



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

Sahar Sorahiyan<sup>1</sup>, Kurosh Veisi<sup>2\*</sup>

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

<sup>2</sup>Department of Physical Education and Sport Sciences,  
Sanandaj Branch, Islamic Azad University, Sanandaj, Iran

### Abstract:

The goal of this research is prioritizing mixed elements of sport marketing in public and private sport places from the point of view of female athletes of Sanandaj city. This research is descriptive in kind of survey, in the term of time it was sectional, in the term of goal it was practical and in the term of the collecting data it was athletic. Population of this research was female athletes of Sanandaj city in sports of bodybuilding, physical readiness and swimming. These triables got choose based on age, club membership history, insurance history and gender. Based on age, only those who were over 18 could participate and in the term of insurance history, those who had 6-month insurance history in sport administration, could participate and in the term of gender were only female. Based on insurance history, number of these people was about 3500, so for determining sample volume, Krejcie and Muger-Landeh's table got used. Sample size that estimated by this way, was 246 participants that in order to responding to questionnaire, selected manually. So first a questionnaire that was about mixed marketing designed based on theoretical foundations and template questionnaires. For examining statistical hypothesis, Freedman's examination got used. Noted that in this research, SPSS software version 22 and Lisrel software version 8.8 were used for analysing information. Therefore, confidence level in this research was 95 percent. The results showed that mixed marketing includes supporting, promoting, distribution, product, process, price, people and physical evidences and in this part, results showed

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\* Correspondence: email [koroshveisi@yahoo.com](mailto:koroshveisi@yahoo.com)

that in point of view of female athletes of Sanandaj city, people, physical evidences, price, supporting, promoting, distribution, product and process were respectively their important preferences. Totally, if the effective factors on customer's decisions in selecting sport clubs by using mixed marketing approach were clear, sport marketers will be able to design better marketing strategies in order to managing clubs. Also, consequently bring more customers to club, that it has many financial benefits for that club.

**Keywords:** prioritizing mixed sport marketing, public sport places, private sport places

## 1. Introduction

It seems that the most important thing in marketing is completing requirements and needs of customers that in general classifying, their names called consumers. A sport consumer is a person who use all sport products and services for him/herself. In recent years, sport marketers by concentrating on behaviour of customers, could develop a lot, this field of marketing which concentrate only on behaviour of customer, called consumer's behaviour (Zamani, 2015). Consumer's behaviour by using sciences such as sociology, social science, psychology, management and marketing, make clear sport consumer's behaviour and meets needs of customers and sport markets. Sport markets are different; nowadays one of fattest of these markets is sport service's market. High income of this market has caused that private part also work in addition to the public part. In this part, deciding about selecting mixed elements of marketing (price, promotion, distribution, personnel (people), social relationship, physical facilities, process and ruling powers on market) and determine relation preference of each one, that are most important parts of marketing system. Because in addition to satisfying wants of goal market, it should be matched with organizational aims and institutional marketing (Behnamifar, 2011).

One of the markets that nowadays its consumers are important is sport market. For repeating purchases of customers, marketers can use two strategies: in the first strategy, they design mixed marketing more exactly in order to increasing satisfy of their customers and in second strategy, by decreasing sport prices, they decrease price for their customers (Al Hosseini, 2014). So, by using mixed marketing, can make change in customers and make them loyal, the tools that organization by using them, wants make its wishes in goal market, called mixed marketing of that organization. (Memari, 2008). Its duty of sport marketer to achieve gift of all the customers and in significant to

their talent, give them services. So, sport customers should analyse behaviours of customer exactly. (Hasanzadeh, 2011).

Tarivardi (2013) that started to determine effective factors on behaviour of consumers got this result that the lowest mean is place and the higher mean is product. While Karimi (2014) in ranking mixed elements of marketing, selected market picture, distribution, development, price, loyalty and number of propagandas as mixed elements of marketing priority.

Nowadays, by developing sport, its servicing also got developed and none of the sport businesses can continue their works without servicing to club managers for keeping their customers and attracting more customers, should have more attention to wants and needs of their customers and also by solving their problems and pay attention to their comments, keep their customers satisfy (Hamzehpoor, Kheradmandi, 2013). So, understanding and identifying wants and needs of customers for making them satisfy for their next programs such as building new sport places, is an important thing. The sport places of nowadays, whether private or public, give their services to people prioritizing mixed elements of marketing in private and public places are different, because everything of them such as management and budget is different. Private part tries to work with more qualify but get more money in compare of public part, each of these parts have some excellences, than other one mixed element should be determined and prioritized in each of them for keeping themselves. This research wants to prioritize mixed elements of sport marketing in private and public places in point of view of sport customers of Sanandaj city.

## **2. History of Research**

Yoo et al (2000), in a research named checking choosing elements of mixed marketing and specific value of brand got this result that in significant to traditional mixed marketing, price, picture of market, distribution, price of propaganda and setting of perceptions of customers had chosen as mixed elements of marketing of customer's understanding. Price has been presented as quality's index or profitable of product. Picture of market is one of the important indexes for increasing and understanding of customers about products qualify. Lin (2011) in a research named mixed elements of seven times and assessment operation of fast-food in Taiwan: one show by help of DEMATEL and ANP checked out mixed marketing in this industry and prioritizing elements was like this: product, distribution, price of place, people, physical evidences and process.

Hamdami et al (2012), in a research named "contact of better brand in selling sport products (sport marketing)" has checked out contact of better brand with selling sport product. Findings of research showed a positive relationship between proper brand and loyalty of customer. A powerful business named can attract more customers and finally findings of this research suggesting that a vulnerable brand will increase selling of sport products.

Tarivardi (2013) started determining effective factors on decision of customers for choosing sport club, results of analysing this research suggested that there is a meaningful different between mean of ranking of quadruplet factors of mixed marketing. The lowest mean was place and highest mean was product.

Kusomavatti et al (2014) in a research named effect of seven successive got this result that price is only variable that effect on intention to buy. Safari and Sharififar (2016) started prioritizing effective indexes on adventure tourism marketing in rafting sport. The results of this research showed that in view of them, prioritizing triable was like this: mixed elements of price, personnel, place, process, product, facilities and propagandas and they were effective on attracting customers, as price was the first prioritize of responders, it shows contact of price with facilities and services of club, for increasing numbers of customers for such attractive private services should be better to attract satisfy of customers and finally attract more customers got it .propagandas have no impact in point of view of responders and it is the last prioritize in developed countries. Propagandas are one of the important parts of marketing.

Khodaparasti, Aboulfazli and Isa Khajeloo (2016), in a research named prioritizing effective mixed elements of marketing in sale of products of Javid Door Company: by using AHP method got this result that prioritizing the 4 effective elements are like this: product, price, promotion and place.

Bakhtiari (2016) in a research named identifying and prioritizing effective factors on mixed elements of marketing of accomplishment of small and mean (medium) markets (the case of study, dietary and beverage products of Borujerd city) got this result that mixed elements of marketing prioritization is personality of owner manager. Attention to qualities and developing product, propaganda for product, proper price, distributing product. Each of these parts are prioritizing based on the mentioned factors in a way that using ideas of customers in marketing, after sale services, making a good promotion for company and business name, decreasing production costs and innovation in distribution networks have the higher rank for each of main factors.

Cheraghi (2017) in a research named effects of green marketing on intention to purchase green products got this result that all tools of green marketing are effective on process of decision to purchase and green product has highest effect and green price

had lowest effect on process of decision to purchase of customers. Also, got clear that there is a direct and strength positive affinity between tools of green marketing and customer's decision to purchase natural gas vehicles. Also, results of freedman's examination for ranking green marketing tools that green product is in first rank and green price with lowest mean rank is in last rank.

Osman et al (2016) in a research named mixed marketing in green marketing case study in in research canter of Malaysia) got this result that the concept of green marketing that nowadays has a great development in world and emphasize on marketing with highlighting environmental awareness, got attentions of organizations nut in this case of marketing, also mixed marketing is involved. And just by little change in prioritizing of their elements has a great effect on green marketing. Organizations know that if they consider green marketing as most important part of producing products, then they should know that mixed marketing is most effective factor on deciding.

Noorsirahira et al (2016) in a research named contact of mixed marketing and customer's loyalty in veil industry, got this result that presentation of this industry for satisfying their customers need to know and complete wants and needs of their customers and they have to identify these elements that can help them to attract more customers.

### **3. Methodology of Research**

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

#### **3.1 Population of Research**

Population of this research was female athletes of Sanandaj in physical readiness, bodybuilding and swimming sports. These triables got choose based on age, club membership history, insurance history and gender. In the term of age only those who were over 18 could participate, in the term of insurance history those who were members in administration of sports over 6 months could participate and in the term of gender only females.

#### **3.2 Method, Sample Volume and Sample Selection Method**

According to insurance history of female athletes in general administration of sport and youth, number of these athletes were about 3500; that based on this, for determining

sample size, table of Kerjcie and Mugran was used. The sample volume that got clear in this way was 246 that got choose accessibly for responding questionnaire.

### **3.3 Analysing Data**

For organizing and summarizing and explanation size of samples, descriptive statistic (abundance, percent, mean, standard deviation) got used and for examining statistical hypothesis Kolmogorov-Smirnov got used and for normality disapproval of data distribution freedman's examination got used, in this research SPSS software version 22 and Lisrel software version 8.8 got used and confidence level in this research was 95 percent.

## **4. Results**

Results showed that 63.8 percent of samples are single customers and 34.1 percent are married so it can be said that majority of sample are single customers, other results showed that 15.9 percent of customers are 18 to 25 years old and 23.6 percent are 26 to 33 years old and 18.7 percent are 34 to 41 years old and 29.7 percent are 42 to 49 years old and 9.3 percent are 50 to 57 years old and 0.8 percent are 58 to 65 years old and 0.2 percent are over 60 years old. So we can say that majority of sample are customers who are 42 to 49 years old. 49.2 percent of customers are under diploma, 10.2 percent are over diploma, 7.3 percent are bachelor and 1.6 percent are master or higher. So, we can say majority of customers are those who were under diploma. Results showed that 14.6 percent were employee, 32.1 percent were collegian, 3.3 percent were military, 4.5 percent were free and 6.5 percent were retired, 7.3 percent were unemployed and 28 percent were housewives.

We can say that according on statistics majority of customers was collegian and 19.9 percent had sport history less than 1 year. 27.6 percent had sport history 1 to 3 years, 30.1 percent 3 to 5 years and 21.1percent had sport history over 5 years, so we can say majority of customers were those who had sport history 3 to 5 years. On the other hand, 21.1 percent of sample was those customers who had 1-hour sport during week, 24.8 percent was those who had 1 to 2 hours, 30.1 percent was these who had 2 to 3 hours, 13.4 percent those who had 3 to 4 hours and 8.5 percent those who had over 5 hours. So, majority of customers are those who do exercises 2 to 3 hours.

**Table 1:** Descriptive indexes of central tendency, distribution and form of distribution of sport marketing mixes

	Indexes	Supporting	Process	People	Product
<b>Central tendency</b>	Mean	4.002	4.445	3.802	3.815
	Median	4.000	4.666	3.875	4.000
	Facing	4.00	5.00	3.75	5.00
<b>Diffuseness tendency</b>	Domain	3.00	3.00	3.50	3.67
	Minimum	2.00	2.00	1.50	1.33
	Maximum	5.00	5.00	5.00	5.00
	Standard deviation	0.657	0.644	0.768	0.897
	Variance	0.433	0.415	0.590	0.805
<b>Form of distribution</b>	Crookedness	-0.333	-1.078	-0.319	-0.409
	Elongation	-0.405	0.727	-0.768	-0.773
	Skewness error	0.155	0.155	0.155	0.155
	Elongation error	0.309	0.309	0.309	0.309

**Table 2:** Continue of descriptive indexes of central tendency, distribution and form of distribution of sport marketing mixes

	Indexes	Propagation	Price	Distribution	Propagation
<b>Central tendency</b>	Mean	3.882	3.975	3.774	4.097
	Median	4.00	4.00	4.00	4.250
	Facing	5.00	5.00	5.00	5.00
<b>Diffuseness</b>	Domain	3.83	3.57	3.40	3.25
	Minimum	1.17	1.43	1.60	1.75
	Maximum	5.00	5.00	5.00	5.00
	Standard Deviation	0.838	0.780	0.914	0.791
	Variance	0.704	0.608	0.836	0.626
<b>Form of distribution</b>	Crookedness	-0.422	-0.524	-0.310	-0.654
	Elongation	-0.612	-0.312	-0.699	-0.524
	Skewness Error	0.155	0.155	0.155	0.155
	Elongation Error	0.309	0.309	0.309	0.309

According to measures of this table, we can say:

- Indexes of central tendency and most important one them (mean), showed that highest mean is process element and lowest mean is distribution element.
- in connect with distribution product element in compare of other elements has more distribution or domain and the highest variance is for distribution element

and the lowest measure of variance is for process element, generally we can say distribution of data related to mixed elements of marketing is less in sport.

- in the term of indexes of form of distribution, the positive amount of crookedness showed that distribution of data and its curve is a positively crooked mean that the scores are concentrated around down of variables and negative amount of it showed that data distribution and curve are negatively crooked means that scores are concentrated around up of variables. In the term of elongation positive amounts means that data distribution is upper than normal data distribution and negative part showed that data distribution is less than normal data distribution.
- in the term of standard error of coefficient of skewness that examines the normality of data distribution. If the amount of the errors be less than -2 or more than +2, in that condition the normality hypothesis got rejected and standard error of elongation coefficient also is for examining normality of data distribution like standard error of skewness coefficient, so if amount of error be less than -2 and more than +2, the normality hypothesis of data distribution get rejected.

Generally, in significant to above tables, we can say that data distribution is normal and in significant to central limit's topic, we can say that if data distribution doesn't be normal, sampling data distribution can be normal if data don't be much deviated, so normality hypothesis of data get confirm and the statistic of hypothesis parametric statistic should get used.

## 5. Discussion and Results

The most important part of results was that between prioritizations was many differences it hot clear that people, physical evidences and price are more important than other elements, so according to this results, answer of this question that whether mixed elements of marketing in private and public sport places of Sanandaj have any excellence than each other is positive. This results are same to results of Austoni et al (2015) that checked out effects of strategy of mixed marketing on purchase decision of consumers and got this result that product, price, place, propaganda, people, process and physical evidences gave a meaningful and powerful effect on purchasing Molang apple decision and also product, place, price, promotion and process little effect on it. Is not same but it is little same to hypothesis of Ramoli et al (2015) that they checked out effects of quad mixed marketing on deciding to purchase of Malaysian homework females and told that price is most important factor and place has the lowest amount of importance and results of Khodaparasti, Aboulfazli and Isa Khajeloo (2015) that



checked out effective mixed elements on Javid Door Company was same with this but a point that made these conflicts is that research of Austoni et al (2015) is done.

In another society, point of view and wants customers about sport services and products elements are different. And the result that there is no conflict between results of researches of Khodaparasti et al (2015) and Ramoli et al (2015) is because they both know. Price element as the most important element and take it in first rank for many of the works, price is important and in marketing also it is one of the effective and important elements, price elements are level of price, discount and condition of paying to the price in competitive conditions when price acts an important character, managers should choose the price carefully, because customers use it for rating the products (Furmisano, 2004). Decisions for how much the price are not simple and requires to formulating deliberate strategies. Price is one of the most important variables that marketing managers control it and is the only element of mixed marketing that makes income. Other elements of mixed marketing spend costs. So, presenting a true price is a fundamental important decision.

## 6. Suggestions

One quality of sport products consumers is number of effective factors on deciding to purchase, so it suggested that mixed marketing if sport clubs get checked out based on education level, cultural condition, social level, monthly income and etc. This research examined only female customers of sport clubs of Sanandaj city, so according on this, for ability to generalize higher, the spatial domain of research, get review more extensive.

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