

# The Effectiveness of Sports Marketing Strategies in the Jordanian Physical Education Faculties from View of the Graduate Students

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## Abstract

The study aimed to identify the effectiveness of sports marketing strategies from the point of view of graduate students in the faculties of physical education at Jordanian universities. The study relied on the descriptive approach, and A questionnaire consisting of (4) areas, including (24) items, was used to collect data after verifying its validity and reliability. The study sample consisted of (210) students of graduate studies in the faculties of physical education at the Universities of Jordan and Yarmouk University. The results showed that the level of effectiveness of sports marketing strategies came at a high level, the most prominent of which was the marketing of tournaments and games, followed by the marketing of television, followed by the field of marketing methods, and the lowest level of marketing advertising and advertising to a high degree for all fields. The results showed that there were no statistically significant differences in the fields of marketing methods, advertising marketing, television marketing, marketing of tournaments and games according to the variables (gender, Cumulative Average, program). There were statistically significant differences according to gender to favor of males and degree variable to favor of the Master's degree in the marketing of tournaments and matches domain. The results showed that there were no differences in the effectiveness of sports marketing strategies as a whole depending on gender and Cumulative Average variables, while there were statistically significant differences according to the degree in favor of the Masters. The study recommended the need to pay attention to sports marketing strategies in all fields and enhance their role in improving the activity of sports institutions and federations.

**Keywords:** sports marketing, graduate students, physical education

## 1. Introduction

Marketing is one of the main functions of each facility and sports body, and it is concerned with the implementation of the various activities of the sports establishment that aim to direct the flow of goods and services from the product to the consumer. Sports marketing is planning and delivering the integrated mix that satisfies the needs and wishes of the consumers, and their ability under the circumstance of the surrounding environment (Miqrani, 2017).

Sports marketing is the communication and promotion of a product, event or service to a specific population group, in which case an existing product, event or service in the sports field, because of the intangible and uncontrolled nature of the sporting product (i.e., events / live games) of other forms of marketing. Sports marketers seek to identify consumers (often fans) and pay attention to the level of their team or sports loyalty or identification, as marketing tactics often rely on their reach, and campaigns try to attract consumers to sports products (Bernstein, 2015); (Schwarz & Hunter, 2012).

Pitts and Stotlar (2007) defined sports marketing as "the process of designing and implementing activities for the production, marketing and distribution of a sporting product to meet consumers' needs and desires and to achieve the company's objectives."

Sports marketing is the design and application of activities on the product and its price and status, promotion and distribution to satisfy the needs of consumers in every business, sports, not inconsistent with sports values. And it is weak in economic institutions and does not contribute to the development of sport, because the institutions in the sports sector its lack of interest of economic, as an essential means of promoting their products, and that the sports market strengthens the image and popularity of the brand (Zohaf, 2015)

Sports marketing the process of designing and implementing four-way activities (product, price, location, and distribution) of the sporting product to meet the needs and desires of consumers. Marketing is a complex function because sports marketing is more complex in any other area, but sport has characteristics that make the sports product unique and sport is intangible and is largely personal. The experiences and impressions about the sporting event vary from person to person, making sports marketing complex (Darwish et al., 2013).

The strategy of marketing sports is an application of the elements of the marketing plan from setting goals, formulating policies, identifying physical and human resources, approving procedures and developing operational and temporal programs to achieve the objectives of the marketing process. This requires the existence of an administrative apparatus that collects internal and external information for the sports institution to make the appropriate decisions to achieve the objectives of sports marketing strategies. And it is the range of activities that can be applied by using sports magazines, tournaments, competitions, local, international, continental and Olympic sports marketing competitions, marketing of sponsorship and advertising rights, TV marketing, marketing of players, marketing of tournaments and games Ghezail et al., 2017); (Shank & Lyberger, 2015); (Gharab, 2010). And it is the all of administrative procedures directed to the marketing business of the marketing mix whether renewal, modification or expansion. The continuous improvement of the products, services and sports activities provided to the beneficiary public in the various sports institutions is achieved. The aim is to achieve the competitiveness of the establishment, excellence, quality, (Bou Talby, 2015).

Sports marketing strategies are directly related to the strategic goals and objectives that are built within specific objectives (Sumaidaie, 2010):

- Learn how to meet consumer needs in a more efficient way than competitors
- How to compete in the same sector
- Identify the optimal use of the sports marketing mix.

### *1.1 Study Problem*

The current legislation and laws hinder the process of marketing sports, and the media plays an important role in the definition of society in sports marketing, and the sports marketing methods, is not successful, and there is a lack of support from companies and institutions wishing to clubs (Murtat, 2010).

Some sports establishments and organizations suffer from low rates of financial contributions or difficulty in providing them, and high expenses, which necessitates the use of sports marketing strategies effectively to reduce these obstacles and achieve marketing efficiency and achieve the objectives of the institution or sports body (Mihai, 2017). And the fact that sport is a source and a source of the economic tributaries of the state, it is necessary to develop and activate sports marketing strategies to drive the economic wheel and develop it. This study is intended to identify the impact of the effectiveness of sports marketing strategies from the point of view of graduate students: Faculties of Physical Education in Jordanian Universities.

### *1.2 Objectives of the Study*

The study aims to identify the effect of the effectiveness of sports marketing strategies from the point of view of graduate students: Faculties of Physical Education in Jordanian Universities.

### *1.3 Study Questions*

The study seeks to answer the following questions:

1. What is the level of effectiveness of sports marketing strategies from the point of view of graduate students: Faculties of Physical Education in Jordanian universities?
2. How different the level of effectiveness of sports marketing strategies from the point of view of graduate students: Faculties of Physical Education in Jordanian universities according to the variables of gender, cumulative Average, program?

### *1.4 The Importance of Studying*

Sports marketing seeks to raise the level of sports activities, physical education and sports, training and management, and attract the public's attention to sports, while clarifying its value to the human being. The lack of understanding of sports marketing and the lack of an administrative apparatus and marketing strategies in sports institutions to its importance and emphasize the need for its presence (Shafei, 2006).

Sports marketing is an application of marketing concepts to sports products and services, and the marketing of non-sports products through sports. So sports marketing has two main advantages. First, the application of general marketing practices to sports-related products and services; and secondly, the marketing of other consumer and industrial products or services through sport. The importance of the study through the search for solutions to the problem and answer the questions, and summarized as follows:

1. Developing the fields of mathematical knowledge for the effectiveness of sports marketing strategies in Jordan.
2. Statement of the most important sports marketing strategies that work on the development of sports product.
3. Help the sports institutions sector adopt marketing strategies to effectively manage their activities.

Sports marketing is one of the means or ways that should contribute to solving the physical obstacles that the sports bodies and clubs face and reduce the financial burden provided by the official authorities of those establishments and sports bodies. Sports marketing should be organized using scientific means through (Dolat 2013):

1. Understand the approach and the modern marketing concept with its elements if you want to achieve the second vital goals.
2. Understand and review the components of the marketing framework, which is based on defining the strategy of the sports body or establishment in terms of defining sports objectives, determining the field of growth opportunities to which it is directed and conducting a clear study of the characteristics of the market vocabulary in terms of its need and desire. Services with other bodies and establishments.

#### *1.5 Aspects of Sports Marketing*

The sources of funding for sport are as follows (Ali, 2007):

- Permission to use relations and logos on products and means of services.
- Advertising on players' clothing and tools.
- Advertising on sports facilities.
- Investment of facilities and services in sports bodies.
- Ticket revenue for sports matches and events.

Subsidies, donations and donations.

- Returns of players.
- Member contributions and contributions of members.
- Investment of advertising rights.
- Radio and television broadcasting rights for sports activities and events.
- Advertising in publications, pamphlets and programs on sports activities.

#### *1.6 Aspects of Sports Marketing Strategies*

There are two aspects of sports marketing strategies. The first is to evaluate the sectors of the sports market for beneficiaries (player, manager, trainer, teacher, recreational specialist). The second aspect is the strategic alternatives, including the non-differentiation, which deals with the large sports market as one market, and is differentiated and is interested in dividing the market Al-Riyadi is a multi-sector sports sector that aims to achieve market competition between sectors in various fields of education, training, management and recreation. The center is a small sports sector that seeks to activate the marketing development of this sector. It is important to be exposed to the interpretation of the methods of preparing marketing plans in sports institutions where there is a top-down marketing planning, in which the senior management complete plans for the lowest levels, and marketing planning from bottom to top and each department in the preparation of its objectives and sent to the senior management for approval and approval. Planning the top goals and developing operational plans from the bottom, these plans are the most common and used (Gharab, 2010).

## **2. Methods**

This chapter describes in detail the procedures followed in the implementation of the study, including the methodology of the study, the description of its society, the definition of its sample, its tools (the questionnaire), and verifying its validity and consistency and the statistical methods used to extract the results.

### 2.1 Study Approach

The study is based on descriptive analytical method as the most appropriate method for the nature of the study and its problem, where the literature and previous studies were reviewed and information related to the subject of the study was obtained.

### 2.2 Study Population

The study population consisted of 210 participants representing all graduate students enrolled in Physical Education Faculties in Jordanian Universities.

### 2.3 Study Sample

The sample of the study consisted of (210) male and female students of postgraduate studies: Physical Education Faculties at Jordanian Universities, randomly selected from the study population. With (87) female students at (41.4%), while (123) male students at (58.6%) as indicated in Table (1).

Table 1. Distribution the sample study according of the variables

| Variable           | Category  | N.  | %     |
|--------------------|-----------|-----|-------|
| Gender             | Male      | 123 | 58.6  |
|                    | Female    | 87  | 41.4  |
|                    | Total     | 210 | 100.0 |
| Cumulative Average | Satisfied | 8   | 3.8   |
|                    | Good      | 35  | 16.7  |
|                    | Very good | 122 | 58.1  |
|                    | Excellent | 45  | 21.4  |
|                    | Total     | 210 | 100.0 |
| Program            | PhD.      | 82  | 39.0  |
|                    | Master's  | 128 | 61.0  |
|                    | Total     | 210 | 100.0 |
| University         | Jordan    | 111 | 52.9  |
|                    | Yarmouk   | 99  | 47.1  |
|                    | Overall   | 210 | 100.0 |

Table (1) shows that the gender variable, the male category was (123) and at (58.6%) and females (87) at (41.4%). For the CA variable, the category for satisfied was (8) and at (3.8%), for is good (35) and at (16.7%), for very good (122) and at (58.1%) while for excellent (45) and at (21.4%). For the program variable, for PhD it was (82) and at (39.0%), for the Master's (128) and at (61.0%). and for the university variable, the category for Jordanian University was (111) at (52.9).

### 2.4 Study Instrument

The questionnaire was used as a means of collecting study data. The veracity of the content of the study tools was verified by presenting them to a number of competent arbitrators, asking for an opinion on the correctness of the language of the paragraphs, their clarity in terms of meaning and ease of comprehension, their affiliation with the field in which they were included and any observations or amendments they deem appropriate. To extract the stability of the study instrument, the Cronbach's Alpha equation was applied to extract the internal consistency as in Table (2).

Table 2. Reliability values of study domains by Cronbach's Alpha

| Domain                                 | No. of Items | Cronbach's Alpha |
|----------------------------------------|--------------|------------------|
| marketing methods                      | 6            | 0.76             |
| Advertising Marketing                  | 6            | 0.84             |
| TV marketing                           | 6            | 0.81             |
| tournaments and competitions Marketing | 6            | 0.82             |
| The domain as a whole                  | 24           | 0.81             |

Table (2) shows that the value of stability in the Cronbach's Alpha of marketing was at (0.76), and marketing advertising and advertising domain was (0.84), while TV marketing was (0.81), and tournaments and games marketing was (0.82) and the domain as a whole was (0.81), which all indicate high values with satisfied degree of reliability for the study purposes.

### 2.5 Correction of Study Scales

Likert pentagonal scale was applied to measure the opinions of the participants, where the rating of the positive items was as: (strongly agree) given (5), (Agree) given (4), (Neutral) given (3), (Not Agree) given (2), and (not strongly agree) given (1).

Therefore, the classification is based on the following procedures to show the means;

- 1- If the mean is (less than 2.33), it is given low degree.
- 2- If the mean is (2.34-3.66), it is given medium degree.
- 3- If the mean is (3.67-5), it is given high degree.

Where the questionnaires were given to postgraduate students: faculties of physical education at Jordanian universities.

### 2.6 Statistical Processing

The means and standard deviations were computed for all study domains scale (effectiveness of sports marketing strategies from the point of view of graduate students: faculties of physical education in Jordanian universities). (MANOVA) was applied to detect differences in domains according to study variables, while (ANOVA) was applied to detect the scale as a whole.

## 3. Results

This section presents the study results which aimed at identifying the impact of the effectiveness of sports marketing strategies from the point of view of graduate students: Faculties of Physical Education in Jordanian Universities. So, the results are presented in accordance with the study's questions:

### 3.1 Results of the First Questions:

"What is the level of effectiveness of sports marketing strategies from the point of view of postgraduate students: Faculties of Physical Education in Jordanian Universities"? To answer this question, the arithmetical averages and standard deviations of the fields as a whole and for all the scale field segments were extracted, table (3) illustrate that.

Table 3. The means and the standard deviations of the study domains

| Domain                                 | MS   | SD   | Rank | Degree |
|----------------------------------------|------|------|------|--------|
| Marketing Methods                      | 4.00 | 0.61 | 3    | High   |
| Advertising Marketing                  | 3.99 | 0.64 | 4    | High   |
| TV Marketing                           | 4.04 | 0.68 | 2    | High   |
| Tournaments and Competitions Marketing | 4.14 | 0.77 | 1    | High   |
| The Domain as a Whole                  | 4.04 | 0.49 |      | High   |

Table (3) shows that the means and standard deviations effectiveness of sports marketing strategies scale from the point of view of graduate students: the faculties of physical education at Jordanian universities "and the mean as a whole ranged (3.99-4.14) and were all high. The most prominent of which was the marketing of tournaments and

games. Then came the field of "TV Marketing" with an average of (4.04) and a high degree, and the lowest for the field of marketing advertising. The overall arithmetic mean for marketing methods (4.04) was high. The means and standard deviations for all items of study instrument by domain are presented below:

#### *The First Domain*

Table 4. Means and standard deviations for all items of marketing methods domain and the mean as a whole

| No      | Items                                                                                 | MS   | SD   | Rank | Degree |
|---------|---------------------------------------------------------------------------------------|------|------|------|--------|
| 1       | An interest in advertising in the classroom and magazines.                            | 4.05 | 0.97 | 2    | High   |
| 2       | Advertising for sporting events.                                                      | 4.16 | 0.78 | 1    | High   |
| 3       | Viewing the products of the company sponsoring the competitions.                      | 3.92 | 0.92 | 5    | High   |
| 4       | Placing a brand on the player's clothes of sports activities.                         | 3.90 | 1.04 | 6    | High   |
| 5       | Sponsoring companies for services and offering them at discounted prices for players. | 4.03 | 1.05 | 3    | High   |
| 6       | Holding media conferences sponsored by supporting companies.                          | 3.93 | 0.89 | 4    | High   |
| Overall |                                                                                       | 4.00 | 0.61 |      | High   |

Table (4) shows that the mean and standard deviations for marketing methods domain "and the mean as a whole ranged (3.90-4.16), all were high, most notably item (2), which states" advertising for sporting events. Then, item (1), which states that "interest in advertising in the classroom and magazines" with mean (4.05) and high, while the lowest item (4), which states "placing a brand on the players' clothes of sports activities." The overall mean for marketing methods (4.00) was high. The researchers agree with (Qeshtah, 2010) that there is a positive in advertising as a method of marketing sports, and that sports marketing through television broadcasting is successful and positive to the promotion of championships.

#### *The Second Domain*

Table 5. The means and standard deviations for all the items of the domain marketing advertising and the mean as a whole

| No      | Items                                           | MS   | SD   | Rank | Degree |
|---------|-------------------------------------------------|------|------|------|--------|
| 1       | Contracting companies for sportswear            | 4.20 | 0.80 | 1    | High   |
| 2       | Using images and names of players in marketing  | 3.96 | 0.86 | 3    | High   |
| 3       | Investing in Brand of marketing operations      | 3.87 | 0.96 | 6    | High   |
| 4       | Using films and pictures of sports institutions | 4.02 | 0.90 | 2    | High   |
| 5       | Holding media conferencing                      | 3.92 | 0.90 | 5    | High   |
| 6       | Contracting with local newspapers               | 3.95 | 0.89 | 4    | High   |
| Overall |                                                 | 3.99 | 0.64 |      | High   |

Table (5) shows that the mean and standard deviations of the domain of marketing advertising "and the mean as a whole ranged (3.87-4.20) and all were high, most notably item (1), which states" contracting companies for sportswear, and item (4) which states that " using films and pictures of sports institutions" with mean (4.02) and high. While the lowest item was (3), which states "investing in the brand of marketing operations". The mean for advertising marketing was high at (3.99). The researchers agree with (Zohaf, 2015) that sports marketing as an essential means of promoting their products, and that the sports market strengthens the image and popularity of the brand.

*The Third Domain*

Table 6. The means and standard deviations for all items of TV marketing domain and mean as a whole

| No      | Items                                                            | Mean | SD   | Rank | Degree |
|---------|------------------------------------------------------------------|------|------|------|--------|
| 1       | Organizing special contracts for television coverage.            | 4.17 | 0.87 | 1    | High   |
| 2       | Investing of television broadcasting.                            | 4.06 | 0.94 | 3    | High   |
| 3       | Contracting with private television channels.                    | 3.85 | 0.93 | 6    | High   |
| 4       | Paying attention to the most popular channels (audience number). | 4.17 | 0.88 | 2    | High   |
| 5       | Investing of sports sponsors in television broadcasting.         | 4.03 | 0.91 | 4    | High   |
| 6       | Holding TV seminars for marketing sport matches.                 | 3.97 | 0.92 | 5    | High   |
| Overall |                                                                  | 4.04 | 0.68 |      | High   |

Table (6) shows that the means and standard deviations of the TV marketing domain "and the mean as a whole ranged (3.85 - 4.17) and all were high, but the most prominent item was (1) which states "organizing special contracts for television coverage". Then comes item (4), which states "paying attention to the most popular channels (audience number)" with mean (4.17) and was high. While the lowest item is (3), which states "contracting with private television channels with mean (4.04) and was high. The researchers agree with (Qeshtah, 2010; Jovanović, 2014) that the sports marketing through television broadcasting is successful and positive to the promotion of championships. And provide a better understanding of sports marketing with a strong focus on sports care.

*The Fourth Domain*

Table 7. The means and standard deviations for all items of marketing competitions, matches domain and the mean as a whole.

| No      | Items                                                                  | Mean | SD   | Rank | Degree |
|---------|------------------------------------------------------------------------|------|------|------|--------|
| 1       | Setting appropriate prices for tickets                                 | 4.35 | 0.87 | 1    | High   |
| 2       | Inviting senior officials to attend matches                            | 4.07 | 1.06 | 5    | High   |
| 3       | Presenting souvenirs to the winners and seniors                        | 4.09 | 0.98 | 4    | High   |
| 4       | Opening windows of selling tickets to facilitate attracting the public | 4.18 | 0.94 | 3    | High   |
| 5       | Advertising before tournaments start in a timely manner                | 4.20 | 0.95 | 2    | High   |
| 6       | holding interviews to analyze the expected results of matches          | 3.96 | 0.98 | 6    | High   |
| Overall |                                                                        | 4.14 | 0.77 |      | High   |

Table (7) shows that the means and standard deviations of marketing tournaments and matches domain" and the mean as a whole ranged (3.96-4.35), and all were high, but the most prominent item was (1) which states " Setting appropriate prices for tickets, then comes item (5) which states " Advertising before tournaments start in a timely manner " with mean (4.20) and was high. And for the lowest degree, it was the item (6) which states "holding interviews to analyze the expected results of matches". The overall mean for marketing tournaments and matches domain was high at (4.14). The researchers agree with (Nigel et al, 2005) that the use of the Internet, and new communication technology and public relations, is a means of marketing sports, sales development.

*3.2 Results of the second questions*

"How different the level of effectiveness of sports marketing strategies from the point of view of postgraduate students: Faculties of Physical Education in Jordanian universities according to gender, average, program variables were"? In order to answer the question, the mean and deviations of the domains were computed as a whole. The multiple variance (MANOVA) was analyzed to detect differences in domains according to the variables. While ANOVA was applied to the instrument as a whole.

Table 9. The mean and the standard deviations of the scale according to the variables (gender, cumulative average and program)

| Variables | Category                             | Domain                               | Mean | SD   |
|-----------|--------------------------------------|--------------------------------------|------|------|
| Gender    | Male                                 | marketing methods                    | 3.96 | 0.61 |
|           |                                      | Advertising Marketing                | 3.93 | 0.63 |
|           |                                      | TV marketing                         | 4.10 | 0.56 |
|           |                                      | Marketing of tournaments and matches | 4.25 | 0.67 |
|           |                                      | Total                                | 4.06 | 0.50 |
|           | Female                               | marketing methods                    | 4.05 | 0.62 |
|           |                                      | Advertising Marketing                | 4.06 | 0.65 |
|           |                                      | TV marketing                         | 3.96 | 0.81 |
|           |                                      | Marketing of tournaments and matches | 3.98 | 0.87 |
|           |                                      | Total                                | 4.01 | 0.48 |
|           | Satisfied                            | marketing methods                    | 4.08 | 0.96 |
|           |                                      | Advertising Marketing                | 3.81 | 1.10 |
|           |                                      | TV marketing                         | 4.15 | 0.97 |
|           |                                      | Marketing of tournaments and matches | 4.17 | 0.90 |
|           |                                      | Total                                | 4.05 | 0.95 |
| Good      | marketing methods                    | 4.09                                 | 0.54 |      |
|           | Advertising Marketing                | 4.10                                 | 0.47 |      |
|           | TV marketing                         | 4.04                                 | 0.49 |      |
|           | Marketing of tournaments and matches | 4.28                                 | 0.77 |      |
|           | Total                                | 4.13                                 | 0.44 |      |
| Very good | marketing methods                    | 3.94                                 | 0.64 |      |
|           | Advertising Marketing                | 3.89                                 | 0.65 |      |
|           | TV marketing                         | 4.01                                 | 0.75 |      |
|           | Marketing of tournaments and matches | 4.08                                 | 0.80 |      |
|           | Total                                | 3.98                                 | 0.48 |      |
| Excellent | marketing methods                    | 4.08                                 | 0.54 |      |
|           | Advertising Marketing                | 4.19                                 | 0.58 |      |
|           | TV marketing                         | 4.10                                 | 0.54 |      |
|           | Marketing of tournaments and matches | 4.18                                 | 0.65 |      |
|           | Total                                | 4.14                                 | 0.45 |      |
| PhD.      | marketing methods                    | 3.94                                 | 0.76 |      |
|           | Advertising Marketing                | 3.91                                 | 0.82 |      |
|           | TV marketing                         | 3.95                                 | 0.85 |      |
|           | Marketing of tournaments and matches | 3.86                                 | 0.90 |      |
|           | Total                                | 3.92                                 | 0.61 |      |
| Master's  | marketing methods                    | 4.04                                 | 0.50 |      |
|           | Advertising Marketing                | 4.03                                 | 0.49 |      |
|           | TV marketing                         | 4.10                                 | 0.54 |      |
|           | Marketing of tournaments and matches | 4.32                                 | 0.60 |      |
|           | Overall                              |                                      | 4.12 | 0.37 |



Table (9) shows there are differences between the statistical means of the study scales as a whole according to the different study variables. In order to uncover the statistical significance and the results of the study scale, the multiple variance (MANOVA) was analyzed to detect the differences in the domains according to the variables.

Table 10. Results of (MANOVA) to detect according to the variables (gender, cumulative average and program)

| Variables          | Domain                               | S.S     | Df  | MS    | F      | Sig  |
|--------------------|--------------------------------------|---------|-----|-------|--------|------|
| Gender             | marketing methods                    | .335    | 1   | .335  | .884   | .348 |
|                    | Advertising Marketing                | .746    | 1   | .746  | 1.877  | .172 |
|                    | TV marketing                         | 1.036   | 1   | 1.036 | 2.264  | .134 |
|                    | Marketing of tournaments and matches | 2.918   | 1   | 2.918 | 5.456  | .020 |
| Cumulative Average | marketing methods                    | .871    | 3   | .290  | .766   | .514 |
|                    | Advertising Marketing                | 3.214   | 3   | 1.071 | 2.696  | .051 |
|                    | TV marketing                         | .479    | 3   | .160  | .348   | .790 |
|                    | Marketing of tournaments and matches | .547    | 3   | .182  | .341   | .796 |
| Program            | marketing methods                    | .316    | 1   | .316  | .835   | .362 |
|                    | Advertising Marketing                | .736    | 1   | .736  | 1.852  | .175 |
|                    | TV marketing                         | .871    | 1   | .871  | 1.903  | .169 |
|                    | Marketing of tournaments and matches | 8.802   | 1   | 8.802 | 16.458 | .000 |
| Error              | marketing methods                    | 77.253  | 204 | .379  |        |      |
|                    | Advertising Marketing                | 81.051  | 204 | .397  |        |      |
|                    | TV marketing                         | 93.386  | 204 | .458  |        |      |
|                    | Marketing of tournaments and matches | 109.098 | 204 | .535  |        |      |
| Corrected          | marketing methods                    | 78.999  | 209 |       |        |      |
|                    | Advertising Marketing                | 86.013  | 209 |       |        |      |
|                    | TV marketing                         | 95.823  | 209 |       |        |      |
|                    | Marketing of tournaments and matches | 122.792 | 209 |       |        |      |

Table (10) shows there are no statistically significant differences at the level of ( $\alpha \leq 0.05$ ) in all domains of study (marketing methods, advertising marketing, TV marketing, marketing of tournaments and matches depending on the gender variable. While their differences at the level of ( $\alpha \leq 0.05$ ) according to the gender variable in marketing competitions and matches domain. The value of (F) was (5.456) and at the statistical significance level (0.020) with mean (4.25) for males and (3.98) for females. Additionally, there were statistically significant differences at the level of ( $\alpha \leq 0.05$ ) according to (program) variable in (Marketing of tournaments and matches) domain, where the value of (F) (16.458), at the level of statistical significance (0.000) with mean (4.32) and mean (3.66) for the doctoral program.

Table 11. Results of ANOVA analysis of differences according to the variables

| Variables          | S.S    | DF  | M.S   | F.    | Sig   |
|--------------------|--------|-----|-------|-------|-------|
| Gender             | .103   | 1   | .103  | 0.446 | 0.505 |
| Cumulative Average | .918   | 3   | .306  | 1.323 | 0.268 |
| Program            | 1.769  | 1   | 1.769 | 7.651 | 0.006 |
| Error              | 47.171 | 204 | .231  |       |       |
| Total corrected    | 50.241 | 209 |       |       |       |

Table (11) shows that there were no statistically significant differences at the level of ( $\alpha \leq 0.05$ ) on the scale as a whole according to the variables, where the values of (F) (446) (1.323) was at the level of statistical significance (0.505) and (0.268). Also, there were statistically significant differences at the level of ( $\alpha \leq 0.05$ ) on the whole scale according to the variable (program) where the value of (F) (7.651), at the level of statistical significance (0.006) for the Master's. While the mean was of (3.86) for the doctoral program.

The researchers agree with (Ghezail et al., 2017; Mihai, 2017) that the sports marketing plays an important role in achieving the marketing objectives. And agree with (Qeshta, 2010; Momani & Al-Hamad, 2013; Al Teet & Haramleh, 2015) there is no difference in the attitudes of the practitioners towards sports marketing due to the difference in geographical areas. And the results agree with (Anatonie, 2005; Gadiraju, 2016) that the traditional media still hold good value in the market. Marketing through social media can be a real extension of the traditional marketing of sports brands. And the sports brands do not need to eliminate traditional marketing methods altogether, but must use social media as a backbone to their traditional marketing techniques. And the sports care has a positive impact on awareness of sport.

#### 4. Conclusions

- There are no statistically significant differences at the level of ( $\alpha \leq 0.05$ ) in all domains of study (marketing methods, advertising marketing, TV marketing, marketing of tournaments and matches depending on the gender variable.
  - There are differences at the level of ( $\alpha \leq 0.05$ ) according to the gender variable in marketing competitions and matches domain.
- There were statistically significant differences at the level of ( $\alpha \leq 0.05$ ) according to (program) variable in (Marketing of tournaments and matches) domain.
- There were statistically significant differences at the level of ( $\alpha \leq 0.05$ ) on the whole scale according to the variable (program).
- There were no statistically significant differences at the level of ( $\alpha \leq 0.05$ ) on the scale as a whole according to the variables.

#### 5. Recommendations

Based on the findings, the researchers recommend Pay attention to the methods of marketing sports, especially corporate sponsorship of large sporting events, and Investment of the brand in the field of sports marketing. And paying attention to popular TV channels and investing in sports marketing, and presenting souvenirs for the winners and senior players.

#### The Limitations of the Study

Despite considerable findings, the present forwards noteworthy limitations to pave way for future scholars for future research. The study was done on a big sample size of graduate students in the faculties of physical education at Jordanian universities from, the academic year 2018/2019. Therefore, future studies may possibly look into examining the framework across wider target audience to enrich understanding on the topic and unfold results with more generalizability.

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