



Sports Marketing Strategy in Achieving the Marketing Objectives of the Economic Enterprise: A Case Study (Djezzy - Fans of USMA Club)

Mohammed Mouloud Ghezail, Chaiech Abdellah, Adjila Mohammed

Faculty of Economic, University of Ghardaia, Ghardaia City, Algeria

Email address:

Mghezail@yahoo.fr (M. M. Ghezail), ch.abdou1990@gmail.com (C. Abdellah), adjila_78@yahoo.fr (A. Mohammed)

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Abstract: The study aims to find out the role of sports marketing strategy pursued by the economic enterprise in achieving its marketing objectives, through the measurement of the effect of sports sponsorship on recognition, then its impact on promoting the positive mental image of the enterprise. The study seeks to measure the impact of sports sponsorship on the purchase decision. To achieve the objectives of the study, a questionnaire is distributed to a group of 200 fans of USMA club which is sponsored by Djezzy. A lot of statistical methods are used to achieve the objectives of the study. The results show that sports marketing has an important role in achieving the marketing objectives of the enterprise.

Keywords: Sports Marketing, Sports Sponsorship, Marketing Objectives

1. Introduction

Sports marketing is not just a form of marketing, however it is considered as a freestanding area which attracts investors and researchers. Over the last three decades, sports marketing has become one of the most effective strategies pursued by enterprises seeking to achieve marketing objectives in light of intense competition and constant change of the business environment.

Sports sponsorship is seen as one of the pillars of sports marketing. It has the ability to create a strong link between the brand of the enterprise and its target potential audience in light of the fierce competition, the matter that made it a tool of extreme importance to the enterprises that want to achieve marketing objectives, particularly the communicative ones. It is noticeable that many enterprises are investing huge sums on clubs in order to achieve marketing objectives. Thus, one may ask the following problematic:

Does sports marketing strategy contribute in achieving the marketing objectives of the economic enterprise?

To answer this problematic, one can ask the following sub-questions:

(1) What is sports marketing and what are its dimensions?

(2) Does sports marketing affect the recognition of fans to the sponsoring enterprise sports through the sports sponsorship process?

(3) Does sports marketing contribute through sports sponsorship process in promoting the positive mental image to the enterprise sponsoring?

(4) Does sports marketing affect the purchase decision through sports sponsorship process?

(5) Is there a statistically significant relationship between the affiliation to the club and the purchase decision-taking in favor of the sponsoring enterprise?

Objectives of the study

This study aims at:

(1) Defining sports marketing and sports sponsorship.

(2) Highlighting the sports marketing's ability in influencing the target audience through sports sponsorship.

(3) To see the extent to which the sports consumer is influenced by the enterprise sponsoring his favorite club.

The sections of research

(1) Sports marketing and sports sponsorship

(2) Marketing objectives achieved by sports marketing through sponsorship.

(3) The field study (Djezzy– fans of USMA club)

Literature review

Yong JaeKoand others (2016), in their study entitled 1: "Determinants of Consumer Attitude toward Corporate Sponsors". The latter aimed at testing the important properties of the sponsoring enterprises in forming the positive mental image to the consumer, depending on the type of the sporting event (for-profit or non-for-profit) as a mediator variable in the study researchers distributed a questionnaire to 303 individuals who follow university sporting events, and 202 to individuals who follow FIFA world Cup Championship. The analysis of the results demonstrated that the sponsoring enterprises' properties are considered an important indicator in forming the mental image among consumers, whether the sporting event is for-profit or non-for-profit. Hence, the admin should focus on studying the mental images of the characteristics of the enterprises among consumers before taking the decision of sponsorship.

The difference between the study of Yong JaeKoand others (2016) and this study is that the former focused on the importance of properties of the sponsoring enterprises and its impact on the mental image, whereas the current study devised to highlight the mental image resulting from sports sponsorship process in the mind of the target audience.

Kamran Eshghian and other (2013) "Evaluating Sport Sponsorship Model among Soccer Fans in Iran", this study was aimed at measuring the sports sponsorship effectiveness of the Iranian fans, through the study of the psychological relationship of the club's fans and its impact on perceiving the brand of the sponsoring enterprise, building mental image, decision making purchase and loyalty to the brand. To achieve all this, the researcher prepared an electronic questionnaire and distributed 192 to the fans of Persépolis club and 192 to the fans of Esteghlal club. The results were as the following:

(1) The strength of belonging to the club has a positive effect on building a positive mental image of the enterprise in the minds of fans.

(2) The strength of belonging to the club has a positive effect on the purchase decision.

(3) The strength of belonging to the club has a positive effect on the brand loyalty.

(4) There is no statistically significant relationship between the membership to the club and the perception of the brand.

The study of Kamran Eshghian and other (2013) focused on measuring the impact of sports sponsorship on loyalty, it also considered the relationship between the fans and the club a mediator variable, used by the researchers to study its relationship with the purchase decision.

Martat Mohammed (2010), "the Reality of Marketing Sports Methods in the Algerian East", this study portrayed the reality of the application of sports marketing methods in the Algerian East, in order to develop marketing plans for organizations, corporate sponsors, and clubs. The researcher used a questionnaire distributed to 160 individuals divided on three states which are: Batna, Biskra, and Constantine. The

results were as follows:

(1) Legislations and Algerian laws hinder the sports marketing process.

(2) The media have an important role in acquainting the Algerian society with sports marketing.

(3) Sports marketing methods in the Algerian East are unsuccessful.

(4) Enterprises and corporates do not exploit the turnout of fans during the matches to market themselves in an acceptable manner.

One can deduce that Martat (2010) study aimed to find out the extent to which sports marketing methods are applied in the Algerian East; however our current study is designed to determine the extent of the effect of sports marketing in achieving the marketing objectives of the economic enterprise.

Smolianov (2009), in his study "Corporate Marketing Objectives and Evaluation Measures for Integrated Television Advertising and Sports Event Sponsorships", aimed to determine the norms of measuring the interference between television advertising and the sporting event sponsorship to achieve marketing goals. The researcher has gathered and analyzed a series of 50 researches which were also analyzed by 16 experts. In the practical part, the researcher made a study on 12 enterprises sponsoring a television event broadcasting its advertisements during the broadcast of that event. These enterprises are active in a variety of areas such as financial services, consuming goods, the sale of cars and engines, and office equipment. The researcher has concluded that the goal of any enterprise seeking to achieve can be classified as follows:

(1) Expansion: it means the perception of the advertising message to the target audience.

(2) Response: It means the extent of the impact of television advertising in recognizing the target audience.

(3) Effective communication: it means the extent of the impact of television advertising on the target audience feeling toward the enterprise.

(4) Consumer behavior: it means making the purchase decision or repeating of the purchase process for the benefits of the enterprise.

Smolianov (2009) study has focused on knowing the extent of realizing the objective; however our study seeks to highlight the classification of the marketing objectives which can be achieved through sponsorship.

2. The Theoretical Framework

2.1. Sports Marketing

Abdel Moneim Hijazi and Hassan Ahmed El-Shafei define sports marketing as an interconnected operation aimed at planning, pricing, product distribution and service, or sports activities that satisfy the needs and wants of the beneficiaries or consumers, current and the potential, in the field of sports. Moreover, Mark and Matthew consider it as the specific application of the principles and operations of marketing on

sports products, and marketing non-sportive products through partnership with sport. Aaron Smith demonstrated that sports marketing can be viewed as the application of marketing concepts on sportive products, services, and marketing non-sportive products marketing through linking them to sports.

2.2. Marketing in Sport and Marketing Through Sports

2.2.1. Marketing in Sports

It means the use of the marketing mix variables to deliver the benefits of participating in sporting activities and follow-up sporting events to potential customers.

2.2.2. Marketing Through Sports

It means the use of sport as a means for promoting and advertising the enterprise's products, this promotional activity is directed to a specific audience following a particular sport. sports sponsorship is one of the most important forms of marketing through sports.

2.3. Sports Sponsorship

2.3.1. The Concept of Sports Sponsorship

Mihai defines sports sponsorship as the relationship between the enterprise and a sporting unit aims to reinforcing the brand image of the enterprise and creating loyalty to the brand as a result of this relationship. Menagan defined it as a physical or non-physical investment in sporting activities and events in order to exploit the business opportunities available through this activity. The International Event Group stated that sports sponsorship is seen as money or other expenses paid to an agency or enterprise or a particular individual (in a sports field, entertainment, organization or event for-profit or non-for-profit) in order to achieve the aspired business goals from this relationship.

2.3.2. Fields of Sports Sponsorship

The fields of sports sponsorship are various and can be divided into 6 areas:

(1) Sponsoring sporting commissions and federations: means the commissions responsible for conducting and the developing a particular activity, as well as organizing sporting competitions locally and internationally.

(2) Sponsoring teams or sporting clubs: this process is done by local or regional enterprises sponsoring teams and sporting clubs which has a relatively small marketing budget, but it has the desire to become the official sponsor of the club or the team.

(3) Sponsoring the athletes: the enterprise seeks to link its name with the athlete to guarantee its right in achieving the goals resulting from this partnership.

(4) Sponsoring media: includes companies that invest in a partnership with the radio or the television which broadcast a specific sporting event.

(5) Sponsoring sporting facilities: it means that the sporting facilities carry the name of the sponsoring enterprise, whether they are stadiums, sports halls, or any other sports facilities.

(6) Sponsoring the sporting event: enterprises seek to link

their names with the sporting event.

2.3.3. The Marketing Objectives Achieved by Sports Marketing Through Sponsoring

Sports marketing contributes through sponsorship in achieving several marketing goals of the enterprise which are as follows:

(a) reinforcing consumer awareness of the products, services and, the brand of the enterprise.

(b) Increasing sales size and the market share for a given product.

(c) Establishing a link between the sponsoring enterprise and the sporting Unity.

(d) reinforcing the mental image of the sponsoring enterprise.

(e) Creating an added value to the product which is a result of the brand of the sponsoring enterprise.

(f) Encouraging the purchase decision and repeating the process of purchase.

(g) Creating brand loyalty.

3. Methodology

In this study, the descriptive and analytical method is adopted which describes the phenomenon as it is in reality. It focuses on field survey to obtain data and information. The researcher uses a questionnaire which has been designed according to the approved scientific steps. Data are analyzed statistically to test the validity of hypotheses.

3.1. Population and the Sample of Study

The population of the study consisted of fans USMA club. Djezzy is the official sponsor of this club. The sample is randomly selected. 200 questionnaires is prepared to different age groups and educational levels.

3.2. Measurements Tools

Questionnaire is prepared on the role of sports marketing strategy in achieving marketing objectives of economic enterprise. To achieve the desired goals of the research, the questionnaire is divided into five parts as follows:

- Part I: deals with measuring the demographic factors related to the sample, age, sex, and educational level, in addition to the nature of the client of the telecommunications network Djezzy, Nedjma, or Mobilis.

- Part II: measures the affiliation of the fans by knowing how long they have been encouraging the club, their following-up to the club, and the way they follow up the club's matches (the stadium, television, or other media).

- Part III: measures the extent to which fans perceive the sponsoring enterprise which is the official sponsor of their favorite club through two stages:

The first stage: seeks to investigate the ability of fans to remember the sponsoring enterprise.

The second stage: enquires the extent to which fans are aware of the sponsoring enterprise.

- Part IV: deals with questions about the mental image

which is built in the minds of fans concerning the enterprise sponsoring the club.

- Part V: deals with recognizing the ability of fans to take the purchase decision in favor of the enterprise sponsoring the club.

3.3. Measuring the Reliability of Tools

To measure the reliability of tools, we calculate alpha Cronbach coefficient. The results of all the variables of the study have shown that the reliability of alpha Cronbach coefficient = 69.2%. This result is higher than the acceptable minimum value which is 60%.

3.4. Statistical Analysis Tools

Depending on the variables, the goals, and the hypotheses of this study, the researcher will rely on the following statistical methods:

Descriptive statistics methods: Such means, standard deviation, frequencies, percentages in order to treat and describe descriptive data, such as age groups and educational levels.

3.5. Methods of Analytical Statistics

SPSS software is used depending on the Chi-square tests to measure if there is any relationship between the variables, in addition to the correlation coefficient to measure the

strength of the relationship between the variables of the study. Intersection tables are used to illustrate the results of the study.

4. Research Findings

The hypotheses are confirmed using Chi-square and the intersection tables to measure the strength of the relationship between variables, while the fourth hypothesis is tested using a correlation coefficient test. "Bidirectional" hypotheses are used:

H0: the null hypothesis is accepted if the statistical significance is more than the level of significance.

H1: we accept the alternative hypothesis if the statistical significance level is less than the significance level.

4.1. Testing the First Hypothesis

The first hypothesis: sports marketing affects the recognition of fans to the sponsoring enterprise through the sporting sponsorship.

H0: sports marketing does not affect the recognition of fans to the sponsoring enterprise through the sporting marketing.

H1: sports marketing affects the recognition of fans to the sponsoring enterprise through the sporting sponsorship.

Table 1. The effect of sporting sponsorship in the recognition of the fans through the intersection tables the elements of cognition.

			Do you know the brand of this company ?				Total
			Disagree	Neutral	agree	Strongagree	
Through your follow-up to the club, you could remember its sponsoring companies	Neutral	Effectif	0	2	5	0	7
		Effectif théorique	,1	,1	1,9	4,9	7,0
	Agree	Effectif	2	0	44	63	109
		Effectif théorique	1,1	1,1	30,0	76,8	109,0
	Stronglyagree	Effectif	0	0	6	78	84
		Effectif théorique	,8	,8	23,1	59,2	84,0
	Total	Effectif	2	2	55	141	200
		Effectif théorique	2,0	2,0	55,0	141,0	200,0

Source: prepared by the researchers based on the SPSS program.

The results of Table (1) show that the proportion of those who strongly agree is the highest percentage 70.5%, 141 individuals. This is a strong indicator which means the extent to which the fans of USMA club are aware of the official sponsor of this club. Those who agree are 55 individuals, forming a rate of 27.5%. This is a high percentage, and it

carries the same significance as the last indicator. Therefore, we can say that Djezzy sponsorship to USMA club has a positive impact on the awareness of fans. Chi square coefficient is used to test the validity of this hypothesis and the result is as follows:

Table 2. Kai square test.

	Value	Ddl	Signification asymptotique (bilatérale)
Khi-deux de Pearson	94,330 ^a	6	,000
Rapport de vraisemblance	60,922	6	,000
Association linéaire par Linéaire Linear association by	42,545	1	000
Number of valid observation	200		

Source: prepared by the researchers based on the SPSS program.

Chi-square test results showed that the statistical significance equals 0.00, which is less than 0.05 the level of

significance. This drives us to reject the null hypothesis.

H0: sports marketing does not affect the recognition of

fans to the sponsoring enterprise through sports sponsorship.

And we accept the alternative hypothesis:

H1: sports marketing affects the recognition of fans to the sponsoring enterprise through sports sponsorship.

4.2. Testing the Second Hypothesis

The second hypothesis states that: sports marketing contributes in reinforcing the positive mental image of the sponsoring enterprise through the sporting sponsorship process.

Table 3. The effect of sporting sponsorship in promoting the mental image through the intersection tables.

		Djezzy sponsorship to USMA club makes you satisfied with its brand					Total
		Stronglydisagree	disagree	neutral	agree	Stronglyagree	
Through your follow-up to the club, you could remember its sponsoring enterprises	neutral	0	3	1	3	0	7
	agree	0	7	13	56	33	109
	Stronglyagree	2	0	9	40	33	84
Total		2	10	23	99	66	200

Source: prepared by the researchers based on the SPSS program.

Based on the results of statistical analysis, and depending on the intersection of the two questions tables (The first of the first section and the second of the second section), we find that the higher value refers to those who agree that there is an effect to Djezzy sponsorship on building a positive mental image for 99 persons, i.e. 49.5% of the total sample.

Those who strongly agree are 66 individuals at a rate of 33% of the total sample. Thus, it could be argued that sports sponsorship contribute to reinforce the positive mental image of the sponsoring enterprise in the minds of the fans. For more emphasis, the hypothesis is tested using Chi-square coefficient and the result is as the following:

Table 4. Chi-square test.

	Valeur	Ddl	Signification asymptotique (bilatérale)
Khi-deux de Pearson	33,597 ^a	8	,000
Rapport de vraisemblance	40,125	8	,000
Association linéaire par linéaire	1,607	1	,205
Nombre d'observations valides	200		

Source: prepared by the researchers based on the SPSS program.

Chi-square test results showed that the statistical significance level equals 0.00 which is lower than the 0.05 level of significance, what drives us to reject the null hypothesis:

H0: sports marketing does not contribute in reinforcing the positive mental image of the sponsoring enterprise through the sponsoring process.

And accept the alternative hypothesis:

H1: sports marketing contributes in reinforcing the positive mental image of the sponsoring enterprise through the sponsoring process.

4.3. Testing of the Third Hypothesis

The third hypothesis states that sports marketing affects through sports sponsorship process the purchase decision.

Table 5. The effect of sports sponsorship on the purchase decision through the intersection table.

		Djezzy sponsorship to your favorite club pushes you to take the decision of purchasing Djezzy products in the future.					Total
		Stronglydisagree	disagree	neutral	agree	Stronglyagree	
Do you know the specific brand of this company ?	disagree	0	0	0	0	2	2
	neutral	0	2	0	0	0	2
	agree	0	2	17	24	12	55
	Stronglyagree	4	32	29	35	41	141
Total		4	36	46	59	55	200

Source: prepared by the researchers based on the SPSS program.

Based on the results of the statistical analysis, and depending on the intersection of the questions (the third from the section of purchase decision, and the first question from the section of cognition), we find that those who agree and those who strongly agree on taking the decision of purchase

in favor of the sponsoring enterprise formed a rate of 57% of the total respondents. This indicated the positive effect of Djezzy sponsorship on the fans of USMA club to purchase its products. Chi-square test is used emphasize the result.

Table 6. Chi-square test.

	Value	Ddl	Signification asymptotique (bilatérale)
Khi-deux de Pearson	31,412 ^a	12	,002
Rapport de vraisemblance	32,549	12	,001
Association linéaire par linéaire	2,351	1	,125
Nombre d'observations valides	200		

Source: prepared by the researchers based on the SPSS program.

Results showed that the statistical significance level equals 0.002 which is less than 0.05 level of significance thus, the null hypothesis is rejected.

H0: sports marketing does not affect the purchase decision-taking through the sports sponsorship process on the purchase decision.

We accept the alternative hypothesis:

H1: sports marketing affects the purchase decision-taking

through the sports sponsorship process.

4.4. Testing the Hypothesis Fourth

The fourth hypothesis states that there is a statistically significant relationship between the affiliation to the club and the decision-taking purchase in favor of the sponsoring enterprise.

Table 7. The relationship between the affiliation to the club and decision-making purchase.

Do you support USMA club?			Dezzy sponsorship to your favorite club pushes you to purchase Djezzy products in the future.					Total
			Strongly disagree	disagree	neutral	agree	Strong agree	
Yes	Through your follow-up to	Neutral	0	2	1	4	0	7
	USMA club, you can remember	Agree	0	20	28	31	30	109
	its sponsoring enterprises.	Strongly disagree	4	14	17	24	25	84
Total			4	36	46	59	55	200

Source: prepared by the researchers based on the SPSS program.

Based on the results of the statistical analysis and the intersection table of the questions (the first of the second section and third question from the last section), and as well as linking the two variables with the extent to which fans recognize the sponsoring enterprise in order to confirm the validity of the answers. We find that the highest percentage is for those who agree, implicitly, about the existence of a relationship between the affiliation to the club and the decision-taking purchase in favor of the sponsoring club

enterprise with 59 individuals, with a rate of 29.5% from the total size of the sample, followed by those who strongly agree 55 individuals, 27.5% of the total sample. All this indicates the existence of a relationship between the affiliation to the club and the decision-taking purchase decision in favor of its sponsoring enterprise. We also tested the correlation coefficient of the variables and the results are as follows:

Table 8. Testing the correlation coefficient.

Do you support the USMA club?		value	Asymptotic ^a error standard	T Approximate ^b	Approximate significance
yes	Spearman correlation	,528	,61	,362	,002
	Number of valid observations	200			

Source: prepared by the researchers based on the SPSS program.

The table indicates that the correlation coefficient is 0.595, this means that there is a positive correlation between the two variables. So, the null hypothesis is not accepted.

H0: there is no statistical significant relationship between the affiliation to the club and the purchase decision-taking in favor of its sponsoring company.

And we accept the alternative hypothesis:

H1: there is a statistically significant relationship between the affiliation to the club and the purchase decision-taking in favor of its sponsoring company.

5. Conclusion

The purpose of this case study is to examine the role of

sport marketing in achieving marketing objectives through sport sponsorship wish represents the link between the enterprise and the target audience. The results show that Sports sponsorship affects the recognition of fans to the sponsoring enterprise, this is due to the constant contact with fans through the club. Also, we find that Sports sponsorship has a strong influence on building a positive mental image of the sponsoring enterprise, by reinforcing its relationship with the target audience. This issue is manifested in the second hypothesis, which proved that Djezzy sponsorship to USMA club contributed significantly forming a good image of the enterprise in the minds of fans. Finally, the results show that The relationship between Djezzy sponsorship to the USMA club and the buying decision is a positive one.

The recommendations of the study

Focusing on sponsoring a given club may impair the benefits of the enterprise especially in case of the deterioration of the performance of the club. Therefore, increasing the interest of sponsoring sporting events since it has a strong psychological impact on the fans is highly recommended. Finally, the effectiveness of marketing lies in the integration of its elements. Thus, we suggest the improvement of the network quality so that sports sponsorship can achieve its objectives without internal vulnerable handicaps.

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