



RESEARCH ARTICLE

MARKET INTELLIGENCE AS A MECHANISM TO ACHIEVE MARKETING COMPETITIVENESS IN THE SPORT FACILITIES OF EGYPTIAN UNIVERSITIES

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ABSTRACT

Aim: The current study aimed to identify the role of marketing intelligence systems as a mechanism to achieve the competitiveness of sport facilities in Egyptian universities. That is through the opinion of a group of Egyptian sport specialists. **Methods:** The researchers used the descriptive method (surveying method) with its steps and procedures for its appropriateness to achieve the research goals. Community of the research is represented of (122) sport specialists who are working in sport facilities in Egyptian universities. **Materials:** The researchers designed a questionnaire aiming at recognizing the role of marketing intelligence systems as a mechanism to achieve the competitiveness of sport facilities in Egyptian universities. **Results:** Sport facilities in Egyptian universities do not possess professional management of market intelligence systems. This makes the sport specialists unable to apply market intelligence systems to achieve the desired competitive capabilities for sport facilities in Egyptian universities.

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INTRODUCTION

The concept of competitiveness occupies an important space and position in both the areas of strategic management and business economics, as competitiveness represents the important strategic element that helps in seizing opportunities. And competitiveness is the source that strengthens the position of the institution's standing with the results that achieve the satisfaction of the beneficiaries of sport service (1:14). Competitiveness is a specific characteristic that the Authority possesses and distinguishes it from other bodies, so that it achieves a strong position towards various parties, and that the real challenge to sport facilities is not to provide sporting services, but rather the ability to continuously satisfy the needs and desires of beneficiaries of its sport services, so therefore Create competitive capabilities in the services provided by sport facilities that would achieve customer satisfaction and increase their loyalty, and thus the ability to stay and continue (2: 175). Market intelligence includes a view of the market at the macro level and includes the size of the current market and its provinces, the trends of market participation and the growth

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of its forecasts, information about the customer such as the customer's preference, motivations for his behavior, brand loyalty, satisfaction rates and any other view that has an impact on his behavior relative to the product provided by the company (3:4). Achieving competitiveness has become a major goal pursued by all bodies, especially universities, in order to be able to face the challenges it faces today and overcome competitors, through its possession of highly qualified human resources with expertise and high skills, and its ability to use these resources efficiently and effectively, while responding For the wishes and needs of those who deal with it quickly and continuously (6.34). And the element of competition between institutions and some of them is an important issue that must be taken into consideration, and therefore the presence of more than one sports site or facility in the vicinity of the city or the governorate creates an atmosphere of competition between those establishments in order to attract the largest number of beneficiaries to attract to that facility, and thus achieve competitiveness It is important to attract the masses towards the services and activities of the establishment and thus the ability to achieve profitability and reach the desired financial goals. Through the researchers' follow-up to the administrative work of sport facilities at the Egyptian universities, it was found that there is a failure in the management of sport facilities from the marketing point of view. And By examining the researchers for the studies conducted in this field, the researchers found a scarcity of studies and scientific references

that were interested in writing in this field, those studies that dealt with identifying marketing intelligence systems as a mechanism to achieve the competitive ability of sport facilities in Egyptian universities, which sparked the researcher's motivation to carry out this study. This study aimed to identify the role of marketing intelligence systems as a mechanism to achieve the competitiveness of sport facilities in Egyptian universities.

MATERIALS AND METHODS

Method of the research: The researchers used the descriptive method (surveying method) with its steps and procedures for its appropriateness to achieve the research goals.

Community and sample of the research: Community of the research is represented of sport specialists who are working in sport facilities in Egyptian universities, which numbered (500) sport specialists. The researcher chose the sample of the research in an intentional manner, and they numbered (122) Sport specialists, representing (24%) of the research community, in addition to an exploratory sample of (20) sport specialists.

Steps of the research

Applying the research: After determining the sample and testing the data collection tool and confirming its validity and reliability, the researchers applied it on all the sample individuals. The application period was from 11/04/2018 to 10/06/2018.

STATISTICS

An SPSS statistical package (version 22) was used to analyze the data. The collected data was processed using the percentage, correlation coefficient, Cronbach Alpha, estimated balance, the relative weight, the percentage and chi square.

RESULTS

Table (1) presents the statistical data of the research sample opinions (122 sport specialists who are working in sport facilities) in the statements of the axis of:

Tabel 1. Marketing intelligence systems as a mechanism to achieve the competitiveness

STATEMENTS		RESPONSE			MEAN	STD.
		AGREE	NEUTRAL	DISAGREE		
Seek to collect marketing information that predicts opportunities and threats in the target market	F	11	48	63	0.52	.529
	%	9	39	52		
Using marketing information in determining the size of the market	F	18	40	64	0.54	.488
	%	15	33	52		
Working to collect sufficient information on surrounding facilities to determine market trends	F	14	32	76	0.50	.503
	%	11	26	62		
Using marketing information to know the technological trends in the market	F	2	110	10	0.64	.763
	%	2	90	8		
Predicting the Corporation's market share through analysis of marketing information	F	25	34	63	0.56	.488
	%	20	28	52		
Take of advantage the reports published by various parties to know the changes in the market	F	17	97	8	0.69	.886
	%	14	80	7		
Seek to know the prices of services provided by competitors	F	60	55	7	0.81	.757
	%	49	45	6		
Provide special prices for employees of the institution to take advantage of them	F	58	50	14	0.79	.683
	%	48	41	11		
Total of Axis	F	205	466	305	0.63	.572
	%	21	48	31		

"The marketing intelligence systems as a mechanism to achieve the competitiveness". The results shown in Table (1) refer to the response of the sample opinions for the statements of the axis, the arithmetic mean from the research sample (M), standard deviation (SD), the relative weight and the tabulated (Chi) square.

It is shown from table (1) the following

- The average response rate to the opinions of the research sample in the axis phrases: Market intelligence as a mechanism to achieve competitiveness ranged between (0.50: 0.81).
- The arithmetic mean of the research sample opinions in the statements of the axis as a whole was (0.63).

DISCUSSION

It is shown from table (1) the following: The Ratio of phrases (7,8) came above the upper limit of confidence, which indicates its realization in a significant way in the reality of market intelligence as a mechanism to achieve competitive capabilities.

The researchers attribute that result to the management of sport facilities seeking to know the prices of services provided by sport facilities surrounding Egyptian universities, and to know the financial regulations for sport facilities affiliated with clubs, sport stadiums and private facilities to provide special prices for all beneficiaries in general and for university employees in particular.

- The percentage of statements (4,6) ranged between the upper and lower levels of confidence, which indicates their average achievement in the reality of market intelligence as a mechanism to achieve competitive capabilities.
- The researchers attribute this result to the fact that some sport facilities in Egyptian universities use marketing information and reports published from various parties to know the technological trends in the market and the extent of the occurring changes and market changes and the importance of the transition to electronic management and develop the capabilities of the market establishment

- for reservation, inquiry and electronic payment, while other facilities remain in the traditional and usual paper application.
- The ratio of terms (1, 2, 3, 5) was less than the minimum confidence, which indicates that it has not been achieved in the reality of market intelligence as a mechanism to achieve competitive capabilities.

This result showed the fact that the management of sport facilities in Egyptian universities does not seek to collect sufficient marketing information about surrounding facilities in order to do a study of the size of the surrounding market in a scientific manner, and not to use marketing intelligence and identify the financial regulations for sport facilities affiliated with clubs, sport stadiums and private establishments to determine market trends and predict opportunities and threats, as well as their inability to predict their market share through the results of marketing information analysis. This finding is consistent with the findings of the study Johannes D. Hattula et al. (2015) (4), which concluded that variables that reflect market attractiveness are the tools of cost forecasting through marketing intelligence sources. Where market information and competitors were among the most important sources of marketing intelligence to forecast the costs.

Conclusion

From the viewpoint of sport specialists (research sample), sport facilities in Egyptian universities do not possess professional management of market intelligence systems. This makes the sport specialists unable to apply market intelligence systems to achieve the desired competitive capabilities for sport facilities in Egyptian universities. Which makes Egyptian universities have a long way to go in this field.

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