

The Reality of Creative in the Promotion of Some Health Clubs

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Summary:

This study was conducted to identify the reality of Creative in the field of promotion in some health clubs on a sample of (40) members who benefited from the service in some health clubs and a sample of (218) members who benefited from the service in some health clubs. The data of the questionnaire was designed by the researcher, and one of the most important results was the achievement of Creative in the field of promotion in health clubs with a relative weight of (88.90%), which indicates that innovation has been achieved in the field of promotion to a high degree. One of the most important recommendations is that there be more than one way to advertise and promote everything that is new in the club health.

واقع الإبتكار في مجال الترويج ببعض الأندية الصحية

الملخص:

أجريت هذه الدراسة للتعرف على واقع الإبتكار في مجال الترويج ببعض الأندية الصحية على عينه قوامها (٤٠) من الاعضاء المستفيدين من الخدمة ببعض الأندية الصحية وعينه قوامها (٢١٨) من الاعضاء المستفيدين من الخدمة لبعض الأندية الصحية استخدمت الباحثة المنهج الوصفي بأسلوبه المسحي والتحليل ومن ادوات جمع البيانات الاستبيان من تصميم الباحثة ومن اهم النتائج تحقق الإبتكار في مجال الترويج بالأندية الصحية بوزن نسبي قدره (٨٨.٩٠%) مما

يدل على تحقق واقع الابتكار في مجال الترويج بدرجة مرتفعه ومن اهم التوصيات ان يكون هناك اكثر من طريقه للاعلان والترويج عن كل ما هو جديد بالنادي الصحي.

The Reality of Creative in the Promotion of Some Health Clubs

Introduction and Research Problem:

Creative in the field of promotion encompasses various methods, including Creative in advertising, personal selling, sales promotion, publishing, and public relations. Innovative marketing involves transforming threats into opportunities and addressing weaknesses to turn them into strengths through uniqueness and differentiation in production and presentation methods, pricing strategies, distribution, and promotion. All these forms are facets of innovative marketing thinking, which rejects conformity to what competitors offer or what consumers demand. Instead, it creates needs and raises individuals' awareness of the importance of what it offers in the market.

Abdulqader and Keshrod view innovative marketing as the successful exploitation of new ideas that offer non-traditional and distinct products to the market. It encompasses Creative in all elements of the marketing mix (product, pricing, distribution, and promotion) and includes the discovery of new markets, making the organization different from competitors.

Innovative marketing emphasizes the practical application of new or unfamiliar ideas in marketing practices and policies. It involves exploiting and investing in new ideas in the marketing field. Innovative marketing activities can focus on one or all elements of the marketing mix, such as product, pricing, promotion, or distribution.

The researcher has found through her work as a sports trainer in one of the health clubs affiliated to Wadi Degla clubs in Cairo Governorate that innovation in the field of promotion is a practice adopted by many institutions and countries in the world because of its positive repercussions on the economic and social aspects. Therefore, it must be worked on by the administrative bodies in those areas. Accordingly, the researcher found a scarcity of studies that dealt with the study of the reality of innovation in

the field of promotion in the field of health clubs, hence the idea of the current study to address the study of the issue of innovation in the field of promotion of health clubs in order to try to upgrade health clubs and achieve maximum benefit.

Previous studies:

1. Ahmed Rashad Mohammed Osman (2019) conducted a study titled "Hidden Perception as Innovative Marketing and its Role in Financing Egyptian Sports Clubs." The study aimed to explore the hidden perception as innovative marketing and its role in activating Egyptian sports clubs. The descriptive research method was used, given its suitability for the topic. The study sample included heads and members of the board of directors and administrators of some Egyptian sports clubs, with a sample size of 134 individuals. The study found that innovative marketing contributes to promoting various activities of sports clubs, attracting members, increasing the number of participants, and consequently, increasing funding for the club to enhance its performance and meet its necessary needs for the continuity and success of sports activities.
2. Carol Njihia (2017) conducted a study titled "Investigating Innovative Marketing and Technology as an Adaptive Strategy in Turbulent Environments for Small and Medium-Sized Organizations." The study aimed to examine how Creative in marketing and technology can be used as a strategy to cope with disruptions in small and large organizations. The questionnaire was used as a data collection tool, and the study sample consisted of 250 participants selected randomly. The study revealed a lack of understanding of innovative marketing ideas within projects, particularly in the field of promotion and advertising, due to a limited use of social media channels.
3. Ashraf El-Sayed Abdel Bari (2014) conducted a study titled "The Impact of Functional Barriers Packages in Activating Innovative Marketing: A Field Study on Egyptian Banks." The study aimed to provide recommendations to activate innovative marketing in banks to develop the level of banking services based on the functional barriers approach. The researcher used the descriptive-analytical method due to its relevance to the subject matter. Questionnaires were used to collect data, and the study sample included 300 employees. The study revealed a moderate level of interest among marketing executives in banks to improve marketing methods and the sale of banking services compared to competitors, particularly in the field of promotion. Banks can cooperate with digital influencers and local partners to promote their

services. Influencers can share their experiences with banks and disseminate visual and written content to help build awareness and attract more customers.

Research Objective:

The objective of the research is to study the reality of Creative in the field of promotion in some health clubs.

Research Question:

What is the reality of Creative in the field of promotion in some health clubs?

Research Method:

The researcher used a descriptive survey method to conduct this study due to its suitability for the nature of the research, as it describes what exists.

Research Population and Sample:

The research sample was randomly selected from the research population (members benefiting from the service in some health clubs in Cairo). The sample consisted of 218 members of health clubs. The survey sample was selected from the research population outside the main sample, and it consisted of 40 members benefiting from the service in some health clubs (38 health clubs in total).

Data Collection Tools:

- 1 -Records and documents.
- 2 -Personal interviews (unstructured).
- 3 -Questionnaire on the reality of Creative in the field of promotion in some health clubs.

Steps in constructing the questionnaires:

The researcher designed a questionnaire on the reality of Creative in the field of promotion in some health clubs by following the following steps:

- 1 - Comprehensive review of scientific references related to the questionnaire on the reality of Creative in the field of promotion in some health clubs.
- 2 - Review of previous studies related to the questionnaire on the reality of Creative in the field of promotion in some health clubs.

Table (1)
Percentage of Experts' Opinions on the Phrases "Questionnaire on the Reality of Creative in the Field of Promotion in Some Health Clubs"

N= 5

	Questionnaire Phrases	Number of Approvals	Percentage
1	Announcing the health club clearly on social media platforms.	5	100%
2	Rapid announcement of all new services and offers provided by the health club as a consistent and ongoing system.	5	100%
3	Existence of multiple methods to advertise and promote all new policies that the health club values.	5	100%
4	Existence of a dedicated team responsible for promoting the health club as a priority in the club's management decisions.	5	100%
5	Sufficient number of administrators in the health club to respond to service beneficiaries in all activities.	5	100%
6	Administrators have sufficient knowledge and information to respond to inquiries from visitors to the health club regarding all services.	5	100%
7	Workers at the health club interact politely and in a good manner with visitors and members.	5	100%

It is evident from Table (1) that the percentage of experts' agreement on the aspects of the phrases "Questionnaire on the Reality of Creative in the Field of Promotion in Some Health Clubs" ranges between (80% - 100%). The researcher has accepted a percentage of 80% or higher as the criterion for accepting the phrase, and thus all the questionnaire phrases have been accepted.

Table (2)

The correlation coefficient between the score of each statement and the total score of the questionnaire on the reality of Creative in the field of promotion in some health clubs.

N= 40

The reality of Creative in the field of promotion in some health clubs.		
	Phrases	Correlation coefficient
1	The announcement of the health club is made clearly on social media platforms.	* 0.669
2	The prompt announcement of all new services and offers provided by the health club is a consistent and continuous system.	* 0.894

3	There are multiple methods for advertising and promoting all new policies that the health club emphasizes.	* 0.698
4	Having a dedicated team responsible for promoting the health club is a priority in the management's decisions.	* 0.773
5	There is a sufficient number of administrators in the health club to respond to service beneficiaries in all activities.	* 0.811
6	Administrators have sufficient knowledge and information to respond to inquiries from visitors to the health club regarding all services.	* 0.821
7	The staff at the health club interact politely and in a good manner with visitors and members.	* 0.658

The "r" value at the level of 0.05 is 0.322*

The table (2) shows the following:

The correlation coefficients between each statement and the total score of the questionnaire ranged from 0.498 to 0.911. These correlation coefficients are statistically significant at a significance level of 0.05, indicating that the questionnaire statements have an acceptable level of validity. Therefore, no statement was deleted, and the number of questionnaire statements remains unchanged at 7.

Table (3)

The value of Cronbach's alpha coefficient for the questionnaire of "Assessing the Creative in Health Club Promotion" is not provided in the given text.

N= 40

	Questionnaire Items	Alpha Coefficient
3	Creative in Health Club Promotion	0.90

It is evident from Table (3) the following:

The alpha coefficients for the questionnaire "Creative in Health Club Promotion" ranged from 0.90, which indicates statistically significant coefficients, suggesting that the questionnaire items have an acceptable level of reliability.

Used Rating Scale:

The researcher adopted a three-point rating scale based on expert opinions, which consists of "Agree" with a score of 3, "Somewhat agree" with a score of 2, and "Disagree" with a score of 1. Thus, the questionnaire is considered valid for application.

The Main Study:

The researcher applied the questionnaire "Creative in Health Club Promotion" to the main sample, consisting of 218 beneficiaries of some health clubs. The data collection period was from December 26, 2022, to January 18, 2023.

Statistical Analysis Methods Used:

After collecting and tabulating the data, statistical analysis was performed. The researcher used the following statistical methods to analyze the research results: percentages, correlation coefficients, Cronbach's alpha coefficient, estimated score, and relative weight.

Presentation and Discussion of Results:

To achieve the research objective and answer its questions, based on the data obtained through the utilized methodology, research sample, chosen data collection tools, and statistical analysis, the researcher presents and discusses the research questions.

The researcher adopted a relative weight of 75% or higher for accepting statements indicating the achievement or presence of Creative in the field of promotion in some health clubs to a high degree. A relative weight ranging from 60% to less than 75% indicates a moderate degree of achievement or presence. A relative weight below 60% indicates a low or weak degree of achievement or presence.

Table (4)
Frequency, Percentage, Estimated Score, Relative Weight, and Ranking
of Research Sample Responses on "Creative in the Field
of Promotion in Some Health Clubs"

N= 218

	Phrases	Agree		Agree to some extent		Disagree		Estimated score	Relative weight	Ranking
		K	%	K	%	K	%			
As one of the beneficiaries of health clubs, I believe that:										
1	The announcement of the health club is made in a clear manner on social media platforms.	108	49.5	95	43.5	15	6.8	529	80.8	7
2	The prompt announcement of all new services and	111	50.9	107	49.1	-	-	547	83.6	5

	offers provided by the health club is a consistent and continuous system.									
3	There are multiple methods to advertise and promote all new policies that the health club values.	110	50.4	108	49.5	-	-	546	83.4	6
4	The presence of a dedicated team responsible for promoting the health club is a priority in the management's decisions.	135	61.9	83	38.1	-	-	571	86.3	4
5	There is a sufficient number of administrators in the health club to respond to service beneficiaries in all activities.	195	89.4	23	18.5	-	-	631	96.4	1
6	The administrators have the necessary knowledge and information to address inquiries from visitors to the health club regarding all services.	175	80.2	43	19.7	-	-	611	93.4	2
7	The staff members at the health club interact politely and in a good manner with visitors and members.	130	59.6	88	40.3	-	-	566	86.5	3
Overall rating of the questionnaire.								4001	88.9	1

It is evident from Table (4) the following:

The responses of the research sample varied regarding the questionnaire statements on "**Creative in the field of promotion in health clubs.**" The relative weights of the responses ranged from (80.8%) for statement number (1) to (96.4%) for statement number (5).

These results indicate that most of the statements on "**Creative in the field of promotion in health clubs**" had a relative weight higher than 75%, indicating a high degree of agreement. This could be attributed to the fact that the health club has an adequate number of administrators who have the necessary knowledge and information to address inquiries from visitors regarding all services. It also indicates that answering service beneficiaries in all activities and programs is a priority in the management's decisions, and having a dedicated team responsible for promoting the health club is essential. Furthermore, having multiple methods for advertising and promoting new policies is emphasized by the health club.

These results align with the findings of a study by "Ahmed Rashad Mohamed Osman" (2019) (1), which concluded that innovative marketing contributes to raising the status of the sports club in society through promoting various activities in the sports club, resulting in increased interest and membership, and consequently increasing the club's funding, enabling it to improve its performance and allocate funds to necessary needs for the continuity, success, and development of sports activities.

However, the results differ from a study by "**Timoth & Emma**" (2014) (7), which highlighted deficiencies in the role of relevant institutions and organizations in promoting telecommunications companies. The results showed a lack of encouragement for cooperation and partnerships in marketing, resulting in the absence and inefficiency of promotion, along with various obstacles hindering their promotion.

This difference may be attributed to the nature of the tasks and responsibilities of the institution associated with these results.

As for the overall relative weight of the research sample's responses to all statements (88.90%), it indicates a high degree of achievement in Creative in the field of promotion in health clubs.

Thus, this answers the research question regarding the "reality of Creative in the field of promotion in some health clubs."

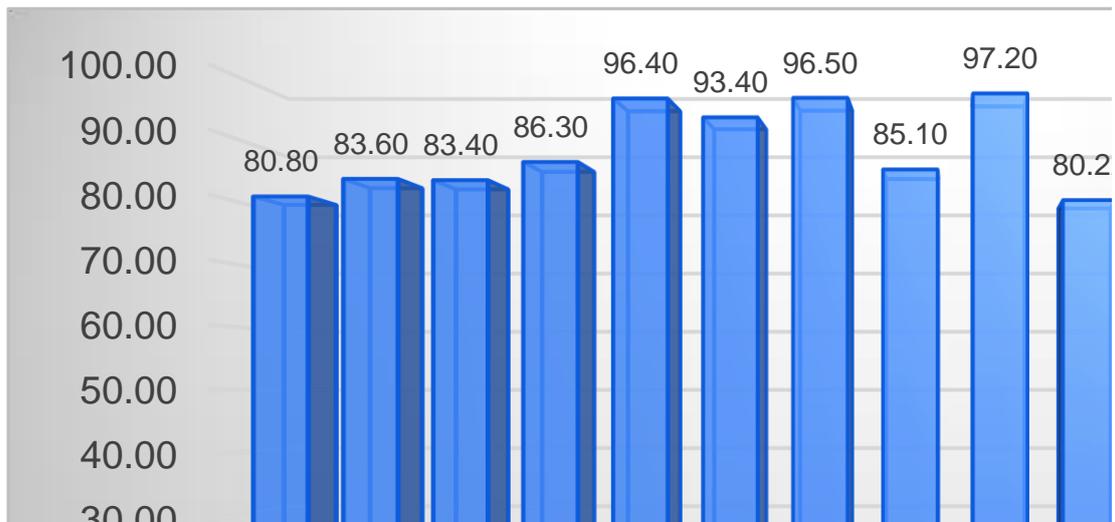


Figure (3): The relative weight of each statement in "Creative in the field of promotion in health clubs"

The researcher attributes this to the fact that promotion is a crucial aspect of the success of health clubs. Therefore, marketing professionals strive to use Creatives to attract more members and promote their services in new and innovative ways.

Conclusions:

Creative in the field of promotion in health clubs is available in Cairo, according to the perspective of service beneficiaries, and it is manifested in the Following:

1. There is an adequate number of administrators in the health club to respond to service beneficiaries in all activities.
2. Administrators have the necessary knowledge and information to respond to inquiries from visitors to the health club regarding all services.
3. Staff at the health club interact with visitors and members in a polite and good manner.

Recommendations:

Based on the research objective, methodology, sample size, data collection tools, and statistical analysis, the researcher arrived at the following conclusions: In light of the research findings, the researcher recommends the top management of health clubs to:

1. Ensure that the announcement of the health club is clear and prominent on social media platforms.
2. Have multiple methods of advertising and promoting everything new at the health club.

3. Maintain a system of timely and continuous announcements of new services and offers provided by the health club.

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