



## The Impact of New Information and Technologies on Attracting Customers to Sports Venues

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Receive Date: 04/04/2022 Revise Date: 05/05/2022 Accept Date: 01/06/2022 Publish Date: 10/06/2022

### Abstract

**Purpose:** The purpose of conducting research was the effect of information and new technologies in attracting customers to sports venues in Kermanshah province.

**Method:** According to the official statistics of the medical board, about 40,000 people are mentioned in the province's sports statistics community. The present research is applied research that is descriptive in terms of strategy and survey in terms of implementation. Data collection was done by field method and through a questionnaire. The statistical population was all customers of sports facilities in Kermanshah province. Based on Cochran's formula, 560 people were selected as a statistical sample. To collect information, Moghimi's

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**How to Cite:** Kiani, M. & Nazari, L. (2022). The Impact of New Information and Technologies on Attracting Customers to Sports Venues. International Journal of Digital Content Management (IJDCM), 3(5), 290-310.

DOI: 10.22054/dcm.2022.67334.1081

(2010) mixed marketing questionnaires were adapted, and information technology and attracting research-made customers were used. The structural equation path analysis method was used to analyze the findings.

**Findings:** Findings indicate that the fit of the structural model of t-coefficients for all research relationships greater than 1.96 can be confirmed by the appropriateness of the fit of the structural equation model.

**Conclusion:** In general, it can be acknowledged that the combination of marketing and the use of information technology directly affects the process of attracting customers to sports venues, so it is recommended that managers use these strategies to highlight the competitive advantages of sports venues through the use of space. Put physical and virtual on the agenda.

**Keywords:** Customer Acquisition, New Technologies, Sports Marketing, Sports Management, Sports Venues.

## 1. Introduction

New technology can be considered as a continuation of the previous technologies that provide arrays and modifications to human beings to improve life. In other words, the term new technology can be applied to the advances made and innovations presented in various fields of information technology. In today's world, technology is evolving at an increasing rate. To keep up with such a fast-paced trend, we need to identify the technology of the day and work on it. In this way, we were able to keep pace with the changes and developments around us and take advantage of the facilities before us (Vaziri et al. 2020). Many years have passed since the concept of marketing and its use. Few organizations today can be found that are unfamiliar with marketing concepts and do not care about customer acquisition. Marketing and its role in the promotion of enterprises and

its impact on the development and economic growth of countries are not hidden from anyone. The Internet is one of the factors influencing marketing and ways to promote these activities in the current arena. The growth of the Internet has created opportunities for customers and companies that are in a global online market, and one of these opportunities is e-marketing. Due to the widespread use of the Internet and information technology, all organizations and industries need to use e-marketing in their business to maintain their competitive position. The development of new information and communication technologies has also provided opportunities for development and marketing in the field of educational and cultural products (for example, e-book sales). Marketing through new technology and information has various advantages, including global market, efficiency compared to other marketing channels, new service opportunities based on Internet technology, time savings, cost savings, the possibility of establishing an interactive and continuous relationship with the customer, Ease of choice, the ability to use text and audio and moving images, providing a large amount of useful information, being informed of new opportunities, being up to date (Kim2012). (Kapatina et al. 2018)The advancement of Internet technology enables companies to communicate better and more effectively with customers and to adapt their products to their needs. Sport as an effective power in economic and social development with direct and indirect effects plays an important role in the economy of countries. The sports industry, by having a motivating factor such as holding sports competitions, has made it possible to take advantage of advertising and media opportunities, which in turn has created the necessary platform for interaction between industry, trade, and sports, which serves as a strategic bridge. It is in the service of sports development and its economic prosperity (Farahani et al 2017). Sports venues as social spaces that are in direct contact with people, to perform better and generate more revenue, need to attract as many customers as possible. To remain competitive and survive, organizations must have a correct and accurate knowledge of the

external environment, especially customers, who are the main pillar of the external environment, to timely understand the needs and desires of customers for better service and satisfaction. Most and finally their lasting and long preservation took steps. This is the need to change organizations and move beyond the traditional form to introduce new concepts in the field of customer service and introduction (Akroush 2011).

In the modern world of business, there is evidence of increasing competition from many companies, especially those operating in the service industry. That's why knowing the return of customers is so important. This has led to the development of relationship marketing strategies and the implementation of related tactics by organizations (Sandrotis and Varkiy 2017). In the last decade, there has been a lot of buzz on social media around the world. Many elements in social media sometimes make it very difficult to understand the whole text, and online marketing, in a simple definition, is communicating with customers through online tools. In general, online marketing pursues the same goals as more traditional forms of marketing: increasing brand awareness, generating leads, and finding new customers. Kotler et al (2005). The media in the new age is one of the inseparable factors of daily life. Press, radio, television, internet, and websites are among the media that are always used by people in the community and attract their audience in proportion to their efficiency (2019 Shahbazi). With the advent of the Internet and online computer networks in today's world, the organization's website is the first point of contact between users and the organization and its services (Amiri 2020). "Sports marketing is a social and managerial process that individuals and groups acquire through the creation and exchange of products and value for each other." Advertising, social media, digital platforms, ticket sales, social relationships, online marketing, or internet marketing is any tool, strategy, and method that further introduces the name of the business and brand in the online space. Online is the use of Internet tools to introduce business and products

to potential customers and encourage them to buy products (Bahrami et al. 2021). Organizations today are in a state of changing processes and are strongly influenced by the change. To this end, organizations need to regularly review and review their processes and methods to play a significant role in the environment and organize their operational processes to achieve missions, values, and benefits, in such a way that in addition to their survival. In the present situation, they can meet the needs of the environment (Jankwart et al 2017). Organizations today are in a state of changing processes and are strongly influenced by the change. To this end, organizations need to regularly review and review their processes and methods to play a significant role in the environment and organize their operational processes to achieve missions, values, and benefits, in such a way that in addition to their survival. In the present situation, they can meet the needs of the environment (Jan wart et al., 2017). In the third millennium AD, information is considered the main pillar of the power of civilizations and now information and technology are the most basic foundations of civilization in the third millennium. We live in an information age, an age in which the ability to produce and access new information is a key factor in the growth of organizations. Improving the status of organizations depends to a large extent on new production capacity and knowledge. Today, information technology has a very important role in the success of organizations and has become a very important information and communication tool that has accelerated and facilitated many things in organizations. This technology is also the creator of many new information and communication capabilities. Many organizations have realized the importance and impact of information technology on the success of the organization and seek to achieve different angles (Hen et al., 2017).

Information and communication technologies have created the infrastructure in today's life that no longer avoids the margins of past payments and prolongs the time for decisions and information. These

infrastructures will increase the productivity of resources and streamline the flow of information based on information systems, and the final product will be based on information technology. In many cases, people try to get away from daily activities and relax or focus on issues other than daily work, one of which is doing sports. Exercise has many fans due to its invigorating nature. Using them makes the organization's processes faster and more accurate and less costly. Therefore, it can be said that the future will be for those organizations that align themselves with the realities and requirements of information technology. Given the importance of the Internet, Idris and Ibrahim (2015) concluded that despite the use of e-marketing by companies, this tool does not have a positive effect on their marketing performance. The results of a study by Kirkova et al. (2015) showed that customers have a positive outlook on Internet marketing. Research by Stevens et al. (2012) found that Internet marketing would be more effective if it was able to receive an immediate response from customers. Kapatina and Tozani (2011) showed that developing e-marketing and site design plan will increase sales revenue. In a study, it was stated that information technology causes the creation, maintenance, and increase of social capital, and cognitive, structural, and relational dimensions in women (Hen et al., 2017). Leukimidis (2016) attributes the lack of successful presence of organizations on the Internet to the loss of huge sources of capital. The World Wide Web gives sports organizations a chance to connect with fans. A website is an important communication tool in sports organizations. Rice and Leonardi (2013) point out that information and communication technology can affect many characteristics of the organization such as organizational structure and attitude of human resources and internal and external communication. Kuger et al. (2012) acknowledge that managers, Employ management information systems at all levels (strategic, intermediate, and operational) that need to be improved. So their employees are determined to prevent rework. In this regard, Zohrehvand et al. (2014) point out that managers and all employees of sports clubs should acquire the

necessary skills in using the Internet, as well as know the widely used computer software related to their field of work and have the skills to use it. Competitive intelligence can also be an important source of information for planning by gathering information about the present and future behavior of competitors and the business environment. We consider marketing as a kind of social and managerial process by which individuals and groups can meet their needs and wants through the production, creation, and exchange of products and value with others. The marketing mix includes deciding on the right product mix, price, promotion, and location. Service marketing theorists have done many studies on the difference between service marketing and product marketing. By showing that service marketing requires different decisions about goods, these thinkers were able to distinguish service marketing from product marketing (Nazari et al., 2017). Market orientation is a tool through which one can achieve a competitive advantage in the workforce that is related to variables such as market opportunity, competitors' risks, and competitors' threats. Therefore, it seems that providing the ground for preparing and formulating a strategic plan for private clubs is a major and initial step to organizing a wide and diverse effort in the field of club sports. Because building strong brands plays a very important role in the service sector, sports clubs can innovate in service delivery when they lead their organization, both employees, customers, and managers, to integrate marketing and gain a competitive advantage in the long run. In this regard, research has shown that the quality of desirable services and satisfaction is one of the most important factors underlying customer loyalty. Also, there is a relationship between all aspects of the quality of sports club services and customer satisfaction and loyalty. Researchers have pointed out that the quality of services such as the quality of programs and the club environment affect customer satisfaction (Saeedi et al., 2015). Pedragosa and Correa (2009) Satisfaction is a variable that is related to customer expectations and club equipment and is very important in determining the level of customer loyalty to the club. Moral et al. (2016) considered the

relationship between after-sales service quality and customer satisfaction, retention, and loyalty (Kayaman and Arsley, 2007).

## **2. Methodology**

The present study is applied research in terms of purpose because it develops applied knowledge in a specific field and in terms of how to collect data, it is descriptive research and in terms of nature is a type of correlational research, because the purpose of this study is to discover the relationship between variables. Which will be done in a survey. According to the inquiry provided by the Club Affairs Office of the General Directorate of Sports and Youth of Kermanshah Province, the number of customers of sports facilities cannot be accurately estimated, so the statistical sample ceiling based on Cochran's formula of 560 people was considered for the present study. The sampling method of this study was cluster random (proportional to the sample size). To collect information, a questionnaire was used. To collect information, Mothibi Marketing Integrated Elements Questionnaire (2010) was used. To determine the validity of the researcher questionnaire for opinion polls and to confirm the face and content validity, a sample of the questionnaire was presented to ten sports management specialists and they examined the form and content of the questionnaire items according to the research objectives. Reliability was calculated through Cronbach's alpha (0.76). Researcher-made information technology questionnaire with 13 questions with three components of hardware, software, and human software in a pilot study through the method of halving 30 questionnaires from the sample, preliminary study of the distribution and after collection, questionnaires it was calculated by Cronbach's alpha method (0.79). The method of scoring the questionnaire was used through a five-point Likert scale. A structure analysis test in structural equations was used to analyze the findings. All data were analyzed using social sciences statistical software package version 19 and LISREL software version 8.54.



### 3. Findings

Table 1. describes the variables of marketing mix, strategic position of brand and communication and information technology

Standard deviation	Average	Component Name	Variables
0.63	3.12	the product	<b>Mixed Marketing</b>
0.96	3.38	Price	
0.64	3.65	Advertising	
0.83	3.60	Place	
0.55	3.83	Staff	
1.48	2.47	Facilities and equipment	
1.88	2.56	Process	
1.72	2.95	software	<b>Information and Communications Technology</b>
0.79	3.78	hardware	
0.81	3.62	Humanitarian	
2.21	4.96	<b>Attract customers</b>	

According to Table (1), among the components of the marketing



**Figure 1.** Model for predicting customer attraction through integrated elements of marketing and application of new information and communication technology in sports venues

mix, employees with an average of 83.3 have the highest average, and facilities and equipment with an average of 2.47 have the lowest average. Among the components of information technology, hardware with an average of 3.78 has the highest average, and software with an average of 2.95 has the lowest average. The average customer attraction is 4.96 with a standard deviation of 2.21.

Table 2. Important indicators of the original model fit

Acceptable fit	Model fit indices	Abbreviation	Index name	Grouping indicators
GFI%90<	0/94	GFI	Fit goodness index	Absolute fit indicators
AGFI%90<	0/91	AGFI	Modified fit goodness index	
RMR%5>	/011 0	RMR	The root of the mean of the remaining squares	
NNFI%90<	1/00	NNFI(TL)	Tucker-Lewis Index	Adaptive fit indices
NFI%90<	0/97	NFI	Normalized fit index	
CFI%90<	0/98	CFI	Adaptive Fit Index	
IFI%90<	0/98	IFI	Incremental fit index	
/10 RMSEA<	0/01	RMSEA	The root mean square of the estimation error	Affordable fitting characteristics
-	/087 0	p	p- value	
-	736	df	Degrees of freedom	
<3 CMIN/df0<	1/87	CMIN/df	Chi-score normalized to a degree of freedom	
PNFI%05<	0/74	PNFI	Normalized fitting index	

Table 2. showed the values of the most important fitting indices of the model, including the square root of the mean error (0.01) and the ratio of two to the degree of freedom (1.87). As it is clear, all the indicators have met the required level at this stage, and this means that

the data support the research model. In other words, the research model is acceptable with the present graphic diagram.

#### **4. Conclusion and Discussion**

Because communication between people to educate and spread knowledge is increasingly possible through computers. Due to the competitiveness of the sports market, the customers of hats and sports services are becoming more and more valuable. According to Table (2), the average of the marketing mix elements obtained is higher than the average, i.e. the marketing mix elements are higher than average. The results of this study are consistent with the results of Zohrehvandyan et al. (2014). Customer loyalty is critical to an organization's success because attracting new customers is usually more expensive than retaining existing customers. Therefore, it is suggested that loyal fans be maintained as a competitive asset, and one of the ways to strengthen this is by creating a sincere, appropriate, and strong cooperative relationship between service providers and stakeholders. Blended marketing elements are one of the best tools that can help create a good strategy in sports marketing management, based on which each element can be considered as a controllable variable and sports needs based on the market. Set a goal. Sports clubs should have all the elements studied to have more customers, in other words, the existence of such things as good behavior of managers and staff of sports clubs, necessary expertise, proper appearance, effective trainer, commitment to work, proper communication And having human relations skills, up-to-date knowledge of coaches, the proximity of the club to the place of residence, the proportionality of tuition with people's income, easy access, good quality in sports clubs, breeding outstanding champions, equipping the club with modern equipment and ancillary facilities Existence of medical and nutrition consultant, the existence of accessories in sports clubs can be effective in marketing sports clubs and attract more people. According to Table (2), the average of the obtained information and communication technology elements is higher than the average. The results of this part

of the present study are consistent with the achievements of Zohrehvandyan et al. (2014) acknowledged the level of information technology in sports clubs under appropriate study. Sports clubs can use new technologies and technologies in cyberspace to attract customers. For example, advertising sports classes, coaches, and other services through cyberspace channels or contracts with private mobile companies can be helpful. The reasons for this compatibility may be due to the up-to-dateness, effectiveness, necessity, and importance of using information technology in all systems and organizations. Information technology can play an important role in improving the productivity and efficiency of organizations. The use of information and communication technology to promote the success of sports clubs and customer loyalty is an important and effective factor in sports. Emphasizing that the use of information technology and management information systems can play an effective role in all aspects of sports, so all organizations and managers and those involved in sports should use these systems and technologies as much as possible. In this way, they succeed in planning, programming, services, and products and achieve their desired goals by developing the quantity and quality of affairs. Managers and employees of sports clubs as the main role and force of the organization have a major role in the success of their organization, on the other hand, the greatest value of information technology in the success and achievement of goals; According to the mean difference obtained, it can be said that the difference is positive and the mean of this component is higher than the average level (3). Koo and Pasteur (2020) report interactions between managers and members of the club as an important factor in the success of sports clubs and believe that managers and coaches must have high human relations skills for the success of the club in sports. ; Acquisition of sports and economic status; Provide more profitability. Koo and Pasteur (2020) also report that having a club in the accessible places and that people can move around easily can be very effective in attracting customers.

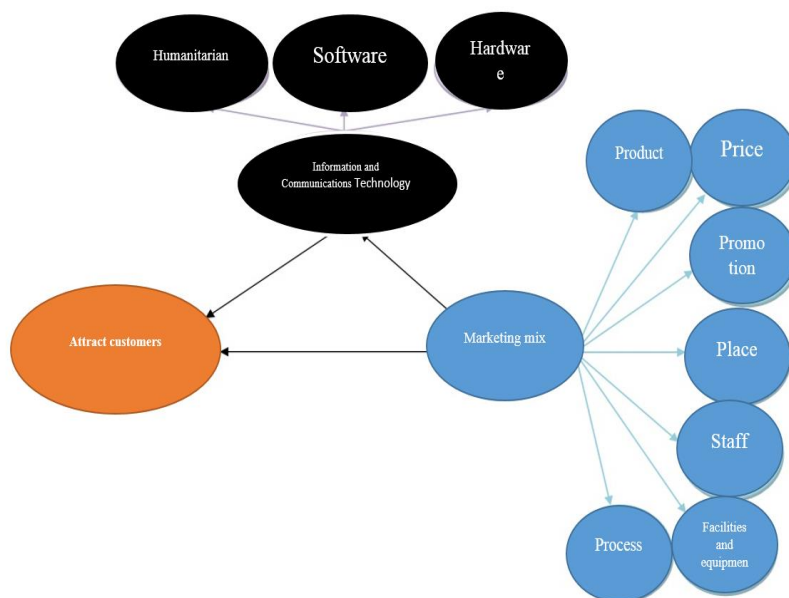


Figure 2. the proposed research model

Considering the effect of marketing components on information and communication technology and finally the effect of these two variables, directly or indirectly, on attracting customers of sports clubs (Figure 2 of the proposed research model), it can be acknowledged that there are such things as good Behavior of club managers, necessary expertise, proper appearance, effective training, commitment to work, establishing proper communication and having human relations skills, up-to-date knowledge of coaches, proximity of club to residence, proportionality of tuition with income, easy access to quality Proper work in the club, proper planning for athletes, the presence of accessories in the club based on the components of the marketing mix can be effective in marketing private clubs and attract more people. What can be inferred is that effective human relations and having high human skills are the most important characteristics

that managers, employees and coaches of private clubs should have and with good morals can attract many fans. That's why Hick Me et al. (2005) is a powerful program they suggest sports managers and believe that by training human relations and social skills, sports clubs can be more profitable, and this can help the sports economy a lot.

That is why they propose an empowerment program for sports managers and believe that by training human relations and social skills in sports clubs can be more profitable and this can help the sports economy a lot. . They also report interactions between managers and members of sports clubs as an important factor in sports success and believe that managers and coaches must have high human relations skills to ensure the success of the club in sports and economics. Another element of marketing is the location element. If sports clubs are built in places that are easy to access and in places that are not high traffic and less crowded, it can be effective in attracting customers. Having the necessary facilities and equipment in the club and equipping the club with modern and new equipment can be in the sports marketing of sports clubs. The existence of equipment and facilities as a psychological element affects the mentality of customers and they believe that equipment can have a positive effect on the motivation and sport success of members psychologically. It must be acknowledged that the future will be for those organizations that adapt to the new realities and their requirements. Managers who seek to use information technology in the implementation of quality cost management, Market research, production lines, tests and product reliability design, while increasing the quality that the customer wants, reduce quality costs. In today's world and the dynamic and highly competitive economic environment, information technology has become one of the Become key players and upgrade your position to reach a strategic capital. Information technology can lead an organization to innovate, increase productivity and generate value for customers and be considered a competitive advantage. The benefits of information technology in organizations, including cost savings,

prevention of human error, organizational effectiveness, increased efficiency and revenue improvements are very thought-provoking. Therefore, today, the per capita cost of information technology per manpower is considered as one of the indicators of national development of countries. Information technology will reduce costs by increasing access to information, processing and retrieval. Therefore, today, the per capita cost of information technology per manpower is considered as one of the indicators of national development of countries. Information technology will reduce costs by increasing access to information, processing and retrieval.

In general, it can be acknowledged that today the competition in various industries, including the sports industry is increasing. Because sports service organizations offer similar services to stakeholders, such as private clubs, the competition is for customer acquisition and, most importantly, retention. Club managers must use their competitive intelligence to achieve this goal and use market orientation to compete with other clubs and meet the needs and wants of their customers. Therefore, it is suggested that the senior managers of the private clubs of sports clubs assign a special sign and logo for their hall and choose a suitable name for the hall. Familiarity with the culture of the people of that area, proper communication of employees with customers and the amount of training and education of coaches, be aware and be effective in selecting the best and most trained coaches and staff.

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**How to Cite:** Kiani, M. & Nazari, L. (2022). The Impact of New Information and Technologies on Attracting Customers to Sports Venues. *International Journal of Digital Content Management (IJDCM)*, 3(5), 290-310.  
DOI: 10.22054/dcm.2022.67334.



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