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**SPORT MARKETING BARRIERS FROM MANAGERS AND EXPERTS  
PERSPECTIVE IN SPORT AND YOUTH OFFICE OF THE FARS PROVINCE**

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**ABSTRACT**

The purpose of this study was to identify barriers to sports marketing Administrators and experts from the General Directorate of Youth and Sport in the Fars province. The purpose of this research is applied to the data collected, is descriptive. Samples of the directors of the General Administration of Sports and Youth Fars Province (23) Person, Experts General Directorate of Youth and Sport Province (48) Person which are the subject of research are surrounded. That their number is about 71 people. Due to the limited number of sampling was used. 71 questionnaires were distributed to the finally, 71 questionnaires were returned. To measure and prioritize the constraints of standard questionnaires (Ghasemi, 2013) Contains personal information (position, age, education and work experience)

And the barriers to sports marketing questionnaire with 40 questions in five areas of economic and financial barriers, legal barriers, administrative barriers, structural barriers, environmental barriers were used. In this study, Cronbach's alpha reliability is achieved through the 0/79 respectively. Descriptive statistics for the classification of raw scores and inferential statistics, the chi-square test, U Mann-Whitney and Friedman test using spss software version 17 was used. The findings show that most corporate executives posts by BA and have a 20 to 30 year in the

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Fars province. The General Directorate of Youth and Sport of administrators and experts province obstacles and barriers to environmental management as a priority second priority, the third priority is economic and financial barriers, legal barriers fourth priority and structural barriers are the last priority. You can develop a platform for businesses as sponsors for marketing and sales promotion of products and services in the organization and administration of Physical Education, Marketing Committee, pursue privatization clubs athletic And courses and personal knowledge to enhance the knowledge of marketing and business managers and experts sports agency Fars province to the development and growth of the sport.

**Keywords: Sports Marketing Barriers, Economic Barriers, Structural Barriers, Legal Barriers, Environmental Barriers, Administrative Barriers**

## **INTRODUCTION**

In today's world of increased activity in the field of physical education and sport and promoting investment in this area increased demand for goods and services is the set of activities that make up the sports industry. Sports industry is the market of products and services such as sports, health, recreation, leisure, places and ideas to the customers. For success in the sports industry, sports marketing and its use is essential. In today's world, companies prefer financial support from the language of international sport, especially at the global and national sports are popular with viewers that move beyond the level of language and culture (Hosseini et al., 2012). Marketing are fundamental to the prosperity of a country's income. Primarily economic factors play a lot of money in a country that is one of the sports industries. The growing tendency of people to exercise

and to consume goods and services to the sports industry has experienced unprecedented exercise of income and plays a considerable role in the economy of countries. . Results showed a share of GDP sports industry's 1/1%, which is significantly lower than the global index. Sports marketing are a global industry Dramdsaz resulted in the acquisition of capital and income for sports organizations that are aligned with the broadcasting processes such as ticket sales, sponsorships and has found important (Moharramzadeh, 2003). Now it's a sports marketing is limited to low ticket sales contests, production and sale of sports goods Inadequate protection and cross-sponsors of some sports team sports industry with a driver such as major sporting events, take advantage of opportunities for advertising and media Provided that this would create a platform for

interaction between industry, business and sport. Organizations and companies because of problems such as lack of sufficient knowledge of the company, congestion advertising, the problem of access to customers and other market participants in the process have been interested in sports sponsorship. On the other hand, factors such as professional sports sector, increasing the cost of the event, the limited budget allocation and stressed the government's privatization, environment and platform for companies providing to support sports as a new solution to take into account the desired status (RamezaniNejad et al., 2011). In research conducted by Aghazadeh, (2008), QadiriMoghadam (2010) administrative barriers to non-use of force in its place, violation of meritocracy, not a comprehensive long-term planning by management, poor performance in attracting training and retention of human resources in marketing institutions, lack or shortage establish continuity as have external marketing communications. Nilson and Martin (2008), in his summing up of a series of Tasyzgar the failure to implement the marketing strategy, these factors were divided into four groups. The following groups of influence, including information barriers, obstacles decision, motivational and structural barriers

are obstacles. These researchers concluded that the theory of most researchers in the field of marketing implementation of structural factors such as (1) of (lack of marketing in the organization structure, problems related to poor communication and coordination between different departments) 2 includes (a lack of funds and adequate investment in marketing) - Environment (including lack of trust and confidence, the intermediaries and brokers, state ownership) 4. Management of (lack of knowledge in the field of marketing, lack of skilled managers in its place) as barriers to marketing companies and organizations have raised these theories has in common. However, sports-related organizations such as clubs, organizations, leagues, federations and marketing agencies have motives and goals of the company for the financial support of the sports industry to accurately identify their To provide a suitable environment to meet the goals and provide motivation. The researchers sought to answer the question of barriers to sports marketing and sports administrators and experts in Fars province is? Priorities and how important is it?

## **METHODS**

The purpose of this research are applied to the data collected, is descriptive.

## **Community sample**

A sample of the directors of the General Administration of Sports and Youth Fars Province (23 Person), Experts General Directorate of Youth and Sport Province (48 Person) that surrounds the subject up to the number of about 71 persons the total number of sampling was used for sampling.

### **Method Data collection**

In this study, field data collection, and according to the purpose of this study was to collect data Ghasemi standard questionnaire used in 1392 and the number of samples between managers and experts in the Office of Youth and Sports province were distributed.

### **Measuring instruments**

To measure and prioritize the constraints of standard questionnaires (**Ghasemi, 2013**) contains personal information (position, age, education and work experience), and sports marketing obstacles questions With 40 questions in five areas of economic and financial barriers (10 items), legal barriers (7 items), administrative barriers (7 items), structural barriers (6 items), environmental barriers (10 items) was used. Also in question is a Likert scale of five values from 1 (very low) to 5 (very much) was used. Ghasemi reliability by using Cronbach's alpha equal to 0/86 is obtained. In this study, Cronbach's

alpha reliability is achieved through the 0/79. Respectively.

### **Statistical methods**

Descriptive statistics for the classification of raw scores, design tables, frequency distribution and the distribution parameters such as mean and standard deviation And variance analysis of demographic characteristics and the mean response is used. Cronbach's alpha test, Kolmogorov-Smirnov test for the reliability of the questionnaire (KS) was used to evaluate the normal distribution of data. Inferential statistics, the chi-square test, Mann-Whitney U test was used Friedman. It should be noted that the analysis of the data was performed using spss software version 17.

## **RESULTS**

### **Inferential results**

1. Barriers to sports marketing management from the perspective of managers and experts from the Directorate General of Youth and Sports are the province?

### **Sports Marketing Barrier**

2. Barriers to sports marketing and management from the perspective of the General Directorate of Youth and Sport of Fars province are the experts?

**Table 1: Sample distribution by level of education**

Percent	Count	Categories	Component
21/1	15	Resource	Education
53/5	38	Expert	
22/6	16	Master degree	
2/8	2	Ph.D.	
100	71	Total	

**Table 2: Describes the administrative barriers**

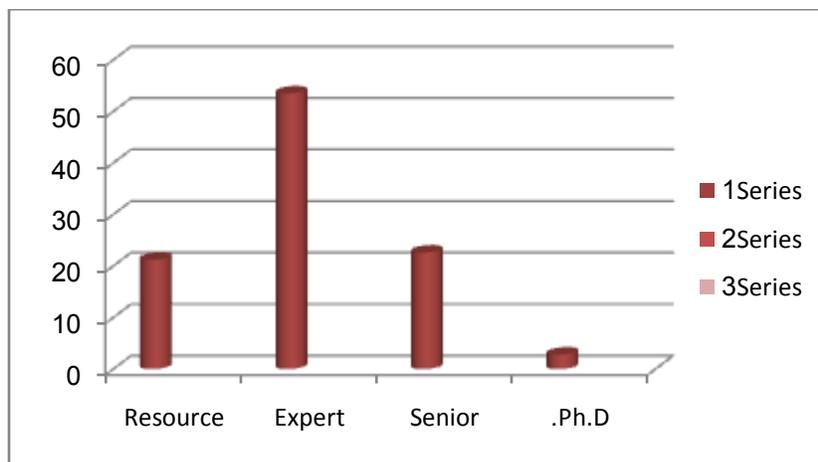
Standard deviation	Average	Items
1/02	4/04	Use a little creative thinking and expertise of business executives Vdramdzayy
0/95	4/01	Lack of knowledge and skills of staff sports organizations to implement marketing activities
0/92	3/95	Lack of top management support sports marketing
1/04	3/64	Low quality sports events and competitions
0/92	4/04	Lack of a comprehensive strategic plan for marketing the sport managers
0/92	4/13	The poor quality of the physical facilities and features a sports venue,
0/86	3/97	Lack of appropriate management practices to attract, retain and develop Fans
0/92	4/23	Instability of sports management at different levels of
0/90	4/14	Lack of hosting major sporting events
0/92	4/12	Low brand recognition and credibility of clubs and sports leagues
0/91	4/02	Administrative barriers

**Table 3: Friedman test for the prioritization of barriers sports marketing**

71	Count
49/81	Chi
5	Df
0/001	The P

**Table 4: Prioritize the barriers to sports marketing and sports management perspective**

Average rating	Items
3/83	Legal barriers
3/80	Structural barriers
4/04	Administrative barriers
4	Environmental barriers
3/86	Financial and economic barriers



**Figure 1: Distribution of samples according to the academic status**

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**DISCUSSION AND CONCLUSION**

The results of descriptive statistics, most managers work experience of 20 to 30 years, and only about 23.5% of managers are less than 30-35 years of service. Instability of sports management at different levels of the first obstacles that **Yazdani et al (2013)**, the analysis of barriers to physical protection companies (public and private) in sports marketing to the conclusion that Three factors were management - commercial, economic, social and environmental communication were the main barriers to support sports in North Khorasan. Lack of hosting major sporting events and the poor quality of the physical facilities and features a sports venue, one of the province. In the second and third block line of research by **Westerbeek H. M (2000)** "The effects of age and physical contact is the location: Improve specific aspects of football in Australia "and to investigate the relationship between the five elements related to location The sports complex is to improve services to clients as independent variables and demographic factors and age as independent variables was performed Based on the findings stadiums should have certain characteristics that make the audience feel at home and provides a comfortable place for them. Cooperative research results **Jeoung, Hak Lee (2000)** in

marketing strategies by analyzing consumer behavior Baseball and football fans and the factors influencing their presence indicated that In this study the factors that contribute to the presence of spectators in the stadium has a direct impact on the future of League football and baseball games they play. In addition, factors such as the price of the ticket, the attractiveness of the game, there are appropriate facilities resulted in a higher star players and spectators at the stadium. Research **Rattenet all (2011)** in the field of international sports marketing, sports marketing and a lack of coherence between the fields of international trade in both academic and professional perspectives studied Emphasis on entrepreneurship and the sport has. The study of these barriers is not part of their priorities. Attention to the activities of sports marketing has been a supporter supporters. This process does not happen unless you like buying a ticket for support, purchase goods with the logo of the club's most popular sports, stocks, clubs, sports agency Fars personal sponsors pay dues support towards the creation Sports facilities needed in places And safety standards in the construction and reconstruction of sports, sports Tsdy the problems of infrastructure development. Comparison and analysis of barriers in sports

marketing priorities in the province in order of preference 04/4 administrative barriers, environmental barriers 4, financial and economic barriers 86/3 legal barriers 83/3 and structural barriers 80/3 are the first to fifth. The cooperative research **Yazdani et al (2013)**, the analysis of barriers to physical protection companies (public and private) that were concluded in sports marketing advertising Mdyryty- three factors, socioeconomic and environmental communication major obstacles support sports in North Khorasan Bvdnd.ntayj judicious investigation, **Hosseini and Nasr Esfahani (2013)**. A study sponsored by private companies to prioritize barriers to the development of athletics on the basis of summing up the results of modern techniques using integration in sports marketing that economic barriers As priority is given to this line of research. Research Ghasemi's 2013 sports marketing barriers, primarily legal and structural barriers. Administrative barriers, environmental barriers and financial obstacles put in the next priority. Nevertheless, these results do not confirm the importance of marketing in order to develop various organizations have been in focus as practical. This outdoor sports business in the province has been neglected. However, the development of marketing in sports

organizations can significantly improve their performance will And contributes to community empowerment exercise, avoid wasting time and money by understanding the needs and desires of the audience, accountability and initiative, and thus more income for the sport in the province. Also in the sports department of the province efforts to present you in the club, private property, services, sports, transportation, ticket sales, advertising, sports fields, creating an athletic complex, In a series of sporting facilities, private investment and investment companies in the sports media in general can be said to be fundamental steps toward the development of sports marketing, you must first barriers against it Be considered. Such barriers can be used by policy makers and planners in the development of sports industry development strategies Marketing Sports and determine priorities that should be considered.

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