

## Contribution of E-marketing to the success of professional sports

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### Abstract:

The study, in its general form, aimed to find out the extent to which electronic marketing contributes to the success of professional sports in Algeria. A questionnaire was designed to collect data and information. The sample of the study was chosen intentionally and represented 40 administrators from some professional clubs in the first division: Najm Maqra, Najm Ben Aknoun, Capital Union. The study concluded that the websites of the professional clubs studied contribute weakly to the success of sports professionalism. We also found that social networking sites "Facebook, Instagram" contribute weakly to the success of sports professionalism.

**Keywords:** Contribution of E-marketing , sports professional.

### Introduction and Study Problem:

Organizations require effective organization of material and human resources to ensure the achievement of their goals. They operate within an organizational structure that outlines the functions to be performed by individuals, entities, and technologies responsible for implementing and managing each function. Among these functions is marketing, which focuses on studying the desires, needs, and demands of customers and consumers and transforming them into goods and services that meet their preferences. Marketing contributes to the success and expansion of the organization, as well as achieving profits over a specific period.

Marketing activities in the sports sector are part of a global system applied in most advanced countries. They constitute a significant part of the global economic system in line with the era of globalization and information wealth. Sporting activities have become a modern marketing aspect, making the success of this field crucial for sports organizations, given the importance and vitality of the sports industry.

Many institutions and sports clubs used to rely on traditional methods to promote their services and sales in the market. They often based their strategies on the promotional element, which serves as a driving force for marketing activities. The role of promotion is to inform consumers about the product, its features, functions, advantages, how to use it, its market presence, and prices. Additionally, it aims to influence and persuade consumers to purchase the product. To achieve this, various efforts and plans are dedicated to maximizing sales and stimulating increased demand for consumer goods through different means and mechanisms. This process is known as sales promotion, encompassing all marketing activities and events aimed at stimulating the distribution and sale of goods and services for a specific period. Most organizations have focused their marketing and promotional efforts on this method to create awareness of the advertised product or service and build a favorable mental image among the audience.

Sports marketing has evolved from a small and modest industry to a multimillion-dollar sector. This transformation can be attributed to the leisure or free time available to individuals, making sports participation, competitions, and sports marketing more crucial in our contemporary society. With the advancement of communication channels and people's growing interest in sports and sports tournaments, the economic gains achieved through sports marketing have become significant. Marketing is considered one of the most important managerial functions for any sports institution. In recent times, there has been an increasing focus on studying and applying marketing concepts in various types of institutions (Yahiaoui Samir and others , 2018, p.148).

Due to the emergence of the internet, the advancement of information technology, and the intensification of competition among institutions in the economic market, the concept of electronic marketing has gained prominence . Electronic marketing relies on the use of computers and digital communication technologies to achieve the marketing objectives of institutions and facilitate the exchange of information and products between marketers and their customers (Mariem, Nahed, 2016, p.09).

Sports institutions, being among the most followed entities by millions of players and fans on various social media platforms, heavily rely on the internet and communication technologies to market their services and products electronically. Despite this reliance, in practice, the opposite is sometimes observed. For sales promotion to be effective and impactful, it should align with the widespread use of electronic marketing efforts, especially in the face of intense competition in local, regional, and international markets. This highlights the effectiveness of electronic marketing in the sales domain, leading us to conduct this study to attempt to answer the following question:

To what extent does electronic marketing contribute to the success of professional sports?

• **Subsidiary Questions:**

**1. To what extent does the use of social media contribute to the success of professional sports?**

**2. How much does the use of social media contribute to the success of professional sports?**

**The general hypothesis:**

The general hypothesis: Electronic marketing for sports clubs contributes to the success of professional sports.

**Partial hypotheses:**

1. The use of the website contributes to the success of professional sports.

2. The use of social media platforms contributes to the success of professional sports.

**03-Study Objectives:**

1. To assess the contribution of the website in communicating with customers and its role in the success of professional sports for sports clubs.

2. To examine the contribution of using social media platforms in communicating with customers and their role in the success of professional sports for sports clubs.

**04-Study Importance:**

This research gains significance in exploring the role of electronic marketing in boosting sales for sports institutions. The shift towards utilizing electronic marketing platforms has become particularly noticeable with the recent advancements in modern technology across various fields. The focus of this study is to analyze the impact of this shift on consumer behavior and how it can be effectively employed to achieve marketing goals and enhance services offered online. By understanding these changes and utilizing them effectively, the internet can be maximized as a new avenue for promoting various services.

**05- Definition of Terms:**

**01- Electronic Marketing:**

- Terminology: It is a commercial transaction based on electronic interaction instead of direct physical contact. It involves the buying and selling of goods and services over the internet. (Seif Al-Ashqar, 2018)

- **Procedurally:** - Definition: It is a set of tools and technological means used by sports clubs to deliver goods and services using the internet.

▪ **Sports Profession:**

- Definition 1: It is the practice of sports activities (teaching, management, recreation, sports training) as a craft and a continuous, regular profession, considered a primary source of livelihood based on a professional contract or monthly salary. (Al-Shafei, Al-Sayar, 2009, p.17)

- Definition 2: The individual's practice of their activity as a profession, engaging in it regularly and continuously to achieve a financial return relied upon as a means of living. (Drouiche, Al-Saadani, 2006, p.41)

**3-3- Professional Sports:**

- Definition: It is a profession pursued by the sports individual in a specialized sports activity regularly and continuously. It involves practicing a specific sports activity with the aim of achieving a financial return, relying on full dedication and commitment to implementing the terms of the agreed-upon contract for a specified duration. (Drouiche, Al-Saadani, 2006, p.09)

- Procedurally, this concept in this study is defined as a profession for earning money, whether for the athlete, the manager, or the club. It is considered a means to uplift sports, improve the performance of managers and players by acquiring sports and managerial experiences and skills that contribute to achieving sporting and managerial excellence.

— **Administrative Management:**

- Definition 1: According to the American administrator Jenson, it is the field that concerns the individuals responsible for managing and leading, ensuring harmony in unifying the efforts of individuals, whether through effective achievements sufficient to achieve the simplest possibilities of success. (**Marouan Abdul Majid Ibrahim, 2001, p.52**)
    - **Mahmoud Rafik El Tayeb** sees management as a set of coordinated and integrated processes that primarily include planning, organizing, directing, and controlling. In short, it involves setting goals and coordinating the efforts of individuals to achieve them. (**Mahmoud Rafik El Tayeb, 1995, p.5**)
    - **Sports Club:**
      - **Linguistically:** (Nadw) plural of "Anadi" (clubs), meaning a gathering or council as long as they are collectively present, a place of assembly. (**Youssef Mohamed Al-Baqai, 2006, p.697**)
      - Also, it is defined as a "cultural, political, tourist association, a framework where meetings are held for discussion, play, and reading." (**La Rousse, 2001, p.76**)
    - **Technically:** It is an organization formed by a group of individuals with the aim of shaping the personality of young people comprehensively, socially, psychologically, intellectually, and spiritually. This is achieved through the dissemination of sports and social education, instilling a sense of nationalism among members of the youth, providing suitable conditions for the development of their skills, and facilitating means to occupy their leisure time. (**Essam Badaoui, 2004, p.56**)
  - **07- Previous Studies:**
  - **Study 1 - Mohammed Zhaf (2018):**
    - **Title:** "Electronic Marketing as an Approach to Develop Marketing Information Systems in Algerian Sports Institutions" published in the Journal of Sports Sciences, Volume 8, Issue 24.
    - **Objective:** The study aimed to assess the reality of electronic marketing in football clubs affiliated with the Professional League. It sought to identify how electronic marketing could be applied to develop marketing information systems for sports institutions.
    - **Methodology:** The researcher used a descriptive approach, considering its suitability for this study on a random sample. The study population included marketing officials in sports institutions, and the research sample consisted of 15 administrators from three clubs (**Ahli El-Bordj, ES Sétif, Mouloudia Al-Oulma**). The researcher employed a purposive sampling method and utilized a questionnaire as a data collection tool in the field.
- The following results were obtained:
- Football clubs affiliated with the Professional League have access to modern communication technology for implementing electronic marketing.
  - However, there is a weakness in the essential inputs and components of electronic marketing application, both in terms of form and substance.
  - The results also indicate a deficiency in efficiency and strategic planning in the implementation of electronic marketing for sports institutions.
- Second Study: Hammadah Abdel Nour Al-Antabli, Hisham Abdel Halim, Mahmoud (2017): "Electronic Marketing as an Approach to Develop Marketing Information Systems in Sports Clubs in the United Arab Emirates"**
- The study aimed to assess the orientation of sports clubs towards marketing by examining the senior management's attitude towards risk-taking, the reliance on marketing experiences, the inclination towards information dissemination and exchange, the clubs' interest in developing the capacities of their staff, the application of electronic marketing, and the current status of marketing systems.
- Methodology:** The descriptive method was employed, and the sample consisted of 249 randomly selected individuals working in sports clubs. The key findings include:
- Most sports clubs implementing sports marketing suffer from marketing myopia.
  - Collaborations occur between marketing professionals and other departments to enhance the marketing system.
  - Clubs' strategies and plans do not rely on marketing research results.

- The application of electronic marketing in clubs achieves the club's goals in light of technological advancements in communications and information technology.

**Fourth Study: Karim Najai, Slim Hadab (2023)**

**Electronic Marketing as a Mechanism to Improve Marketing Information Systems in Algerian Football Club**

The researchers used a descriptive-analytical approach, utilizing surveys and interviews for data analysis. The study concluded several results, including:

- The use of electronic marketing contributes to achieving the goals of football clubs and enables them to develop marketing information systems.
- Algerian clubs exhibit deficiencies in this field, with a weak future vision in its utilization.

**Fifth Study: Sassi Bouaziz (2020):**

**"A Futuristic Vision for Digital Marketing in the Light of Information Technology to Develop the Professional Sports System in Algeria"**

The study aimed to shed light on digital marketing in sports clubs by providing a futuristic vision for this strategy. It explored the relationship between marketing and various digital media and communication tools in the context of professional sports. The researcher used a descriptive methodology and surveys to collect information from a sample of 50 administrators selected randomly. Key findings include:

- Limited awareness and understanding of the administrative environment regarding the importance of digital marketing in professional partnerships in Algeria.
- Insufficient material and human resources for the successful implementation of marketing in professional clubs.

**Study Methodology:**

**Research Design:**

The descriptive methodology was chosen for this study due to the nature of the topic. The aim is to describe phenomena related to the use of electronic marketing tools and their contribution to the success of professional sports. The descriptive approach is considered suitable for analyzing detailed phenomena and illustrating the relationships between them.

**SECOND : Study Field Side :**

**1. Study Methodology Approach:**

Given the nature of the subject addressed in this research, which involves describing phenomena related to the use of electronic marketing tools and their contribution to the success of professional sports, we have adopted a descriptive approach. This methodology is deemed most suitable for the nature of the topic. This descriptive approach allows for a thorough exploration and explanation of the various phenomena associated with electronic marketing in the context of professional sports.

**1- Survey Study:**

The survey study serves as the first step in any field study to understand the research topic. This allows us to grasp the various aspects to be investigated. The goal of the survey study we conducted was to familiarize ourselves with and understand different aspects of the addressed problem in our research. Survey research focuses on new topics that have not been previously addressed by any researcher, and for which there is a lack of available data or information. Therefore, we conducted a pilot survey study by distributing an initial questionnaire to a group of administrators from two professional clubs in the Algerian professional league (Wahda Sétif from the first division, and Nasr de Guelma from the first division), totaling four administrators. The purpose was to identify shortcomings and gaps in the questionnaire before the final distribution. The study provided insights into several aspects, including:

- Understanding the study community and the feasibility of conducting the study.
- Identifying potential challenges during fieldwork.
- Recognizing difficulties related to questionnaire completion and collection.

**2- Study Fields:**

- **Spatial Field:** The study was conducted at the headquarters of professional sports clubs.
- **Temporal Field:** This study was conducted from the beginning of November 2023 until the end of February 2024.
- **Human Field:** The study included the administrative staff of sports clubs.

**3- Study Community:**

The study community consists of the administrative and responsible staff of some professional sports clubs.

#### 4- Sample Selection:

The research sample was purposefully selected, and it included 40 administrators from clubs in the first professional league (Nadjm Magra, Nadjm Ben Aknoun, and Union Sportive d'Alger).

#### 5- Field Study Tool:

##### 5-1- Used Study Tool:

The survey was employed as a tool for collecting primary data, considering it one of the most suitable research instruments for achieving the study's objectives related to perceptions and practices of electronic marketing in the field of sports. The survey aimed to gather insights into attitudes and preferences regarding various aspects of electronic marketing strategies in sports.

The questionnaire was divided into two main axes, as follows:

**Axis 1:** The use of the website contributes to the success of sports institutions.

**Axis 2:** The use of social media contributes to the success of sports institutions.

**Table No. (01): Correlation coefficients of the axes with the overall degree of the questionnaire.**

Axis	Number of Statements	Correlation Coefficient with the Overall Degree of the Questionnaire
First	15	0,832**
Second	15	0,927**
**Correlation is significant at the 0.01 level.		

From Table (01), we observe that all questionnaire axes are correlated with the overall degree of the questionnaire. The values ranged from 0.832 as the lowest value to 0.927 as the highest value, indicating very high values close to 1.

Therefore, the questionnaire demonstrates high internal consistency.

#### - Reliability:

Reliability refers to the extent to which a researcher would obtain the same results or closely related results if the study were repeated under similar conditions using the same tool. In this study, the reliability of the research tool was measured using Cronbach's Alpha coefficient, which determines the level of acceptance of the measurement tool at a level of 0.6 or higher. The results are as follows:

**Table (02): Cronbach's Alpha Reliability Coefficient**

Axis	statements	Cronbach's Alpha Coefficient
First Axis	15	0.866
Second Axis	15	0.906
Entire Questionnaire	30	0.944

#### 6- Analysis of Results and Presentation of Hypothesis 1:

- Calculation of the mean to determine the degree of inclination of phrases (weak, moderate, high).
- Calculation of the standard deviation.

#### 7- Presentation, Explanation, and Discussion of the Results of the First Hypothesis, which states that the sports club's website contributes to the success of professionalism.

To test this hypothesis, the mean and standard deviation were used to determine the extent of the sports club's website's contribution to the success of sports professionalism.

**Table No. (02): Total phrases of the first axis on the extent of the sports club's website's contribution to the success of professionalism.**

The First Axis: Contribution of the website to the success of the sports institution.

Total Expressions for the First Axis	Number of Expressions	Mean	Standard Deviation	Grade
The extent of the contribution of the sports club's website to the success of professionalism	07	1.63	2.154	Weak

Analysis and Discussion of the Previous Table (Table 03): Based on the previous table (03), the calculated mean was 1.63, with a standard deviation of 2.154. These figures fall within the weak range. This suggests that the sports club's website contributes weakly to the success of sports professionalism from the perspective of the club administrators studied (Magra, Ben Aknoun, USM Alger).

In other words, the sports club's website, in terms of design, colors, and online presence, has a weak impact on attracting participants and interaction compared to some European and even Arab clubs. This may be attributed to the difficulty of using the website online. Additionally, websites require continuous maintenance and updates, and the lack of IT professionals or specialists dedicated to maintaining and updating the website may contribute to these weak results. The researchers also note that the absence of a clear electronic strategy for competition in increasing the club's market share online contributes to the weakness.

Furthermore, the researchers argue that the weak degree can also be attributed to the absence of a clear electronic strategy to compete for an increased market share for the club online. This is primarily because those in charge of online marketing lack expertise in this field or in the presentation of the club's products such as clothing, entrance tickets, and other services.

The researchers suggest that professional sports clubs in Algeria follow an outdated traditional policy resembling an amateur club rather than a professional one. These clubs often rely on financial aid from municipalities, provinces, and the Ministry of Youth and Sports, rather than establishing a company that seeks various and diverse funding methods along with an electronic marketing network.

This perspective differs from the study conducted by Anoud Amer Salim Abu Roukba in 2018, which suggested that websites contributed to the success of professionalism. It argued that websites allowed clients to obtain complete information about the types of services provided, their quality, pricing, and expected service levels. However, the findings align with Sassi Bouaziz's 2020 study, indicating that professional sports clubs do not implement a successful electronic marketing policy within their clubs.

**Presentation, Explanation, and Discussion of the Results of the Second Hypothesis, which states that the social media sites of the sports club contribute to the success of professionalism.**

**-To verify this second hypothesis, (the mean and standard deviation) were used to determine the degree of the contribution of social media sites of the sports club to the success of professional sports.**

**Table No. (04): The total expressions of the first axis on the extent of the contribution of social media sites to the success of professional sports.**

Total Expressions for the Second Axis	Number of Expressions	Mean	Standard Deviation	Grade
The extent of the contribution of social media sites to the success of professionalism	07	1.65	2.214	Weak

Analysis and discussion of the previous table (Table 04): Through the previous Table 04, we find that the mean is 1.65, and the standard deviation is 2.214. These figures fall within the weak range, indicating that the social media sites of the sports club contribute weakly to the success of sports professionalism from the perspective of the administrators of the studied clubs (Magra, Ben Aknoun, and USMA).

This implies that the social media sites of the club (Facebook, Instagram) contribute weakly to presenting various marketing goods and services for the club through social media platforms established specifically for the club. Clubs do not adopt a diversified marketing strategy through social media.

Researchers attribute these weak results to the adoption of traditional marketing systems through social media by sports clubs, which do not align with the expectations of customers and supporters from these sites.

Additionally, researchers attribute these weak results to the fact that clubs do not invest in creating or establishing official social media sites that contribute to the success of the marketing policy (promotion, advertising, services). The official social media sites of professional sports clubs are often susceptible to piracy and hacking.

Furthermore, the ease of piracy and lack of official status make these social media sites prone to hacking. The presence of numerous similar and repeated social media sites created by fans disperses the fan base around multiple unofficial sites, hindering marketing efforts. This lack of formalization, diversification, and quality control in customer service, along with insufficient budget allocation for advertisements, constrains marketing ideas through social media in Algerian clubs, preventing progress and development in the marketing strategy for professional clubs.

This aligns with a study by Wahaf Mohamed in 2018, highlighting weaknesses in the basic approaches and components of applying electronic marketing. It is also consistent with the findings of researchers Salim

Hadab and Karim Nadjai in 2023, who concluded that the use of electronic marketing contributes to achieving the goals of clubs and allows them to develop marketing information systems, pointing out the shortcomings and lack of a futuristic vision in the use of electronic marketing by Algerian clubs.

#### **General Conclusion:**

Based on our analysis, it can be said that online marketing is one of the shortest paths to economic success in all economies. This has been evident in sports sectors, leading to economic prosperity through various sports marketing methods. Marketing in the sports field is among the fastest processes in achieving financial gains and developing human resources. However, most sports clubs are far from implementing this type of marketing, which could contribute to the success of professional sports.

#### **Suggestions and Recommendations:**

In light of the findings, the following suggestions are proposed:

1. Employment of specialists in sports clubs in the field of programming and website development.
2. Attraction of distinguished human resources in the field of electronic marketing.
3. Conducting specialized training courses in the field of electronic marketing for all employees in sports clubs.
4. Working on the development and updating of the electronic websites of sports clubs studied to align with modern developments.
5. Transitioning from traditional management to electronic management.
6. Emphasizing the development and updating of the electronic websites of the studied clubs to align with modern advancements.

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