

Exploring the Reality of Modern Sports Marketing Implementation and Its Contribution to Institutional Success: Evidence from First Division Professional Football Clubs

DEBICHE Ilyas

PhD Sports Administration and Management. University of Bouira. Algeria

Email : i.debiche@univ-bouira.dz

BELAID Samir

PhD Sports Administration and Management. University of Soukahrass. Algeria

Email: sa.belaid@univ-soukahrass.dz

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Abstract

This study investigates the current application of modern sports marketing methods and their contribution to the success and development of sports institutions, focusing on clubs in the first professional football league. Using a descriptive-analytical approach, data were collected via a questionnaire distributed to 30 club administrators.

Results indicate that adopting contemporary marketing techniques including digital platforms, social media strategies, fan engagement initiatives, and data-driven campaigns substantially improves institutional performance, revenue streams, brand visibility, and long-term sustainability. These approaches enhance fan loyalty, sponsorship opportunities, and competitive advantage in the sports market. Nevertheless, the study reveals a significant lack of digital marketing awareness and skills among administrative staff in sports organizations. This deficiency hinders effective utilization of online tools and emerging trends such as influencer partnerships and interactive content.

The research recommends that sports institutions prioritize the development of integrated marketing programs, provide specialized digital training for cadres, and align strategies with global best practices to achieve greater financial and institutional success.

Keywords : Modern Sports Marketing; Digital Marketing in Sports; Sports Institutions; Professional Football Clubs; Online Marketing Culture.

1. Introduction:

The ICT revolution has become an important basis for delivering various types of business. Any life activity including business, universities, e-commerce, media medicine, journalism, tourism, hotel, and others cannot continue, operate, and be active in isolation from ICT. It is also noted that the impact of this has been significant in the field of shopping, as organizations are accelerating the pace of re-engineering traditional marketing functions and components in line with the requirements of this revolution. Hence, many types of e-commerce have emerged that use new and innovative methods to promote goods and services and get the highest level of profits (Anhar and Achkar, 2018, p. 255). Sports institutions play an important role in the dissemination and development of sport among members of society. Without these institutions,



sports facilities cannot be built, nor can players, training frames, technical staff, and other elements contribute to the construction and development of sports. According to the researchers, the success of sports institutions in developed countries and their high technical and artistic capabilities in the sports field have impressed the entire world because of their success in marketing their sports products as a result of their adoption of modern concepts of marketing aimed at the customer, as they have understood and applied marketing philosophy effectively and completely. Sports institutions (clubs, academies, and sports schools) know the desire of the sports consumer and satisfy it in their local or international markets, as well as develop the sports product by designing the appropriate sports marketing mix to achieve the physical and moral benefits of the consumer. Consumers in general, and sports consumers in particular, are the cornerstones of modern marketing. The success of the sports facility depends on the extent to which it satisfies the requirements and needs of consumers and fans on the one hand and exploits the fields of sports marketing on the other hand.

2. Study problem:

Marketing activity in enterprises is one of the most affected activities by Internet technology. The Internet's services and applications can be used by enterprises for an integrated marketing function. The communication process may be a major pillar of enterprises' activity as it brings them closer to their audiences. Furthermore, marketing communications are the most important and indispensable in light of the intense competition because they are the link between the enterprise and the customer, which is the main pillar of its development and growth. Based on this point of view, promoting the use of advanced technology, namely the internet and mobile phones, is one of the most important e-marketing activities due to its direct contact with the most important segment dealt with by enterprises (the consumer). It influences his behavior by providing ideas about products through communicating and interacting with him via electronic channels of communication. (Kaid, 2017, pp. 1-2)

Modern sports marketing is one of the most significant advancements in the field of marketing, and sports organizations have not been left out of it, as sports marketing took these organizations to a new reality in which the traditional organization no longer had a place. Marketing is of great importance in the application as a key determinant of the success of many sports institutions in many global countries. In addition, the problems facing today's organizations as they operate in domestic and international markets have led to the emergence of many concepts, including the concept of e-marketing.

The e-marketing concept in the world has contributed to its low cost and market expansion, with thousands of e-marketing companies established and millions of messages roaming the network daily. "Studies have confirmed that e-marketing has expanded markets and increased companies' market share due to the global spread of the Internet." Electronic marketing can no longer be ignored. In the face of the global technology era, the growing use of modern technology tools, with the majority of Arab countries joining the World Trade Organization and under the requirements of international trade that seek to liberalize trade in goods and services, in addition to that e-marketing and e-commerce, in general, provide facilities in the competition process, ignoring it also indicates an inability to own its tools and deal with the challenges of the age of infancy. (Samahi, 2005, pp. 2-3).



From all of the above, the following question can be asked:

Does the use of modern sports marketing methods play a role in the success of sports institutions?

Partial questions:

- Does the use of social media ads play a role in the success of sports institutions?
- Does the use of email and free samples play a role in the success of sports institutions?
- Does the use of online advertising pages and web pages play a role in the success of sports institutions?

3. hypotheses:

The use of modern sports marketing methods has a role in the success of sports institutions.

- Using social media ads has a role in the success of sports institutions.
- Using email and free samples has a role in the success of sports institutions.
- Using online advertising pages and web pages has a role in the success of sports institutions.

4. Study objectives: The study aims to:

- Learn about the role of modern methods by which modern sports marketing can be used in sports institutions.
- Trying to show how sports institutions, especially sports clubs, rely on modern sports marketing methods.
- Learn about the most modern electronic marketing tools and methods used in sports institutions.
- Identify the contribution of websites and pages to communicate with clients and their role in the success of sports institutions.
- Recognize the contribution of using social media ads to communicate with clients and their role in the success of sports institutions.
- Recognize the contribution of using email and free samples to communicate with clients and their role in the success of sports institutions.
- Trying to come up with a proposed framework for using modern sports marketing methods to increase the performance of sports institutions.

5. Research importance:

The importance of the study lies in the role that marketing plays in the sports institution, especially modern sports marketing. E-marketing is now the most widely circulated topic at both the individual and institutional levels and in the public and private sectors. It works to expand the market by accessing local and global markets and creating new markets so that electronic marketing can be adopted as a core task and marketing channel for various institutions active in the sports field. The research also tries to link modern sports marketing tools with their role in the success of sports institutions.

6. Previous studies:



- **Mohammed Zahaf's study:** Electronic marketing as an entry point for the development of marketing information systems in Algerian sports institutions, Institute of Physical and Sports Activities Sciences-University of M'sila-Algeria, 2018. The study aimed to capture the reality of e-marketing among the clubs of the Professional Footballers' Association, thus determining how e-marketing is applied in a way that enables the development of marketing information systems for sports organizations. The researcher used the descriptive approach on a random sample due to its suitability for this study. The study community consisted of marketing officials of sports institutions. The research sample was chosen based on an intentional manner, reaching 15 administrators of three clubs (Ahli Bordj (CABBA), ES Setif (ESS), and Mouloudia El Eulma (MCEE)). The researcher used the questionnaire tool concerning the field aspect.

The following findings were concluded: Football clubs of the Professional League have modern communication technology in the e-marketing application. However, there are weaknesses in the basic entry points and components of e-marketing applications in both formal and substantive terms. The results also showed a lack of efficiency and strategic planning in the application of e-marketing to sports organizations.

- **Al-Anoud Amer Salim Abo Rokba:** The impact of using e-marketing tools on revitalizing sales in Jordan's capital (field study at the five-star hotel in Jordan, Amman). This thesis was submitted of the requirements for a master's degree in electronic business, Department of Business Administration, School of Business, University of the Middle East, January 2018. This study aimed to measure the impact of using e-marketing tools in revitalizing sales in Amman's hotels in Jordan. The researcher used the analytical descriptive approach based on describing the phenomenon, answering questions and hypotheses, and analyzing the data collected. The study community consisted of all five-star hotels customers in the Jordanian capital (Amman), numbering 16 hotels, while the study sample consisted of 500 individuals. They were selected in a simple random manner. The questionnaire was then distributed to customers dealing with five-star hotels in the Jordanian capital, where 484 questionnaires valid for statistical analysis were recovered, and 16 questionnaires were excluded because they were not valid for statistical analysis.

The most important results are: a statistically significant impact on the use of e-marketing, which includes (the hotel's website, the hotel's chat site, the hotel's social media sites, and the hotel's email) in the sales activation, including (competitions, coupons, and discounts).

7. Field research procedures:

7.1. Approach:

The approach is one of the key elements and important methods that should be available in any study. It is unreasonable to expect any scientific research to be conducted without an approach through which the researcher can verify the validity or invalidity of hypotheses. A researcher's approach to studying any phenomenon must be linked to the nature of the subject matter of the study, hence it is difficult to choose a particular approach for a particular study. Based on the nature, hypotheses, and objectives of the topic, the study relied on the "descriptive approach", which is classified as a research method. It depends on quantification and aims to



detect facts, accurately describe phenomena, and identify their characteristics in terms of quality and quantity. In doing so, it reveals the pre-phenomena and how they have reached their current form, as well as tries to predict what will be in the future, as it cares about the past and present of the phenomenon as well as its future (Helmi and Saleh, 1983, p. 19).

7.2. Pilot study:

Scientific research tools are the basis of the applied aspect that gives more credibility to the problem at hand. The pilot study is one of the most important tools used in scientific research. It reveals the invisibility of the place where we inquire. It also aims to deepen knowledge of the proposed subject of research, both theoretically and in practice, compile observations on the specific phenomena of the research, as well as recognize the importance of research, determine its assumptions, and develop the first points of research planning (objectives, framework, and research methods). (Dellio, 1995, pp. 46-47)

The first step in our research was to conduct a pilot study in order to determine the circumstances in which the research would be conducted and identify the individuals to whom the study tool would apply and their willingness to cooperate with us. Through the pilot study, we interviewed six members of the board of three football clubs as a sample to know their views, suggestions, and perspectives on a range of key points relevant to the subject matter of the study, as well as obtain sufficient information and answer questionnaire questions.

Through this, we became more familiar with the problem of the study that we are discussing and the reality of this study in terms of time and space, as well as the study community and the number of samples we adopt in the study. This pilot study also helped us to adjust the study hypotheses and determine the time of the questionnaire's distribution.

7.3. Research fields:

7.3.1. Spatial field:

This research was conducted at the level of three professional football clubs of the first professional football association (Mobilis) in Algeria: "JS Kabylie (JSK), ES Setif (ESS), and MC Algeria (MCA)".

7.3.2. Temporal field:

This study was conducted from January to April 2025, when the questionnaire was distributed to individuals in January and February. Data was unloaded, analyzed, and interpreted in March and April.

7.3.3 Human field:

The questionnaire form was distributed to a sample of officials in charge of marketing in the aforementioned sports clubs.

7.4. Population and research sample:

Our study community consists of the Algerian sports football clubs; the first professional league numbering 18 clubs.

The sample is part of the study community from which field data are collected and is considered part of all, i.e. a group of community members is taken to represent the research community in order to reach results that can be generalized to the entire study community.



The sample was selected randomly and included 30 administrators from three clubs: JS Kabylie (JSK), ES Setif (ESS), and MC Algeria (MCA).

7.5. Research tools:

7.5.1. Questionnaire:

In order to test the proposed hypotheses for our research and determine their true nature, and based on its objectives, a questionnaire has been prepared for the persons concerned. The researcher also relied on a questionnaire form aimed at the administrators of the sports clubs. The questionnaire can be defined as a tool for collecting data based on a set of questions, addressing the fields of research and giving us answers and the data needed to detect the aspects identified by the researcher.

The questionnaire in this study consists of (22) phrases constituting the total answers of participants about the use of modern sports marketing methods and their role in the success of the institution. The individual answers by "yes", "no" or "sometimes". The questionnaire is divided into three main axes:

- **First axis:** Using social media ads has a role in the success of sports institutions.
- **Second axis:** Using email and free samples has a role in the success of sports institutions.
- **Third axis:** Using online advertising pages and web pages plays a role in the success of sports institutions.

7.5.2. Psychometric properties of the study tool

Face validity:

It is the arbitrators' sincerity. It was a group of five professors from the Institute of Science and Techniques of Physical and Sports Activities. They have been given a questionnaire form containing 22 questions about arbitration; they filled them out and added corrections and amendments.

Internal consistency:

Using the outputs of the statistical packages program and calculating the correlation coefficient of the three axes phrases, we note that all of the questionnaire's questions have a very high degree of validity and are statistically significant with the total degree of the axis to which they belong, as it ranged between (0.617 and 0.942) in the first axis, (0.722 and 0.965) in the second axis, and between (0.965 and 0.722) in the third axis. Thus, the questionnaire is internally consistent. One can also note that all of the questionnaire's axes are associated with the total degree of the questionnaire, where the values ranged between 0.814 as the lowest value and 0.980 as the highest value, which is a high value that is close to 1. As a result, the questionnaire has internal consistency and validity.

Reliability:

The research used the (Cronbach's Alpha equation) to ensure the reliability of the study tool and the questionnaire. More than 0.7, indicating that the questionnaire is stable. The questionnaire was presented to the members of the exploratory sample, using the re-test



method. The results of the outputs of the statistical packages program demonstrated that the reliability of the study axes was high, reaching 0.974, i.e. more than 0.6, indicating the reliability of the questionnaire.

Statistical significance:

K²'s Law:

This law helps to examine and determine the extent of significant differences in the answers of the study's sample.

$$X^2 = \frac{(fo - fe)^2}{fe}$$

Frequencies observed: fo

Repetitions observed: fe

The indication level is 0.05.

The degree of freedom is (n-1), where (n) is the number of categories and columns.

8. Presentation and discussion of the findings:

The first question: Does the company's social networking sites help to shorten the time it takes to post adverts.

The question's objective: is to determine if the company's social networking sites help to reduce the time it takes to post the company's adverts.

Table 01: Displays the sample members' responses on the role of the institution's social media in reducing the time to publish adverts of the institution

The answer	Frequency of scenes	The Percentage	Calculated K ²	Scheduled K ²	Degree of freedom	Significance level	Statistical evaluation
Yes	25	83.3	14.333	3.84	02	0,000	Significant at 0,05
No	00	00.0					
Sometimes	05	16.7					
The total	30	100					

Source: Prepared by researchers, 2025, based on SPSS output.

The results of Table No° (01) show that the responses of the research sample members, who numbered (30), were separated into two groups. The first group was represented by individuals whose answer to question (01) focused on the alternative "yes," and their number reached (25) individuals with a percentage of 83.3 percent, while the second group is represented by individuals whose answer to this question was "sometimes", and their number is (05) with a percentage estimated at 16.7 percent. To ensure the significance of these differences in frequencies and percentages, the statistical significance test (K²) was used, and as shown in the above table, its value at the degree of freedom (02) was estimated to be 14,333, which is a statistically significant value at the significance level of alpha (0.05). This implies that there is a statistically significant difference between the two groups in favor of the first group with the higher frequency (yes). The level of confidence in this outcome is 95 percent, with a 5 percent margin of error.



Based on these results the research participants believe that the company’s social media sites help to reduce the time it takes to produce advertising for the company.

Sixth question: Do social media sites assist in the exhibition of various products and services, which will positively impact the company’s development?

Table 02: Displays the responses of the participants to social media ads that promote the presentation of various products and services, as indicated in the company’s development.

The answer	Frequency of scenes	The Percentage	Calculated K ²	Scheduled K ²	Degree of freedom	Significance level	Statistical evaluation
Yes	28	93.3	22.523	3.84	01	0,000	Significant at 0,05
No	00	00.0					
Sometimes	02	6.7					
The total	30	100					

Source: Prepared by researchers, 2025, based on outputs SPSS.

Based on the results of Table No. (02), we can note that the study sample, which consisted of (30) participants, was separated into two groups. The first group is made up of people whose answers to question (06) centered on the alternative "yes," and their total number reached (28), approximately 93.3 percent, while the second group includes participants who answered "sometimes", and they were (02) by 6.7 percent. In order to verify the significance of these differences in frequencies and percentages, we resorted to the statistical significance test (K²), where we note from table N°2 that its value at the degree of freedom (01) was estimated at 22.523, which is a statistically significant value at the level of significance of alpha (0.05). Therefore, there is a statistically significant difference among the three groups in favor of the first group with the highest frequency (yes). The certainty of this result is 95%, with a probability of error of 5%.

We conclude that the study participants believe that social networking sites help to show diverse products and services, which has a positive impact on the company's progress.

The second axis: E-mail and free samples play a part in the development of sports organizations.

The eighth question is, do e-mail and free samples help to increase the institution’s marketing activity?

The question objective is to determine whether e-mail and free samples help the institution’s marketing efforts.

Table 03: Displays participants' responses to e-mail and free samples, which help to increase the institution's marketing activities.

The answer	Frequency of scenes	The Percentage	Calculated K ²	Scheduled K ²	Degree of freedom	Significance level	Statistical evaluation
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Yes	20	66.7	15.000	5.99	02	0,000	Significant at 0,05
No	05	16.7					
Sometimes	05	16.7					
The total	30	100					

Source: Prepared by researchers, 2025, based on outputs SPSS.

Table No° (03) shows that the research sample’s (30) responses were divided into three groups. The first group consisted of participants whose answers to a question (08) were concentrated on the option "yes," and their number reached (20) by 66.7 percent. The second group includes individuals who answered "sometimes," totaling (05) with 16.7 percent. The third group represents the participants whose answer to this question was the alternative "No". The number of which is (05) by 16.7 percent.

To confirm the significance of these differences in frequencies and percentages, we used the statistical significance test (K^2). We can observe from table N°3 that its value at the degree of freedom (02) was estimated at 15,000, which is a statistically significant value at the significance level of alpha (0.05). Thus, there is a statistically significant difference among the three groups in favor of the first group with the highest frequency (yes). The degree of certainty for this result is 95%, with a 5% margin of error.

This suggests that the majority of participants agree that using e-mail and free samples helps the company’s marketing activities.

Thirteenth question: Do promotional emails and free samples aid in the marketing of the company’s services?

The question’s objective is to find out if promotional e-mail and free samples serve in the marketing of the company’s services.

Table 04: Shows the answers of participants about email promotional messages and free samples to help in the marketing services in the company.

The answer	Frequency of scenes	The Percentage	Calculated K^2	Scheduled K^2	Degree of freedom	Significance level	Statistical evaluation
Yes	17	56.7	.7300	5.99	02	0,025	Significant at 0,05
No	07	23.3					
Sometimes	06	20.0					
the total	30	100					

Source: Prepared by researchers, 2025, based on outputs SPSS.

According to the results of Table No. (04), the study sample, which is (30) participants, was divided into three groups: the first group represents participants whose answer to question (13) focused on the option "yes," and their number reached (17) participants with a percentage of 56.7 percent. The second group represents participants whose answer to this question with "sometimes", about (06) participants with a percentage of 20%. The third group represents participants whose answers are "no," and they were (07) participants, with a percentage of 23.3 percent.

To confirm the significance of these differences in frequencies and percentages, we adopted the statistical significance test (K^2). We note from table 4 that its value at the degree of freedom



(02) was estimated at 7.300, which is a significant value at the significance level of alpha (0.05). As a result, there is a statistically significant difference among the three groups in favor of the first group with the highest frequency (Yes). Hence, the confirmation percentage of this study is 95%, with a 5% margin of error.

This suggests that the majority of participants agreed that promotional messages sent via e-mail and free samples help the marketing of the company’s services.

The third axis: The utilization of online advertising sites and web pages has a role in the success of sports companies.

Sixteenth Question: Does the strategy of online advertising pages and web pages add to the company’s performance?

The purpose of the question: To know whether the strategy of online advertising pages and web pages contributes to raising the performance of the company.

Table 05: Displays the responses of the participants to the strategy of online advertising pages and websites that contribute to the institution’s productivity.

The answer	Frequency of scenes	The Percentage	Calculated K ²	Scheduled K ²	Degree of freedom	Significance level	Statistical evaluation
Yes	20	66.7	16.400	5.99	02	0,000	Significant at 0,05
No	03	10.0					
Sometimes	07	23.3					
The total	30	100					

Source: Prepared by researchers, 2025, based on outputs SPSS

According to the results of table N° 05, we observe that the responses of the study sample, namely 30 participants, were divided into three groups. The first group was the participants who answered question (16) with "Yes", numbering 20 participants by 66.7%. The second group represented participants (07) who answered this question with "sometimes", representing 23.3%. The third group represented participants who responded to the question with "no", and they numbered (03) with an estimated percentage of 10.0%.

In order to ascertain the significance of these differences in frequencies and percentages, the statistical significance test (K²) has been used. According to the table above, the degree of freedom (02) is estimated at 16,400, which is a statistically significant value for the significance level (0.05). Accordingly, there is a statistically significant difference between the three groups in favor of the first group (yes). The rate of confirmation of this result is 95%, with a 5% margin of error.

This means that most participants view the online advertising page strategy and web pages as raising the performance of the institution.

Table 06: Indicates participants' responses regarding online advertising pages and Web pages that help increase the institution's market share.

The answer	Frequency of scenes	The Percentage	Calculated K ²	Scheduled K ²	Degree of freedom	Significance level	Statistical evaluation
Yes	28	93.3	21.756	3.84	01	0,000	



No	00	00.0					Significant at 0,05
Sometimes	02	6.7					
The total	30	100					

Source: Prepared by researchers, 2025, based on outputs SPSS.

Through the results of Table N° 6, we note that the responses of the study sample (30 participants) were divided into two groups. The first group consisted of participants whose response to question (21) was centered on "Yes," with 28 participants and by 93.3 percent. The second group included the 6.7 percent of those who answered "sometimes" to this question, numbering (02) participants.

To determine the significance of these variations in frequencies and percentages, we used the statistical significance test (K^2). As shown in the table above, the value at the degree of freedom (02) is calculated to be 21.766. It is a statistically significant value at the significance level (0.05), indicating that there is a statistically apparent difference between the three groups in favor of the first higher group (yes). The rate of confirmation of this result is 95%, with a 5% margin of error.

This means that most participants of the survey see online advertising pages and web pages as helping to increase the institution's market share.

9. Hypotheses results discussion:

9.1. Discussion of the results of the first hypothesis:

Following the presentation and analysis of results of the first axis of the questionnaire, titled "The use of social media advertisements plays a role in the success of sporting institutions," and based on our survey response analysis and the first hypothesis, we conclude that:

Through the findings, the participants' answers validate this hypothesis. Through question N° 01, most of the participants confirmed that the social media accounts of the institution contribute to reducing the time to publish the advertisements of the institution with 83.3%. 73.3% of the survey's participants said that social media sites decrease advertising costs for the institution, and 66.7 percent responded that social media sites improve the institution and enhance its service quality. In response to question 04, 50.0 % of participants said that the institution's social media sites serve to influence the institution's clients, while 83.3 % said that social media sites serve to achieve constant communication with the institution.

93.3% replied to question 06 that social media sites help to offer various products and services, reflecting positively on the growth of the institution. The participants' response to question 07 was 83.3% considering that the institution is eager to vary marketing approaches through social media sites in order to improve the institution's performance.



9.2. Discussion of the results of the second hypothesis:

Following the presentation and analysis of the findings of the second axis of the questionnaire, titled "Use of email and free samples plays a part in the success of sports institutions", and based on our examination of the participants' replies, we conclude that:

The responses provided by the participants to question N°8 confirm this hypothesis. The majority of participants confirmed that e-mail and free samples increase the institution's marketing activities by 66.7 %. Hence 96.7% of the study participants replied to question N°9 that communication through e-mail and the use of free samples helps to raise the performance of the institution. To question N°10, 66.7% of the study participants confirmed that e-mail and free samples contribute to the marketing of the service provided electronically to increase the enterprise's effectiveness. Participants confirmed question N°11 with 83.3 % that delivering the list of items through email and offering free samples helps the enterprise's sales increase. Moreover, 56.7 % responded to question N°12 that the institution's e-mail and free samples had a beneficial role in marketing the enterprise's varied products and services. 56.7 percent responded to question N°13 saying that promotional emails and free samples help in marketing enterprise services. Question N°14 was answered by 83.3 % i.e. the majority of the surveyed participants said that using email and free samples to market the enterprise's services was beneficial. Concerning, the results of question (15), 73.3 % believe that the use of email and free samples morally leads to enhancing the enterprise performance. From the foregoing conclusion, the second hypothesis is realized.

9.3. Discussion of the results of the third hypothesis:

After presenting and analyzing the findings of the questionnaire's second axis, under the title "Use of online advertising pages and websites plays a part in the performance of sporting institutions," and based on our questionnaire response analysis and the first hypothesis, we reached that:

The participants' replies confirm this hypothesis based on the findings. By answering question N° 16, the majority of participants indicated that the online advertising page strategy and web pages contribute to the enterprise's performance by 83.3 %. 93.3 percent of the survey participants who answered question N°17 declared that the institution has online advertising pages and attractive web pages. Regarding question 18, 96.7 % of participants said that the simplicity of using online advertising sites and web pages improves the company's efficiency. Regarding the responses of participants to question 19, 83.3% replied that online advertising pages and web pages contribute to raising the quality of services at the organization, while 93.3% responded to question 20 that online marketing of services via online advertising pages and web pages increases the performance at the company. 93.3% answered question N° 21 by that online advertising pages and web pages help increase the market share of the organization. The participants' answer to question N° 22 was confirmed by 76.7% who believed that online advertising pages and web pages improved marketing in the company. Therefore, the third hypothesis is confirmed.

Based on the foregoing and since partial hypotheses are realized, the general hypothesis that "the use of modern sports marketing methods has a role to play in the success of sports institutions" is achieved.



10. Conclusions:

- There is a serious shortage of professionals specialized in sports marketing.
- Sports marketing works only with the participation of all stakeholders; yet, there are issues that prevent this idea.
- The absence of laws governing sports marketing.
- Lack of online marketing culture for executives of athletic institutions.
- There is clearly a lack of awareness of the importance of e-marketing among sports establishment personnel.
- Modern methods of sports marketing must be followed.
- Lack of experience and ability concerning the use of the Internet to be active in the field of online marketing.
- Sports institutions are not interested in conducting research and studies on the marketing of the sports industry.
- The absence of clear strategies and policies of modern sports marketing.
- The increased interest in sports marketing positively influences the activity and performance of sports institutions.
- Using modern methods of sports marketing contributes to improving sports institutions.
- Modern methods of sports marketing play an important role in the success of sports institutions.

11. Suggestions and recommendations:

- Provide sports institutions with programming and web development specialists.
- Employ experts in the field of sports marketing, including coaches, consultants, and program experts, and keep pace with various technological developments.
- Switching from old, traditional management to electronic management.
- Develop and update sports institutions' websites to keep pace with recent developments.
- Create official and professional social media pages and update them with news about the institution.
- Provide a solid telecommunications network infrastructure and all its accessories and activities associated with it. The latter is done through maintenance and care by addressing its deficiencies and by linking it with the global communications network.
- Work on accurate studies to activate sports marketing in Algeria.
- A cooperation proposal between Algerian sports institutions and their counterparts from international sports institutions that witness large incomes and marketing operations to transfer their experiences to Algeria.
- Hold specialized training courses in the field of e-marketing for all employees of sports institutions.



- The state should review and organize the regulations and laws of marketing while providing a set of facilities for sports institutions.
- Determine the obstacles facing sports institutions.
- The necessity of paying attention to modern methods of sports marketing and keeping up with all technological developments that contribute to the success of sports institutions.

12. Conclusion

Sports have proven to be one of the most important and profitable investment fields in recent years. It is not only a leisure activity but also an economic power that can be a considerable source of income all over the world. Major industrialized countries have realized this fact and began to treat sports as a legitimate industry with large capital investments. This had a positive impact on the sporting conditions in these countries, allowing for the development of their sports institutions as well as the performance and superiority of their clubs. Today, the real challenge facing sports institutions is a sports marketing strategy that allows them to face functional changes and adapt to economic developments. Internet marketing is a feature of technological development because it allows the institution's products and services to be activated and increased through virtual marketing.

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