

Review of the capacity of sports marketing and related factors in order to increase financial resources and development of sports fields with emphasis on martial arts

Amir Ghiami Rad (PhD)¹, Jafar Barghi Moghadam (PhD)², Mir Hamid Salehian³, Asgar Zolfagari⁴

Department of Physical Education, Tabriz branch, Islamic Azad University, Tabriz, Iran
amirghiami@yahoo.com; mh_salehian@yahoo.com

Abstract: This study reviews the capacity of sports marketing and Factors to increase its financial resources and development of sports fields with emphasis on martial arts. The form of statistical study of field sports Managers Association of Karate, Taekwondo and Wushu, Cultural Heritage and Tourism Department media related of exercise that were about 77 people. Research sample included 40 that were selected sampling choice. Research survey that collected data for the researcher-designed questionnaire, the validity and reliability of the polls was used ($\alpha = 0.79$). Research data for analysis of the Pearson correlation test was used for multivariate Regression. The results also identify potential marketing of sport martial arts, the share of each factor in the development of sports marketing and promotion of sports fields (with emphasis on martial arts) in the country to identify.

[Amir Ghiami Rad, Jafar Barghi Moghadam, Mir Hamid Salehian, Asgar Zolfagari. **Review of the capacity of sports marketing and related factors in order to increase financial resources and development of sports fields with emphasis on martial arts.** *Life Sci J* 2013;10(1s):170-176] (ISSN:1097-8135).
<http://www.lifesciencesite.com>. 27

Keyword: Sport Marketing, Sport tourism, factors, affecting capacity development sports marketing, senior managers

Introduction

In the discussion of economical parameters to reach to high productivity, it is necessary to consider the essential backgrounds of productivity and organizational efficiency economically to have necessary strategies for development; this can be achieved not only through the consideration of recent environmental circumstances in terms of consumption market, but also the necessary foundations must be achieved to expand the production and services in future; this general can be appeared as the marketing approaches in management terminology based on one of acceptable description of Cutler and Armstrong's theory; marketing is a kind of managerial and social process that people and organizations can meet their needs through production and given services interacting others easily (13); now, based on the introductory affairs of the process, again. The emphasis on inauguration of organizational function keep the balance of consumption marketing in the field of ask and demand developing a community high-potential economical requirements in the whole industrial terms. The deep attention to the productive industries to reach to the autonomous purposes being equally along with global development imply that the consideration of sport as a profitable industry particularly in single-production communities make it as an imperative industrial section at global level. At present, sport plays a key role in terms of practically economy and spectacular consumption-based terms for producing any commodities in the economical and sport development and now it is considered as the most

essential factor in growth of national economy in 21th century; for example, the sport industry is a kind of economical machine in the US bringing million dollars annually which it is completely combined with the industry of tourism and food, cloths and other related equipments; this can be effective in a country's economy along with job vacancy, increasing human recourses and the level of national healthy affairs (6).

Moharramzadeh (2006) in an international research carried out in Turkey studied the effect of sport marketing specifying the structure of spectacular in college sport and suggesting some approaches in relation to a high-potential market in this regard. He also recommended the relationship between tendencies and realistic behavior as well as planning problems to increase the financial resources of sport clubs at college atmosphere and other multi-purpose sport locations in the community causing to absorb many spectacular and development of sport field in college settings (6). Ghiamirad (2006) in an international research affiliated to Iranian karate federation and Japanese karate federation carried out the contrastive analysis of sport marketing methods between Iranian and Japanese federations; the results emphasized on the reunification of Iranian karate federation approaches along with following functions: advertisement, financial supporters, private investors, the application of sport tourism and other media in the field of developing karate as an essential field of sport in this regard (3). Atghia (2005) in a research in the field of sport marketing introduced marketing and its effective factors of successful marketers pointed to the

advertisement and financial supporters an important factors of marketing at sport (1). Hudson and Boewadtin 2003-2005 carried out a research in the field of development of American football league and they concluded that the development of American football as an interesting sport field is not an easy work and the only way out of the problem is to increase sport marketing approaches as well; so, if these tournaments can be along with advertisement, fans and media guarantees, there will be removed any obstacles in reaching to financial resources and other cultural or progressive problems (10). Based on the mentioned concepts, it is necessary to attention deeply to the sport industry section in Iran like other advanced countries; along this case, the importance of sport organizational reaching to the global development is very crucial in this regard. The most important note is tangible when in Iran also the tendencies towards possession and management of private section and reaching to profitable approaches in terms of financial resources for sport organizations stepping into professional approach is very essential in a community; the marital arts is of bringing medals in the country in despite of huge expense of physical education department, the Olympic committee, related federations and other organizations try to spend their strive in holding national and international sport events; it can said that no any economical profit is considered in these organizations; therefore, the researchers in the present study tend to review the country's sport marketing capacity and its factors for increasing the financial resources and sport development in the public.

Methods

The present study is a scale-based research. The statistical community of the research is consisted of three groups; the first group is the top managers of sport field in the Olympic committee and physical education department as well as taekwondo, wosho and karate federations; the second group is subjected to the top managers of cultural heritage of tourism department and the last group is related to the top managers of media affiliated to the country's press and broadcasting department which they are about 77 people in this study. Since the variables of the study were very sensitive, hence the number of the participants were limited due to the professionalism of data in the statistical community; according to the statement of the Olympic national committee, the physical education department and other mentioned organizations specified that the number of people whose got the research questions is about 56 ones in this regard; but, due to some restrictions in availability of the subjects, we were forced to make our own sampling in this regard. The sampling method of the study is optional or available which firstly the qualified subjects were listed to reply the questions and then

about 40 people were ready and available including more than 75% of the statistics as the selected sample.

Research tool:

According to the type of the study, a questionnaire was used for carrying out the research in this case. Due to the lack of standard tool adaptive with the purposes of the research, we forced to design a questionnaire after studying the recent resources which it was confirmed by college professors its reliability and authenticity. ($\text{Alpha}=0.79$). Then, the questionnaire was distributed among the subjects. Respondents gave their own data in the frame of questionnaires to the researchers during 10 years experiences in relation to sport events.

Research completion method:

Since the required data was related to the last years, hence it is possibly no any data available in this case; therefore, we decreased the data to ranking level. According to the type of the questionnaires design, each respondent replied in the same designed spectrum and finally, 40 respondent questions were measured and it was entered into the regression and statistical measurements as an authentic number. The present research data was analysis in three levels due to its scale-based level; in descriptive level, distribution tables and descriptive statistics such as mean, variance and standard criteria was measured for the whole research variables. In analysis level, the correlation between the variables of the research using Pearson statistical test was studied and finally, in the last step using the regression of multi-variance and dependency degree due to the changes of independent variables was determined. The advertisement, media, financial supporters and sport tourism(tending factors, attractive factors and inhibitory factors of sport tourism) were considered as the independent factors of the study; also, the development of sport fields in the country, the following indices were evolved:

- 1- The degree of people participation in physical education
- 2- The degree of budget absorption and financial resources
- 3- The degree of success in sport fields
- 4- The degree of material facilitation
- 5- The degree of non-material equipment or software affairs (educating human resources)

In the present study the relationship between variables based on analysis model was evaluated as following:

Results:

As shown in the columns of the table 1, the hypothesis of the study and in the ranks the numbers such as the categories were mentioned as well; these numbers, in fact are the mean of the participants (40 ones) in relation to each sport event. Each respondent specified his or her evaluation in relation to each sport

event in a framework from 0-5 in versus the questions. The mean evaluations of 40 respondent showed a united number which the number gets the feature of distribution from 0-5 itself; therefore, the mentioned rankings including the same means have been categorized as categorazitional in the table. The first rank is included the means from 0-1 but the second rank is evolved the means of 1/1 to 2 and so on.

In the last rank, the mean table of the whole respondents is given in relation to the related variable; and this is the same number have been applied in measurements of the tests as well; in other words, each sport event has been merely devoted to an event: the score of the mean respondents versus the question or specified variable.

Table 1: The distribution of the research axial variables

Rows	Sport tourism	%	Absorbing factors	%	Impellent factors	%	Inhibitory factors	%	Media	%	Ads	%	Financial supporters	%	Sport development	%
0-1	3	8.8	3	8.8	5	14.7	8	5.9	6	17.6	5	15.2	5	15.2	3	8.8
1.1-2	7	26	8	23.5	5	14.7	9	26.5	7	20.6	5	14.7	4	12.1	9	26.5
2.1-3	6	17.6	8	23.5	7	20.6	3	68.8	6	17.6	5	14.7	5	15.2	8	23.5
3.1-4	9	26.5	6	17.6	6	17.6	5	14.7	11	32.4	10	29.4	10	30.3	9	26.5
4.1-5	9	26.5	9	26.5	11	32.4	9	26.5	8	23.5	8	23.5	10	30.3	5	14.7
Total	34	100	34	100	34	100	34	100	34	100	34	100	34	100	34	100
Mean	3.33		3.17		3.10		2.79		3.11		2.94		3.19		2.83	

Table 2: The results of the research statistical tests

		Sport development	Sport tourism	Impellent factors	Absorbing factors	Inhibitory factors	Media Ad	Non-Media Ad	Financial Support
Sport development	Pearson	1	0.495	0.760	0.634	-0.450	0.575	0.568	0.645
	Err Co		0.001	0.000	0.000	0.004	0.000	0.000	0.000
	N	34	34	34	34	34	34	34	34
Sport tourism	Pearson	0.495	1	0.567	0.771	-0.596	0.835	0.779	0.807
	Err Co	0.001		0.000	0.000	0.000	0.000	0.000	0.000
	N	34	34	34	34	34	34	34	34
Impellent factors	Pearson	0.760	0.567	1	0.559	-0.428	0.580	0.565	0.638
	Err Co	0.000	0.000		0.000	0.006	0.000	0.000	0.000
	N	34	34	34	34	34	34	34	34
Absorbing factors	Pearson	0.634	0.771	0.559	1	-0.648	0.800	0.678	0.764
	Err Co	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	N	34	34	34	34	34	34	34	34
Inhibitory factors	Pearson	-0.450	-0.596	-0.428	-0.648	1	-0.800	-0.678	-0.764
	Err Co	0.004	0.000	0.000	0.000		0.000	0.000	0.000
	N	34	34	34	34	34	34	34	34
Media Ad	Pearson	0.575	0.835	0.580	0.833	-0.800	1	0.865	0.890
	Err Co	0.000	0.000	0.000	0.000	0.000		0.000	0.000
	N	34	34	34	34	34	34	34	34
Non-Media Ad	Pearson	0.568	0.779	0.565	0.801	-0.678	0.865	1	0.838
	Err Co	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	N	34	34	34	34	34	34	34	34
Financial Support	Pearson	0.645	0.807	0.807	0.638	-0.764	0.890	0.838	1
	Err Co	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	34	34	34	34	34	34	34	34

Based on the results from the related analysis (table 2), there is a significant relationship between each variables of tendency, attraction and inhibition factors in Iranian sport field; also, there is a significant relationship between the variables of advertisement, media performance, financial supporters and tourism growth in Iranian sport field; in one hand, there is a significant relationship between the variables of sport tourism development, media function, financial supporters, advertisement and the development of Iranian sport fields. In order to evaluate the regression relationships between the predictor variables and research dependent variables, the multi-regression model was applied efficiently. According to the

analysis model, we observed that sport tourism is an independent variable between some variables; in the other hand, sport growth is considered as a dependent variable; hence, in given model, the two considered variables and the related relationships can be grouped based on the process. At first, the main dependent variable (the growth of sport fields) should be evaluated. The model that has been applied for the analysis of the related regression is called Enter. The entered variables in the mode including the whole participants of the sport events, media ads and non-media propaganda affairs and finally the financial supporters. Based on the regression calculations, about 66% of dependent variance can be determined by this

four variable case; that is, 66% of dependent variable changes (the growth of sport fields) can be obtained by

the changes of these variables.

Table 3: ANOVA

Model	Total square	Df	Mean squares	F	Err co
Regression of left	32.232	4	8.058	5.291	0.003a
Toal	44.163	29	1.529		
	76.395	33			

Table 4: coefficients

Model	Non-standards		Standard co	T	Err co
	B	Standard criteria	B		
Fixed degree	43.684	1.277	1.032	10.538	0.000
Participants	1.274	0.268	0.214	8.022	0.006
media ads	0.216	0.407	0.042	3.040	0.000
Non- media ads	0.045	0.262	0.571	1.173	0.044
Financial Support	0.977	0.036	0.571	5.199	0.003

The share of each mentioned variables in the linear regression coefficient is 1.274, 0.216, 0.045 and 0.977, respectively. Therefore, this equation will be as following term:

Which the behavior of the dependent variable is being predictable. In above mentioned equation, the variance of the dependent variable is sport tourism (participants in events), financial supporters, media ads and non-media ads, respectively. As discussed before, the analysis model of the research has two central lines; the variable which studied here has

been acted in both independent and dependent variable. Sport tourism including the subjects in sport event has been studied as dependent variable. In continue, the applied model of regression analysis is Enter. The entered variables in the model include the tending, absorbing, inhibitory, media ads, non-media ads and finally financial supporters. Based on the regression calculations about 74% of dependent variable variance is determined by these six variables; that is, 74% of dependent variable changes (sport tourism) are specified by these changes.

Table 5: ANOVA

Model	Square Sum	Df	Mean	F	Err Co
Regression	40.723	6	6.787	13.076	0.000a
Left	14.015	27	0.519		
Total	54.738	33			

Table 6: COEFFICIENTS

Model	Non-standards		Standard co	T	Err co
	B	Standard criteria	B		
Fixed degree	39.883	0.297		12.985	0.000
Impellent factors	1.040	0.105	0.989	5.384	0.004
Absorbing factors	0.059	0.191	0.070	2.307	0.006
Inhibitory factors	-0.791	0.149	-0.421	-1.284	0.031
media ads	0.600	0.268	0.567	2.236	0.000
Non- media ads	0.091	0.187	0.082	1.540	0.000
Financial Support	0.128	0.274	0.248	1.835	0.000

The share of each mentioned variables in regression linear coefficient is 1.040, 0.059, -0.791, 0.600, 0.091 and 0.128, respectively.

Therefore, the equation will be: (table 6):

$$Y_2 = 38.883 + 1.040x_1 + 0.059x_2 - 0.791x_3 + 0.600x_4 + 0.091x_5 + 0.128x_6$$

Which the behavior of dependent variable is predictable. In this equation as shown the highest variances of dependence variable are tending, inhibitory, media ads, financial supports, non-media ads and finally absorbing factors respectively.

Advertisement
Media

Financial supporters

Discussion and conclusion:

In the study of the present research findings it is specified that three main group of physical, human and managerial factors should be determined in the recognition of sport marketing capacity. In physical factors the related factors were recognized in two absorbing and tending framework. And in the study of the hypothesis the significant relationship with dependent variables of sport tourism development and sport fields should be evaluated separately. And then it should be achieved under the supervision of officials efficiently. These results were coincidence with the findings of Hudson, Boewdth (2003), Cutler (2004) and Delfi (2008) (7,14,10). In the second step the economical supports should be emphasized particularly in private section as the biggest financial supporter after recognition of inhibitory factors towards making suitable opportunities instead of inhibitory affairs and high-potential attention to sport tourism and other social and advertisement support in these regards. In the section of human resources different forces can be effective in early studies must be recognized as well; sport experts in each field, sport graduated people retirements of sport fields, media specialists and successful managers in non-sport marketing, sophisticated consultants and interested provinces resources also can be recognized in this field; these resources can participate in both national and international levels and provide related check list to determine the capacities as mangers execution arms(5, 3). In managerial section, using planning managers in the organizational pyramid (physical education, Olympic national committee and federations, etc.) and experienced sport forces in the heart of federation particularly in the section of introductory studies of committees and R&D in sport marketing can be effective in absorbing public attention, sport development financial supporters as technical fields, charismatic and economical for job vacancies and conducting federations towards national and international purposes (6,1). In the study of axial variables of the present study based on the data it is specified that the findings representing the worse dramatic situation of the country's sport tourism industry; these have been originated from the lack of interesting events and local requirements; in the statistical study it is determined that about 53% of sport events were designed in sport tourism and tournaments; during a meeting of tourism areas including marital arts incredible welcoming has been confronted which seems that due to the local maledictions and native folkloric valuing affairs is welcomed more. In the section of tending factors, sport marketing capacities was the most essential factor in increasing financial resources finding

channels for job vacancies; the findings representing the fact that the held events in 34 cases with 8.8% can include the local or national feelings due to the lack of suitable proportion and intensity of tending factors; the adaptation or educational needs and the lack of relationship with skillful abilities and the lack of scenery attraction were in low level representing that the lack of absorbing motivations has been combined in active participation of the sport events; therefore researchers believe that boosting the tending factors and tourism absorbing factors can make a great foundation for the development of sport marketing capacities particularly in fanatic sport fields such as football, marital arts, wrestling, sea and winter sports. In contrast, inhibitory factors as different forms such as maladaptive periodical and local conditions of holding sport events, the lack of sport facilities the inappropriateness of spectacular the lack of enough management in planning can reduce the capacity of sport marketing. According to the theory of Kurt and Lowine it can be represented that planners of country sport organizations must try doubly in courage participants and spectaculars instead of establishing direct factors. The results of the present study is coincidence with Yamagushi (2002), Kim Cchalip (2003), Gibson(2003) and Kim (1999) (18,11,6,12). In the present modern era with technological progression and the appearance of other communicative tools such as media, newspapers can be effective factors in this regard. Gharekhanlou (2005) the manager of Iranian national Olympic committee and Ahmadi (2005) the executive manager of newspapers institution have stated the performance of the country's press situation separately. Gharekhanlou stated the development of critic manner, suggestion, analysis, youngness of sport media in Iran in three cultural, technical tasks and super visional responsibilities; in the other hand, Ahmadi considers the conduct as optimizing power of people recognition and supervision in the field of the press tasks. He also considers the news of the events navigation and conduction as well as advertising and entertainment of events as the harsh tasks of the media; the condition of cultural-social affairs is effective in the field of the sport press industry. Unfortunately in the press community in despite of 1981s and 1991s which had the most essential of rehabilitating sport affairs in the country, they were designed with the aim of job vacancies and economical affairs as well; now entering into the world of sport without any motivational interests will reduce the effectiveness of learning and education but fortunately with the sign of agreement between the college of broadcasting Islamic Azad university and the institution of correspondents led to introduce people in the college

of the newly to continue their studies there. In our country Iran the first expertise conference of the paper writers was held in 2005 as a cultural issue to expand and develop the community of writers; and finally the evaluation and supervision of officials was reached to the affair successfully. In the evaluation of the press function the evaluation of the angles firstly should be determined effectively which the evaluation is subjected to sport audience or manager; in this process the whole literate or illiterate people would be asked to respond their tasks as well. In countries like Turkey and China the evaluation and press supervision are achieved as private section so that in Turkey the press would be assessed by each sport club under financial support while in Iran the consent of the printing is subjected to the ministry of guidance; in China the manager of the press stated that: we will oppose against any wrong written papers which it was better act like Chinese government before regulations to state its opposition against the press. Unfortunately there is no an accurate number of the country's sport magazines available what we can predict that more than 15 sport correspondence available which the great number of the sport magazines led to disappear the quality and positive effectiveness in sport development; however the supervision of the press is under the ministry of guidance which is the responsible for executing the press regulations; in other words the ministry is conducting its affiliated responsibilities in the physical training departments. Other related committees are subjected to the national Olympic committee which is consisted in the time of gharekhanlou(2004); these committees need to interact directly to the institution of sport writers and management system of country's sport to make their interaction as well; the most biggest risky affairs threatening the sport press is that the managers are gradually getting far away the sport press; they should be critics-based managers and cooperate the press commission of the Olympic national committee because it is an important section of the guidance ministry. Some studies in the field of sport management and marketing interaction have been carried out in relation to optimize the effectiveness of ads in absorbing consumptive rights for selling and serving commodities and sport services. The present results about the mass media ads and Ghjiamirad (2006), Ghasemi (2005), White(2000), and Levi Luke (1998) are coincident together (15,7,3,2).

Branick (2000) from Ireland considered the sport spectacles as consumers and sport marketers were related to the sport productions (6). Ferran (2006) from Spain recording 41 commercials ads in relation to sport activities out of city studied one of media groups, TV which has special message; and

the study of reverse and broadcasting schedule in these TV programs can induce lots of viewers and finally the determination of commands for broadcasting the ads according to the regulations of physical education department is considered as well (8). Along this issue Turner (2008) from Australia the comprehension and reverse of ads in his studies has been specified (16). One of the other essential factors as a global factor submitted by officials and marketing experts is the factor of ad as a variable in sport development and financial support in governmental and private sections are effective agents which the findings representing the necessity of increasingly attention to types of intensity, quality and clear messages of the ads for absorbing many viewers and fans; in the other hand, to absorb the trust of financial supporters it is necessary to make and apply skillful human resources in the field of sport management in physical education organizations and Olympic national committee. Finally in order to evaluate the process of growth and sport development the evaluation factor is being considered as a two-sided factor:

- 1- To study the executive conditions of the held event and discovery the pros and cons of the process and giving data related to the statistics of spectaculars and participants and investment sections.
- 2- The review or giving new approaches for receiving the weakness points transferring obstacles into opportunities to increase the financial powers and capacities as well as the potential of sport marketing for giving channels for job vacancies which the marital arts is a clarified instance in the whole country's areas particularly in mountainous and cold climate districts for publishing approaches of these fields in another areas.

References

1. Atghia Nahid (2001) the interaction of marketing and sport management. Research magazine of sport sciences of physical training college; first year, pre-no: 1.
2. Ghasemi, Hamid and Parsipour, Solmaz (2005). The study of Iranian tourism status. Article: the first international conference of sport management, Esfahan
3. Ghiamirad, Amir (2006). The contrastive analysis of karate marketing methods in Iran and Japan. Article: the international sport trading conference, the college of London, England.
4. Ghiamirad, Amir (2006). The study of new marketing methods in iranian karate, a thesis for M.A, Urumia University.

5. Ghiamirad, Amir (2006). The study of marketing role in increasing the financial resources of Iranian karate federation; the first international conference of new approaches in sport sciences, Tehran (2006).
6. Moharramzadehj, Mehrdad (2006). The study of college sport marketing methods, Turkey.
7. Delpy L (2008) Study Model Building."How League and event organizers can exten sport marketing oppourtunities beond the game sports travel.
8. Feran L, (2006). The effects of polysemic structures on Olympic viewing .International journal of sports marketing &sponsor ship. 2, 39-52.
9. Gibson, H and Williming C. and C. and Holdmak, A. (2003). Small- scale event sport tourism: fans as tourists.Tourism Management. 24. PP: 181-19.
10. Hudson & Boewadtj. (2005). "Sport and adventure tourism, Binghamton, NY:" the howrth press, New York. PP: 103-150.
11. Kim Nam-Su, Laurence Chalip. (2003). Why travel to the FIFAworld cup? Effects of motives, background, interest, and constraints, Tourism Management. Article in press.
12. Kim, C. (1999). Cross-cultural perspectives on motivation. Annals of Tourism Research 261, PP: 201-204.
13. Kothler, Philip and Armstrong, Gary. (2001). Principles of Marketing. Peavson Education International, USA.
14. Kotler, Philip and William Mindak. (2004). "Marketing and public relation, Journal of Marketing", October.s.13-20.
15. Lovelock, c.h. (1998), "Service marketing prentice ha ling. Englewood Cliffs, NJ.
16. Terner. D (2008). The Olympic Games cultural Olympiad identity and management. Unpublished master's thesis. The American university, Washington, DC.
17. White, A. (2000). Who omns sport – the spon sorsy world sports ravain 2000, play the gaine.
18. Yamaguchi, y. (2002). Sport Tourism, sport volunteer and sport for all journals of Asian Sport for all, vol. 1, an d pp: 29-36.

12/25/2012