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An analytical study of the role of sports marketing in the Iraqi national football teams according to the opinion of the players

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Abstract

The research aimed to know the role of sports marketing in the national football teams participating in foreign tournaments according to the opinion of the national football team players. The researcher used the descriptive approach in a survey style, and the study tool was preparing a questionnaire on the subject of the research and study, which consists of (20) items. While the research sample was the players of the Iraqi national football teams, the research sample was distributed in each of the exploratory experiment samples (4), as well as the construction sample (20) and the application sample (30). The results showed that the media have an impact on the success of the marketing process, including the national teams. The national team does not exploit it well in marketing, which consequently leads to raising the level of its financial income. The opinions of the sample members differed regarding the policies and systems related to sports marketing, and the results showed that their role is weak, and the role of the sports marketing methods used by the clubs to achieve their self-financing was weak.

Keywords: Sports marketing, national football teams, national team players.

Introduction

Sports have become a catalyst and are one of the tributaries in the growth of the economy of countries and institutions. It is also considered one of the sources of national income through the great role that sports play.

Marketing is one of the main and important activities, and the method of sports marketing is the plans that sports organizations must develop first, and upon which the rest of the plans must be implemented. Sports activities can be planned according to scientific and technical principles and rules, and organizational goals can be achieved through successful management.

Sports marketing may be a modern science and its definition is linked to the concept of marketing in general. It is a special activity that depends on fair competition between companies, institutions and public and private sectors. It is a process of physical transfer of the commodity or product from the production center to the consumption center in which the goods and services are offered by the producer and the demand for these Goods and services. A good share of the product budget is allocated to advertise these products and goods using various media such as satellite television broadcasting, the information network (the Internet), newspapers and magazines, and publishing electronic and fixed advertisements in stadiums and closed gyms and also in public places.

Sports marketing provides sports sectors, regardless of their organizations, with contributing to financial support and developing and modernizing sports standards in sports stadiums without affecting the goals set for sports development.

From this concept, we clarify the importance of marketing “in exchanging benefit or interest between investors in sports institutions and providing the needs of beneficiaries of sports activities or sports products in order to achieve financial returns and contribute to raising the level of the club and advancing these fields, and sports marketing depends on the type of sport and the extent of its popularity.” In sports games that generate significant income for the sports market through sports media and political sports promotion” (Omar Nasser: 2014) [3].

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Research problem

We find that sports marketing rarely exists in sports institutions, especially in national teams, and there is also a shortage of specialists in this field for the Iraqi national teams participating in foreign tournaments. Some questions can be formulated to indicate the research problem, and the researcher hopes that when the results of the study are reached, his study may have answered some of the following questions:

1. Draw the attention of national teams to the importance and role of marketing, especially in achieving self-financing?
2. Do the national teams have the capacity to develop future marketing plans?
3. Do we need to review the link between sports marketing and academic scientific studies?

Research objective

The purpose of this study is to determine the role of sports marketing in the Iraqi national football team.

Research areas

Human field: Iraqi national team players, Olympic and youth.

Time frame: 5/4/2021 until 5/5/2021.

Spatial area: Al-Shaab International Stadium. Ministry of Youth and Sports Stadium.

Methodology

The researcher intended to adopt the descriptive research method in his research.

Research population and sample

Saleh Muhammad states, "The research community is a systematic scientific term that refers to everyone to whom the results of the research can be generalized, according to the objective field of the research problem" (Saleh Muhammad, 2015) [1].

The limits of the research community are represented by the players of the Iraqi national football teams. The researcher intended to study them "because they are the problem community of the study themselves," and they achieve the various objectives of its methodological procedures, and as their details are shown in Table 1, so the sample was chosen in a way that confirms its representation of the original community in the intentional manner.

Table 1: Shows the distribution of the main sample

No	Sample distribution	Number of sample
1	Reconnaissance sample	4 players
2	Sample build	20 players
3	Final application sample	30 players
Total		54

Scientific research tools and used devices

Observation: Through the researcher's observation and tracking of the Iraqi national football team, he realized the problem of the current research.

Interview: The researcher conducted a series of personal interviews with a number of experts and specialists to collect information related to the current study.

Questionnaire: The researcher prepared a set of questionnaire forms related to the topic of his research. He used Arab and foreign sources and references and the International Information Network (the Internet) as aids in his research.

Field research procedures

The researcher prepared a questionnaire in addition to the questionnaire used in previous studies related to this study, e.g. (Maytham Jabbar 2017) [6], the study (Mufid Qidadou 2018), the study Samir Ali 2020) and the study (Ahmed Metwally 2010) [5]. The researcher also used a five-point Likert scale, and the answer ranges from (very little) and

given one mark, (slightly) and given two marks, (moderate) and given three marks, (large) and given four marks, and (very large) and given five marks. The original questionnaire had a paragraph number of (30 points), and (10 points) were deleted based on the reviewers and experts' opinions, so the number of paragraphs was (20 points), as shown in Appendix 1.

Exploratory experiment

After the scale was prepared in its original form, exploratory experiments were conducted within a reasonable time before the final application of the scale by testing the scale on the following samples: (4) players in the Iraqi national football teams for the period from 6/3/2021 to 13/3/2021. This is in order for the assisting work team to know the procedures for applying the scale and also to identify the obstacles that the work team and the researcher will face, as well as to know how and when to answer the scale for organizational purposes related to calculating the arithmetic mean, by knowing the time of the first respondent and the time of the last respondent and dividing them by (2) as Table 2.

Table 1: The details of the average response time of survey sample members

No	Name of the questionnaire	Number of paragraphs	Time of the first respondent	Total time of the last respondent	Total response time	Response rate	Unit of measurement
1	The role of sports marketing in the Iraqi national teams	20	10	14	24	12	Minutes

Indicators of validity and reliability of the questionnaire

Honesty

"A valid questionnaire is a questionnaire whose items

measure the characteristic to be measured and do not measure another characteristic, regardless of whether it applies to the respondent or does not apply to him, as the

scale is based primarily on the honesty of its items, and two types of honesty were used to verify the honesty of the current questionnaire.”

Content veracity

The process of judging the validity of the content of a particular measurement tool is a logical and judgmental factor carried out by a team of experts and specialists in the field of the measurement tool. The team of experts determines in the process of judging the extent to which the selection items represent the content from which they are derived” (Musa Al-Nabihan, 2004). The researcher used this type of honesty when he took the opinions of experts and specialists regarding the validity of the questionnaire items.

Construct validity

Table 3: Shows the values of the questionnaire's reliability coefficient

No	Questionnaire name	Number of paragraphs	Construction sample	Value of the coefficient (Guttman L.A)	Degree (Sig)	Moral	Verdict on stability
1	Role of sports marketing in national teams	20	20	0.803	0.000	Moral	Steady and high

Main experience

The scale form, consisting of (20) statements, was distributed and the questionnaire was applied to the research sample for the period from 2021/4/5 to 2021/5/5.

Statistical methods

The researcher verified that the study data was processed

Construct validity is one of the most common types of validity, which is sometimes called concept validity or hypothesis formation validity because it indicates the extent to which the questionnaire measures the formation of a particular hypothesis or concept. This validity was verified in the current measure through statistical analysis of the items, as shown in Tables 3 and 4.

Stability of the questionnaire

To verify the reliability of the questionnaire, the degrees of their application to the respective construction sample were relied upon by processing them statistically using the split-half method for the questionnaire, and using the Guttman L.A. formula, which is based on calculating the variances in the odd and even items, to extract the reliability coefficients statistically, as shown in Table 3.

using the Social Statistical Portfolio System (SPSS).

Results and discussion

Presenting and discussing the results of the questionnaire on the role of sports marketing in the Iraqi national teams

Table 2: Determine the level of significance(calculated T) between the theoretical mean and the arithmetic mean

No .questionnaire paragraphs	Hypothetical mean	Arithmetic mean	Standard deviation	Calculated T	Level Significance
20	108	112.93	10.639	3.847	0.000

As in Table 4, shows that the number of items in the questionnaire on the role of sports marketing in the Iraqi national teams (20) items, with a theoretical mean (108), while the arithmetic mean for the research sample was (112.93) and with a standard deviation (10.639), as the (calculated t) was between the mean The theoretical and arithmetic mean for the research sample is (3.847) with a

significance level of (0.00), which indicates its significance at a significance level of (0.05). This means that there is a significant difference between the two means that cannot be determined (for the role of sports marketing in the Iraqi national teams according to the opinion of the national football team players)

Table 5: Detailed of the value of the arithmetic means, the standard deviations, the level of each item, and its ranking for the questionnaire on the role of sports marketing in national football teams.

No	Questionnaire paragraphs	Standard deviation	Arithmetic mean	Ranking
1	The media has an important role in informing society of the importance of sports marketing as one of the means of achieving financial income for national teams	1.52282	5.2709	1
2	The media influences society's attraction towards a particular sports product	1.49907	4.7204	3
3	Attention is paid to media as one of the most successful and important means of helping the sports marketing process succeed	1.34203	4.3579	4
4	Sports marketing is done as a means of supporting national teams	1.46672	4.3308	7
5	Marketing national teams through advertisements for players to increase their income	1.42707	4.2839	8
6	Companies are attracted to finance the activities and services of national teams Providing souvenirs helps in marketing the teams' activities and services	1.49476	4.1478	9
7	Companies do good media advertising during international matches, which results in the ability to market their products well and better	1.51825	3.9398	11
8	Marketing achieves double benefits for elites and players	1.53781	4.0301	10
9	Enacting legislation, laws and regulations in the process of developing sports	1.55237	3.8906	12
10	Good clarity of goals and policies towards sports marketing	1.52191	3.8505	13
11	The national teams have databases that enable quick identification of sports services	1.57972	3.2666	20
12	Players are convinced of the importance of sports marketing	1.42663	3.7284	14
13	Taking advantage of the team's sports exercises and the fans' love and demand for the stadiums in an optimal way to increase their financial income	1.48402	3.4605	18
14	Those in charge of the teams are interested in conducting special research and studies in sports	1.54387	3.6702	15

	marketing and sports service to finance the team			
15	Taking care of age groups in order to market to future players	1.42112	3.5448	17
16	There is serious interest in corporate and sponsorship sponsorships for national teams and players	1.47210	3.6035	16
17	Increasing the technical level of the national team helps in optimal marketing through sponsorship rights and television broadcasting	1.44210	3.3870	19
18	Utilizing the ministry's stadiums for the better and attracting players in a better way, or marketing methods that work to increase the financial income of the teams.	1.46433	4.8388	2
19	Companies are contracted to produce sportswear in exchange for advertising	1.53211	4.4873	6
20	sports marketing and sports service to finance the team.	1.52161	4.5776	5

From reviewing the results of the paragraph level of the role of sports marketing in the Iraqi national teams according to the opinion of the national football teams in Table 5, where it ranked number (1) (The media has an important role in informing society of the importance of sports marketing as one of the means of achieving financial income for national teams) The media is considered one of the important media in introducing the sporting product and goods to the players and also contribute to resolving thorny issues. The intent of this is the financial matters facing those teams or the ministry and filling the resulting gaps because the support it receives from the state is limited and may be insufficient, such as preparing stadiums, halls, national teams, their supplies, and the rights to transfer matches. And players' contracts, holding media conferences, receiving guests and sports delegations, in addition to organizing international, continental and international official tournaments, "exploring economic, social, technological, political and cultural factors and variables, in order to identify opportunities and challenges and know the sources of these opportunities and challenges" (Abdel Aziz, 2003). The national teams, and in their current administration, follow a policy of public funding, not self-financing or retail contracts, in order to search for other sources of funding and achieve large revenues for the national teams, as well as to sustain and develop their vital facilities. Working for development helps in building and developing the teams' own capabilities, and not being satisfied and looking at the teams. Nationalism is lacking and incapable of advancing to the real reality of the sports market and developing in the use of new methods of management. Through this, "it becomes clear that sports sponsorship has become a matter that requires change, understanding, and awareness of its meaning and importance, after sports in the world became managed by the rotation of the wheels of the economy, its laws, and its concepts". "It is mentioned in the paragraph (Companies are contracted for sportswear in exchange for advertising for it) for the national teams, which depends on direct financing and reduces the chances of competition between companies." Companies must work to develop their marketing through the national teams and also improve the performance and future outlook for sponsoring the national teams or sports activities. "It contributes to the formation of long-term growth and improvement in the perspective of customers and internal operations. It identifies the most important factors for current and future success and focuses on three main sources: (people, systems, organizational procedures). This explains the interest in the capabilities of workers, their skill levels, and information systems in a way that makes them compatible with the givens of the times" (Muslim Allawi: 2012) ^[4].

Conclusions and Recommendations

Conclusions

The researcher concluded the following:

1. It was achieved to build a questionnaire for the role of sports marketing in the Iraqi national teams according to the opinion of the players of the national football teams.
2. The media influences society's attraction towards a specific sports product.
3. Modern means of communication technology are not used to develop the marketing process.
4. Increasing the technical level of national teams helps in the optimal marketing process through sponsorship and television broadcasting rights.

Recommendations

In light of the results of the study, the researcher recommends the following:

1. Making the most of sports media to attract the public and society towards football products.
2. The necessity of developing a strategic plan for marketing management and using different means and modern technology in communication towards sports marketing.
3. The national teams should pay attention to the field of marketing and consider it a priority for work in this field to increase financial income.
4. Working to raise the technical level by attracting professionals who make a difference in the level of national teams.
5. Paying attention to sponsoring companies as they are one of the most important tributaries of sports investment and sports marketing.
6. Developing administrative cadres working in national teams in marketing and contracting skills to enter the world of competition and promotion

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Appendix 1

No	Questionnaire paragraphs	Very little	Slightly	Moderate	Large	Very large
1	The media has an important role in informing society of the importance of sports marketing as one of the means of achieving financial income for national teams					
2	The media influences society's attraction towards a particular sports product					
3	Attention is paid to media as one of the most successful and important means of helping the sports marketing process succeed					
4	Sports marketing is done as a means of supporting national teams					
5	Marketing national teams through advertisements for players to increase their income					
6	Companies are attracted to finance the activities and services of national teams Providing souvenirs helps in marketing the teams' activities and services					
7	Companies do good media advertising during international matches, which results in the ability to market their products well and better					
8	Marketing achieves double benefits for elites and players					
9	Enacting legislation, laws and regulations in the process of developing sports					
10	Good clarity of goals and policies towards sports marketing					
11	The national teams have databases that enable quick identification of sports services					
12	Players are convinced of the importance of sports marketing					
13	Taking advantage of the team's sports exercises and the fans' love and demand for the stadiums in an optimal way to increase their financial income					
14	Those in charge of the teams are interested in conducting special research and studies in sports marketing and sports service to finance the team					
15	Taking care of age groups in order to market to future players					
16	There is serious interest in corporate and sponsorship sponsorships for national teams and players					
17	Increasing the technical level of the national team helps in optimal marketing through sponsorship rights and television broadcasting					
18	Utilizing the ministry's stadiums for the better and attracting players in a better way, or marketing methods that work to increase the financial income of the teams.					
19	Companies are contracted to produce sportswear in exchange for advertising					
20	sports marketing and sports service to finance the team.					