



The Viewpoint of Sports Clubs' Managers on Sports Marketing

Jalil Pourzarnegar^{1*}

¹ PhD in Sports Management, Department of Physical Education and Sports Science, University of Tehran, Iran.

ABSTRACT

Purpose: The purpose of this study is the importance of sports marketing in Taekwondo.

Methodology: This research is considered applied research in terms of purpose, and the research method is a descriptive survey. A researcher-made questionnaire did the research. The statistical population of this study includes all managers (including 365 members of technical managers, executive managers, and coaches) of Taekwondo sports clubs in Guilan province. The statistical description of research variables and inferential statistics method was used to analyze the collected information.

Findings: The results of this study showed that the main components of price, product, place, and promotion have a positive and significant effect on sports marketing.

Originality: In this article, the researcher has suggested the importance of sports marketing for the growth of the sports industry and helping to develop the sport of Taekwondo. The results of this study are valuable for communities that seek to develop their sports marketing programs.

Keywords

Club
Sports Manager
Sports Marketing
Taekwondo

Article type

Research paper

Received: 2022/05/18

Accepted: 2022/06/26

How to cite this article:

Pourzarnegar, J. (2022). The Viewpoint of Sports Clubs' Managers on Sports Marketing. *Sports Business Journal*, 2(1), 103-114. <https://doi.org/10.22051/sbj.2022.40442.1032>



1. Introduction

In today's competitive world, customers are the focus of companies. It is necessary to satisfy customers, fully meet their needs and accurately identify their wants, expectations, desires, abilities, and limitations in preparing and purchasing products. It is possible to identify the factors influencing the customer behavior of service organizations and use them in making marketing decisions for companies (Hassangholipour et al., 2013). One of the common aspects of all human beings, regardless of education, income level, place of residence, etc., is that they are all consumers (Abdolmaleki et al., 2016). Entering new markets due to the complexity of customer needs requires investment in research and development, production, implementation, and support of new products and infrastructure. Creating these infrastructures and scoring new products has high costs in any industry, and the proper sale of these products can justify these costs (Davies & Cline, 2005). Moving to new sales markets requires new strategies. To determine which, one must know the specific parameters and factors affecting this movement and choose the proper treatment for them. Among these factors, consumer behavior and what influences their choice are critical; Because the goal of producing and selling new products is to gain customer satisfaction to stay in the market and maintain profitability (Behnam et al., 2015). Product expansion, globalization, and intense competition force markets to differentiate their products from other companies and create value for their buyers (Rafiei et al., 2013). Companies should keep in mind that customers' preferences, needs, and wants to evolve, and it is necessary to make appropriate decisions in this regard (Beheshtian Ardakani & Fathian, 2017). The era of modern marketing are marketing activities that are greatly influenced by changes in consumer behavior and attitudes (Kotler et al., 2010). According to "Philip Kotler," Marketing is a human activity to satisfy needs and wants through the exchange process.

Marketing is a social evolution that recognizes the consumer's demands and addresses those needs through the provision of services or goods and tries to lead consumers to this service or product. Marketing is essential for any business. In marketing, marketers try to make consumers better aware of this product or service (Nasirzadeh & Deskereh, 2014). Marketing should seek to find the most appropriate markets and segments in which the organization can be more valuable and practical; Hence, the basis of the marketing movement is to avoid wasting various resources and facilities and find the most suitable position for the product (McLaren, 2012). Domestic producers should pay special attention to quality improvement to continue operating in a competitive market (Azadi et al., 2015). Among the marketing tools, promotion and advertising can be because they are more visible. It was considered an important tool to influence the consumer. The primary purpose of advertising is to sell more product by controlling the consumer (Funk et al., 2009). Price does not significantly affect consumer consumption behavior (Khor, 2010). Efficient decisions need to be earned. It has knowledge and understanding of the market, which is in the shadow of organization's marketing (Ismaeili et al., 2016). Due to the changes in the environment and the requirements imposed on organizations, the marketing actions of organizations towards their customers have been severely affected (Pakdel et al., 2012). Quality of goods, services, reasonable price, after-sales service, place of

purchase, and advertising affect the behavioral tendencies of customers (Rekilä, 2013). Marketing is tied to new concepts such as customer retention and promotion, attention to satisfaction, and product quality (Ebrahimi & Mahdiyeh, 2008). Marketing can be used to satisfy and restore customer loyalty, achieving many spiritual and material benefits (Hosseini, 2009). There is a strong correlation between marketing and customer loyalty (Amirtash et al., 2016).

Taking advantage of sports marketing opportunities provides the basis for industry, trade, and sports interaction. It is a strategic bridge in the service of sports development and economic prosperity (Mahammad Kazemi et al., 2008). Communication quality significantly affects consumption behaviors in sports (Kim & Trail, 2011). Today, sports marketing has become a global revenue-generating industry, resulting in the acquisition of capital and revenue generation for sports organizations (Moharramzadeh, 2010). Sports marketing, to create a favorable image of goods and products, should highlight the main elements of the goods and developments concerning the chosen name. These features and components can include the functional quality of the product, price of services provided, distribution channel, and other elements mixed with marketing (Yousefi & Hassani, 2010).

The importance of sport to the economy is increasing every day, so sport has become one of the most lucrative economic fields (Rahulan et al., 2013). Mark acts as a driving force in the product market, and sports marketing attracts a wide range of audiences, while much first use the commercial sports market as a pure concept to prove their market. Anyone involved in sports should see themselves as part of sports marketing and make a significant effort to create sports attractions. The enormous task in marketing is that everyone who has a role in marketing is persuaded and brings together those who strive for the success and real marketing of sports (Poursoltani Zarandi & Zareipour, 2018). Economic factors clearly influence decision-making about sports and related issues, and financial organizations and commercial companies control and sometimes control the organization of sports activities (Abdolmaleki et al., 2016). Brand name, product quality, price, promotion, product variety, service quality, and store environment affect the consumer behavior of sports consumers (Yee & Sidek, 2008). Development in professional sports is considered a symbol of the power of a country, and without a doubt, sports marketing management guarantees the survival and growth of professional sports (Poursoltani Zarandi & Zareipour, 2018). Managers of sports organizations need financial support to promote their programs and projects. Marketing emphasizes the needs of customers or consumers, but sports marketing emphasizes the needs of customers or sports consumers (Nasirzadeh & Deskereh, 2014). How sports audiences think, behave, and make decisions, what factors influence their inclination towards different sports products, and other such questions are the key to developing effective marketing programs to achieve the goals of sports organizations and producers (Nazari & Ghaderi Abed, 2011). Because successful sports marketing begins with understanding why and how consumers and sports audiences behave. Understanding the factors influencing sports consumers' preferences and behaviors can be seen as the basis for consumer decisions (Lu, 2012). To create positive buying behaviors in consumers of sports services, marketers and managers must clearly understand the effectiveness of advertising and the motivation,

pleasure, and attitude it creates in consumers (Behnam & Toosi, 2013). Considering the theoretical foundations of the research and the results of various studies that will be addressed, it is observed that no comprehensive research has been conducted to compare the views of managers of sports clubs on the importance of marketing. In this study, the researcher has examined this category in a new way; therefore, it seems that in this study, the final answer to the question is what is the importance of sports marketing from the perspective of managers of Taekwondo sports clubs?

2. Theoretical background

In this section, studies and research related to research are reviewed. Examining the theoretical foundations of research is a past study and is a look at what others have done about this research or similar topics. Theoretical foundations of the research show that various investigations on marketing and factors affecting marketing have been conducted in different countries of the world:

(Scola & Gordon, 2019) explored integrated marketing with sports marketing professionals. They stated that the purpose of this study is to expand people's understanding of integrated marketing in sports from the perspective of sports marketers. The findings of this study highlight issues related to how integrated marketing is implemented, such as changing logos and shirts, celebrating anniversaries, milestones of activity, and old players, and integrating with marketing and the reasons for their effectiveness, such as nostalgia. Showed the charm of integrated design and connection with the life history of the sports team; The researchers also suggested that the current study should broaden people's understanding of integrated marketing in sports and be effective in assisting future researchers examining integrated marketing in sports.

(Ramya & Kartheeswaran, 2019), in a study entitled "The Future of Digital Marketing in 2020", stated that today digital marketing is a way for electronic communications that marketers connect goods and services to the market. Digital marketing has moved the industry around the world. The goal of digital marketing is consumer-centric and allows consumers to engage with the product through digital media and make the best choice. The Internet and mobile phones have created a substantially new and exciting trend in the future of marketing. Marketers are trying to measure the effectiveness of their work. Digital marketing is suitable for analysis and turning a regular business into a profitable business, and product innovation is used more with digital marketing. It will create a scene of many opportunities and predictions.

(Jarek & Mazurek, 2019) examined the impact of artificial intelligence on marketing. Their research results showed that in recent years, artificial intelligence in various fields, including science, business, medicine, and education, to an emerging trend, and today artificial intelligence has reached marketing. The researchers posed two research questions: Which areas of artificial intelligence are used in marketing, and what are the implications of artificial intelligence for marketing managers? To answer these questions, the researchers looked at secondary data with examples of artificial intelligence used for marketing purposes. Also, analysis of the collected samples showed that although these programs were operational, artificial intelligence is widely

used in all marketing areas, indicating the precise implementation of new technology. They further stated that artificial intelligence affects all aspects of marketing and is therefore significant for marketing managers, which has a considerable impact on the delivery of consumer value and the organization and marketing management. (Contreras & Ramos, 2016), in a study entitled "What is marketing?" A survey of marketing managers' understanding of the definition of marketing "showed several definitions and interpretations of marketing in the academic literature. This diversity of marketing conceptualizations has complicated the development of marketing practices. In this study, content analysis methods were used to discover how marketing managers define the concept of marketing in Puerto Rican companies, and their research showed that 16% of managers use images related to their strategic functions. Define; Fifty percent of executives define marketing using concepts related to marketing tactics, and other marketing executives say they reflect both positions in their marketing style.

(Abdolmaleki et al., 2016) showed that the components of the marketing mix have a positive and significant role in sports consumer behavior. Also, prioritizing the marketing mix elements showed that the product is the most critical component, followed by service quality, price, place channels, promotion, and brand personality. (Shadivand et al., 2016) examined the factors affecting domestic sports brands' intrinsic value through structural equation modelling. They stated that marketing mix factors on three dimensions of brand equity (brand awareness - association, perceived quality, and brand loyalty), and these three dimensions affect each other and the brand equity.

3. Methodology

Research methodology determines the general approach to thinking and studying social reality or the phenomenon under study (Ghasemi, 2021). Research methodology is a systematic way to solve a research problem by collecting data using various techniques, presenting the interpretation of the collected data, and drawing conclusions about the research data. In this study, a researcher-made questionnaire were used to collect information due to the lack of a questionnaire appropriate to the research topic. To evaluate the validity of the researcher-made questionnaire and content validity was used. Eleven professors and sports science experts were used to assessing the questionnaire's face and content validity. Cronbach's alpha coefficient was used to determine the reliability of the researcher-made questionnaire, and the reliability coefficient of Cronbach's alpha components was reported as 0.93%. The statistical population of this study includes all coaches and managers of Taekwondo sports clubs in Guilan province. Three hundred sixty-five people have calculated the number of research samples through cluster sampling based on the Morgan table. In the questionnaire of this research, the demographic information that is questioned contains gender, marital status, age, and level of education among the managers of Taekwondo sports clubs in Guilan province. In this research, two methods of descriptive and inferential statistics have been used to analyze the data. Descriptive statistics were used to organize, summarize, and describe the sample sizes, adjust the frequency distribution

table and percentages, and calculate the scattering indices such as mean, standard deviation, and graph. In inferential statistics, a t-test was used.

4. Results

Describing the demographic characteristics of managers of Taekwondo sports clubs in Guilan province shows that in terms of gender, 53.1% of respondents are men and 46.9% of respondents are women, and most of the respondents are in terms of gender in this study It belongs to men. In terms of marriage, 71.2% of the respondents are married, and 28.8% are single, which is the most significant number of respondents in the present study. Most respondents with 36.8% in the age range of 26 to 45 years, and the lowest respondents with 14.2% in the age range of fewer than 25 years. The level of education of the 44.2% of respondents have expert degrees, and the lowest respondents with 7.8% have less than a diploma degree. [Table 1](#) shows the demographic characteristics of the coaches and managers of Taekwondo sports clubs in Guilan province.

Table 1. Describe the demographic characteristics of Taekwondo coaches and managers.

Property	Group	Abundance	Frequency
Gender	Male	194	53.1
	Female	171	46.9
Marital status	Single	105	28.8
	Married	260	71.2
Age	Less than 25	52	14.2
	26-45	134	36.8
	46-65	116	31.7
	More than 66	63	17.3
Education	Less than a diploma	25	7.8
	Diploma	47	12.7
	Expert	161	44.2
	Masters	92	25.2
	PhD	40	10.1

In the continuation of the research findings and to compare the views of managers of Taekwondo sports clubs about the importance of sports marketing, the factors of sports marketing Price, Product, Place, and Promotion are examined took. The results of sports marketing components from the managers of Taekwondo sports clubs in Guilan province were calculated at a significant level ($P \leq 0.05$). By means and standard deviation. Descriptive statistics of sports marketing components from the managers of Taekwondo sports clubs in Guilan province are shown in [Table 2](#):

Table 2. Descriptive statistics of sports marketing components from the perspective of managers of Taekwondo sports clubs.

Component	N	Average	SD
Price	365	13.060	6.1275
Product	365	12.725	5.8075

Component	N	Average	SD
Place	365	12.335	5.4445
Promotion	365	12.025	5.1195

The results of [Table 3](#) - There is no significant difference in the importance of sports marketing, the price component with ($P \leq 0.05$ and $t = 24.12$) and the product component with ($P \leq 0.05$ and $t = 23.70$), and the place component with ($P \leq 0.05$ and $t = 23.45$) and the promotion component with ($P \leq 0.05$ and $t = 23.08$) from the perspective of the coaches of Taekwondo sports clubs in the province Guilan:

Table 3. Inferential statistics of sports marketing components from the perspective of Taekwondo sports club coaches.

Component	N = 225	X / SD	t-test	P-Value
Price	225	13.11 ± 6.243	24.12	0.05
Product	225	12.62 ± 5.726	23.70	0.05
Place	225	12.55 ± 5.562	23.45	0.05
Promotion	225	12.06 ± 5.156	23.08	0.05

The results of [Table 4](#) - Inferential statistics of sports marketing components from the perspective of managers of Taekwondo sports clubs in Guilan province show that between the price component with ($P \leq 0.05$ and $t = 23.95$) and the product component with ($P \leq 0.05$ and $t = 23.82$) and the place component with ($P \leq 0.05$ and $t = 23.36$) and the promotion component with ($P \leq 0.05$ and $t = 22.97$) from the perspective of the managers of Taekwondo sports clubs in the province. Guilan There is no significant difference in the importance of sports marketing:

Table 4. Inferential statistics of sports marketing components from the perspective of Taekwondo sports club managers.

Component	N = 140	X / SD	t-test	P-Value
Price	140	13.01 ± 6.012	23.95	0.05
Product	140	12.83 ± 5.889	23.82	0.05
Place	140	12.12 ± 5.327	23.36	0.05
Promotion	140	11.99 ± 5.083	22.97	0.05

There is no significant difference between the components of price, product, place, and promotion of sports marketing from the perspective of managers of Taekwondo sports clubs in Guilan province about the importance of sports marketing ([Tables 3 and 4](#)). The above statistics have been calculated at the semantic level ($P \leq 0.05$). [Figure 1](#) shows a comparison of managers' views of Taekwondo sports clubs in Guilan province about the importance of sports marketing.

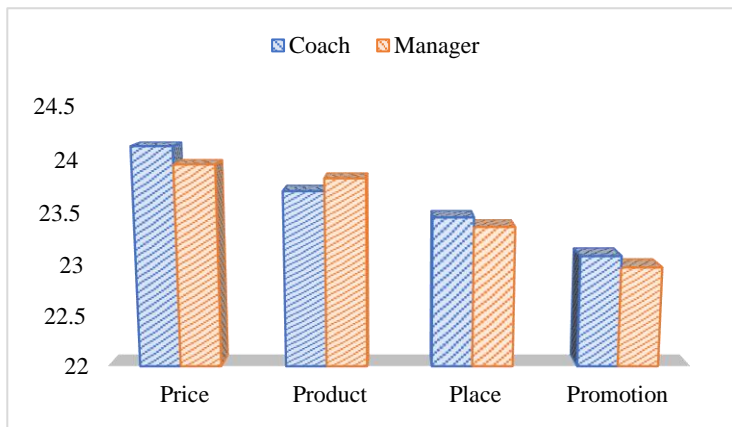


Figure 1. Comparison of the views of managers of Taekwondo sports clubs in Guilan.

5. Managerial implications

Obstacles and limitations to the development of sports marketing should be removed, and more awareness and information about the importance of sports marketing in the community should be provided.

6. Discussion and conclusion

The purpose of this study is the importance of sports marketing in Taekwondo. The results showed that there is no significant difference in sports marketing between the price component with ($P \leq 0.05$ and $t = 24.12$) and the product component with ($P \leq 0.05$ and $t = 23.70$), place ($P \leq 0.05$ and $t = 23.45$) and the promotion ($P \leq 0.05$ and $t = 23.08$). Also, the components of sports marketing showed that between the price component with ($P \leq 0.05$ and $t = 23.95$) and the product component with ($P \leq 0.05$ and $t = 23.82$), And the place component with ($P \leq 0.05$ and $t = 23.36$) and the promotion component with ($P \leq 0.05$ and $t = 22.97$) regarding the importance of sports marketing. Sports marketing is a process that identifies the wants and needs of sports customers and tries to meet these needs in a desirable way to offer various products. "Product" is the first component of sports marketing that provides a service or product for supply and sale. We do not necessarily just pay for a tangible sporting product; we pay for the value and value that that sporting product provides. It is suggested that by creating changes in Taekwondo sports products to gain more share of the sports market so that while retaining current athletes, new athletes can be attracted to Taekwondo. The "Product" component is in line with (Abdolmaleki et al., 2016; Davies & Cline, 2005; Hassangholipour et al., 2013; Nasirzadeh & Deskereh, 2014; Poursoltani Zarandi & Zareipour, 2018; Ramya & Kartheeswaran, 2019) research.

"Price" is the second component of sports marketing and is vital and decisive. Pricing for sports products is a clever and challenging task. The value is obtained from the outcome the athlete is willing to pay for. It is recommended to pay more attention to factors such as demand for sports products, the ability of taekwondo practitioners, and

prices of other sports when pricing Taekwondo sports products because the price directly impacts the market and profitability of sports organizations. The "Price" component is in line with (Behnam et al., 2015; Davies & Cline, 2005; Rahulan et al., 2013; Rekilä, 2013) research. "Place" is the third component of sports marketing. Customers may like a sports product and want to pay to buy it, but if they do not have access to it, they will not believe it. Sports products should be available in places that athletes can easily purchase. It is suggested that with the increase of sports venues, the availability of Taekwondo clubs, and any issues related to Taekwondo sports products, the product should be efficiently delivered to sports customers. The "Place" component is in line with (McLaren, 2012; Pakdel et al., 2012; Rekilä, 2013; Yousefi & Hassani, 2010) research. "Promotion" is the fourth component of sports marketing. If the sports product is produced according to the needs of the athletes and a reasonable price is considered. It will be readily available in Taekwondo sports clubs and shops, but customers do not have enough information about the price, features, and how to access the product. All sports marketing efforts will be in vain. Promotion is raising awareness and persuading and influencing sports consumers to buy the products they need. It is suggested that this sports marketing component promotes Taekwondo by increasing advertising, public relations, and product sales. Because promotional and promotional measures introduce the value of the sports product to customers and can be effective in attracting market share in Taekwondo. The "Promotion" component is in line with (Behnam & Toosi, 2013; Jarek & Mazurek, 2019; Nazari & Ghaderi Abed, 2011; Rekilä, 2013; Scola & Gordon, 2019) research. Therefore, the results of this study are consistent with all the studies mentioned in the present text.

Disclosure statement and funding

The authors declare no potential conflicts of interest. The present study received no financial support from any organization or institution.

References

- Abdolmaleki, H., Mirza Zadeh, Z. S., & Alidoust Ghahfarokhi, E. (2016). The Role of Marketing Mix on Purchase Behavior of Sport Management Professor. *Research on Educational Sport*, 4(11), 37-54. <https://doi.org/10.22089/res.2016.845>
- Amirtash, A., Maleki, S., & Afshariyan, M. J. (2016). A model of relationship marketing and customer loyalty in the users of public swimming pools in tehran. *Scientific Journal Of Organizational Behavior Management in Sport Studies*, 2(4), 111-118. https://fmss.journals.pnu.ac.ir/article_2554.html?lang=en
- Azadi, R., Yousefi, B., & Eidi, H. (2015). Effects of selected elements of marketing mix on brand equity in sportswear industry from the perspective of students and graduates of physical education and sports sciences (Case study: reputable Iranian sports brands in the country market). *Research in Educational Sports*, 3(8), 53-74. https://journals.ssrc.ac.ir/article_484.html?lang=en
- Beheshtian Ardakani, A., & Fathian, M. (2017). From Mass Marketing to One-to-One Electronic Marketing. *Roshd -e- Fanavari*, 13(51), 45-51. <https://doi.org/10.7508/jstpi.2017.03.006>

- Behnam, M., Goudarzi, M., & Hamidi, M. (2015). The influence of advertising appeal on future intention and consumer's attitude toward advertisement in sport service. *Sport Management Studies*, 7(28), 13-32. https://smrj.ssrc.ac.ir/article_445.html?lang=en
- Behnam, M., & Toosi, T. (2013). Analysis of the relationship between pleasure, arousal, attitude towards advertising and future consumer intention in sporting services (case study of Tehran University students). *Applied Research in Sport Management*, 2(3), 47-60. <https://www.sid.ir/fa/Journal/ViewPaper.aspx?ID=214613>
- Contreras, F. L., & Ramos, M. L. Z. (2016). What is Marketing? A Study on Marketing Managers' Perception of the Definition of Marketing. *Forum Empresarial*, 21(1), 49-69. <https://doi.org/10.33801/fe.v21i1.4087>
- Davies, A., & Cline, T. W. (2005). A consumer behavior approach to modeling monopolistic competition. *Journal of Economic Psychology*, 26(6), 797-826. <https://doi.org/10.1016/j.joep.2005.05.003>
- Ebrahimi, A., & Mahdiyeh, O. (2008). *Electronic Marketing: Principles, Concepts, Applications*. Homayedanesh. <https://www.gisoom.com/book/1409036>
- Funk, D. C., Filo, K., Beaton, A. A., & Pritchard, M. (2009). Measuring the motives of sport event attendance: Bridging the academic-practitioner divide to understanding behavior. *Sport Marketing Quarterly*, 18(3), 126-138. https://digitalcommons.cwu.edu/cobfac/27_6/
- Ghasemi, H. (2021). *Research reference* (2 ed.). AndishehAra.
- Hassangholipour, T., Hashemi-Njad, S-M., Azizan, M. J., & Seyghali, M. (2013). Identification and ranking measures affecting electronic shopping in Iran. *Future study Management*, 24(99), 1-14. https://jmfr.srbiau.ac.ir/article_7875.html?lang=en
- Hosseini, S. (2009). *Designing the Sports Marketing Model for the Islamic Football League of the Islamic Republic of Iran*. [Master Thesis, Tarbiat Modares]. Tehran, Iran.
- Ismaeili, M., Ehsani, M., Kozechih, H., & Honari, H. (2016). Designing a Model of Market Orientation to Affect Customer Behavior and Service Quality in Water Recreational Sport Centers. *Sport Management and Development*, 5(1), 137-152. https://jsmd.guilan.ac.ir/article_1932.html?lang=en
- Jarek, K., & Mazurek, G. (2019). Marketing and Artificial Intelligence. *Central European Business Review*, 8(2), 46-55. <https://doi.org/10.18267/j.cebr.213>
- Khor, E. T. (2010). *Factors Influencing Consumer Buying Behavior of Luxury Branded Goods*. [Master Thesis, Sains Malaysia]. George Town, Malaysia. <https://www.semanticscholar.org/paper/Factors-Influencing-Consumer-Buying-Behaviour-of-Tatt/ef126338090c4a24e48f8b1330f6d1a69e7b10d9>
- Kim, Y. K., & Trail, G. (2011). A Conceptual Framework for Understanding Relationships Between Sport Consumers and Sport Organizations: A Relationship Quality Approach. *Journal of Sport Management*, 25(1), 57-69. <https://doi.org/10.1123/jsm.25.1.57>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2010). Marketing 3.0: From products to customers to the human spirit. In *Marketing wisdom*. Ariana Ghalam. <https://aryanaghalam.com/wp-content/uploads/2019/12/nasle-3-sum.pdf>
- Lu, H-F. (2012). The economic challenge and opportunity of sport industry in Taiwan. *Modern Economy*, 3(1), 51-53. <https://doi.org/10.4236/me.2012.31007>
- McLaren, C. B. (2012). *A dynamic model of consumer behavior*. [Doctor, California, Riverside]. Riverside, California, United States. <https://escholarship.org/uc/item/5xg2d4tn>
- Mohammad Kazemi, R., Tondnevis, F., & Khabiri, M. (2008). Study of the price element of the mixed elements of sports marketing in the Iranian professional football league and comparison of the current situation with the leagues of South Korea and Japan. *Motor science and sports*, 6(12), 121-132. <https://www.sid.ir/fa/journal/ViewPaper.aspx?ID=84150>

- Moharramzadeh, M. (2010). *Management of sports organizations* (3 ed.). Jihad Daneshgahi (Urmia University). <https://www.gisoom.com/book/11047050>
- Nasirzadeh, A., & Deskereh, Y. (2014). *Principles and foundations of management in sports marketing*. Pelk. <https://www.gisoom.com/book/11121894/>
- Nazari, M., & Ghaderi Abed, A. H. (2011). Developing a Model to Evaluating Effective Factors on Impulse Buying Behavior. *Journal of Business Management*, 3(4), 127-140. https://jibm.ut.ac.ir/article_28562.html?lang=en
- Pakdel, M., Nayezbzadeh, S., & Dehghandehnavi, H. (2012). Investigation the effect of Market Orientation, Innovation and Customer Loyalty on Business Performance (Case Study: Pol Clothing Group). *Journal of Marketing Management*, 6(10), 1-26. <https://www.sid.ir/fa/journal/ViewPaper.aspx?id=160753>
- Poursoltani Zarandi, H., & Zareipour, G. (2018, May 16). *Study of effective factors in the development of sports marketing management in Iran*. The 4th National Conference on Sport Sciences and Physical Education of Iran, Tehran, Iran. <https://civilica.com/doc/774703/>
- Rafiei, S., Haghghi Nasab, M., & Yazdani, H. R. (2013). The effect of marketing-mix efforts and corporate image on brand equity in the IT software sector. *New Marketing Research Journal*, 2(4), 182-195. https://nmrj.ui.ac.ir/article_17631.html?lang=en
- Rahulan, M., Troynikov, O., Watson, C., Janta, M., & Senner, V. (2013). Consumer Purchase Behaviour of Sports Compression Garments –A study of Generation Y and Baby Boomer Cohorts. *Procedia Engineering*, 60(1), 163-169. <https://doi.org/10.1016/j.proeng.2013.07.055>
- Ramya, L., & Kartheeswaran, K. (2019). *Future of Digital Marketing in 2020*. Digital Marketing: Scope and opportunities, Sathyamangalam, India. https://www.researchgate.net/publication/337304612_FUTURE_OF_DIGITAL_MARKETING_IN_2020
- Rekilä, T. (2013). *A study of the factors influencing customer satisfaction and efficiency in contact centers: the combined effect*. [Master Thesis, Aalto]. Espoo, Finland. <http://urn.fi/URN:NBN:fi:aalto201308147614>
- Scola, Z., & Gordon, B. S. (2019). Exploring retro marketing with sport marketing professionals. *Sport, Business and Management: An International Journal*, 9(3), 284-300. <https://doi.org/10.1108/SBM-06-2018-0046>
- Shadivand, A., Azmsha, T., & Mehdipour, A. (2016). Determining Factors Affecting Domestic Sports Brand Equity Using Structural Equation Modeling. *Journal of Sport Management*, 8(3), 359-373. <https://doi.org/10.22059/jsm.2016.59304>
- Yee, A. F., & Sidek, B. (2008). Influence of brand loyalty on consumer sportswear. *Economics and Management*, 2(2), 221-236. <http://citeseerx.ist.psu.edu/viewdoc/download;jsessionid=25A6B6B1EFA48636118EDBB0EC10D4E9?doi=10.1.1.555.2899&rep=rep1&type=pdf>
- Yousefi, B., & Hassani, Z. (2010). *Fundamentals of Sports Marketing*. Razi University (Kermanshah). <https://www.gisoom.com/book/11047911>



SBJ

نشریه کسب و کار در ورزش


آدرس نشریه: <https://sbj.alzahra.ac.ir/>

زمستان ۱۴۰۰ و بهار ۱۴۰۱، دوره ۲، شماره ۱، ص ۱۰۳-۱۱۴

شناسه دیجیتال: [10.22051/SBJ.2022.40442.1032](https://doi.org/10.22051/SBJ.2022.40442.1032)



دیدگاه مدیران باشگاه‌های ورزشی تکواندو درباره بازاریابی ورزشی

جلیل پور زرنگار^۱ 

^۱ دکتری مدیریت ورزشی، گروه تربیت بدنی و علوم ورزشی، دانشگاه تهران، ایران.

کلیدواژه

بازاریابی ورزشی
باشگاه
تکواندو
مدیران ورزشی

نوع مقاله

پژوهشی

چکیده

هدف: هدف این پژوهش مطالعه اهمیت بازاریابی ورزشی در رشته ورزشی تکواندو است.

روش: این پژوهش از نظر هدف به‌عنوان یک پژوهش کاربردی به‌شمار می‌رود و روش انجام پژوهش توصیفی - پیمایشی است. برای جمع‌آوری اطلاعات از محقق ساخته استفاده شد. جامعه آماری این پژوهش شامل: کلیه مدیران (مدیران فنی، مدیران اجرایی و مربیان) باشگاه‌های ورزشی تکواندو استان گیلان بودند. جهت تجزیه و تحلیل اطلاعات گردآوری شده، از توصیف آماری متغیرهای پژوهش و روش آمار استنباطی استفاده شده است.

یافته‌ها: یافته‌ها نشان داد در مؤلفه‌های اصلی قیمت، محصول، توزیع، و ترویج در سطح معنی‌داری ($P \leq 0.05$) مؤلفه‌های اصلی قیمت، محصول، توزیع، و ترویج بر بازاریابی ورزشی تأثیر مثبت و معنی‌داری دارند.

اصالت و ابتکار مقاله: محقق در این مقاله اهمیت بازاریابی ورزشی را برای رشد صنعت ورزش و کمک به توسعه رشته ورزشی تکواندو پیشنهاد کرده و نتایج این پژوهش برای جوامعی که به دنبال توسعه برنامه‌های بازاریابی ورزشی خود هستند، ارزشمند است.

تاریخ دریافت: ۱۴۰۱/۰۲/۲۸

تاریخ پذیرش: ۱۴۰۱/۰۴/۰۵