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The role of sport marketing in fostering sport practice

دور التسويق الرياضي في تعزيز ممارسة الرياضة

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Abstract:

This study aims at knowing the contribution of sport marketing to fostering the sport practice, and at revealing the status-quo and methods of sport marketing in the clubs of Msila. We used the descriptive method because it suits the nature of the topic, and relied on a questionnaire, which we administered to a sample of 07 football clubs in the Wilaya of Msila. Findings show that the sport marketing has an important role in fostering the sport practice, and that there is a strong correlation between the status-quo and methods of sport marketing and the increase of the sport practice in the football clubs.

Keywords: sport marketing; fostering; sport practice; football

الملخص:

تهدف هذه الدراسة إلى التعرف على مساهمة التسويق الرياضي في تعزيز الممارسة الرياضية، وكشف واقع وأساليب التسويق الرياضي في أندية المسيلة، وقد استخدمنا المنهج الوصفي لملاءمته لطبيعة الموضوع، واعتمدنا على استبيان وُزِّع على عينة من 07 أندية لكرة القدم في ولاية المسيلة، وأظهرت النتائج أن للتسويق الرياضي دورًا مهمًا في تعزيز الممارسة الرياضية، وأن هناك علاقة ارتباط قوية بين واقع وأساليب التسويق الرياضي وزيادة الممارسة الرياضية في أندية كرة القدم.

الكلمات المفتاحية: التسويق الرياضي؛ التعزيز ؛ الممارسة الرياضية؛ كرة القدم.

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Introduction:

Sport is a global social, cultural, and economic phenomenon that plays an important role in the lives of individuals and communities. It goes beyond being merely a physical activity to become an integrated industry with broad economic and marketing dimensions. With technological advancements and globalization, new fields have emerged in the management and organization of sports activities, most notably sport marketing, which serves as a link between sport as a practice and the economy as a growing market.

Sport marketing is a modern field and branch of marketing. It witnesses a remarkable growth, as companies devote big budgets for this marketing. It is a new concept in business management and focuses on marketing the sport goods and services, including the sport clubs, facilities, and athletes. It started in the USA after WWII and, then, had spread in Europe and the Arab work. It differs than the other economic fields, as it is related to the sport values and can be partially or fully applied in the clubs, the sport unions, and the sport tourism (Jilali Abd al Kader, Sadek, 2021, p. 02). Today, the sport marketing is a focal point, as everybody opts for it as a solution to achieve the marketing and economic goals of the sport clubs and organizations, mainly under the effect of globalization and the decrease of the governmental funding. It is an essential element in managing the sport organizations.

Sport and the physical activities have gained local interest. Besides, issues relatedto marketing and the economies of the sport unions emerged, making them a pivotal axis in this decade. Thus, researchers focused on the role of sport marketing in fostering the sport practice and in identifying the strengths and weaknesses that face the clubs in attracting the youths. Based on what was said, we raise the following problematic, “does the sport marketing contribute to fostering the sport practice?”

Sub-questions:

- Is there a correlation between the status-quo of sport marketing and fostering the sport practice in the sport clubs of Msila?
- Is there a correlation between the methods of sport marketing and fostering the sport practice in the sport clubs of Msila?

Study hypotheses:

The general hypothesis:

- The sport marketing contributes to fostering the sport practice.

Sub-hypotheses:

- There is a correlation between the status-quo of sport marketing and fostering the sport practice in the sport clubs of Msila.
- There is a correlation between the methods of sport marketing and fostering the sport practice in the sport clubs of Msila.

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Aims of the study:

- Knowing the contribution of sport marketing to fostering the sport practice in the sport clubs.
- Knowing the status-quo of sport marketing in the sport clubs of Msila.
- Knowing the sport marketing methods in the sport clubs of Msila.

Importance of the study:

The importance of this study lies within the vital role of sport marketing in fostering the healthy lifestyle and increasing the rate of sport practice amid the healthy challenges resulting from the few physical activities and the spread of unhealthy lifestyles. In this regard, it is necessary to understand how to invest the sport marketing strategies to encourage people to practice sport.

The study concepts and terms:

1. The sport marketing: It is a survey of the opinions and trends prevailing in the market to orient the sport goods and services towards the satisfaction of the trends (Cuttler, 2006, p. 130). Procedurally speaking, it is part of the promotion plans adopted by the sport clubs to make economic and commercial gains far from the governmental funding.

2. The sport practice:It is all the different physical activities exercised by the human using all his body. It is the main field that covers all the human physical colors, shapes, and cultures (al Khouli, 2011, p. 120). Procedurally speaking, it is exercising physical activities in sport clubs in return for paying daily, monthly, or annual material fees that yield financial and economic benefits for the sport clubs.

Literature review:

1st study: the Magister thesis of Herbaji Abd al Ghani (2016), entitled the reality and prospects of sport marketing in the Algerian sport organizations". It revolved around the analysis of the status-quo and future of the sport marketing in these organizations. The study aimed at clarifying the concept, fields, and tools of promoting sport marketing, and at showing the importance of providing the necessary financial resources for management. The authors used the analytical descriptive method on a sample of 06 football clubs, and a questionnaire for data collection. Findings show that the sport marketing is exercised by unqualified people, and that the sport clubs neither take advantage of the available marketing methods nor focus on conducting studies on the marketing of the sport service.

2nd study: the Master thesis of WalidAdergan (2016), entitled "the sport marketing and its role in improving the performance of the sport clubs- the 2nd regional clubs in Bouira". Its problematic revolved around the effect of sport marketing on the project of sport professionalism in the Algerian football clubs. The author used the analytical descriptive method and a questionnaire. In this context, the study was conducted on a 2nd regional league club in the Wilaya of Bouira. Findings show that sport marketing requires a study based on strong scientific bases for the success of the sport institutions, mainly the big clubs because it may contribute to providing the necessary funding. The authors recommended the application of the different sport marketing strategies to increase the financial revenues.

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3rd study: The study of Saada Mohamed (2009) entitled "the sport marketing in the private economic companies and its effect on sport development" aimed at identifying the effect of sport marketing in these institutions on the sport development. The author measured the interest of the private economic companies in the sport marketing. The study covered a sample of 16 private economic companies and 13 sport clubs in Msila. Findings showed that the clubs basically rely on funding without exploitation of the other marketing elements, and that the private economic companies pay attention to the sport clubs. Besides, the author pointed to the low level of the local clubs, leading to the companies' uninterest in sponsoring them. Finally, the sport clubs play a vital role in the recession of the sport marketing due to their unawareness that the sport clubs are modern efficient economic companies.

First/ the theoretical frame:

1. The sport marketing:

1-1 Definition:

Marketing:

It is an organized process aimed at planning and controlling well-studied activities in the areas of creating, pricing, and promoting ideas and services through continuous exchange processes that serve the goals and interests of both the organization and the individual. (dina kamal Mahmoud, 2025, p55)

Sports marketing

Grand (1995) defines it as a survey of the opinions and trends prevailing in the market to orient the sport goods and services towards the satisfaction of the trends (Ala Dine Hamdi Ahmed, 2011, p. 30). Besides, BitsuStutlar sees it is the process of designing and executing activities that sponsor the trend (product, price, place, distribution) of the sport product to satisfy the customers' desires and achieve the company goals (Derouiche, Sobhi, 2004, p. 36).

Sports marketing is the set of activities and practices aimed at meeting the needs of sports consumers or serving others through the utilization of sport and athletes. It is also a collection of marketing principles and strategies applied in the sports field, encompassing products, services, and organizations. This type of marketing seeks to enable companies to promote a specific sport, in addition to promoting non-sports products or services through sport.(nabi mohamed nadjeh, 2021,p168)

1.2 The importance of the sport marketing:

When considering marketing in the field of sport, we find it is one of the essential tools that must contribute to handling some challenges, mainly the financial, which face the sport organizations to decrease the financial burdens of the state in supporting these organizations. Thus, if the sport marketing is integrated in the sport organizations, the state can replan the financial support plan to meet the target goals. In general, marketing is a complex task, and the sport marketing is more complicated because it raisesmore challenges due to the unique features of sport. Besides, sport hasdifferent aspects that distinguish it from other goods and services, such as:

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- Sport is an independent entity, making the sport marketing unable to predict the reactions of the audience towards the matches.
- It is difficult to predict the matches' scores.
- The audience is emotionally attached to the teams.

These features affect the decision-making in the sport marketing and in the promotion and sale of sport goods and services (Jilali&Sadek, 2021, p. 14). In addition, other considerationsmust be taken into account when thinking about marketing in the field of sport, namely:

- The final product is intangible.
- In the sport marketing, there is no as much focus on the main product as on the continuity of the service delivery.
- The customer satisfaction with the service is related to the social atmosphere or context.
- Sport has a unique and important position in media, showing the importance of focusing on it.
- Since expenditure in sport depends on the governmental support, there is no clear need for marketing.
- The sport marketer cannot control the nature of the product.
- There is no physical distribution of the product.
- The product in the field of sport is unstorable (IssamBedoui, 2001, p. 136).

1.3 The comprehensive management of the quality of the process of sport marketing in the sport companies:

The comprehensive management of the quality is a philosophy that covers technical methods, tools, principles, and efforts that aim at the continuous improvement of performance on all the levels through the available human and material resources, with commitment, discipline, and continuity to face the customers' needs and expectations and satisfy them. Regarding the application of the comprehensive management of quality in the process of sport marketing in the sport companies, different principlescan be applied, namely:

- Planning and its elements.
- The formal and informal organization.
- The suitable tools of communication between the administrative levels.
- The focus on the benefiter (athlete, audience, administration, technicians).
- The availability of the efficient administrative leadership and teams building.

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- The application of the continuous education and training principles.
- The continuous improvement of quality.
- The continuous control by the higher administration.
- Taking advantage of the other methods in the comprehensive management of quality (Ali Hijazi, 2009, p. 30.

2. The sport practice:

2.1 The aims of the sport practice:

The aim is the movement towards the objective, i.e., reaching the end of the process through the way that leads to the objective. Many sport educators, such as Brown, Haggman, etc, set aims and objectives for sport education. The aims include:

1. The aims of developing agility.
2. The aims of developing the motor and social skills.
3. The aims of developing knowledge and concepts.
4. The aims of developing habits and trends.
5. The aims of developing emotions.

These aims lead to one objective, which is shaping a good citizen that achieveshis and his society's happiness and development (Jilali&dsadek, 2021, p. 24).

2.2. The general objectives of the sport practice:

These objectives reflect the ideological and educational philosophy of the society and insist on its values and principles. Besides, they represent a reflection of the human development fields, which behaviorally cover the motor, cognitive, emotional, and social fields (al Khouli, 2001, p. 253). These objectives represent the general frame of the aspirations, values, and ambitions that the physical education can achieve through the concept of inclusive education of the adolescent. Despite the diversity of the cultural aspects and beliefs in the world, they do not go beyond the basic behavioral fields, which we mentioned, which aim at achieving the values the society accepts to itself and to the other societies.

Second/ The practical side:

1. The method of the study: after raising the study problem, we decided that the descriptive method is the most suitable for data collection through analyzing the phenomenon and studying the facts as they are.

2. Population and sample: the population includes the football clubs of the Wilaya of Msila while the sample includes 07 clubs, namely Wifaq Msila, Amal Boussaada, NadjmMagra, ItihadSidiAissa, NajmSidiAissa, AmalBarhoum, and MouloudiaHamamDalaa.

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3.Data collection tools: we used the questionnaire based on the theoretical background. It is divided into two axes. The 1st is about the status-quo of the sport marketing, with 09 items, while the 2nd is about the methods of sport marketing, with 09 items; giving 18 items in total.

4.1 The validity: we used the intrinsic validity, which is about the validity of the experimental degrees compared to the real degrees without random mistakes.

4.2 The consistency: The consistency was estimated with 03 informants using Cronbach's Alpha because it has multiple dimensions and is preferred when the aim is estimating the consistency coefficient and there is no correct or wrong answer.

Table 01: Cronbach's Alpha for the 03 dimensions

Axes	Items	Cronbach's Alpha
The status-quo of sport marketing	09	0.845
The methods of sport marketing	09	0.879
Total	18	0.862

Table (01) presents the values of Cronbach's Alpha coefficient for the three dimensions of the study instrument. The coefficient value for the axis of the status-quo of sport marketing reached (0.845) across 9 items, which is a high value reflecting a strong degree of internal consistency among the items composing this axis. The coefficient value for the axis of the methods of sport marketing reached (0.879) across 9 items as well, which is an excellent value indicating a strong correlation and harmony among the items. The overall Cronbach's Alpha value for all the questionnaire items (18 items) was (0.862), which further enhances the overall reliability of the instrument.

Based on commonly accepted statistical standards, all the obtained values exceed the minimum acceptable threshold for Cronbach's Alpha (0.70) in social and human sciences research, indicating that the measurement tool used in this study has a high degree of stability and reliability, allowing the results to be confidently relied upon in analyzing the hypotheses and answering the research questions.

5. The methods of statistical treatment: we uploaded the data to make the statistical treatment with SPSS.

5.1. The use of SPSS in this study:

We highly relied on SPSS to calculate the arithmetic means, standard deviations, Pearson correlation coefficients, and the necessary calculations. The data are presented in organized tables, as shall be shown below.

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6. Presentation, analysis, interpretation, and discussion of the results:

6.1 Presentation and analysis of the results:

6.1.1 Presentation and analysis of the 1st hypothesis:

- There is a correlation between the status-quo of sport marketing and fostering the sport practice in the sport clubs of Msila.

Table 02: The analysis of the regression line for hypothesis 01

Independent variable	Dependent variable	Regression fixed b	Regression coefficient a	Correlation coefficient R	Coefficient of determination R2	Calculated F	Significance level
Status-quo of sport marketing	Fostering sport marketing	0.637	0.696	0.757	0.528	09.159	0.005

Table 02 shows a statistically significant relation at trust level 95%. In this regard, the correlation coefficient is 0.757 while the correlation of determination is 0.528. Besides, F test shows a value of 09.159 with no statistically significant differences between the two variables, showing the statistical significance of the regression model. In addition, the significance level is 0.005, and is less than the trust level 0.05.

6.1.2 Presentation and analysis of the 2nd hypothesis:

- There is a correlation between the methods of sport marketing and fostering the sport practice in the sport clubs of Msila.

Table 03: The analysis of the regression line for hypothesis 02

Independent variable	Dependent variable	Regression fixed b	Regression coefficient a	Correlation coefficient R	Coefficient of determination R2	Calculated F	Significance level
Status-quo of sport marketing	Fostering sport marketing	0.748	0.782	0.663	0.574	10.235	0.005

Table 03 shows a statistically significant relation at trust level 95%. In this regard, the correlation coefficient is 0.663 while the correlation of determination is 0.574. Besides, F test shows a value of 10.235 with no statistically significant differences between the two

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variables, showing the statistical significance of the regression model. In addition, the significance level is 0.005, and is less than the trust level 0.05.

6.2 Discussion and interpretation of the results:

6.2.1 Discussion and interpretation of the results of hypothesis 01:

The statistical results show a correlation coefficient of 0.757, indicating a strong effect for the sport marketing on the increase of the sport practice. The coefficient of determination is 0.528, i.e. 52.8% of the change in the sport practice is attributed to the sport marketing. In addition, F test (9.159) and the significance level 0.005 show a relation with strong statistical significance between the two variables. Compared to the previous studies, such as that of Herbadji Abd al Ghani that showed a weak application of sport marketing, the study of WalidAdergan (2016) that showed the role of sport marketing in the financial and sport success of the sport clubs, and the study of Saada Mohamed (2009 that focused on the role of the private economic companies in the sport marketing, we find that they all support the hypothesis and confirm that the sport marketing is a vital element in improving the sport practice.

However, the studies show big challenges in the efficient application of the sport marketing, including the need to employ specialists and adopt a thoughtful marketing strategy. Therefore, we recommend improving the sport marketing strategies in the clubs of Msila, increasing cooperation with the economic companies, and hiring specialists to achieve more financial and sport objectives.

6.2.2 Discussion and interpretation of the results of hypothesis 02:

The hypothesis points to a strong positive relation. The results of the simple linear regression show a statistical effect relation with strong significance between the methods of sport practice and fostering the sport practice in the clubs of Msila. The correlation coefficient is 0.663, indicating a positive averagelystrong correlation between the two variables. The coefficient of determination is 0.574, i.e. 57.4% of the variance infostering the sport can be explained with the methods of sport marketing. In addition, F test (10.235) shows no significant differences between the two variables, what strengthens the significance of the relation. Finally, the statistical significance is strong with the significance level 0.005, proving the validity of the hypothesis. Compared to the previous studies, the study of Herbadji Abd al Ghani that showed that the sport marketing in the Algerian sport organizationsis not optimally exploited, we confirm our results that show a lack in exploiting the sport marketing to foster sport. Besides, the study of Walid Adergan (2016) supports the role of sport marketing in improving the performance of the clubs and in increasing the revenues, what consolidates the hypothesis about the effect of marketing on the sport practice. Moreover, the study of Saada Mohamed (2009) showed that the clubs do not take advantage of the available marketing potentials, what sheds light on the necessity of promoting sport marketing to support the clubs.

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Based on this, we can say that the sport marketing is key for strengthening the sport practice, and that the clubs must better invest the marketing strategies to improve performance and increase the sport participation.

6.3 Discussion of the general hypothesis:

Based on the validity of the sub-hypotheses and on the obtained results that reflect the status-quo of sport marketing in fostering the sport practice in the football clubs in Msila, we can say that sport marketing is still far from the international developments. Despite the lacks in methods and applications, the sport marketing remains an effective tool in attracting the youths towards practicing sport through the use of different tools, mainly social media and electronic applications. Thus, we can confirm the important role of sport marketing in fostering the sport practice.

6-4- General Conclusion:

The results of this study showed that sports marketing constitutes a fundamental pillar in enhancing sports practice within football clubs in the Wilaya of M'sila. Statistical analyses revealed strong correlations and significant effects between the reality and methods of sports marketing and the level of participation in sports activities. These findings indicate that adopting effective marketing strategies can directly contribute to increasing engagement in sports and improving the organizational and financial performance of clubs.

These results align with the Marketing Mix Theory, which emphasizes that developing the elements of product, price, promotion, and place creates added value for consumers. In the context of sports, improving these elements can attract a larger audience and more participants. The findings also support the Relationship Marketing Theory, which focuses on building long-term relationships with consumers, as clubs can, through sustainable marketing strategies, gain fan loyalty and encourage continuous participation in sports activities.

Moreover, the results are consistent with the Diffusion of Innovations Theory, which suggests that using modern tools, such as social media and digital applications, accelerates the dissemination of ideas and sports activities, increasing their appeal among youth. This explains how digital tools can amplify the impact of sports marketing and expand its reach.

Despite these positive indicators, the study also revealed a gap between the current state of local sports marketing and global standards, highlighting the urgent need to:

1. Adopt innovative marketing strategies that take into account the specificities of the local environment.
2. Employ sports marketing specialists with both field and academic experience.
3. Strengthen partnerships with economic companies to sponsor sports activities.

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In conclusion, sports marketing is not merely a promotional tool but a comprehensive strategy capable of achieving a qualitative shift in the level of sports practice, provided it is planned and implemented based on scientific principles and an integrated methodology.

7. Conclusion:

Based on what was said, we find out that:

- Sport marketing has an important role in fostering the sport practice.
- There is a strong correlation between the status-quo of sport marketing and fostering the sport practice in the football clubs of Msila.
- There is a strong correlation between the methods of sport marketing and fostering the sport practice in the football clubs of Msila.
- Awareness of sports club management of the importance of sports marketing and its direct impact on attracting practitioners and supporters.
- The contribution of innovative sports marketing strategies to enhancing the club's positive image and increasing local community engagement.
- The link between the effectiveness of sports marketing and the availability of qualified financial and human resources within the clubs.
- The role of promotional campaigns and community activities in motivating individuals to engage in sports practice.
- The impact of using digital channels and social media on expanding the target audience base and increasing sports participation.
- The reciprocal relationship between improving marketing practices and increasing loyalty and belonging to the club.

Recommendations:

- Developing marketing strategies that target the local communities.
- Fostering cooperation between the private and public sectors.
- Investing social media and modern technology to provide an interactive sport content that motivates the real participation in sport.
- Focusing the marketing campaigns on the youths.
- Integrating the schools and universities in the sport awareness raising.
- Providing incentives for the individuals to participate in different sports.

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