



## **The role of the mass media in market development in Malavan-e- Anzali F.C**

**Maryam Eslamdoost <sup>1\*</sup>, Akram hosseni semnani <sup>2</sup>, Dr. Hasan Asadi <sup>3</sup>, Mosayyeb Eslamdoost <sup>4</sup>**

<sup>1</sup> PhD student in management and planning, university of Tehran <sup>2</sup> Faculty of Islamic Azad University of Qazvin, <sup>3</sup> Professor of Sport Management, University of Tehran, <sup>4</sup> M.A in motor behavior , university of Shahid Beheshti

DOI: 10.30472/aesj.v2i1.14

**ABSTRACT:** Sport marketing is one of challenging problems of sport clubs in present century .On the other hand, in the global accelerated process the media and communication technology have been progressed and all human activities are under their domination. So, current research has been conducted to study the role of the media in development of marketing in Malavan-e Anzali club. Statistic population is all managers and assistants and authorities in Malavan club, experts in sport marketing, authorities in sport media in the province and those who used to contribute in sport activities. Research tool have been the researcher-made questionnaire that after proving its validity and reliability ( $\alpha=95$ ) it was distributed. Based on the results in exploratory factor analysis test two factors named management and coordination, propaganda and attractions were derived. Friedman test was used for prioritizing amount of the role of each of the media in development of sport marketing that television and internet and modern media placed in the first and second place. Marketing is Critical Success Factors clubs. For marketing development at the club mass media plays a very important and decisive in their marketing development at the club.

**KEY WORDS :** Mass media, Club Development, Marketing Development, Malavan-e Anzali club

### **INTRODUCTION**

At the beginning of the third millennium sport world experiences a new period. Fast and broad changes in all sport dimensions have attracted the attention on using marketing method and techniques. Everyday millions of dollars is spent on sport in different countries and need for sport is felt for improving mental and physical problems in people. All these, have caused sport

marketing to attract more attention (16). Nowadays, those organizations, institutions and agencies that want to progress and survive in competition with others, necessarily, must benefit marketing in their field of profession, so, the organizations, institutions and sport clubs are not exceptions. In definition of marketing given by American marketing association it is mentioned that: marketing is the process of

planning, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (9). On the other hand, in the fast flow of the world, the media and informational technology develops with an unbelievable speed and dominate all levels of human activities (12). The media is responsible for the great part of observations and experiences of which we organize our conception toward the world and its functions (15). The mass media has an undeniable role in forming the beliefs and society attitude and bedding in sport field. Moreover, variation of the mass media with their special characteristics and capacities are able to have different effects in sport marketing development(11). Now, according to ever-increasing importance of marketing in sport and sport clubs and on the other hand development of technology and importance of the media in sport marketing, the author aims to conduct a case study in Malavan-e-Anzali F.C. for marketing development especially in sport clubs of the country to show that which kind of the media has the most important role in marketing development in this club? The role of the media in which component is higher in sport marketing development in the club?

Abeza et al, 2016 studied the influence of the media in people's opinion and belief towards sport and concluded that sport is at the first place of priority for media, more or less, and it can be said that more and suitable advertisement done by media has caused some sport branches to attract more attention and it shows that the media especially in current communicational world has very important role in sport and sport clubs are able to have a unique use of the media to develop (2). Cooper in 2010 conducted a research by the title of the necessity of new media and concluded that new media such as internet and website are introduced as marketing channels and using these channels has a positive influence in planning for sport marketing development (12).

In fact, the great part of our view towards the world, is because of media messages made previously. They have a direct effect on society values and norms because of extended influence. The media can play very important role in changing society awareness and attitude, either. Moreover, the media has a very important role in the users perception (8). So, the weak performance of the media leads into missing the great portion of the potential selling of the club and it is because of the directors inability in marketing progress.

So, according to ever-increasing development of the science and technology and also because of increasing the people's awareness towards the media, the media has obtained great importance in sport marketing and sport clubs for development and growth of different sport branches. So, for sport marketing, it is necessary to attract more audiences and increase the organization benefit portion in this fruitful business. In current study, according to the effective role of the media in marketing that nowadays most sport clubs benefit, recognizing the components for optimal usage of the media in the country can be worthy for the author and directors of sport clubs to be able to decide about better use of the media in their profession and benefit it. Current study aims to answer this question that how can sport marketing be progressed by the media? According to ever-increasing importance of the role of the media in sport marketing and also this issue that the best developing part of this dynamic industry are sport clubs, it seems that those clubs can be successful in sport marketing that be able to use the most professional and modern media technologies (14). In our country, Iran, the media infrastructures have been progressed very much and most of governmental and private clubs give services in this way. In current study according to the effective role of the media in marketing that nowadays most of professional clubs benefit this tool for collecting more profit, so, recognizing the components that sport clubs in the country use for optimal usage of the media can be important for the author and directors of

the clubs to be able to decide about better use of the media in their profession and benefit it.

## METHODS

This research is an applied research and its method is descriptive and survey. Statistic population is all managers, assistant-manager and administration supervisor of Malavan club (40 subjects), professionals in sport marketing (25 subjects) and administration supervisors of sport media in the province (30 subjects) and those who participated in sport activities of the club (75 subjects). Research tool has been researcher-made questionnaire containing 40 questions evaluating the role of the media in development of components of sport marketing. After proving the validity and reliability ( $\alpha = 91$ ) of the questionnaire, it was distributed. Data of 155 given back questionnaires was analyzed by Spss V.21 software. For analyzing the research data, at first descriptive statistic was used for determining the mean, standard deviation,

frequency and percentage. In inferential statistics to identify appropriateness of the collected data for exploratory factor analysis, Bartlett test and index of Kmo were used. After recognition of major factors by exploratory factor analysis (EFA), confirmatory factor analysis (CFA) was used to estimate importance and factor analysis and determining the most important indices and Friedman test was used for prioritizing the amount of each media role in sport marketing development.

## Results

Studying demographic factors of the subjects participated in this research showed that among 155 subjects, 110 subjects (71%) were male, 45 subjects (29%) were female. Most participators had job experience more than 10 years (57%) and the results of studying education statues of participators showed that 58% were bachelors and 38% had master's degree and PhD.

Table1. Demographic information of participators

Demographic information		frequency	percentage	total	
				frequency	percentage
gender	female	45	29	155	100
	male	110	71		
education	diploma	6	4	155	100
	bachelor	90	58		
	Master's	59	38		
	degree and PhD				
experience	Less than 5 years	19	12.25	155	100
	5 to 10 years	48	30.96		
	10 to 15 years	88	56.77		

Inferential findings:

Kmo index was calculated to be 86% for collected data that is suitable for factor analysis. And significance of Bartlett with 99% confidence level indicates that necessary correlation exists among corresponding varieties for factor analysis test. According to appropriateness of the data for deriving and grouping the factors, exploratory factor analysis was used and 11 intended entry were grouped by two factors of management and cooperation of the club and club advertisement and attractions by value of 82%, 78%. And also, in studying

importance and the role of the media in confirmatory factor analysis in table 2, the highest role was attributed to the variable of the role of the media in recognition of the amount of the clients' interest for creating positive caste in clients' point of view with factor loading of 82% and the factor of the role of the media in suitable advertisement for increasing public awareness in different sport branches and encouraging them for participating in club activities was with 78% factor loading

Table2. Mean and factor loading of each effective element in club marketing development

Management and cooperation	questions	mean	Standard deviation	Measuring uncertainty	Factor loading
	The role of the media in recognizing amount of the clients' interest for creating positive caste in clients' point of view	5.68	0.978	0.65	0.82
	the role of the media in distribution and training and providing security in holding the events and sport competitions in club	4.38	0.935	0.63	0.77
	The role of the media in introducing markets that is the goal of the club, recognizing and grouping them	4.24	0.879	0.56	0.74
	The role of the media in encouraging the managers for creating a comprehensive plan for marketing development in club	4.39	0.684	0.43	0.65
	The role of the media in attempt for developing the cooperation of private sector for marketing development in club	4.12	0.896	0.38	0.63
	The role of the media in creating opportunities for	3.97	0.967	0.29	0.54

	attending in sport activities in all ages.				
Advertisement and attractions	The role of the media in suitable advertisement for increasing public awareness in different sport branches and encouragement for participation for club activities	4.30	0.739	0.19	0.78
	The role of the media in informing and advertisement at the time of being host and at the time of holding sport events	4.23	0.785	0.34	0.71
	The role of the media in advertising events and attractions of the province after being host for attracting viewers	4.14	0.812	0.42	0.66
	The role of the media in suitable benefiting from information and advertisement in club	4.10	0.904	0.36	0.61
	The role of the media in advertisement for identifying security of the club in national media.	4.34	0.879	0.44	0.57

The results of Friedman test showed that Tv and then internet and new media play the most important role in marketing development in

Malavan –e- Anzali F.C and after them printed press and the radio are on the next levels.

Table3. Results of Friedman test about the role of the media in sport marketing development

Media	Mean of the ranks	Chi-square	Significance level
TV	389	77.476	
Internet and new media	384.5		
Printed press	320		
radio	298		

## Discussion

At the field of the world business, sport is an exception because it has clients that pay money just because of watching, not buying or consuming it. Professional clubs all over the world use different ways for marketing their goods and services like tv, internet, websites and radio for advertising commercial goods, selling the players, selling tickets and sport productions and providing side services (2). On the other hand, nowadays, focus of the organizations is on long-term communication with the clients and maintaining the clients and managers who do marketing try to do marketing based on communication and the media can help the managers in marketing (1).

Results of factor analysis in this research showed that the most important role of the media in marketing development is related to the variable of the role of the media in recognition of the amount of clients' interest of creating positive caste in clients, point of view in factor of management and cooperation and the role of the media in encouraging people for using sport and entertainment activities in club related to advertisement and attraction factor. The role of the media has been focused on other researches, too.

Miler and Lammas (2011) believe that the media is one of the important and effective factors in sport marketing. The media has ever-increasing importance, too (9). Najafzadeh et al, (2012) conducted a research by title of studying and identifying some effective factors on development of women sport marketing in west Azarbaijan province and concluded that one of the most important factors influencing the marketing development in women sport in west Azarbaijan province, is mass media as marketing channels and it is necessary that the managers of sport clubs must focus their attention and capital on it (10). The second role of the media in

management and cooperation was distribution and training for creating security in holding sport events and competitions in club. According to this fact that security in club has very important role for viewers at the time of holding sport events or participating different sport activities in maintaining the clients, so, it is necessary for the club manager that use different mass media to provide necessary information about stadium security for the clients according to the suitable advertisement, to be able to attract and maintain the clients by creating necessary confidence (15). The role of the media in introducing club market is identifying and grouping them and encouraging the managers for creating comprehensive plan for marketing development in club and identifying the object market that the media can assist managers of the club in the best way (5,6). The role of the media in attempt to progress cooperation of private sector for marketing development in club was known as the fourth factor in package of management and cooperation. According to ever-increasing importance of the private sector in money-making for development and progress of sport clubs, the media can help the team and the club by cooperation ( 14, 1) That matches findings of (11, 13) according to the positive effects of media advertisement in attracting investment, development of financial resources of sport clubs, an important point is the role of the media in privatization of attracting domestic capital and meritocracy that may be because of more comprehensiveness of the media in country and of course nature of these solutions that notifies necessity of more cooperation between two scopes of sport and media (18). The role of the media in creating opportunities for participating in sport activities in all ages was the last factor in management and cooperation package that matched findings of Stavros and et.al, 2008, Cooper, 2010). The media can cover all over the society in all ages. On the other hand, the managers of the clubs can help to identify, attract



and maintain the clients by suitable informing about different sport branches, facilities and current resources (13).

The role of the media in the second package of advertisement and attractions was the role of the media in suitable advertisement for increasing public awareness about different sport branches and encouragement for participating in club activities that matches findings of Rudak, 2010 and McCook, Riley 2008. Active organizations in marketing should adapt themselves to the fast changes of this industry to maintain their own place in competitive market, and it needs the media to be used more for success of the organization (4). These results show that the media can play the most important role in progress of professional sport. Managers of sport clubs should give necessary information about importance and effects of the sport and different sport branches in different ages and encourage people to participate in club activities by varied and attractive advertisements by the media (2). The role of the media in informing and advertisement of the club at the time of being the host team and at the time of holding sport events and the role of the media in advertising the events and attractions of the province after being the host team for attracting viewers are on the second and third place, that match findings of Mc Cook and Riley, 2008, Miller & Lammas, 2010, O'Reilly, & Reid, 2013, Abeza et al, 2016. Mc Cook and Reilly, 2008 conducted a research plan on Australia sport marketing and found out that mass media can help sport clubs in marketing mix (10p) development and it was one of the best factors playing an effective role in advertising the goods, selling the production and sport services (7).

The media is considered as a powerful tool for marketing and club managers that can have an important role in selling match tickets, TV broadcasting right and attracting sponsors,

attracting the viewers, tourists and sport events before being the host team and after it that will cause in more profit making and money making for the club, province or even the country that may have positive effects on social and economical growth in the city or country (4). The role of the media in suitable benefiting of information and advertisement resources in the club was the fourth factor in this research that matched findings of Stavros 2008, Rudak 2010, karimi 2011 and Zohrabi, 2012. The role of the media in advertising for identifying the nature of the stadium security in national media was on the last place of advertisement and attractions. Stadium security and place of holding sport events have been of important factors in attracting the viewers and the tourists that club managers or those who are responsible for sport events and matches should pay attention to; since security of the place of holding the matches will result in a positive caste for the clients. Administration supervisors of holding sport events search for creating a sense of loyalty in clients to be able to benefit viewers and tourists and players' advantages in sport activities of the stadium (13). Results of current research showed that among mass media TV, internet and new media had the most important role in development of the club marketing that matched findings of Yousefi et al, 2007, Mehrani et al, 2011, Zohrabi et.al, Cooper, 2010.

Abeza et al. 2013 conducted a research by the title of the value of social media for sport fans and concluded that for different professional team fans among media, internet and social networks are at the first place and it can help the clubs for earning money. This research states that if we want to do professional sport we should use the media that internet and TV are at the first and the second place, respectively (1).

These findings in this research show that for development of sport marketing in a club or a city and country, we should pay attention to the

mass media specially TV and internet, we can say that nowadays the most public and available media is TV and the managers should use it in the correct way to benefit it and progress. On the other hand, internet and new media have a special place for public and the managers of the clubs can benefit social webs that are placed after TV and develop their clubs by attracting the sponsors by advertising in the media.

### ACKNOWLEDGEMENT

Nowadays all successful organizations have a common caste that is the client should be focused on so they should try to do marketing, these organizations should try to spend all their power on understanding and meeting the clients' need. They encourage all organization members to respect the clients fully and satisfy them. Knowing the market and characteristics of a successful market and introducing clients, characteristics of the successful marketers and also introducing clients, the goods and sport

service characteristics and determining parameters which are effective in welcoming the sport productions and services, are very important. Among these, the role of the effective advertisement and the role of the sponsors are very important in introducing the sport productions and goods especially in matches. It will help owners of the goods and services and also sport development directly or indirectly. In this way, certainly, the role of the mass media like: published press, radio, TV are very important in gaining this goal. Therefore, in current world with fast changes, those companies and institutions will be successful that pay attention to fast changes of the world and market, status of the competitors, distribution systems, mass media new technologies and finally, marketing and management. Those companies will be successful that pay attention to the clients' satisfaction and out foot other competitors by meeting their needs and consider social welfare and society mass benefit.

### REFERENCES

1. Abeza, Gashaw, Norm O Reilly, Ian, Reid, Relationship marketing and social media in sport, international journal of sport communication, 2013. 6(1): P. 120-142.



2. Abeza, GashSaw. O'Reilly, Norm. .Benoit, Seguin. The Value of Social Media for Sport Fans: A Sequential Focus Group Design Exploration, 2016 North American Society for Sport Management Conference (NASSM 2016). 2016. P. 275-277.
3. Cooper, G, Coyte. New media marketing: The Innovative use of technology in NCAA athletic department- branding initiatives, Journal of marketing development and competitiveness. . 2010. 5(1): P.23-32.
4. Drury, G. Social media: Should marketers engage and how can it be done effectively? Journal of Direct Data and Digital Marketing Practice, 2008. 9(3): P. 274–277.
5. Heidary, L. Sharifiyan, E., Comparison of web-based marketing to football clubs, England and Greece. Journal of sport management studies. 2014. 23: p: 131-146.
6. Karimi, J. Mahboobfar, M. Attae, M. Ghanbari, Sh. Attae, A, The role of media and information technology in sustainable tourism development. 7th international public relation conference. November 2011.
7. McCook, K., Riley, R., Club/Association Management Program: Marketing and Promoting Sport and Recreation, Australian Sports Commission, 2008. P. 1-47.
8. Mehrani, H. Fourozande, L. Nahidi, M. Investigating the impact of advertising media and their rating of customers perceptions, Based on model AIDA. Journal of management studies in Humanities. 2011. P. 1-16.
9. Miller, Rohan. Lammas, Natalie, Social media and its implications for virtual marketing. Asia Pacific Relations Journal, 2011. 11 (2): P. 1123-1126.
10. Najafzadeh, M. Najafzadeh, F. Rostami, M. Investigation and identification of some factors affecting the development of womens sports marketing in west Azarbaijan province. . Scientific and research journal beyond management. 2012. 5 (20). P: 127-144.
11. Neti, Sisira, social media and its role in marketing,, international journal of Enterprise computing and Business systems, 2011.1(2): P. 1-15.
12. Ruddock, A, Contradictions in Media Sport Culture. University of Western, Sydney, 2010. 19(3): P. 246- 257.
13. Stavros, C., Pope, N.K. Winzar, H, Relationship marketing in Australian professional sport: An extension of the Shani framework. Sport Marketing Quarterly, 2008. 17(3): P.135–145.
14. Wysocki, Mark, the Role of Social Media in Sports Communication: An Analysis of NBA Teams' Strategy, In Candidacy for the Degree of Master of Arts, 2012. 6(2): P. 235-239.
15. Williams, Jo, Susan, chin. Meeting Relationship marketing goals through social media, a conceptual model for sport marketers, international journal of sport communication, 2010. 3: P. 422-437.
16. Yousefi, B. Taheri, H. Shojaee, V. A survey on the status of sports marketing through internet in iran with an emphasis on elements 4p. . Research Journal in sport Sciences. 2007. 15. P. 81-95.
17. Zohrabi, F. The role of the media in the economic jihad. Journal of management and organizational behavior in sport. 2012. (1)1: P. 13-19.
18. Zohrabi, Fateme, sharifimoghadam, mahdi, rooham, mahdiyeh, shahsavari, ahmad, The role of different media kinds in attracting financial support for Irans athletic development, , international research journal of applied and Basic Sciences, 2012. 3(9): P. 1874-1879.

