

## **The Impact of Marketing in Success IHF Men's Super-Globe Championship at Saudi Arabia**

**Najeeb Hamed Al-Jeddawi**

Supervised by:

**Dr. Mansour Abed Al-Ansari**

Faculty of Tourism -King Abdulaziz University -Saudi Arabia

1434 /2022

A Thesis Submitted for The Requirement of the Master of Event Management.

### **Abstract**

Marketing is essential for every event. It leads to achieved goals and targets in every single events to become successful. Yet, noticed that sport fans in Saudi Arabia not have any idea that world championship (IHF men's super-globe championship) is holding in Jeddah city recently due to lack of marketing for this championship. This is the first study in the Kingdom of Saudi Arabia that deals with sports marketing, to the knowledge of the researcher. It has reached a set of results, the most important of which is that sports marketing has a significant impact on the achievement of sports events and their public and economic success. One of the most important obstacles facing sports training in the Kingdom of Saudi Arabia is the lack of trained and qualified cadres, in addition to the lack of interest of companies and businessmen in sponsoring sports events, especially less popular sports.

**Keywords:** Marketing, Championship, Kingdom of Saudi Arabia

## CHAPTER ONE: INTRODUCTION

### Chapter Overview

*This chapter gives a background to the topic and problem area. It explains the research questions, objectives as well as the rationale of the research.*

### 1.1 Introduction

Sports' marketing has evolved from a small and small industry to a multi-million-dollar industry. The practice of sports and its competitions and sports marketing has become more important in our contemporary society with the development of means of communication and people's interest in sports and sports championships and the economic gains they achieve, as marketing is one of the most important administrative functions of any sports institution. Recently, interest has increased in studying and applying marketing concepts in most institutions of all kinds. (Nasiri, 2007)

Sports events are considered important activities in developed societies, where their development is often compared to the development of the country that hosts this event. There is no doubt that sports have been outside the interests of the economy for a long time, but recent evidence has proven that besides entertainment, it is closely related to consumer values, health and production. The economic cycle, whether as a producer, a partner in production, or as an added value. In Europe, part of the family budget is allocated to sports. (Nasiri, 2007)

Saudi Arabia Vision 2030 aims to create a vibrant society by promoting a healthy lifestyle and wellbeing physical and social. The Quality-of-Life Program was launched in May 2018 to deliver in line with this objective. Sports is central to this program, with several initiatives aiming at encouraging mass participation, improving Saudi athletes' performance in international competitions and growing the sports economy. (Reda & Viviez, 2021)

Since the Kingdom of Saudi Arabia has turned to this field in order to develop the sports economy, it was necessary to pay attention to sports marketing as it is considered a fundamental pillar in the achievement and success of sports events, economically and publicly. where the sport marketing is focused on meeting the needs of sport customers or consumers, including people involved in playing sport, watching or listening to sport programs, buying merchandise, collecting memorabilia, buying sporting goods like clothing and shoes, or even surfing a sport-related website to find out the latest about their favorite team, player or event (ühler et al., 2006). A sport customer is someone who pays for the use of a specific product or service. Thus, the success of sports marketing operations contributes to a very large extent to the public and economic success of sports events. (C.T. Smith, 2008)

## **1.2 Problem Definition**

Saudi Arabia has historically not captured its fair share of global sporting events. Today, Saudi Arabia is ambitiously expanding the line-up of sporting events it is

hosting from major international events, elite events, regular national competitions, as well as numerous smaller and mass participation events

In the last five years this situation has changed and the Kingdom of Saudi Arabia has started hosting many international and regional sporting events, such as WWE Super Showdown, Saudi Pro-Golf Championship, Formula E, E-Prix, (Super Globe) the International Men's Championship Handball Federation, Spanish Super Spain Cup, (SuperClásico) Championship the international friendly soccer tournament and Saudi International Meeting for Disabilities Sport.

Despite the efforts made to market these sporting events, the audience interaction was not seen by the researcher at the required level, and some of them did not exceed a few hundred viewers, which indicates a shortcoming in marketing these events, although sports marketing according to (Ngan et al., 2011) has become of more interest among scholars due to its growing importance in the society.

Therefore, the research has been devoted to identifying the role of sports marketing on the sports event's success, as well as the promotion of other products and services related to sports events. From a business point of view the objective is to provide business firms with strategies to promote the sport, or to promote products and services via sport events. The primary sport product can be both tangible and intangible in nature. At the same time, businesses and corporate entities use sport as a way to reach their consumers and to sell their respective products and services.

### 1.3 Significant of the Research

The significant of the research lies in the investigation of the marketing and its impact on the success of events, explaining the reasons and how to address them. It is also considered one of the important theoretical researches in the field of sports marketing. The researcher believes that it is one of the first researches in this field in the Kingdom of Saudi Arabia. It is significant from both the theoretical and practical sides: From the theoretical point of view: enriching the library with a new reference that researchers may benefit from to complete other complementary studies in this specialization. From an applied point of view: To draw the attention of officials of sports institutions and federations to the importance of sports marketing in enhancing the success of sports events.

We try to contribute to this research to clarify the importance of marketing in sports institutions in general, and to give answers to field problems and may push those in charge of the work of sports institutions and federations, to the right direction and realize the importance of exploiting sports marketing and knowing the ways and means of sports marketing to develop and develop sports by improving the revenues of institutions and federations, supporting sports activities, providing the required requirements for various sports activities, and implementing the full annual plans of the federations to achieve the best results in sports tournaments and represent the country well.

#### **1.4 Research Objectives**

- To identify the impact of marketing on the events achievement and public and economic success in the Kingdom of Saudi Arabia.
- To identify the most prominent obstacles that limits the effectiveness of marketing for sports events in the Kingdom of Saudi Arabia.

#### **1.5 Research Questions**

- To what extent does marketing affect the events achievement and public and economic success in the Kingdom of Saudi Arabia?
- What are the main obstacles that limit the effectiveness of marketing for sports events in the Kingdom of Saudi Arabia?

## CHAPTER TWO: LITERATURE REVIEW

### Chapter Overview

*This chapter gives a background to sports marketing, and the impact of marketing in success IHF Men's Super-Globe championship at Saudi Arabia.*

### 2.1 Introduction

Early study suggested that to motivation will increase and help to spectators to attend sport events. While N.L. Lough and A.R. Kim (2004) in their research for WKBL they highlighted an entertainment as the most effective social motivation for spectators to attending woman Korean baseball league.

Researchers such as Binjwaied et al. (2015) found that there are things other than sports marketing, which contribute to the lack of attendance of spectators and need to be enhanced such as stadium service, non-numbered seating arrangement, stadium environment and, less significantly, lack of respect between fans of opposing teams and non- availability of online tickets.

In the other hand the Japanese studied in Major League Baseball (MLB) by researchers Hong et al. (2005) suggested a number of marketing strategies MLB by presence of local or star players and actively communicating with international fans. indicated importance of enhancing the behavioral loyalty toward MLB.

## 2.2 Attraction

Funk and James (2001) have developed the psychological continuum model, which is composed of four stages – awareness, attraction, attachment and allegiance – to examine how people are psychologically connected with sports. Attraction, in social psychology literature, has been examined between individuals and is referred to as interpersonal attraction (Singh and Simons, 2010).

In the sports context, Bee and Havitz (2010, p. 40) have referred to attraction as the “interest” of a person in a certain sport. Attraction to a sport is formed because of several factors such as personal, psychological and environmental factors which react together producing “interest and liking for” a certain sport.

If one is interested in something, it means that one cares about it (Harackiewicz and Hulleman, 2010) have defined interest as the tendency to become involved in certain matters or activities. Interest can be classified into two types: individual (personal) interest and situational interest.

Individual interest refers to the interest that is formed because of the accumulated knowledge and values of a person and is shaped by his/her personality and traits, whereas situational interest refers to the instant affection that arises because of external factors and may last for a short time (Harackiewicz and Hulleman, 2010).

Situational interest can be maintained to last for a long time through continuous exposure to the external factors, which gives individual interest a chance to be

developed (Silvia, 2006). Individual interest is difficult to be managed because it is related to a person's background; however, situational interest can be fostered by inducing certain catalysts that motivate people to be interested in a certain object (Hidi and Renninger, 2006).

Schraw and Lehman (2001, p. 23) have defined interest as "liking and willful engagement in a cognitive activity". Interest and liking have been used interchangeably by these two authors. Studying consumers' interest in or liking for less popular sports will give the same meaning.

Attraction has been examined in a few sports context research studies (Filo et al., 2008; Bee and Havitz, 2010; Hoegle et al., 2014b). Filo et al. (2008) have examined the motives that can attract individuals to charity sports events. Hoegle et al. (2014b) have examined individuals' attraction to German football stars, who play for competing teams. They have measured attraction to competition by asking whether an individual's preferred star plays for his/her preferred team or for a competing team.

According to Madrigal (2006), the factors for which individuals experience sports events are fantasy, flow, evaluation, personalities, physical attractiveness and aesthetics. Wann's (1995) scale includes eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation and family dimensions. the dimensions of the scale are the "benefits" that individuals can get from sports.

Madrigal's (2006) scale focuses on sports events consumption; however, Wann's (1995) scale focuses on individuals' interest in sports (Madrigal, 2006).

## 2.3 Sports Marketing

Sports marketing can be used to increase fan's interest, sports participation and the consumption of sports-related products, As the elements of the sports promotion mix include advertising, sponsorship, public relations, personal selling and sales promotion (Shank and Lyberger, 2015).

Hopwood (2007, p. 213) has used the term “sports integrated marketing communications mix” to describe the traditional promotion mix. She has proposed that this mix is broad enough to include elements other than the traditionally known ones to cope with the features of the sports products.

Turner (2017) has examined the integrated marketing communication activities that were used during the Asian Cup 2015. He has found that advertising, publicity, public relations, sales promotions and digital communications were executed by the event organizers. sports marketing can help to increase the popularity of sports other than cricket in India. Sports marketers have to recognize what can attract audiences (Ratten, 2016).

### 2.3.1 Sports Media

Television (TV), radio, the internet and newspapers are considered as the most important outlets of mass media because they are accessed by a large number of people all over the world. Media coverage means the amount of attention given by media to shed light on a certain issue. When TV media coverage is little or

absent, social media can be used to promote sports where fans can control the content (Vann et al., 2015).

Ritchie et al. (2010) have noted the importance of media coverage in influencing individuals' support for mega sports events such as the Olympic Games. The theory of agenda-setting assumes that mass media is able to shape individuals' way of thinking (Kim et al., 2015). Brown and Bryant (2006) have noted the importance of sports programs in influencing how audiences view the games. Zeng et al. (2011) have emphasized the importance of TV media coverage in enhancing audiences' opinions. If a certain issue is covered by media continuously, individuals will pay it more attention (Kim et al., 2015).

### **2.3.2 Advertising**

Advertising can help to develop the attraction of audiences towards sports. it is used to tell, convince and remind consumers about certain products (Kotler and Armstrong, 2016).

One of the issues that has been observed from RIO Olympics 2016 is that companies prefer sport as a channel for advertising because audiences follow the games live and there is a little chance to miss the advertisements (Plutsky, 2016). Using sports as channels to advertise can help to create good responses towards advertisements because of the glamor of the games (Pyun and James, 2011). Kimet et al. (2013) have recommended marketers to make advertisements that emphasize patriotic values during sports events such as the Olympic Games

because patriotic advertisements result in creating good reactions towards the advertised brand.

Virtual advertising is a non-conventional form of advertising used by companies, which refers to digital advertising that shows the brands and logos of advertisers during a televised sports event in any free space on the screen. However, according to the same authors, virtual advertising is not an appropriate tool for launching new brands. Advertising can be product-focused or company-focused. Product-focused advertising tries to convince people to buy a certain product (Pyun and James, 2011). However, the goal of company-focused advertising is to make good impressions of the company by highlighting its corporate social responsibility.

### **2.3.3 Star Athlete**

Hyman and Sierra (2010) have used the word “celebrities”. Hoegele et al. (2014a, 2014b) have used the word “superstars”. Liu and Brock (2011) have used several words in the same paper such as popular athletes and sports stars.

Hoegele et al. (2014a) have defined a star athlete as a player who excels in his/her performance and has an outstanding popularity. The researchers want to add the code of ethics to this definition. It is important that a star athlete has good manners and keeps the code of ethics of sports.

According to the theory of meaning transfer (McCracken, 1989), the image of the star is transferred to the product and from the product to the consumer. Star

athletes can influence the decisions of young people in Australia to change brands (Dix et al., 2010). The attractiveness of the star is the most important characteristic that can affect young Egyptians' intentions to buy, especially the females (AbouAish, 2011).

Star athletes are able to attract new fans towards their teams and protect existing fans from being lost to other competing teams (Hoegel et al., 2014b). Star athletes can be used as endorsers to promote the products of sponsors and attract consumers (Liu and Brock, 2011). In a similar way, star athletes can be used as endorsers of the sports themselves, especially less popular sports, to attract audiences.

### **2.3.4 Sports Sponsorship**

Sports sponsorship is an element of the promotion mix where an exchange exists between a sponsor and a sports entity (athlete, league, team or event) for the benefit of both sides (Shank and Lyberger, 2015). This goes in accordance with the theory of social exchange which states that individuals are inclined to build relationships where benefits are exchanged. Sports catch greatly the attention of sponsors because they can reach audiences all over the world and affect their attitudes (Plewa and Quester, 2011).

Linking corporate social responsibility programs with sports sponsorship has a positive impact on company's reputation, word of mouth and consumption behaviors (Walker and Kent, 2009). Corporate social responsibility in sports can be in the form of actions that support the environment, cultural diversity, disability, etc. (Djaballah et al., 2017). supporting less popular sports can be one of the forms that links corporate social

responsibility with sports sponsorship. Companies are trying to discover new sponsorship opportunities to avoid the crowd of sponsoring popular sports (Shank and Lyberger, 2015). Therefore, sponsoring less popular sports can be a new opportunity for them to exploit. Sponsoring less popular sports can offer sponsors advantages such as avoiding the crowd of sponsorship, cost savings and the flexibility of the sports entity (Greenhalgh and Greenwell, 2013). Red Bull has sponsored action sports to be known among audiences (Kunz et al., 2016). Marketers can offer attractive sponsorship proposals that motivate companies to sponsor less popular sports (Miloch and Lambrecht, 2006).

## **2.4 Sustainable Marketing and Sustainable Sports**

Marketing Sustainability is the ability to keep something in existence continuously (Balbinot and Borim-De-Souza, 2012). Sustainability is a concept, that is globally adopted, which aims to enhance the well-being of humankind (Nkamnebe, 2011). Kotler and Armstrong (2016, p. 627) have defined sustainable marketing as “socially and environmentally responsible marketing” that satisfies the needs of customers and companies and at the same time meets the needs of future generations.

Oxford Dictionary defines sustainability as the ability to be maintained at a certain rate or level (Oxford Dictionary, 2018b). In September 2015, more than 150 world leaders attended the United Nations Sustainable Development Summit in New York where they have committed to adopt the 2030 Agenda for sustainable development (United Nations, 2015). The International Olympic Committee has started to adopt the concept of “sustainable sports development” since 2002 (Girginov and Hills, 2008, p. 2092). This means that marketing activities, to promote sports, are needed to be done continuously.

Sustainable sports marketing can be defined as the continuous implementation of marketing techniques in the sports context to ensure the continuous existence of the sports themselves (all types of sports) and the prosperity of future generations. Attracting people to different types of sports may protect future generations from the dangers of drugs and terrorism. This goes in accordance with the theory of utilitarianism which states that the principal goal of one's action is attaining the welfare of humankind (Nakano-Okuno, 2011).

## **2.5 Performance of National Teams**

National team performance is an important element which participates in building the reputation of the team. They have defined team performance as the performance that audiences perceive which results in winning. Team performance influences consumers' intentions to buy the products of sponsors (Ngan et al., 2011). Kwak et al. (2015) have examined the moderating role of team performance on consumers' intentions to buy products that carry the logo or name of the team. They have found that when a team performs well, this increases the possibility of buying team-related products.

“Basking in reflected glory” concept was developed by Cialdini et al. (1976) to reflect the inclination of people to relate themselves to the success of others although they have not participated in the process of this success. This explains why fans consider the achievements of their teams as their own (Dalakas et al., 2004). The French Handball Federation is trying to attract audiences by highlighting the achievements of the national team (Hautbois and Bouchet, 2015).

Companies can invest in the achievements of teams by organizing marketing campaigns that relate themselves to these achievements (Dalakas et al., 2004). In a similar way, triumphs of national teams can be highlighted to attract audiences towards less popular sports. According to Cialdini et al. (1976) and Kwak et al. (2015), the researchers have incorporated the performance of national teams as a moderator to study its effect on the relationship between sports marketing and attraction towards less popular sports.

## CHAPTER THREE: RESEARCH DESIGN & METHODOLOGY

### Chapter Overview

*The purpose of this chapter was to describe the research methodology, explain the sample selection, describe the procedure used in designing the instrument and collecting the data, and provide an explanation of the statistical procedures used to analyze the data.*

### 3-1 Introduction

The aim of this chapter is to describe the research methods used to investigate the impact of marketing in success IHF Men's Super-Globe championship at Saudi Arabia. Survey design and analysis were adapted as the method that guide the data collection, analysis to establish the existence, and importance of the relationships between the sports marketing, and achieving sport events public and economic success.

This chapter explains the research design, quantitative and methodologies, and measurements of data collection, questionnaire development process, data analysis procedures, population, sampling, procedures of data analysis, internal consistency and reliability, statistical methods, descriptive static, multiple regression, and finally the chapter summary.

### **3-2 Research Design**

The design process is based on scientific studies on the nature of the problem and the objectives that expected to be achieved to complete solving the problem. Therefore, the researcher adopted the Quantitative Methodology through field study as it is the most consistent in completing the current study.

### **3-3 Research Population**

A population is a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher, also defined research population as any exactly defined set of people, or collection of items, that is under investigation. The population of the current study consists of the sport event's organizers in general, and the IHF Men's Super-Globe championship organizers, which was held in Jeddah Saudi Arabia.

### **3-4 Research Sample**

Sampling is a procedure that entails utilizing a small number of units in a given population as a basis for drawing conclusions regarding the whole population. The sample is considered as a subset of the population comprising of some members selected from it. A common goal of survey research is to collect data that represents the sample drawn from the population.

The participants of this study were selected from the sport event's organizers in general, and the IHF Men's Super-Globe championship organizers in Jeddah, so

the study sample consisted of (293) individuals were selected by random Statistics sampling. Questionnaires were distributed to all of study's sample, Using Google Drive applications.

### **3-5 Data Collection**

For obtaining data and information to carry out the purposes of the study, the following instruments were applied:

1. Information on the theoretical aspect of the study including, articles, thesis, books, Arab and foreign scientific and specialized subject of the study.
2. A questionnaire as a measurement instrument has been designed.

In comparison with other data collection methods, such as face-to-face interviews and telephone interviews, questionnaires are high economy (cost & time), high efficiency of data collection, large sample size, wide distribution of sample, while one of the disadvantages is the response low rate (Sekaran, 1992).

### **3-6 Questionnaire Design and Pilot Study**

Questionnaire is a series of questions designed to elicit information, which is filled in by all participants in the sample (Bryman, A.2004). Questionnaire is the most widely used data collection methods in educational and evaluation research. The questionnaire development process was guided by the following practices:

### **3-6-1 Initial Design and Development of the Survey Instruments**

Many criteria should be considered when designing a questionnaire survey. On the choice of wording, questionnaire design, and layout were adopted. Items in questionnaire were designed to being simple, clear, short, technical, accurate, bias free, and at an appropriate reading level. Recommendations on how to structure the questionnaire layout by (Sekaran, 1992; Malhotra, 2000). were taken into account when designing the questionnaire, such as started with a brief description on how to answer the questionnaire. Finally, a well-designed questionnaire should excite the respondent and make them want to answer the questions.

The items in the questionnaire were adapted from various studies based on an extensive literature review, and existing measures with pre tested, reliable and valid scales.

To ensure the clarity of the questionnaire and its suitability for measuring what it developed for, the researcher review it with the supervisor and get the final approval for distribution.

### **3-6-2 Internal Consistency Measures: Cronbach's Alpha**

The tool reliability was verified by using alpha Cronbach's coefficient, and the results are shown in the table below.

**Table (3-1): Reliability Analysis**

Construct items	Reliability test	Cronbach's Alpha
1	The impact of marketing on achieving sport events and their public and economic success	0.78
2	Obstacles that limit the effectiveness of sporting events marketing	0.74
<b>Total degree</b>		<b>0.79</b>

It is clear that Cronbach's alpha coefficients are valid, acceptable statistically and because (  $\alpha$  ) values are greater than accepted percent (0.60).

### 3-7 Statistical Methods Used in the Study

In order to fulfill the objective of the study, a number of statistical techniques were utilized in the data analysis:

- **Cronbach's alpha coefficient:** a Cronbach's alpha measurement of internal consistency was adapted to assess the overall reliability of the measurement scale for each defined construct of the study where alpha is defined as an estimate of the proportion of the total variance that is not due to error. The recommended minimum acceptable limit of reliability 'alpha' for this measure is (0.6) (Malhotra, 2000)
- **Descriptive Statistics:** descriptive statistics such as means frequencies, and standard deviation, were used to identify the major characteristics of respondents in term of their Gender, Age, Educational level.
- **Regression Analysis:** Multiple regression analysis and simple regression were used. The measurement model specifies relationships between the observed variables were a latent variable is a hypothesized and unobserved concept that can only be estimated by observable

variables. Considering the advantage of SPSS technique and, assure the research objectives will be met, this technique was adopted in this study.

### **3-8 Scope of the Research**

The scope of the study is limited to survey the sporting events spectators in the Kingdom of Saudi Arabia who will be contacted using their email accounts, the organizers and managers of sports events who will be interviewed. This survey period will last for a maximum of 2 months of the year 2021.

## CHAPTER FOUR: DATA ANALYSIS AND RESULTS

### Chapter overview

*In this chapter, the results of data analysis from survey questionnaire presented and discussed in previous chapter will be discussed. An interpretation of the findings will be derived from quantitative data obtained in this study.*

### 4.1 The Samples Primary Data

**Table (4-1):** Participant Profile (N = 293)

	Categories	Frequencies	Percentage%
<b>gender</b>	Male	274	93.5%
	female	19	6.5%
	<b>Total</b>	<b>293</b>	<b>100%</b>
<b>Nationality</b>	Saudi	268	91.5%
	Non-Saudi	25	8.5%
	<b>Total</b>	<b>293</b>	<b>100%</b>
<b>Age</b>	Less than 20 years old	13	4.4%
	20 to less than 30 years old	37	12.6%
	30 to less than 40 years old	135	46.1%
	40 years and over	108	36.9%
	<b>Total</b>	<b>293</b>	<b>100%</b>
<b>Occupation</b>	Student	25	8.5%
	private sector employee	135	46.1%
	public sector employee	101	34.5%
	I do a private job	16	5.5%
	Other	<b>16</b>	<b>5.5%</b>
	<b>Total</b>	<b>293</b>	<b>100 %</b>

Table (4-1) shows the distribution of the sample members according to the Participant Profile, which stated that the majority of the sample members are males, with a rate of (93.5%), and also the majority of the sample members are Saudi, at a rate of (91.5%), and that the majority of the sample members are aged from 30 to 40 years old, at a rate of (46.1%), and as for the occupation we found that most of the sample members work in the private sector, at a rate of (46.1%).

## 4.2 The Sports Events Attractive Factors

**Table (4-2): "Following sports events"**

	Categories	Frequencies	Percentage%
<b>Do you follow sports events?</b>	To a great extent	154	52.6
	Medium	102	34.8
	low	31	10.6
	I don't follow at all	6	2.0
<b>Total</b>		<b>293</b>	<b>100%</b>

From table (4-2), We find that the followers of sports events to a large extent reached (52.26%).

**Table (4-3):"Following the international Handball Championship"**

	Categories	Frequencies	Percentage%
<b>Have you followed the International Championship Handball Federation that was held in Jeddah?</b>	Yes	180	61.4
	No	113	38.6
<b>Total</b>		<b>293</b>	<b>100.0%</b>

Table (4-3), shows that (61.4%) of the sample members were followers of the Super International Handball Championship, which was held in Jeddah, which indicates that there is a need for more effort to marketing this sport.

**Table (4-4):" Where did you hear about the International Handball Championship?"**

	Categories	Frequencies	Percentage%
<b>If your answer to the previous question is yes. Where did you hear about it?</b>	Sports programs on television and radio	43	14.7
	From social media	124	42.3
	From the billboards on the roads	3	1.0
	from a friend	46	15.7
	By chance while I was switching channels	32	10.9
	Other	45	15.4
	<b>Total</b>		<b>293</b>

Table (4-4) shows that most of the study sample have heard about the event through the social media at the rate of (42.3%) followed by friends at the rate of

(15,7%) then other means at the rate of (15.4%) and (14.7%) of the sample have heard about it through sports TV programs and that billboards on the roads was the weakest means at the rate of (10.9%).

**Table (4-5):** How do you prefer to follow sporting events usually?

	Categories	Frequencies	Percentage%
<b>How do you prefer to follow sporting events usually?</b>	Attending the stadium	88	%30.0
	through television screens	152	%51.9
	Online (through smart tablets)	51	%17.4
	Other	2	%.7
	<b>Total</b>	<b>293</b>	<b>100.0%</b>

Table (4-5) shows that the majority of the study sample prefer to follow sporting events through television, at the rate of (51.9%) and that (30.0%) of the sample prefer to attend the stadium. And (17,4%) of them follow it online and (7%) of follow it through other means.

**Table (4-6):** Buying souvenirs at sporting events and tournaments when visiting stadiums

	Categories	Frequencies	Percentage%
<b>Do you want to buy souvenirs at sporting events and tournaments when you visit the stadiums?</b>	Yes	150	%51.2
	No	143	%48.8
	<b>Total</b>	<b>293</b>	<b>100.0%</b>

From table (4-6), about half of the sample want to buy souvenirs and tournaments at rate of (51.2%) while (48.8%) of the sample do not want to buy any. Which indicates that there is a great need for marketing processes.

**Table (4-7):** Do you usually cheer for your favorite player or team by wearing jerseys or shirts of the club or player?

	Categories	Frequencies	Percentage%
<b>Do you usually cheer for your favorite player or team by wearing jerseys or shirts of the club or player?</b>	Always	77	%26.3
	Sometimes	118	%40.3
	Scarcely	63	%21.5
	never	35	%11.9
	<b>Total</b>	<b>293</b>	<b>100.0%</b>

Table (4-7) shows that most of the study sample sometimes cheers for their favorite player or team by wearing jerseys or shirts where (40.3%) of them respond "sometimes", and that (26,3%) of the sample respond "always" while (21.5%) respond "scarcely" and (11.9%) do not cheer for their favorite players...

**Table (4-8):** Can you remember any advertisements/promotions for the tournament and influenced you or attracted you to come and follow?

	Categories	Frequencies	Percentage%
<b>Can you remember any advertisements/promotions for the tournament that influenced you or attracted you to come and follow (ads on TV or ads on social media)?</b>	Yes	116	%39.6
	No	100	%34.1
	to some extent	77	%26.3
	<b>Total</b>	<b>293</b>	<b>100.0%</b>

As table (4-8) stated, (39.6%), of the respondents answered "Yes" they Can remember any advertisements /promotions for the tournament that affected or attracted them to attend and follow up the events. While (34.1%) responded "No" and (26.3%) to some extent.

### 4.3 Results Related to the Study's Objectives

#### 4.3.1 The impact of marketing on achieving sport events and their public and economic success

To identify the impact of marketing on achieving sports events and their public and economic success, the researcher calculated the mean scores, standard deviations, and the response's relative weight. Table (4-9) shows the results:

**Table (4-9):** Mean scores, standard deviations and relative weights of the sample responses on the impact of marketing on the achievements of sports events and their public and economic success

	Statement	Mean	Std.	Relative weights	Degree
1	The marketing plan established by the organizing committee and the specific strategies were not effective	2.22	0.68	%73.83	Medium
2	Weak interest in handball among the Saudi masses.	2.53	0.58	%84.30	High
3	The timing of the tournament matches does not conflict with the dates of other tournaments that are more popular among Saudi masses.	2.31	0.63	%76.91	Medium
4	The events and entertainment programs accompanying the tournament are attractive to the masses.	2.12	0.76	%70.76	Medium
5	The basic cost of attending a match in this tournament (meal + water + soft water + ..... ) is affordable and competitive with most similar entertainment venues.	2.30	0.69	%76.79	Medium
6	The programs accompanying the tournament included marketing offers with discounts and lower costs.	2.06	0.72	%68.83	Medium
7	Publicity for the tournament took place on the sports pages of newspapers and magazines.	2.10	0.76	%69.97	Medium
8	Publicity was done during television and radio transmissions of other sporting events.	2.11	0.78	%70.42	Medium
9	The promotion and marketing of children and family activities was taken into account as a factor in attracting more fans to the tournament.	2.35	0.72	%78.50	High
10	The promotion and marketing of children and family's activities were taken into account as a factor in attracting more fans to the tournament	2.03	0.78	%67.80	Medium
11	Publicity for the tournament (posters + ads + billboards + social media) was done in an appropriate manner.	2.10	0.75	%69.85	Medium
	<b>Overall</b>	<b>2.20</b>	<b>0.71</b>	<b>%73.45</b>	<b>Medium</b>

From table (4-9) we find that the overall mean score of the responses of the sample members about the impact of marketing on the achievements of sports events and their public and economic success amounted to (2.20) with a standard deviation (0.71) and the mean score falls within the period (1.67 to 2.33) and the mean scores within this period indicate that The impact of marketing on the achievements of sporting events and their public and economic success mentioned is medium.

Looking at the responses of the sample members about the impact of marketing on the achievements of sports events and their public and economic success, we find that the (weak interest in handball among Saudi fans) ranked first with a mean of (2.53), and standard deviation (0.58) and a relative weight of (84.30%), in the second place we find the (live broadcast of the championship and its accompanying events, analyzes and associated sports conversations) with a mean of (2.35), standard deviation (0.72) and relative weight of (78.50%).

In the last place we find the (the programs accompanying the tournament included marketing offers with discounts and lower costs) ranked tenth with a mean of (2.06), standard deviation (0.72) and an approval rate (68.83%). for the championship) with an average of (2.03) and a standard deviation of (0.78), and relative weight of (67.80%)

#### 4.3.2 Obstacles that limit the effectiveness of sporting events marketing

To identify the impact of marketing on achieving sport events and their public and economic success, the researcher calculated the mean scores, standard deviations, and the responses relative weight. Table (4-10) shows the results:

**Table (4-10):** Mean scores, standard deviations and relative weights of the sample responses on the obstacles that limit the effectiveness of sporting events marketing

	Statement	Mean	Std.	Relative weights	Degree
1	Lack of qualified cadres in marketing and organizing sporting events.	2.42	0.66	%80.77	High
2	The laws and regulations of sports bodies do not keep up with the regulations and systems of contemporary marketing.	2.32	0.66	%77.47	medium

3	Lack of experience and the experience of the Kingdom of Saudi Arabia in hosting tournaments and sporting events	2.43	0.70	%81.11	High
4	The absence of economic blocs (group of companies) working in the field of sports marketing	2.53	0.61	%84.19	High
5	The lack of conviction of businessmen to invest in the field of sporting events	2.49	0.65	%83.05	High
6	Lack of coordination with the sector for marketing	2.50	0.59	%83.28	High
7	Unavailability of a marketing budget by the Association	2.47	0.67	%82.25	medium
8	Lack of market studies in order to determine the masses' desires for entertainment services and accompanying events	2.60	0.56	%86.69	High
<b>Overall</b>		<b>2.47</b>	<b>0.64</b>	<b>%82.35</b>	<b>High</b>

From the previous table, we find that the overall mean score of the responses about the obstacles that limit the effectiveness of sporting events marketing is (2.47) with a standard deviation of (0.64) and the mean falls within the period (2.34 to 3) and the mean scores within this period indicate that the obstacles that limit the effectiveness of sporting events marketing is high.

Looking at the responses of the sample members, we find that the (lack of market studies in order to determine the masses' desires for entertainment services and accompanying events) ranked first with a mean score of (2.60), standard deviation (0.56), and relative weight of (86.69%), and in the second place we find the (the absence of economic blocs (group of companies) working in the field of sports marketing) with a mean score of (2.53), standard deviation (0.61), relative weight of (84.19%),

In the last place we find the (not keeping pace with the laws of sports bodies with the basics and systems of contemporary marketing) with a mean score of (2.32), standard deviation (0.66) and relative weight of (77.47%).

#### 4.4 Differences in Responses According to Sample Characteristics

To investigate the differences in the sample responses about the impact of marketing on the achievements of sports events and their public and economic success according to their (gender - nationality). The researcher has conducted t-independent samples test, as shown in table (4-11) below:

**Table (4-11):** T-independent samples test statistics

	Categories	N	Mean	Std. Deviation	N	T-value	Sig
<b>gender</b>	<b>Male</b>	274	24.26	4.973	291	0.263	.900
	<b>Female</b>	19	23.95	5.296			
<b>nationality</b>	<b>Saudi</b>	268	24.17	5.05	291	-0.798	0.160
	<b>Non-Saudi</b>	25	25.00	4.19			

From Table (4-11), we find that there are no statistically significant differences at the level (0.05) on the sample responses about the impact of marketing on the achievements of sports events and their public and economic success according to their (gender - nationality), where we find that (T) values corresponding to the Gender (0.263) P-value > (0.05)

and to the nationality (0.798-), P-value > (0.05), Which indicates that there are no statistically significant differences in the sample responses about the impact of marketing on the achievements of sports events and their public and economic success according to their (gender - nationality).

To investigate the differences in the sample responses about the impact of marketing on the achievements of sports events and their public and economic

success according to their (age – job title). The researcher has conducted ONE WAY ANOVA test, as shown in table (4-12) below:

**Table (4-12): ONE WAY ANOVA test statistics**

	Source	Sum of Squares	df	Mean Square	F	Sig.
<b>Age</b>	Between Groups	101.6	3	33.86	1.37	0.25
	Within Groups	7157.7	289	24.77		
<b>Job title</b>	Between Groups	7259.3	292	25.13	0.21	0.93
	Within Groups	21.33	4	5.33		

As table (4-12) shows, there are no statistically significant differences at the level (0.05) on the sample responses about the impact of marketing on the achievements of sports events and public and economic success according to their age, F value (1.37) P-value > (0.05).

Also we found that there are no statistically significant differences at the level (0.05) on the sample responses about the impact of marketing on the achievements of sports events and public and economic success according to their job title, F value (0.21) P-value > (0.05).

## 5.1 Conclusion

Sustainable sports marketing can be defined as the continuous implementation of marketing activities in the sports context to ensure the continuous existence of the sports themselves (all types of sports) and the prosperity of future generations. The elements of sports marketing that can help to attract audiences towards less popular sports are sports media, sports advertising, star athlete and sports sponsorship. The performance of national teams moderates the relationship between sports advertising and attraction towards less popular sports.

Audiences can be attracted towards less popular sports if right marketing tools are used. The performance of less popular sports national teams can be the starting point that ignites their attention. Shedding light on less popular sports well-behaved athletes may satisfy audiences' search for role models, away from football players' fights. Audiences appreciate companies which support less popular sports because these companies do their social roles.

Audiences encourage less popular sports advertisements and media programs because they will increase their knowledge about these sports. Highlighting children and young people who are participating in less popular sports may help to change future generations' behaviors regarding these sports.

## References

- Bee, C.C. and Havitz, M.E. (2010). Exploring the relationship between involvement, fan attraction, psychological commitment and behavioural loyalty in a sports spectator context. *International Journal of Sports Marketing and Sponsorship*. Vol. 11 No. 2, pp. 37-54.
- Binjwaied, M., Richards, I., & O'Keeffe, L. A. (2015, June). The Factors Influencing Fans' Attendance at Football Matches in the Kingdom of Saudi Arabia. In Athens: ATINER'S Conference Paper Series, No: SPO2015-1467.
- Brown, D. and Bryant, J. (2006). *Sports content on U.S. television*. in Raney, A.A. and Bryant, J. (Eds). *Handbook of Sports and Media*. Lawrence Erlbaum Associates, Mahwah, NJ, pp. 80-110.
- C.T. Smith, Aaron (2008) Introduction to Sport Marketing, First edition. Published by Elsevier Ltd.
- Filo, K.R., Funk, D.C. and O'Brien, D. (2008), "It's really not about the bike: exploring attraction and attachment to the events of the Lance Armstrong Foundation", *Journal of Sport Management*, Vol. 22 No. 5, pp. 501-525.
- Funk, D.C. and James, J. (2001). The psychological continuum model: a conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, Vol. 4 No. 2, pp. 119-150.
- Harackiewicz, J.M. and Hulleman, C.S. (2010). The importance of interest: the role of achievement goals and task values in promoting the development of interest. *Social and Personality Psychology Compass*, Vol. 4 No. 1, pp. 42-52.
- Hemmatinezhad, M. A., Nia, F. R., & Kalar, A. M. (2010). The study of effective factors on the motivation of tourists participating in sport events. *Ovidius University Annals, Series Physical Education & Sport/Science, Movement & Health*, 10(2).
- Hidi, S. and Renninger, K.A. (2006). The four-phase model of interest development. *Educational Psychologist*, Vol. 41 No. 2, pp. 111-127.
- Hoegel, D., Schmidt, S.L. and Torgler, B. (2014a). Superstars as drivers of organizational identification: empirical findings from professional soccer. *Psychology and Marketing*, Vol. 31 No. 9, pp. 736-757.
- Hoegel, D., Schmidt, S.L. and Torgler, B. (2014b). Superstars and disloyal football fans: factors influencing attraction to competition. *Sport. Business and Management: An International Journal*, Vol. 4 No. 4, pp. 298-316.
- Hong, J., McDonald, M. A., Yoon, C., & Fujimoto, J. (2005). Motivation for Japanese baseball fans' interest in Major League Baseball. *International Journal of Sport Management and Marketing*, 1(1-2), 141-154.
- Hopwood, M. (2007). The sport integrated marketing communications mix. in Beech, J. and Chadwick, S. Eds. *The Marketing of Sport*. Pearson, Essex, pp. 213-238.

- Kim(Yongjae), Y., Yim, K. and Ko, Y.J. (2013).Consumer patriotism and response to patriotic advertising: comparison of international vs. national sport events. *International Journal of Sports Marketing and Sponsorship*. Vol. 14 No. 3, pp. 74-96.
- Kim(Yu), Y.K., Trail, G.T. and Magnusen, M.J. (2013). Transition from motivation to behaviour: examining the moderating role of identification (ID) on the relationship between motives and attendance. *International Journal of Sports Marketing and Sponsorship*. Vol. 14 No. 3, pp. 35-56.
- Kotler, P. and Armstrong, G. (2016). *Principles of Marketing*. Pearson, Essex.
- Liu, M.T. and Brock, J.L. (2011). Selecting a female athlete endorser in China: the effect of attractiveness, match-up, and consumer gender difference. *European Journal of Marketing*, Vol. 45 Nos 7/8, pp. 1214-1235.
- Lough, N. L., & Kim, A. R. (2004). Analysis of Sociomotivations Affecting Spectator Attendance at Women's Professional Basketball Games in South Korea. *Sport Marketing Quarterly*, 13(1).
- Madrigal, R. (2006), "Measuring the multidimensional nature of sporting event performance consumption", *Journal of Leisure Research*, Vol. 38 No. 3, pp. 267-292.
- McCracken, G. (1989) . Who is the celebrity endorser? Cultural foundations of the endorsement process, *Journal of Consumer Research*, Vol. 16 No. 3, pp. 310-321.
- Nasser, Abdelkader, (2007) Investment and Marketing using the New Administrative Methods in the Field of Physical Education and Sports, Unpublished Master's Thesis, University of Algiers, Institute of Education, Physical and Sports.
- Ngan, H. M. K., Prendergast, G. P and Tsang, A. S. L. (2011), Linking sports sponsorship with purchase intentions: team performance, stars, and the moderating role of team identification, *European Journal of Marketing*, Vol. 45 no. 4, pp. 551-566.
- Nkamnebe, A.D. (2011). Sustainability marketing in the emerging markets: imperatives, challenges, and agenda setting. *International Journal of Emerging*
- Plewa, C. and Quester, P.G. (2011). Sponsorship and CSR: is there a link? A conceptual framework. *International Journal of Sports Marketing and Sponsorship*. Vol. 12 No. 4, pp. 22-38.
- Plutsky, G. (2016). Things we learned about media from the Rio Olympics", *Marketing: Sports*, available at: [www.mediapost.com/publications/article/283707/5-things-we-learned-about-mediafrom-](http://www.mediapost.com/publications/article/283707/5-things-we-learned-about-mediafrom-)
- Ratten, V. (2016), "The dynamics of sport marketing: suggestions for marketing intelligence and planning", *Marketing Intelligence and Planning*, Vol. 34 No. 2, pp. 162-168.
- Reda, Ahmed & Viviez, Laurent (2021) The sports event opportunity in the Kingdom of Saudi Arabia, EY MENA Sports Practice Leader.
- Ritchie, B.W., Shipway, R. and Chien, P.M. (2010). The role of the media in influencing residents' support for the 2012 Olympic Games. *International Journal of Event and Festival Management*. Vol. 1 No. 3, pp. 202-219.

- Schraw, G. and Lehman, S. (2001). Situational interest: a review of the literature and directions for future research. *Educational Psychology Review*, Vol. 13 No. 1, pp. 23-52.
- Shank, M.D. and Lyberger, M.R. (2015), *Sports Marketing: A Strategic Perspective*, Routledge, New York, NY.
- Shank, M.D. and Lyberger, M.R. (2015). *Sports Marketing: A Strategic Perspective*. Routledge, New York, NY.
- Silvia, P.J. (2006). *Exploring the Psychology of Interest*. Oxford University Press, New York, NY.
- Singh, R. and Simons, J.J.P. (2010). Attitudes and attraction: optimism and weight as explanations for the similarity-dissimilarity asymmetry. *Social and Personality Psychology Compass*, Vol. 4 No. 12, pp. 1206-1219.
- Turner, P. (2017). Implementing integrated marketing communications (IMC) through major event ambassadors. *European Journal of Marketing*. Vol. 51 No. 3, pp. 605-626.
- ühler, André & Nufer, Gerd & Rennhak, Carsten. (2006). The nature of sports marketing, [researchgate.net/publication](https://www.researchgate.net/publication).
- Vann, P., Woodford, D. and Bruns, A. (2015), "Social media and niche sports: the netball ANZ Championship and Commonwealth Games on Twitter", *Media International Australia*, Vol. 155 No. 1, pp. 108-119.
- Zeng, G., Go, F. and Kolmer, C. (2011), "The impact of international TV media coverage of the Beijing Olympics 2008 on China's media image formation: a media content analysis perspective", *International Journal of Sports Marketing and Sponsorship*, Vol. 12 No. 4, pp. 39-56.