

Use of Internet in University Sport Marketing in Iran

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Abstract: Sport has an important role in economy of country as an effective factor in society's economy development with its direct and indirect effects. This study aims to investigate the use of internet in university sport marketing in Iran in the present situation from experts' and marketing managers views. So that the researchers try to investigate the degree to in which the sport products marketing managers' use the interactive communication and internet in their marketing and what will be the ideal and satisfied situation? The method of this study is descriptive and analytic. Samples of the study consist of experienced sport managers of all branches of Islamic Universities of all over Iran (the first group) and the sport manufacturing companies in Iran (the second group). The first group consists of 15 experienced universities professors in sport management who were chosen randomly based on their universities names. The second group consists of 39 sport manufacturing companies which were chosen randomly from internet. The method of collecting the data is researcher-made questionnaire which has high validity. In this questionnaire, for every element of marketing (product, price, advertising and administration), there are five questions in Likert scale. Descriptive statistics has been used to analyze the data such as mean, standard deviation, range and variables. For deductive analysis of due to unnatural distribution, nonparametric tests of Kokson and Viuman Vitny have been used. There is no significant effect of internet on every element of marketing (product, price, advertising and administration) based on the findings of both sport experts and marketing managers separately.

Key words: University sport marketing • Interactive sport marketing • Effect of internet on interactive sport marketing

INTRODUCTION

Nowadays, sport plays an important role as a key element of economical development because of manufacturing sport products. It is considered as the most effective factors on economical development and money making section in economy in the twenty first century [1]. Also, it is concerned as the key element of management, besides the factors such as decision making, planning, organizing, guiding and observing, in order to achieve the goals in managing organizations especially in commercial, manufacturing and service provider organizations. Today, organizations, institutions and agencies which want to survive in competing with their rivals should make great use of marketing in their jobs and sport organizations are not exception too [2].

At the beginning of the third millennium, the sport world is experiencing something new. The broad and rapid development and new ways of marking in sport draw the attention. Millions of dollars spend in sport every day and need for sport is so clear to improve mental and physical

problems of the societies. All these factors cause the need of sport marketing [3]. On the other hand, the need for the sport marketing is the center of the attention of sport organizations and institutions in the last few years. This science and skill is so important that it is the main component of every organizations and it is increasing too [2]. It is worth to mention that the marketing in general and university sport marketing in particular are unique because its costumers are not like the other products. Sport events organizers cannot predict the because of its nature, inconsistency of events [1]. The importance of the universality of sport starts in 1980 caused lots of changes in societies and jobs for people and organizations and institutions. The sport marking has three sections of sport advertising marketing, sport products marketing and sport processes marketing. In this study, the researchers try to investigate the sport marketing in order to find answers to research hypothesis.

Hoffman *et al.* [4] were the first to introduce the framework of marketing in the internet. The introduced the internet as one of the administration channels and

considered it as a marketing communication. Their classification based on websites is direction, traffic controlling websites (modern markets, award websites and search engines). They thought that new media changes the role of the customers in interactive communication in a way that the customers face the great amount of information for decision. Haeckel [5] in his studies came to this conclusion that the appearing the internet and technology in trading is very important. He considered the importance of customers more than rivals. Eighmy and Mccord [6] compared the internet with the other Medias and emphasized the instructiveness of the internet. Ward and Davies [7] introduced a channel for administration and concluded that the customers accept the direct purchase as the best substitution of the traditional and retail purchase. The mentioned the trade marks, concrete and abstract features and the price as the main point in internet purchase. The findings of Vargo and Lusch [8] show that the modern marketing is moving from tangible processes to intangible processes by logic and science. They said that marketing is providing logic which causes broad ideas in marketing. Marketing system is affected by the balanced economy but it does not separated from its own principles. Hoffman and Novak [9] considered the use of internet very important and said that some people consider internet as a unique

Channel of communication and some people consider internet as substitutable channel of communication with the other Medias. Zumpano *et al.* [10] in the study about the role of the internet as a mediating tool in the marketing concluded that the internet, actually, decreases the cost of movement and search and causes the best choice of the pretended products in the least amount of time. Internet causes a competition between the sellers and buyers. Bush and Harris [11] investigated the efficacy of the advertising in the marketing and concluded that some advertising companies use the internet to gain some information about the products. The aim of this study is to examine the ideas of two groups of the marketing managers and sport experts views about the effects of internet on the sport market in the current situations and ideal situations. Another important aim of the present study is examining the differences of the effect of the internet on every elements of the sport marketing based on the situations (ideal and present) and groups (experts and marketing managers).

Method: The method of this study is descriptive and analytic. Samples of the study consist of experienced sport managers of all branches of Islamic Universities of

all over Iran (the first group) and the sport manufacturing companies in Iran (the second group). The first group consists of 15 experienced universities professors in sport management who were chosen randomly based on their universities names. The second group consists of 39 sport manufacturing companies which were chosen randomly from internet. The products of the companies are hat, t-shirts, trousers, socks, shirts, different balls and nets, sneakers, climbing equipments, ski, skate and required instruments of other sports.

The tool of collecting data is a researcher-made questionnaire which has a high validity. The questionnaire has 40 questions, half of them is related to the present situations and the other half is related to the ideal situations, every element of the 4p, has 5 questions in the Likert scale in which the least value choice is 1 and the highest value choice is 5. The validity of the content of the questionnaire is improved by the comments of 10 experienced university professors. Reliability of the questionnaire is investigated through the administering the questionnaire to 10 sport companies and after 10 days the questionnaire administered to the same companies and result analysis show that the $r=0.78$ gained for present situations and $r=0.83$ gained for ideal situations in both pretest and posttest. Descriptive statistics has been used to analyze the data such as mean, standard deviation, range and variables. For deductive analysis of due to unnatural distribution, nonparametric tests have been used. The distribution of the data analyzed through the Clomograph Smirtoph which showed the unnaturalness of the data distribution. In order to find the homogeneity or heterogeneity between the responses of the marketing managers and sport experts about the effect of the internet on the present situations of the marketing, the Vil Kokson test has been used and. In order to find the heterogeneity between the responses of the marketing managers and sport experts about the effect of the internet on present and ideal situations of sport marketing, Yuman Vitni test has been used. The analysis of the result has been done through the SPSS and Excell.

RESULT

Descriptive Analysis of Data: The sport experts believe that in the present situation of the sport marketing, the internet has the great effect on the variables of the price, product, administration and advertisement (Table 1)

The experts believe that if the condition provided for the use pf the internet, internet will have the great effect on the price, administration, advertisement and product respectively (Table 2).

Table 1: the answers of the sport experts on the effect of the internet on the interactive marketing factors in the current situations

Variables	Number	Range	Minimum	Maximum	Mean	Standard deviation
Product	15	2	8	10	8.55	0.51
Administration	15	3	7	10	8.14	0.81
Advertisement	15	3	6	9	8.06	0.73
Price	15	3	7	10	9.05	0.85

Table 2: the answers of the sport experts on the effect of the internet on the interactive marketing factors in the ideal situations

Variables	Number	Range	Minimum	Maximum	Mean	Standard deviation
Product	15	2	8	10	8.55	0.51
Administration	15	3	7	10	8.14	0.81
Advertisement	15	3	6	9	8.06	0.73
Price	15	3	7	10	9.05	0.85

Table 3: the answers of the sport experts on the effect of the internet on the interactive marketing factors in the present situations

Variables	Number	Range	Minimum	Maximum	Mean	Standard deviation
Product	30	5	5	10	8.45	1.45
Administration	30	4	6	10	8.26	1.87
Advertisement	30	4	7	11	7.83	1.09
Price	30	4	6	10	8.55	0.95

Table 4: the answers of the sport experts on the effect of the internet on the interactive marketing factors in the ideal situations

Variables	Number	Range	Minimum	Maximum	Mean	Standard deviation
Product	30	5	5	10	8.45	1.45
Administration	30	4	6	10	8.26	1.87
Advertisement	30	4	7	11	7.83	1.09
Price	30	4	6	10	8.55	0.95

The marketing managers (sport institutions and companies) believe that in the present situation of the sport marketing, the internet has the great effect on the variables of the price, product, administration and advertisement (Table 3).

The marketing managers (sport institutions and companies) believe that in the ideal situation of the sport marketing, the internet has the great effect on the variables of the price, advertisement, administration and product (Table 4).

Deductive Analysis: There is a significant effect of the internet on the sport products in the ideal and present situations from both sport experts' and marketing managers' views.

There is not a significant effect of the internet on the sport products in the present situations from sport experts' views and there is not a significant effect of the internet on the sport products in the ideal situations from the marketing managers' views.

There is a significant difference in the degree of effect of the internet on the administration and sport products in the ideal and present situations from both sport experts' and marketing managers' views.

There is not a significant difference in the degree of effect of the internet on the administration and sport products in the present situations from both sport experts' and marketing managers' views and there is not a significant difference in the degree of effect of the internet on the administration and sport products in the ideal situations from both sport experts' and marketing managers' views.

There is a significant difference in the degree of effect of the internet on the advertisement and sport products in the ideal and present situations from both sport experts' and marketing managers' views.

There is not a significant difference in the degree of effect of the internet on the advertisement and sport products in the present situations from both sport experts' and marketing managers' views and there is not a

significant difference in the degree of effect of the internet on the advertisement and sport products in the ideal situations from both sport experts' and marketing managers' views.

There is a significant difference in the degree of effect of the internet on the price of sport products in the ideal and present situations from both sport experts' and marketing managers' views.

There is not a significant difference in the degree of effect of the internet on the price of sport products in the present situations from both sport experts' and marketing managers' views and there is not a significant difference in the degree of effect of the internet on the price of sport products in the ideal situations from both sport experts' and marketing managers' views.

DISCUSSION

It is necessary the review the findings of the table 1 to 4 which shows the effect of the internet on the elements of the university sport marketing in the ideal and present situations. The sport experts believe that in the present situation of the sport marketing, the internet has the great effect on the variables of the price, product, administration and advertisement. The experts believe that if the condition provided for the use pf the internet, internet will have the great effect on the price, administration, advertisement and product respectively.

The marketing managers (sport institutions and companies) believe that in the present situation of the sport marketing, the internet has the great effect on the variables of the price, product, administration and advertisement. The marketing managers (sport institutions and companies) believe that in the ideal situation of the sport marketing, the internet has the great effect on the variables of the price, advertisement, administration and product. It can be concluded that the internet has great effect on the price of the products in both present and ideal situations. In the other words among the elements of the marketing price is the most effect factor by the internet. Tables 5 to 8 give the following information.

There is a significant difference of degree of effect of the internet on the elements of marketing in the ideal and present situations from the viewpoints of the sport experts.

There is a significant difference of degree of effect of the internet on the elements of marketing in the ideal and present situations from the viewpoints of the marketing managers.

There is not a significant difference of degree of effect of the internet on the elements of marketing in the present situations from the viewpoints of both sport experts the marketing managers.

There is not a significant difference of degree of effect of the internet on the elements of marketing in the ideal situations from the viewpoints of both sport experts the marketing managers.

Table 5: the comparison of the ideal and present situations from the viewpoint of sport experts and marketing managers

Variable		Mean	Standard deviation	Kind of test	Observed z	P value	Total result
Experts	Present situation	8.55	0.51	Vil kokson	-3.42	0.01	Homogenous
	Ideal situation	21.64	3.06				
Marketing managers	Present situation	8.45	1.45	Vil kokson	-4.8	0.01	Homogenous
	Ideal situation	21.54	2.08				
Product of present situation	Experts	8.55	0.51	Uman vitni	-0.78	0.43	Heterogeneous
	Marketing managers	8.45	1.45				
Product of Ideal situation	Experts	21.64	3.06	Uman vitni	-0.09	0.94	Heterogeneous
	Marketing managers	21.45	2.08				

Table 6: the comparison of the viewpoint of sport experts and marketing managers about administration and internet

Variable		Mean	Standard deviation	Kind of test	Observed z	P value	Total result
Experts	Present situation	8.14	0.81	Vil kokson	-3.42	0.01	Homogenous
	Ideal situation	21.54	1.23				
Marketing managers	Present situation	8.26	1.87	Vil kokson	-4.8	0.01	Homogenous
	Ideal situation	22.16	1.37				
Product of present situation	Experts	8.14	0.81	Uman vitni	-1.04	0.29	Heterogeneous
	Marketing managers	8.26	1.87				
Product of ideal situation	Experts	21.54	1.23	Uman vitni	0.02	0.98	Heterogeneous
	Marketing managers	22.16	1.37				

Table 7: the comparison of the viewpoint of sport experts and marketing managers about advertisement and internet

Variable		Mean	Standard deviation	Kind of test	Observed z	P value	Total result
Experts	Present situation	8.14	0.81	Vil kokson	-3.42	0.01	Homogenous
	Ideal situation	21.54	1.23				
Marketing managers	Present situation	8.26	1.87	Vil kokson	-4.8	0.01	Homogenous
	Ideal situation	22.16	1.37				
Product of present situation	Experts	8.14	0.81	Uman vitni	-1.04	0.29	Heterogeneous
	Marketing managers	8.26	1.87				
Product of ideal situation	Experts	21.54	1.23	Uman vitni	0.02	0.98	Heterogeneous
	Marketing managers	22.16	1.37				

Table 8: the comparison of the viewpoint of sport experts and marketing managers about price and internet

Variable		Mean	Standard deviation	Kind of test	Observed z	P value	Total result
Experts	Present situation	9.05	0.85	Vil kokson	-3.42	0.01	Homogenous
	Ideal situation	23.07	2.18				
Marketing managers	Present situation	8.55	0.95	Vil kokson	-4.8	0.01	Homogenous
	Ideal situation	22.09	2.04				
Product of present situation	Experts	9.05	0.85	Uman vitni	-2.87	0.30	Heterogeneous
	Marketing managers	8.55	0.95				
Product of ideal situation	Experts	23.07	2.18	Uman vitni	-1.01	0.31	Heterogeneous
	Marketing managers	22.09	2.04				

The present study shows the effect of internet on all elements of marketing in the ideal and present situations from both the sport experts' and marketing managers' views. In the other words, the effect of the internet on the university sport marketing is low.

All the studies in this area emphasized the role of internet and hypothesized that the internet affects all the elements of marketing. As Bretz *et al.* [12] asserted that the internet affects other multi-media, so the interactive internet communication opens a new window of communication with customers. The studies of Hoffman *et al.* [4], Sharma *et al.* [13], Zumpano *et al.* [10] and many others showed the effect of the internet on marketing. This study finds the same conclusions.

It can be concluded that internet did not find its appropriate place in marketing in Iran so the effect of the internet on the marketing elements is rather tangible. But the findings of this study shows that the sport organizations, companies and institutions need internet and its equipments based on the sport experts' and marketing managers' views and if it is not provided, it will considered as a defeat in competition with other rivals. In the words, internet is not used in Iran in marketing greatly so its effect on the marketing elements is low. It can be said that internet does not have a place in trading and marketing in Iran nowadays but is hope that sport managers, marketing managers and traders use it in their

activities. This study emphasizes the role of internet in sport marketing and economical development. So the great attention must be given to internet in sport marketing.

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