



Original Article

The Role of Sports Marketing with a Focus on (ROI) in Promoting Fencing in the Arab Republic of Egypt

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Abstract

(ROI) is an effective measurement tool if it is used to measure investment for short periods not exceeding a year and is not as effective when used to measure long-term investments, so it can be placed as a measurement tool in investment operational plans. The study attempts to identify the role of sports marketing by using (ROI) in increasing the popularity of fencing in Egypt. This study diagnose the lackage of marketing fencing in Egypt by measuring the effectiveness of these marketing campaigns by using return on investment (ROI). The results show that The phrases ranged from (12) phrases with saturations indicative of the axis (marketing strategies using (ROI)) in the sports marketing questionnaire Sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt) and numbered (12) phrases, where the saturation values ranged between (0.53: 0.78), and the total squares of their saturations on this factor is (8.19), and the percentage of factor variation is (15,04%).

Keywords: ROI, Fencing, Marketing

Introduction

Marketing in its general form is one of the main important functions of all economic, social, service, sports or other establishments, this function has evolved over the past ten years until it reached the integrated marketing concept, which includes a number of activities and sub-functions, which must be taken care of and coordinated among themselves according to the nature of the facility and the nature of what it offers and the nature of the targeted market , Interest has recently increased in the study and application of marketing concepts in most institutions of all kinds. (Williams , 2021)

Eman Mohamed Hussain (2021) states that marketing return on investment (ROI) enables organizations to measure the degree to which marketing efforts contribute fully or on a campaign basis to revenue growth and uses marketing ROI to allocate budget to ongoing and future campaigns and initiatives. (Hussain , 2021)



The authors believes that (ROI) is an effective measurement tool if it is used to measure investment for short periods not exceeding a year and is not as effective when used to measure long-term investments, so it can be placed as a measurement tool in investment operational plans.

From the above introduction and according to the dependence of some fencing clubs on sports marketing and through the previous studies in sports marketing, especially fencing, in addition to the authors' experience in the field of sports marketing, they noticed that fencing clubs that do not depend entirely or partially on the ROI equation and have marketing plans that can relatively succeed in achieving their goals despite the existence of a gap among them in implementing marketing plans in fencing. Hence, the study attempts to identify the role of sports marketing by using (ROI) in increasing the popularity of fencing in Egypt. This study would be dignostitic for the lackage of marketing fencing in Egypt by measuring the effectiveness of these marketing campaigns by using return on investment (ROI). Then the question of the study is what the marketing strategies are using (ROI) used by some fencing clubs in the Arab Republic of Egypt.

Material and Methods

Approach:

The authors used the descriptive analytical approach that suit the nature of this study and its objectives

Participants:

The community was 8 fencing clubs in the Arab Republic of Egypt, they were (Stars - Sun - Hunting - Platinum - Nasr City - Teachers - Sporting - Tanta), with (180) members, they were divided into (160) individuals for the main study and (20) for the pilot study. See table1.

Table 1. Classification of the participants

Participants	Number	Ratio
The main study	160	%88
The pilot study	20	%12
Total	180	%100

It is clear from Table (1) that the percentage of the main study participants was (88%) of the total participants, and the percentage of the pilot study participants was (12%).

It is clear from Table (1) that the percentage of the main study participants reached (88%) of the total participants, and the percentage of the survey participants reached (12%).

Procedures



1. Forming the questionnaire

Steps to build a questionnaire on the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt:

- The authors determined the axes and phrases that constitute the identification of the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt, that was through reviewing the related studies.
- Develop an appropriate number of phrases that dealt with the subject of research.
- Investigate experts' opinions about the questionnaire and record observations.
- Converting the paper questionnaire into an electronic questionnaire using Google Forms Application to convert the paper questionnaire from its paper form into electronic form, and the authors also made groups on the WhatsApp to collect the main study and pilot study participants and send the questionnaire to them to fill it out.

Table 2. Percentage of expert opinions on the survey themes

	Axis	Agreement Ratio	Repeat consent
1	Marketing strategies using (ROI)	80%	4
2	The role of sports media in the evil of fencing	60%	3
3	Attractive factors for sponsors to invest in fencing	40%	2

Table (2) shows the opinions of experts on the most important axes of the appropriate questionnaire, and the axes of the questionnaire were accepted that achieved an agreement rate of (80%), which is the percentage that the authors accepted, and the focus of the research became the axis (marketing strategies using (ROI)) and the phrases of the research axis.

2. Pilot study

The authors requested the pilot study participants to complete the questionnaire between December 1, 2023, and December 7, 2023, by conducting personal interviews with them while they filled out the form.

3. Validity and stability of the questionnaire

Calculating scientific transactions (validity and stability) to identify the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt:

A. Validity:

The authors calculated the validity in three ways to ensure the validity of the marketing strategies of the fencing academies of the Arab Republic of Egypt as follows:



• Arbitrators' Validation

The authors considered the percentage of agreement of the supervisory body and experts on the axes and phrases of identifying the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt as a criterion for its validity in its second form, as shown in Table (3).

Table 3. The percentage of agreement of the supervisory body and experts on the axes and phrases of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt

Axes and phrases of the questionnaire	Opinion of the Supervisory and Experts (%) Board	
	Statements	Interlocutor
Supervisory Board	%94	%94
Experts	%91	%89
Average percentage of agreement between the supervisory body and experts	%92,5	%91,5

It is clear from Table (3) that the opinion of the Supervisory and Experts Authority on the axes and phrases of the identification of sports marketing strategies in achieving the economic return of the fencing academies of the Republic of the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt came in the axes of the questionnaire for the supervisory body amounted to (94%) and in the experts amounted to (89%) with an average agreement between the supervisory body and experts amounted to (91.5%). As stated in the questionnaire statements for the supervisory body amounted to (94%) and in the experts amounted to (91%) With an average agreement between the supervisory body and experts amounted to (92.5%), and the authors considered these percentages an expression of the validity of the arbitrators to identify the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form.

• Validity of differentiation:

The authors calculated the validity of differentiation in the axes and phrases of the role of sports marketing using (ROI) in spreading the sport of fencing in the Arab Republic of Egypt in its third form and the distribution of (20) questionnaire divided into the pilot study participants of (40) members into two groups, the first is the distinguished group (experience group of the elderly) aged between (50: 70) years and its strength is (20) questionnaire, The second is the non-distinguished group (middle-aged youth group) aged between (29: 49) years and consisting of (20) questionnaires, as illustrated by Table (4)



Table 4. The significance of the differences between the measurements of the two groups (distinctive and undistinguished) in the axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form

The role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt	Non-Premium Group (N2)		Featured Collection (N1)		Value T"
	Standard deviation	mean	Standard deviation	mean	
(Marketing strategies using (ROI)	192.15	4473	210.99	4472	*2,48

* Tabular value (v) at significance level (0,05) = (2,09)

It is clear from Table (4) that the significance of the differences between the measurements of the two groups (distinctive non-distinguished) in the axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form is statistically significant, where the value of "T" ranged between (2.47 : 2.92), while the value of "T" for the questionnaire as a whole (2.85), and the calculated value of "T" was greater than its tabular value at a significant level (0.05), Which indicates that the axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form and the questionnaire as a whole have the ability to distinguish between groups.

It is clear from Table (5) that the significance of the differences between the measurements of the two groups (distinctive non-distinguished) in the phrases of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form under research is statistically significant, where the value of "T" ranged between (2.28*: 2.91*), and the calculated value of "T" was greater than its tabular value at a significant level (0.05). Which indicates that the statements of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt In its third form and the resolution as a whole has the ability to distinguish between groups.

• Validity of internal consistency:

To verify the validity of the questionnaire of the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt in its third form, the authors made correlation coefficients between the degree of each axis of the axes and the total degree of the resolution (validity of internal consistency), as well as between the degree of each statement and the total degree of the resolution, as shown in Table (6)

Table 5. The significance of the differences between the measurements of the two groups (distinctive and undistinguished) in the phrases of identifying the role of sports



marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form

Axis	Phrases	Non-Premium Group (N2)		Featured Collection (N1)		Value T"
		Standard deviation	mean	Standard deviation	mean	
Marketing strategies using (ROI)	1	23.30	449	23.30	449	*2,56
	2	16.94	459	23.67	469	*2,49
	3	20.40	439	20.40	439	*2,66
	4	21.70	460	21.70	460	*2,72
	5	13.02	441	13.02	441	*2,74
	6	18.62	467	18.62	467	*2,49
	7	25.47	459	27.72	469	*2,48
	8	23.70	467	23.70	467	*2,68
	9	19.48	448	19.48	448	*2,48
	10	15.52	448	20.68	458	*2,55
	11	21.77	454	21.77	454	*2,48
	12	26.96	447	26.96	447	*2,58
Axis		246.88	5438	261.03	5468	*2,66
Questionnaire		1546.82	33472	1689.42	33596	*2,85

* Tabular value (v) at significance level (0,05) = (2,09)

Table 6. Correlation coefficients between the axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form and the total degree of the questionnaire

Axis	The role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt	Standard deviation	mean	Correlation coefficient
	Marketing strategies using (ROI)	210.52	4481	*0,82

* Tabular value of "t" at a significant level (0.05) = (0.39)

It is clear from Table (6) that the correlation coefficients between the axes of the identification of the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt in its third form and the total degree of the questionnaire are statistically significant, where the value of "R" ranged between (0.65*: 0.90*), while the value of "R" for the questionnaire as a whole was (0.87*), and the calculated value of "R" was greater than its tabular value at a significant level (0.05). Which indicates the validity of the internal consistency of the axes of the resolution.



Table 7. Correlation coefficients between the statements of the identification of the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form and the total degree of the questionnaire

Axis	Phrases	Standard deviation	Arithmetic mean	Correlation coefficient
Marketing strategies using (ROI)	1	21.60	439	*0,81
	2	23.11	458	*0,56
	3	18.53	441	*0,72
	4	23.02	448	*0,71
	5	15.68	435	*0,86
	6	18.80	458	*0,83
	7	26.71	459	*0,51
	8	25.53	452	*0,64
	9	18.24	440	*0,52
	10	19.29	451	*0,70
Axis		210.52	4481	*0,82
Questionnaire		1677.65	33475	*0,87

It is clear from Table (7) that the correlation coefficients between the phrases of the identification of the role of sports marketing using (ROI) in the dissemination of fencing in the Arab Republic of Egypt in its third form and the total degree of the questionnaire are statistically significant, where the value of "t" ranged between (0.48: 0.89), and the calculated value of "t" was greater than its tabular value at a significant level (0.05), which indicates the validity of the internal consistency of the axes of the resolution

B. Stability:

The authors calculated the stability in three ways to ensure the stability of the identification of the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt in its third form by distributing a number (20) questionnaire on the participants pilot study, and the forms were collected as follows:

- The Test and the Re-test

To verify the stability coefficient as a result of the identification of the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt in its third form, the authors used the method of applying the test and re-applying it, where he applied the questionnaire to the pilot study participants, and re-applied to the same sample with a time difference of a week from the first application and in the same conditions, and the correlation coefficients between the scores were calculated in the test and re-test, Table (8) also illustrates.



Table 8. Correlation coefficient for axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form between the test and re-test

Axis	Re-test		Test		Correlation coefficient
	Standard deviation	mean	Standard deviation	mean	
Marketing strategies using (ROI)	230.46	4514	148.69	4685	*0,92

* Tabular value of "t" at a significant level (0.05) = (0.39)

It is clear from Table (8) that the correlation coefficient (stability) between each axis of the resolution in the test and re-test on the survey sample ranged between (0.66: 0.92), while the correlation coefficient (stability) of the resolution as a whole reached (0.88), which indicates that the resolution has a statistically significant stability coefficient, as the calculated value of "t" is greater than its tabular value at a significant level (0.05). Which indicates the possibility of relying on the identification of the role of sports marketing using (ROI) in spreading the sport of fencing in the Arab Republic of Egypt in its third form scientifically codified.

- Alpha Cronbag Coefficient (Coefficient of Excellence):

The authors calculated the stability of the identification of the role of sports marketing using (ROI) in the dissemination of fencing in the Arab Republic of Egypt in its final form with the coefficient of alpha Cronbag (coefficient of excellence) on the pilot study sample, and the coefficient of stability of alpha (coefficient of excellence) is seen to the questionnaire in its phrases according to the basic rule for the interpretation of the coefficient of alpha Cronbach, namely:

If it is $0.9 \leq \alpha$ then the measurement is excellent.

If it is $0.8 \leq \alpha < 0.9$ then the measurement is good.

If it is $0.7 \leq \alpha < 0.8$ then the measurement is acceptable.

If $0.6 \leq \alpha < 0.7$ the measurement is questionable.

If it is $0.5 > \alpha$ then measurement is not acceptable.

The Cronbach alpha coefficient is one of the most important methods for calculating stability, as shown in Table (9).

It is clear from Table (9) that the value of the stability coefficient alpha Cronbag (coefficient of excellence) for the total degree of identification of the role of sports marketing using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt in its third form amounted to (0.91), which is an excellent value according to the basic rule for the interpretation of the alpha coefficient of Cronbach, and the value of the stability coefficient for the axes of the resolution ranged between (0.82 * : 0.89 *), which is a good value according to the basic rule for the



interpretation of the alpha coefficient of Cronbach, Which indicates that the questionnaire has a statistically significant stability coefficient, which indicates the possibility of relying on the identification of sports marketing strategies in achieving the economic return of the fencing academies of the Arab Republic of Egypt in its third form scientifically codified.

Table 9. Alpha Cronbag stability coefficient (coefficient of excellence) for the axes of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form

Axis	The role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt	Number of axis phrases	Alpha coefficient (α) Coefficient of) (Excellence
	Marketing strategies using (ROI)	phrase (10)	*0,88

Half segmentation:

By segmenting the questionnaire of sports marketing strategies in achieving the economic return of the fencing academies of the Arab Republic of Egypt in its third form by the method of half segmentation of the phrases (odd even), as shown in Table (10).

Table 10. Stability coefficient Identification of the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form Half-segmentation method of phrases (even odd)

Half Hash	Number of ferries	Correlation coefficient between the two parts		Correlation coefficient correction
Individual phrases	Phrase (6)	*0,86	*0,87	*0.93
Even phrases	Phrase (6)	*0,84		
Questionnaire	Phrase (12)	*0,91		

* Tabular value of "t" at a significant level (0.05) = (0.39)

It is clear from Table (10) that the correlation coefficient of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its third form by the method of half segmentation of phrases (odd even) amounted to (0.91*), and the correlation coefficient of odd phrases amounted to (0.86*), and the correlation coefficient of even phrases amounted to (0.84*), and the correlation coefficient between the phrases (odd even) and the resolution reached (0.87*), and the correlation correction coefficient reached (0.93*). Where the calculated value of "R" was greater than its tabular value at a significant level (0.05). Which



indicates the stability of the statements of identifying the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt in its final form.

Application of the role of sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt:

The main study research experiment was applied to the electronic questionnaire (under research) during the period from Sunday, 1/2/2024 to Wednesday, 10/3/2024 with the main study participants, which numbered (160) individuals, then this was followed by unloading the data in preparation for processing it statistically.

Statistical Analysis

The authors used a set of statistical treatments for data using the computer and on the following statistical software packages SPSS:

- The mean.
- Standard deviation.
- Median
- Skewness.
- Kortosis.
- Percentage.
- T-test.
- Link lab.
- Cronbach alpha coefficient.
- First-order factor analysis.
- value (Ka2).

Results

In order to answer the study's question, What are the marketing strategies using (ROI) used by some fencing clubs in the Arab Republic of Egypt?, we will discuss the next results.

Table (11) presents the descending order of saturation of the phrases of the "Marketing Strategies Using (ROI)" axis, which represents the factor structure of the sports marketing questionnaire using (ROI) in spreading the sport of fencing in the Arab Republic of Egypt: (after orthogonal rotation). Participants responses on the research axis: (marketing strategies using (ROI)).

It is clear from Table (11) the descending order of saturation of the phrases of the seventh axis "marketing strategies using (ROI)", which represents the factor construction of the sports marketing questionnaire using (ROI) in the dissemination of fencing sport in the Arab Republic of Egypt (after orthogonal rotation) and the number (12) phrases, where the saturation values ranged between (0.53 * : 0.78 *), and the total squares of their saturation on this factor (8.19), and the percentage of factor variance (15.04%). The number of fencing players is evaluated



periodically. In the first place with a saturation score of (0.78) came statement No. (3), which evaluates the results of marketing objectives and their effectiveness. In the second place with a saturation score of (0.77) came the statement number (8) helps ROI in measuring the profit returned from marketing campaigns. In third place with a saturation score of (0,73) While the lowest terms according to the degree of saturation are as follows: Statement No. (1), which is the preparation of periodic financial reports. With a saturation score of (0,59) in the tenth place, and the statement No. (9) ROI directly contributes to the best marketing methods. With a saturation score of (0.57) in the eleventh ranking, and came phrase No. (6), which is concerned with the Academy in the quality of marketing activities. With a saturation score of (0.53) in the twelfth order.

Table 11. The factor structure of the sports marketing questionnaire using (ROI) in spreading fencing in the Arab Republic of Egypt

Axis	axis	Phrases	Saturation value	Order
Marketing strategies using (ROI)	1	.Periodic financial reports are prepared	*0,59	10
	2	The number of fencing players is evaluated .periodically	*0,78	1
	3	The results of marketing objectives are evaluated .and their effectiveness	*0,77	2
	4	The specific academic quota for marketing .activity is determined	*0,67	5
	5	New sponsors are attracted by displaying .marketing results	*0,62	7
	6	The Academy is concerned with the quality of .marketing activities	*0,53	12
	7	The best marketing methods are selected by .ROI	*0,60	9
	8	ROI helps measure revenue from marketing .campaigns	*0,73	3
	9	ROI directly contributes to the best marketing .methods	*0,57	11
	10	The Academy uses ROI in evaluating marketing .campaigns	*0,64	6
	11	ROI application contributes to the continuity of .sponsors by highlighting marketing profits	*0,72	4
	12	Optimal marketing depends on the good .application of the ROI family equation	*0,61	8



The authors believes that marketing strategies using (ROI) is an essential tool for companies to create value for customers and achieve competitive advantage in the market and measuring return on investment (ROI) is a key element in evaluating the effectiveness of any marketing strategy. It allows you to turn your marketing efforts into tangible numbers, helping you to:

- Determine what works and what doesn't: By analyzing ROI, you can see which marketing channels are working best and which need improvement.
- Better allocate your budget: You can direct your marketing budget towards the channels that generate the highest return on investment, helping you get the most out of your money.
- Convincing stakeholders: You can use ROI data to convince stakeholders of the effectiveness of your marketing strategies and get the support needed to continue your efforts.

The results of the study are consistent with what was indicated by the study of Saad Mohammed Al Mutlaq (2022) and the study found that sports marketing is the main engine for financial returns and corporate development, and the more appropriate and effective marketing methods for society, the greater the financial return.

Mary George (2023) states that a marketing mix is a set of factors or elements that a business can control to help inform customers about the product. The results of the study are consistent with the study of Nasiri Abdul Qadir (2015)

Conclusion

Acoording to the study objective and within the limits of the participants and based on the statistical treatments and the results of the broadcast indicated by the authors was able to conclude the following:

The phrases ranged from (12) phrases with saturations indicative of the axis (marketing strategies using (ROI)) in the sports marketing questionnaire Sports marketing using (ROI) in spreading fencing in the Arab Republic of Egypt) and numbered (12) phrases, where the saturation values ranged between (0.53 * : 0.78 *), and the total squares of their saturations on this factor (8.19), and the percentage of factor variation (15,04%).

The sport institutions should pursue a policy of strategic planning for all its production programs, sports events, promotion of goods and services to meet all its needs, taking into consideration the technical, administrative and technical aspects and affairs to carry out the work, follow the established plans and create opportunities available according the market policy.

Using the most common media and communication in the sports marketing process to bring the consumer in the shortest possible period of time and the lowest cost through the Internet, television, radio, telephone, text messages (SMS), daily newspapers, shops, e-mail and social media systems.



Recommendations

According to the authors' ability to interpret and in the light of the presentation, discussion and interpretation of the results of the research and based on the conclusions of the research that have been reached, the was able to identify recommendations that benefit work in the field of sports marketing as follows:

- Urging officials in charge of sports clubs to be guided by the vision proposed in the research report reached in the application of sports marketing strategies and benefit from it.
- Calling on sports clubs to quickly start applying sports marketing strategies as an input to the development of fencing using (ROI) to measure the progress in marketing operations, which is reflected in the dissemination of fencing.
- Develop a clear and specific plan that can be followed in refining and qualifying workers in fencing activity in clubs to ensure the preparation of cadres and leaders specialized in sports marketing.

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