



THE EFFECT OF ADVERTISING ON SOCIAL NETWORKS ON THE MARKETING OF SPORTS SERVICES - CASE STUDY: SOCIAL TELEGRAM USERS

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Abstract:

Today, the number of social networks in which communications are made is increasing rapidly, and most teenagers and adults, as part of everyday life, use the benefits of knowing others and introducing themselves to others from social networks such as Facebook, MySpace, LinkedIn, YouTube, Weblogs and Wikiquote. The purpose of this study was to investigate the effect of advertising on social networks on the marketing of sports services. Methodologically, this descriptive study was of correlational type and its statistical community was formed by active users in social sports networks. The statistical sample was available (from users who were active social sports networks). In this research, social networking was measured using the scale of Soleimani-Bashli and Talibi (2010) and marketing mix of sport services using Yaghoobi et al. (2011) scale. To test the research hypotheses, structural equation modeling was used. The results of the research showed that advertising in social networks has a positive and significant effect on marketing of sports services. As a result, the greater the amount of advertising on social networks, the more likely it is that customer satisfaction, attracting new customers, and increasing investment in sports services will increase. Therefore, it is necessary to pay more attention to the aspect of advertising in these networks and to be taken into consideration in strategic strategies of sports providers.

Keywords: advertising, sports services marketing, telegram, social networking

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1. Introduction

With the advent of modern propaganda techniques about 74 years ago, the experts of the profession noticed its direct effects in society, the effects that the images of daily newspapers created in the minds of the people. Today, these images can appear on a computer screen, and even live, animated, and sounded. The Internet, as the world's largest computer network, was freely available to the public on the basis of the freely available standard of information, but quickly turned out to be one of the world's most widely used commercial facilities for its own promotional methods (Gollichi Nafar & Bakhtani, 2005).

The Internet has a special place as one of the communication, information and entertainment tools, and communication tools change with the advancement of technology. Today, the number of social networks in which communications is being made is increasing rapidly, and most teenagers and adults, as part of everyday life, use the benefits of knowing others and introducing themselves to others from social networks such as Facebook , My Space, Linked in, YouTube, Weblogs, and Wikiquote ... (Taravati, 2014).

Social networks can be defined by various popular motivational societies that have a structure with nodes with more than one type of connection. These networks give people the power to share their knowledge and content and increase communication in the world (Vidal, Cusick, & Barabási, 2011).

Many of the activities today have become more convenient and faster with the use of this technology, and marketing in recent decades has attracted the attention of sellers in networks and social sites as a science (Hosseini, Ghazi Zadeh and Abbasi Efsanjani, 2008). Today, Internet marketing, which is referred to as modern marketing, is considered to be essential, and is a key factor in the competitiveness of international markets. Because of the rapid pace of calculation, the rapid processing of information, the possibility of searching, increasing the accuracy, the unnecessary intermediary removal and doing electronic work, overshadowed the exchange process, reduced the time of transactions, and increased productivity (Kiang & Chi, 2001). However, we see that so far the Internet has not taken its place in our country for marketing activities (Yousefi, Taheri and Shojaei, 2007).

On the other hand, the full potential of social networking sites is still under investigation and users are looking for optimal ways to use these sites (Schneider et al., 2011). Also, many people believe that the true value of social networks about the extent of their impact on advertising and marketing messages is still not fully understood.

Because experts and activists in this section believe that social networks have not necessarily eliminated the effects of traditional methods on advertising (Taravati, 2014). It seems that one of the most important issues that curtails internet advertising in Iran is the inadequate knowledge and information of the managers of production and service organizations of the use of advertising on the Internet. Most Iranian executives are unaware, or at least unanimous, of the many advantages and disadvantages that advertise on the Internet can earn their organization. Those managers, who pay little attention to the Internet, do not have an accurate understanding of the needs of their online audience and, as a result, do not get any results from their online advertising campaigns. In addition, managers who have posted their advertisements on internet pages often choose external sites as their Internet media because they do not have to be certain about the efficiency and effectiveness of Iranian sites (Gollichi Nafar & Bakhtani, 2005).

However, communications experts in the past have always talked about the impact of mass media on public opinion and predicted its performance. But it seems that today it is time to examine the authenticity of these attitudes with objective situations. And since sports products and services have been the main focus of advertising in the media, sports researchers and sports marketing have less to do with it. In this research, it is examined whether advertising on social networks affects the marketing of sports services.

De Cornre, A., & de Nijs (2016) .studied online advertising and privacy. The results of this survey showed that the more information you give the consumer, the better the interaction between the company and the consumer is formed Spiegler, Hildebrand, & Michahelles (2011) reported that the store increased the sales of its products through social networks, but not as much as the traditional method, while its impact on advertising was more than the influence of public opinion.

Additionally, Travati (2013) studied the role of the social networking community in publishing advertising messages to attract audiences, drawing attention to advertising animations, image charm (color and design), charm of poetry, trust There is a meaningful relationship with advertising, the use of celebrities, the use of symbols and the purchase of goods on Facebook.

Yousefi et al. (2007) also concluded that by examining the status of sports marketing through Internet in Iran with emphasis on p4 elements, from the viewpoint of experts and sports experts in a separate and separate way, a significant difference was found between the effect of the Internet on each there are no p4 elements between experts and marketers. But Bengtsson, M., Boter, & Vanyushyn (2007) concluded that internet marketing has had a positive impact on the performance of small business

firms by examining the impact of Internet marketing on small international business, and more competition, has led to this performance increase, especially in the quality dimension.

Following the proliferation of the Internet in the world, the use of websites and blogs as new advertising media attracted the attention of many companies, and, as a result, new methods and techniques for advertising on the Internet were invented. Internet advertising is now a matter for many owners of goods and services. The Internet's type and the type of effect it has caused some companies to forget traditional advertising efforts and merely engage in professional activities with modern advertising. Introduce others (Yousefi et al., 2007). In fact, in the current competitive world, organizations are looking for better and simpler strategies for introducing themselves and their products, which can reduce costs, in addition to efficiency, communication and communication with customers. Social networks are one of these ways.

The value and the use of social networking media for organizations, like all other media, depends on the approach of organizations to them and on the proper utilization of them, rather than depend on the nature of the medium itself (Rezvani, 2011). However, we see that little research has focused on the impact of advertising on the marketing of products and services. The lack of research in this area seems to make it clearer the importance of such an investigation. It is expected that the results of this study, while explaining the conceptualization of advertising on social networks, provide a platform in which marketers, managers and officials can better and more easily market their products and services on the market through networks socialize and promote.

2. Research Methodology

Methodologically, this descriptive study was of correlational type and its statistical community was formed by active users in social sports networks. The statistical sample was available (from users who were active social sports networks). In this research, advertising on social networks was measured using the scale of Soleimani-Bashli and Talebi (2010) and the marketing mix of sports services using the scale of Yaghoobi et al. (2011). The content validity of this tool was confirmed by the respective owners and its reliability, using Cronbach's alpha, respectively for advertising (.814) and service marketing (.886), respectively. To test the research hypotheses, structural equation modeling was used.

3. Findings

Indicators for assessing the generality of the structural equation model with respect to the optimal range of these indices in total indicate that the supposed model is supported by research data, that is, the fitting of the data to the model is established and all Indicators indicate the desirability of the structural equation model (SEM).

Table 1: Indicators of the overall evaluation of the structural equation model

Variables	Goodness of Fit				
	CR	AVE	Cv Com	Cv Red	GOF
Advertising	.836	.635	.312	-	.192
Sports Services Marketing	.874	.589	.301	058	

The standardized result obtained between advertising in social networks and marketing services for sports is .945. This means that the advertiser's variable in social networking is explained by 94% of the variables of social identity.

Table 2: Estimating the Effect of Advertising on Social Networks on the Marketing of Sporting Services

Independent Variable	Path	Dependent Variable	R Square	B	T-Value	Result
Advertising		Sports Services Marketing	.893	.945	15.2523	Confirm

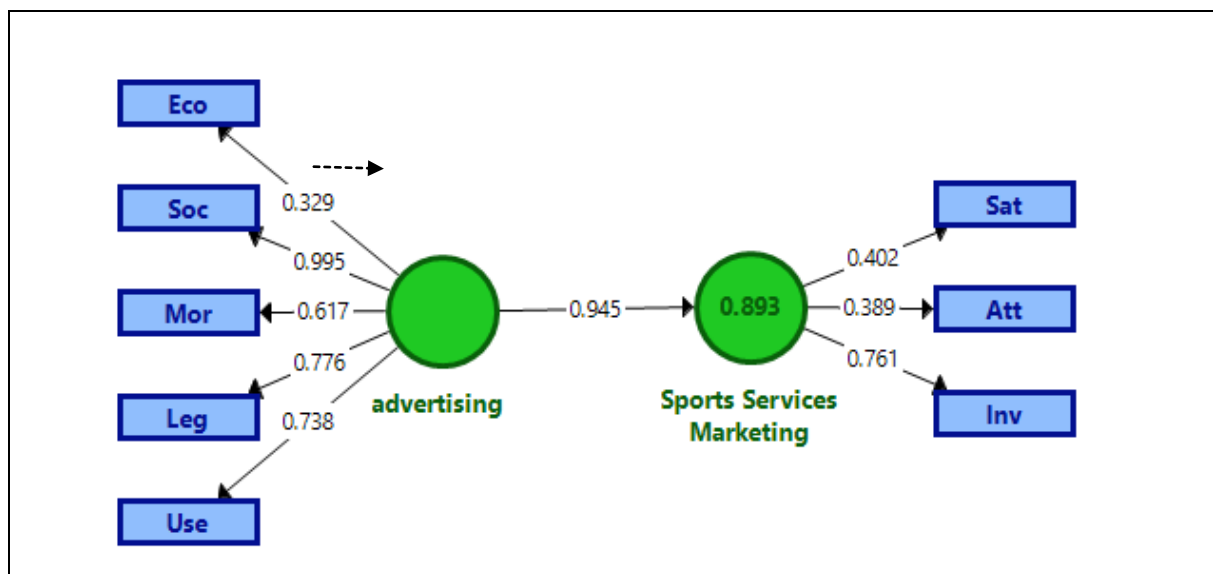


Figure 1: Structural Equation Modeling The effect of advertising on social networks on the marketing of sports services

5. Discussion and Conclusion

The results showed that the effect of advertising on social networks on marketing of sports services was positive and significant. As a result, if advertisements are made on social networks, the chances of improving the level of marketing services for sports services also increase. This finding is consistent with the results of the De Cornre, & de Nijs (2016), Spiegler, Hildebrand, & Michahelles (2011). Bangtsson, Boter, venishaian (2007).

Today, one minute of every four minutes spent on the Internet is spent on social networks. This amount of attention paid to social networking businesses has encouraged them to market their products and services. Almost all respondents (96%) said they were using social media marketing, according to the Social Media Marketing Industry 2015, which was released by Social Media Eximer Media Corporation and scanned 3700 worldwide. The importance of having a well-designed strategy for marketing social media is apparent from the fact that 92% of the people surveyed admitted that marketing social media is considered an essential element for business growth (Stalzner, 2015). Thus, it can be said that social networks are an integral part of the life of the 21st century, and as a result, familiarity with the basic principles and concepts of this universal phenomenon has become an integral part of today's life.

Today, with the advent of Web 2.0 and its move to Web 3, as well as the rapid expansion of social networks and the opening of the information space, mass media (press, radio and television) cannot be considered as the only news channel. Informational information for the audience, because from the telecommunications side (the exchange of information between buyers and sellers), the Internet is an effective means of accessing information, organizing and exchanging information. And can provide customer information at the same time and upon request, which means more willingness, better service, and faster response to the customer. From the exchange of goods (product-related activities), the Internet provides business access to a wider range of potential customers around the world, and facilitates process management. Finally, in terms of distribution, the Internet has also reduced the supply chain and reduced the cost of intermediaries.

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