess members' satisfaction with sports e-marketing services periodically. | 0.501 |
| 9 | The Board of Directors follows a system of strategic planning and structured methods of decision-making. | 0.633 |
| 10 | Prioritize club members to benefit from sports e-marketing. | 0.493 |
| 11 | Direct communication between the Department of sports e-marketing and the Board of Directors. | 0.553 |
| 12 | Efficient and effective policies for workers. | 0.665 |
| 13 | There is a well-defined plan with a specific timeline of sports e-marketing strategy. | 0.506 |

R value at indication level (0.05) = 0.361

It is clear from Table (7) that all the values of the correlation coefficients between the axis statements and the sum of the total axis function at a 0.05 level. This indicates that the axis is an acceptable degree of honesty.

Table 8: Values of correlation coefficients between second axis statements and the total axis total

| M | Statement | R-Value |
|---|---|---------|
| 1 | The club enjoys a prominent position in the field of sports e-marketing. | 0.380 |
| 2 | The effectiveness of the current promotion and advertising methods of the club's sports activity. | 0.601 |
| 3 | The sports e-marketing application through the club's various electronic means helps to provide innovative services that are distinct from other clubs. | 0.793 |
| 4 | The application of sports e-marketing through various electronic means leads to the diversification of sports services in the club. | 0.628 |
| 5 | Members find all the services they want through various electronic means. | 0.835 |

| | | |
|----|---|-------|
| 6 | Sports E-marketing of sports services at the club reduces the error in providing the service provided to members. | 0.642 |
| 7 | Sports e-marketing enables the service to be activated during the holidays. | 0.700 |
| 8 | The cost of sports E-service is lower than in traditional service. | 0.649 |
| 9 | The sports e-service can be implemented at a time that suits the member. | 0.703 |
| 10 | There are problems and disadvantages that arise when marketing sports services electronically. | 0.707 |
| 11 | The club's promotion of its sports services through the Internet helps the interaction between the club and the member. | 0.783 |
| 12 | The club offers motivational presentations to members and non-members through the Internet with the aim of activating the sports service. | 0.696 |
| 13 | The club is interested in the online offer of sports services to be interesting and attractive to members and non-members. | 0.524 |
| 14 | The club's website has created a positive mental image of the club. | 0.681 |
| 15 | The club displays indoor and outdoor sports competitions through the club's displays. | 0.555 |
| 16 | Add the possibility of registration, subscription, and booking of stadiums and sports activity services on the club's website. | 0.669 |
| 17 | The club uses a variety of electronic means (website, Twitter, Facebook,.. etc) | 0.595 |
| 18 | Members and non-members can easily access electronic marketing services. | 0.710 |

R at (0.05 indication level) = 0.361

It is clear from Table (8) that all the values of the correlation coefficients between the axis statements and the sum of the total axis sum function at a 0.05 level (α). This indicates that the axis is an acceptable degree of honesty.

3- Questionnaire Stability:

The researchers used the Alpha Cronbach coefficient to stabilize the questionnaire. Table (9) shows the results from calculating the stability coefficients.

Table 9: Alpha Coefficient Values for Questionnaire Hubs

| Axis | Axis | α |
|--------|---|----------|
| first | Planning and management. | 0.799 |
| Second | Processes and activities for sports e-services. | 0.814 |

Table value "R" at freedom score (28) and level (0.05) = (0.361) It is clear from Table 9 that the values of transactions for " α " stability range from 0.799 to 0.839. This indicates that the questionnaire provides an acceptable level of analysis.

Research application

After verifying the authenticity and consistency of the questionnaire, the researchers printed the final questionnaire and distributed it to the target research sample. Thereafter, the completed forms were collected, analyzed, and prepared for statistical processing.

Statistical Processing

The researchers used the SPSS 19 statistical packet program to calculate the following statistical processors:

- Average arithmetic
- Standard deviation
- Repetitions and percentage

- Correlation transactions (Pearson + Alpha Cronbach).

Results and Discussion

1- Presentation and discussion of the answers to the first question: "Is there administrative planning and organization of sports clubs?"

Table 10: Iterations and relative weight and X2 for research sample responses on the first axis of resolution (N=300)

| M | Statment | I agree | | Neutral | | I don't agree. | | Total estimated Values | Relative weight % | X2 |
|----|--|---------|------|---------|------|----------------|------|------------------------|-------------------|-------|
| | | v | % | v | % | v | % | | | |
| 1 | There is an organizational structure for the sports marketing department at the club. | 2 | 0.7 | 10 | 3.3 | 288 | 96.0 | 314 | 34.9 | 530.5 |
| 2 | Effective electronic marketing policies and methods are followed for the club's sports activity services. | 15 | 5 | 22 | 7.3 | 263 | 87.7 | 352 | 39.1 | 398.8 |
| 3 | The current methods of booking and participating in the club's sports activities are routine. | 190 | 63.3 | 20 | 6.7 | 90 | 30.0 | 700 | 77.8 | 146.0 |
| 4 | There is a research and development unit in the club whose tasked with the search for what is new and develops what is existing. | 93 | 31 | 25 | 8.3 | 182 | 60.7 | 511 | 56.8 | 124.0 |
| 5 | The need for a database and information to facilitate planning for sports e-marketing. | 250 | 83.3 | 45 | 15 | 5 | 1.7 | 845 | 93.9 | 345.5 |
| 6 | Application and marketing of scientific research in the field of sports e-marketing. | 105 | 35 | 18 | 6 | 177 | 59.0 | 528 | 58.7 | 126.8 |
| 7 | The presence of periodic tests to assess the performance of those responsible for the implementation of sports electronic marketing. | 18 | 6 | 80 | 26.7 | 202 | 67.3 | 416 | 46.2 | 175.3 |
| 8 | Assess members' satisfaction with sports e-marketing services periodically. | 77 | 25.7 | 50 | 16.7 | 173 | 57.7 | 504 | 56.0 | 83.6 |
| 9 | The Board of Directors follows a system of strategic planning and structured methods of decision-making. | 210 | 70 | 38 | 12.7 | 52 | 17.3 | 758 | 84.2 | 182.5 |
| 10 | Prioritize club members to benefit from sports e-marketing. | 133 | 44.3 | 73 | 24.3 | 94 | 31.3 | 639 | 71.0 | 18.5 |
| 11 | Direct communication between the Department of Sports e-marketing and the Board of Directors. | 93 | 31 | 25 | 8.3 | 182 | 60.7 | 511 | 56.8 | 124.0 |
| 12 | Efficient and effective policies for workers. | 140 | 46.7 | 61 | 20.3 | 99 | 33.0 | 641 | 71.2 | 31.2 |
| 13 | There is a well-defined plan with a specific timeline of sports e-marketing strategy. | 52 | 17.3 | 50 | 16.7 | 198 | 66.0 | 454 | 50.4 | 144.1 |

X2 value at indication level (0.05) = 5.99

It is clear from Table (10) that the relative weight of the search sample answers to the first axis range from 34.9% to 93.9%. The X2 value, which is statistically based on all phrases, is in the direction of higher repetition.

- The highest relative weight was 93.9% by phrase 5. This indicates the need for a database and information to facilitate planning for sports e-marketing.
- This was followed by phrase 9 with a relative weight of (84.2%). This indicates that the boards of directors follow a system of strategic planning and structured methods of decision-making.

Accordingly, the researchers consider that this shows strength in the planning and management of sports clubs.

- This is followed by phrase 3 with a relative weight of 77.8%. As shown by the repeated number of approvals at 63.3%, this indicates the routine of the methods currently used in the booking and participation of sports activities by the club's members.
- The number 12 has a relative weight of 71.2% and consists of the workers' effective policy competencies on workers.

As indicated, the repetition is 46.7% I agree, 20.3% neutral and 33% disagree.

Accordingly, the researchers consider that this indicates weaknesses in the planning and management of the online marketing of sports clubs.

- The lowest relative weight of 34.9% relates to phrases (1) where, as shown by the repetition being 96% as regards, I do not agree the club has a regulatory structure for the management of sports marketing at the club where the repetition of I do not agree is 96%.
- This is followed by Statement 2 with a weight of 39.1%. This indicates that the club has effective marketing policies and methods for its sports activity services.
- This is followed by phrase 7 with a weight of 46.2% and a repeat number of 67.3%, I do not agree with the existence of periodic tests to assess the performance of those responsible for the implementation of sports e-marketing.

Accordingly, the researchers believe that, although the boards of directors have a good system of strategic planning and structured

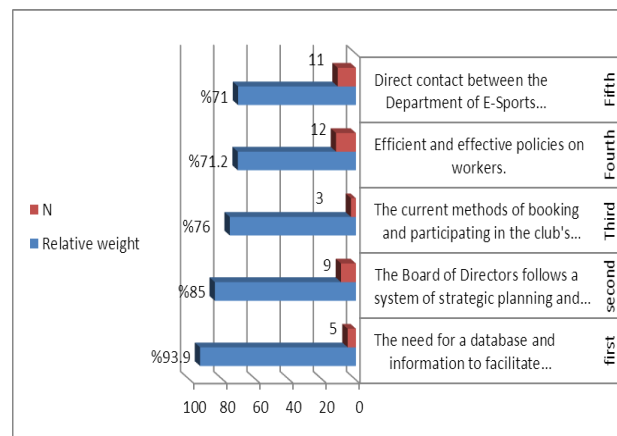
methods of decision-making, the agreed consensus is that there is no organizational structure for sports marketing management and that there are no effective electronic marketing policies and methods for activity services. Therefore, there are no periodic tests to assess the performance of those responsible for sports marketing.

As shown in Table 11, there is a need to establish professional marketing departments specialized in the management of marketing sports advertising projects.

This results also necessary to establish a department for sports marketing and start training cadres for sports marketing.

Table 11: Order of the most important search sample responses to the first axis statements (N=300)

| N | Statement | Relative weight | Statement Order |
|--------|--|-----------------|-----------------|
| First | The need for a database and information to facilitate planning for sports e-marketing. | % 93.9 | 5 |
| Second | The Board of Directors follows a system of strategic planning and structured methods of decision-making. | % 85 | 9 |
| Third | The current methods of booking and participating in the club's sports activities are routine. | % 76 | 3 |
| Fourth | Efficient and effective policies for workers. | % 71.2 | 12 |
| Fifth | Direct contact between the Department of Sports e-Marketing and the Board of Directors. | % 71 | 11 |



Shape 1: Order the most important search sample responses on first axis statements From the first section of the resolution according to its relative weights

Second: Presentation and discussion of the answers to the second question: Are there processes and activities specific to sports e-services?

Table 12: Repetitions and relative weight and X2 for research sample responses on Second Axis

| M | Statement | I agree | | Neutral | | I don't agree. | | Total estimated Values | Relative weight % | X2 |
|----|---|---------|------|---------|------|----------------|------|------------------------|-------------------|-------|
| | | v | % | v | % | v | % | | | |
| 1 | The club enjoys a prominent position in the field of sports e-marketing. | 152 | 50.7 | 64 | 21.3 | 84 | 28.0 | 668 | 74.2 | 42.6 |
| 2 | The effectiveness of the current promotion and advertising methods of the club's sports activity. | 87 | 29 | 33 | 11 | 210 | 70.0 | 537 | 59.7 | 167.6 |
| 3 | The sports e-marketing application through the club's various electronic means helps to provide innovative services that are distinct from other clubs. | 182 | 60.7 | 20 | 6.7 | 98 | 32.7 | 684 | 76.0 | 131.3 |
| 4 | The application of sports e-marketing through various electronic means leads to the diversification of sports services in the club. | 193 | 64.3 | 40 | 13.3 | 67 | 22.3 | 726 | 80.7 | 133.4 |
| 5 | Members find all the services they want through various electronic means. | 81 | 27 | 38 | 12.7 | 181 | 60.3 | 500 | 55.6 | 107.7 |
| 6 | sports e-marketing of sports services at the club reduces the error in providing the service provided to members. | 201 | 67 | 83 | 27.7 | 16 | 5.3 | 785 | 87.2 | 175.5 |
| 7 | sports e-marketing enables the service to be activated during the holidays. | 220 | 73.3 | 13 | 4.3 | 67 | 22.3 | 753 | 83.7 | 230.6 |
| 8 | The cost of sports e-service is lower than in traditional service. | 200 | 66.7 | 44 | 14.7 | 56 | 18.7 | 744 | 82.7 | 150.7 |
| 9 | The sports e-service can be implemented at a time that suits the member. | 213 | 71 | 39 | 13 | 48 | 16.0 | 765 | 85.0 | 191.9 |
| 10 | There are problems and disadvantages that arise when marketing sports services electronically. | 157 | 52.3 | 60 | 20 | 83 | 27.7 | 674 | 74.9 | 51.4 |
| 11 | The club's promotion of its sports services through the Internet helps the interaction between the club and the member. | 110 | 36.7 | 90 | 30 | 100 | 33.3 | 610 | 67.8 | 2.0 |
| 12 | The club offers motivational presentations to members and non-members through the Internet with the aim of activating the sports service. | 29 | 9.7 | 67 | 22.3 | 204 | 68.0 | 425 | 47.2 | 169.5 |
| 13 | The club is interested in the online offer of sports services to be interesting and attractive to members and non-members. | 34 | 11.3 | 66 | 22 | 200 | 66.7 | 434 | 48.2 | 155.1 |
| 14 | The club's website has created a positive mental image of the club. | 54 | 18 | 57 | 19 | 189 | 63.0 | 465 | 51.7 | 118.9 |
| 15 | The club displays indoor and outdoor sports competitions through the club's displays. | 30 | 10 | 60 | 20 | 210 | 70.0 | 420 | 46.7 | 186.0 |
| 16 | Add the possibility of registration, subscription, and booking of stadiums and sports activity services on the club's website. | 15 | 5 | 55 | 18.3 | 230 | 76.7 | 385 | 42.8 | 261.5 |

| | | | | | | | | | | |
|----|---|----|-----|----|------|-----|------|-----|------|-------|
| 17 | The club uses a variety of electronic means (website, Twitter, Facebook,.. etc) | 15 | 5 | 55 | 18.3 | 230 | 76.7 | 385 | 42.8 | 261.5 |
| 18 | Members and non-members can easily access electronic marketing services. | 22 | 7.3 | 84 | 28 | 194 | 64.7 | 428 | 47.6 | 151.8 |

X2 value at indication level (0.05) = 5.99

It is clear from Table 12 that the relative weight of the search sample answers to the second axis range from 42.8% to 87.2%. The Ka2 value is, also, statistically consistent in respect of all terms and the direction of higher repetition. # The only exception, with a weight of 2.0%, is the phrase (11) concerning the promotion of the club's sports services through the Internet that helps the interaction between the club and the member.

- The highest relative weight of Phrase (6) has a relative weight of 87.2% and repeat at 67% With I agree that sports e-marketing of sports services at the club reduces the error in providing the service provided to members.
- Phrase (9) has a relative weight of 85% and 71% repetition concerning I agree that sports e-marketing can be implemented at a time that suits the member.
- Statement 7 has a relative weight of 83.7% and a 73.3% repetition Concerning I agree that sports e-marketing enables the service to be activated during the holidays.

Accordingly, the researchers consider that this indicates a high degree of agreement on the need for the club to provide sports e-services.

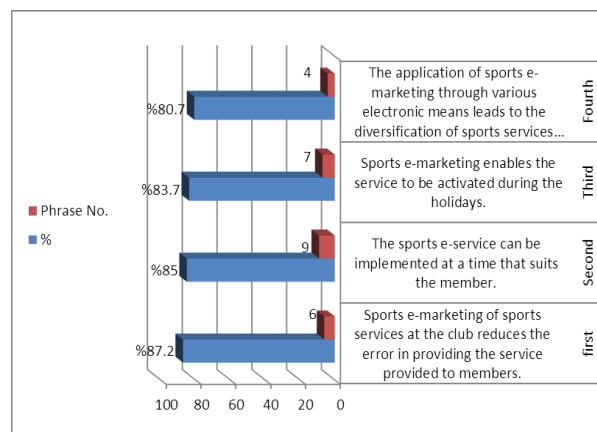
- The minimum relative weight of 42.8% appears concerning phrases 16 and 17 in respect of the club not having the possibility to register, subscribe, book stadiums and sports activity services on its website, and not using various electronic means (website, Twitter, Facebook, etc)
- Phrases 12 and 15) have relative weights of 46.70 and 47.2% respectively () The repetitions are 70% and 68% respectively in relation to I do not agree that the club offers internal and external sports competitions through the club's displays and that the club offers incentive offers to members and non-members through the Internet to activate the sports service.
- Statement 2 has a relative weight of 59.7%, and a 70% repetition in respect of I do not agree with the ineffectiveness of the current promotion and advertising methods of the club's sporting activity. This study's results are consistent with those of Shalabi's (2008) study [18]. These results show that: websites have assumed a key role in facilitating the daily management of sports organizations; websites are a major outlet for the distribution of sports services and goods, and websites have become one of the most important pillars in sports clubs formulating strategies.

The results confirm that the club does not design tv competitions with the club's landline or mobile number since the club does not own a website that regularly updates the club's history, news, and results. The results study confirms the great importance of

internet marketing in building relationships on the Internet. The results study confirms the contribution that the Internet has made to improving the club's overall marketing strategy

Table 13: Order the most important search sample responses on second axis statements from the first section of the resolution according to its relative weights

| Statements order | Statements | Relative weight | Phrase No. |
|------------------|---|-----------------|------------|
| first | Sports e-marketing of sports services at the club reduces the error in providing the service provided to members. | %87.2 | 6 |
| Second | The sports e-service can be implemented at a time that suits the member. | %85.0 | 9 |
| Third | Sports e-marketing enables the service to be activated during the holidays. | %83.7 | 7 |
| Fourth | The application of sports e-marketing through various electronic means leads to the diversification of sports services in the club. | %80.7 | 4 |



Shape 2: Order the most important search sample responses on second axis statements from the first section of the resolution according to its relative weights

Conclusions and Recommendations

First: Conclusions

In the light of the results obtained, processed, presented and interpreted within the limits of the research sample and having regard to the means of collecting data used to meet the objectives of this research study, the researchers have reached the following conclusions:

The Arab Republic of Egypt's sports clubs lacks a clear vision of sports e-marketing. This is demonstrated as follows: clubs in

1- Strengths in terms of planning and management

- A. The boards of directors follow a good system of strategic planning but do not include sports e-marketing.

Weaknesses in terms of planning and management

- A. The Arab Republic of Egypt's sports clubs lack active strategies for sports e-marketing.
 B. These clubs lack sufficient awareness of the concept of sports e-marketing.
 C. The Arab Republic of Egypt's sports clubs lacks organizational structures to manage sports e-marketing.

2- Weaknesses in terms of processes and activities related to electronic marketing services

- A. The ineffectiveness of the current promotion and advertising methods within the Arab Republic of Egypt's sports clubs.
 B. Where possible, the Arab Republic of Egypt's sports clubs do not use their websites to make the best use of sports e-marketing in terms of advertising their services.
 C. The Arab Republic of Egypt's sports clubs do not make use of the possibility of using their websites so that members can book, register, and signing up for stadiums and sports activity services.

Second: Recommendations:

Having regard to this research study's findings, the researchers make the following recommendations.

Boards of Sports Clubs:

1. The Arab Republic of Egypt's sports clubs' boards of directors should pay greater attention to making use of sports e-marketing.
2. The sports clubs' boards of directors should seek always to develop strengths and overcome weaknesses and develop strengths within their sports clubs.
3. The sports clubs' boards of directors should take advantage of the available opportunities and deal with the threats that they face.
4. The sports clubs' boards of directors should strive always to raise the level of quality of modern sports e-marketing methods.
5. The sports clubs' boards of directors should enter a partnership with marketing companies to work with them in the development of sports e-marketing services.
6. In cooperation with specialized banks, the sports clubs' boards of directors should work on the automatic collection of fees for sports services through their clubs' websites.
7. The sports clubs' boards of directors should pay attention to the introduction of computer programs to collect

contact data (mobile and e-mail) and consider the implementation of electronic management systems to obtain sound and adequate reports that assist them to make the right decisions.

Ministry of Youth and Sports

1. The Ministry should work on the enactment of laws and legislation to make it easier for the Arab Republic of Egypt's sports clubs to implement sports e-marketing.
2. The Ministry should direct the Arab Republic of Egypt's sports clubs' boards of directors to upgrade their clubs' modern sports e-marketing methods to increase their clubs' resources.
3. The Ministry should conduct more studies and research in the field of sports e-marketing.

Faculties of Physical Education

The Faculties of Physical Education should develop scientific courses that include courses on sports e-marketing.

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