

Factors That Have Impact On The Procurement Decision Of Activities And Services Provided At Major Sports Clubs Within The Arab Republic Of Egypt

Prof. Dr. Mohamed Fathy Toney

Dr. Ehsaan Hosni Ahmed

Dr. Yasmine Yahya Khuder Ali

Introduction And Problem Of Study:

Management is a continuous process aims at carrying out human actions generally as well as investing in available resources with the highest degree of efficiency. In its simple concept, it can be seen as all efforts being made to rationalize the human activity.

Management in such sense is as old as the human being himself, as we also note that management is the effort of the human being to achieve some kind of balance in the satisfaction of needs according to the available possibilities and conditions, and of all bodies and non-governmental organizations, whether economic or social, which perform the same functions by accumulation of resources and directing efforts to achieve the purposes of their organizations in the highest efficiency and at least effort and cost (12:35).

Starting from the point that the beneficiary is the cornerstone upon which the marketing strategies will depend. As He represents the point of the point of access in marketing activity, and he has therefore received a lot of attention and study from the organizations, especially since they have realized that it is the only way in which it can lead to advancement or decadence. Therefore, the organizations seek to study and understand such factor in society and try to identify all the factors that can influence his behavior, whether it be internal or external factors, as well as to look at whatever is involved, as well as research belongs to procurement decision making process. The procurement decision process is an activity of the individual or the management of the Organization, an ongoing process that usually starts from the time of feeling the need and desire to purchase the product until the procurement process is carried out (10:78).

In recent time, Organizations are interested in discovering why consumers adopt a particular behavior or take a certain position, as well as why they change or do not repeat it in other circumstances, i.e.; the success of organizations and agencies in marketing the product requires that the consumer's procurement behavior be carefully identified, that its consumer characteristics and purchasing decisions be studied, and that its views and proposals be better satisfied. therefore, consumer behavior and his conduct have become the starting point for any marketing plan implemented by the organizations, and even a prerequisite for the strategic planning and implementation of marketing and advertising activities and activities, that is considered as the reason for the growing interest in consumer study and purchasing decisions (4:126).

According to what was cited by the researcher, one of the biggest and most important problems facing marketing management is the study and analysis of consumer purchasing behavior in targeted markets, and until marketing management is able to overcome this problem, it is necessary to know the wishes and needs of the consumer and the stages of their procurement decision. The key to the success of an organization's marketing process lies largely in its attention to the needs and wishes of the consumer. If the organization or body does not succeed in meeting these needs and desires, it will inevitably fail, and this has caused many products and services to fail when they are put on the market because they do not respect the needs and needs of consumers.

According to Kamal Darwish and Ashraf AbdulMua'z (2000): The sports club, with its material potential, such as facilities, stadiums, equipment, tools, human potential, such as players, managers and coaches with which it provides including many services as it is the only sport sponsor especially the competitive ones.

Similarly, the role of other local bodies shall be subordinate besides the sport club's role. As a result, any deterioration in sports clubs, even a simple one, affects the professional level of sports in Egypt, as well as the power and validity of sports associations. It is regarded as the number of sports clubs in the Egyptian society generally and especially with the

society shall be regarded as the most important main reason for problems encompassing sports in Egypt (55:7).

The enterprise also targets a certain amount of its budget with regards to the study of consumer behavior with a view to monitoring the nature of this demand by identifying its needs and wishes by placing available service products within their means and purchasing capabilities, and activating the necessary incentives for the consumer to make the purchase, which are not random, but in successive steps to reduce or not involve the consumer in the risk of a purchase decision, especially since the product is a service, while inseparability is one of its characteristics as well as non-storage; at this point the procurement decision shall be more difficult than before (23:6).

The diversity and versatility of developments brought about by rapid changes in external factors and in the behavior of beneficiaries, which have led to the diversity, evolution and increase of their needs and desires, have led to multiple and different factors affecting the purchase decision. This has made it difficult for marketers to study this behavior.

As a result, it is necessary to seek to acclimate with these changes and factors by diversifying and distinguishing their products, whether in terms of their quality or price, or through advertising and diversification of distribution methods, in a manner consistent with possibilities and in a manner appropriate to the consumer. It is therefore imperative to study the behavior of the beneficiaries, which will help the Organization to identify, explore and provide for their needs and wishes in a manner that ensures their acceptance.

This results in the purchase of these products or services, the increase in sales and the eventual profit for the organization, which ensures that the organization will survive and continue, and by informing the researcher of studies on the factors affecting the procurement of sports clubs - as far as researchers know. There has been a rarity of studies of the factors affecting the procurement decision. This is why researchers have taken this study to identify the factors that has impact on the procurement decision of the activities and services provided at clubs.

Search objective:

The research aims at identifying factors that have impact on the procurement of activities and services provided by major sports clubs within the Arab Republic of Egypt.

Search questions:

In view of the study's objective, the researchers raised the following questions:

- 1- the psychological factors that have impact on the decision to buy major sports clubs within the Arab Republic of Egypt?
- 2- the personal factors that have impact on the decision to buy major sports clubs in the Arab Republic of Egypt?
- 3- the cultural and social factors that have impact on the decision to buy major sports clubs in the Arab Republic of Egypt?

Research terminology:

Procurement decision:

It is defined as the procedure by which beneficiaries may collect and analyze information and choose between services, organizations, individuals, places or ideas (10:230).

Sports Club:

A sports body composed of a group of natural or legal persons equipped with buildings, playgrounds and possibilities for the dissemination of sports (3:4).

Previous studies:

Ismael Essa (2015) 2 The aim of this study is to identify the extent to which consumers are affected by marketing ethics and are affected by cases of fraud and deception in various marketing activities. Asmaa' Teby's study (2018) (1) This study aimed at identifying the role of marketing communication in driving the consumer to make the procurement decision. Doaa Talaat's study (2015) 5 The aim of this study is to identify factors that have impact on consumers' procurement of the store's brand products within the Egyptian market.

Research procedures:**Research curriculum:**

Researchers have used the descriptive method (surveying method) with its steps and procedures to suit research objectives.

Community and sample research:

The research community consists of (123) one hundred and twenty-three sports clubs (members of the Board of Directors, employees, technical and administrative bodies of various sports) of the major sports clubs of the Arab Republic of Egypt, as well as of the Department of Investment of the Ministry of Youth and Sports.

The researcher selected the cadastral sample according to geographical regions, where the Arab Republic of Egypt was divided into (7) Seven geographical "regions" as follows (Greater Cairo, Alexandria, Delta, Canal, North, Central, South) Then a province was chosen to represent each province in a row. (Giza Governorate, Alexandria Governorate, Mansoura Governorate, Port Said Governorate, Minya Governorate, Assiut Governorate, Sohag Province), The top clubs in each province were selected respectively. (Al-Ahly club, Smouha club, Mansoura sports club, Al Masry sports club, Al Minya sports club, Assuit sports club, Sohag sports club). The number of selected major clubs (7) was seven. (Members of the Governing Council, personnel, technical and administrative organs of the various sports) (1759) One hundred and fifty-nine, plus (92) ninety-two employees of the Investment Department of the Ministry of Youth and Sports. Therefore, The researcher then pulled a random class sample from (board members, employees, technical and administrative organs of various sports) of the 520 selected major sports clubs, 500 and 20, a percentage (29.56%) of the research community as a whole. The researcher selected (30) thirty individuals for the survey sample and a percentage (38.04 %) of the original sample.

Data collection tools:

The researcher designed a questionnaire to identify factors that have impact on the procurement of services and activities provided by major sports clubs. A set of axes was identified. The axes of the questionnaire were identified in the following axes. (Psychological, personal, cultural and social factors). The researcher then prepared a survey form that saw a group of experts that had reached its limits. (11) eleven of the experts from the teaching staff of the Colleges of Sports Education to express their opinion as to whether or not the interlocutors are suitable for the subject of research and the design of the questionnaire; The researcher formulated the terms of the questionnaire using the axes drawn from the experts' views, which measured those axes. In formulating the terms of the questionnaire, the researcher took into account that the phrases were

simple, simple and understandable, and thus the first questionnaire was developed in its initial form. (19) They were brought to the attention of a group of experts. Words that received less than 70% were deleted from the Expert Agreement. (1) One phrase to make the final picture consist of (18) eighteen phrases, and to correct the questionnaire, the researchers developed an estimated tri-balance of which was corrected as follows: Approved (3) three degrees, somewhat (2) two degrees, not approved (1) one degree.

Scientific transactions of the questionnaire:

The researcher calculated the scientific transactions of the questionnaire from 1/11/2020 to 19/11/2020 as follows:

A- Honesty:

To calculate the veracity of the questionnaire, the researcher used the following methods:

- 1- Content of Sincerity. 2- Sincerity of internal consistency.

(1) Content of Sincerity:

The researcher presented the questionnaire to a group of 11 experts in the field of sports management in order to express an opinion on the appropriateness of the questionnaire, in terms of both the focus and the specific language of each dimension and the relevance of those terms to the dimension they represent. 100%), thus eliminating the number of (1) for having received less than 70% of the expert gentlemen's agreement, thus making the final number of phrases of the questionnaire consist of (18) words.

Sincerity of internal consistency:

To calculate the integrity of the internal consistency of the questionnaire, the researcher applied it to a sample of 30 individuals from the research community and non-original research sample.

The correlation coefficients ranged from the degree of each phrase to the total degree of the dimension belonging to a mechanism ranging from (0.62: 0.88) are statistically function correlation coefficients indicating the sincerity of the questionnaire, and correlation coefficients ranged from the degree of each phrase to the total degree of the questionnaire between (0.53: 0.74) are statistically function correlation coefficients indicating the sincerity of the questionnaire, the correlation coefficients also ranged from the total degree of each

dimension to the total degree of the questionnaire between) (0.76: 0.88) are statistical function correlation coefficients indicating the sincerity of the questionnaire.

B – Stability

To calculate the stability of the questionnaire, the researcher used the Alpha factor for Kronbach by applying it to a sample of (30) individuals from the research community and from outside the original sample, the values of Alpha coefficients for Kronbach for the axes of the factors affecting the procurement decision in question ranged from 0.80: 0.89) and Kronbach's alpha coefficient for the total degree of the questionnaire (0.97) were all statistically function correlation coefficients indicating the stability of the questionnaire.

Presentation, interpretation and discussion of results:

The researcher will review the results of the research in the following order:

The Answer to the first question stipulates to the following:

- What are the psychological factors that have impact on the procurement of services and activities provided by major sports clubs within the Arab Republic of Egypt?

Table (1)

Relative weight, average response and (KA square) to the views of the research sample for the terms of the procurement decision questionnaire for services and activities provided by major sports clubs "psychological factors" (n = 520)

s.no .	Phrases	Response			Relative weight	Response average	KA ²
		Yes	Somehow	No			
1.	The cognitive level of the beneficiary contributes significantly to the demand for services and activities provided at the club.	233	160	127	1146	0.73	33.96
2.	The beneficiary seeks to satisfy himself through his or her decision to buy the services and activities provided at the club.	107	290	123	1024	0.66	118.55
3.	Adequate knowledge of the characteristics and nature of the services and activities provided by the Club increases the decision to purchase them.	102	331	87	1055	0.68	215.81
4.	Past personal experiences are an important indicator in beneficiary decision-making for the services and activities provided at the club.	136	240	144	1032	0.66	38.65
5.	The user's demand for the services and activities provided increases his/her sense of being distinct from other beneficiaries of the club.	240	205	75	1205	0.77	87.23
Average relative weight and average response to the axis					5462	0.70	
Confidence limit		Less than 0.63 Do Not Come True			From 0.63: less than 0.71 Achieved to some extent		From 0.71 and over Come True

Table KA2 value at freedom (2) and indicative level (0.05) = 5.99.

Axis phrases received response averages ranging from (0.66: 0.77) where the words (1, 5) were achieved, while to some extent the words were achieved (2, 3, 4), average response to the axis as a whole (0.70) That is, the axis achieves to some extent, attributes the researcher to a result that achieves all the axis phrases to some extent and achieves a number phrase. (1, 5) because the managerial leadership responsible for the sports clubs in question is somewhat aware of the concept and importance of psychological factors as one of the most important factors that have impact on the behavior of the beneficiary when deciding to purchase the various activities and services provided by the club and is considered to be at the center of building the marketing process.

We find out that the level of the beneficiary's awareness, which varies from individual to individual, contributes significantly to the extent to which it takes advantage of the various activities and services provided at the Club. The previous result conform with the results of each study of Nesma Adel (2017), and the study of "Henrietta Hrabilek et al." (2015) (11), They found that consumer awareness and awareness of the products offered affected their purchasing decision and demand, and that the opinions of others and the consumer's past personal experiences influenced their acceptance or refusal to buy the products.

The Answer to the second question stipulates to the following:

What are the personal factors that have impact on the procurement of services and activities provided by major sports clubs within the Arab Republic of Egypt?

Table (2)

Relative weight, average response and (KA square) to the views of the research sample for the terms of the procurement decision questionnaire for services and activities provided by major sports clubs "personal factors" (n = 520)

s.n o.	Phrases	Response			Relative weight	Response average	KA ²
		Yes	Some -how	No			
1	The income level of the beneficiary directly affects its decision to purchase the services and activities provided at the Club	270	214	36	1274	0.82	172.29
2	The user's demand for services and activities varies according to type.	340	162	18	1362	0.87	300.26
3	The procurement of services and activities provided is influenced by the profession of the beneficiaries.	39	220	261	818	0.52	161.04
4	Both the values and beliefs of the beneficiary clearly influence its decision to buy the services and activities offered at the club.	54	343	123	971	0.62	262.90
5	The social situation of beneficiaries has an impact on the procurement decision of the services and activities provided.	101	277	142	999	0.64	97.87
6	The nature of beneficiary life practice may affect the purchasing decisions of the services and activities provided at the club.	114	291	115	1039	0.67	119.84
6.	The beneficiary's demand for various services and activities varies depending on his or her age.	207	191	122	1125	0.72	23.55
Average relative weight and average response to the axis					7588	0.69	
Limits of confidence		Less than 0.63 Do Not Come True			From 0.63: less than 0.71 Achieved to some extent		From 0.71 and over Come True

Table KA2 value at freedom (2) and indicative level (0.05) = 5.99.

Axis phrases received response averages ranging from (0.52: 0.87) where phrases (6, 7 and 12) were achieved, while to some extent (9, 10, 11), also not realized (8) The average response to the axis as a whole (0.69), i.e. the axis is achieved to some extent, attributes the researcher to the result that the axis phrases are achieved to some extent and the word number is achieved. (9, 10, 11), and the fact that the phrase (8) does not reflect on the knowledge of the managerial leaders responsible for the sports clubs in question, to some extent, of the concept and importance of personal factors as one of the most important factors affecting the behavior of the beneficiary when deciding to purchase the various activities and services provided by the club, which is one of the pillars of the marketing process, This is because the managerial leadership and the staff of sports clubs work to provide appropriate activities and services to all in different economic situations, The beneficiaries of different occupations are not allowed to participate in the various activities and services at the Club. This is what the study of "Henrietta Harabelik et al." (2015) is about. (11) The views of others and the past personal experiences of the consumer have impact on the extent to which they accept or refuse to buy those products, as well as the study of "Jacob's Dermaz." (2017), the main result of which is that there are many factors that influence the beneficiary's behavior and lead him to make the decision to purchase from the beneficiary's social and economic class.

The Answer to the second question stipulates to the following:

What are the cultural and social factors that have impact on the decision to buy services and activities provided by major sports clubs within the Arab Republic of Egypt?

Table (3)

Relative weight, average response and (KA square) to the views of the research sample for the terms of the procurement decision questionnaire for services and activities provided by major sports clubs "social and cultural factors" (n = 520)

s.no.	Phrases	Response			Relative weight	Response average	KA ²
		Yes	Somehow	No			
1.	The beneficiary's level of education affects his procurement behavior and his acceptance of the club's services and activities.	135	277	108	1067	0.78	95.12
2.	The corporate behavior of the Club's services and activities varies according to the beneficiary's cultures.	106	336	78	1068	0.68	231.29
3.	The different social classes of the beneficiaries affect their purchasing decisions on the services and activities provided at the Club.	270	130	120	1190	0.76	81.17
4.	The general knowledge, ideas and culture of the beneficiary affect the nature of the procurement decision of the services and activities provided at the Club.	81	350	89	1032	0.66	270.33
5.	The social status of the club affects the decision of the beneficiary to buy the services and activities provided at the club.	250	186	84	1206	0.77	80.89
6.	Listening to the views of close friends affects the procurement decisions of the services and activities provided at the club.	252	200	68	1224	0.78	103.84
Average relative weight and average response to the axis					6787	0.73	
Limits of confidence		Less than 0.63 Do Not Come True			From 0.63: less than 0.71 Achieved to some extent		From 0.71 and over Come True

Table KA² value at freedom (2) and indicative level (0.05) = 5.99.

Axis phrases received response averages ranging from (0.68: 0.78) where the ferries (15, 17, 18) were achieved, and to some extent the words were achieved (13, 14, 16), the average response to the axis as a whole (0.73), i.e. the axis achieves, attributes the researcher to the result that the axis phrases are achieved to some extent and the word number is achieved.

(15. 17. 18) because of the knowledge of the managerial leadership responsible for the sports clubs in question and their knowledge of the concept and importance of cultural and social factors as one of the most important factors that have impact on the behavior of the beneficiary

when deciding on the purchase of the various activities and services provided by the club, one of the pillars of the marketing process, The social status and status of the club and the frequency of its name and logo in the sports community make the beneficiary more likely to be a member of the club than other clubs, and to participate in its various activities and services. This is what the study of "Nesma Adel" (2017) (8) & the study of "Henrietta Harabelik et al." (2015) is about. (11) The views of others and the past personal experiences of the consumer have impact on the extent to which they accept or refuse to buy those products, as well as the study of "Jacob's Dermaz." (2017) (9), the main result of which is that there are many factors that influence the beneficiary's behavior and lead him to make the decision to purchase from the beneficiary's social and economic class.

Extractions:

- 1- Psychological factors are factors affecting the procurement decision of the beneficiaries of major sports clubs.
- 2- Personal factors are an influence on the procurement decision of the beneficiaries of major sports clubs.
- 3- One of the factors that have impact on the procurement decision of the beneficiaries of major sports clubs is cultural and social factors.

Recommendations:

- 1- Emphasis on studying the behavior of beneficiaries of major sports clubs.
- 2- To Focus on the importance of purchasing decisions in guiding the targeted market.
- 3- Training and development of human talent in order to study the behavior of the beneficiary and the purchasing decisions of sports clubs.
- 4- Undertake such a study on other sports bodies for their effective impact in achieving competitive capacities and improving performance.

References

Arabic references:

- 1-Asmaa Teby (2018): "Impact of the marketing communication mix of the enterprise on the decision to purchase by the consumer. Study of the state of the electromagnetic market in Algeria," doctoral letter, Faculty of Economic, Commercial and Management Sciences, University of Algeria, Algeria.
- 2- Ismail Essa (2015) "The Impact of Marketing Ethics on Consumer Behavior," doctoral thesis, Business and Marketing Management, University of Algeria, Algeria.
- 3- The National Sports Council (2017): Sports Act No. 71 of 2017.
- 4- Bashir Abbas, Ali Mohammed (2007): "Promotion and Advertising (Integrated Entry), Alyazuri Scientific Publishing and Distribution House, Amman.
- 5- Doaa Talaat (2015): "Factors Affecting Consumer Purchase of Store Mark Products in the Egyptian Market," unpublished master's thesis, Faculty of Commerce, Cairo University.
- 6- Zainab Aisawi (2012): "The Impact of the Pricing Policy of Services on the Purchasing Decision of the Consumer to Study the State of the Zia Burqla Hospital," MA thesis, Faculty of Economic, Commercial and Business Sciences Department of Business Sciences, University of Qasada Marbah and Waraqla.
- 7- Kamal Darwish, Ashraf Abdul M'ua'z (2000): "Community sports organizations, Friends Library, Cairo.
- 8- Nesma Adel (2018): "The Role of Counterfeiting the Mark on Consumer Purchasing Decision" to Apply to Global Sporting Clothing Products in Greater Cairo, "MA thesis, Business Department, Faculty of Commerce, Ain Shams University.

English references:

- 9- Durmaz Yakup, Tasdemir Ahmet (2014): "A theoretical approach to the influence of social class on consumer behavior", American international journal of social science, vol.3, No.3, may, pp 187-191.
- 10-Tayeh, Nidal. (2007): "The Impact of Online Advertising on the Stages of the Purchase Decision Among Young People Palestinian University in the Gaza Strip". Unpublished Master these, the Islamic University, Gaza, Palestine.
- 11-Henrieta Hrablik et al(2015) : "Impact of brand on consumer behavior",procedia economics and finance, 34, pp 615-621 .
- 12- Lisa Pike (2008) :principles and practice of sport management , aspen publisher, Inc U.S.A.

Factors That Have Impaction The Procurement Decision Of Activities And Services Provided At Major Sports Clubs Within The Arab Republic Of Egypt

Abstract :

The current research aims at identifying factors that have impact on the procurement decision of activities and services provided by major sports clubs within the Arab Republic of Egypt.

The research community consists of the 1759 including (members of the Board of Directors, employees, technical and administrative bodies of various sports) of the major sports clubs of the Arab Republic of Egypt, as well as (92) the employees of the Investment Department of the Ministry of Youth and Sports.

The research sample was selected by the researcher in a randomized manner, with 520 individuals.

In collecting research data, the researcher used a questionnaire to identify factors that have impact on the procurement decision of services and activities provided by major sports clubs (prepared by the researcher).

One of the most important results (psychological factors, personal factors, cultural and social factors) is the main impact on the procurement decision of the beneficiaries of major clubs.

The most important recommendations were:

Emphasis is placed on studying the behavior of the beneficiaries of major sports clubs, focusing on the importance of procurement decisions in guiding the target market.

العوامل المؤثرة على القرار الشرائي للأنشطة والخدمات المقدمة بالأندية الرياضية الكبرى بجمهورية مصر العربية

ملخص البحث

يهدف البحث الحالي إلى التعرف على العوامل المؤثرة على القرار الشرائي للأنشطة والخدمات المقدمة بالأندية الرياضية الكبرى بجمهورية مصر العربية .

يتمثل مجتمع البحث في (أعضاء مجلس الإدارة ، العاملين ، الأجهزة الفنية والإدارية للرياضات المختلفة) التابعين للأندية الرياضية الكبرى بجمهورية مصر العربية والبالغ عددهم (1759) ، كذلك العاملين بإدارة الإستثمار بوزارة الشباب والرياضة (92)، وقد قامت الباحثة باختيار عينة البحث بالطريقة الطبقية العشوائية ، وقد بلغ عدد أفراد العينة (520) فرداً .

استخدم الباحثون في جمع بيانات البحث إستبيان للتعرف على العوامل المؤثرة على القرار الشرائي للخدمات والأنشطة المقدمة من الأندية الرياضية الكبرى (إعداد الباحثون) .

كان من أهم النتائج : (العوامل النفسية ، العوامل الشخصية ، الثقافية والاجتماعية) تعد اهم العوامل المؤثرة على القرار الشرائي للمستفيدين بالأندية الكبرى .

كان من أهم التوصيات :

التاكيد على دراسة سلوك المستفيدين بالاندية الرياضية الكبرى ، التركيز على أهمية القرارات الشرائية في توجيه السوق المستهدف.