



# The Impact of Covid -19 Pandemic on Sports Marketing in Jordan

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## Abstract

The purpose of this study was to explore whether or not Covid 19 had any effect on the marketing of sports in Jordan. In the study, a descriptive analytic technique was employed, and it also included the use of a questionnaire that was prepared and handed out to a convenience sample of Amman-based sports professionals. The study's sample size was 111 total participants that participated in the survey. The study concluded that Covid 19 affects negatively sports marketing, in addition it also affects the sports marketing mix (product, price, promotion and distribution) separately, as well as, there are no differences in the impact of Covid-19 on sports marketing in Jordan due to (Gender, Age, experience). While there are differences in the impact Covid -19 on sports marketing in Jordan due to Education level. The study recommends that sport officials would recruit professional experts in sports marketing to mitigate the impact of Covid 19 on sport activities.

6385

**Keywords** Covid -19, Marketing, Sports marketing, Sports Marketing Mix

DOI Number: 10.14704/nq.2022.20.8.NQ44662

NeuroQuantology 2022; 20(8): 6385-6394

## INTRODUCTION

Marketing is one of the primary and most important activities for any organization; consequently, the primary plans for marketing should be the first plans that a sports institution develops, on the basis of which the remaining sports activities can be planned on sound scientific and technical foundations and rules.

On the basis of the systems approach in management, as the sports field is a system within society that needs to be developed and the regulations that govern work in the bodies operating in it, and as a result, sports institutions need to keep pace with scientific and technological development to

keep pace with the characteristics and trends of the modern era, but with the modern trend, sports marketing needs to depend on scientific foundations, by contributing to increasing self-financing and profit margin.

In this respect, and in accordance with the massive shift that has taken place in the economic sector throughout the world, and in order to stay up with its progression. It is critical that youth centers carry out some economic development reforms by rationalizing and directing its economy in accordance with the current market plan in terms of arranging its objectives and determining its most pressing needs, as well as defining its current and proposed



programs by locating multiple sources of financing and sports marketing, as it is essential and influential in all aspects of sports activity.. (Qeshta, 2014)

### PROBLEM STATEMENT

Sport has now become a big source of money all across the world, and the sport trade has changed dramatically over time. Marketing in sports is the creation of marketing management principles for enterprises involved in sports. Sports organizations and businesses producing goods near the sports field sell their products to athletes interested in sports, organizations, and lastly the sports consumer, financiers or investors by the state and sponsors. In his research, Harbaji (2017) discovered that the CEOs of sports organizations place a low value on sports marketing. Furthermore, not all marketing tactics are applied optimally in sports clubs. The current scope of marketing growth and development in sport varies from organization to organization, as this growth and development is tied to other aspects. According to Dahem (2015), there is no marketing department or marketing staff at several sports clubs. Because the pandemic has been affecting sport activities all over the world from the beginning of 2020, this study is an attempt to analyze the impact of Covid -19 on sports marketing. This research is attempting to answer the following questions:

- 1-Do Covid -19 has an impact on sports marketing in Jordan?
- 2-Do Covid 19 has an impact on sport product in Jordan?
- 3- Do Covid 19 has an impact on sport price in Jordan?
- 4- Do Covid 19 has an impact to find out the impact of Covid 19 on sport promotion in Jordan?
- 5- Do Covid 19 has an impact on sport distribution in Jordan?

6- Are there any statistically significant differences of the impact of Covid -19 on sports marketing in Jordan due to demographic variables?

### Study importance

The study's importance stems from the importance of the topic it deals with represented by sports marketing due to the importance of the practice of sports marketing during the Covid 19 pandemic. In addition, it may enrich the library through research contribution that may be added to previous studies in general addressing this topic.

### Study Objectives

The study aims to find out the impact of Covid 19 on sports marketing in Jordan. In addition to achieve the following objectives;

- 1- To find out the impact of Covid 19 on sport products in Jordan.
- 2- To identify the impact of Covid 19 on sport price in Jordan.
- 3- To find out the impact of Covid 19 on sport promotion in Jordan.
- 4- To find out the impact of Covid 19 on sport distribution in Jordan.

### Study Hypothesis

- 1-Ho- There is no statistically significant impact of Covid -19 on sports marketing in Jordan.
- 2-Ho-1 there is no statistically significant impact of Covid -19 on sport product in Jordan.
- 3-Ho2: There is no statistically significant impact of Covid -19 on sport price n Jordan.
- 4-Ho3: There is no statistically significant impact of Covid -19 on sport promotion in Jordan.
- 5—Ho4: There is no statistically significant impact of Covid -19 on sport distribution n Jordan.
- 6-Ho5: There are no statistically significant differences of the impact of Covid -19 on sports marketing in Jordan due to demographic variables



### Sports Marketing Concept

Sport is defined as: "Everything forms of physical activity in which casual or organized participation is undertaken and which is intended to express or improve physical fitness and mental health and to shape social relations or obtaining results in competition at all levels. (Wilson & Piekarz, 2015, p30). Marketing in the sports industry may be used to pique the attention of spectators, encourage more people to take part in sporting events, and boost sales of goods and services associated to sports (Ratten, 2016).

In 1978, the magazine Advertising Age was the publication in the United States that introduced the term "sports marketing" (Shilbury, 2009).. Richelieu, and Webb (2021) argued that the manifestation of the transformations is captured by the marriage of sport and entertainment in strategic marketing of sport brands and strategic marketing through sport. This fusion is known as "sportainment."

Sports marketing is a social and administrative process, in which the sports director seeks to obtain what sports bodies need, and aims to innovate and exchange products and added value with others (Ghorab,2010)

Ramadi,( 2012, p.6) indicated that sports marketing is: "a survey of opinion and trends in the market, and guidance for products and services , tournaments, matches, sports channels, logos to comply with these trends"..Sports Marketing is: "he process by which companies create value for customers and builds strong customer relationships in order to capture value from customers in return".( Eksteen,2012,p55).

Al-Awadly (2019) concentrated on the importance of the classifications and fields of sports services business provided by companies reputed for working in the sports field. Al-Shafei, et al (2015) argued

that concept of promoting sports services strategy and activities is an integrated topic that includes an effective communication model and a course in promotional work, an integrated topic that includes appropriate promotional mix, and a group of contacts made by clubs with beneficiaries in order to familiarize them and convince them of the services and sports activities they provide and their importance

### COVID -19 AND SPORTS MARKETING

The outbreak of coronavirus in the world caused a serious crisis in the sports industry. Since global sports activities ceased and sports activities were launched at home by using the Internet and virtual networks. Mostly all sports competitions were stopped and clubs were closed. Such events led to financial losses and economic problems for industry owners, producers, athletes, coaches .and all concerned with the sports industry. Upon awareness increasing with Covid -19 and how to cope with sports industry began its activities in a new way and with special restrictions, and the form of these activities was different in countries around the world. COVID-19 has caused profound changes in the products process managing sports and leisure.

COVID-19 pandemic affected sports. For the purpose of preventing coronavirus transmission, mass sporting events are prohibited. Due to Covid -19 many competitions rescheduled or held without spectators. Even Olympic Games for 2020 were postponed. Due to social distancing, people reduce their daily activity. Many famous athletes were infected by Covid -19. During the quarantine period, a ban on visiting sports infrastructure facilities is introduced. Such measures prevent conducting training of sports teams. Such issue forced those who are concerned to develop modern and effective training techniques to cope with such restrictions. (Anthony et al., 2020).

6387



Most sports groups survived the epidemic, but their companies couldn't continue operations. No play, facilities, spectators, or travel due to Covid -19. So, sport ended. Covid-19 has influenced world sport, particularly at all levels. Most sports have been cancelled... Many important events have been delayed or cancelled due to social distance and infection control. Tokyo 2020 Olympic Games have been delayed until summer 2021. Some nations' national events continued following the Covid 19 break without or with few spectators. The economic effect on local sports groups was so severe that many said they couldn't handle another viral outbreak. Sport relies on fans, match revenues, and television earnings. Playing behind closed doors hurts sports clubs and organizers in any nation financially, preventing them from promoting. Covid 19 prompted several nations to slow down their limitations, and sporting events were planned with social distancing requirements. The pandemic may affect sport management. (Sara, et al, 2020).

### RESEARCH METHODOLOGY

The research uses descriptive analytical methodology in order to test the impact of Covid -19 Pandemic on Sports marketing in Jordan

### RESEARCH POPULATION AND SAMPLING

For the purpose of this research the populations consisted of all sports officials who are working in sport activities. A convenience sampling technique was used. The sample was selected from different concerned people. The research sample consisted of 111 respondents

### DATA COLLECTION METHODS

Two types of data collection are used:

- **Secondary Data**

Secondary data was gathered in order to solve the problem that the research is addressing. Secondary data is obtained from a variety of sources, including books,

journals, newspapers, magazines, and the internet. The primary benefits of secondary data include saving researchers time and money due to its low cost when compared to other collecting methods.

- **Primary Data:**

An electronic questionnaire was used to collect the needed primary data. The questionnaire was built based on the previous studies with 5-points: Likert scale, which consisted of five main parts, started with the covering letter.

### RESEARCH INSTRUMENT

After reviewing the literature and scientific research's, and previous works in this regard the researcher prepared a special questionnaire, through which the research objectives can be achieved,

The questionnaire was used to collect the required data, The questionnaire was distributed in person The questionnaire was designed in five parts with five-point Likert scale that ranged from strongly agree = 5 scores, agree = 4 scores, neutral = 3 scores, disagree = 2 scores and strongly disagree = 1 score.

#### -Instrument Validity:

The researcher displayed the questionnaire to a panel of experts. Their comments, suggestions and modification were taken into consideration in building the final version of the questionnaire.

#### Instrument Reliability

A reliability test was undertaken, to check the reliability of the measuring instrument used in this research. The reliability was calculated by using Cronbach's Alpha. The results indicate that the total Cronbach alpha score was 97.8%, this means the data obtained is suitable for measuring variables and are subject to high reliability.



**DATA ANALYSIS**

**Table (1)**  
**Sample subject distribution according to**  
**Sample’s Subject’s Demographic**  
**information**

Variable	Options	Frequency	Percent
Gender	Males	78	70.3
	Female	33	29.7
Age	21-30 Yrs.	3	2.7
	31-40 Yrs.	76	68.5
	41-50 Yrs.	24	21.6
	51-60 Yrs.	8	7.2
Education Level	High school	6	5.4
	Diploma	34	30.6
	Bachelor	65	58.6
	Masters	6	5.4
Years of Exoerience	5 or Less	8	7.2
	6 – 10	65	58.6
	11-15	30	27.0
	16-25	8	7.2

Table (1) indicates that sample majority are males, they are 78 out of 111 respondents that is 70.3% while females consist 29.7% of the total sample

As for age the majority are those whom their age ranged between(31-40) that is 68.5%, while 2.7% their age ranged between (21-30)years old, 21.6% of the sample subjects their age ranged between (41-50) years old, 7.2% of the total sample their age ranged between (51-60) years,.. The results indicate that the majority of the sample is in the middle age.With regard to educational level, 5.4% have high school, 30.6% have community college diploma. 55.1% have bachelor’s degree, 5.4% have MSC. This indicates that sample’s subjects are graduated. As for years of experience 7.2% have 5 or less years of experience. 58.6% have 6-10 years of experience, 27% have 11-15 years of experience and 7.2% have 16-15 years’ experience.

**Descriptive Analysis**

Means and standard deviation have been used to find out the study samples subjects’ trends towards sports marketing, the following tables indicate the obtained results

6389

**Table (2)**  
**Means and standard deviations for statement that measure Product**

No	Statement	Mean	Standard deviation	Rank	Level
1	Many venues were forced to halt play because to Covid 19.	3.85	.9554	2	High
2	Covid 19 had an impact on game quality.	3.73	.9337	3	High
3	Travel to sporting events has been halted.	4.06	.5441	1	High
4	Covid 19 altered sports marketing techniques.	3.71	.9760	4	High
5	Covid 19 resulted in significant alterations in sports activities.	3.68	1.0179	5	High
6	Covid 19 changed leisure activities	3.43	.9966	6	Medium
	General Mean	3.74	.6021		High

Table (2) shows that means of sample subjects' responses regarding sport product ranged between (3.43- 4.06) with standard deviations (0.9966 and 0.9337) respectively.

The results indicate different degrees of sample’s agreement from medium to high level. Table (2) also indicated that statement no. (3) “Travel to sporting events



has been halted.” ranked the first with a mean amounting (4.06), while statement no. (6) “Covid 19 changed leisure activities “ranked the last with a mean (3.43).

Results indicated sport products has been affected negatively with Covid – 19

**Table (3)**  
**Means and standard deviations for statement that measure price**

No	Statement	Mean	Standard deviation	Rank	Level
7	The cost of purchasing sports activities has been cut.	3.38	1.0536	2	Medium
8	Covid 19 resulted in no ticket sales	3.30	1.0583	4	Medium
9	Covid 19 alters the way sports activities are priced.	3.35	.9405	3	Medium
10	Revenue from sports activities has been drastically cut.	3.18	1.1693	5	Medium
11	There was no pricing activity.	3.57	.9781	1	Medium
	General Mean	3.36	.8548		Medium

Table (3) indicates that means of sample subjects' responses regarding sport price ranged between (3.18- 3.57) with standard deviations (1.1591 and 0.9781) respectively. The results indicate medium degree of sample's agreement. Table (3) also indicated that statement no. (11) “There was no pricing activity..” ranked the first with a mean amounting (3.57) , while

statement no. (10) " Revenue from sports activities has been drastically cut. “ranked the last with a mean (3.18 Results indicated sport prices have been affected negatively with Covid – 19, since peoples are not allowed to attend any sport activity in the yards or stadiums.

**Table (4)**  
**Means and standard deviations for statement that measure promotion**

No	Statement	Mean	Standard deviation	Rank	Level
12	E - advertising rose throughout the Covid 19 time.	3.63	.9993	3	Medium
13	Social media platforms play an important part in sporting events.	3.36	1.0606	6	Medium
14	The cost of promotional efforts was lowered.	3.42	1.0492	5	Medium
15	Increased e-promotion of sporting events	3.96	.8779	1	High
16	Body-to-body contact was cancelled by Covid 19.	3.86	.9675	2	High
17	Covid 19 enhances the number of sports activities shown on the internet.	3.43	0.954	4	Medium
	Grand Mean	3.65	.7580		Medium

Table (4) indicates that means of sample subjects' responses regarding sport

promotion ranged between (3.36- 3.96) with standard deviations (1.0606 and



0.8779) respectively. The results indicate medium degree of sample's agreement. Table (4) also indicated that statement no. (15) "Increased e-promotion of sporting events." ranked the first with a mean amounting (3.96)... while statement no.

(13) " Social media platforms play an important part in sporting events "ranked the last with a mean (3.36) Results indicated sport promotion have been affected negatively with Covid – 19.

**Table (5)**  
**Means and standard deviations for statement that measure Distribution**

No	Statement	Mean	Standard deviation	Rank	Level
18	Covid 19 reduced sport activities	3.76	.955	4	High
19	Many sports activities were halted as a result of Covid 19.	4.06	.5440	2	High
20	Several scheduled activities in various parts of the world have been rescheduled.	3.72	.9739	5	High
21	During Covid 19, electronic distribution routes were approved.	4.15	.5592	1	High
22	Various sports facilities were closed during Covid 19.	3.86	.9895	3	High
	General mean	3.91	.6119		High

Table (5) indicates that means of sample subjects' responses regarding sport price ranged between (3.72- 4.15) with standard deviations (0.9739 and 0.5592) respectively. The results indicate high degree of sample's agreement. Table (5) also indicated that statement no. (21) "During Covid 19, electronic distribution routes were approved." ranked the first with a mean amounting (4.15) . while statement no. (20) " Several scheduled activities in various parts of the world have been rescheduled. "ranked the last with a mean (3.72). Results indicated sport distribution has been affected negatively with Covid – 19.

**Hypothesis Testing**

**First Main hypothesis**

**H0-** There is no statistically significant impact of Covid -10 on sports marketing in Jordan.

**Table (6)**  
**One-Sample Test for the main hypothesis**

Total	T	Df	Sig	Mean Difference

Marketin g	12.371	110	.000	.66795
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One sample t test was used to find out the impact of Covid 19 on sports marketing, Table (6) indicated that t-value = 12.371. Such value is significant at level ( $\alpha = 0.05$ ) this means that null hypothesis is rejected and the alternative hypothesis is Accepted, this means that "- There is a statistically significant impact of Covid - 19 on sports marketing in Jordan

**First sub hypothesis**

**H01-** There is no statistically significant impact of Covid -10 on sport product in Jordan.

**Table (7)**  
**One-Sample Test for the first sub hypothesis**

Total	T	Df	Sig	Mean Difference
PRODUC T	13.031	110	.000	.74474



One sample t test was used to find out the impact of Covid 19 on sport product, Table (7) indicates that t-value = 13.031. Such value is significant at level ( $\alpha = 0.05$ ) this means that null hypothesis is rejected and the alternative hypothesis is Accepted, this means that “- There is a statistically significant impact of Covid -19 on sport product in Jordan

**Second sub hypothesis**

**H02-** There is no statistically significant impact of Covid -19 on sport price in Jordan.

**Table (8)**  
**One-Sample Test for second hypothesis**

Total	T	Df	Sig	Mean Difference
PRICE	4.375	110	.000	.35495

One sample t test was used to find out the impact of Covid 19 on sport price, Table (8) indicates that t-value = 4.375. Such value is significant at level ( $\alpha = 0.05$ ) this means that null hypothesis is rejected and the alternative hypothesis is Accepted, this means that “- There is a statistically significant impact of Covid -19 on sport price in Jordan

**Third sub hypothesis**

**H03-** There is no statistically significant impact of Covid -19 on sport price in Jordan.

**One-Sample Test for third sub hypothesis**

Total	T	Df	Sig	Mean Difference
PROMOTION	8.99	11	.00	.64685
N	1	0	0	

It is evident from the statistical results presented in Table (12) that t value = 8.991. The value is significant at level (0.000), which is less than the significance (0.05) level. Therefore, the null hypothesis is rejected and the alternative one is accepted which means that there is An impact of Covid -19 on sport promotion.

**Fourth sub hypothesis**

**H02-** There is no statistically significant impact of Covid -19 on sport price in Jordan.

**Table (9)**  
**One-Sample Test for fourth hypothesis**

Total	T	df	Sig	Mean Difference
Distribution	15.66	11	.00	.90991
n	8	0	0	

One sample t test was used to find out the impact of Covid 19 on sport distribution, Table (9) indicates that t-value = 15.668. Such value is significant at level ( $\alpha = 0.05$ ) this means that null hypothesis is rejected and the alternative hypothesis is Accepted, this means that “- There is a statistically significant impact of Covid -19 on sport distribution in Jordan

**Second Main Hypothesis**

**H0-6-** There are no statistically significant difference of the impact of Covid -19 on sports marketing in Jordan Due to demographic variable

**Table (10)**  
**Tests of Between-Subjects Effects**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	3.136 <sup>a</sup>	4	.784	2.560	.043
Intercept	43.242	1	43.242	141.198	.000





Sex	.331	1	.331	1.081	.301
Age	.541	1	.541	1.765	.187
Education Level	2.526	1	2.526	8.249	.005
EXPER	.212	1	.212	.694	.407
Error	32.462	106	.306		
Total	1528.980	111			
Corrected Model	35.598	110			

Table ( 10 ) indicates that there are no differences in the impact of Covid-19 on sports marketing in Jordan due to (Gender, Age, experience). While there are differences in the impact Covid -19 on sports marketing in Jordan due to Education level.

**CONCLUSION**

The purpose of this study was to explore whether or not Covid 19 had an effect on sports marketing in Jordan. In the study, a descriptive analytic methodology was utilised, and a questionnaire was also developed and administered to a convenience sample of Amman-based sports professionals. The research sample included 111 individuals that participated in the survey. On the basis of the statistical analysis, it was determined that Covid 19 had a negative impact on the sport sector. This was due to the measures that were put in place to prevent any kind of sporting activity during the Covid period. In addition, Covid 19 had an impact on the marketing of sports in Jordan. Additionally, the influence of Covid-19 on sports marketing in Jordan has not changed as a result of the demographic variables (Gender, Age, experience). Despite the fact that the level of education in Jordan has a bearing on the way COVID-19 influences sports marketing there.

According to the findings of the study, in order to lessen the impact that COVID 19 will have on sporting events and activities, sport officials should look into sports marketing and support efforts to raise people's awareness of the field. In addition,

these officials should be asked to pay attention to sports marketing. It is recommended that further research be carried out in order to mitigate the adverse effects on port marketing in Jordan.

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