

## **THE ROLE OF VOLLEYBALL SUPER LEAGUE GAMES ON THE DEVELOPMENT OF THE COUNTRY'S SPORTS MARKETING**

**\*Sargol Alizadeh and Hossein Talebiyan Nia**

*Department of Science, Islamic Azad University, Science and Research Branch of East Azerbaijan*

*\*Author for Correspondence*

### **ABSTRACT**

The purpose of this study was to determine the role of volleyball super league games of the clubs on the development of sports marketing (p7) exercise. Regarding the purpose, this study is operational and regarding the method, it is descriptive – correlational and its population is the Islamic Republic of Iran Volleyball Federation connoisseurs and sports managers, directors and secretaries of provincial delegations, managers and head of the participating clubs in Iran volleyball super league games, the current sports marketing experts of the country's volleyball super league (N=100). The estimated sample population was 86 people according to Morgan's table among which 16 people were dropped and 70 subjects were determined finally. Data collection tool was the questionnaire made by the researcher. The validity of the questionnaire was confirmed by 15 experts in the field of sport management. The reliability of the questionnaire using Cronbach's alpha coefficient for the questionnaire was equal to 0.93. To analyze the data, 16.5 SPSS software package was used to perform descriptive and inferential statistics. In inferential statistics, Kolmogorov-Smirnov test was used to examine the normality of the data. After confirming the abnormality of the research data, nonparametric method of Wilcoxon, Yumann Whitney, and Spearman correlation test were used to determine the role of the volleyball super league games on the development of marketing (p7). The results indicated that the role of volleyball super league games had an impact greater than the average ( $P < 0.05$ ) in comparison of experimental and theoretical means on the views of experts. But in the priority of the impact of the volleyball super league on marketing factors, the components of promotion, price, features, processes, people, products and place had the greatest role in the development of marketing. Between the age of the experts and components of the product, price, advertisement, location, staff, facilities and the processes, there was a significant relationship ( $P < 0.05$ ). Between the type and the effect of the role of volleyball super league of the country on developing marketing price, place, promotion, facilities, staff and process from the perspective of male experts were significantly more than the female experts. ( $P < 0.05$ ) and the effect of the product component on development of marketing from the perspective of women experts was significantly higher than men ( $P < 0.05$ ). In case of the field of study, the perspective of the fields of study other than physical education was significantly higher than physical education fields ( $P < 0.05$ ). Also, no significant difference was observed between the components in case of the education and sports experience ( $P > 0.05$ ).

**Keywords:** *Volleyball Superleague, Nationwide, Sports Marketing*

### **INTRODUCTION**

Today, generalization of sport is raised as a tool for development in the political, economic, social, cultural and .... The necessity of explaining factors affecting the growth and development of these tools can be effective in achieving the strategic objectives and policies (Ketabi, 1384). Accordingly, uninterrupted utilization of technology, rapid and innovative development of companies and agencies, developing new sports skills and opening new markets are all in order to push the industry to new levels of popularity.

The idea that athletes become star, become famous, college banners for professional sports, progress and promotion of Olympics and thousands of sports television channels, in particular are examples of the development of sports industry, which in turn has changed sport into an international and money making industry (Mullin *et al.*, 1993). Also in today's society we cannot be away from physical exercise. Utilizing advertising and media opportunities provide the necessary platform for the interaction between industry,

### **Research Article**

commerce and sport and are considered as a strategic bridge in the development of sport and economic development (Hickman and Lowrence, 2005).

This highlights the necessity to raise the individual's awareness about the positive effects of physical activities and exercise and a proper planning in order to meet the mobility needs of individuals. With the gradual advancement of medical science and the emphasis of this science on the close relationship between health and exercise and having a harmonious and beautiful body has increased the importance of exercise among people and the number of applicants to participate in sports, especially in sport complexes, is increasing day by day (Shamsipour, 2002). Sport is an exception in the field of international business because it has its own clients and customers who pay in exchange for watching and not buying or consuming it. Professional clubs around the world use different methods such as attracting supporters, advertising commercial goods, selling players, selling tickets and sport products and providing ancillary services to supply their costs (Golden and Milne, 1998).

Sport as an effective force in economic and social development, with direct and indirect effects, has an important role in the country's economy. Studying social and economic effects of sports is one of the important issues in discussing marketing and sport management (Parsipour, 2004). Now, sport and healthy recreation in developed countries is considered as an important and influential factor in the growth of the national economy and is considered as one of the most money making industries in the 21st century. Sports industry has quickly become worldwide; its territory subdued everywhere and has expanded around the world so that billions of people could benefit from it. Sports industry has provided the opportunity to get benefit from the advertising opportunities and media, having stimulating factor such as major sporting events, which has led to the creation of essential platform for the interaction between industry, business and sports. Which is the strategic bridge serving the development of sports and economy (Araghi, 1986). In this regard, marketing is one of the most complex tasks of the sports organizations, especially at the level of holding the events where by the proper implementation of this task, we can witness a boom in the country's sports in national and international level, the increase in the number of participants in public and championship sport activities, reduction of the financial dependence of the country to the focused financial accounts by the government, increase in the statistics of the construction of sport complexes and ... (Ghiyami, 2006).

According to Philip (2001), the leading experts in this field, marketing is a human activity in order to satisfy needs and requirements through an exchange process. The source and the major part of the marketing system are the human needs and desires.

The main purpose of all the economic activity system is to satisfy the customers' needs. Marketing is a science which tries to provide sufficient knowledge of customer purchasing requirements and introducing a mechanism of customer satisfaction from the exchanges contributes both sides of a deal (Bahredar, 2004). Sports marketing are the specific utilization of the principles and processes of marketing for sports products and for sports and non-sport products among the people involved in the sport. The effective elements in marketing are presented as the marketing mixture which is as the following: "The available tools for the organization through which the organization provides its goods or services (Pitts and Stotlar, 2002). These elements include seven parameters of mixture marketing (p7) according to Botten and McManus which includes production related to the services, price, place, promotion, advancement, physical evidence, participation and process.

Accordingly the main role of the athletic events is considered to be on the media coverage, transfers of players, coaching, ticket sales, advertising, and advertisements of athletic fields, providing sports facilities, betting and attracting financial sponsors which are among other sports achievements as the major sporting events of this industry (Filo and Funk, 2005). Today volleyball has gone beyond the limits of the field and the club and day by day we witness its progress and comprehensive development in the world. Annual World League Tournaments in this field has led to close competition levels between the nations present in this tournament and the complexity of the equations of the competitive market of these types of events makes special requirements for the countries in the tournament. According to the 2007 Volleyball World League statistics in 2007, television broadcast hours has increased 2,000 hours more

## Research Article

than the previous period and the number of audiences has increased by 18% (International Volleyball Federation, 2007).

Iran men's volleyball team won the first and third place in adolescents and young adults AFC Championship, the second Asian Cup, Third place in AFC (KalehAmol), qualifying for the World League for the first time and winning the eighth position of the AFC Asian cup by ladies volleyball team, the eighth and the tenth place in youth tournaments in Asia,

Winning the sixth place in the AFC competitions by the Iranian representative (GitiPasand Isfahan), the Volleyball Federation total performance during the year 2012, according to the statistics is so that the Federation can be called as one of the most successful and certainly the best Federation among the team sports (Iran Volleyball Federation, 2012). Regarding the mentioned preparations, the researcher is looking forward to study the role of the volleyball super league games on the development of sports marketing.

## MATERIALS AND METHODS

### Research Methodology

Regarding the purpose, this study is operational and regarding the method, it is descriptive – correlational and its population is the Islamic Republic of Iran Volleyball Federation connoisseurs and sports managers, directors and secretaries of provincial delegations, managers and head of the participating clubs in Iran volleyball super league games, the current sports marketing experts of the country's volleyball super league (N=100). The estimated sample size based on the Morgan's table was composed of 86 participants from among which 16 participants were removed and 70 participants were finally chosen as the sample who were aged as 26 to 67 (25 female and 45 male).

Questionnaire which was prepared by the researcher was used to collect data. The questionnaire included 36 questions which are about the experts and leaders of the Islamic Republic of Iran Volleyball Federation, managers and secretaries of the provincial delegations, directors and head of Iran's volleyball clubs participating in the Super League, sports marketing experts in subscales of product, price, advertisement, place, staff, facilities and processes. The response scale of this questionnaire was based on Likert's 5 value scale. Face validity of the questionnaire was obtained by experts and the reliability of the questionnaire was obtained using a pilot study and through Cronbach's Alpha to be 0.93 respectively. Statistical methods using the SPSS software version 16.5 were used to determine the role of the volleyball Super League games on the development of sports marketing (p7).

## RESULTS AND DISCUSSION

### Research Findings

In order to study the significant differences, there is a significant difference between the comparison of the experimental and theoretical means of the effective factors of holding volleyball super league competitions on the development of sports marketing (product, price, advertisement, place, staff, facilities and processes). Wilcoxon test is used. For this purpose, the default of this test, that is the normality of the parameters; (product, price, advertisement, place, staff, facilities and processes) were studied. In order to test the normality, Kolmogorov - Smirnov test was used and the results are presented below.

**Table 1: Test of normality (product, price, advertisement, place, staff, facilities and processes)  
 One-Sample Kolmogorov-Smirnov Test**

		Product	Price	Advertisement	Place	Employees	Facilities	Process
Number		70	70	70	70	70	70	70
Normal parameters	Mean	8321.4	2345.4	2670.4	3112.4	3451.4	1929.4	3628.4
	SD	76961.0	69245.0	56279.0	59324.0	68996.0	69020.0	83519.0
		646.1	728.1	769.1	616.1	496.2	395.1	182.3
Kolmogorov-Smirnov Sig (2-sided)		0.009	0.007	0.006	0.006	0.007	0.008	0.006

### Research Article

The findings of Table 1 indicate that regarding the significance level of  $p < 0.05$ , the null hypothesis is not be verified, therefore, the data distribution is not normal. That is, the normality of all variables is not verified. So, this means that to compare between the mean of the factors we should use nonparametric methods of Wilcoxon.

#### Testing Results of the Hypotheses

There is no significant difference between the experimental and theoretical mean of the role of country's volleyball super league on the development of sports marketing (product, price, advertisement, place, employees, facilities and process) (Table 2).

H0:  $M1 = M2$

There is a significant difference between the experimental and theoretical mean of the role of country's volleyball super league on the development of sports marketing (product, price, advertisement, place, employees, facilities and process) (Table 2).

H1:  $M1 \neq M2$

#### Hypothesis 1

There is no significant difference between the experimental and theoretical mean of the role of country's volleyball super league on the development of sports marketing product (Table 2).

#### Hypothesis 2

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing price (Table 2).

#### Hypothesis 3

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing advancement (Table 2).

#### Hypothesis 4

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing place (Table 2).

#### Hypothesis 5

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing participants (employees) (Table 2).

#### Hypothesis 6

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing facilities (Table 2).

#### Hypothesis 7

There is no significant difference between the experimental and theoretical mean of the role of the country's volleyball super league on the development of sports marketing place (Table 2).

**Table 2: Studying the difference between (product, price, advertisement, place, employees, facilities and processes)**

	Product	Price	Advancement	Place	Employees	Facilities	Process
Wilcoxon	69283.1	85321.1	000.1785	69433.1	000.1956	000.1638	01433.2
Theoretical mean	3	3	3	3	3	3	3
Experimental mean	03.3	16.3	96.3	66.3	05.3	11.3	08.3
Z	242.-1	650.-1	658.-1	217.-2	808.-0	577.-2	239.-2
Sig (2- sided)	025.0	003.0	002.0	0270.	0190.	0100.	0110.

The results in Table 2 indicated that considering the level of significance (sig) which is less than 0.05, the difference between them can be significant; therefore, the null hypothesis is rejected.

### **Research Article**

This means that there is a significant difference between the experimental and theoretical mean of the role of country's volleyball super league on the development of sports marketing (product, price, advertisement, place, employees, facilities and process). That is, the experimental mean was higher than the theoretical mean.

### **Discussion and Conclusion**

The results of the research indicated that there is significant difference between the experimental mean and the theoretical mean of the Volleyball Super League games on the development of the marketing product. This conclusion seems reasonable, because selecting proper trade marks for the participating teams due to creating motivation and positive feelings, choosing the appropriate logo for the participating teams to remain in the minds of the followers, promoting the level of the volleyball league tournaments through providing the possibility of selling retail goods (sports clothes, caps, flags, decorative goods) with the logos of the participating teams between the fans, the role of the Volleyball Super League games was very clear on the development of sports marketing product, the physical products can be viewed and examined before purchasing, but it is not true about services. This means that customers of such services face with significant risks in deciding and meanwhile, three combined marketing factors which are personnel, physical evidence and process, play an important role on the impact of customers acquisition from the quality of services (Jaber and Hamid, 2004). Any item or object or service that is produced by a person or an institution is called “product” if it is able to meet the needs of individuals or collective purchasers or consumers. Therefore, the product should be studied from different dimensions. Different dimensions of studying the product is determined by the marketing officials in Economic enterprises and based on the opinions and interests of consumers. In selecting the product or products, factors such as price, commercial reputation, quality, guarantee or warranty, delivery conditions, financial facilities for shopping, size, package type, and numerous other factors were considered. If we do not discuss the first factor -the price- which has a special place in the marketing combination, other factors are the product's attributes and the consumers selects the product due to these attributes (Peyman, 1994). The trademark of the product or the sponsor is influenced by social image of the event or sports group and the sponsor can make his public image close to the public image of the event. The effects of each event in each community are different and follow the cultural conditions and institutional and psychological patterns of the community (Park, 2001). The findings of Peyman (1994), Park (2001), Pitts (2002) and Kronick and Dalton (2005) are consistent with the results of the study.

The results of the research indicated that there is significant difference between the experimental mean and the theoretical mean of the role of Volleyball Super League games on the development of the sports marketing price. This conclusion seems reasonable, because pricing tickets of the games are based on the purpose of Volleyball League Custodians, benefitting, attracting audiences and based on the value of the game in the audiences' mind and based on the prevailing economic cycle (recession, unemployment, inflation, economical condition of the audience) and based on the (the amount of the expenditures of unimportant games, various fans such as fans, students and grandstands with facilities and different convenience) in the role of the Volleyball Super League games on the development of the element of sports marketing price is quite evident, price is payments which are paid per product. Audiences' decision making about purchasing sports based on the value has been observed, comparing with other sports phenomena, and has influenced the attitudes of friends and effective groups and .... Like any other business, sport also contains costs and the sports pricing practitioners must attend the price at which sports is profitable (Cutler, 2003). Price and other costs of sports components, indicate different charges for which the customers enjoy the benefits of that price, to the manager. Responsibility of the managers in this relation does not merely end by the traditional pricing which determines the selling price to customers, determines the profit margins and the credit conditions. Sports managers must recognize this problem and, if practical, seek to minimize the other costs which are going to be on the customers due to the use of sports (Pitts and Stotlar, 2002). Service providers often encounter difficulties when dealing with the capacity of providing services. Producer of consumable products, if face with an increasing demand for consumer products, or predicts the increased demand can offer the products by increasing

### **Research Article**

production or storing products at the right time, but service providers are faced with many constraints (Rousta *et al.*, 1387). Team performance is the most important factor influencing the process of pricing the game tickets. Other factors in order of importance, include expected revenues and the needs of the teams, issues related to public relations, market acceptance rate from the increase in the price of the ticket, the conditions of the audiences and the average ticket price in the league (Reese and Staedt, 2001). The findings of Pitts and Stotlar (2002), Rousta *et al.*, (1387), Reese and Staedt (2001), Marber *et al.*, (2005) and Pons *et al.*, (2001) are consistent with the results of the study.

The results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games on the promotion of sports marketing parameter. This conclusion seems reasonable because to take advantage of incentives like discount coupons of tickets and shopping with discount from stores on the side of the contract with league organization and to award the fans of participating teams, developing commercial films, and informing, To take advantage of public relations in order to have effective communication with all stakeholders, providing suitable situation for sponsors to support through proper planning, practitioners, identifying and considering the needs and wishes of donors to maintain their support for the country's top volleyball teams in the league on the promotion of sports marketing parameter is completely clear. The aim of promoting is, telling others about a product, that companies use it as an important variable to achieve their sales objectives. Promotion is also vital for the service sectors. According to Delpy (2000), organizers of sporting events cannot be the only ones to open in stadium entrance doors and wait until participants realize them. Similarly, only a few of the audience of sporting goods realize them without promotion (Van, 2001). Advertising through sports and sports events can also happen through sponsorship. Many studies that have been conducted in recent years about this issue by Bern Valed (1992), Johnson and Stutler shows that this kind of advertising has a very high efficiency (Van, 2001). The value and importance of promotion for service organizations is in the benefits that they can obtain by selling their services. In many cases there are similar ways to promote products and services, but public relations have a special place about services. Due to low cost or maybe free cost of public relations, non-profit groups and organizations consider them as the basis of their promotional plans (Rousta *et al.*, 1387). Focusing on enhancing and expanding investment in various businesses on special events, especially on sporting events as an important element in marketing was considered to be one of the realities in the current business environment. Social events help the success of business organizations because of their unique characteristics (Taranto, 1998). Culture and art are the inseparable parameters of sports which are considered along with various sporting events. However, holding cultural and artistic events during different tournaments is one of the most important components of promotion in sports marketing (Garcia, 2001). Although the role of athletes as the advertisers of various products is increasing, little research regarding the consumers' views about the athletes and the factors influencing the effectiveness of these activities are conducted and especially there is limited information regarding how to engage and adapt three factors of advertiser athlete, product and consumer. According to the conducted studies by Isidore in 2003 a very high amount of money is paid annually for these purposes, so that famous athletes like Michael Jordan about 30 million dollars a year, Lance Armstrong 16.5 million dollars a year and Tiger Woods 70 million dollars receives annually for sports and non-sports products validation. According to other published statistics by other Sports Business Journal in 2002, also American companies have paid a total amount of 897 million dollars in 2001 to the athletes, coaches and sports persons to do such things. Finally, the results of this study indicate that regardless of product type, products that both in terms of gender and athletes field are more consistent with the advertised products will be more accepted by consumers (Boyd and Shank, 2004). The findings of Rousta *et al.*, (1387), Marber *et al.*, (2005), Taranto (1998), Garcia (2001) and Boyd and Shank (2004) are consistent with the results of the study.

The results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games on the location of sports marketing parameter. This conclusion seems reasonable because creating legal betting situation to predict the results of matches on the internet and so on. ..., updating locations, venue stadiums, venue locations, managing

### Research Article

venue of volleyball super league games for the presence of women in stadiums, proper management of gyms and venue stadiums (safety management, crowd management, facilities and utilities management, supporting the establishment and utilization of intermediary agencies to provide customers with tickets in order to provide ancillary services for customers, commercials, rating the game tickets on the basis of presented technology in the games (monitor existence on all seats of audiences, existence of extra monitors to displays tournaments playback in different parts of the location, etc) knowledge, developing focused marketing research organization and planning for distribution organization channels (with tasks to identify the target markets of customer needs, and to determine the ticket prices of competitions and also evaluating participating teams logos to transfer its' support to sponsors, to provide the situation for advocates to support women's sports competitions, establishing an exclusive television network for the easiness in informing, distribution and business development is quiet visible in volleyball super league games, distributing tangible sporting goods such as sports equipment will follow the same approach of other consumer goods. Sporting goods are marketing through distribution channels and the number of intermediaries such as wholesalers and retailers, which are involved in these activities, to ensure that right products at the right time and with the right price with the right quality and quantity are available for consumers (Van, 2001). Sport as a product or an intangible service has its own distribution characteristics. Companies should keep in mind that how their services are achievable for customers. Companies develop some channels to serve their customers effectively. Usually the distribution channels of services are more direct than most physical goods. Because the services are served intangible, services have personal nature, the marketer has fewer concerns about storing goods in warehouses, and production and consumption are often simultaneous. Personal nature of the service means that direct communication with the service provider is much better and more appropriate.

Communication with the representatives is done whenever service provider is not able to offer a comprehensive range of diverse services to clients and therefore is involved in travel marketing, and entertainment, insurance of the agents (Jaber and Hamid, 2004). Because of the integral nature of the services from service providers, the distribution agent in service marketing strategy is very important. Due to increase and intensity of competitions, providing service in suitable locations and preferred locations of customer is a decisive factor in attracting and keeping customers (Rousta *et al.*, 1387). The findings of Jaber and Hamid (2004), Rousta *et al.*, (1387), Marber *et al.*, (2005), Van (2001) and Boyd and Shank (2004) are consistent with the results of the study.

The results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games on the development of sports marketing participants (employees) parameter. This conclusion seems reasonable because the presence of prominent players and famous coaches and managers in participating teams in order to draw spectators and sponsors, classification of services to audience and sponsors (based on the needs, expectations and income audiences), in order to attract satisfaction, get benefit from the support of economical sponsors (sponsors) for the participating teams and to earn money for league, choosing sponsors who have compatible and better suited products and services with that sport, is evident in volleyball super league games on development of sports marketing participants (employees), individuals of service organization or employees that provide service to clients are considered the main factors of service marketing, because most of the customers know service providers as organization. Regarding the important role of employees in providing service, factors such as staff selection, recruitment, training, development and motivation of staff should be considered. Interest, ability, courtesy, creativity, compassion, relationship, adornment and punctuality of employees are important factors in the success of service organizations (Rousta *et al.*, 1387). Human resources is the most important asset of an organization and attentive management should try to recognize this asset, train its' talents and skills and lead it effectively to achieve the goals of organization (Alvani, 2001). Due to the simultaneous occurrence of production and use, service staffs have a special role on customer perception of product quality. In fact, the quality of the service is indivisible of the quality of service provider. Without qualified, good, motivated and affable staff, organizations will lose their customers (Jaber and Hamid, 2004). The findings of Kronick and

### **Research Article**

Dalton (2005), Rousta *et al.*, (1387), Boyd and Shank (2004) and Shilbury *et al.*, (1998) are consistent with the results of the study.

The results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games on sports marketing tools parameter. This conclusion seems reasonable, because the approval and support of copyright law (publication right) of participating clubs in these competition to sell goods with the team brand and broadcasting matches on television and the media, to divest the shares of participating clubs, spreading news on media is completely visible in volleyball super league games on sports marketing tools parameter, it is an environment where the service is provided.

Also it can be said that the evidence includes any item that through it we could provide and transfer services for customers in an easier way. Customers generally with observing tangible evidence seek similar high quality services. The way of providing services can be with regard to the efficiency of the market as well as the need to overcome the demands of customers is the best way possible (Jaber and Hamid, 2004). These features facilitate transferring and providing of the services. In service context in addition to services and tangible facilities, intangible facilities which play a vital role in providing services should also be considered. For example, those who go to entertainment parks in big cities needs more facilities and equipment in addition to the services they receive in the form of variety of playing instruments, that some of them may not be very evident such a place to park cars, signs and symptoms to help people, food stalls and restaurants that are among the physical features of marketing (Rousta *et al.*, 1387). That the results of Jaber and Hamid (2004), Kronick and Dalton (2005), Rousta *et al.*, (1387) and Boyd and Shank (2004) are consistent with the results of the study.

The results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games on sports marketing parameter. This conclusion seems reasonable, since issuance of membership card for the fans of the participating teams to promote motivation and positive emotions, programs and press conferences for participating teams, introducing and emphasizing the intangible impact watching the competition among the audience (joy, along with supporters, being known as a fan, etc.), identifying needs, standards and expectations of audience from these competition in order to create positive feelings towards the participating teams in the volleyball Super League games on development of sports marketing parameter is obvious, process includes steps, mechanisms and flow of activities that services are taken place. Deciding about the process is basically effective on how to provide services to clients. For example, the way of managing a self-service cafeteria is quite different from a restaurant. Marketing managers should consider this point whether providing self-service in the location is acceptable or required by customers or not? Waiting in line can provide an opportunity for managers to use this time in favor of their own benefit by deducing or deleting some elements or changing this waiting time to a more enjoyable time. Waiting in line is a common experience for all customers and is a significant factor in the satisfaction of how services are provided and even future relationship of the clients are determined at this time. Research suggests that in a suitable and pleasant environment customers do not simply get bored and tired, even if the time is too long. If the waiting environment (interior environment, cleanliness, size and weather) has better condition, customers' satisfaction with the services will improve as well. Hiring more employees can be a convenient way to provide better services (shorter waiting period). Reducing delivery time, for example the time between ordering and receiving food is also effective in reducing the service quality. As it was previously stated if we could involve customers in production process, necessarily Restaurant Management does not incur great expenses, and developing self-service in hotels itself confirms this issue (Jaber and Hamid, 2004). The findings of Jaber and Hamid (2004), Rousta *et al.*, (1387), Aghazadeh *et al.*, (2008) and Meamari (2007) are consistent with the results of this study.

So, in answer to the main research question, it can be concluded that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games of the country on the development of sports marketing parameter (product, price, promotion, place, people, resources, processes).

## **Research Article**

### **General Results**

General results of this study showed that there is a significant difference between the experimental mean and theoretical mean of the role of volleyball super League games of the country on the development of sports marketing parameter (product, price, promotion, place, people, resources, processes). Although it is generally believed that development of volleyball is due to its affecting factors, but for favorable development of volleyball we should separately examine its affecting factors in order to identify the shortcomings better. The results of the present study showed that in the development of volleyball factors such as (price, promotion, place, people, resources, and process) should also be considered.

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