



Management of New Media in the Marketing of Sports Products

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ABSTRACT

The main goal of this research was to manage new media in the marketing of sports products in the country. The research method of content analysis is qualitative and practical in terms of purpose. The statistical population of the research includes people with experience in sports recovery management at different levels of sports. Experts and professors were knowledgeable in the marketing issues of the country and the officials of the marketing committee of the sports federations. The interviews continued in a purposeful and snowball manner and finally 21 people were interviewed. Finally, the data from the interviews were analyzed through three stages of open, central and selective coding. In the category of internet marketing in sports, the concepts obtained from these cases include: the lack of a specific trustee in sports internet marketing, Lack of managerial stability in the country's sports, lack of comprehensive and coherent laws and regulations, lack of internet marketing structure in sports, lack of correct application of internet marketing in the processes and functions of sports business, insisting on using traditional methods in sports business, state of sports, the recent economic crisis and the budget reduction of sports organizations, The inappropriateness of the role and importance of internet marketing in the sports industry, the lack of marketing experts in the country's sports, the lack of an evaluation system for internet marketing spaces in the country's sports, and the political conditions governing the government and consequently the country's sports.

KEYWORDS: Marketing, sports, Sports management, Social networks

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1. Introduction

New technology can be considered as a continuation of the previous technologies that provide arrays and modifications to human beings to improve life. In other words, the term new technology can be applied to the advances made and innovations presented in various fields of information technology. In today's world, technology is evolving at an increasing rate. To keep up with such a fast-paced trend, we need to identify the technology of the day and work on it. In this way, we were able to keep pace with the changes and developments around us and take advantage of the facilities before us (Vaziri et al. 2020). Many years have passed since the concept of marketing and its use. Few organizations today can be found that are unfamiliar with marketing concepts and do not care about customer acquisition. Marketing and its role in the promotion of enterprises and its impact on the development and economic growth of countries is not hidden from anyone. The Internet is one of the factors influencing marketing and ways to promote these activities in the current arena. The growth of the Internet has created opportunities for customers and companies that are in a global online market, and one of these opportunities is e-marketing. Due to the widespread use of the Internet and information technology, all organizations and industries need to use e-marketing in their business to maintain their competitive position. The development of new information and communication technologies has also provided opportunities for development and marketing in the field of educational and cultural products (for example, e-book sales). Marketing through new technology and information has various advantages, including: global market, efficiency compared to other marketing channels, new service opportunities based on Internet technology, time savings, cost savings, the possibility of establishing an interactive and continuous relationship with the customer, Ease of choice, the ability to use text and audio and moving images, providing a large amount of useful information, being informed of new opportunities, being up to date (Kim2012). In today's era, considering that the society's culture has moved towards using technological tools to meet its needs, it is necessary to change the attitude and perspective of sports managers in order to be formed and aligned with the changes in technology. The number of internet users in Iran shows the existence of high income generation potential(Kiani et al. 2022)

A potential that has formed more than half of those young people and those interested in this space. Internet marketing has become one of the main components of income generation in the world's sports, and all the famous clubs in the world use this suitable space for economic purposes. The lack of a specific trustee in the internet marketing of sports, the lack of management stability in the country's sports, the lack of comprehensive and coherent rules and regulations, the lack of will of the upstream sports organizations. To organize sports internet marketing, lack of internet marketing structure in sports, lack of economic policy in clubs and federations, lack of proper use of internet marketing in the processes and functions of sports business, insisting on using traditional methods in sports business, state of sports, lack of legal laws regarding copy right, The recent economic crisis and the budget reduction of sports organizations, the inappropriateness of the role and importance of Internet marketing in the sports industry, the lack of marketing experts in the country's sports, the lack of an evaluation system for Internet marketing spaces in the country's sports, and the political conditions and atmosphere governing the government and as a result The country's sports are one of the main obstacles to achieving this business in sports.

2. Method

The methodology of this article is the method of directional and summary content analysis. The use of directional content analysis is because sometimes the previous studies on a phenomenon are either

incomplete or need more description, in this case the qualitative researcher uses the method of content analysis with a directional approach. Summary content analysis aims to identify and quantify the factors extracted from the texts of the interviews, quantification begins in order to understand how the content or words are used and applied in the text, and it also tries to use this quantification to understand the words and discover the usage. They are used in texts. The application of summary content analysis technique in this article was started by searching for marketing management participation factors in the texts obtained from the interviews, by manual and computer method, and the frequency of words was determined and calculated. The statistical population of this research includes specialists and experts familiar with the topic of internet marketing and sports marketing and related issues and those involved in sports, which due to the difficulty of determining and defining it correctly, as well as identifying and estimating it to institutions such as those with a history of sports recovery management in Various levels of sports, experts and professors knowledgeable in the marketing issues of the country and officials of the marketing committee of sports federations were consulted and a preliminary list of people who have the above characteristics was prepared. The method of sampling in the basic theory method is different from the conventional methods in most other methods and corresponds to the goals and specific characteristics of this method. The title of theoretical sampling refers to this method of sampling for this reason, which is based on "concepts that have been proven to be theoretically related to the developing theory". Finally, although after conducting 21 interviews, we concluded that the new information is the repetition of the previous information, in order to increase the diversity and conceptual concentration of the theory, we conducted up to 30 interviews. As we know, the number of samples in grounded theory is not clear from the beginning and varies from 6 to 70 depending on the nature of the research.

3. Findings:

Internet marketing in this research included concepts that were obtained from the coded signs about the importance of the main phenomenon under investigation and the necessity of Internet marketing in sports. In the table below, the results of the axial coding regarding internal evaluation in sports are stated.

Table 1:- Findings from axial coding about internet marketing

1. The absence of a specific trustee in internet sports marketing
2. Lack of managerial stability in the country's sports
3. Lack of comprehensive and consistent rules and regulations
4. Lack of will of upstream sports organizations to organize internet marketing of sports
5. Lack of internet marketing structure in sports
6. Lack of economic policy in clubs and federations
7. Failure to properly apply internet marketing in sports business processes and functions
8. Insisting on using traditional methods in sports business
9. Statehood of sports
10. Lack of copyright laws
11. The recent economic crisis and budget cuts for sports organizations
12. Improper role and importance of internet marketing in the sports industry
13. Lack of marketing specialist in the country's sports
14. Absence of evaluation system of internet marketing spaces in sports of the country
15. The political conditions and atmosphere governing the government and consequently the sports of the country

As can be seen in the table above, the concepts obtained from the coding of signs included 15 items.

Figure-1: Internet marketing model affecting managerial factors of Internet marketing

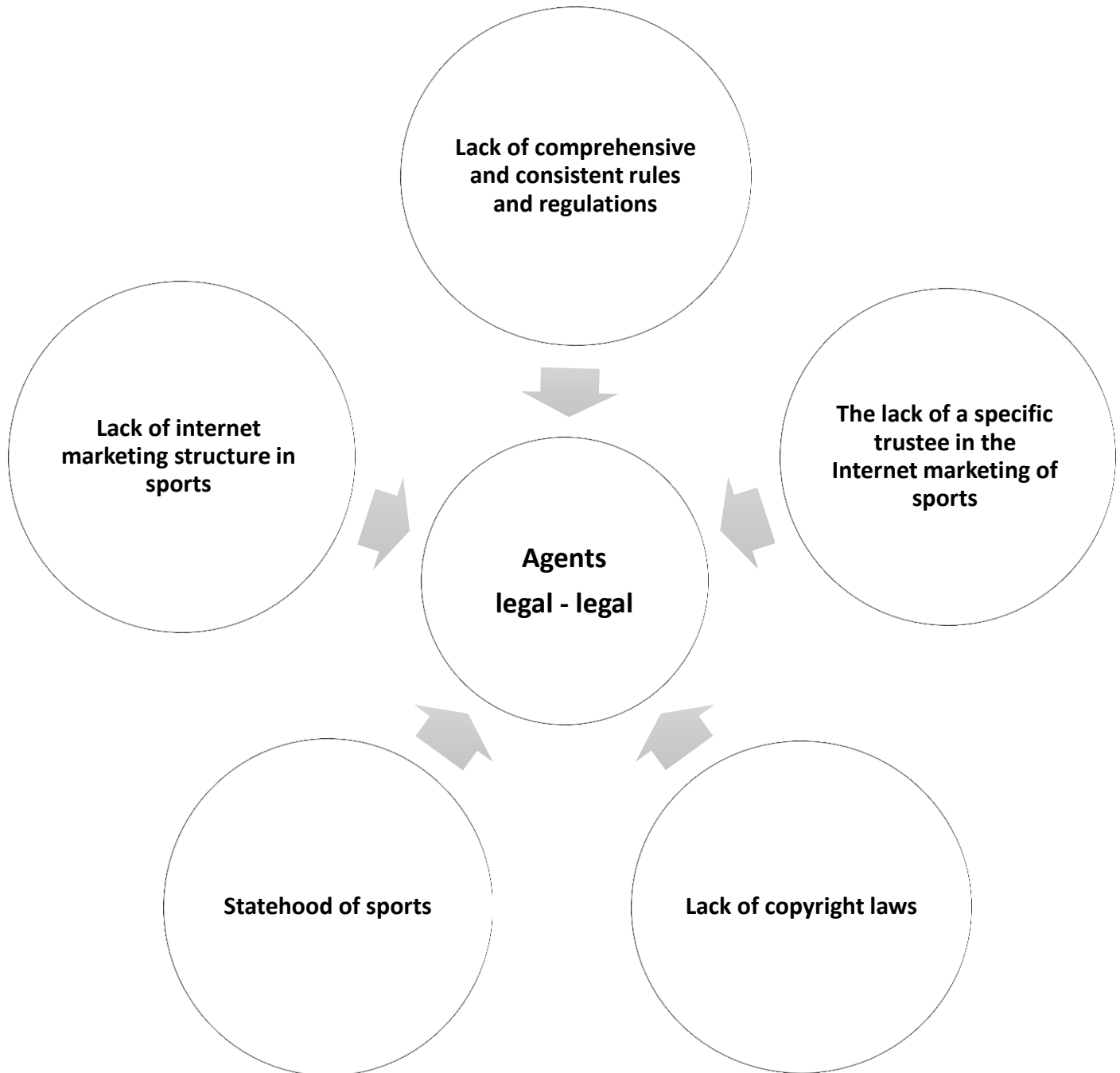


Figure 2: Internet marketing model affecting the legal factors of Internet marketing in sports

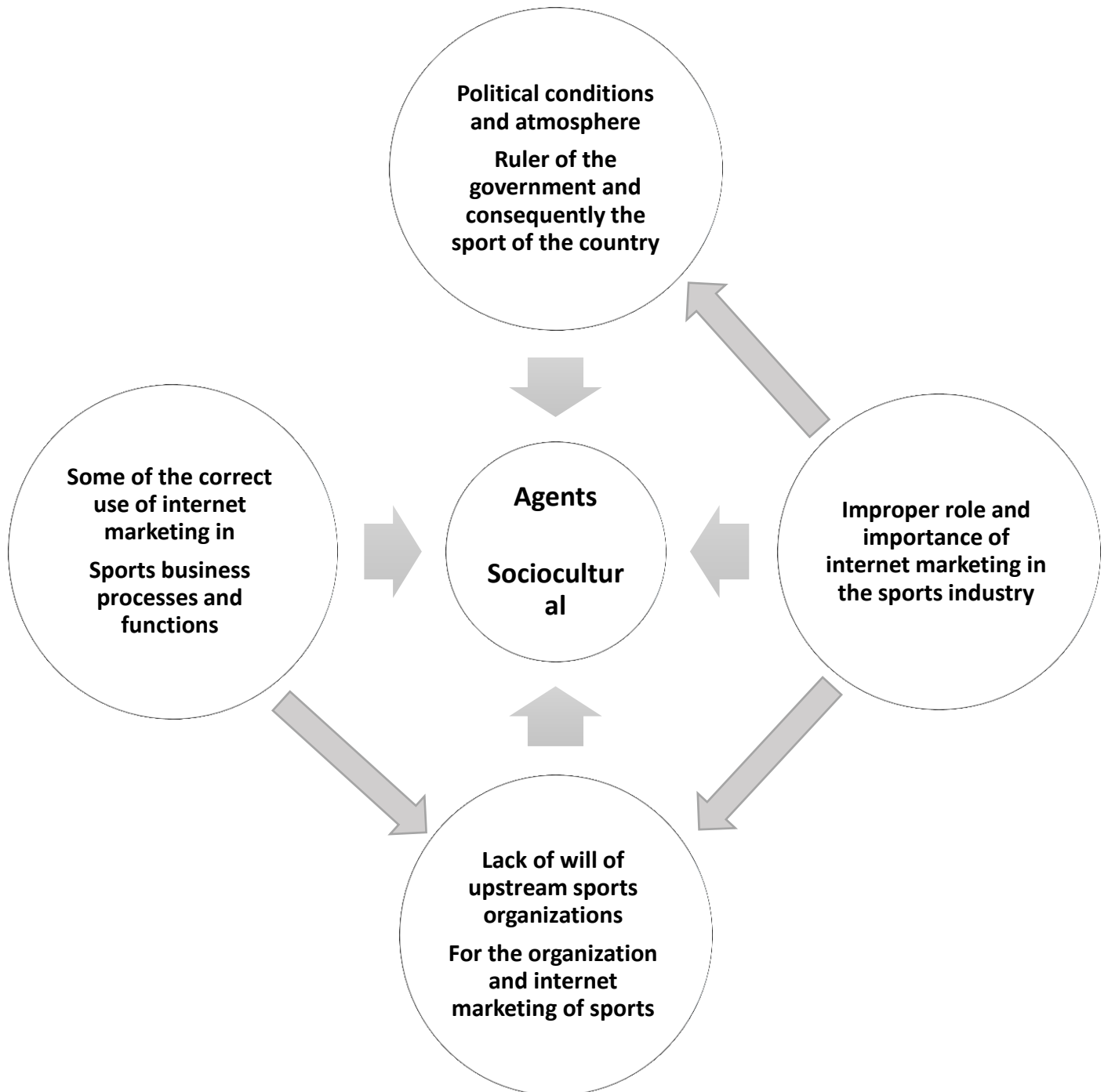
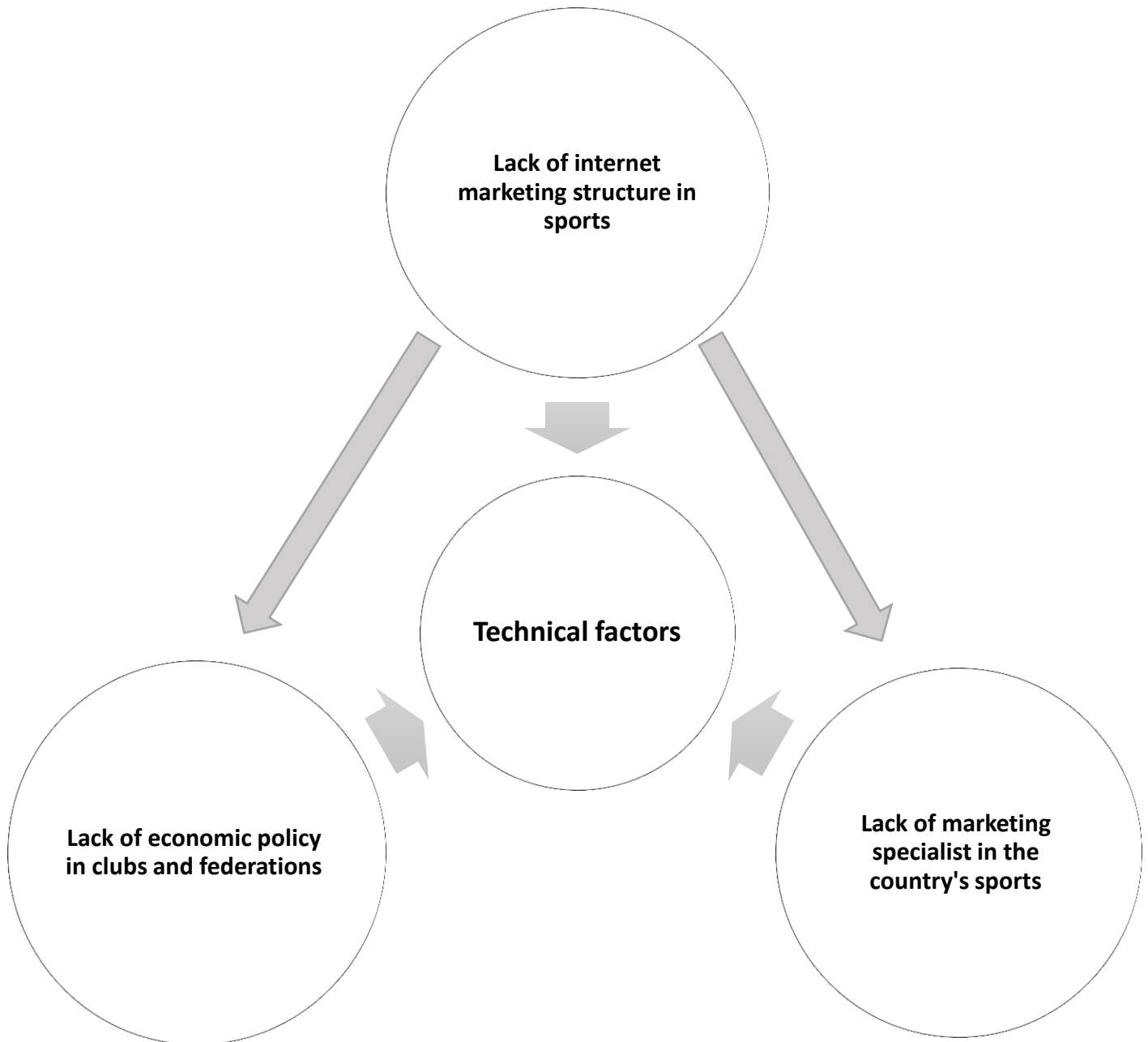


Figure-3: Internet marketing model affecting socio-cultural factors of Internet marketing in sports



4. Discussion and conclusion:

Information and communication technology, which is expanding rapidly, is not independent of culture. Therefore, the socio-cultural characteristics of the society can have an effect on the marketing techniques in the media space. Today, inappropriate culture has become more visible in cyberspace. Cases such as defamation, strong suspicion, involvement in issues other than sports, etc. are clear examples of the low culture of sports users in cyberspace. This may be due to the non-native nature of most social media, because unfortunately, like other new technologies, the culture of using it has not been explained to many people in the society, especially the sports community.

The subject of the current research was internal evaluation in sports, which includes conditions that affect the central category and included the following:

1. The absence of a specific trustee in internet sports marketing
2. Lack of managerial stability in the country's sports
3. Lack of comprehensive and consistent rules and regulations
4. Lack of will of upstream sports organizations to organize internet marketing of sports
5. Lack of internet marketing structure in sports
6. Lack of economic policy in clubs and federations
7. Failure to properly apply internet marketing in sports business processes and functions
8. Insisting on using traditional methods in sports business
9. Statehood of sports
10. Lack of copyright laws
11. The recent economic crisis and the budget reduction of sports organizations
12. Improper role and importance of internet marketing in the sports industry
13. Lack of marketing specialist in the country's sports
14. Absence of evaluation system of internet marketing spaces in sports of the country
15. The political conditions and atmosphere governing the government and consequently the sports of the country

Many of the above cases show the weakness of Internet marketing in the country's sports. The absence of a clear guardian of Internet marketing in sports will cause confusion for sports clubs and federations regarding the start of this activity in this field. When there is no specific guardian, proper monitoring is not done, false spaces for marketing are created which can be very dangerous. The lack of comprehensive and consistent rules and regulations is another issue in internet marketing that will be very effective in this regard. In order to institutionalize any business, the existence of related laws and regulations will be among the essential needs. However, the importance of this case was confirmed in previous researches. In their research, Lotfi et al. (2015) did not consider legal and regulatory barriers to be effective in the implementation of internet marketing of sports goods, and it is inconsistent with these results. Rezaei et al. (2013) mentioned legal obstacles in their findings. In this research, which was conducted on

companies producing sports equipment and supplies, it was determined. Therefore, in a general view, it seems that the lack of comprehensive and general laws and regulations, it must be said that the discussion of laws and regulations in marketing has not been worked out and is not in a good condition now. This threatens marketing. In the research of Rahimizadeh et al. (2014), who examined the challenges of e-commerce development in the sports industry, legal challenges were pointed out, which are in line with these results.

But what is evident is the lack of internet marketing structure in the country's sports. If there is no specific structure in the sports of the country, it is not possible to do great work in this space. The structure is defining and guiding in affairs. Due to the lack of such a structure in sports, clubs and federations have started activities in the field of internet marketing, and many of these activities have been stopped without being profitable, one of the most important reasons is the lack of a structure to shape these activities and make them lead to profitability. Manian et al. (2014) mentioned the importance of Internet marketing strategies in their research, which is aligned with this component. According to the macro policies in the clubs, income generation is one of the most important policies, but according to the results, it is pointed out the lack of economic policies in the clubs and federations. This shows that clubs and federations do not have a formal plan for marketing and income generation, and all their economic activities are temporary and dependent on time. That is, the manager of a federation with the club is looking for sponsorship and income generation through the connections he has with other institutions, and he works in this way for one of the most important organs of his institution, which is income generation. Basically, policy-making in any matter makes the goal and the ways to reach it clear. If the share of internet marketing is determined in the economic policy of clubs and federations, even though this share is very small, it is useful, because this share will increase over time and with the advancement of technology. With a glance at the status of sports clubs and federations, we can conclude that this policy is done It can't be done and even the managers have not tried to create it, which of course they need expert groups in this field to do it.

According to the existing conditions, one of the problems is the traditional behavior in earning money. It means that our sports managers are still connected to the traditional methods of income generation and marketing. Managers in sports organizations tend to go towards traditional methods that have quick results and immediate income generation, and are oblivious to new methods and new tools for marketing. Baena (2018) stated in a part of his results that the sports managers of Real Madrid have gone from traditional models of income generation to online and mobile phone marketing methods and have gained a lot of profit in this matter.

Being in the state and the dependence of sports on government resources has made managers think less about making money. Most of the managers in the country's sports are cost managers, and one of the reasons for that is the state of sports in the country. In public sector, it is important to be and how to be is not so important. Government thinking prevents the creation of innovative and entrepreneurial thinking. During the last few years, it has been observed that organizations that have given all or part of their activities to the private sector have been very successful in the process of generating income.

What should be pointed out is the inappropriateness of the role and importance of internet marketing in the sports industry. In the sports community, the importance of this business is not yet well defined. Although occasional moves have been made in this business, some of these moves have been very successful, but they have not been organized and planned. Manian and Ronagi (2014) stated in their research that the codes of marketing strategies, internet and internet marketing, business strategies and online consumer behavior have the highest coefficient of importance, which shows the importance of this

business. Also, the use of expert forces in sports organizations has always been confirmed by researches. The lack of marketing specialist force in the sports of the country is one of the cases of internet marketing that has been effective on the research phenomenon. Cultivating young and creative force in the field of sports marketing is very important for the sport of the country. One of the uses of these forces is to monitor sports clubs and federations. A number of sports clubs and federations use marketing forces But these forces are not organized and most of their activities are done in the form of relationships. With an example of successful clubs in the world in terms of marketing, it can be seen that the activity of these people in their organization is completely planned and purposeful and they use almost similar programs in sports marketing. That is, in our country's sports, we don't need very specific programs and activities, we need forces that can activate these spaces and earn money from them.

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ETHICAL CONSIDERATION

Authenticity of the texts, honesty and fidelity has been observed.

CONFLICT OF INTEREST

Author/s confirmed no conflict of interest.