

The Role of E-Marketing in Achieving a Competitive Advantage for Sports Services Offered at Egyptian Sports Clubs

***Sabrein Attia Mersal
Nesreen Abdullah Armnazi***

*Assistant Prof Faculty of Physical Education for Girls,
55 Mostafa Kamel St, Fliming, Alexandria University*

The research aims at The Role of E-Marketing in Achieving a Competitive Advantage for Sports Services Offered at Egyptian Sports Clubs through the sports club website, club competitive advantage, e. marketing administrative requirements, human and technological e. marketing requirements and e. marketing legal requirements.

The researchers used the survey method from main methods in descriptive researches; Research Sample according to the research objective nature, the researchers targeted a sample of (180). As suitable for the study nature a questionnaire form designed by the researchers, they used Arithmetic Mean, Standard Deviation and T value was calculated for difference between arithmetic means and significant deviations between employees (board's members of clubs, sports activities department's staff and websites officials) and Customers (members using e-marketing services at sports clubs). The research recommended was; Sports clubs shall avail and update data bases and marketing information about sports services as assisting in meeting desires and needs of services receivers, Availing a developed infrastructure supporting new communication network, to be used in marketing its services, Sports clubs shall carry out a marketing study to follow up every new regarding developing sport activities through e/marketing, Sports club shall observe credibility and morals in relationship with their members receiving service when offering sports service through the club's e/marketing.

Key words: *E-Marketing – Competitive Advantage – Sports Services*

Introduction

Nowadays, the world witnesses many changes under globalization, information and communication technology, focusing on sports services quality is an important strategy followed to guarantee distinction in all fields, due to the importance of sports services offered by clubs, its management shall develop and improve to be able to satisfy user's needs, e-business are

activities using digital techniques and information technologies in managing organizations to apply e-marketing (John et al., 2004; Strauss and Frost, 2005).

E-marketing is very important, especially in the presence of new international variables, high competition, international trade freedom, information and communication revolution and great number of internet users, in addition to a

wide basis of information and easy information exchange may clarify view to satisfy customers through simplifying procedures of dealing with them and, therefore, simplifying tasks and paper dealing costs which may constitute great marketing opportunities (Strauss and Frost, 2005). The affair which made organizations, including clubs to try to improve their performance and sports services effectiveness which may enable them to improve their competitive abilities as e-marketing is very important for organizations success in terms of targeting users individually; the more the organization can address users individually and personally, the more it will be able to attract them (Mohamed and Tarek, 2007; Youssef, 2004)

Sports field e-marketing plays a very important role in dealing with string competition witnessed by international marketing, which required focusing on sports services offered by clubs for enabling to competition and preparing trained staff to deal with internet as an effective and cheap way, in addition to e-marketing importance as catalyst in achieving a competitive advantage through advancing quality of sports services offered to members for maintaining the same, attracting new ones and businessmen to focusing on investment in sports field. Availing persons qualified to deal with internet technology and training the same may contribute in building staff basis in the same field (Anbar et al., 2011). Also, expansion in using internet and profiting

from its capacities achievable through obtaining many competitive advantages (Safa, 2012). There are many factors affecting customers satisfaction including, information quality, capacities, payment means and websites privacy and security (Liu et al., 2008). There is a channel of communication on the website to know other users experience through these sites services (Iftikhar, 2008).

The research aims at The Role of E-Marketing in Achieving a Competitive Advantage for Sports Services Offered at Egyptian Sports Clubs through:

- The sports club website. - The sports club competitive advantage.
- The sports club e. marketing administrative requirements.
- The sports club human and technological e. marketing requirements.
- The sports club e. marketing legal requirements.
- Members using the sports club e. marketing services.

Research Procedures:

First: Research Methodology: the researchers used the survey method from main methods in descriptive researches as suitable for the study nature.

Second: Research Sample: according to the research objective nature, the researchers targeted a sample of (180), selected randomly as stated in the following table number (1):

Table (1): Research Sample

N = (180)

Research Subjects		Research Sample
	Sports clubs boards members	15
Employees	Employees of departments of sports clubs activity	15
	Officials of sports clubs websites	25
Customers	Beneficiaries members	125
Total		180

Third: Data Collection Tool

A questionnaire form designed by the researchers depending on previous Arabic and English studies and

having some dimensions and phrases with initial image inside every dimension drafted to suit the research

objective and sample, submitted to experts, and according to their views the questionnaire form was made in its final form.

Scientific Coefficients of Questionnaire Form

A. Questionnaire Form Validity

1- Arbitrators Validity: The questionnaire form was submitted to 6 experts, annex no. (1) To explore their opinions about how far dimensions are suitable and can achieve the research objective as shown in the following table no. (2):

Table (2): Percentage of Experts Opinions of Questionnaire Form Dimensions and Phrases N = (6)

Sports Club's Website		Sports Club Competitive Advantage		Administrative Requirements of Sports Club E-Marketing		Human and Technological Requirements of Sports Club E-Marketing		Sports Clubs E-Marketing Legal Requirements		Members Using the Sports Club Electronic Marketing Services	
(100%)		(100%)		(100%)		(100%)		(100%)		(100%)	
Phrase	%	Phrase	%	Phrase	%	Phrase	%	Phrase	%	Phrase	%
1	83.33	12	100	20	66.66	28	83.33	34	83.33	40	100
2	100	13	83.33	21	100	29	83.33	35	83.33	41	100
3	83.33	14	100	22	83.33	30	100	36	83.33	42	83.33
4	66.66	15	100	23	66.66	31	100	37	83.33	43	100
5	83.33	16	83.33	24	83.33	32	66.66	38	83.33	44	100
6	83.33	17	83.33	25	83.33	33	100	39	66.66	45	66.66
7	100	18	100	26	100						
8	100	19	83.33	27	100						
9	83.33										
10	100										
11	100										

2- Internal Consistency: Which resulted in a statistical significant correlation at significance level (0.01) = 0.381 between dimension ranging

between (0.766, 0.831) and all phases with the dimension belonging to it ranged between (0.697, 0.829) as stated in the following table no. (3).

Table (3): Coefficients of Correlation between Subject Degree and Pivot Degree and between Pivot Degree and the Total Questionnaire Degree N = (40)

Serial	Questionnaire Form Dimension	Coefficient of Correlation between Phrase and Dimension Related to	Coefficient of Correlation between Dimension Degree and Total Form Degree
1	The sports club website	0.725-0.764	0.766
2	The sports club competitive advantage	0.697-0.726	0.719
3	The sports club e-marketing administrative requirements	0.731-0.761	0.805
4	The sports club human and technological e-marketing requirements	0.719-0.753	0.794
5	The sports club e-marketing legal requirements	0.766-0.795	0.781
6	Members using the sports club e-marketing services	0.802-0.829	0.831

Tabular correlation coefficient value at level of significance (0.01) = 0.381

B. Questionnaire Form Reliability

Reliability coefficient was calculated for dimensions and phrase of questionnaire form by using Cronbach's Alpha, which were statically significant

at level (0.01) = 0.381 which ranged between (0.772, 0.714) for dimensions which indicates questionnaire reliability, table no. (4) Shows the questionnaire form reliability.

Table (4): Cronbach's Alpha Reliability Coefficients for Phrases and Dimensions of Questionnaire Form and Total Reliability N = (40)

Serial	Questionnaire Form Dimension	Alpha Reliability Coefficient for Phrase	Dimension Reliability Coefficient
1	The sports club website	0.786-0.809	0.811
2	The sports club competitive advantage	0.773-0.798	0.802
3	The sports club e-marketing administrative requirements	0.768-0.805	0.805
4	The sports club human and technological e-marketing requirements	0.802-0.811	0.811
5	The sports club e-marketing legal requirements	0.773-0.815	0.818
6	Members using the sports club e-marketing services	0.802-0.809	0.812
Total Reliability Coefficient for Questionnaire Form (0.821)			

Tabular correlation coefficient value at level of significance (0.01) = 0.381

Fourth: Time and Place Field for Research Application

Time Field: The researcher applied questionnaire form in its final formula to the pre-determined research sample (180), from (01/09/2014 to 20/09/2014).

Space Field: It was applied at Alexandria governorate's clubs (Sporting Club – Al Etehad Club – Olympia Club – El Sid Egyptian Club –

Smoha Sports Club – Ashab El Guiyad Club).

Results Discussion:

T value was calculated for difference between arithmetic means and significant deviations between employees (board's members of clubs, sports activities department's staff and websites officials) and Customers (members using e-marketing services at sports clubs) as follows:

Table (5): Arithmetic Means, Standard Deviations and T Values Differences about the Role of E-Marketing in Achieving a Competitive Advantage for Sports Services Offered at Egyptian Sports Clubs N = (180)

Serial	Phases	Employees (N = 55)		Customers (N = 125)		T Value and Significance
		Arithmetic Mean	Standard Deviation	Arithmetic Mean	Standard Deviation	
	The Sports Club Website:	2.48	0.35	2.07	0.47	5.90*
1	The club's website is accessible and well known by members.	2.89	0.37	2.47	0.71	4.17*
2	The website responds to complaints and replay on questions of members.	2.57	0.63	1.94	0.84	5.06*
3	The club updates all data and information through its website.	2.8	0.55	2.07	0.93	5.44*
4	The club performs all its e-services quickly.	2.71	0.49	2.32	0.47	5.15*
5	The website avails all administrative procedures of all offers sports services.	2.61	0.68	1.97	0.86	4.91*
6	Participating in the club's activities through its website keeps effort, time and money exiting in traditional ways.	2.18	0.96	2.04	0.78	1.03
7	Using the websites save advertisement used in traditional way for the	2.68	0.66	2.1	0.78	4.87*

Serial	Phases	Employees (N = 55)		Customers (N = 125)		T Value and Significance
		Arithmetic Mean	Standard Deviation	Arithmetic Mean	Standard Deviation	
	club.					
8	The club uses its website to achieve member's desires and requirements.	2.57	0.57	1.8	0.54	8.76*
9	Number of the club's website visitors is the most important mean used in measuring effectiveness.	2.77	0.43	2.22	0.42	8.04*
10	The website provides the club with attractive offers for members to participate in sports activities.	2.34	0.72	1.94	0.84	3.07
11	The club's website keeps the member personal information confidentiality.	2.66	0.61	1.94	0.84	5.80*
	Sports Services E-Marketing Provides	2.60	0.34	2.17	0.49	5.86*
12	Sports services e-marketing provides the club with a high competitive advantage.	2.45	0.66	1.93	0.99	3.59*
13	Internet marketing provides optimal sports services.	2.73	0.49	2.34	0.71	3.72*
14	E-marketing expands the club's sports service.	2.8	0.4	2.6	0.49	2.72*
15	E-marketing satisfies members.	2.8	0.44	2.34	0.7	4.54*
16	The club's E-marketing attracts businessmen concerning about investment in sports.	2.5	0.71	2.17	0.97	2.29*
17	E-marketing achieves the club's marketing objectives.	2.39	0.8	2.16	0.68	2.02*
18	The club has new e-systems for increasing and developing sports marketing operations.	2.59	0.56	1.92	0.67	6.53*
19	E-marketing, through offering various sports services helps in non-limiting to official work hours to offer services.	2.5	0.81	1.9	0.68	5.19*
	The Sports Club E-Marketing Administrative Requirements	2.33	0.54	2.02	0.53	3.64*
20	E-marketing simplifies routine administrative procedures.	2.27	0.56	2.17	0.62	1.04
21	The club's website responds to all applications of fulfilling	2.52	0.63	2.08	0.78	3.70*

Serial	Phases	Employees (N = 55)		Customers (N = 125)		T Value and Significance
		Arithmetic Mean	Standard Deviation	Arithmetic Mean	Standard Deviation	
	the member's sports needs and services.					
22	E-Marketing enhances interaction and communication between the club's members and administrative staff.	2.45	0.83	1.9	0.69	4.64*
23	E-Marketing positively reflects the club's locally and internationally competitive abilities enhancement.	2.23	0.81	2.12	0.66	0.99
24	E-Marketing avails communication between the club and other clubs.	2.23	0.66	1.68	0.78	4.61*
25	The club uses modern promotion ways through the website.	2.45	0.66	2.05	0.76	3.39*
26	Sports services can be marketed through e-marketing between members and club without mediator.	2.27	0.92	2.01	0.94	1.73
27	E-Marketing is a part of the clubs marketing strategy.	2.21	0.87	2.13	0.84	0.63
	Physical and Human Requirements of the Sports Club E-Marketing	2.54	0.42	2.18	0.57	4.20*
28	Physical and human requirements availability assists in marketing e-service to members.	2.73	0.67	2.34	0.87	3.02*
29	The club has multi information and a communication network contributes in e-marketing success.	2.14	0.82	2	0.57	1.36
30	The club's website has a qualifies staff.	2.64	0.55	2.34	0.71	2.88*
31	The clubs employees are able to deal through internet and website.	2.63	0.59	2.05	0.76	5.04*
32	The club has the informational infrastructure and networks used in e-marketing.	2.23	0.81	1.86	0.66	3.31*
33	The club's e-marketing employees shall be trained on how to enter, analyze and classify data.	2.55	0.66	2.05	0.77	4.26*
	Legal Requirements of E-Marketing at Sports Club	2.59	0.39	2.17	0.53	5.26*

Serial	Phases	Employees (N = 55)		Customers (N = 125)		T Value and Significance
		Arithmetic Mean	Standard Deviation	Arithmetic Mean	Standard Deviation	
34	The club's website is subject to legal control.	2.34	0.58	1.98	0.72	3.25*
35	The club's website is subject to internet international laws and regulations.	2.54	0.57	2.15	0.62	3.93*
36	There are legal determinants when applying the club's e-sports services.	2.61	0.62	2.04	0.92	4.20*
37	The club has general policies and rules aiming at protecting members and their rights.	2.88	0.38	2.48	0.5	5.24*
38	The club uses coding policies to secure data confidentially and website safety.	2.79	0.53	2.47	0.71	2.95*
39	The club's services e-marketing may increase number of members using sports services.	2.77	0.5	2.34	0.7	4.09*
	Members Using E-Marketing Services at Sports Club	2.31	0.53	2.16	0.52	1.81
40	E-Marketing enables members to receive sports services they desire in time.	2.07	0.93	2.02	0.78	0.42
41	E-Marketing attracts new club's members.	2.14	0.8	2.03	0.59	1.04
42	Response to members may take place through website quickly.	2.56	0.5	2.22	0.42	5.12*
43	Members can obtain any information easily.	2.38	0.84	2.21	0.84	1.24
44	Marketing pamphlets can be sent to member via their website or messages.	2.55	0.63	2.47	0.5	0.93
45	Any club's member has a password through which he/she can access all the club's sports services and all relevant personal data.	2.14	0.77	2	0.76	1.16

T- Tabular value at level (0.05) = 1.974

1. For Sports Club Website Dimension:

From table (5) there is a statistical significant difference for the whole degree of dimension at (5.90) at significance (0.05) in the interest of Customers, the arithmetic mean was (2.48) for employees where it was (2.07) for service, receiver. And "T" difference for all the dimension phrases ranged (3.07 , 8.67) with the exception of phrase number (6) where the research sample responses proved that the website is accessible and can provide the users with all sport services data with, maintaining personal data confidentiality.

As the research sample agreed upon that the club website may save more effort, time and fund than traditional methods. The importance of using technological development and expansion in website services marketing as assisting all business organization in marketing their products and services (Safa, 2012). Where website services, shall be activated for Organizations through its website. (Abd El Gelil and Gamal, 2012) . E-marketing is important for organizations success as it targets users individually as the more organizations target users individually and personally, the more they can attract them and therefore saving time, effort and money (Mohamed and Nabila, 2004; Youssef, 2004).

2. For the Sport Club Competitive Advantage:

Table (5) proves statistical significant differences for the whole degree of dimension reached (5.86) as mean reached (2.06) at significance (0.05) in the interest of employees "T" difference for phrases ranged between (2.02, 6.53), from the research sample responses it is clear that e-marketing provide the club with a competitive advantage through offering the required sports services on a wider basis and optimally which may satisfy Customers, attract businessmen and increase and activate the club's sports marketing.

Service marketing is an integrated organization of activities shared by all the organization employees through supporting relationships to users to achieve a positive image and mutual interests to relevant parties (Said, 2002). Strategies and plans of sports clubs don't depend on marketing research results; also, they suffer from marketing short sight (Grant, 2005). Also, there is a relationship between internet marketing services and level of competition, geographic expansion, meeting users' services and the organization infrastructure (Asma, 2006)

3. For Dimension of Administrative Requirements of Sports Club's E-Marketing

From Table (5) proves that there are statistical significant difference for the whole degree of dimension reached (3.64) as the average reached (2.33) at (0.05) in the interest of employees, and "T" differences for phrases ranged between (0.99, 4.64) as phrases (25, 24, 22, 21), which indicated significant differences between the research sample responses, proved that the website responds to all request and enhances reactions and communications between the club's management and members and other clubs, in addition to using new website promotion means.

Promotion provides users with information and advantages and forming positive contents about services for making them take decisions and dealing in permanently (Gamal, 2000). Competitive advantage sources are achieved through technical and administrative skills and also represented by resources possessed by the organization including technology, marketing power and information systems (Grant, 2005).

4. For Dimension of Human Requirements and Technology for Sports Club E-Marketing:

Show table (8), it is cleared that there is statistical significant differences for the whole degree of dimension reached (4.20) as the average reached (2.54) at (0.05) for employees and T differences of phrases ranged between (2.88, 5.04) with the exception of phrase no. (29) which was not statistical significant according to T differences, as the research sample responses indicated availability of human and technological requirements qualified and able to deal internet and websites as well as marketing sports services for members electronically.

Availing physical requirements in different developed systems in the field of communication and trying to profit from, as well as developing performance of employees and providing them with skills through training courses qualifying them to use this systems and develop e-marketing activity. (Safa, 2012). Also, information technology create, design and use data and information bases managed by trained persons and physical resources needed for collecting and operating these data and converting them to information handled and used permanently. (Abd El Rahman, 2014). Marketing information systems are an application of information systems designed to avail data needed by employees to take marketing decisions timely. (Mohamed and Nabila, 2004)

5. For Dimension of Legal Requirements of Sports Club's E-Marketing:

Proves table (5) statistical significant differences for the whole degree of dimension reached (5.26) for all the pivot phrases with arithmetic mean (2.59) at significance level (0.05) in the interest of employees, T differences for phrases ranged between (2.95, 5.24) as responses of research sample proved that website is subject to legal control and international

regulation of internet and adopt policies of users information protection and confidentiality.

The club possesses information infrastructure and communication networks used in marketing electronically offered sports services of the most important factors affecting users satisfaction with e-marketing is privacy, confidentiality and security on websites which may support customers satisfaction with and loyalty to such websites (Alhaiou, 2011; John et al., 2004). Also, there should be legislations organizing using internet in the field of e-marketing and protecting organizations and its users regarding information confidentiality, anti-forgery and taking necessary procedure to create confidentiality in e-deals (Safa, 2012). And availing conditions of safety and competence to e-marketing parties to market services electronically (Anbar et al., 2011)

6. For Dimension of Members Using Sports Club's E-Marketing:

Table (5) proves non-statistical significant differences between their responses regarding the dimension as a whole or its phrases except phrase no. (42), which proves significant differences at level (0.05) in the interest of employees, which indicated responding to members through the club's website quickly. Offering service is an intangible profit takes place though needs satisfaction exchange for using customers (Bisher and Hamid, 2009).

Also, service organizations need valid information and perfect control to plan their marketing activities due to non-tangible nature of products and work applied by such organizations (Edwards et al., 2002; Zaki, 2003).

Conclusions:

Under the current research results, both researchers reached the following conclusions:

- The sports club's website is characterized by; Accessibility, Saving administration procedures of all sports services and Saving time, effort and money – maintaining all members' secret information.
- Sports club's competitive advantage for; Offering services as required and Attracting businessmen focusing on investment in the sports field.
- Administrative requirement of sports club's e/marketing may result in ;Using new styles through website and Enhance interaction and communication between service offered and receiver.
- Human and technological requirements of e/marketing avail;Staff qualified for dealing through internet and websites and Information infrastructure and used communication networks.

References

- Abd El Gelil Tawahir and Gamal El Hawari (2012) "A Tempt of Measuring Customer Satisfaction with E-Services Quality Using NetQual Scale (Case Study)", thesis published in Ada El Moasasat El Gazaeria magazine, Tahrán, issue (2), p.105.
- Abd El Rahman Saiar; (2014) "Managing Human Recourses in Sports Field", edition1, organization of Alam El Riada and Dar El Wafa Lidonia El Tibaa, A.D, P166.
- Alhaiou , Talhat : (2011) "A Study on the Relationship between E-CRM Features and ELoyalty: the case in UK", PhD ,Brunel University west London, Brunel Business school .
- Anbar Ibrahim Shalash, Soliman Ibrahim Elhori and Mohamed Selim El Shora (2011) ; "Effect of Using E-Marketing in Achieving a Competitive Advantage for Jordanian Pharmaceutical Companies" "Field Study", thesis published in Administrative Science Studies Magazine, Jordanian University, volume (38), issue (1), page 157-160.
- Asma Fayek El Korom; (2006) "Marketing Banking Services Through Internet in Jordon", unpublished master degree, Faculty of Fund and Business Administration, Al El Bit University, El Mafrk.
- Bisher Abas El Alak and Hamid Abd El Nabi El Taei (2009) "Marketing Service (Strategic Functional, Applied Approach)", Dar El Bazori, Aman, edition no.1, p.36.
- Borhan Hhasan El Hilo; (2000) "Effects of Using Information System and Technology on Integrated Banking Services in Jordanian Commercial Banks from Banking Leadership Perspective", unpublished master thesis, faculty of fund and business administration, Al El Bit University, El Mafrk.
- Edwards, N. S., Handcock, J. & Mullen (2002) : Electronic commerce: reality bytes, Supply Management magazine, CIPS Southern Afric, vol (3), pp 8.
- Gamal Mohamed El Saka (2000) "E-Marketing Syria (Fact and Expectations)", un published master thesis, Faculty of Commerce, Damascus University.
- Grant, R: (2005) The Resource based Theory of Competitive Advantage, California Management Review, university of California, vol (33), pp 3.

- Hamada Eid El Antabli and Hisham Mahmoud El Hawari; (2012) "E-Marketing for Approach of developing Sports Clubs Marketing Information Systems in United Arab Emirates ", research published in fifth conference of international council of health, physical education recreation, sports and kinematics for middle east zone (speaking in sports science "sports technology"), Dubai, United Arab Emirate, Volume (1), p.166.
- Iftikhar Ahmad (2008) : Electronic Customer Relationship Management E-CRM, Lulea University of Technology, University in Lulea, Sweden ,vol (18), pp 60.
- John O'Connor, Eamonn Galvin, Martin J. (2004) : Electronic Marketing: Theory and Practice for the 21st Century , Financial Times Prentice-Hall, Harlow ,82
- Liu, X. He, M. Gao, F. and Xie, P, (2008) : An empirical study of online shopping customer satisfaction in China: a holistic perspective. International Journal of Retail & Distribution Management, vol.(36) no. (11), pp. 919-940.
- Mohamed Farid Elsahn and Nabila Abas Elshorbagi (2004) : "Marketing Basics", Dar El Gamiea, Alexandria p.241-295.
- Mohamed Farid Elsahn and Tarek Taha Ahmed; (2007) "Managing Marketing in Globalization and Internet Environment" Dar El Fekr El Gamei, Alexandria, p. 241.
- Safa Guda Abd El Hosin (2012) "E-Marketing of Tourist Service and its Effect on Quality of Service in Tourist Companies", research published in faculty of education magazine, El Mansora University, Iraq, issue (7), p.75-76.
- Said Mohamed El Masri (2002) "Managing and Marketing service Activities (Concepts and Strategies)" edition1, El Dar El Ganaia, Cairo, p.75.
- Zaki Khalil El Misaed (2003) "Services and Applications of Market", Dar El Manahig for publishing and distribution, Oman, Edition1, p.34.