

The role of sport marketing mix elements (4P) for turnout of the medical sport goods

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Abstract:

The present study aims at investigating the role of sport marketing mix element (4P) for citizens' turnout of sport medical goods. Typically, this is a practical, and essentially, it is a descriptive-exploratory study. Data gathering is carried out via field method. The statistical population of this study includes 1400 customers visiting valid and authoritative sport medical markets of Mashhad, among whom 302 were selected according to formula as the sample of the study. In order to investigate the role of marketing mix elements, researcher-made questionnaire was used after confirming, with the reliability coefficient of 88%. Also, KS, one –sample t-test, and Friedman test were used for data analysis. Results showed that the elements of price, products, promotion, and place are influential for the citizens' turnout of sport medical goods and equipments, and price is the most influential factor. Moreover, there is a significant difference between men and women viewpoints regarding marketing mix elements in the product dimension.

Key words: Marketing mix, sport medical goods, sellers, consumers

INTRODUCTION:

In recent years, the knowledge of sport marketing has found a remarkable place for organizations and institutions, in a way that this skill and knowledge can be counted as an important

part of sport organizations and establishment, and this role is increasingly enhancing (Parker, 1382). Management marketing is an organization section, which by a systematic view to the organization's sections, the relations among them, the type of influencing on each other and their internal relation in a comprehensive and accrete system investigates and analyses the effective factors. Moreover, by analyzing and examining intra-organization factors related to the products, from the various aspects of management, financial-quality of products and marketing which is determinant and influential, attempts are made to provide an appropriate interaction among these factors ; naturally, the most proper strategies and practical solutions would be investigated and suggested along with the advancement of organization's objective (Rahmani, 1388). The sport medical goods and equipments include treadmill, stationary bicycle, elliptical trainer, etc. treadmill is a sport instrument which is designed for situ walking, jogging, and running. The major application of this instrument is for exercise test in which the patient performs a limited activity appropriate with his/her cardiovascular monitoring system. The purpose of this test is to clarify the likely disorder of heart performance under pressure and stressful situation. The ultimate objective is that for preventing abnormal growth of kids and adults' obesity, there should be fundamental practical and behavioral changes. Children's encouragement for participating in exercise classes, preparing, and providing sporting goods and products in the cities, clubs, schools, and universities would be a great help in changing lifestyles, and would lead to the promotion of health level of the society and citizens. In developing countries, by technical advancement and automation of life, the outbreak of obesity and fatness is considerably increasing. Obesity, specifically, is related to the risk of high blood pressure, diabetes, and coronary artery diseases (Rodwell, 2001). For preventing these problems and consequences of this phenomenon, the promotion of exercise

and physical activities among people is essential. One of healthiest and safest ways of exercise and activities is the use of sporting goods and equipment such as treadmill, stationary bicycle (Amini Roshan, 1390). The knowledge of sport marketing has found a significant place for organizations and establishments in recent years. This skill and knowledge can be counted as an important part of sport organizations, and this function is increasingly enhancing. In the meantime, advertising and marketing activities for exercise and sporting instruments is not that prevalent, which might be due to lack of knowledge and awareness in the production section of sport industry with respect to strategies of promotion and the quality of using these technologies. This issue has a direct relationship with the lack of research in this area (Amini Roshan, 1390). Considering to the proposed issue, the marketing of sport medical goods and equipments is important since by effective use of sport medical goods and equipment marketing and increasing turnout of these goods would definitely lead to making more healthy people for the society both physically and mentally.

By technical advancement and automation of life in the developing countries, the occurrence of obesity and fatness is noticeably increasing. Obesity is specifically related to the risk of high blood pressure, diabetes, and coronary artery diseases (Rodwell, 2001). For preventing these problems and consequences of this phenomenon, the promotion of exercise and physical activities for community is essential. One of healthiest and safest ways of exercise and activities is the use of sporting goods and equipment such as treadmill and stationary bicycle.

RESEARCH METHOD

Considering to the subjects and hypotheses, this study is practical in terms of purpose and descriptive-survey form in

terms of method, in which data are gathered with field and library technique. The research population includes the sport medical equipments customers in a typical month in 1393. To this end, 16 authoritative and licensed markets of Mashhad were selected. The total number of their customers was about 1400; however, based on Morgan formula 302 customers were randomly selected as sample of the study. The researcher prepared a questionnaire which consists of 31 questions of 4 rubric/topics that were graded based on 5-option scales. For data analysis, considering to the proposed hypotheses, by the help of SPSS software, KS test was used for determining the normality of variables, one sample T-test and Fried Man were applied for answering to hypotheses.

RESULTS

Primary description of the research variables

Table 1: descriptive statistics of the research variables and their dimension on examined sample

Group	Row	Variable	Mean	Standard deviation	Min. in sample	Max. in sample	Possible min. and max.
Sellers of sport medical goods	1	Product	4.25	0.444	3.5	4.88	1-5
	2	Price	4.12	0.645	2.88	4.88	1-5
	3	Promotion	3.79	0.784	2.11	4.33	1-5
	4	place	4.16	0.272	3.83	4.5	1-5
Customers of sport medical goods	1	Product	4.08	0.55	2.75	5	1-5
	2	Price	4.4	0.514	2.5	5	1-5
	3	Promotion	3.85	0.743	1.33	5	1-5
	4	place	4.19	0.539	2.83	5	1-5
total	1	Product	4.08	0.548	2.75	5	1-5
	2	Price	4.39	0.517	2.5	5	1-5
	3	Promotion	3.85	0.742	1.33	5	1-5
	4	place	4.19	0.535	2.83	5	1-5

As it is clear from the table 1, from the sellers of sport medical good point of view, the product element has gained the highest mean, while from the customers' viewpoint, it is the price element that has got the highest mean.

Table 2: frequency distribution and the priority of the type of sport medical goods and the type of commodities

The type of sport medical goods	frequency	Percent	priorities
Treadmill	99	32	First
Stationary bicycle	164	53	Second
elliptical trainer	46	15	Third
total	309	100	-

According to table 2, the priority status of sport medical goods and the commodities in the intended sample shows 53 % the use of stationary bicycle and 32% the use of treadmill and elliptical trainer.

Table 3: one-sample T-Test, the effect of marketing mix elements (price, products, promotion, and the place) on the citizen's turnout of the sport medical goods and equipments

Group	Element	Mean	Standard Deviation	Statistics t	Degree of freedom	Sig. level
Seller	price	4.12	0.645	4.611	6	0.004
Customer		4.4	0.514	47.48	301	0.0001
total		4.39	0.517	47.466	308	0.0001

Group	Element	Mean	Standard Deviation	Statistics t	Degree of freedom	Sig. level
Seller	product	4.25	0.444	7.434	6	0.0001
Customer		4.08	0.55	34.22	301	0.0001
total		4.08	0.548	34.87	307	0.0001

Group	Element	Mean	Standard Deviation	Statistics t	Degree of freedom	Sig. level
Seller	promotion	3.79	0.784	2.678	6	0.037
Customer		3.85	0.743	19.949	301	0.0001
total		3.85	0.742	20.156	308	0.0001

Group	Element	Mean	Standard Deviation	Statistics t	Degree of freedom	Sig. level
Seller	place	4.16	0.272	11.341	6	0.0001
Customer		4.19	0.539	38.276	301	0.0001
total		4.19	0.535	39.05	308	0.0001

Based on the results one-sample T-Test in table 3, in hypotheses 1-4 of sellers, customers, and in sum, in both groups marketing mix elements including (price, product, promotion, and the place) are effective on citizens' turnout of sport medical goods and equipments ($p=0.0001$).

Table 4: mean rating and the priority of variables of marketing mix

Row	Factors	Mean rating	priority
1	Product	2.31	Third
2	Price	3.09	First
3	Promotion	1.91	Fourth
4	place	2.68	second

As it is clear from table 4, from all sellers and customers' viewpoint, and among all variables of marketing mix elements, the price factor has the highest influence.

DISCUSSION AND RESULTS

In today's competitive world, for gaining advantages of competition, the companies should highly consider to the customers and fulfilling their needs (better than their competitor). Being aware of customers' needs and the process of purchasing is the basic of successful marketing. On one hand, the customers have different orientations and tendencies in purchasing products which should be considered in regulating the strategies of marketing. If the customers' decision style are well attended and made recognized to the companies, they would enjoy an appropriate competition place in comparison with other market competitors, which in long term, would cause increasing profits. The marketers should do some researches and studies for finding answers regarding the kind, amount, and place of the purchasing of customers. However, notifying the reasons of the customers' behaviors is not that easy, this is due to the fact that most answers to these issues lie in their mind and thought. Researchers and marketers, for recognizing

the manners and reasons of people's purchasing, show increasing interest to the customers' decision style. Along with the development of major changes in the countries' social and economical structure, domestic economic corporations found out that in addition to accurate recognition of competitors and suppliers, etc., understanding of the customers' decision style and technique is highly important, too. Their decision process becomes more complicated due to facing with the increasing number of goods, services, and also increasing promoting plans and distributing channels. Hence, fulfilling their needs requires using more complicated tools and plans. Zhang Zhuming Sue (2007), on the basis of analyzing marketing problems in domestic sport brands, stated that limitation in creating domestic sport products brands might be due to inefficient marketing of attraction products and marketing tools. Also, in this structure, marketing acts independently which cause ongoing competition and brands development act as a local marketing state amid contrast and integrations.

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