

## The Electronic Marketing and Services Quality in Sports Clubs

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**Abstract:** The research aims to identify the availability of information database via websites in sport clubs, to identify research and development in e-marketing and to identify the availability of safety websites in sports clubs, to identify the marketing strategy of sport clubs, and to identify the quality of services in the sport clubs. The researchers had used descriptive approach. The research sample included the active members of Al Ahly and Zamalek Clubs (about 150 from Al-Ahly and 150 from Zamalek) and used the tools of data collection questionnaire. The results found a relationship between the availability of a database for marketing and quality services in sport clubs and the existence of a relationship between the research and development and quality of services, sports clubs and there is no relationship between the availability of safety, reliability and quality of services, sport clubs and the existence of the relationship between marketing strategy and the quality of services, sports club and the presence of the impact of electronic marketing on the quality of sport clubs.

**Key words:** Electronic marketing · Sports clubs

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### INTRODUCTION

The end of 20<sup>th</sup> century and the beginning of the third millennium have witnessed a great development in the field of information technology which goes fast and in a great amount Arabian and world-wide. One of the most eminent images of information technology is “The electronic mail” and the World Wide Web “Internet” and other images of the electronic communication.

Although the “Internet” has about in the beginning of the 7<sup>th</sup> decade in the 20<sup>th</sup> century as a mean of a cold war to exchange the information and to secure the communication in case of any nuclear attack . The U.S.A. developed it quickly in the 8<sup>th</sup> decade as it became a mean of communication among all the individuals who have a computer and a land line. The number of the internet users in 1995 become a millions users. So most of the electronic websites become accessible for free for individual. The communication experts except the effect of the World Wide Web will be increased to the extent that makes it dominate all the other means of communication and media [1].

The current information age is distinguished by investing the human minds abilities in the field of information and using the computer in collecting and dealing with it and using the internet as a mean of transmitting and exchanging .The internet is distinguished

by also by the abilities and the information that it gives to the individuals quickly and continually nonstop in 24 hours every day, that attracted many people to use it in different fields .sports are social civilized phenomena that were and still reflect the development and values in societies and are considered one of the eminent pillars of the comprehensive development in these societies because they care about their most important element which is “the man”

Marketing is an essential and important activity for all of the people because it’s related to their daily life. Through the marketing activities all of the goods and services are streamed to the consuming markets so, the people get their own needs and satisfy their desires, also through the marketing activities the other establishments get their needs of the resources, needs and services that makes it survives and continue in the world of business.

The contemporary marketing has run through successive development and through the stages of development it coexists with alto of variables that affected the marketing concepts. These concepts have continually developed as a reaction to the social and economical changes in the modern societies and this ended with the appearance and assurance of the modern concept of marketing which depends on the consumer and considers that meeting the needs and desire of the consumer is the target that all the marketing offers go around.

In Egypt the police of the open economy are applied and the private sector was gradually increased in the last few years and the country began to apply specialization system and changing the public projects into private projects. And the competition began to appear and widen, the economical projects realized that all of their activities must be directed to the market as a result the importance of the marketing jobs has increased and also began to apply the modern system of marketing .Marketing is considered a comprehensive system of the interactive work activities aims at planning pricing, distributing and merchandising the goods and services that meet the needs and desires of the contemporary and expected customers. The non-professional sport practitioners can afford costs of an individual sport. So organizing sport activities on local or international level on the light of professionalism system and the distinguished statues of sports in the industrial field requires too much money as a result the idea is marketing in sports field came

The sports club realized the importance of marketing management and its role as organized and systematic activities in getting to processes and new methods makes a competitive advantages for the sports club by which it can face others. To make the uniqueness and creation the most importance activities in sports club, it's the most importance activity in existence and growing up and it's the sole activity that makes fortune and to change clubs increasingly into news mode. They can be called: clubs based on uniqueness and creation.

Mohamed [2] has agreed that there are some significant statistical differences between the expectation the service level grantees given by sports establishments and the management realizing to these expectations and also there are some significant statistical differences between management realizing to the expectations of the service level guarantees given by the sports club and management realizing to the service specification and also there are some significant statistical to the service specification and the service specification given. So, the sports club became in a situation that obligate them to work hard and continually to gain the competitive elements to improve its statues among the other clubs and also to be kept in their position to face the stresses of the local and expected competitive

This decade witnesses huge jumps in the world wide communication system with the continuity in the production of its cites this will lead to a radical change in the way by which the people and establishments running their business and the way of transferring money and information, for sure this development will lead to the decrease of the human role in the financial services and a

big growing in the electronic products and financial services and the payment system that based on the internet .

Traits, features, mechanics and criteria of this age are different completely than all of the previous ages and it obligates all of its contemporaries the importance of using the renewed and the new concept and mechanics .Consequently, the sudden and quick shift from depending on the workers intensive to the capital intensive activities which became one of the traits of this age after the appearance of the (world wide web) "internet" which became the one of the most important strategic means of the electronic marketing because of the digital technology. Internet and digital technology have changed the marketing processes, mean while their basic principles remain stable, the digital marketing used the internet and information technology to increase and improve the conventional means of marketing and affecting the situation and attitudes of the customer in order to reformulate them. Consequently directing their decisions which determine the nature of that behavior that increased their power of the marketers to make a direct relationship with their customers with the least price [3].

Here the problem of the research lies that the systematic services given by sports clubs in general has forces these clubs to try to improve the services in the way that matches the needs of workers, athletes and the consumers to gain their satisfaction and loyalty in order to developed market share for each club to increase its profit, the sports services have been gradually developed in the field of quantity and quality, but at the same time it was criticized by a number of the beneficiaries which force It to develop and improve their services to deal with these critics co, measuring the services quality given by the sports club through a survey study became a demand to know the weak points and defection in this service and to help support and develop them. Especially the services of this sector, as the researcher know "haven't been studied before"

The importance of this study emerges from the role that is adapted by the marketing managements in the sports clubs to achieve its social and marketing targets by using the internet in giving the services and assuring "its quality to the customers, besides the ability of searching for the difference techniques that help sports clubs to achieve their customer satisfaction, the quick development that happened in sports club and their variation and using the internet to give services requires special skills of the workers of the services . Then searching after that in developing the services quality by using the electronic marketing

**The Importance of this Research Can Be Divided Into:**

- Field importance
- Scientific importance

**Field Importance:**

- The relationship between the electronic services given by sports club to its customers through the electronic plastic cards and the club's profit ( the increase of the revenue on the investment )
- The relationship between the electronic services which are given by the club to its customer through the internet and decreasing the costs of dealing and increasing the number of the dealers with the clubs
- The importance of the electronic marketing that consider the quality of the services given to their customers is one of the basic pillars that helps the clubs to increase their profits through improving their services and getting a new share in the market
- Sports club are very keen to continue dealing with their customer and never to leave them trying to develop these services to meet their needs and expectations

**Scientific Importance:**

- The previous studies didn't recognize the quality of the services effect on the sports clubs and its relationship with the revenue of the investment
- Emerging the importance of the electronic marketing in improving and the sports clubs to achieve the competitive advantage.
- The studies related to the effect of the electronic marketing on the quality of the services are very rare and that urged the researcher to make this study and to reach to the most important points that make them change from dealing in a conventional way with the sports clubs to the electronic way to adapt with the future development.

The main target of this research is to recognize the effect of the electronic marketing on the quality of services in Egypt through:

- Recognizing the availability of data base through the electronic sites in the sports clubs.
- Recognizing the search and development in the electronic clubs.
- Recognizing the security in the electronic sites in the sports clubs.

- Recognizing the marketing strategy in the sports clubs.
- Recognizing the quality of services in the spots clubs.

The basic query in this research is about what is the effect of the electronic marketing on the quality of the services of the clubs?

- The availability of the data base through the electronic sites in the sports clubs?
- How can we search and develop the electronic marketing?
- Security in the electronic sites in the sports clubs?
- Availability of services quality in the sports clubs?

**Research Terminologies**

**Electronic Marketing:** It's using the internet in marking the marketing activities; consequently all of the activities of the electronic marketing are considered of the activities of the electronic work.

**Quality:** It's the ability of the product (ware or services) to respond to the customer expectations continually [4].The product quality whether it's aware or services is defined as it's determind in the light of the levet of customer realize to the product degree and the compliance degree to his expectation [5].

**Service:** It's defined as a group of related benefits, properties and specification, which are givin to meet the customer needs and desire [6].

**Services Quality:** It's how to make a vision to meet the customer requests and needs and how to make compliance between the services given to the customers and their expectations to this service [7].

**MATERIALS AND METHODS**

The two researchers depended on their study on the descriptive approach, which describes the current status of the problem, analysis and interpretation and adopt a study of the relationships between research variables in order to reach a deeper understanding of the phenomena in question.

**Research Community:** Includes El Zamalek club and El Ahli Club.

**The Reasons for Selecting Community and Research Sample:**

- Staff members and visitors of games and sites.
- Club members who have a membership in the club not less than 5 years.
- Visitors to the sites
- Age from 15 to 35 years old.

**The Research Sample**

**Exploratory Research Sample:** Including staff members (27) of the clubs in question they were chosen randomly, regardless the basic research sample.

**Research Basic Sample:** It was intentionally chosen from staff members of the clubs in question consists of 150 members from El Zamalek club and 150 from El Ahli Club.

**Experts Sample:** The questionnaire was displayed on a sample of 5 experts (Attachment 1) for the use of experts' opinions to make sure of the validity of the expressions and the themes of the questionnaire of the content .

**The Following Tools Were Used for Data Collection:**

**Personal Interviews:** Interviews with the members of El Zamalek club and El Ahli Club under the definition of search and fill the questionnaire form s.

**Content Analysis and Documentation:** Where the two researches made an inventory of studies and reach a theoretical referential framework suitable to achieve the objectives of the research and identifying number of the sample and the research community of both El Zamalek and El Ahly clubs.

**The Questionnaire (Attachments2-4):** Where the two researchers design a questionnaire to identify the impact of electronic marketing on the quality of services in the clubs, the axis of the questionnaire forms have been identified, namely:

**The First Axis:** The availability of database information includes 10 statements.

**Second Axis:** Research and development includes 13 statements.

**Third Axis:** Security and confidence includes 11 statements.

**Fourth Axis:** Marketing strategy includes 13 statements.

**Fifth Axis:** services quality in sports clubs including 16 statements. The total number of statements is 63 statements

**Transactions of Scientific Tools for Collecting Data**

**Arbitrator's Validity:** Axes of the questionnaire have been presented to experts in the field of marketing, management and sports management, to give their opinions in the axes and phrases of the questionnaire and the extent of their agreement and the purpose of it and to which axes it belongs to and its clarity in every word, leaving the freedom to exclude words and add new terms appropriate in accordance with the opinion of each expert, the results if the experts opinions was for any deleted or modified terms.

**Internal Consistency Validity:** The two researchers made the internal consistency validity during the period from 01/05/2010 to 10/05/2010 on a sample of 27 individuals to identify the extent of the questionnaire ability to distinguish between individuals with varying capacities varying by calculating the relation then delete the phrases with no significance by calculating the correlation coefficients for each phrase and the axis belonging to and the relation between the axis and the questionnaire as a whole by applying on the exploratory sample to make sure of the safety and ease of understanding the phrases of the questionnaire.

Table 1: Amendments of the experts to the questionnaire

s	Axes	Statements no	Excluding	Amendments	Total No. after excluding
1	Availability of databases	10	-	Six statements No. (2.4, 7, 8.9, 10)	10
2	Research and development	13	-	Three statements No. 2,4,5	13
3	Safety and confidence	11	One statement No (2)	One statement No. (11)	10
4	Marketing strategy	13	One statement No(1)	Six statements No. ( 7.8, 9, 11.12, 13)	12
5	Services quality in sports clubs	16	One statement No (12)	-	15
	Total	63	3	16	60

After The two researchers made the internal consistency validity it was clear that all terms are statistically significant except for phrases numbers (6.9) of the first axis, phrases numbers (9.10, 11) of the second axis, phrases numbers (1.6, 10) of the third axis, phrases numbers (5.10) of the fourth axis, phrases numbers (4.5, 7, 9.11) of the fifth axis. The total number of statements of the questionnaire is 45.

**Stability:** They two researchers calculated the stability of the questionnaire in two ways as follows:

**Applying Testing and Retesting Test re Test:** During the period from 18.05.2010 until 05.28.2010, through the connection between each statement and its counterpart in the second application the he correlation coefficients showed statistically significant degrees in all the phrases.

After the two researchers made stability it was clear that all the phrases of the axes are with statistical

significant. Based on this, the total number of the questionnaire phrases is 45 phrases.

**Cronbach Alpha Stability Alpha Cronbach:** The two researchers find Cronbach's alpha correlation coefficient to ensure the stability of the axes of the questionnaire, it turned out that the Cronbach alpha stability coefficient ranged between (0.548, 0.654), indicating the stability of the axes of the questionnaire.

**The Basic Experiment:** The two researchers apply the questionnaire in its final shape on a sample of research consists of 150 individuals from El Ahli Club and 150 from EL Zamalek club from 10/06/2010 until 30/06/2010 where the two researchers made personal interviews to a sample search directly for the opportunity to follow up and explain the contents of the questionnaire.

**Statistical Treatments:** The following statistical treatments were used: The arithmetic mean, standard deviation, correlation coefficient of Pearson.

Attachment 1: List names of experts

m	Name	Job
1	Prof.Dr. Mohamed Sobhi Hassanin	Measurement and Evaluation Professor and Dean of the Faculty of Physical Education for men, Helwan University, former Vice President of Helwan University, former
2	Prof.Dr.Essam El-Helaly	Professor of Sociology Sports College of Physical Education for men, Helwan University Project director of student activities for the youth of the Egyptian Universities
3	Prof.Dr. Mohamed El-Ameen	Deputy Dean of the Faculty of Physical Education, Helwan University, for men
4	Prof.Dr. Sami Abdl-Aziz	Professor of Marketing and Dean of the Faculty of Information, Cairo University Chairman of the Board of Directors of TBWA – Egypt Advertising
5	Assit.Prof.Dr. Ashraf Sobhi	Assistant Professor, Department of Sports Management Faculty of Physical Education, Helwan University, for men

Attachment 2: Questionnaire form in its principled

The first axis: the availability of a database.

No	Statements	Suitable	Unsuitable
1	Marketing brochures are sent to customers through the Internet.		
2	The club's Web site easily accessible and known to all its customers.		
3	All the members data are registered on the website.		
4	There is constant updating of data and information.		
5	Dates of matches and championships are recognized through the website.		
6	There is a database containing complete data of the players on the website.		
7	The number of matches and local and international goals of player are registered along with clarifying his position at the pitch on the website.		
8	Data and information of all services provided by the club are available on its website.		
9	The club's complete structure is available on its website.		
10	Dates of matches and championships are announced early enough on the website.		

The second axis: Research and development.

No.	Statements	Suitable	Unsuitable
1	There is constant updating of data and information that is displayed on		
2	The club updates the information available on its website.		
3	Modern marketing methods are recognized.		
4	Publicity methods that increases the achievements of marketing objectives are sought.		
5	When marketing sports championships on the website, sponsors are depended upon in such process.		
6	Match tickets are sold for the members through the website.		
7	Customers feedback are identified and implemented to date.		
8	An effective system to receive and respond to customer complaints are relied on.		
9	There is a specific department to update and develop the site.		
10	Participation fees are renewed through the website.		
11	There is a possibility to complete and finish any proceedings through the website.		
12	Marketing through e-mail are conducted.		
13	Sales managers, advertising agencies and distributors are depended upon to obtain marketing information.		

The third axis: Security and trust.

No.	Statements	Suitable	Unsuitable
1	Feel comfortable and confidence while dealing with the club through its website.		
2	I feel safe when dealing with the club through the internet.		
3	There is complete confidentiality concerning the members data.		
4	Members complaints are treated in a confidential manner.		
5	Customer are accurately informed about the date of submitting and completing the service.		
6	The club's staff behavior increases the sense of customer confidence.		
7	There is confidence and possibility of relying on the staff to meet customer needs.		
8	The staff communicates in a manner that allows customers confidence of the club.		
9	The club's administrative behavior sends confidence in the hearts of customers.		
10	The available data and information about the customers are confidential and cannot be viewed by any one.		
11	Club website on the internet safe and cannot be hacked		

The fourth axis: Marketing Strategy.

No.	Statements	Suitable	Unsuitable
1	The club is characterized by diversity of services provided in the ??electronic marketing field.		
2	The club uses modern methods in the promotion on his website.		
3	The club that I deal with offers customer services suits the customers		
4	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
5	Marketing activity is working to raise the services level provided in the sports clubs.		
6	Marketing activities aims to search for thrill and excitement methods in presenting its sports products and services and advertising in the website media.		
7	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
8	Sports marketing aims to collect sports data and information.		
9	E-marketing aims to serve the beneficiary and satisfy him.		
10	E-marketing aims to identifying the needs and requirements of the beneficiaries to recognize the sports activities and products they need.		
11	E-marketing aims to providing the sports service to the beneficiary in the suitable place and time.		
12	E-Marketing aims to raise the level of the club at the local and international level.		
13	More than e-marketing to raise footfall seen for the games set up in the sports club.		

The fifth axis: Services quality in the sports clubs.

No.	Statements	Suitable	Unsuitable
1	I can receive the service that I want in the time that suits me.		
2	When the customer presents any inquiries through the internet, the club responded quickly.		
3	The club is characterized by quickness in accomplishing the services provided to its customers.		
4	The club is characterized by the accurate work and not making mistakes.		
5	E-marketing conducts the required services properly.		
6	Using e-marketing affects service delivery efficiency.		
7	E-marketing services are available during vacations and holidays.		
8	I can rely on the club's administration in its quest to gain customer's satisfaction.		
9	I feel that every employee at the club knows the meaning of quality.		
10	There are weaknesses in the efficiency of staff whom performing the services.		
11	The club's staff are committed to pre-determined times for accomplishing a particular service.		
12	The club's staff are performing services with the utmost precision.		
13	Dates of presenting the services commensurates with the club customers.		
14	The club administration achieves the current and future customer needs.		
15	Club employees cares to respond to complaints and proposals.		
16	The club is committed to achieve the promises previously set to its customers.		

Attachment 3: After modifying the questionnaire form experts

The first axis: the availability of a database.

No	Statements	Suitable	Unsuitable
1	Marketing brochures are sent to customers through the Internet.		
2	The club's Web site easily accessible and known to all its customers.		
3	All the members data are registered on the website.		
4	There is constant updating of data and information.		
5	Dates of matches and championships are recognized through the website.		
6	There is a database containing complete data of the players on the website.		
7	The number of matches and local and international goals of player are registered along with clarifying his position at the pitch on the website.		
8	Data and information of all services provided by the club are available on its website.		
9	The club's complete structure is available on its website.		
10	Dates of matches and championships are announced early enough on the website.		

The second axis: Research and development.

No.	Statements	Suitable	Unsuitable
1	There is constant updating of data and information that is displayed on the site.		
2	The club updates the information available on its website.		
3	Modern marketing methods are recognized.		
4	Publicity methods that increases the achievements of marketing objectives are sought.		
5	When marketing sports championships on the website, sponsors are depended upon in such process.		
6	Match tickets are sold for the members through the website.		
7	Customers feedback are identified and implemented to date.		
8	An effective system to receive and respond to customer complaints are relied on.		
9	There is a specific department to update and develop the site.		
10	Participation fees are renewed through the website.		
11	There is a possibility to complete and finish any proceedings through the website.		
12	Marketing through e-mail are conducted.		
13	Sales managers, advertising agencies and distributors are depended upon to obtain marketing information.		

The third axis: Security and trust.

No.	Statements	Suitable	Unsuitable
1	Feel comfortable and confidence while dealing with the club through its website.		
2	There is complete confidentiality concerning the members data.		
3	Members complaints are treated in a confidential manner.		
4	Customer are accurately informed about the date of submitting and completing the service.		
5	The club's staff behavior increases the sense of customer confidence.		
6	There is confidence and possibility of relying on the staff to meet customer needs.		
7	The staff communicates in a manner that allows customers confidence of the club.		
8	The club's administrative behavior sends confidence in the hearts of customers.		
9	The available data and information about the customers are confidential and cannot be viewed by any one.		
10	Club website on the internet safe and cannot be hacked		

The fourth axis: Marketing Strategy.

No.	Statements	Suitable	Unsuitable
1	The club uses modern methods in the promotion on his website.		
2	The club that I deal with offers customer services suits the customers		
3	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
4	Marketing activity is working to raise the services level provided in the sports clubs.		
5	Marketing activities aims to search for thrill and excitement methods in presenting its sports products and services and advertising in the website media.		
6	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
7	Sports marketing aims to collect sports data and information.		
8	E-marketing aims to serve the beneficiary and satisfy him.		
9	E-marketing aims to identifying the needs and requirements of the beneficiaries to recognize the sports activities and products they need.		
10	E-marketing aims to providing the sports service to the beneficiary in the suitable place and time.		
11	E-Marketing aims to raise the level of the club at the local and international level.		
12	More than e-marketing to raise footfall seen for the games set up in the sports club.		

The fifth axis: Services quality in the sports clubs.

No.	Statements	Suitable	Unsuitable
1	I can receive the service that I want in the time that suits me.		
2	When the customer presents any inquiries through the internet, the club responded quickly.		
3	The club is characterized by quickness in accomplishing the services provided to its customers.		
4	The club is characterized by the accurate work and not making mistakes.		
5	E-marketing conducts the required services properly.		
6	Using e-marketing affects service delivery efficiency.		
7	E-marketing services are available during vacations and holidays.		
8	I can rely on the club's administration in its quest to gain customer's satisfaction.		
9	I feel that every employee at the club knows the meaning of quality.		
10	There are weaknesses in the efficiency of staff whom performing the services.		
11	The club's staff are committed to pre-determined times for accomplishing a particular service.		
12	Dates of presenting the services commensurates with the club customers.		
13	The club administration achieves the current and future customer needs.		
14	Club employees cares to respond to complaints and proposals.		
15	The club is committed to achieve the promises previously set to its customers.		



Attachment 4: Questionnaire form in its final

The first axis: the availability of a database.

No	Statements	Suitable	Unsuitable
1	Marketing brochures are sent to customers through the Internet.		
2	The club's Web site easily accessible and known to all its customers.		
3	All the members data are registered on the website.		
4	There is constant updating of data and information.		
5	Dates of matches and championships are recognized through the website.		
6	The number of matches and local and international goals of player are registered along with clarifying his position at the pitch on the website.		
7	Data and information of all services provided by the club are available on its website.		
8	Dates of matches and championships are announced early enough on the website.		

The second axis: Research and development.

No.	Statements	Suitable	Unsuitable
1	There is constant updating of data and information that is displayed on the site.		
2	The club updates the information available on its website.		
3	Modern marketing methods are recognized.		
4	Publicity methods that increases the achievements of marketing objectives are sought.		
5	When marketing sports championships on the website, sponsors are depended upon in such process.		
6	Match tickets are sold for the members through the website.		
7	Customers feedback are identified and implemented to date.		
8	An effective system to receive and respond to customer complaints are relied on.		
9	Marketing through e-mail are conducted.		
10	Sales managers, advertising agencies and distributors are depended upon to obtain marketing information.		

The third axis: Security and trust.

No.	Statements	Suitable	Unsuitable
1	There is complete confidentiality concerning the members data.		
2	Members complaints are treated in a confidential manner.		
3	Customer are accurately informed about the date of submitting and completing the service.		
4	The club's staff behavior increases the sense of customer confidence.		
5	The staff communicates in a manner that allows customers confidence of the club.		
6	The club's administrative behavior sends confidence in the hearts of customers.		
7	The available data and information about the customers are confidential and cannot be viewed by any one.		

The fourth axis: Marketing Strategy.

No.	Statements	Suitable	Unsuitable
1	The club uses modern methods in the promotion on his website.		
2	The club that I deal with offers customer services suits the customers		
3	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
4	Marketing activity is working to raise the services level provided in the sports clubs.		
5	The club services are characterized by a great variety to suit the different needs of customers. The marketing activity aims to search for the best publicity and advertising methods of sport activities and events.		
6	Sports marketing aims to collect sports data and information.		
7	E-marketing aims to serve the beneficiary and satisfy him.		
8	E-marketing aims to identifying the needs and requirements of the beneficiaries to recognize the sports activities and products they need.		
9	E-Marketing aims to raise the level of the club at the local and international level.		
10	More than e-marketing to raise footfall seen for the games set up in the sports club.		

The fifth axis: Services quality in the sports clubs.

No.	Statements	Suitable	Unsuitable
1	I can receive the service that I want in the time that suits me.		
2	When the customer presents any inquiries through the internet, the club responded quickly.		
3	The club is characterized by quickness in accomplishing the services provided to its customers.		
4	Using e-marketing affects service delivery efficiency.		
5	I can rely on the club's administration in its quest to gain customer's satisfaction.		
6	There are weaknesses in the efficiency of staff whom performing the services.		
7	Dates of presenting the services commensurates with the club customers.		
8	The club administration achieves the current and future customer needs.		
9	Club employees care to respond to complaints and proposals.		
10	The club is committed to achieve the promises previously set to its customers.		

### RESULTS AND DISCUSSION

Based on the results of the data and statistical treatments and sample size, the community and studies related to the reference through the research questions and it objectives the two researchers discuss and illustrates the following:

Table 2. shows a Statistical Significant Positive Correlation Between:

- Availability of Data base and research and development.
- Availability of Data base and marketing strategy
- Availability of Data base and services of sports clubs.
- Availability of Data base and e-marketing.
- Research and development, Security and confidence.
- Research and development and marketing strategy.
- Research and development and services of sports clubs.
- Research and development and electronic marketing.
- Security and trust and e-marketing.
- Quality of sports clubs and e- Marketing strategy.
- Marketing strategy and e-marketing.
- Quality of services of sorts clubs and e-marketing.

The researcher saw that e-marketing is one of the most important means to maintain communication with customers, as it is usually effective in comparison with the cost paid and if it is done properly it will give you the opportunity to build awareness and commitment, in addition to the fact that response rates for internet marketing is strong and is one of the advantages of e-marketing the availability a complete Data base about the club that the members need to know such as the dates of the games played between El Ahly and El Zamalek and private data of the members, as well as all other data needed by any member of the club, this, as well as the permanent modernization and development of the information and data to the web site of the club through identifying the views of members on the site and increase the services provided by the club's website as well as the work members ' referendums about the services provided by the club and how to use them, as well as a kind of strict confidentiality concerning members data on the site and availability of all safety factors when dealing with site and also e-marketing characterized by providing all the services that the club submits its members with as well as how to participate in these services and their prices and the existence of more alternative to choose from as well as updating these services and developing it to fit all members of the club, considering the different social and

Table 2: Correlation matrix of questionnaire e-marketing axes (El Ahly Club) N=150

s	Axes	Data base availability	Research and development	Security and confidence	Marketing strategy	Services quality of the sports club	questionnaire of e-marketing
1	Data base availability		0.237*	0.079-	0.250*	0.337*	0.489*
2	Research and development			0.164*	0.322*	0.244*	0.673*
3	Security and confidence				0.007	0.025-	0.0317*
4	Marketing strategy					0.539*	0.749*
5	Services quality of the sports club questionnaire of e-marketing						0.744*

The value of (C) indexed the signify level of (0.05) is 0.146

Table 3: Correlation matrix of questionnaire e-marketing axes (El Zamalek Club) N=150

s	Axes	Data base availability	Research and development	Security and confidence	Marketing strategy	Services quality of the sports club	questionnaire of e-marketing
1	Data base availability		0.136	0.030	0.042	0.219*	0.428*
2	Research and development			0.142	0.196*	0.112	0.606*
3	Security and confidence				0.143	0.065-	0.451*
4	Marketing strategy					0.182*	0.597*
5	Services quality of the sports club						0.570*

economic circumstances and also the services that provided by the club through e-website is characterized by its high degree of quality where they are to benefit from the services provided by the club at the time that is appropriate for each member, as well as providing these services very carefully and without errors.

The value of C indexed the signify level of 0.05 is 0.146 Table 3. Shows a Statistical Significant Positive Correlation Between:

- Availability of Data base and services of sports clubs.
- Availability of Data base and e-marketing.
- Research and development and marketing strategy.
- Research and development and electronic marketing.
- Security and trust and e-marketing questionnaire.
- Quality of sports clubs and e- Marketing strategy.
- Marketing strategy and e-marketing.
- Quality of services of sorts clubs and e-marketing.

The researcher saw the importance of e- marketing in providing all services of the club via the Internet, it is through the rapid development that took place in marketing and its diversity and use of the Internet to provide clubs with services, this led to the need for special skills provided by the club to its members so as to provide services to the highest quality and the achievement of dissatisfaction with this services and the search for how to develop services using e-marketing, through the new trends in e- marketing which gives the client a particular important considering him as the essential foundation that the marketing system is relying on which is adapted by the club, Moreover, client 's judgment and evaluation on the service quality lies in the client 's perceptions and his expectations of the services that provided by the club and are available through the permanent development of the services provided by the club and the availability of safety and confidence factors in these services and determine the appropriate strategy for marketing via the website of the club.

Mohamed [2] has reached to the existence of significant differences between the expectations of the beneficiaries of services' levels provided by the sports institutions in question and the perceptions of management's expectations and there are significant differences between the perceptions management to the expectations of the beneficiaries of the level of service provided by the sports institutions under discussion and management perceptions of the specifications of the service, there are significant differences between the perceptions of the management of the service specifications and the specifications of the service already provided. Nazeem [8] has also reached to the weakness of the management's ability to understand the needs and desires of the beneficiaries, the low level of management motivation in youth centers to provide the service well.

### CONCLUSION

- There is a relationship between the availability of a database for marketing and the services quality of sports clubs
- There is a relationship between research and development and the services quality of sports clubs
- There is no relationship between the availability of safety, confidence and the services quality of sports clubs.
- There is a relationship between marketing strategy and the services quality of sports clubs.
- There is an impact of the electronic marketing and the services quality of sports clubs.

### Recommendations:

- Paying attention to the provision of databases and marketing information to help members to meet their needs and assist them in making their decisions in concerning services of the club.
- Clubs should set up studies to follow up all that is new regarding the development of the services provided by the club.

- The importance of following recent developments in the field of electronic marketing and access to customers through the latest electronic means as it has a direct impact on the services quality of the clubs.
- Searching for new marketing strategies to support the marketing strategies currently available.

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