



THE REALITY OF MARKETING SPORTS FACILITIES IN SOME SPORTS CLUBS IN THE GOVERNORATES OF SOUTHERN IRAQ

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Abstract.

Without money, sports facilities and stadiums cannot be built, nor can players, training and technical staff, and other elements that contribute to building and developing sports be attracted. One of the methods followed by sports clubs is sports marketing activity, which played a major role in providing a very high budget for some international sports clubs. In fact, many Arab countries have started sports marketing activities in their sports clubs, which have clearly shown positive results. If sports clubs invest in sports marketing correctly, according to scientific foundations, and according to a well-studied strategy, it is possible to solve many of the financial problems of Iraqi sports clubs, which are the biggest obstacle to the process of building and developing sports in those clubs, which has been reflected in the level of sports in the country. There is an urgent and necessary need to expand and diversify the revenue channels of sports clubs by establishing marketing work foundations for sports clubs based on the results of research in this field to expand and diversify the base of sports games and then develop them. The most important objectives of the research are to prepare a scale for marketing sports facilities in some sports clubs in the southern governorates, as well as to identify the reality of marketing sports facilities in some sports clubs in the southern governorates. The research sample was identified, and the scale was built and applied on them, and the research data was collected to show us the results, which are: there is a weakness in the process of contracting with companies specializing in sports clothing and equipment, and not benefiting from the halls and lounges in sports clubs and renting them for parties and events.

Keywords: Sports marketing. Sports clubs. Management and organization

Chapter One

1- Definition of the Research

1-1 Introduction and the Importance of the Research

Money is the lifeblood in general and has the greatest role in developing the sports aspect and since sports are a joint of life, money plays a vital role in building, developing and spreading the sports aspect. Without money, sports facilities and stadiums cannot be built, nor can players, training and technical cadres and other elements that contribute to building and developing sports games be attracted. One of the methods followed by sports



clubs is sports marketing activity, which played a major role in providing a very high budget for some international sports clubs. In fact, many Arab countries have started their sports clubs to engage in sports marketing activity, which has clearly shown positive results. If sports clubs invest in sports marketing in a correct manner and according to scientific foundations and a well-studied strategy, it is possible to solve many of the financial problems of Iraqi sports clubs, which are the biggest obstacle to the process of building and developing sports in those clubs, which has been reflected in the level of sports in the country.

1-2 Research Problem

Marketing is one of the important and main activities of any institution, whether sports or non-sports, and what concerns us is marketing sports activity, as the need has become urgent and necessary for sports clubs to carry out sports marketing activities based on sound scientific foundations, as most Iraqi sports clubs rely on providing the necessary funds to carry out their sports activities on the grant provided by the Ministry of Youth and Sports in the first place, as well as on some irregular marketing activities, while the sports marketing process does not only provide the material aspect for sports clubs, but rather extends to other aspects such as media and moral, and marketing sports facilities in sports clubs is one of the important activities to increase financial returns. Based on this and other things, the researchers found that there is an urgent and necessary need to expand and diversify the revenue channels of sports clubs by establishing marketing work foundations for sports clubs based on the results of research in this field to expand and diversify the base of sports games and then develop it.

1-3 Research objectives

- 1- Preparing a scale for marketing sports facilities in some sports clubs in the southern governorates
- 2- Identifying the reality of marketing sports facilities in some sports clubs in the southern governorates

1-4 Research areas

- 1-4-1 Human field: Sports club administrations in the southern governorates
- 1-4-2 Time field: 6/2 to 10/3/2024
- 1-4-3 Spatial field: Sports club headquarters

Chapter Two

2. Research methodology and field procedures

2-1 Research methodology

The researcher used the descriptive method using the survey method to suit it and solve the research problem

2-2 Research community and sample

The study included the research sample consisting of members of the administrative bodies of the first and second division clubs in southern Iraq according to the classification of the Ministry of Youth and Sports, where the research community is defined as (all individuals, events or things that make up the research community). [1] The number of members is 104.

The research samples included the exploratory sample of (4) members and the preparation and application sample of (100) members.

2-3 Tools and devices that assist in the research.

It means (collecting the means and tools that the researcher will use in each stage of the research). [2] The researcher used the tools that were represented

- 1- Sports facilities marketing scale that was prepared by the researchers.
- 2- Data collection and unpacking form
- 3- Manual calculator.



4- Personal calculator (laptop) type (DELL)

2-4 Main research procedures:

2-4-1 These are in line with the research objectives and a review of similar works and, therefore, are used in this paper.

2-4-2 Validity Procedures for Pretesting the realities of paragraphs of sports facilities marketing.

To ascertain the validity of the paragraphs of the Modified Sports Facilities Marketing Reality Scale, the researchers thusly presented the modified scale with the aid of the original scale to the group of (17) experts and after unpacking the data that was garnered. From the questionnaires and processed statistically, they used the (Ka2) test and compared the calculated and tabular values (3.84) at the degree of freedom (1) and significance level (0.05), respectively.

2-4-3 Preparing the scale instructions

1. Omit the companies' names.

2. Please ensure that every question is answered.

3. The need to be honest with true answers.

4. Do not consult any other colleague for an answer.

5. Put a tick mark (✓) in the appropriate box against each statement to indicate your response. Please remember that your response shall be treated as confidential and used only for academic research.

2-4-4 Exploratory experiment of the scale:

The scale was applied to a survey sample of (4) administrators.

2-4-5 Applying the scale to the preparation sample:

The study scale was applied to the preparation sample of (100) administrators with the aim of conducting a preliminary statistical analysis of the scale paragraphs.

2-4-6 Correcting the scale:

The scale comprises of (8) paragraphs, while the response options were presented in (3) options, respectively (yes, to some extent, no). That makes the grading scheme different and thus, the highest possible score is (24), the lowest being (3).

2-4-7 Statistical analysis of the paragraphs of the scale:

2-4-7-1 Discrimination ability (the two extreme groups) of the scale:

It was verified that discriminatory ability of the paragraph is using the two extreme groups through the results of the preparation sample questionnaires of (100) questionnaires, where the results showed that all the phrases are distinctive.[4]

2-4-7-2 Internal consistency of the scale:

Internal consistency was assessed by computing a correlation coefficient between paragraph score and total scale score; all statements, however, had a substantially high correlation coefficient.

2-4-7-3 Psychometric characteristics of the scale:

1- Validity of the scale:

A- Content validity: The researchers used this type of validity because they based their judgment of the validity of the paragraphs in the Scientific Productivity Reality Scale (Appendix No. 2) on expert opinions.

B- Hypothetical construction validity: The type of validity was achieved simply by adopting two methods-two-party groups and internal consistency.

2- Scale Stability:

A- Half-Split: This depends on applying the scale to a specific group, dividing it into two equal halves, and calculating the correlation between these two halves just as in the case of even and odd paragraphs. Since the



paragraphs of the scale are (8), we have (4) even paragraphs and (4) odd paragraphs. The correlation between the scores on the two halves was computed by the Pearson method using the statistical package for the social sciences (SPSS) and amounts to 0.790. [6] Since the value of the obtained correlation represents the stability of the test for one-half of the total test, to get the complete stability value for the test, the researchers used the Spearman-Brown prophecy formula and found that the coefficient value reached 0.850, which is a high stability indicator as given in Table (1).

B- Cronbach's alpha coefficient: The value of the stability coefficient of the scale is equal to 0.780; thus, it is a high indicator of the stability of the scale. This can be seen from Table 1.

Table (1)

shows half-split values of the Cronbach's alpha equation for the marketing reality of sports facilities' scale
shows half-split values of the Cronbach's alpha equation for the marketing reality of sports facilities' scale

Scale	Half-split		Cronbach's alpha coefficient
	Correlation coefficient	Spearman-Brown equation	
The reality of marketing sports facilities	0,790	0,850	0,780

2-4-8 Applying the scale to the sample application

When the scale development process is ended in the final form scale related namely the "Reality Scale of Marketing Sports Facilities," it is then applied to a sample of (100) managers within a period starting on February 15, 2024, and ends on March 5, 2024, by the researchers and the assistant work team. Results are then produced and collected by use of the Statistical Package for Social Sciences (SPSS) software [7].

2-4-9 Statistical method and equations used in the research:

The data will be processed and results generated with the statistical package (spss) The main results will be presented.

3. Presentation and discussion of the results

3-1 Presentation of the results

Arithmetic Means and Percentage Weight for Marketing Phrases Relating to Marketing Sports Facilities in Some Sports Clubs

Scale	NO	Paragraphs	Percentile Weight	Weighted Average
Facilities Sports Marketing	1	Does the club rent out the club's stadiums and halls outside of their use?	1.63	81.5
	2	Does the club take a percentage of the revenues from matches in its stadium if it is not a party to them?	1.40	70
	3	Does the club exploit the club's fence to create shops for the purpose of selling or renting them?	0.75	37.5
	4	Are there restaurants or a cafeteria in the club that are offered for rent?	0.60	30



5	Is there a hall or lounge in the club that the club rents for parties, events and seminars?	0.51	25.5
6	Is there a logo or a special mark for the club?	0.50	25
7	Is there a contract with sports clothing and equipment companies in exchange for advertising them?	0.37	18.5
8	Does the club contract with those interested in operations (official sponsors)	0.24	12

3-2 Discussion of the results The researchers believe that the field of marketing sports facilities has a large and important role in the sports marketing process, as the foundations of this field, on which sports marketing can be built, are available to most clubs through the existence of a relationship with the club that can be exploited by companies to display them on their own products that are distinctive and known to a particular club or to place the club's mark on some industrial products to give them a certain character for the purpose of selecting them from fans of that club in exchange for financial support from the side that exploits the logo or mark of the club. Many clubs are also distinguished by building commercial stores on the external walls of the club to be rented for financial amounts paid to the club, so the club's affairs are managed in them and in all directions by bringing in good coaches and players and purchasing sports equipment. The better the club exploits this aspect, the more financial returns the club will have, and it is possible to exploit them in developing and expanding sports games from it. The presence of a sports hall or large or small stadiums on which matches are held by other teams is another important and vital aspect for many matters, including financial matters, through the ideal exploitation of that and taking a percentage of the match income or renting it, which we find weak or It is almost non-existent, which is a burden on the clubs, as these stadiums and halls need continuous maintenance and upkeep. One of the basic sports marketing methods is the existence of a special brand for the club and interest in selling the right to exploit the club's trademark, as well as marketing the club's sports and social facilities and interest in establishing commercial stores in the club and renting or selling them to the public. [8-10]

4. Conclusions and recommendations

4-1 Conclusions

- 1- Clubs do not contract with sponsors for the purpose of activating sports marketing
- 2- There is a weakness in the process of contracting with companies specializing in sports clothing and equipment

- 3- Not benefiting from the halls and lounges in sports clubs and renting them for parties and events

4-2 Recommendations

- 1- Club administrations should take serious action on sponsoring companies and sports marketing companies to benefit from them in this field
- 2- Interest in stadiums and sports facilities, which are important means of sports marketing and contribute significantly to the development of sports
- 3- Building sports halls, regular stadiums and facilities such as swimming pools and others for sports clubs

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Appendix No. (1) Names of specialists who were presented with the questionnaire on the scale (the reality of marketing sports facilities) “

no	Name	Academic Title	Specialization	University
1	Walid Khaled Hamam	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Mosul
2	Qusay Fawzi Khalaf	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Basra
3	Abdul Halim Jabr Nazzal	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Basra

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4	Adi Ghanem Al-Kawaz	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Mosul
5	Mohammad Fadhel Muslih	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Diyala
6	Salam Hantoush Rashid	Professor	Sports Management	Department of Physical Education and Sports Sciences / College of Basic Education / University of Mustansiriya
7	Othman Mahmoud Shahada	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Diyala
8	Emad Aziz Nashmi	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Muthanna
9	Sajit Majeed Jaafar	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Qadisiyah
10	Haider Mohammed Muslih	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Qadisiyah
11	Nabil Hussein	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Qadisiyah
12	Adi Rahman Karim	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Diyala
13	Thamer Hammad Raja	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Baghdad
14	Manaf Abdul Aziz	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Kufa
15	Ali Mohammed Jawad	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Kufa
16	Jassim Saad Jassim	Professor	Specialization	College of Physical Education and Sports Sciences / University of Thi Qar
17	Haider Hassan Al-Asadi	Professor	Sports Management	College of Physical Education and Sports Sciences / University of Mustansiriya