

# Sport Marketing: Reality and Hope in Jordan

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## Abstract

Marketing is defined as the key used to achieve the objectives of the sport institution which is providing the market with its needs . The consumers' behaviour towards the athletic product leads to what is known as the appearance of the sport marketing . Therefore ,sport marketing started to be as an independent science that has its own identity. Sport has become an attractive element in the world of globalization . Many elements attract the consumers towards the athletic product more and more as a result of the world of competition between the institutions that get interested in sport as a field of business. This trend gives the priority to understand the processes of sport production and specialized marketing regarding this field as a mechanism to create a position to the sport product in the Market . Sport marketing in Jordan has not reached the level of significance yet and the ability to get benefit of the available opportunities regarding sport production is still absent. The problem that Jordan faces in marketing is that how to market the product and encourage the consumer to buy it. So many plans were proposed to face the competitors and many strategies were put to meet the consumers' desires and needs. And as a result , sport sector started to develop rapidly where many specializations appeared looking for who consume them and ask for them.

**Keywords** : marketing – sport marketing –sport production-Marketing Mix

## 1. Introduction

The cooperation between Jordan and the rest of the world in the field of sport showed the importance of this sector. it is believed that the success of any sport institution any where is due to the success of marketing the sport products and this success was as a result of adopting the new concept of marketing ; the sport institutions understand the needs of the individuals, determine the type of the product and develop it when there is a need , and design the proper promotional mixture that support the product which is intended to be presented into the Market.

It is clear enough that one of the effective methods which countries use to have its own strategy in marketing so as to achieve the competitive advantage in its local markets is to hold competitions . For example, in Jordan there is the competition of “ Cup of Jordan” for playing football , followed by the Arab-clubs' competitions of playing football and by international competitions in the field of playing football. On the basis of the importance of having strategies to succeed the process of sport marketing ,the researcher summarized the problem of the study by the following question : What are the basic components of sport marketing ?

## 2. The Importance of the study:

In the era of globalization , there is a tremendous international competition in the field of sport marketing , so this study seeks to shed a light on the importance of developing the quality of the sport production through the effective and planned marketing .

## 3.The objectives of the study :

This study aimed to identify and clarify the sport strategy in the field of sport marketing and its role to achieve success to the sport institutions.

## 4.Sport Marketing

### 4.1Marketing as a concept :

The word of “ Marketing” consisted from two words: “ Maret” which means the market and “ing” which means “within or in”. And it is believed also that this word derived from the latin word which is “Marcati” and it means the market where service is presented. So we can say that the concept of “ marketing” means the jobs or the types of business that took place in or within the market( Moneer ,2007). In fact , there are many definitions of “Marketing” n that represent different views ; some believed that marketing is the process of advertising , others understood it as the mechanism of distributing the goods or the services , but in general there is an

agreement regarding this concept that it means : a human activity which aims to meet the needs of the consumers through the exchanging process.

#### **4.2 Sport Activity :**

Sport activity means all the movements and the games which are done physically regarding any type of the sport specializations by the human . Mahjoob(1989) defined it as the immediate visual action to a physical action . Sport has become a universal cultural phenomena that reflects the nations development and values and it is considered as one of the most important components of what is known as the total , comprehensive development because its major interest is the human: body and mind

#### **4.3 Reasons of using the marketing concept :**

There are many reasons led to activate the use of marketing in the field of sport as :

- The low rates of financial contributions and these are considered as the main source of support financially to the sport in general
- The low rates of the individuals' voluntary contributions for social or economic reasons.
- It is believed that marketing in the field of sport may solve problems mainly the financial ones which the institutions sport passed by.

The process of marketing in sport as any other process should follow scientific logical procedures in order to achieve the desired goal as (Moneer ,2007) :

- Determine the major goals of any institutional sport
- Study the characteristics of the markets regarding its needs and desires .
- Determine the methods used for marketing .

#### **5. Globalization and Sport Marketing :**

The countries which look for effective marketing for its sport products have to produce a competitive product to the international one because globalization forces the countries to use updated procedures of marketing sport products.

The major element that enables the developed international sport system to compete in the local and international is its marketing strategy which determines firstly the total demand of the sport institution's products using the researches of marketing and secondly the total division of the market into sectors and layers. Then the process of developing and adjusting the product is done in a way that suits the needs of the target market and carrying out discounts to make sure of the ability in facing the strong competition in the Market and choosing proper channels for the distribution process to support the product when it is introduced into the international market .So the countries, which seek to achieve positive results and financial profits of the sport services and products , should adopt the policy of the good product in both the local and international markets and such good product should follow the scientific research and get benefit of the world of technology in media and communication (saed,2005).

#### **6. Scientific Research :**

The scientific researches assured that to have a good and purposeful sport service, the learning process starting from the early period of learning ( childhood) has to have some characteristics . Some of these important characteristics are as follows :

##### **6.1 Maturity:**

It refers to the whole integration of the growth process; the inner changes of the individual because of its physiological and biological composition and the changes that are due to the maturity are a result of the inner composition of the individual.

**Mental growth :** all the neural processes related to the nervous system or the total degree of growth of the mental functions regarding whatever the individual learns.

**Physical maturity:** the process of the growth of all the body's organs within their functions . this process in completely integrated . So the mental growth is a must for the physical growth and vice versa.

- **Training and Renewing**

The unit of research in the training course and method should reflect the basic relation between the athlete and the coach. The most important points in the training process should have the following :

- To enable a set of athletes to get benefit of training in the case of having one coach.
- To help in showing the individual skills and creativity .
- To give the athletes enough time for real practice.
- To show the athletes the procedures of taking decisions .
- To work independently regarding the training courses' rules

- ***The Social and the Cultural Environment :***

It is true that the social and the cultural environment affect the people's habits of consumption of the sport' products and the services( saed,2005) .So the any sport system has to study well both the social and cultural environment and the people's internal and external desires and wishes as well as studying their tendencies which are considered as the basic motive to be closer or farther from any type of sport.

- ***Political and legal aspect :***

It is clear enough that the political and the legal environments are considered as the major determiners of the size of sport's demands . for example , if the political situation in a country is stable this will motivate and increase the level of sport's demand while instability of the –political situation will affect negatively the demand of the sport services. The legal situation has played major role in activating the demand of the sport services and this is possible whenever there are legal and legislative procedures regarding deleting the constraints or facilitating the marketing deals of the product and issuing the laws that enhances the sport activities .

- ***Using the new technologies in media and communication***

The new technologies in the world of media and communication have played a significant role in facilitating the business especially in sending and receiving the information . The great changes in the field of communication and information led to what is known by the globalization of the product and the financial markets where it was possible to exchange services via Internet (Yusif, 2004). So every country has to get more advantages of this new technology because the current challenge of technology and its tools will be imposed on each sport institution in designing its strategy regarding the research and the development of new products and improve its quality.

## **7. Marketing Mix**

Regarding the importance of marketing mixture and the system of the marketing information in preparing and implementing the marketing strategy , there is a necessity to shed light on the concept of the marketing mixture :

- ***The concept of the marketing mix :***

It is a set of integrated and interrelated activities which depend on each other so as to perform the marketing function of the sport system where the sport's representer, who could be an individual or a club , daces variables regarding the following components: ( Abdallah(1988)

- the product
- the distribution process
- the promotion process
- the pricing process

It should be noted that each one of these components represents its own decisions which should be taken into account by the administrator of marketing. So any activity regarding sport marketing has to consist of some of each of these components since they are the four fields that form the whole integrated plan of marketing process. Each of these components includes asset of factors that when they are mixed , they create what is called Market. And these factors are the product ,its price, the processes of distribution and marketing .

It is believed that the marketing mix is a vital factor in the marketing strategy and its presence is felt through the product which the institution displays in the Market . The marketing mix could be defined as the mixture that integrates a set of variables which the institution uses so as to affect the Market. While Nik(2008) sees that it is possible to gather the components of the marketing mix in two dimensions: the first one represents the show which includes the product ,the trademark and the price where as the second one includes the means as the strength of selling , promoting and public relations.

### **7.1 The components of the sport marketing mixture :**

- The basic product :it is a set of moral profits of the sport product which the consumer can get regarding his preferences while the abstract product consists of the physical dimensions that facilitate exchanging the basic product as television .But the developed product asserts the existence of a set of services accompanied the product as well as the psychological sides that improve the total value of the product for the consumers' payment for the product or the service and they include the trademark , conditions , the name's fame and the product's component and its maintenance .( Abdallah,1988)

#### **- The price:**

The process of pricing is not an easy process or policy as it faces many obstacles in determining the price because pricing is the real transforming the product's value to a monetary value and this value has to cover what was paid for the services and the profits which are expected by the producer and the distributor. The goals of pricing policy have to consistent with the institution's goals and with the goals of the activity of marketing . And these goals have to be realistic in terms of their fitness to the consumers ,the market and the product . The pricing policy aims to achieve the following : (Abd-hahim,1988) to achieve the maximum possible profit and this means that the institution or the company tries to get the highest profit and if the institution wants to market its product widely ,it can sell big mounts of the product with a reasonable price by obtaining a small margin in each sold product.

#### **- The distribution :**

The distribution process is considered as one of the most important steps in the process of decision-making of marketing . The decisions regarding the process of distribution are intertwined with the other decisions related to the product, the price and the promotion. So it is believed that the process of distribution represents the cooperation between many institutions that carry out all the activities concerning the first steps of production till the moment the product reaches the consumer .

#### **-Sport promotion :**

It is consists of a set of tools and elements which are used by the sport system to improve and promote the mental image of sport or to affect the level of services' demand. All the tools of the process of promotion aimed to achieve the best in the field of sport services . And the areas of the sport promotion are as follows: Abdallah(1988)

- Licensing the use of the trademarks and the slogans on the institution products.
- Advertising on the athletes' clothes and their equipments and the sport facilities .

Advertising means the activity that presents the visible or audible advertising messages to the public so as to motivate them buying the product or the service for a paid price . Advertising which is considered as one of the basic components of the marketing mixture ( advertising , selling ,publishing )

### **8. Recommendations :**

1. To carry out the marketing activities according the new concept of marketing .
2. To study the local and the international consumers' needs .
3. To improve the quality of the products through activating the process of total quality of management .
4. To concentrate on media as a major way for marketing.
5. To activate the ways of sport marketing through introducing new technologies.
6. To establish research centres of sport marketing which its goal is to gather information concerning the local and the international markets.

### **9. The Conclusion:**

It is obvious that the success of the sport institutions depends on the good quality of the product since this product followed the modern concept of marketing in accordance with the consumer desires and a competitive strategy that based on the integration of the four components of the international marketing mix .

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