

## Sports E-marketing as a tool of promoting to major sports events (Saudi Games 2022) case study

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### Abstract

*Sports e-marketing is a branch of marketing that focuses on both the promotion of sports events and the promotion of other products and services through sports events that target beneficiaries. The research aims to identify the role of e-marketing as a tool of promoting to major sports events Saudi Games 2022. The research sample was selected randomly from the staff of Saudi Games 2022, (27/10 to 7/11/2022) where the basic research sample consisted of (241) individuals, and the pilot research sample consisted of (23) individuals. The researcher designed E-marketing questionnaire for major sports events Saudi Games 2022 and Administrative performance questionnaire in major sports events Saudi Games 2022. Conclusions: Major sports events organizations keen to implement their official website, High quality advertisements are included in their website, The beneficiaries' axis of the administrative(staff) performance questionnaire Saudi Games 2022, and the axis of the reality of using e-marketing for the e-marketing questionnaire Saudi Games 2022.,The internal operations axis of the administrative performance questionnaire Saudi Games 2022 and the website design axis of the electronic marketing questionnaire Saudi Games 2022, Recommendation: Qualifying staff of high skills with e-marketing for major sports events, Encouraging e-marketing during major sports events, Establishing special organizations for e-marketing, Paying attention to advertising on major sports events website.*

**Keywords:** sports E-marketing, promoting, Saudi Games.

### Introduction:

By the end of 2019, the whole world was shocked by Corona Virus Disease (COVID-19) pandemic that actually affected all aspects of human activity on Earth. On March 11<sup>th</sup> 2020, WHO announced Corona Virus as a global pandemic. Restrictions imposed over daily life activities to face the massive outbreak of the pandemic directly affected public and private lives and led to the biggest economic crisis all over the world because of the stop of all types of human production due to the complete blockage of whole countries and restricting the movement of millions of people as most of them had to remain in their homes and commit themselves with safety precautions in the face of the pandemic. This was the biggest shock for world economy for decades and its consequences are still under estimation and may continue for years or even decades. IMF projects shrunk with more than 3% and this is even worse than what happened during the global financial crisis of 2008-2009 <sup>(7)</sup>.

Sports e-marketing is a branch of marketing that focuses on both the promotion of sports events and the promotion of other products and services through sports events that target beneficiaries. (Chirilă et al., 2016),( Estiriet al.,2010).

Sports e-marketing is an element of sports promotion that covers a variety of areas of the sports industry, including broadcasting, advertising, social media, digital platforms, ticket sales and community relations.(Mullin et al., 2014) (Kokemuller, N. 2017) beneficiaries love an active and a lived experience. so, for attracting, even more beneficiaries to events and making money, a sports team depends on a strong, a structured and an organised league, because a sports team is associated to leagues (Norris, Wann & Zapalac, 2014; 2011; Piipponen, 2011; Yoshida & James, 2010).

Most recently, the kingdom of Saudi Arabia has experienced a huge socioeconomic transformation in which sports marketing has played an important role in entertainment industry revolution of the country according to (Cerar 2017).

In the sports world, social media in particular has transformed the shape of advertisement, sports promoters and their teams, enabling them to establish personal relationships between teams and their beneficiaries by communicating directly with them and play a vital role in their sport organization's success (Clapp, 2017), (Whinston, L. Q. (2013).

There is a relationship between Saudi Arabia's vision 2030 plan and sports e-marketing as the two facilitate each other (Black, 2018). Notes that sports e-marketing has recently been one of the most growing branch in Saudi Arabia. The aim of the sports e-marketing is keeping up with Vision 2030 strategic plan, such as investment opportunities, and improved entertainment activities (Al Anizi, 2018).

when using e-marketing for sport major events, it is important that partnerships with supporting organizations are taken into account in terms of their resources, such as financial and physical resources as well as the other aspects, such as goodwill and branding. Sport marketers should exert effort to create synergies amongst organizations which will then benefit collectively from the e-marketing of sport major events.

In the past, economic systems viewed sport from a limited perspective as a process of entertainment and rest only. However, in the modern era, this view has changed from its simple traditional concept to a new and comprehensive concept that views sport as a science.

The IT revolution has become an important basis for implementing various types of work, and any life activity cannot continue and function in isolation from IT basis. It is also noted that the impact of this has appeared greatly in the field of marketing for major sports events to suit the requirements of this revolution, as several types of e-commerce have used new and innovative methods to promote goods and services and obtain the highest level of profits.

#### **Research aim:**

The research aims to identify the role of e-marketing as a tool of promoting to major sports events Saudi Games 2022.

#### **research procedures:**

##### **Research Methodology:**

The researcher used the descriptive method because it suits the nature of the research.

#### **The research sample:**

The research sample was selected randomly from the staff of Saudi Games 2022, (27/10 to 7/11/2022) where the basic research sample consisted of (241) individuals, and the pilot research sample consisted of (23) individuals.

#### **Data collection**

The researcher designed the following data collection tools:

##### **1-E- marketing questionnaire for major sports events Saudi Games 2022**

- The first axis: The reality of using e-marketing: (12) phrases.
- The second axis: electronic promotion: (6) phrases.
- The third axis: electronic pricing: (5) phrases.
- Fourth axis: Website design: (6) phrases.
- The fifth axis: Availability of information: (4) phrases.

##### **2-Administrative performance questionnaire in major sports events Saudi Games 2022.**

- The first axis: Financial performance: (6) phrase.
- The second axis: Internal operations: (11) phrases.
- The third axis: Beneficiaries: (5) phrases.

### Steps to design the two questionnaires:

Conduct a reference survey of previous studies and scientific references to determine the topics and phrases of the two questionnaires.

The two questionnaires were presented to the experts, attached (1), to seek their opinions to determine the topics and phrases of the questionnaire, attached (2). The researcher was satisfied with the experts' agreement of 70%.

The experts approved all the proposed questionnaire axes with an agreement rate of (100%), and the phrases were agreed upon by the experts with an agreement rate that ranged between (80%: 100%), and the researcher modified the phrases that were approved after the modification.

The experts agreed with an agreement rate of (100%) on the tripartite rating scale for the research sample's responses to the two questionnaires: "Always = three grades - sometimes = two grades - never = one grade."

According to the experts' opinion, the researcher designed the two questionnaires in their initial form, attached (3) and applied them to the pilot sample to conduct scientific procedures to apply them to the basic sample.

### Procedures

#### Pilot study:

The researcher conducted the pilot study on a sample of ( 23 ) individuals from the same research community and from outside the main research sample in the period from 10/10/2022 to 15/10/2022 . for the purpose of conducting scientific transactions for the two questionnaires used under research.

Scientific transactions of e- marketing questionnaire in major events Saudi Games2022. The validity coefficient of the questionnaire phrases ranged between (0.423: 0.847), the validity coefficient of the questionnaire axes ranged between (0.521: 0.953), and the reliability coefficient using Cronbach's alpha ranged between (0.697: 0.981).

Scientific transactions of the administrative performance of major events Saudi Games 2022.

The validity coefficient of the questionnaire statements ranged between (0.535: 0.771), the validity coefficient of the questionnaire axes ranged between (0.497: 0.988), and the reliability coefficient using Cronbach's alpha ranged between (0.714: 0.994).

### Statistical treatment

In conducting statistical processing, the researcher used a computer using the statistical program SPSS, and used the following processors:

- Mean.
- Standard Deviation.
- Frequencies and percentages
- Correlation coefficient using Spearman test.
- Cronbach's Alpha coefficient.
- Chi-Square test.

### Basic study:

The researcher conducted the basic study on the basic research sample in the period from 27/10/2022 until 7/11/2022.

**Results and Discussion:**

Table (1): Description of the research sample’s responses to the axes of the electronic marketing questionnaire in major events Saudi Games 2022.

| No           | Axes                                      | Estimated total | Relative weight | Arrangement |
|--------------|---|-----------------|-----------------|-------------|
| 1            | The reality of using electronic marketing | 6525            | 75.21%          | 1           |
| 2            | Electronic promotion                      | 3197            | 73.70%          | 2           |
| 3            | Electronic pricing                        | 2531            | 70.01%          | 4           |
| 4            | Website design                            | 3195            | 73.65%          | 3           |
| 5            | Availability of information               | 1901            | 65.73%          | 5           |
| <b>Total</b> |   | <b>17349</b>    | <b>72.71</b>    |             |

The results of table (1) and figure (1) indicate the estimated total, relative weight and ranking of the axes and total of the questionnaire on electronic marketing in major events Saudi Games 2022. It is also clear from the table that the axis of “the reality of using electronic marketing” came in first place with a relative weight of (75.21%), and in second place was the “Electronic Promotion” axis with a relative weight of (73.70%), in third place the “Website Design” axis came with a relative weight of (73.65%), and in fourth place the “Electronic Pricing” axis came with a relative weight of (73.65%). In fifth place was the “Availability of Information” axis, with a relative weight of (65.73%), and the total questionnaire achieved a relative weight of (72.71%).

The researcher believes that the services provided by major sporting events are available on the website with high quality, which helps in quickly promoting the products. It also works to provide information on the prices of the products and the various conditions of contracting according to the needs of the beneficiaries.

These results are consistent with the findings of Shalabi’s study (2008), which indicated that most German clubs take into account the basic elements in building the design of electronic pages to manage and market their services to various target groups via the Internet, and that websites have also begun to play a major role in facilitating administrative processes. Journal of sports organizations.

These results are consistent with what was stated by Danna (2002) that the website of any organization should display a detailed background about it, the executive tasks it performs, and can display its press releases, information about its investors, and major events it organizes. These results are consistent with what was stated by (Bersim 2017, 11) that “organizations that aim to achieve their marketing goals and improve their competitive position must shift from traditional marketing operations for their products to optimal use of digital technology and e-marketing to facilitate the exchange of goods and services and activate Elements of the marketing mix and reducing costs to achieve public satisfaction. Some beneficiaries also prefer to obtain the products or services provided directly in the major sports events as a result of the lack of confidence in obtaining services electronically.

These results are consistent with the findings of Al Khaja (2000) regarding the most important obstacles to sports marketing.

Table (2): Description of the research sample’s responses to the axes of the administrative performance questionnaire in major events Saudi Games 2022.

| No           | Axes                  | Estimated total | Relative weight | Arrangement |
|--------------|-----------------------|-----------------|-----------------|-------------|
| 1            | Financial performance | 3243            | 74.76%          | 2           |
| 2            | Internal operations   | 5963            | 74.98%          | 1           |
| 3            | Beneficiaries         | 2646            | 73.20%          | 3           |
| <b>Total</b> |                       | <b>11852</b>    | <b>74.51%</b>   |             |

The results of table (2) indicate the estimated total, relative weight, and ranking of the axes and total of the administrative performance questionnaire in major events in the Kingdom of Saudi Arabia. It is also clear from the table that the “internal operations” axis came in first place with a relative weight of (74.98%), and in second place The “Financial Performance” axis came with a relative weight of (74.76%), and in third place came the “Beneficiaries” axis with a relative weight of (73.20%), and the total questionnaire achieved a relative weight of (74.51%).

The researcher believes that the human resources specialized in applying e- marketing during major sporting events have high skills and qualifications, and that staff of the marketing department participate in drawing up marketing policies according to the market study, in order to benefit from their experience in the field of e- marketing. while sports events need increased attention for organizing training courses for staff and participants in the organization, as scientific training and experience, as well as efficiency and effectiveness in the application of e- marketing affects the sports event, which depends mainly on the efficient, qualified and effective human element that transfers the event from traditional marketing concepts to modern marketing strategies.

The researcher believes that sports institutions should be interested in marketing the services they provide as well as products that bring profit, which may lead to improving performance during sports events, raising the level of profitability of sports institutions, and trying to overcome the obstacles that prevent e- marketing from achieving its goals and achieving the highest possible profitability. These results are consistent with the findings of (Shalabi, 2013) (Salim, 2006) (Abdeen, 2005) in the marketing of sporting tournaments and events and the impact of marketing on the economics of sports

Table ( 3 ) Correlation matrix between the electronic marketing questionnaire in major events in the Kingdom of Saudi Arabia and the administrative performance questionnaire in major events Saudi Games 2022.

| Axes   |                       | Electronic marketing questionnaire Saudi Games 2022. |                      |                    |                |                             | Total |
|--|-----------------------|--|----------------------|--------------------|----------------|-----------------------------|-------|
|  |                       | The reality of using electronic marketing            | Electronic promotion | Electronic pricing | Website design | Availability of information |       |
| <b>Administrative performance questionnaire in the Kingdom of Saudi Arabia</b> | Financial performance | 0.064  | 0.088                | 0.124              | 0.003          | 0.074                       | 0.014 |
|  | Internal operations   | 0.037  | 0.063                | 0.053              | * 0.180        | * 0.161                     | 0.095 |
|  | Beneficiariesn        | * 0.135  | 0.035                | 0.076              | 0.049          | 0.063                       | 0.105 |
|  | <b>Total</b>          | 0.003  | 0.080                | 0.041              | 0.120          | 0.096                       | 0.012 |

Notes: \* P<0.05

The table results indicate that there is a statistically significant correlation between:

- The beneficiaries’ axis of the administrative(staff) performance questionnaire Saudi Games 2022, and the axis of the reality of using e- marketing for the e- marketing questionnaire Saudi Games 2022.
- The internal operations axis of the administrative performance questionnaire Saudi Games 2022 and the website design axis of the electronic marketing questionnaire Saudi Games 2022.
- The internal operations axis of the administrative performance questionnaire Saudi Games 2022and the information availability axis of the electronic marketing questionnaire Saudi Games 2022.

While there is a statistically non-significant correlation between the rest of the axes and the

total of the administrative performance questionnaire in the Kingdom of Saudi Arabia and the axes and the total of the electronic marketing questionnaire Saudi Games 2022.

### Conclusions:

In the highlight of the research aims, questions and in the limit of research sample and results, the researcher concludes the following :

- 1-Major sports events organizations keen to implement their official website.
- 2-High quality advertisements are included in their website.
- 3-Skillful staff responsible for organizing e-marketing process during major sports events.
- 4-The beneficiaries' axis of the administrative(staff) performance questionnaire Saudi Games 2022, and the axis of the reality of using e- marketing for the e- marketing questionnaire Saudi Games 2022.
- 5- The internal operations axis of the administrative performance questionnaire Saudi Games 2022 and the website design axis of the electronic marketing questionnaire Saudi Games 2022.
- 6- The internal operations axis of the administrative performance questionnaire Saudi Games 2022 and the information availability axis of the electronic marketing questionnaire Saudi Games 2022.

### Recommendation:

In the highlight of the research aims, questions and in the limit of research sample and researcher conclusions, the researcher recommends the following:

- 1-Qualifying staff of high skills with e-marketing for major sports events.
- 2- Encouraging e- marketing during major sports events.
- 3-Establishing special organizations for e-marketing.
- 4-Paying attention to advertising on major sports events website.

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