

The effect of using electronic marketing on developing the sports system in the Arab Republic of Egypt

¹Mohamed alyasddik Mohamed

Abstract

The study aims to study The effect of using electronic marketing on developing the sports system in the Arab Republic of Egypt . In light of the theoretical study of the issue of electronic marketing and its impact on the development of the sports system in Egypt, the researcher can determine the general results of the study as follows: The electronic marketing system is unable to achieve its goals in light of the rapid and increasing technological development, which indicates that the traditional marketing system is no longer commensurate with the requirements and developments of the modern era. The electronic marketing system is a flexible marketing system through which it leaves a large area of freedom to market all the elements of sport, and through which many advantages can be achieved, including finding a popular market for all sports elements and providing the required money. In light of the results reached, some recommendations can be made as follows: Reducing reliance on the traditional marketing system within sports institutions and replacing them with e-marketing programs.

Keywords: *electronic marketing , sports system .*

I. Introduction and Research Problem:

The business environment developed rapidly and successively, which led to the increase in problems, obstacles and restrictions that limit the efficiency and effectiveness of business organizations in general. One of the most important of these problems related to human resources, and the associated systems and policies, which affects the competitiveness of business organizations and limits their ability to grow and survive in the business world. Therefore, these organizations must find the means and policies that enable them to face these problems and challenges of technological development and growth.

Many changes have occurred in the organizations that have created opportunities and challenges for the organizations, and new training needs - that is, new training knowledge and skills - which requires capabilities in non-traditional training fields. Consequently, designs for non-traditional training programs, that is, there was a need for non-traditional training literature that traditional training could not provide.

¹ Assistant Professor ,Dean of Student Affairs , Imam Abdulrahman bin Faisal University

Human resources represent the main nerve for development in organizations, and the issue of human resource development has gained great importance in the current era due to the rapid and successive technological development, and the necessity for organizations to keep pace with everything new in work methods and modern management methods, which necessitates a new type of programs and activities Non-traditional training.

Adnan Abd al-Rahman al-Ali (2007) points out that human resource development is considered one of the important functions that occupy the thinking of senior leaders in business organizations of all types and levels, as they work to increase the effectiveness of the human resources available to them and make more effective efforts in the field of training and development while providing All the material and technical capabilities to increase the effectiveness of training, which would have a positive impact on raising their level of performance and increasing their productivity. (5:129)

In our contemporary world, sport is no longer just entertainment games, but has turned into a vital and influential part of the economy of many countries. Investing in sports and searching for talent has become a stand-alone industry. This is due to its ability to attract youth and transform its heroes into social models. It also has a role in the growth and progress of the countries 'economy through financial profit and propaganda through the good propaganda that countries do for those interested in sports.

Hassan Ahmad Al-Shafei (2003) mentions that the solution to the economic problem in clubs can be done through the so-called economic efficiency, which means that organizations and institutions invest all their available resources to achieve and satisfy the needs of their members by eliminating the obstacles facing Investment Law 230 of 1989 CE, which are the obstacles. Political, especially in the Arab foreign investments, and media obstacles such as lack of knowledge of investors about the investment advantages granted by the state on sports facilities. (14: 3)

Amani Muhammad Atef (2003 AD) indicated that the increase in the number of clubs and sports bodies and their requirements and desires has become a burden on the state's resources, which made it suffer from the inability to achieve the sufficiency of these sports bodies and try to support them within the limits available to the state. This has become insufficient to fulfill the basic requirements for the success of these clubs and organizations. (1: 3)

Mu'taz Mustafa Abdel-Gawad's study (2008 AD) entitled "A Contemporary Administrative Approach to Investing in Sports Institutions (Feasibility Studies)" indicated that government funding is an insufficient source of funding for the university's stadium as a sports institution. (8:30)

In addition to the study of Maher Muhammad Al-Sayed Attia (2005 AD) entitled "The Reality of Sports Marketing in Sports Clubs" that there is no awareness of the importance of sports financing and investment for businessmen in Egypt - the inability of sports clubs to rely on their current self-resources. (6: 26)

The use of modern methods in the administrative process is considered one of the main pillars in the process of administrative development for organizations and individuals alike, as these methods help individuals to do their work better and implement their duties in a way that is easier than their current method of performance (2: 46, 47).

Whereas, the tremendous expansion in the use of modern technological means and the adoption of new policies to develop methods of performance in line with the rapid development of information technology and software. As well as the great boom in means of communication and advanced technology, all of which have led to the trend towards these innovations by taking advantage of them and relying on them to achieve the development of marketing methods at a lower cost and in an easier and easier way in light of modern international changes. They also help solve the problem of direct coexistence with the culture and civilization of society. It is expected that reliance on electronic marketing will be reflected in the policies related to the development of the sports system and the development of its performance methods, which requires exploring the effects of this use and knowing its dimensions and how to deal with it, which entails rebuilding these methods to be more consistent with the successive developments.

The process of electronic marketing has become the modern way to treat problems and invest in modern technology in order to obtain the necessary flexibility to quickly respond to market changes and obtain the largest possible share of consumers with a focus on customer satisfaction in terms of determining the type and quality he wants and the time in which it takes place. (9: 27)

Hence, the importance of e-marketing emerged as a modern revolution in management methods and techniques, which harnesses the latest technological hardware and software in marketing operations through Internet technologies. Accordingly, electronic marketing is a flexible marketing system through which a large area of customers can be created to display the information and data necessary for marketing, and e-marketing achieves many advantages that benefit the development of the modern sports system.

Therefore, the researcher sees the necessity of research in crystallizing, diagnosing and defining the dimensions of electronic marketing that can provide a good return for Egyptian sports that can be provided to all administrative levels, and interact with live training programs on the Internet where they can reach investors and attract them towards their sports product and marketing it.

Aims of the research:

1- Identify the constraints and obstacles that limit the effectiveness and quality of e-marketing programs in developing the sports system in Egypt.

2- Identifying the extent of awareness of sports officials in clubs of the importance of e-marketing in sports, and global methods of using e-marketing.

The Research questions:

1- Identify the requirements that must be met to implement e-marketing in the sports system in Egypt?

2- What are the most important advantages and disadvantages of e-marketing in sports organizations in Egypt?

Search procedures:

First: Research Method:

The researcher used the descriptive approach due to its relevance to the nature of the research.

Second: The Research community:

The research community included some clubs and sports centers in some governorates of Egypt, whose strength reached (370) centers and clubs.

Third: Research sample:

- Members of the boards of directors of clubs and centers.
- Executive managers of clubs and centers.
- Marketing officials in clubs and centers.

The following table shows the description of the research sample on the different groups.

Table No. (1)

Classification of the research sample

No	Classification of the research sample	Number	Basic sample		pilot sample	
			Number	%	Number	%
1	Board members	140	80	%37.78	25	%11.36
2	executive managers	100	40	%27.02	25	%11.36
3	Marketing officials	40	60	%10.81	14	%6.36
Total		280	180	%75.61	40	%18.18

Forth: Methods of data collection:

- Personal interview: to benefit directly from the experts and to reach the largest opinions and proposals that they present to the researcher.

- Reference survey: by looking at some books and scientific periodicals that dealt with marketing in general and electronic marketing in particular.

- Experts survey: by presenting what has been obtained from the reference survey, to be presented to the experts for approval and whether or not it is suitable for the current research.

-The questionnaire that contains questions about collecting data on the importance of e-marketing. The aim of the questionnaire was to identify the following:

- 1- How to define the needs of e-marketing.
- 2- How to nominate employees to attend training programs for electronic marketing.

3- Knowing the opinions of the administrative workers about the support and endorsement provided by the senior management for electronic marketing.

4- The problems and obstacles faced by administrators from the point of view of all parties concerned with designing and implementing e-marketing programs.

5- Learn about the most used electronic marketing methods in implementing electronic marketing programs.

6- Knowing the opinions of the administrators on the appropriate method to determine the needs required to implement the e-marketing system.

Fifth: The pilot study:

The researcher conducted the exploratory study during the month of November 2017, a sample consisting of (40) individuals from the research sample and from outside the main sample (upon the exploratory study) with the aim of.

1. Identify the suitability of phrases for the individuals of the pilot study sample.
2. Determine the time of application of the questionnaire by calculating: -
(Fastest time + last time)
3. Calculating scientific transactions by questionnaire.

It was found that the correlation coefficients between each statement and the total score of the axis are statistically significant at the level of 0.05, which indicates the validity of the questionnaire as it was set for it. In addition to the existence of a statistically significant correlation relationship at the level of 0.05 between the two applications of the axes of the questionnaire, which indicates a high coefficient of stability of the form?

Sixth: the basic study:

The researcher applied the basic study during the month of December 2017 on the basic research sample of (180) individuals, distributed as follows:

-Board members. Executive Directors, Marketing Officers.

Statistical processors:

The researcher used several statistical methods in analyzing the data depending on the computer in carrying out statistical treatments using the Statistical Package for Social Sciences S.P.S.S. , As follows:

1. The Man-Wihtiney Test
2. Test ofChi-Square.
3. Percentages and Frequencies.

II. Presentation and discussion of results

First: Presentation of results:

Table (2)

Frequencies, percentage, Chi-Square value and the relative weight of the research sample for the first question what are the reasons for resorting to e-marketing in sports institutions

Chi-Square	R - weight	Disagree		To some extent		Agree		State ment No
		%	Frequ encies	%	Frequ encies	%	Frequ encies	
*24.133	412	16.7	30	37.8	68	45.6	82	1
*160.633	392	2.8	5	76.7	138	20.6	37	2
*126.533	482	2.2	4	27.5	50	70.0	126	3
*54.233	409	9.4	17	53.9	97	36.7	66	4
*36.633	313	38.9	70	48.3	87	12.8	23	5
*39.900	294	48.3	87	40.0	72	11.7	21	6
*24.033	361	24.4	44	50.6	91	25.0	45	7
*32.433	415	13.3	24	42.8	77	43.9	79	8
*71.033	269	61.1	110	28.3	51	10.6	19	9
*40.033	299	45.0	81	43.6	79	11.1	20	10

Table (3)

Frequencies, percentage, Chi-Square value and the relative weight of the individuals of the research sample for the phrases of the second question how are the requirements of e-marketing in sports institutions determined

Chi-Square	R - weight	Disagree		To some extent		Agree		No
		%	Frequ encies	%	Frequ encies	%	Frequ encies	
*111.900	246	68.3	123	26.7	48	5.0	9	1

*68.700	339	25.0	45	61.7	111	13.3	24	2
*52.933	430	7.8	14	45.6	82	46.7	84	3
*90.300	354	18.3	33	66.7	120	15.0	27	4
*42.633	431	12.2	22	36.1	65	51.7	93	5
*45.033	412	10.6	19	50.0	90	39.4	71	6
*26.533	394	16.7	30	47.8	86	35.6	64	7

Table (4)

Frequencies, percentage, Chi-Square value and the relative weight of the research sample for the terms of the third question What are the methods and methods used in implementing e-marketing programs in sports institutions

Chi-Square	R - weight	Disagree		To some extent		Agree		No
		%	Frequencies	%	Frequencies	%	Frequencies	
*22.800	408	16.7	30	40.0	72	43.3	78	1
*143.433	388	5.0	9	74.4	134	20.6	37	2
*120.400	480	1.1	2	31.3	56	67.8	122	3
*49.233	415	9.4	17	50.6	91	40.0	72	4
*35.033	319	36.7	66	49.4	89	13.9	25	5
*36.633	296	48.3	87	38.9	70	12.8	23	6

Table (5)

Frequencies, percentage, Chi-Square value and the relative weight of the research sample for the terms of the fourth question what are the most important problems and obstacles facing e-marketing in sports institutions

Chi-Square	R - weight	Disagree		To some extent		Agree		No
		%	Frequencies	%	Frequencies	%	Frequencies	
*24.700	369	22.2	40	50.6	91	27.2	49	1
*29.700	409	14.4	26	43.9	79	41.7	75	2
*29.033	273	58.9	106	30.6	55	10.6	19	3
*63.700	315	40.6	73	43.9	79	15.6	28	4
*25.900	411	15.6	28	40.6	73	43.9	79	5
*145.033	383	6.1	11	75.0	135	18.9	34	6
*110.433	475	2.2	4	31.7	57	66.1	119	7
*48.900	411	10.0	18	50.7	93	38.3	69	8
*37.900	315	37.8	68	49.4	89	12.8	23	9
*33.033	299	47.8	86	38.3	69	13.9	25	10

Table (6)

Frequencies, percentage, Chi-Square value and relative weight of the subjects of the research sample for phrases

The fifth question: What are the proposals to address the problems and obstacles to e-marketing?

Chi-Square	R - weight	Disagree	To some extent	Agree	No
------------	------------	----------	----------------	-------	----

		%	Frequencies	%	Frequencies	%	Frequencies	
*32.033	419	13.9	25	39.4	71	46.7	84	1
0.933	350	35.6	64	34.4	62	30.0	54	2
5.433	343	35.0	63	39.4	71	25.6	46	3
*40.133	356	23.3	42	55.8	100	21.1	38	4
*34.233	424	15.0	27	34.4	62	50.6	91	5
*58.633	443	8.3	15	37.2	67	54.4	98	6
*24.033	406	16.1	29	42.2	76	41.7	75	7
*12.033	323	42.2	76	36.1	65	21.7	39	8

Table (8)

Frequencies, percentage, Chi-Square value and relative weight of the subjects of the research sample for phrases

The sixth question, the training programs provided for electronic marketing

Chi-Square	R - weight	Disagree		To some extent		Agree		No
		%	Frequencies	%	Frequencies	%	Frequencies	
2.233	355	37.2	67	28.3	51	34.4	62	1
*61.433	392	11.7	21	58.9	106	29.4	53	2
*8.633	341	34.4	62	41.7	75	23.9	43	3
2.233	365	29.4	53	38.3	69	32.2	58	4
*51.300	432	8.3	15	43.3	78	48.3	87	5

*48.233	401	11.7	21	53.9	97	34.4	62	6
*17.033	404	19.4	35	36.7	66	43.9	79	7

Table (9)

Frequencies, percentage, Chi-Square value and relative weight of the subjects of the research sample for phrases

The seventh question is the appropriate method for evaluating the final results of e-marketing programs

Chi-Square	R - weight	Disagree		To some extent		Agree		No
		%	Frequencies	%	Frequencies	%	Frequencies	
*63.333	430	5.6	10	50.0	90	44.4	80	1
3.700	367	27.8	50	39.4	70	32.8	59	2
4.433	338	40.6	73	31.1	56	28.3	51	3
*45.033	412	10.6	19	50.0	90	39.4	71	4
*26.533	394	16.7	30	47.8	86	35.6	64	5
*32.033	419	13.9	25	39.4	71	46.7	84	6
0.933	350	35.6	64	34.4	62	30.0	54	7
5.433	343	35.0	63	39.4	71	25.6	46	8
*34.233	424	15.0	27	34.4	62	50.6	91	9

Table (10)

Frequencies, percentage, Chi-Square value and relative weight of the subjects of the research sample for phrases

The eighth question, changes that can lead to the use of e-marketing

Chi-Square	R - weight	Disagree		To some extent		Agree		رقم العبارة
		%	Frequencies	%	Frequencies	%	Frequencies	
*28.633	403	15.0	27	46.1	83	38.9	70	1
*24.633	376	20.6	37	50.0	90	29.4	53	2
*11.233	394	21.7	39	37.8	68	40.6	73	3
*17.033	404	19.4	35	36.7	66	43.9	79	4
*63.333	430	5.6	10	50.0	90	44.4	80	5
3.700	367	27.8	50	39.4	70	32.8	59	6
4.433	338	40.6	73	31.1	56	28.3	51	7
*30.633	413	13.9	25	42.8	77	43.3	78	8

Table (11)

Frequencies, percentage, Chi-Square value and the relative weight of the research sample for the terms of the ninth question. Development and change that can be made in the use of e-marketing

Chi-Square	R - weight	Disagree		To some extent		Agree		رقم العبارة
		%	Frequencies	%	Frequencies	%	Frequencies	
*48.233	184	55.0	99	32.2	58	12.8	23	2

*14.933	320	42.2	76	37.8	68	20.0	36	3
*19.733	400	17.8	32	42.2	76	40.0	72	4
*62.633	356	20.6	37	61.1	110	18.3	33	5
2.700	378	28.3	51	33.3	60	38.3	69	6

The tabular Chi-Square value at 0.05 = 5.991 * significance level

It is evident from the previous tables that the Ca2 value calculated for the responses of the research sample in the phrases of the e-marketing questionnaire questions in sports institutions in the Arab Republic of Egypt was all statistically significant at a significance level of 0.05.

Second: Discussing the results

By presenting the results reached in the previous tables, the results are discussed according to the following:

The opinions of the research sample differed on the reasons for resorting to electronic marketing in some sports institutions in Egypt. The differences were significant, that is, not due to chance factors with regard to the following reasons: (a decrease in the level of administrators' performance - developing the skills, knowledge and information of administrators - the occurrence of exceptional problems at work - exhaustion The allocated budget - keeping up with technological developments), at a significant level of 0.05.

The views of the research sample agree on the reasons for resorting to e-marketing in sports institutions, as the differences were not significant, i.e. due to chance, with regard to the following reasons: (Preparing and qualifying administrators - administrators acquiring new skills at work - using new methods and methods of work -) and that is at a level of 0.05.

The determination of the needs required for e-marketing depends mainly on the investigation of the direct managers, and this is an indication of accuracy and objectivity because the direct manager is the most capable of judging the level of performance of administrators and identifying deficiencies in their needs.

The low degree of reliance on experts and external training centers when carrying out the e-marketing process, despite the advantages that can be obtained by seeking the help of experts and external training centers.

The participation of subordinates - administrators - in determining their needs is ranked second according to the answers of those surveyed, and this reflects the extent of the large degree of participation of administrators in determining their needs, which leads to the suitability of training programs for the nature of the work they do.

The opinions of those responsible for electronic marketing differ in some of the methods and methods used in the implementation of electronic marketing programs in institutions. The differences were moral, that is, not due to chance factors with regard to the following methods and methods: (the use of computers - the use of video devices - the use of computer networks) and that when Significance level 0.05.

Officials in e-marketing agree on some of the methods and methods used in implementing electronic programs in sports institutions. The differences were not significant, that is, due to chance, with regard to the following methods and methods: (methods and methods used, institutions - use of e-mail), at a significance level of 0.05.

The most important methods and methods used in implementing electronic programs in sports institutions that affect the quality of electronic programs more are the methods and methods used in marketing, and the use of computer networks is equally important, followed by the use of electronic mail, according to the degree of saturation of the research sample.

The most agreed opinion of the sample of those responsible for e-marketing is that the budget allocated to e-marketing is not sufficient for conducting and implementing electronic training programs in sports institutions (58%). It is clear from this that the e-marketing system still needs to make adequate studies on the requirements of the application to determine the appropriate budget for the application in accordance with What is applied in developed countries.

The commitment of administrators to submit reports on electronic training programs comes in the second order of importance (53%), according to the opinions of the research sample from them, as it becomes clear from this the extent of benefiting from these reports to determine the requirements that the electronic marketing system still needs so that the marketing process is of the required quality.

III. Conclusions and recommendations:

First: Conclusions:

In light of the theoretical study of the issue of electronic marketing and its impact on the development of the sports system in Egypt, the researcher can determine the general results of the study as follows:

1- The electronic marketing system is unable to achieve its goals in light of the rapid and increasing technological development, which indicates that the traditional marketing system is no longer commensurate with the requirements and developments of the modern era.

2- The electronic marketing system is a flexible marketing system through which it leaves a large area of freedom to market all the elements of sport, and through which many advantages can be achieved, including finding a popular market for all sports elements and providing the required money.

3- The necessity of the participation of the administrative heads in determining their training needs for e-marketing, which leads to the suitability of training programs to the nature of the work carried out by the administrators responsible for the marketing process.

4- The budget allocated for electronic marketing in some sports institutions is not sufficient to conduct and implement electronic training programs.

5- The administrators must be obligated to submit reports on the e-marketing programs so that they can benefit from those reports to find out the requirements of the marketing process.

6- Presidents have a real desire to use modern marketing methods, such as the electronic marketing system more broadly.

7- The most common problems facing e-marketing in some sports institutions are as follows: the lack of highly qualified specialized cadres to train administrators for the full electronic marketing system, the lack of an effective system for evaluating the results of e-marketing programs, the deficiency of support for the top management for the e-marketing activity, the budget Allocated to this type of marketing is sufficient.

8- That the big difference regarding the appropriate method for evaluating the final results of e-marketing programs in sports institutions may be due to the extent of awareness, marketing culture, and understanding of new variables and modern technologies.

9- The most important changes that lead to the efficiency of e-marketing programs is the use of new methods and methods of marketing that rely on technology and reduce the normal marketing process.

10- That there is complete consensus and conviction among administrators that they must continuously develop and diversify their skills and that they must continue to follow modern training methods in e-marketing.

11- There is a need to change the circumstances surrounding administrators, such as increasing financial incentives, and discovering new methods of training that develop their ability to think and innovate.

12- There is a lack of modern technological culture among those responsible for e-marketing, which necessitates further studies to determine the requirements.

Second: Recommendations

In light of the results reached, some recommendations can be made as follows:

1- Reducing reliance on the traditional marketing system within sports institutions and replacing them with e-marketing programs.

2- Providing the necessary budget for conducting and implementing e-marketing programs, and discovering new methods of marketing that develop the capacity for thinking and innovation because of its great role in achieving better marketing.

3- Realizing the full practice of the electronic marketing system and increasing the use of the Internet in the marketing process.

4- Spreading the modern technological culture in the administrations of sports institutions, increasing the workers' awareness of the requirements of this culture, and defining clear features of electronic marketing.

5- The necessity of linking the electronic marketing activity with an effective system of incentives and rewards in order to increase the motivation of the administrators in the demand for positive participation in the e-marketing programs.

6- The necessity of the participation of heads - administrators - in determining their electronic requirements, which will lead to the improvement and development of electronic marketing.

7- Exchanging e-marketing experiences with external parties with experience in this system, which enables the presence of highly qualified marketing personnel.

8- Continuous follow-up of all that is new of modern marketing methods at the global level and trying to apply them in sports institutions in Egypt.

9- Establishing an effective system for evaluating the final results of e-marketing programs?

10- The researcher recommends conducting more future studies of the e-marketing system, as it still needs to conduct adequate studies on the requirements of its application to determine what the material, human, technological and cultural capabilities of the e-marketing system need to be applied in the desired manner in the sports institutions in Egypt. for applying modern e-marketing systems.

References:

- 1- Amani Mohamed Atef: A study of planning methods in the field of shopping for Egyptian championships and sports clubs, a master's thesis, Faculty of Physical Education, Tanta University, 2003
- 2- Bassiouni Mohamed ElBaradei, "Developing Human Resource Planning Skills: Linking Human Resource Planning to the Organization's Strategic Planning", Itrac, First Edition, 2005, pp. 46:47.
- 3- Hassan Ahmed El Shafei: Administrative and Legal Privatization in Physical Education and Sports, Artistic Radiation Library, 1st Edition, Alexandria, 2002 AD.
- 4- Khaled Ibrahim Abd Al-Aty (2000 AD): Suggested Methods for Marketing Sports Tournaments, Master Thesis, College of Physical Education for Boys, Helwan University.
- 5- Adnan Abdel-Rahman Al-Ali, "Factors Affecting Motivation for Training: A Field Study of the Labor Market in the State of Kuwait," Journal of the Faculty of Commerce for Scientific Research, Faculty of Commerce, Alexandria University, Volume 44, Issue 2, September 2007
- 6- Maher Muhammad Al-Sayed Attia (2005 AD): The Reality of Sports Marketing in Sports Clubs, Master Thesis, Faculty of Physical Education, Tanta University.
- 7- Muhammad Muhammad Abdul Qadir (2005 AD): Model for Marketing Management in Sports Clubs, an unpublished Master Thesis, College of Physical Education for Boys in Al-Haram, Helwan University.
- 8- Moataz Mustafa Abdel-GawadShiha (2008 AD): A contemporary management approach to investing in sports institutions (feasibility studies), unpublished PhD thesis, College of Physical Education for Girls, Alexandria University.
- 9-Lewran, B., "Further experience gained in using flexibled delivery methods for port oriented education and training programs", **the 16th International Port Training Conference Rotterdam**, The Netherlands, 27-30 May 2002