

Résumé:

Prévision du classement des athlètes dans les sports est une tâche complexe, tout comme d'autres sujets dans la vie politique et l'économie. Mais aujourd'hui, il ya une certaine utilisation de modèles qui, nous pouvons prédire, dans une certaine mesure, les résultats futurs et les classements. Le but de la présente étude est de fournir un modèle de prédiction

basée sur ARTIFICIELLE Networks et autorégressive-moyenne intégrée NEUTRE Moving, de sorte que l'on peut anticiper le rang de l'équipe nationale de football de l'Iran [NFT] dans FIFA.

Mots-clés: modélisation, prévision, réseaux artificiels neutres, le classement de la FIFA, autorégressif-moyenne mobile intégrée

INVESTIGATION AND SELECTION OF THE APPROPRIATE PROMOTION MIX FOR IRAN'S FOOTBALL PRO-LEAGUE. THE AHP METHOD

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Abstract:

For the purpose of the investigation and selection of the appropriate promotion mix for the Football pro-League of Iran, 13 experts in sport marketing responded to the researcher-designed questionnaire. The face and content validity has been proved by experts and its reliability as due to the inconsistency ratio of the questionnaires which is less than (0.1) can be proved as well. For data analysis the AHP method and the Expert Choice (11) software were used. The results showed that in the second level of the hierarchy, the advertising (0/625) ratio was dominant to public relations (0/375). In the third level, among the advertisement and public relation tools, TV advertising (0/522) and the media as one of the public relation tools had respectively the first and the second priority. We can say that, for improving football pro-League marketing, advertising is the most important criteria and TV advertising is the most important choice of promotion mix for Football pro-League.

Keywords: Promotion mix, Analytical Hierarchy Process, sport marketing, football pro league

INTRODUCTION

Modern Marketing is something beyond just manufacturing good products, appropriate pricing, and easy access to the goods. The organizations need to have relation with their customers. Various factors justify the organization's need to communicate with their customers, among which we can mention the increasing distance between the manufacturer and the consumers which causes numerous problems in creating a direct communication with the customers and heavy competition among manufacturers and organizations engaged in an industry (Venos et al., 2008).

The marketing communication program of each organization is called the promotion mix and consists of a combination of advertising, public relations, sales promotion and personal sales, and the organizations use it in order to follow up their marketing goals (Haqqarast, 2000). Communication has turned in its various forms into a specialized subject, among which advertising, public relations and interpersonal communication techniques are of great importance (Rezaie, 2006). Marketing as an interdisciplinary knowledge makes use of communication techniques as one of its components. This part is called

promotion mix (Namini, 2006). Establishing an effective communication today, in order to fulfill marketing goals, is one of the main preoccupations of managers in any sport organization. In fact among the most important and the most effective elements which make a link between sport events and the profitability of sport industry are advertisement and promotion (Hasan zadeh, 2004). In some countries the biggest share of marketing expenditure is allocated to the promotion program.

Even in many corporations the total promotion expense exceeds the total production expense (Venos, 2008). Therefore, we can assume that one of the most important responsibilities of the sport marketing management is to assign the most efficient combination of promotion mix. By considering the fact that one of the long term goals in any sport is to develop it quantitatively and qualitatively, sport organizations need to be capable of competing with each other in order to reach this goal (Hasan zadeh, 2004). This goal can be met with the aid of sport marketing results and especially by the use of an appropriate promotion mix.

Since the football industry is regarded as one of the financially profitable industries, with a high added value, it is obvious that proper planning for promoting this sport can

help to flourish it at both national and international levels (Falahi, 2009), attract major investments (Falahi, 2009; Kazemi, 2006; Elahi, 2007), increase the number of people attending the activities related to this sport (Jalilian, 2004), increase the customers and financial sponsors (Falahi, 2009), decrease the financial dependence of the country's football upon governmental financial credits (Falahi, 2009; Kazemi, 2006; Jalilian, 2004), increase the construction of sport facilities (Falahi, 2009), and eventually the higher profitability of this sport. Not many studies have been conducted in our country in respect to promoting this sport and considering the problem of Iran's pro-league of football, and it seems necessary to carry out further research in this area.

The studies already conducted consider the problems of Iran's pro-league to be the small number of spectators in the pro-league (Falahi, 2009), the low price of the tickets (Kazemi, 2006), the governmental possession of the teams and thus their heavy dependence upon the government (Elahi, 2007), unpredictability of the majority of the teams and the existence of a black market for selling the tickets of some matches (Falahi, 2009; Elahi, 2007).

Considering the gradual movement of the clubs toward privatization and their coming out of dependence upon the government, the profitability of the teams, the constant presence in this highly competitive and unstable field of sport, and the high costs of keeping clubs make it necessary to generate incomes from different resources.

The concept of promoting this sport is worth consideration with respect to its importance in attracting fans, increasing the number of customers, and making money for Iran's football pro-league. While foreign researchers used to conduct holistic and fundamental research studies on the series of marketing elements in the early 90's, they now focus on each individual element and then conduct detailed studies.

Unfortunately the few research studies that have been conducted on sport marketing in Iran have focused on the promotion mix as a whole and in general (Meamari, 2007; Kazemi, 2007), and there are very few studies on each one of the marketing elements individually and separately (Kazemi, 2006; Ghimi, 2008). Keeping up with other advanced countries in the area of sport marketing and immediately filling up the 20-year gap in sport marketing research encouraged the researcher to study the suitable promotion mix for Iran's Football Pro-League and to start a path in this area and maybe come to provide some solutions and suggestions for sport marketing managers in the football industry and help them know the promotion mix.

MATERIALS AND METHODOLOGY

In this survey, the descriptive method has been applied and, in order to define the hierarchy tree of decisions, interviews with experts and also books and articles about this issue have been used. In order to collect the ideas, a researcher-made questionnaire of promotion mix has been used. In the researcher's opinion, the statistical society was composed of 13 sport marketing experts, and the sample was set equal to the society. Talking about the experts, we mean individuals who wrote books, articles, theses, or any research works in the sport marketing field. These experts were chosen after referring to Sid and Irandoc websites, sport magazines and to the theses of physical education faculties on sport marketing.

Regarding the purpose of this work, the analytical hierarchy process for decision making was considered as the most suitable method for data analysis. This method starts with providing a hierarchy tree of decisions. The hierarchy tree of decisions shows the factors under comparison, together with the choices of the analyzed opponent, and then a series of pair comparisons made. The comparisons define the weight of any single factor for the opponent choices, and ultimately integrate the matrices resulted by the pair comparisons, so that the optimized decision can be made easier. Considering the fact that the data analysis method was based on the AHP model, firstly, the incompatibility rate of the pair comparisons for any respondent was checked, and then, we made sure that an acceptable incompatibility rate (less than 0.1) existed, that the respondents' ideas were integrated, and that the group's pair-comparison matrices were extracted. The decision hierarchy tree has various levels, considering the issue for which a decision is supposed to be made. The first level of each tree expresses the goal of decision making, and the last level shows the choices that are being compared.

The mediate level shows the criteria which act as benchmarks for comparing the choices (Adel, 1995). In the first level the suitable promotion mix for Iran's football pro-league was taken as the main goal, and then, in the second level, by consulting the experts and masters, since advertising and public relation are used in Iran football Pro-League, among the promotion mix tools, which consist of public relation, advertising, sales promote and personal sale, public relation and advertising were selected independently. In the third level, choices as promotional and public relations were considered (Fig. 1).

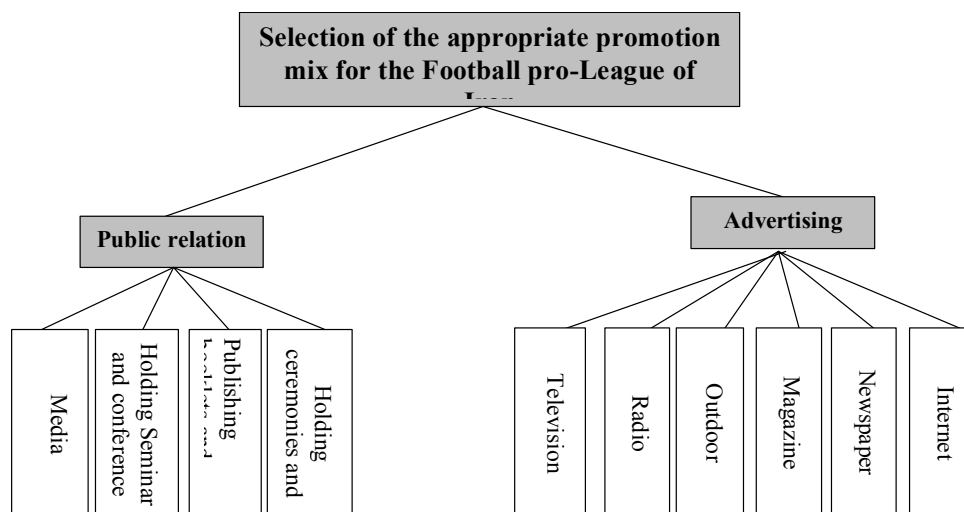


Fig. 1.RESULTS The hierarchy tree of decision

The findings of the research, which involve the synthesized matrix of the promotion tools and the overall priority of each of the criteria and choices are shown in Tables 1- 4.

Table 1. Synthesized matrix of promotion tools

Promotion tools	Synthesized matrix of promotion tools		Overall priority	Criteria of importance	Incon
	Advertising	Public relations			
Advertising	1	1/6638	0/625	1	0/00*
Public relations	0/6010	1	0/375	2	

According to Table 1, in the second level of the hierarchy tree of decision, the importance of advertising tools and of public relations and their overall priority have been

shown, and the inconsistency ratio of the promotion tools is (0/00).

Table 2. Synthesized matrix and overall priority advertising tools

Advertising tools	Synthesized matrix of advertising tools							Overall priority	Choice preference	Incon
	Television	Newspaper	Magazine	Outdoor	Internet	Radio				
Television	1	4/6555	5/6235	6/117	6/8472	6/9383	1	1	*0/03	
Newspaper	0/2147	1	1/133	1/4772	3/8964	3/3923	2	2		
Magazine	0/1778	0/8821	1	1	0/8821	4/2111	3	3		
Outdoor	0/1634	0/6769	1	1	2/8257	3/7606	4	4		
Internet	0/4604	0/2566	0/2642	0/3538	1	1/2599	5	5		
Radio	0/1441	0/2947	0/2374	0/2659	0/7937	1	6	6		

According to Table 2, in the third level of the hierarchy tree of decision, the importance of advertising tools

and their overall priority have been mentioned, and the inconsistency ratio of the advertising tools is (0/03).

Table 3. Overall priority and synthesized matrix of each of the public relation tools

Public relation tools	Synthesized matrix of each of the public relation tools				Overall priority	Choice preference	incon
	Creating relations with the media	Holding ceremonies & celebrations	Publishing booklets, brochures, organizing charities	Holding conferences & seminars			
Creating relations with the media	1	5/0132	7/3952	7/945	0/657	1	0/07*
Holding ceremonies and celebrations	0/1352	1	2/4338	5/4146	0/198	2	
Publishing booklets, brochures, organizing charities	0/1352	0/4108	1	2/8506	0/097	3	
Holding conferences and seminars	0/1258	0/1846	0/3507	1	0/048	4	

According to Table 3, in third level of the hierarchy tree of decision, the importance of the public relation tools

and their overall priority have been mentioned, and the inconsistency ratio of the advertising tools is (0/07).

Table 4. Overall priority and inconsistency ratio of promotion

The choice of promotion mix	Overall priority	Choice preference	Overall incon
Advertising through TV	0/310	1	0/05*
Public relations through creating relations with the media	0/267	2	
Advertising in newspapers	0/086	3	
Holding ceremonies and celebrations	0/080	4	
Advertising in magazines	0/087	5	
Outdoor advertising	0/068	6	
Publishing booklets and brochures, organizing charities	0/039	7	
Internet advertising	0/027	8	
Radio advertising	0/025	9	
Holding seminars and conferences	0/020	10	

According to Table 4, among the promotion mix tools, television advertising was the most important and public relations through holding seminars and conferences were the least important, and the overall inconsistency ratio is (0/05).

DISCUSSION AND CONCLUSIONS

In the second level of the hierarchy tree of decision, where the criteria were dually compared, the findings showed that among the promotion mix tools (in this work we mean advertisement and public relations), advertisement with a weight of 0.625 is more important than public relations with a weight of 0.601. The research conducted in this field affirms that the advertisement enjoys the overall priority among other promotion mix tools and this result corresponds with the results of the present work (Haqparast, 2004; Rezaie, 2006; Namini, 2006; Rnjbaran, 2008; Sabory, 2007).

Considering the research conducted in the field, it could be said that in the present era advertisement is of extraordinary importance and has a special position especially after the development of technologies, and

emergence and application of the modern media, raising awareness of individuals regarding modern goods and services. Hence it seems essential for the football pro-league officials to be aware of technology development and application of the modern media for advertisement, and, as the most efficient method for promoting Iran's football pro-league was known to be advertisement, it is vital for the officials to consider more credit for advertisement in order to gain more success in promoting the League.

In the third level of hierarchy, where the choices were dually compared, the results showed that among the choices of advertisement, the TV advertisement with the overall priority of (0.522) gained the most success in comparison with radio advertisement with the overall priority of (0.041), internet advertisement (0.046), outdoor advertisement (0.115), magazines (0.131) and newspapers with the overall priority of (0.144). Some have shown the TV advertisement as the strongest tool among the measured tools of promotion mix (Rezaie, 2006; Namini, 2006; Samadi, 2008). They have also introduced the TV advertisement as

the oldest and the most efficient advertising method (Deng, 2009). The TV advertisement has also been evaluated as an important factor due to raising sales volume, absorbing new customers, increasing the market share, stabilizing the trademark in the client's minds and making them faithful to the brand (Ho Hsu et al., 2009). Some others have assessed the role of the mass media, especially the television, in people's vision as meaningful (Ghafori, 2003) and have mentioned it as an effective factor in creating awareness and positive attitude towards sports (Herrera, 2002). In contrast to this finding, among advertising tools, some have put postal advertisement as the first priority and television ads in the fourth rank (Haqqarast, 2002).

Although television advertisement is generally costly, its importance outweighs other promotion mix tools due to numerous reasons like its vast coverage, plentitude of seeing the ads and its influence, combination of sound, motion, and colorfulness in order to create a specific attraction for the senses, its high accessibility and the role it can have in absorbing new customers, increasing the market share, stabilizing the trademark in the clients' minds. As advertisement was introduced as the most efficient media and promotion tool for the football pro-league, the officials need to allocate considerable importance for that.

In the third level of hierarchy, the findings showed that among public relation tools, the relation through the media, with a final weight of (0.657), has the highest importance compared with other public relation tools like seminars and conferences, with a final weight of (0.048), publishing booklets, brochures and books (0.97), organizing charities, holding ceremonies and celebrations (0.198). Some have mentioned the public relations in their research as one of the important tools of sport marketing and have acknowledged that public relations play an important role in developing the teams through creating relations with the media (Hopwood, 2005; John, 2000). They have also evaluated its role as impressive in supporting the teams, creating more faith, attracting more fans and raising the motives of the addressees (Anderson, 2005; Fabrice, 2008; Jacquie, 2007). Some others have expressed the public relations through media coverage as one of the major constituents of the link between sports and society, and have recognized its application essential to establish a more effective relation (Mangold, 2009; Wan Woo, 2008; Jacquie, 2007). Some others believe its role as effective in holding sport festivals and making the customers aware in the celebrations, and so consider it necessary to conduct more research in this regard (Summer, 2008). On the other side, some say publishing scientific articles and organizing scientific seminars is the most influential among other public relation tools, a belief which does not correspond with the findings of the present work (Haqqarast, 2002; Samadi, 2008). This lack of correspondence can be said to be due to the difference in the type of goods and services.

Ultimately we should say that what nowadays matters in promoting different products, is the application of an integrated promotional mix (that is using different promotional methods to send a single message). Based on this belief, the football pro-league officials are suggested to take the suitable promotion mix according to the overall priority of any of the main promotion methods considered in Table 4, and the ranking of promotion and public relation tools considered in Tables 3 & 4, together with paying attention to the league's internal circumstances and the available budgets.

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**ENQUÊTE ET SELECTION DES DE LA
COMBINAISON APPROPRIÉE DE PROMOTION POUR
LE PRO FOOTBALL-LIGUE D'IRAN, SELON LA
MÉTHODE AHP**

Résumé:

Aux fins de l'enquête et la sélection de la combinaison appropriée de promotion pour le football pro-League de l'Iran, 13 experts en marketing du sport ont répondu à l'chercheur conçu questionnaire sur la promotion de mélange. La validité apparente et le contenu a été prouvé par des experts et sa fiabilité en tant que raison du taux d'incohérence des questionnaires qui est inférieure à (0,1) peut être prouvé ainsi. Pour la méthode des données AHP analyse et le choix d'experts (11) logiciels ont été utilisés. Les résultats ont montré que dans le second niveau de la hiérarchie, de la publicité (0/625) ratio était dominante à la relation publique (0/375). Dans le troisième niveau, entre la publicité et des outils de relations publiques, la publicité TV (0/522) et les médias comme l'un des outils de relations publiques avaient respectivement la priorité première et deuxième. Nous pouvons dire que, pour améliorer le football pro-League marketing, la publicité est le critère le plus important et de la publicité TV est le choix le plus important du mix promotion pour le football pro-League.

Mots clés: mix de promotion, la méthode de hiérarchie, le marketing sportif, le football ligue professionnelle,

THE IDEALS OF THE OLYMPIC MOVEMENT

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Abstract:

A review on the aims and ideals of the originator of the Olympic Movement is a sign of humanism, simplicity and reverence for the human race regardless of skin colour, political sect, tenet and social and economic base. The centenary workbook of the followers of this attitude also indicates the sincere attempt that has tried to raise the flag of the Olympic Movement and to develop its humanitarian goals all over the world by policy making and selecting various methods.

Accordingly, this article is willing to study the ideals of the Olympic Movement. The method used is historical and uses documents published in articles, magazines and on the internet to elaborate on the main ideals of the Olympic Movement (Citius, Altius, fortius, education principle, the principle of sincere and friendly match, the principle of the expansion of international friendship and understanding, the principle of developing equal chances, the principle of cultural manifestations in the Olympic Games, independence and inscrutability).

As the method in this research is documentary; there is no statistical sample. The instruments are also articles, theses, the internet, etc., performed by studying, using strap cards, categorizing, codifying and analyzing the content of the data. Finally we come to this important matter through the principles mentioned briefly that as far as holding the Olympic Games has proceeded, it has made a deviance from the mentioned and critical principles in the Olympic Charter and if those responsible in the National Olympic Committee and the International Olympic Academy do not pay attention to this important matter, it is possible that in the next periods and specially in the 21st century this movement faces irrecoverable problems.

Keywords: *Olympic ideals, education principle, friendly match principle.*