

Sports marketing and its impact on development of the performance of Syrian sports club

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Abstract- Sport is no longer managed as a hobby only, but has developed in many countries of the world to become an industry in itself, and many giant companies have entered this field, so that sport has become an interesting material for promotion and marketing, which contributed to the emergence of sports sponsorship and sports marketing. Despite the novelty of this type of marketing, it receives wide attention from companies involved in the field of sports work, especially at the global level, because of the role it plays as a mechanism and strategy to give the sports product or service a position in the market and a place in the behavioral mentality of the consumer, and what it offers from Solutions in terms of increasing the profits of these companies, developing the resources of sports institutions, and improving the performance and services provided by these institutions. Since we are in Syria a part of this world, it is useful to know the role that sports marketing plays in developing the performance of Syrian sports clubs.

Index Terms- Athletic Product, Sport Club, Sports Distribution System, Sports Marketing, Sports Promotion

1. INTRODUCTION:

This article Explains that Sport is no longer only managed at the hobby level, but has developed in many countries of the world to become an industry in itself, and many giant companies have entered this field, so sport has become an interesting material for promotion and marketing, which contributed to the emergence of sports sponsorship and sports marketing. Despite the novelty of this type of marketing, it is receiving wide attention from companies involved in sports work, especially globally. This is because of the solutions it provides in terms of increasing the profits of these companies, developing the resources of sports institutions, and improving the performance and services provided by these institutions.

2. Research Problem:

Most Syrian clubs are involved in moving away from the professional situation in managing and developing their marketing plans, which leads to the fluctuation of the performance of these clubs between one year and another, and their lack of tools that help them to systematically and continuously develop their performance, which is reflected in the varying performance and results of these clubs. The research problem is to answer the following questions:

1. Do Syrian clubs believe that applying sports marketing methods to their various activities is able to raise their performance as required?
2. Are the sources of funding for Syrian sports clubs an incentive to adopt sports marketing within their marketing plan?

3. Importance of Research:

The theoretical importance of this research stems from identifying the concept of sports marketing and the methods used in this type of marketing and the extent of its contribution to the development of the performance of sports institutions, especially sports clubs, whose concept, types and objectives we will address.

The practical importance stems from the practical identification of the acceptance of Syrian clubs to apply the characteristics and methods of sports marketing to their activities.

4. Research Objectives:

The objectives of the research are as follows:

1. To learn about the concept of sports marketing, its characteristics and methods.
2. Identify the steps of the marketing plan for sports institutions and the areas of financing these institutions.
3. Identify the concept of sports clubs, their types, objectives and funding resources.

5. Research Terminology

1.5 Sports Marketing :

All activities or processes that are designed and implemented to satisfy the needs of consumers and are consistent with the achievement of the objectives of sports bodies.¹

2.5 Sport Club:

It is originally an association composed of natural persons linked by a legally sanctioned sports and social idea in its work on a permanent basis, and it has a legal personality and does not intend to profit materially; although it may be a professional for sports activity.²

6. Research Hypothesis:

- There is a significant relationship between the application of sports clubs to sports marketing methods on their activities and the development of the resources of these clubs and the improvement of their performance.
- There is a significant relationship between the sources of funding for Syrian sports clubs and their adoption of sports marketing within their marketing plans.

7. Statistical community and its representative sample:

The statistical community means: "the whole set of people, events, or things that the researcher is interested in studying."³ As for the representative sample, it is "a part of the statistical community that is mostly randomly selected, assuming that the sample represents the community honestly." The identification of the statistical community and its representative sample is one of the most important stages of scientific research.

- **Research community:** It consists of all athletes and pioneers of Syrian sports clubs.
- **The research sample:** It included a random sample of 52 people from the pioneers of sports clubs in the city of Damascus.

8. Research Methodology:

This research relies on the descriptive analytical approach, as it is the most used approach in the study of social and humanitarian phenomena, and because it suits the case study that we have, which is "sports marketing and **its impact on the development of the performance of sports clubs.**" The concept of the analytical descriptive approach to research means:

"A method that is concerned with the phenomenon or phenomena and describes them realistically, without the researcher interfering in his own jurisprudence." The descriptive analytical approach relies on describing the reality of the subject and its basics as it is without expressing an opinion about it. The topic, whether it is neutral or not, as it details it in precise detail, so that the reader can know the topic or phenomenon in detail, then he analyzes the phenomenon or topic using a sample method, to produce the results he wants realistically through description and analysis, and then the reader can simply rely on it. This approach attempts comparison, interpretation and evaluation to reach results that are meaningful to the research objective.

9. Methods Of Collection Data

Among the most important methods used in data collection in this research are the following:

1. Field survey method by means of a questionnaire designed for research.
2. Interview with the aim of accessing additional data on the studied field.

¹ Hariaji ,Abdelghani (2016): **The Reality and Prospects of Sports Marketing in Algerian Sports Organizations**, Master Thesis, Faculty of Economic, Commercial and Management Sciences, Marketing Studies and Research, Setif, Algeria, p⁴

² Al-Ahmad, Sulaiman & Al-Takouti, Wadih Yassin et al. (2005): **Culture between Law and Sport**, Dar Wael, Iraq, 1st Edition, p. 73

³ Bolstad, William (2004): **Introduction to Bayesian Statistics**, Wiley& Sons.Inc, New Jersey, P14.

10. Methods Of Analyzing Data

The SPSS was relied upon in analyzing the results of the questionnaire.

11. Research Determinants:

- 1- Lack of references and Arabic studies that dealt with this research.
- 2- Syrian sports clubs are generally ignorant of the concept of sports marketing and the benefit it provides in raising the performance of sports clubs in Syria.

12. The research limits:

The study was identified in the following areas:

Objective limits: This study was limited to determining the extent to which Syrian sports institutions rely on sports marketing methods in developing their performance.

Spatial boundaries: The study was concentrated within the city of Damascus.

Human Limits: The study included the pioneers of Syrian sports clubs.

Time limits: This study was conducted during the last quarter of 2022.

13. The difference between this research and other research:

This research provides an aspiration for the extent to which Syrian sports institutions can rely on the development of their performance on scientific methods through the sports marketing of their activities, which works to improve and develop these clubs, which is reflected in Syrian sports in general.

Part I: Theoretical Section

1. Sports Marketing:

Sport has become an important factor in our world. Factors and reasons have emerged that attract the consumer more towards the sports product because of the sharp competition between institutions that have taken up sports as a field of activity. This gives priority to understanding sports production and then understanding specialized marketing in this field as a mechanism and strategy to give the sports product or service a position in the market and a center in the consumer's behavioral mindset. This behavior towards the sports product led to the emergence of sports marketing, which has become a stand-alone science.

1.1 Sports Marketing Concept:

Sports marketing began in different forms with the early twentieth century. When looking at the past, we can note that this type of marketing emerged and developed gradually. During the past 50 years, a large number of businessmen, especially in the United States of America, participated in developing certain concepts to develop practices, such as the likes of Barnum, Belle Vic and Schumann, which strengthened their contributions to the development of sports marketing practices by focusing on selling tickets and advertising materials. Belle Vic believed that the best way to sell tickets was to exploit mass gatherings (circuses, student gatherings, scouts). One of the most important things he was famous for is his ability to turn ordinary tools into important things that attract attention, as well as his interest in public relations because of his important role in the marketing process. Sports marketing facilitates the flow of sports goods and services from the producer to the consumer, and can be referred to as:⁴

“ All activities or processes that are designed and implemented to satisfy the needs of consumers and are consistent with the achievement of the objectives of sports bodies”

2.1 Importance of Sports Marketing:

⁴ Haryaji ,Abdulghani (2016): *op. Cit*, P. 4
<http://xisdxjxsu.asia>

The importance of sports marketing lies in several economic and social aspects, the most important of which are: ⁵

- 1- Attract attention to exercise.
- 2- A source for the development of the resources of the sports institution.
- 3- Implementing the plans of the sports institution and upgrading its services and programs.
- 4- Increasing state resources from taxes and rationalizing government support.
- 5- Providing new job opportunities.
- 6- Social interaction between the sports establishment and the consumer audience.

3.1 Characteristics of sports marketing:

There are five characteristics of sports marketing represented in each of the following headings: ⁶

1.3.1 Sports Products and Services Market:

- Sports organizations cooperate and compete simultaneously.
- Collaboration and competition is partly due to the unpredictability of the sporting sphere, and partly due to the strong character of often sporting consumers who consider themselves experts.

2.3.1 Athletic Product:

- Sport is always intangible and subjective.
- Sport is inconsistent and unpredictable.
- Sports consumption is generally direct, and consumer satisfaction is always easily influenced by the social environment.
- Sports products are consumer products.
- Sport evokes a strong identity of character and emotional attachment.

3.3.1 Athletic Price:

- The sporting price paid by the consumer is always very small compared to the total cost.
- Indirect revenues (e.g. television) are often greater than direct operating revenues.
- Pricing is often determined by what the consumer will bear rather than by full cost recovery.

4.3.1 Sports Promotion:

- The widespread reach, supply and availability of sports through the media has resulted in a low focus on sports marketing and therefore often complacency.
- Due to the high visibility in sports, many companies want to partner with sports institutions and clubs.

5.3.1 Sports Distribution System:

- Sports establishments do not physically distribute their products in general, almost all sports products are produced, delivered and consumed simultaneously and in one place (there are some exceptions in sports goods, especially with regard to sports broadcasting).

4.1 Sports Marketing Methods:

⁵ Comprehensive Sports Library Website: <https://www.sport.ta4a.us/human-sciences/management-leisure/839-sports-marketing.html>

⁶ Haryaji, Abdulghani (2016): *op. Cit.*, P. 6
<http://xisdxjxsu.asia>

It is the set of different activities that can be applied using the sports fields, championships, tournaments, local, international, continental and Olympic competitions in sports marketing. These activities are multiplied according to the following:⁷

1.4.1 Marketing of Advertising Rights: Through the following:

- Contracting with sportswear companies in exchange for advertising them.
- Use pictures, names and numbers of players.
- Selling the rights to exploit the trademark of the Foundation.
- Preparing films and pictures about the institution.
- Press conferences to highlight the most important projects.
- Private newspapers and TV channels.
- Logos and flags of the organization.

2.4.1 TV Marketing: Through the following:

- Establish contractual terms for television coverage.
- Monopoly on the rights to broadcast sporting events.
- Concluding agreements with media institutions to publicize sports championships and events in the institution.
- Paying attention to the timing of the “prime time” ad and the intensity of viewing.
- Attract the interest of sports investors and encourage sports investment.

3.4.1 Marketing tournaments and matches: Through the following:

- Opening several ticket outlets to make things easier for fans who want to attend.
- Inviting senior officials, which stimulates public turnout
- Offering a quantity of tickets commensurate with the expectations of the attendees.
- Determine ticket prices commensurate with the importance of the sporting event.
- Provide souvenirs to the winners of the ticket draws.
- Marketing advertising rights to those interested during the match or event.
- Contracting for live or recorded broadcasting of championships or sporting events.
- Contracting for seminars, analyses or related sports talks.

4.4.1 Player Marketing: Through the following:

- Attention to the establishment of sports schools in clubs.
- Interest in expanding the base of juniors in various games at clubs by conducting tests to select juniors.
- Taking into account the use of specialists in marketing players to contribute to their professionalism, which ensures a great return for clubs.
- Attention to attracting the attention of business sponsors to adopt a team or player with the formation of a specialized committee for the professionalism of players with insurance against injuries and accidents.
- Interest in providing special tax facilities for businessmen in exchange for their sponsorship of heroic players.

5.4.1 Marketing sports and social facilities: Through the following:

- Interest in contracting with institutions to practice sports activity on the stadiums of the club during non-practice times

⁷ Haryaji ,Abdulghani (2016): *op. Cit*, P. 21

- Interest in contracting with companies specialized in advertising to exploit the appropriate places to market sports services
- Taking care of renting restaurants, cafeteria, swimming pool and lounges to hold parties for its members
- Interest in establishing shops in clubs and renting them to the public
- Attention to the provision of experts and specialists who speak the commercial language, with the establishment of a hotel bearing the name of the sports institution in order to increase its resources.
- Interest in broadcasting a sports channel bearing the name of the sports institution, and managed in an economical manner.

6.4.1 Marketing the Services to Internal and External Audiences:

- Paying attention to providing social services to members such as (social trips, resorts, parking, nursery, consumer associations, health care ... etc.
- Paying attention to the encryption of matches to increase the popular demand for matches.
- Paying attention to opening fitness and sports centers to all practitioners.
- Registering the sports institution's website on the Internet.
- Making a mathematical guide in which various achievements are made.
- Interest in providing souvenirs to viewers such as stadium maps, star photos, match schedule
- Consider contributing to major industrial projects such as the garment factory.
- Conducting periodic studies provided by the Foundation to viewers.
- Having channels open to audiences to express their opinions and desires.

1.5 Sports Marketing Plan.

1.5.1 Purpose of the plan: It is the first step of the sports marketing plan and aims to clarify the goal of the plan and link the plan to the institution and its core values.

2.5.1 Sports Product Analysis: This step begins with analyzing the sports product and determining whether the product is a specific good, game, sporting event, or service.

3.5.1 Focus on the future climate of the market: This step involves analyzing and predicting the future climate of the market, as this requires evaluating the internal and external factors to integrate and direct marketing efforts.

4.5.1 Sports Product Status: The status means the actions that affect the consumer's mentality and attraction to the product, and the goals of the status are to prefer the sports product to other competing products by creating a distinct image of the product.

5.5.1 Player returns and knowledge and analysis of consumer goals: In this step, the marketing man analyzes the market and determines the goals of consumers and the atmosphere surrounding the players' transition process, and this necessarily requires knowledge of the general characteristics of the consumer in order to sell the sports product.

6.5.1 Preparation of the sports product: At this stage of the plan, the sports product is packaged and sold, and this step must have the insistence of the producer to sell his product in order to encourage the public to turn to it, and given the different tastes of consumers, it is important to present the product in different ways.

7.5.1 Pricing of the sports product: The price of the sports product is determined, and the sports product is initially priced by allocating a price to the production value of the factory.

8.5.1 Promoting the sports product: This step focuses on how to promote the sports product, and this is done by diversifying the image of the product to attract target audiences.

9.5.1 Determining the location of the sports product: The place or location of the sports product is analyzed (whether it is a stadium, a hall or a stadium) because the location of the sports product represents the main point of distribution of the production.

10.5.1 Promise in the marketing plan: This step is an assessment of the extent to which the marketing plan of the organization can meet the promises made by the organization and achieve the agreed objectives and tasks. ⁸

6.1 Areas of Sports Marketing Financing:

To achieve successful sports marketing, it is necessary to have the necessary money to invest in sports institutions to achieve the goals of those institutions. The availability of money is an essential factor to achieve the goals of the institution. Therefore, each sports institution must plan and develop the necessary planning and estimated budgets for each fiscal year. Here, it must be noted that government funding for sports institutions often does not achieve their ambitions, and sports institutions suffer from significant financial deficiencies that hinder the achievement of their goals, which requires them to search for other sources of funding to help them achieve their goals.

These sources may be **internal**, such as funds generated from the ongoing operations of the institution or sports club from accidental sources without resorting to an external source.

Or **external** sources: such as funds obtained by the institution or club as a result of marketing and selling players or participating in various sports courses outside the country... etc. ⁹

Whether the sources of funding are internal or external, we can summarize the areas of funding through which the institution or club obtains the money necessary to achieve its objectives by the following: ¹⁰

- Licensing the use of marks and logos on products and means of services.
- Advertising on players' clothing and gadgets.
- Advertising on sports facilities.
- Investment of facilities and services in sports bodies.
- Proceeds of entry tickets for matches and sporting events.
- Subsidies, donations and donations.
- Proceeds from transfer of players.
- Member Contributions and Member Contributions.
- Investment of publicity and advertising rights.
- Radio and television broadcasting rights for sports activities and events.
- Advertising in publications, bulletins and programs for sports activities.
- Marketing players, where professionalism has become a key element for clubs.
- Marketing sports equipment technology is one of the most fertile areas for many bodies to use technology for sports equipment.
- Marketing in the field of sports nutrition, especially with regard to sports food and drink.
- Marketing sports training programs based on scientific foundations and educational rules aimed at achieving their objectives.

7.1 Obstacles to sports marketing:

⁸ Darwish, Abdul Rahman & Hassanein, Subhi (2004): **Marketing, Modern Communications and the Dynamics of Human Performance in Sport Management**, Dar Al-Fikr Al-Arabi Publishing, Cairo , 1st Edition , pp.39-40

⁹ Ghorab, Ibrahim (2019): **Sports marketing strategies and their impact on the development of the performance of sports institutions**, Institute of Physical Education & Sports, Abdelhamid Ben Badis University, Algeria, p. 138

¹⁰ Hassanein, Mohamed Sobhi & Jabr, Amr Ahmed (2013): **The Economics of Sports -Sponsorship, Marketing and Finance**, Al-Kitab Publishing Center, Cairo, 1st Edition, pp. 268-269

The obstacles facing sports marketing vary according to different countries and cultures and the economic and sports development in those countries. However, we can summarize the most important obstacles facing sports marketing, especially in developing countries, as follows: ¹¹

- 1- Not to place sports as an area of investment within the investment plan of some influential companies in the world of trade and finance.
- 2- Failure to keep pace with the laws of sports bodies with the basics and systems of contemporary marketing.
- 3- Lack of experiences previously applied in the field of sports marketing.
- 4- The absence of economic conglomerates (a group of companies) to work in the sports field.
- 5- Fear of businessmen from investing in the sports field.
- 6- Lack of experienced and full-time human competencies to work in the field of sports investment.

2. Sports clubs:

Sports clubs play a great role in preparing our youth athletically, culturally and socially. In sports terms, clubs are the main supplier of first- and second-tier young players who participate in sports tournaments held by various sports federations. With the expansion of sports activities and their practice at the level of hobby and professionalism, this requires the availability of funds to cover the expenses of these activities, and work to find sources of funding. As a result, sports clubs in some Arab countries and most European clubs have turned into companies and institutions that contain employees and administrative and regulatory frameworks of different specialties. At the same time, there are many clubs that lack the simplest rules of administrative and organizational work, and their administrative tasks are unclear and rely on random improvisation.

1.2 Sports Club Concept:

The sports club is originally an association composed of natural persons linked by a legally sanctioned sports and social idea in its work on a permanent basis, and it has a legal personality and is not intended for financial profit; although it may be a professional for sports activity. ¹²

2.2 Types of sports clubs: ¹³

1.2.2 In terms of the persons who composed it: private sports clubs and government sports clubs.

2.2.2 In terms of their grade: Premium, First, Second and Third Class Clubs...etc.

3.2.2 In terms of how professional they are in sports activity: professional clubs and non-professional clubs.

3.2 Objectives of the Sports Club:

The club is considered a sports institution that aims to contribute positively to the sports and social development of members of society within the framework of the needs and desires of its members and which leads to the achievement of the philosophy of the state.

With the aim of increasing the interest of civilized countries to occupy leisure time, and this is reflected in the services provided by these countries, especially in the field of sports, with the aim of investing this time in what benefits and benefits the individual.

The club aims to form the personality of the citizen in an integrated manner in social, psychological, intellectual and spiritual terms through sports and social activities and to facilitate the means to occupy the leisure time of members.

The club may take all means to achieve these goals, so the club's mission is not limited to forming sports teams or encouraging social activity only, but it also applies to the importance of the member enjoying sports activity, which is one of its main objectives.

¹¹ http://www.aleqt.com/2010/11/04/article_465214.html

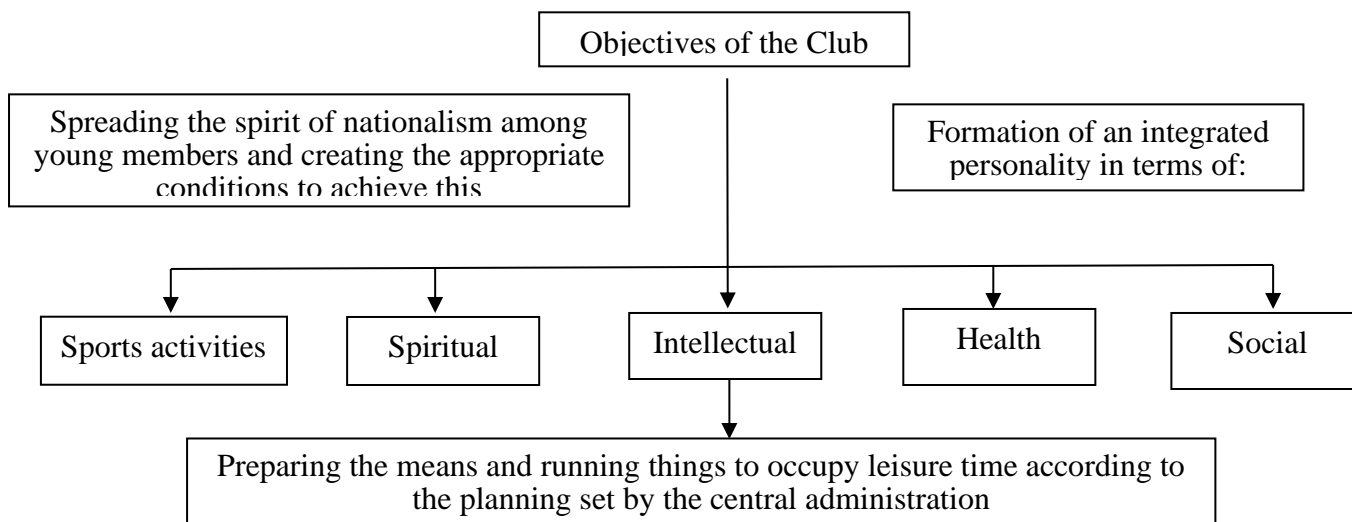
¹² Al-Ahmad, Sulaiman & Al-Takouti, Wadih Yassin et al. (2005): *op. Cit.*, P. 73

¹³ Sofiane, Nassif & Boualem, ^{Mzili} et al. (2019): *The reality of sports marketing in some sports clubs*, Institute of Science and Technology of Physical Activities and Sports, University of Bouira, Algeria, p. 25

The role of the club in achieving the goal of sports activity is clear by spreading and expanding the base of practitioners of sports activities. This comes only through good management, which works to set goals and achieve them using human effort and using available financial resources. This is done through its various elements, which are planning, organization, guidance and control.

Through the planning element, different plans are developed for all sports activities (whether recreational, compensatory or competitive), as well as the organization element, which clarifies the organizational structure and the various work of the club's management, and the elements of guidance and control, which are of utmost importance in creating incentives and activating the members' efforts to practice sports activity, then evaluating the work and knowing the factors that hinder the activities plan or its failure to fully achieve the set goals. ¹⁴

The following figure shows the objectives of the sports club:



Source: Al-Shafi'i, Hassan Ahmed (2001): Administrative and Legal **Privatization in Physical and Sports Education**, Al-Shuaa Press, Alexandria, 1st Edition, p. 19

4.2 The relationship between sports clubs and government sports bodies:

Sports clubs are linked to the state through the competent government body (whether a ministry, a supreme council, a general sports federation or otherwise), as this body includes scientific and practical qualifications and experience that enable it to provide sound guidance and conscious guidance that helps development. This relationship can be defined in the following points: ¹⁵

- Considering the club a state-supervised establishment, with a clear social function that plays a leading role in serving young people athletically, socially and culturally to be an educational radiation center in the surrounding environment.
- The state's supervision of sports clubs is the responsibility of the competent government agency to assist these clubs in discussing ways and means of exploiting their potential to the maximum extent possible.
- Supporting clubs with specialized technical and administrative leaderships that can bear the burdens of developing them in accordance with the policy of the State.
- The club is free to conduct its activity and the artistic style it adopts related to the games practiced by its members, and the various activities within the limits of the public policy determined by the state in a manner that does not conflict with the international or local laws, regulations and regulations of the relevant gaming federations.
- Financial assistance to support the budgets of clubs to the extent permitted by the state budget.

Through the above, we see the type of relationship that clubs have with the competent state apparatus, where the state, through this apparatus, provides help, assistance and guidance, leaving clubs free to act in order to achieve balanced physical education for their members.

¹⁴ Abdel Maksoud, Ibrahim Mahmoud & Al-Shafei, Hassan Ahmed (2003): **Organization in the field of sports**, Scientific Encyclopedia of Sports Management, Dar Al-Wafa, Alexandria, p. 127

¹⁵ Sufyan, Nassif & Boualem, Mazili et al. (2019): **op. Cit.**, P. 28

5.2 Financial Resources of the Sports Club:

There are many aspects in which the club obtains its financial resources and they can be summarized as follows:¹⁶

- Entry fees and subscriptions (according to categories) determined by the Financial Regulations.
- Proceeds of the revenues of concerts, matches and products approved by the competent administrative authority.
- subsidies
- Donations and gifts subject to the approval of the competent administrative body.
- Interest on bank deposits, if any.
- Fees for the relocation of missions for external participation.
- Obtaining certain percentages of television broadcasting rights, and in the absence of television broadcasting, work must be done to urge fans to attend the stadium, which contributes to increasing the income of the club well.

It is important to say here that as the performance of the sports club improves, it contributes significantly to increasing the value of these financial resources significantly.

Part II – Practical Section

1.2 Introduction

This section deals with a detailed description of the procedures followed as the objectives of the study, through a description of the research methodology used, the study community, its sample, a description of the measurement tool and the procedures followed to verify its validity and stability and how to apply it to the study sample members, as well as an indication of the statistical means used to process the data statistically.

2.2 Methodology of the Study:

This research relies on the descriptive analytical approach, as it is the most used approach in the study of social and humanitarian phenomena, and because it suits the case study that we have, which is "sports marketing and **its impact on the development of the performance of sports clubs.**" The concept of the analytical descriptive approach to research means: "A method that is concerned with the phenomenon or phenomena and describes them realistically, without the researcher interfering in his own jurisprudence." The descriptive analytical approach relies on describing the reality of the subject and its basics as it is without expressing an opinion about it. The topic, whether it is neutral or not, as it details it in precise detail, so that the reader can know the topic or phenomenon in detail, then he analyzes the phenomenon or topic using a sample method, to produce the results he wants realistically through description and analysis, and then the reader can simply rely on it. This approach attempts comparison, interpretation and evaluation to reach results that are meaningful to the research objective.

The researcher used two main sources of information:

i. Secondary Sources:

The theoretical framework of the research was addressed through secondary data sources, which are the relevant Arab and foreign books and references, previous research and studies that dealt with the subject of the study, and research and reading in various Internet sites.

ii. Primary Sources:

To address the analytical aspects of the research topic, the researcher relied on the distribution of a questionnaire specifically for this purpose. This questionnaire was developed based on sports

¹⁶ Sufyan, Nassif & Boualem, Mazili et al. (2019): *op. Cit.*, P. 32

marketing and its impact on the development of the performance of sports clubs. The paragraphs of the questionnaire were drafted to suit the questions of the study. 52 forms of this questionnaire were distributed to participants in sports clubs in Damascus. References and previous study that are relevant to the **topic were used in the construction of the questionnaire.**

3.2 Population and Sample of the Study:

Participants in sports clubs in Damascus (52) questionnaires that meet the conditions for dissolution.

4.2 Study tool:

Relevant references and previous studies were used in the construction of the questionnaire on "Sports marketing and its impact on the **development of the performance of sports clubs**", and **the main axes covered in** the questionnaire and the paragraphs that fall within each axis were identified

The questionnaire was also divided as follows:

Part I: It included the personal characteristics of the study sample in terms of (mathematical status) .

The second part: It is about the areas of study. The questionnaire consists of several main axes:

Variable	The number of statements
Sports Marketing	10
Performance	8

The five-point Likert scale (positive) was used to measure the evaluation of the respondents' responses to the questionnaire paragraphs.

5.2 consistency of study Tool:

[1] Validity of the questionnaire

The validity of the questionnaire means that the questionnaire questions measure what they were designed to measure, and the researcher verified the validity of the questionnaire in two ways:

a. Sincerity of Arbitrators:

The researcher presented the questionnaire to the supervisor and the researcher was provided with the changes to the questionnaire, and the researcher responded and made the necessary deletion and amendment in light of the proposals submitted, and thus the questionnaire came out in its final form.

b. Stability / Cronbach's Alpha Coefficient:

The researcher used the Cronbach Alpha method to measure the stability of the questionnaire, as it expresses the average internal correlation between the phrases it measures and its value ranges between 0-1. The acceptable value is 0.60 and more. The closer its value is to the correct one, the higher the degree of stability of the tool and its powers of use, and the results are as shown in Table (1).

Variable	The number of statements	Cronbach's Alpha Coefficient
Sports Marketing	10	0.875
Performance	8	0.800

Table (1) The results of the Cronbach alpha test to measure the stability of the questionnaire

One of the results shown in Table (1) is that the value of the Cronbach's alpha coefficient was acceptable and ranged from 0.87 to 0.80. Thus, the researcher has ensured the validity and stability of the study's questionnaire, which makes him fully confident in the validity of the questionnaire and its validity to analyze the results, answer the study's questions and test its hypotheses.

c. Internal Validity

Internal consistency honestly means the consistency of each paragraph of the scale with the axis to which this paragraph belongs. The researcher has calculated the internal consistency of the

questionnaire by calculating the correlation coefficient between each paragraph of the questionnaire axes and the total degree of the same axis.

- **Theme 1 :Sports Marketing**

		Sports Marketing
Syrian sports clubs contract with sportswear companies in exchange for their humor	Pearson Correlation	.645**
	Sig. (2-tailed)	0.000
Syrian sports clubs sell the rights to exploit the trademark of the sports club	Pearson Correlation	.772**
	Sig. (2-tailed)	0.000
Syrian sports clubs adopt the professional method of marketing players	Pearson Correlation	.23802
	Sig. (2-tailed)	0.000
Syrian clubs use specialists in marketing players to contribute to their professionalism, which ensures a great return	Pearson Correlation	.677**
	Sig. (2-tailed)	0.000
Syrian sports clubs benefit from selling television broadcasting rights in developing their financial resources	Pearson Correlation	.588**
	Sig. (2-tailed)	0.000
Syrian sports clubs are marketing types of sports food to increase their financial resources	Pearson Correlation	.643**
	Sig. (2-tailed)	0.000
Members' subscriptions to Syrian sports clubs contribute to increasing the financial resources of these clubs	Pearson Correlation	.696
	Sig. (2-tailed)	0.000
Syrian sports clubs rent their various facilities (restaurants - cafeteria - swimming pools - lounges...etc.) to increase its financial resources	Pearson Correlation	1.638
	Sig. (2-tailed)	0.000
Members' subscriptions to Syrian sports clubs contribute to increasing the financial resources of these clubs	Pearson Correlation	.752**
	Sig. (2-tailed)	0.000
Syrian sports clubs are marketing types of sports food to increase their financial resources	Pearson Correlation	.646**
	Sig. (2-tailed)	0.000

Table (2) Correlation coefficient between each paragraph of the questionnaire axes and the total score of the sports marketing axis

Source: Prepared by the researcher based on the results of the SPSS program

Table (2) shows the correlation coefficient between each of the paragraphs of the first axis, **mathematical marketing** and the total degree of the axis, which shows that the correlation

coefficients shown at a significant level (0.05) and a degree of confidence of ranged between %95 0.58 & 0.80 .Thus, the axis is considered sincere when it is set to measure the correlation coefficient between each of the axis phrases.

The second axis :Disease

		Performance
Marketing objectives are evaluated	Pearson Correlation	.451
	Sig. (2-tailed)	0.001
Financial and periodic reports are prepared	Pearson Correlation	.682**
	Sig. (2-tailed)	0.000
Assessing the growth of the sports market	Pearson Correlation	.606**
	Sig. (2-tailed)	0.000
The share of the sports organization organizing the marketing activity is determined	Pearson Correlation	.587**
	Sig. (2-tailed)	0.000
Maintaining the degree of retention of shepherds	Pearson Correlation	.724**
	Sig. (2-tailed)	0.000
Attention to preserving the beneficiaries and the sports consumer	Pearson Correlation	.692**
	Sig. (2-tailed)	0.000
Paying attention to the quality of marketing activities	Pearson Correlation	.795**
	Sig. (2-tailed)	0.000
Determine number of match ticket sales	Pearson Correlation	.677**
	Sig. (2-tailed)	0.000

Table (3) Correlation coefficient between each paragraph of the questionnaire axes and the total score of the performance axis

Source: Prepared by the researcher based on the results of the SPSS program

Table (3) shows the correlation coefficient between each of the paragraphs of the performance axis and the total degree of the axis, which shows that the correlation coefficients shown at a significant level (0.05) and a degree of confidence of 95% ranged between 0.45 & 0.79 .Thus, the axis is considered honest when it is set to measure the correlation coefficient between each of the axis phrases

6.2 Relative Distribution by Metadata:

	Number	%
Athletic administrator	8	15.4
Athlete	8	15.4
Sports Follower	36	69.2
Total	52	100.0

Table (4) continued the relative distribution of data on the mathematical situation

Source: Prepared by the researcher based on the results of the SPSS program

Table(4) shows the relative distribution of the sample according to the sports situation, where we find 15.4% administrators, 15.4% athletes and 69.3% sports followers.

- What is the level of evaluation of the application of sports marketing methods by Syrian sports clubs according to the study sample?

To know the level of evaluation of (**sports marketing methods**), this axis was measured through phrases that highlight evaluation and accreditation by extracting arithmetic averages, standard deviation, relative importance and level of accreditation, as follows:

	Arithmetic Mean	Standard Deviation	T	Weight Proportional %	Sig Sig
Syrian sports clubs contract with sportswear companies in exchange for their humor	3.69	0.73	6.85	74	0.000
Syrian sports clubs sell the rights to exploit the trademark of the sports club	3.69	0.90	5.56	74	0.000
Syrian sports clubs benefit from television marketing in pushing their players to develop their performance	3.69	1.00	4.99	74	0.000
The marketing of clubs for tournaments and matches plays an important motive for players to develop their performance and tasks	3.71	0.78	6.62	74	0.000
Syrian sports clubs adopt the professional method of marketing players	3.73	0.77	6.84	75	0.000
Syrian clubs use specialists in marketing players to contribute to their professionalism, which ensures a great return	3.71	0.75	6.84	74	0.000
Syrian sports clubs benefit from selling television broadcasting rights in developing their financial resources	3.69	0.85	5.86	74	0.000
Syrian sports clubs are marketing types of sports food to increase their financial resources	3.62	0.72	6.18	72	0.000
Members' subscriptions to Syrian sports clubs contribute to increasing the financial resources of these clubs	3.56	0.92	4.39	71	0.000
Syrian sports clubs rent their various facilities (restaurants - cafeteria - swimming pools - lounges...etc.) to increase its financial resources	4.33	0.58	16.36	87	0.000
Sports Marketing	3.74	0.55	9.66	75	0.000

Table (5) Statistical functions to assess the level of sports marketing methods

The table shows that the value of the arithmetic mean of the axis of **evaluating sports marketing methods** according to the evaluation of the sample members is 3.68 with a standard deviation of 0.51 and that the value of the relative weight of the evaluation of the study sample members about this axis is 74%, which is a high value, which reflects the high evaluation of the adoption of **sports marketing methods** in Syrian clubs.

The first rank in evaluating the phrases of **sports marketing methods** was the phrase (Syrian sports clubs rent their various facilities (restaurants - cafeteria - swimming pools - lounges...Etc.) to increase its financial resources with an arithmetic average of 4.33 and a relative weight of 87% high, that is, the individuals of the study sample agreed that the clubs rent their facilities to increase their resources, and ranked second (Syrian sports clubs adopt the professional method in marketing

players) with an arithmetic average of 3.73 and a relative weight of 75% (high level evaluation and accreditation) and ranked third (Club marketing for championships and matches plays an important motivation for players to develop their performance and skills) with a relative weight of 74% also high evaluation, and the phrase (Syrian sports clubs benefit from the sale of television broadcasting rights in the development of their financial resources) with a high evaluation and accreditation. The last ranks are (Syrian sports clubs are marketing types of sports food to increase their financial resources) with a high level of accreditation and finally (the contributions of members of Syrian sports clubs contribute to increasing the financial resources of these clubs) with an arithmetic average of 3.56 and a relative weight of 71% high accreditation.

– **What is the level of performance evaluation in sports marketing methods according to the study sample?**

To know the level of evaluation of (**performance**), this axis has been measured through phrases that highlight this evaluation and accreditation by extracting the arithmetic averages, standard deviation, relative importance and level of accreditation, as follows:

	Arithmetic Mean	Standard Deviation	T	Weight Proportional %	Sig Sig
Marketing objectives are evaluated	4.12	0.65	12.44	82	0.000
Financial and periodic reports are prepared	4.27	0.66	13.86	85	0.000
Assessing the growth of the sports market	4.00	0.79	9.10	80	0.000
The share of the sports organization organizing the marketing activity is determined	3.60	0.72	5.96	72	0.000
Maintaining the degree of retention of shepherds	3.79	1.00	5.70	76	0.000
Attention to preserving the beneficiaries and the sports consumer	3.75	0.76	7.08	75	0.000
Paying attention to the quality of marketing activities	3.73	0.89	5.93	75	0.000
Determine number of match ticket sales	3.62	0.72	6.18	72	0.000
Performance	3.86	0.51	12.11	77	0.000

Table (6) Statistical functions to assess the level of performance

The table shows that the value of the arithmetic mean of the **performance evaluation** axis according to the evaluation of the sample members is 3.68 with a standard deviation of 0.51, and that the value of the relative weight of the evaluation of the study sample members about this axis is 74%, which is a high value, which reflects the high evaluation of **performance** accreditation in Syrian clubs.

The first place in the evaluation of **performance** statements was the phrase (financial and periodic reports are prepared) with an arithmetic mean of 4.27 and a relative weight of 85% high, meaning that the study sample agreed that clubs prepare reports. The second place was the phrase (marketing objectives are evaluated) with an arithmetic mean of 4.12 and a relative weight of 82% (evaluation and accreditation at a high level). The third place was the phrase (evaluation of the growth of the sports market) with a relative weight of 80% also a high rating, and the phrase (interest in maintaining the beneficiaries and the sports consumer) with a high rating and accreditation. The last ranks are (attention to the quality of marketing activities) with a high level of accreditation and

finally the phrase (the share of the organized sports institution for marketing activity is determined) with an arithmetic mean of 3.60 and a relative weight of 72% high accreditation.

7.2 Hypothesis Testing:

First Subsidiary Hypothesis:

- There is a statistically significant effect at the level of significance (0.05) between the application of sports marketing in sports clubs and between performance and upgrading

Simple linear regression has been applied to study the effect of the independent variable (sports marketing) and the dependent (performance).

Model	R	R Square	Adjusted R Square	F	Sig.
1	.711 ^a	0.517	.508	575	.000b

a. Predictors: (Constant), Sports Marketing

Table (7) Correlation coefficient, determination and statistical significance of the explanatory power of the proposed independent variable model (sports marketing) and the dependent (performance)

The above table shows that the value of the correlation coefficient R is equal to 0.71, and that the interpretation coefficient is 0.51, that is, mathematical marketing explains 51.7% of the changes in performance. The previous table also shows the statistical significance of the explanatory power of the model through the statistics of F, which is $F=53.5$ and the significance of the arithmetic significance ($\text{sig}=0.000$), which is smaller than the significance of the standard significance $\text{sig}=0.05$, which confirms the statistical significance of the linear regression model in statistical terms, that is, the whole model is of significant significance.

Coefficients a

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.377	0.343		.019**	0.000
1 Sports Marketing	.663	.091	0.719	320	0.000

a. Dependent Variable: ROE

Table (8) Statistical functions of the independent role (sports marketing) and the dependent (performance)

The table indicates that the value of the effect of the independent variable (sports marketing) is statistically significant and positively affects performance, and therefore **(there is a statistically significant effect at the level of significance (0.05) between the application of sports marketing in sports clubs and performance and upgrading).**

Second Subsidiary Hypothesis

- There is a statistically significant effect at the level of significance (0.05) between the sources of sports marketing funding in sports clubs and their adoption of marketing within their future plans.

Simple linear regression has been applied to study the impact of the independent variable (sources of funding, sports marketing) and the dependent (adoption of marketing within future plans).

Model	R	R Square	Adjusted R Square	F	Sig.
1	.635 ^a	0.407	0.395	333	.000b

a. Predictors: (Constant), Sports Marketing

Table (9) Correlation coefficient, determination and statistical significance of the explanatory power of the proposed independent variable model (sources of funding, sports marketing) and the dependent (adoption of marketing within future plans)

The above table shows that the value of the correlation coefficient R is equal to 0.63, and that the interpretation coefficient is 0.40, meaning that the sources of funding for mathematical marketing interpret 40.0% of the changes in the adoption of marketing within future plans. The previous table also shows the statistical significance of the explanatory power of the model through the statistics of F, which is $F=34.3$ and the significance of the arithmetic significance ($\text{sig}=0.000$), which is smaller than the significance of the standard significance $\text{sig}=0.05$, which confirms the statistical significance of the linear regression model in statistical terms, that is, the whole model is of significant significance.

Coefficients a

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.425	.491		2.904	0.005
Sports Marketing	.760	0.130	0.638	859	0.000

a. Dependent Variable: Financial and periodic reports are prepared

Table (10) Statistical functions of the independent role (sources of sports marketing funding) and the dependent (adoption of marketing within future plans)

The table indicates that the value of the impact of the independent variable (sports marketing funding sources) is statistically significant and positively affects performance, and therefore **(there is a statistically significant impact at the level of significance (0.05) between the sources of sports marketing funding in sports clubs and their adoption of marketing within their future plans).**

Findings

1. There is a statistically significant effect at the level of significance (0,05) between the sources of sports marketing funding in sports clubs and their adoption of marketing within their future plans.
2. There is a statistically significant effect at the level of significance (0,05) between the application of sports marketing in sports clubs and between performance and upgrading.
3. Syrian sports clubs do not benefit from marketing types of sports food to effectively increase their financial resources.
4. Syrian sports clubs do not care about the quality of the marketing activities they carry out.

Recommendations

1. The sources of sports marketing funding for sports clubs in Syria must be developed and diversified because of its significant impact on increasing the popularity of these clubs, which will improve the competitiveness of these clubs at various levels in the future.
2. Sports clubs in Syria must increase their interest in the marketing of sports food because of its clear impact on increasing their financial income, especially if it is directed towards potential consumers correctly and effectively.
3. Syrian sports clubs are not only interested in the amount of marketing activities they pursue within their marketing plan, but must take into account the quality of these activities that affect the attraction of certain segments of the target consumers.

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Annexes

Appendix No. (1)

Questionnaire on sports marketing and its impact on the development of the performance of Syrian sports clubs

This questionnaire aims to study the role of sports marketing and its impact on the development of the performance of Syrian sports clubs.

Please answer the following questions with one of the following answers according to the following order:

1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly Agree

Or put a sign around the number that expresses your answer.

We wish everyone to be objective and unbiased in developing their answers.

Thank you for your cooperation and response

Personal Information:

Sports mode	Sports Follower	Athlete	Athletic administrator
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Asking	The Questions	Answers
1	Syrian sports clubs contract with sportswear companies in exchange for advertising	1 2 3 4 5
2	Syrian sports clubs sell the rights to exploit the trademark of the sports club	1 2 3 4 5
3	Syrian sports clubs benefit from television marketing in pushing their players to develop their performance	1 2 3 4 5
4	Club marketing for tournaments and matches plays an important incentive for players to develop their performance and skills, which is reflected in the development of the performance of the sports club in general	1 2 3 4 5
5	Syrian sports clubs adopt the professional method of marketing players, which pushes players to develop their performance in order to raise their market value	1 2 3 4 5

6	Syrian clubs use specialists in marketing players to contribute to their professionalism, which ensures a great return for clubs	1 2 3 4 5
7	Syrian sports clubs benefit from selling TV rights to develop their financial resources	1 2 3 4 5
8	Syrian sports clubs rent their various facilities (restaurants - cafeteria - swimming pools - lounges...etc.) to increase its financial resources	1 2 3 4 5
9	Members' subscriptions to Syrian sports clubs contribute to increasing the financial resources of these clubs	1 2 3 4 5
10	Syrian sports clubs are marketing types of sports food to increase their financial resources	1 2 3 4 5

Performance evaluation

Asking	Answers				
Marketing objectives are evaluated	1	2	3	4	5
Financial and periodic reports are prepared	1	2	3	4	5
Assessing the growth of the sports market	1	2	3	4	5
The share of the sports organization organizing the marketing activity is determined	1	2	3	4	5
Maintaining the degree of survival of the sponsors	1	2	3	4	5
The interest in preserving the beneficiaries and the sports consumer	1	2	3	4	5
Concern about the quality of marketing activities	1	2	3	4	5
Determine number of match ticket sales	1	2	3	4	5