



IDENTIFYING MIXED ELEMENTS OF SPORT MARKETING IN PUBLIC AND PRIVATE SPORT PLACES FROM THE POINT OF VIEW OF SPORT CUSTOMERS

Sahar Sorahiyan¹, Kurosh Veisi^{2i*}

¹Department of Physical Education and Sport Sciences,
Kurdistan Science and Research branch,
Islamic Azad University, Sanandaj, Iran

²Department of Physical Education and Sport Sciences,
Sanandaj Branch, Islamic Azad University, Sanandaj, Iran

Abstract:

The goal of this research was identifying mixed elements of sport's marketing in public and private sport places from the point of view of female athletes. This research was descriptive in the case of method, in the sort of survey. In the term of time, it was sectional and in the term of aim, it was practical and in the term of data collecting, it was athletics. Population of this research was female athletes of Sanandaj city, in the sports of physical readiness, bodybuilding and swimming. Criteria of selecting of these athletes based on age, club's membership history, insurance history and gender, so that in the term of the age, only people over 18 years, in the term of membership, people who were registered for 6 months and in the term of insurance, only those who have insurance history in general administer of sport of Sanandaj city could participate and in the term of the age only female gender.

According on insurance history of females, in general administer of sport and youth, number of this people was over 3500 and based on it, for determine samples, we used Krejcie Mugger table. Research' sample size was 246 that were selected accessibly for replying to questionnaires. So first, a questionnaire had designed that checked out mixed marketing based on other template questionnaire. Freidman examine got choose for examining hypotheses. It should be noted that SPSS software ver. 22 and Larsel software ver. 8.80 were used for analysing data's and, also, confidence level in this research was 95 percent Results showed that marketing mixes includes protection,

ⁱ Correspondence: email koroshveisi@yahoo.com

promotion, distributing, production, people, process, price and physical evidence. Generally, if factors which have effect on decision of customers for choosing gyms get used by mixed marketing approaches, marketers will be able to design better strategies on gym's management. And also, bring more customers that has a lot of financial interests for club.

Keywords: sport marketing mix, public sport places, private sport places

1. Introduction

In this period, that is known as mechanical period and most of the works get done by machine some problems like physical inactivating has challenged health and wellness of community. Pundits have presented many ways. One of the best ways that health is ingrained with it is sport (Almasi, 2014) sport is all kinds of physical activities of body that participants can precipitate in it regularly or occasionally and use it for body fitness or environment or fun (Amin, 2017). There are many different domains in sport that people addressing it, professional one of these domains is sport marketing. Sport marketing is cover the activities that is for satisfaction needs and wants of customers and if it gets designed effectively in sport and it deepens on industries will bring many achievements for pundits (Izadi, 2016). Economical changing of world in recent decades had a significant effect on competition and changed strategic activities of companies. Many variables are important in this topic. The most important one is the rapid increase of exchange between countries than products and result of it is losing market share in national companies in favour of foreign Competitors. So the companies are focused to increase their market share in domestic markets. Nowadays accompaniment of each country depends on understanding and identifying available facilities and optimized use of them for development in different cases (Hair and Lukas, 2014).and important of globalization of sport got sport from 1980 and changed meaning of the word "sport" in society and made many paid opportunities for many people and medias (Newman, 2013). In shadow of technologic changes of nowadays catching a competitive advantage and filling the gaps between organization and competitive world are also some problems that industrial companies grapple with them. Companies are in try that by help of two factors (satisfaction of customers) (sales and more profitability) rely on marketing researchers and understand needs of customers in the competitive world of nowadays and analysis to get succeed (Zamanidadaneh, 2014). A marketer will get wrong if he doesn't know that who is the customer. Why, when, where and how they purchase, so for achieving satisfaction of customers, completing their needs, identifying

their wants exactly, expectations, willing, abilities and their limitations in purchasing a product is important. By achieving their information, we can find effective factors which affects on behaviour of customers. So products of companies should be based on customer's needs. Identifying different dimensions of purchase orientation is important (Salar, 2007). In fact, try of the marketing science is for effecting on behaviour of customers and these tries have some impacts for society, organizations and customers. Using the science of behaviour of customer is a craft and because of these analyzing effects on behaviour of customers on marketing strategies is a step ahead more than science. And it is also a kind of craft. Because customers want to buy products meant to satisfy their self and compete their needs and desires. One of the concerns of each of the markets for using this tactic is for increasing sailing and long contact with customers and effect of this tactic on behaviour of customers (Samadhi et al, 2011), deciding about selecting mixed elements of marketing (products, price, distribution, people, social relationship, physical facilities, process and ruling powers on market and setting comparative priority that is foundation of marketing system have specific importance. Because it should be same with satisfaction of customers and goals of organizations (Behnamifar, 2011). The general goal of this research is identifying mixed elements of sport's marketing in private and public sport places in point of view of customers in Sanandaj city.

2. History of Research

Memari (2010) in a research that he took seven factors model of marketing as goal he got this result that seven factor model doesn't have enough usage in Iran and only 4 factors had remained. In this model, management of process is the main axis and the only manipulated factor for managers, management of product. Wasn't seen as responder and effective factor. And management of physical facilities had no effect on participants.

Kim and Hyun (2011), in a research named checking out effects of tries of mixed marketing and picture of company on specific value of brand in it part got this result that all tries of mixed marketing is effective on value of stocks and picture of company has no effect on mixed element's marketing tries in 3 dimensions of specific value. Moradi and Asadi (2012) in a research named is checking out dimensions of marketing value with lying of customers to sport facilities in a national rocket and behavioural loyalty, and also the effective factors on loyalty of customers should be considered and active companies in the field of relational marketing especially productive companies and sport facilities markets should earn valuable information for increasing contact

with customers. Jain (2013) in a research named analysing mixed marketing got this result seven times or even more than it that price, place, propaganda, product process management and physical facilities are effective factors in mixed marketing and only personals are not effective. Zamanidadaneh (2014) started checking out purchasing foreign products in point of view of customers (instance studying of Adidas) results of this research showed that all of the elements of mixed marketing are important in view of customers and priority in view of foreign customers of Adidas was like this: product, price, distribution.

Astuti et al (2015) in a research named strategy of marketing based on effect and impact of marketing on purchase determination of customers of Malang apple in great Olympics garden market (MOG) in Malang city, eastern of java province and Indonesia got this result that: result of examine F showed that product, price, place, propaganda, people, physical facilities and process are effective on purchasing determination of customers and examination showed: product, place, price, promotion and process have only a few impact on purchasing determination but people and physical facilities have no impact on purchasing determination of Malang apple's customers.

Al Mohammad (2017), in a research named checking out contact of mixed marketing on satisfaction of fans and bystanders of football of Basra city got this result that all factors of mixed marketing (place, distribution, price, product, social relationship of personals and people) had impact on satisfaction of bystanders and this factor increased satisfy of bystanders of the club so these strategies should be considered.

3. Research Methodology

3.1 Method of Research

This research in the term of method was descriptive and in term of survey, in the term of the time, it was sectional, in the term of aim, it was practical and in the term of collecting data, it was athletics.

3.2 Population

Population of this research was female athletes of Sanandaj city in sports of body building, physical readiness and swimming. Criterion of selecting these triables was based on age, club membership history, insurance history and gender. Only people over 18 and those people who had 6 months insurance history could participate and in term of the gender only females could participate.

3.3 Method, Volume and Method of Sample Selection

According on insurance history of female athletes in sport administration of Sanandaj city, number of these people was 3500 that based in this determining sample size done by Mogran and Kerejcie's table, the sample size was 246 members that got choose for replying the questionnaire of research accessibility.

3.4 Analyzing Information

For organizing, summarizing and describing size of samples, descriptive statistic (abundance, percent, average and standard deviation) was used and for examining statistic hypothesis as Kolmogotph-Smirnoph didn't get confirm tradesman's examination got use. In this research SPSS software version 22 and Lisrel software version 8.80 got use for analysing data confidence level in this research was 95%.

4. Results

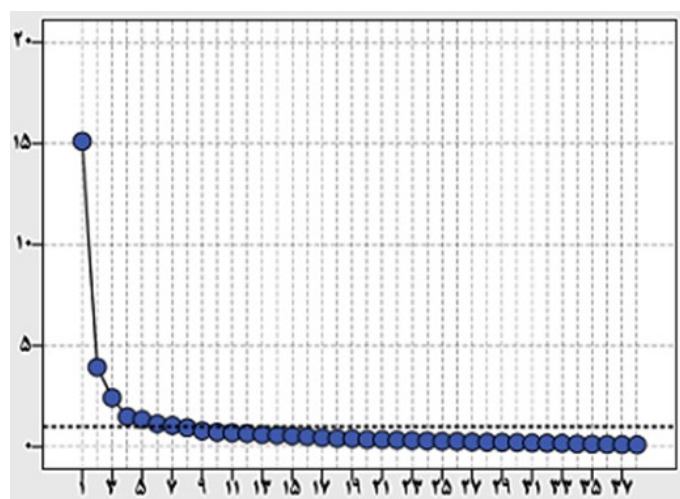


Chart 1: Extracted amounts by using of gravel chart

According on results from gravel chart that in axis x extracted amounts exist only 8 factors could earn a variance more than variance of each reagent and based on this by using reference line only factors one, two, three, four, five, six, seven and eight had accepted.

Question (3): each of these reagents effect on which factor of mixed elements of sport marketing.

The mentioned question was the third step of operating and explanatory analysing that should be answered so for this an operating load get used in the port opiating load was 50% based on Stevens's table (2002) and for realizing that which motive effects on which factors and with what weight it get load mile's rotation

methods got use. This factor got chosen based on theoretical literature and showed that factors are correlated, on the other hand, in this rotation, independence of factors is not kept and amount of its statistics in compare of number of rotations was more. In continue details of this examine and the way of loading reagents of factors is explained expendably.

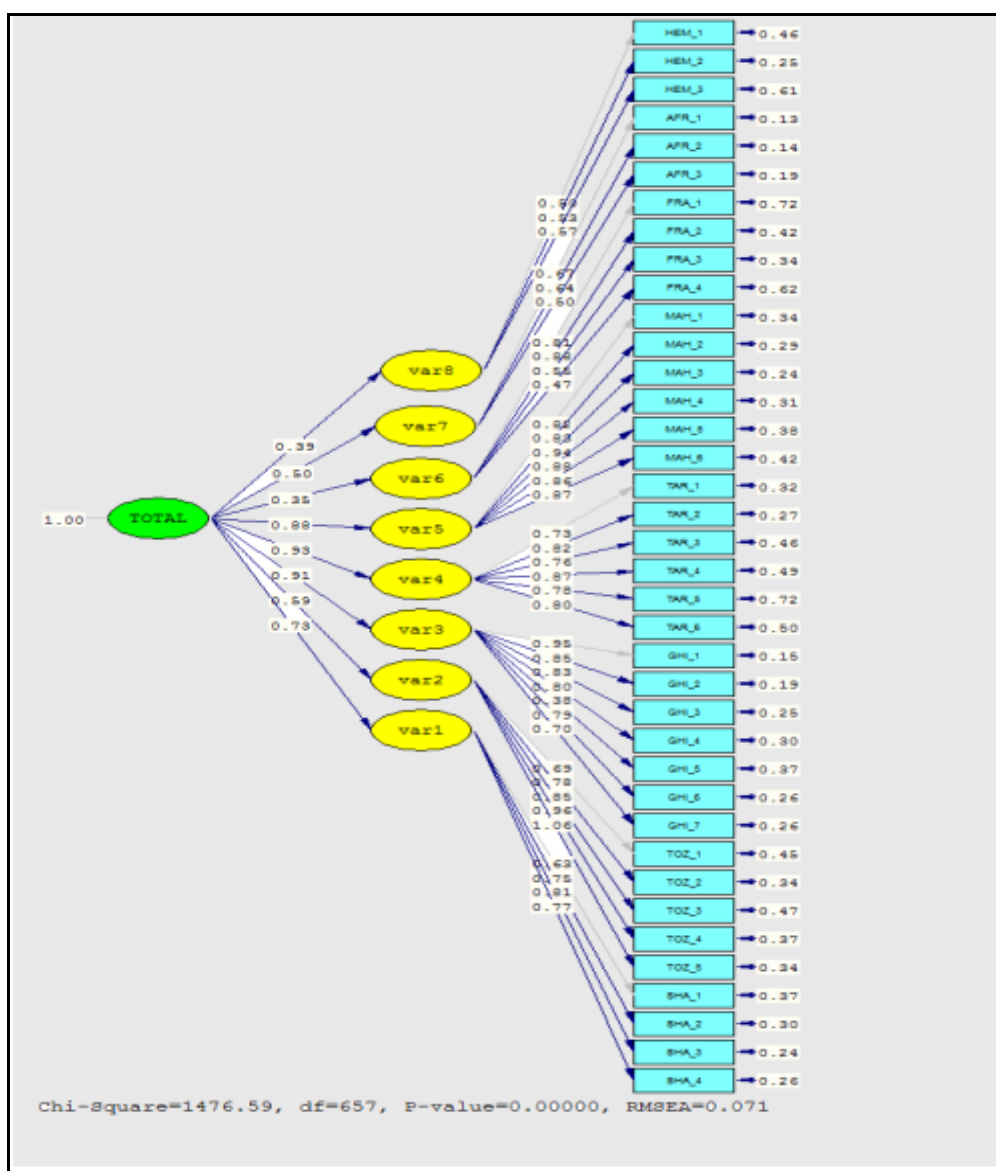


Chart 2: Confirmatory operating analyses of mixed elements of sport marketing in standard mode

Point to convinced amounts of the chart we can say that in sport variables are qualifiers of total physical facilities (var 1), distribution (var 2), price (var 3), promotion (var 4), product (var 5), process (var 6), people (var 7), supporting (var 8). On the other hand, the mentioned factors are effective for qualifying mixed marketing.

5. Conclusion and Discussion

Knowing needs of customers and purchase process are bases of an accomplished marketing. The requirement of satisfying customers is completing their needs, identifying their wants, expectations, abilities and their limitation in purchasing products. By achieving these information effective factors on behaviour of customers can be realized and use it in clubs marketing in this research marketing and importance of mixed marketing in public and private sport places of Sanandaj is checked out. Marketing is one of important duty of sport organization. Sport organization by their tries of marketing should advertise for their products to sell them and get accomplished in their works. (Ehsani, 2005) undoubtedly the strategic tool of marketers is mixed marketing, but as world is changing so traditional advertising is not effective for organizations, mixed marketing in these years that physical facilities had an important act in economics rotation was effective but by increasing marketing and solidifying of its elders of marketing tool some limitations that pt was famous limitations that some of these force marketers to add more PS factors such as people, process and packing are the factors that can be named as fifth p. During many years and after the idea of mac-karti elders of marketing has presented different ideas, some of them explained 5p,6p,8p and 13p as corporation of mixed marketing in economic, Katler says number of these factors is not important even if it became 10 factors. The important thing is existence of a framework that marketing organize it works in it. And also adding another factor that named politics and universal confidence is necessary these two factors are important especially in Iran's markets. Because the great part of economic of Iran is governmental economic and when governmental economic of one country is a lot, the economics of that country goes toward closed economic. And if economic space be open and competitive what is and is not will get make so, this shows the importance of existence of politics in economic and as we so speed of sharing ideas and news in Iran is a lot so public confidence is an important thing in Iran's market. The biggest parts of tries are for identifying mixed marketing by showing this idea that services marketing needs different decides toward products these scientific could make services marketing different than others marketing in service marketing we have 3 other PS mean personal, physical facilities and process near 4p and it 7p so marketing theories made a new management and made it different from other marketing, most of the managers knows individualism and customer orientation and personalization as bases of their marketing and for doing this method products should be same with needs and wants of one by one of customers not one product for all of the customers , so we can say that personalization is another factor near price, people, product, promotion and

place so another mixed marketing get make that its name is 8p. 8p means process, product, promotion, price, distribution and physical facilities and in view of sport customers, these 8 factors are effective. one reason of this process is the nature of research as elements. for example, in this research, elements are designed based on 8p in previous researches, it was 4p and 7p, for example Mamari and et al (2011) has done 7 operating models of mixed marketing and get this results that in this research services management was independent variables and factors of distribution, place, physical facilities and participant management were intermediate variables and product management was responder variables. Tarvardi (2013), checked out effective factors on decision of customers in a club and got this result that it divides into 4 parts: place, promotion, distribution and price and it got clear that strategies of this research have not the ability of direct comparison, because in the research of Memari et al (2011), it was qualitative but now it is quantitative and in research of Tarvardi (2013) mixed marketing was made of 4 factors but this research shows 8 elements for it.

6. Suggestions

This research considered of only female athletes of Sanandaj city, but for more generalizing, spatial domain should get wider. It seems that there are factors that affect mixed marketing. So we suggest that the contact of the factors and elements of mixed marketing must be reviewed. These factors include of motivation, effective factors on presence, picture of club and other factors.

References

1. Al Mohammad, A. (2017). Checking out relationship between mixed marketing and satisfaction of customers and bystanders of football of Basra city. Master's thesis, Ferdowsi University of Mashhad, Institute of physical education and sport sciences.
2. Almasi, S. (2014). Customer orientation and customer's satisfaction in sport places of Mazandaran province. Master's thesis, Shomal University.
3. Amin, N. (2017). Effective factors on developing sport tourism by emphasizing on natural sport attractions of Alborz province. Master's thesis, Payamnoor university of Tehran, page 21
4. Hair Jr, J. F., & Lukas, B. (2014). Marketing research. McGraw-Hill Education Australia.

5. Memari, Z.H. (2008). Modeling and analysing mixed marketing of country's sport industry (with decision based approach). PHD thesis of physical educating and apart sciences, faculty of physical education and sport sciences, university of Tehran.
6. Moradi, A., Asadi, N. (2012). Checking out of valuable aspects of relationship marketing with loyalty of customer regard to brand of sport equipment in players of national team of Racquet courses. Sixth national conference of students of physical educating and apart science of Iran, printed in conference book, Tehran.
7. Newman, T. (2013). Social media in sport marketing. Holcomb Hathaway, Publishers.
8. Norsyaheera Abd Wahab, Lailatul Faizah Abu Hassan, Siti Asiah Md Shahid, Siti Noorsuriani Maon. (2016). The Relationship Between Marketing Mix and Customer Loyalty in Hijab Industry: The Mediating Effect of Customer Satisfaction, Original Research Article, Procedia Economics and Finance, Volume 37, 2016, Pages 366-371.
9. Osman Abdullah, Yusuf Hj Othman, Shahrul Nizam Salahudin, Muhammad Safizal Abdullah. (2016). The Awareness and Implementation of Green Concepts in Marketing Mix: A Case of Malaysia, Original Research Article, Procedia Economics and Finance, Volume 35, 2016, Pages 428-433.
10. Philip, K. (2016). Marketing Management-Millennium Edition.
11. Pitts, B.G & Stotlar, D K. (1996). Fundamental OF SPORT Marketing. Morgantown. WV: Fitness Information Technology.
12. Ross, S.D. James, J.D, and Vargas P. (2006) Development of the scale to measure Team Brand Associations in professional sport. Journal of sport management, 20(2).
13. Salar, J. (2007). Relationship between mixed marketing and customer's behaviour. Tadbir, number 176, pages 59-64.
14. Shank, M.D. (1999). Sport marketing, a strategic perspective, Prentice Hall Inc.
15. Shank, M.D. (2001). Sports marketing: A Strategic Perspective. Upper Saddle River, NJ: Prentice Hall.
16. Zamani, K. (2014). Determining and prioritizing the effect of elements of mixed marketing in the term of buying foreign sport clothes. Master's thesis, physical education and sport science, faculty of physical education and sport sciences. Shomal University of North Amol.

Creative Commons licensing terms

Authors will retain the copyright of their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Physical Education and Sport Science shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflict of interests, copyright violations and inappropriate or inaccurate use of any kind content related or integrated on the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).