

## **E-marketing requirements in the specialized centers for sports medicine at the Ministry of Youth and Sports**

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### **Research introduction**

The recent years have witnessed tremendous developments that have posed huge challenges to marketing at the beginning of the new millennium, perhaps the most prominent of which are technological developments, whether at the level of markets, production arts, or means of customer communication(1: 33 )

Sports marketing have become an important element in the success of any sports organization, organization or body during the last three decades. And scientific, technical and administrative rules. Abdel-Fattah El-Sherbiny and Ahmed Abdel-Latif (1994) indicate the need to pay attention to marketing for the success of any organization by achieving its goals, and this success is closely related to the effectiveness of the performance of marketing activities. Sports bodies in particular need to identify the various ways of using the Internet to reap the competitive advantages of these bodies and study each of the beneficiaries' branches in order to clearly understand and comprehend the competitive power of the Internet (2:213 )

Sports medicine is a branch of medical specialties, concerned with athletes in particular, not only in terms of treating injuries and good rehabilitation, but also includes nutrition, periodic medical examinations, education and physiological tests in addition to conducting various medical research, which aims to develop sports performance and prevent injuries.

E-marketing is not very different from traditional marketing and the difference between the two fields

Traditional and electronic) lies in the form and method in which the implementation process is carried out, e-marketing is the method by which publishing and distribution operations are implemented on the Internet, and these are the mechanisms that distinguish e-marketing from

traditional marketing, through the use of search engines, for example, in the process of advertising Websites and promoting them or using electronic messaging techniques to gain more customers and introduce the product or service to another approved method\* known in the world of e-marketing. (1)

As e-marketing has become one of the necessities of life in our society today, hundreds of millions of users connect to the Internet daily from all over the world, and from this point of view it is possible to take advantage of that opportunity and turn the Internet into an open market with a diverse audience to promote various goods and services, and achieve high profitability behind it. (1)

### **Second: the research problem**

Specialized sports medicine centers need to take advantage of the advantages of the Internet in managing these centers, especially with regard to marketing the services of these centers, which helps to increase the number of beneficiaries and increase the income of these centers. Therefore, we find that electronic marketing is one of the most important main activities that contribute to achieving these goals

The problem becomes clear through the work of the researcher at the Ministry of Youth and Sports. She noticed the absence of a sub-department of e-marketing of all kinds within the specialized centers for sports medicine, despite the tremendous development of technology in recent years, this technology has not been used in the services of specialized sports medicine centers.

This prompted the researcher to determine the current status of e-marketing requirements for sports medicine centers and units, and to identify the reality of e-marketing requirements for sports medicine specialized centers of the Ministry of Youth and Sports.

### **Third: The importance of research**

The study prepares its importance from the importance of the topic it deals with, which is the reality of the requirements of e-marketing in the specialized centers of sports medicine and the amount of return that can be achieved on the specialized centers of sports medicine after identifying those requirements to provide new forms and channels to promote sports medicine services in sports medicine centers and units

### **Fourth: Research Objective**

The research aims to identify the requirements of e-marketing in the specialized centers for sports medicine of the Ministry of Youth and Sports.

**Fifth: Research Questions:**

The research answers the following questions:

- What are the e-marketing requirements for the specialized sports medicine centers of the Ministry of Youth and Sports?

**Sixth: search terms****E-Marketing:**

It is a commercial transaction based on the interaction of the parties to the exchange electronically instead of direct physical contact, or it is the process of buying and selling goods and services over the Internet. (5:3)

**Sports medicine:-**

Everything related to the health and fitness of the athlete (6:3)

**The Ministry of Youth and Sports :**

is the ministry responsible for everything related to the youth category in Egypt, including planning and organizing.(3)

**Search procedures:****-Research Methodology**

The researcher used the descriptive method in the survey and analytical method, which is the most appropriate method for the nature of this research, its variables, and the achievement of its objectives.

**research community-**

The research community included a number of (306) employees from the administrative and technical cadres and the sports medicine specialists who are treated in the specialized centers of sports medicine and their affiliated departments in the various governorates of the Arab Republic of Egypt

**The research sample -**

The sample of the research was selected randomly and consisted of (133) administrative and technical cadres and sports therapists specialists (injury and rehabilitation specialists and physiological and physical measurements) i.e. 43.5% of the research community divided into:

**First: the basic research sample:**

The basic research sample was chosen randomly from the research community, which included (113) administrative and technical cadres and sports specialists treated in specialized centers for sports medicine

**Second, the survey sample:**

It was randomly selected from the research community and outside the basic sample, as it included (02) administrative and technical cadres

and sports specialists treating (trauma and rehabilitation specialists, physiological and physical measurements) working in specialized sports medicine centers.

Table shows the quantitative description of the population and the two main and exploratory research samples

**Table**  
**Quantitative characterization of the population and the basic and exploratory research samples.**

No	Centers the sample	Specialized centers for sports medicine	
		Number of centers	Number of employees
1	reconnaissance sample	2	20
2	basic sample	15	113
Total		18	133

### **Data collection tools:**

#### **A- Personal interview:**

The researcher conducted an interview with experts from the faculty members of the faculties of physical education, and those in charge of the central administration of sports medicine at the Ministry of Youth and Sports, and some officials and workers of the specialized centers of sports medicine, in order to lay down the main axes of borrowing the questionnaire, tables (2)

#### **b- Documents and records:**

The researcher reviewed the references and reference studies, both Arab and foreign, related to the subject of the study, and the extent of benefit. Including collecting data and information related to the study and the reality of electronic marketing in specialized centers for sports medicine.

### **Questionnaire:**

A questionnaire form was designed for the reality of e-marketing requirements in the specialized centers for sports medicine.

### **The survey:**

For the safety of the procedures for building the questionnaire on a sample of the research community and outside the basic sample, it consists of (0 2(

Among the administrative and technical cadres and sports specialists treated in the specialized centers of sports medicine, during the period From 10/1/2022 to 20/1/2022 in order to identify the suitability of the form for application to that sample, through the procedures of scientific transactions for it.

The researcher calculated the scientific parameters of the questionnaire as follows:

**First: Calculation of honesty:**

a) The validity of the content (content) by the arbitrators( Where the questionnaire was presented as previously in the steps of building on the experts (arbitrators) in the field of sports management to calculate the validity of the content (content) by expressing an opinion on the appropriateness of the axes and phrases of the questionnaire for the requirements of electronic marketing in the specialized centers of sports medicine of the Ministry Youth and sports

**B) The validity of the internal consistency**

To calculate the validity of the internal consistency of the questionnaire, the researcher applied it to a sample of (03) workers in the sports medicine centers in Nasr City and Tanta branches from the research community and from outside the basic sample. Between the degree of each dimension and the total score of the axis to which it belongs, as well as the correlation coefficients between the score of each axis and the total score of the questionnaire. Tables (1-2-3) show the result, respectively.

Correlation coefficient between the degree of each phrase and the total score for each axis of the e-marketing questionnaire in the specialized centers of sports medicine .  $n = 20$

**Table (1)**

The requirements of e-marketing in specialized centers for sports medicine..	
No	correlation factor
1	0.321
2	0.552
3	0.445
4	0.654
5	0.400
6	0.359
7	0.659
8	5.84
9	0.620
10	0.594
11	0.425
12	0.351
13	0.466
14	0.520
15	0.548

**(R) tabular value at the level (0.05) = 0.308**

**It is evident from Table (1) that**

The values of the correlation coefficients between the axes, dimensions and phrases of the e-marketing questionnaire in the specialized centers for sports medicine of the Ministry of Youth and Sports ranged between (0.321 - 0.654), and all of them are statistically significant at the level (0.05), and thus no phrase was deleted so that the number of questionnaire phrases (15) phrases, including Indicates that the questionnaire has an acceptable degree of validity.

**Table (2)**

**Correlation coefficients between the degree of the axis and the total score of the electronic marketing questionnaire in the specialized centers of sports medicine**  
**n = 20**

No	The main axes	correlation coefficient
1	E-marketing requirements in specialized sports medicine centers	0.739

**The tabular value of "R" at the level (0.05) = 0.739**

**It is evident from Table (2) that:-**

The correlation coefficients between the degree of each axis and the total score of the questionnaire ranged between (0.321 - 0.654), which are statistically significant correlation coefficients.

It is clear from tables 1.2 that the terms and axes of the e-marketing questionnaire in the specialized centers for sports medicine are characterized by an acceptable degree of validity

**Second: Calculation of stability:**

To calculate the stability of the e-marketing questionnaire form in the specialized centers of sports medicine, the researcher used the Alpha Cronbach coefficient by applying it to a sample of (20) workers in the sports medicine centers in Nasr City and Tanta sub-centers from the research community and from outside the basic sample, and the following table shows that

**Table (3)**

**Evaluate Cranach's Alpha Coefficient for the E-Marketing Questionnaire Form in Sports Medicine Specialized Centers**

**n = 20**

No	The main axes	Dimensions	Alpha coefficient value	Alpha value
1	The requirements of electronic marketing in specialized centers for sports medicine		0.700	

**He tabular value of "R" at the level (0.05) - 0.308**

**It is clear from the following table (3) :(**

The alpha coefficients of the e-marketing questionnaire in the specialized centers for sports medicine ranged from 0.700 and the total alpha value (896. 0), which are statistically significant coefficients, which indicates that the questionnaire has an acceptable stability coefficient. The researcher wrote the questionnaire in its final form after calculating the scientific transactions in preparation for the application of the questionnaire to the sample the basic.

-The final image of the e-marketing questionnaire in the specialized centers for sports medicine:

The researcher wrote the questionnaire in its final form after calculating the scientific transactions in preparation for the application of the questionnaire to the basic sample, Annex No. (4)

**basic study-**

The researcher applied the e-marketing questionnaire form in the specialized centers for sports medicine under research on the basic sample consisting of (113) workers, during the period from 30/1/2022 until 15/3/2022, and the application was done electronically in preparation for statistical treatment Spss

**Estimated scale used:**

The researcher adopted a triple scale of assessment according to the experts' opinions, which is (agree), and she gets 3 marks (to some extent), 2 points, (disagrees) and she gets 1 degree for the phrases, thus making the questionnaire valid for application. Statistical manipulations After collecting and tabulating the data, it was processed statistically. To calculate the results of the research, the researcher used the following statistical methods:

-Percentages

Correlation coefficient-

Cronbach's alpha coefficient-

Estimated degree-

relative weight-

-Repetitions

**Presentation and discussion of the results:**

In order to achieve the goal of the research and to answer its questions and within the limits of the data reached by the researcher through the method used and the research sample and the tools of data collection and statistical analysis used, the researcher presents the research questions and discusses them

The researcher adopted the relative weight of the responses of the research sample 80% or more to accept the statements that indicate or give an indication that the reality of the importance of electronic marketing in the specialized centers for sports medicine of the Ministry of Youth and Sports with its various axes and dimensions is achieved at a high degree and from (60 to less than 80%) an indicator of achieving it at a medium degree , and less than 60% indicators to achieve a small degree Presentation and discussion of the results of the reality of e-marketing requirements in the specialized centers of sports medicine.

Schedule ( - )

Frequencies, estimated degree, relative weight, and arrangement of the responses of the research sample on the third axis (the reality of e-marketing requirements in specialized centers for sports medicine)

n = 113( As one of the workers in sports medicine centers, I see that the requirements of e- marketing are:

No	ferries	Accept		to a certain extent		Refuse		Estimated degree	relative weight	arrangement
		Total	%	Total	%	Total	%			
1	Determine the objectives required from the website to cover the needs of the beneficiaries	104	92	8	7	1	1	329	97.0	3
2	Develop a list of the contents of the site according to the wishes of the beneficiaries and modify it if necessary	101	86.4	12	10.6	-	-	327	96.4	8
3	Determine the budget for the costs of the site information server, such as maintenance, updating, etc.	99	87.6	11	9.7	3	2.7	322	94.9	13
4	The use of digital technology such as search engines, social networking sites, e-mail..etc.	97	85.8	16	14.2	-	-	323	95.2	11
5	Measuring the number of visits, views and interactions, and conducting continuous evaluations to improve the level of service	103	91.2	10	8.8	-	-	329	97.0	3
6	Training and preparing specialized human cadres in the center for Samel with the website easily and conveniently	106	93.8	4	3.8	2	2.4	329	97.0	3
7	Providing modern computers to suit Application. Programs needed for marketing	103	91.2	9	8	2	1.8	329	97.0	3
8	Establishing a special unit that manages and plans the center's e-marketing process	106	93.8	7	6.2	-	-	332	97.9	2
9	Providing security systems for the center's information on its website	99	87.6	12	10.6	2	1.7	323	95.2	11
10	Follow the laws and regulations regulating e-business to maintain the center's website	86	76.1	18	15.9	9	8	303	89.3	15
11	Recognizing the suggestions and complaints received on the center's website and dealing with them effectively	105	92.9	6	5.1	2	2	329	97.0	3

12	Ensuring that the beneficiaries gain confidence and feel confident and secure in dealing with the center's website	108	95.6	5	4.4	--	-	332	98.5	1
13	The use of offices specialized in pricing medical and sports services provided by the center	101	89.4	6	5.3	6	5.3	327	96.4	8
14	Displaying the center's services on the website in more than one language, beside Arabic	91	80.5	17	15	5	4.5	312	92.0	14
15	Holding meetings with directors of sports bodies and companies to introduce the center's services and ways to develop them	100	88.5	12	10.6	1	0.9	325	95.8	10
The total degree of the axis								4873	95.7	2

The sample responses varied on the expressions of the third axis (the reality of e-marketing requirements in specialized centers for sports medicine), as the relative weight of the responses ranged between (89.3% to 98.3%) for phrase No. (13) And phrase no. (12)

As for the relative weight of the responses of the research sample on the axis phrases as a whole (95.3%), which indicates the availability of?

The requirements of e-marketing in specialized centers for sports medicine are high.

The researcher believes that phrase no. (12) Ranked first with a relative weight of (98.5%), which states (the keenness to gain the trust of the beneficiaries and their sense of confidence and security in dealing with the center's website), is due to the fact that the beneficiary's satisfaction with the provided electronic service comes in dependence. of confidence in dealing through the center's website.

This result is consistent with the result of a study by France and Christian (2005), whose results found that the trends most related to customer satisfaction via the Internet are privacy, adequacy, trust and safety, and the suitability of the service or product to the needs of customers and beneficiaries.

This result also agrees with the result of the study of Lichtenauer (2005), whose results concluded that one of the strategic objectives of the club's web pages is to develop and stimulate the members' sense of belonging and connection with the club

The researcher believes that phrase No. (8) ranked second with a relative weight of (97.9%), which states (the creation of a special unit that manages and plans the electronic marketing process for the center.) This is due to the fact that the more tasks are identified in a unit specific to the marketing process, the more it can achieve the desired goals. Including,

especially if those in charge of it are specialists and experienced in the field of marketing

This result differs with the result of a study - Qadeeda Abdel Qader (2019)(), which concluded that there is no sports marketing department and sports marketing specialists.

This result also differs with the result of the study - Sherine Jalal Shehata (2011) (), whose results concluded that there is no independent management of marketing and e-marketing within the water sports federations that allows for the existence of marketing planning and control in an integrated way

This result also differs with the result of a study - Sherif El-Sayed Ibrahim (2010) (), whose results concluded that there is no unit specialized in sports marketing

The researcher believes that the phrases numbers (1-5-6-7-11) ranked third with a relative weight of (97.0%), which states (determining the objectives required from the website to cover the needs of the beneficiaries), (measuring the number of visits, views, interactions, and conducting Continuous evaluations to improve the level of service) (training and preparing specialized human cadres in the center to deal with the website easily and smoothly), (providing modern computers that are compatible with the application of the necessary programs for marketing), (recognizing the suggestions and complaints received on the center's website and dealing with them effectively) Respectively, this is due to the fact that defining the goal of creating the website, which is primarily to meet the needs of the beneficiaries, and that those responsible for it be trained and qualified specialists, is the basis for the success of the online marketing work, and follow-up on that by counting the number of visitors and viewers of the site and identifying proposals and complaints on an ongoing basis. It ensures upgrading the level of service provided by the site, and this also requires the use of modern computers for the overall success of the system.

This agrees. The result is with the result of the study of Angle K Bob) (), whose results concluded that one of the components of an effective marketing strategy (determining the goal with accuracy and technological quality in communications and public relations) and this result differs with the result of the study - Sharif El-Sayed Ibrahim (2010) () whose results reached to The absence of qualified and specialized cadres in developing marketing plans for the sports product

The researcher also considers that statement No. (3) ranked thirteenth with a relative weight of (94.9%), which states (determining the budget for the costs of the site information server, such as maintenance, updating, etc.) is due to the fact that if financial allocations are available

for any project, there is no problem Impeding the movement of work and achieving its goals from the beginning.

This result is consistent with the result of the study - Mahmoud Ahmed Kamel (2017) (), which concluded that there is a marketing budget that depends on the annual revenues of the club

This result differs with the result of the study - Ahmed Ahmed Zahran (2012) (), which found weak financial allocations in the budget and the absence of information transparency and availability for employees at all administrative levels

The researcher also sees that the phrase No. (14) ranked the fourteenth before the last with a relative weight of (92.0%), which states (displaying the center's services on the website in more than one language beside the Arabic language) due to the center's desire to be a window On all Arab countries, whether or not, and the ease of obtaining services from anywhere.

This result is consistent with the results of the study of Saad Shalabi and Abdul Latif Bukhari (2008) (), which concluded that designing websites in more than one language guarantees sports clubs contact with the global market

The researcher also believes that phrase no. (10) got the fifteenth and last rank with a relative weight of (89.3%), which states (following the laws and legislation regulating electronic business to maintain the website of the center) is due to the center's keenness to secure information on the site and this requires that Follow the laws regulating e-business.

This result differs with the result of the study of Ahmed Ahmed Zahran (2012)(), whose results concluded that there is no legal framework to ensure the confidentiality and security of information, in addition to the fact that there is no law for documenting electronically documents, and also the law on electronic signature has not been activated.

Thus, the third question has been answered, which states (What is the reality of e-marketing requirements in specialized sports medicine centers?)(

From the table (——, —, —) came the total relative weight of the questionnaire as a whole (95.1%), and this indicates that the reality of electronic marketing in the specialized centers for sports medicine of the Ministry of Youth and Sports with its various axes and dimensions is achieved at a high degree

The researcher attributed this to the fact that e-marketing is an effective way to achieve. The strategic objectives of the specialized centers for sports medicine and the provision of services through promotional methods to attract beneficiaries

This result is in agreement with the result of Konstantions Koronios (2017) study, which concluded that online marketing has many interactive features to enhance user interest and commitment to European basketball clubs

This result is also consistent with the result of the study of Mahmoud Ahmed Kamel (2017) (), the results of which concluded that marketing is used

E-sports in clubs as one of the most important means that are used in the scope of marketing the club.

This result differs with the result of a study - Qadeeda Abdel Qader (2019)() whose results concluded that e-marketing methods were not exploited by sports federations.

-This result also differs with the result of a study - Mohamed Ezzat Ahmed (2013) (), whose results concluded that there is no e-marketing in sports clubs in the Arab Republic of Egypt-

Thus, the research question has been answered, which states, “What are the reality of the requirements of e-marketing in the specialized centers of sports medicine ?

### Conclusions

1. In light of the research objective, its questions, statistical treatments and results of the research, the researcher reached the following conclusions:
2. The quality of information related to the use of interactive media for female students of the Faculty of Physical Education for Girls was achieved at a medium degree, and it is represented in:
3. The satisfaction of the beneficiaries of the electronic services helps to gain the trust of the beneficiaries and their sense of confidence and security in dealing with the website of the center
4. Establishing a special unit that manages and plans the electronic marketing process for the center helps to achieve the desired goals, especially if those in charge of it are specialists and experienced in the field of marketing
5. Training and preparing specialized human cadres in the center to deal with the website easily and smoothly
6. Modern computers are available that are compatible with the application of the necessary marketing programs to achieve the desired goals
7. Providing all material and human capabilities in the centers to carry out e-marketing tasks to the fullest
8. Providing the basic requirements and infrastructure of devices and equipment in the centers to provide e-marketing services
9. Paying attention to the suggestions and complaints received on the center's website and dealing with them effectively to achieve the goal of
10. Create the website.
11. Determining the budget for the costs of the site information server, including maintenance, updating, and others, as if provisions are available
12. There is no problem that hinders the movement of work and the achievement of its objectives from the beginning.
13. Presenting the center's services on the website in more than one language, beside Arabic, as this helps
14. The center is to be a window to all Arab or foreign countries and to facilitate access to services from anywhere.
15. Follow the laws and legislations regulating electronic business to maintain the website of the center, which helps to secure the information on the site.

### Recommendations

1. In light of the objectives of the research and its questions and within the limits of the research community and the selected sample, and through the results of the research, it is recommended the researcher is as follows:-
2. Providing all material and human capabilities in sports medicine centers to carry out e-marketing tasks to the fullest..
3. Providing the basic requirements and infrastructure of devices \* and equipment in sports medicine centers, which helps in providing the e-marketing service to the fullest
4. The necessity of following the laws and regulations governing electronic business to maintain the website
5. Paying attention to the suggestions and complaints received on the center's website and dealing with them effectively to achieve the goal of creating the website.
6. The necessity of providing databases and marketing information to help customers meet their needs
7. Holding training courses aimed at creating a generation of individuals specialized in the field of marketing who are familiar with how to create information bases and design websites for marketing in sports medicine centers.
8. The necessity of amending legal regulations and legislation and setting up legislation that encourages marketing in sports medicine centers.

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