

## **Assessing the marketing crises of the trademark in the sponsoring for the companies Egyptian sports federations**

**\*DR /Hany Gamal Youssef**

**\*\*DR/Ehsan Hosney Ahmed**

### **Abstract**

The research aims to assess the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations. The researchers used the descriptive approach (the method of survey studies) as it is the appropriate approach to the nature of this research.

The research community is represented in the sponsoring companies of the Egyptian sports federations which number is (33) sponsor companies, which are represented in the following categories (members of the boards of directors, employees), the Egyptian sports federations that are sponsored and numbered (46) and represented in the following categories (members of the board of directors, responsible for marketing and investment in the Egyptian sports federations). The researchers selected the research sample by random method. The number of selected sponsoring companies was (9) sponsoring companies with a percentage of (27%) of the original community, and the number of selected sports federations reached (13) sports federations and a percentage of (28%) of the original community, and the number of the research sample was (186) individuals.

In collecting research data, the researchers used documents and records analysis, a questionnaire to assess the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations (prepared by the researchers).

One of the most important results: Advertising and promotional crises occurred due to players contracting with their own sponsorship companies and promoting and advertising their brand other than the one contracted by the sports federations, which leads to advertising and promotional crises for these trademarks contracting with the Egyptian sports federations.

Among the most important recommendations: the necessity of the commitment of companies sponsoring sports federations to develop methods and aspects of evaluating marketing crises for their trademarks in proportion to their activities and services.

### **Introduction & research problem**

Trade mark is characterized by great interest from the sponsoring companies; as it is considered a unique marketing and promotion tool for it. Because it provides the services and

products, which give it the ability to maintain and continue in the market in light of competition and acceleration in the modern era. It is the driving force towards excellence and building a positive image of it. The sponsor has

\* Assistant Professor at Sports Administration dep., Faculty of Physical Education - Minia University.

\*\* Assistant Professor at Sports Administration dep., Faculty of Physical Education - Minia University.

many marketing crises associated with its trademarks, such as promotional, administrative, legislative, informational and purchasing crises, as well as methods of dealing with these crises that stand in the way of achieving its marketing objectives.

Trademark has an increasing commercial, economic and advertising importance. This importance has become controlling the behavior of the companies that own this mark. Trademark is the interface of commercial companies on several levels, as it enables customers to distinguish their products or services from competitors, allowing them to market their products on better, so that trademarks are not only used as identification and communication tools, but are also a guarantee of continuous quality. (7:42).

The sponsoring companies have the right to market and invest advertising rights, and to license the use of trademarks on products, sports services and broadcasting rights for sports activities and events; as these large financial and moral returns contribute to changing the financial and economic situation of the sponsorship companies that can market and invest these elements in a sound scientific manner.(16:12).

Companies and institutions spend money on sponsoring sports activities and events in order to obtain positive results that enhance their brands in front of the public. The data indicate that the volume of sports sponsorship is constantly increasing, as most institutions and companies allocate a large share of their

marketing budgets to sports sponsorship (14:91)

From the above, the researchers see that the sponsoring companies for sports federations are currently facing many problems and obstacles in evaluating the marketing crises of their trademarks, as their neglect of the important role in evaluating the administrative and marketing crises of the trademark through the apparent shortcoming in the planning process for managing the marketing crises of the brand and the impact this on taking effective decisions to confront them, not providing a special and independent budget to face the marketing crises of the trademark, and the failure to provide an independent department in the organizational structure of the sponsoring companies that is responsible for facing the marketing crises of the trademark, which causes the inability to achieve the marketing objectives of its own trademark. There are also some problems in following scientific methods in dealing with the evaluation of the marketing crises of the brand in the sponsoring companies of the sports federations through their inability to form high-level work teams in managing the marketing crises of the trademark, and its inability to change the course of the strong marketing crisis to which it is exposed and which is difficult to confront, which may lead to the marketing crisis.

Therefore, this research seeks to assess the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations. Through researchers' information

about the previous studies and researches. As the researchers know that there is a dearth of studies that dealt with the evaluation of the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations, and what are the aspects and elements assessing the marketing crises of the brand faced by the sponsoring companies of sports federations, which enable them to confront and control those marketing crises and how to take advantage of them as a realistic attempt in order to preserve the personality and value of the brand towards better achieving its marketing and investment goals on the ground. From here the idea of this research arose which is assessing the marketing crises of the trademark in the sponsoring for the companies Egyptian sports federations.

**Research objective:**

The research aims to assess the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

**Research questions**

In light of the research objective, the researchers put the following questions:

- 1-What is the assessment of the legislative and legal crises of the trademark in the sponsoring companies of the Egyptian sports federations ?
- 2- What is the assessment of the methods of dealing with the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations ?
- 3- What is the assessment of the trademark marketing information

crises in the sponsoring companies of the Egyptian sports federations ?

4- What is the assessment of the administrative and marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

5- What is the assessment of the advertising and promotional crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

6- What is the assessment of the trademark awareness crises in the sponsoring companies of the Egyptian sports federations ?

7- What is the assessment of the mass crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

8- What is the assessment of the purchasing crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

**Terms used in the research**

**Marketing crises**

It is a marketing situation or situation faced by institutions, where events follow, causes intertwine with results, and the decision-maker loses his ability to control them or their future directions (8: 121).

**Trade mark :**

It is the trade name with a term, a symbol, a design mark, or a combination of both, which aims to identify the goods or services of one seller or a group of sellers in order to distinguish them from other competitors (19: 118).

**Research procedures :****Research Methodology :**

The researchers used the descriptive approach (survey studies), as it is the appropriate approach to the nature of this research.

**Research community & sample :**

The research community is represented in the sponsoring companies of the Egyptian sports federations which number is (33) sponsor companies. They are represented in the following categories (members of the boards of directors, employees), the Egyptian sports federations that are sponsored which number is (46) and represented in the following categories (members of the board of directors, responsible for marketing and investment in the Egyptian sports federations). The researchers selected the research sample by random way, and the number of selected sponsoring companies was (9) sponsoring companies with a percentage of (27%) of the original community. The number of selected sports federations reached (13) sports federations and with a percentage of ( 28%) of the original community. The number of the research sample reached is (186).

**Data collection tools :**

**The researchers used the following to collect the data :**

**First: Analysis of documents and records :**

The researchers reviewed and analyzed the documents and records of the sponsoring companies and sports federations to identify the methods of working with them and how to deal with the marketing crises of the brand

facing the marketing and investment work, and the extent of the results achieved by the process of evaluating the marketing crises of the brand.

**Second:** Questionnaire to assess the marketing crises of the trademarks in the sponsoring companies of the Egyptian sports federations: (prepared by the researchers)

The researchers designed a questionnaire aimed at evaluating the marketing crises of the brand in the sponsoring companies of the Egyptian sports federations, where (8) eight axes (Appendix 2) were identified. Then the researchers presented them to a group of experts (Appendix 1) in the field of sports management consisting of (7) seven experts In order to express an opinion on the extent of its suitability, and it was agreed on all axes except for one axis, which is (Evaluation of the advertising crises of the brand in the sponsoring companies of the Egyptian sports federations) because it obtained less than 70% of the opinions of the experts.

Then the researchers developed a set of phrases for each of the questionnaire's axes, and the number of phrases reached (51) fifty-one phrases distributed on the axes of the questionnaire (Appendix 3). Then they were presented to the experts and the phrases that got less than (70%) were deleted from the questionnaire The number of deleted phrases reached (5) five, so that the final image of the questionnaire consisted of (46) forty-six phrases (Appendix 4), and to correct the questionnaire, the researchers set a three-way estimate scale, and the phrases for the

questionnaire were corrected as follows: Agree (3) three degrees, To some extent (2) two degrees, disagree (1) one degree.

#### Scientific Transactions of the Questionnaire

The researchers calculated the scientific parameters of the questionnaire as follows:

##### **A - honesty**

To calculate the validity of the questionnaire, the researchers used the following methods

##### (1) The validity of the content

The researchers presented the questionnaire in its initial form to a group of (7) experts in the field of sports management in order to express their opinion on the suitability of the questionnaire in what it was developed for, both in terms of the axes and phrases specific to each axis and the appropriateness of those phrases to the axis they represent.

The percentage of experts' opinions about the questionnaire's statements ranged between (43%: 100%), and thus (5) statements were deleted because they obtained less than 70% of the experts' agreement, so that the final image consisted of (46) statements.

##### (2) The validity of the internal consistency

To calculate the validity of the internal consistency of the questionnaire, the researchers applied it on a sample of (20) individuals from the research community and other than the original sample of the research. Where the two researchers calculated the correlation coefficients between the degree of each statement and the total

score of the axis to which it belongs, as well as the correlation coefficients between the degree of each statement and the total score of the questionnaire.

- The correlation coefficients between the degree of each phrase and the total score of the axis belonging to it ranged between (0.60: 0.93), which are statistically significant correlation coefficients, which indicates the sincerity of the internal consistency of the questionnaire.

- The correlation coefficients between the degree of each phrase and the total score of the questionnaire ranged between (0.48: 0.89), which are statistically significant correlation coefficients, which indicates the validity of the internal consistency of the questionnaire.

- The correlation coefficients between the total scores of each axis and the total score of the questionnaire ranged between (0.73: 0.94), which are statistically significant correlation coefficients, which indicates the internal consistency of the questionnaire.

##### **B- stability**

To calculate the stability of the questionnaire, the two researchers used Cronbach's alpha coefficient by applying it on a sample of (20) individuals from the research community and from outside the original sample.

-The alpha coefficients of the questionnaire's axes ranged between (0.84: 0.93), and the alpha coefficient of the questionnaire was (0.95), which are statistically significant correlation coefficients, which indicates the stability of the questionnaire.

**Statistical manipulations:**

The researchers satisfied the level of significance at the level (0.05). The Spss program was used to calculate some statistical transactions.

**Research time period:**

The application was carried out in the period between (12/1/2021: 25/1/2021) for the exploratory sample, and in the period between (7/2/2021: 12/3/2021) for the basic sample.

Discussion & interpretation of the results

The answer to the first question, which states

What is the assessment of the legislative and legal crises of the brand in the sponsoring companies of the Egyptian sports federations?

-The average response rate for the opinions of the research sample in the terms of the first axis (evaluation of the legislative and legal crises of the trademark in the sponsoring companies of the Egyptian sports federations) ranged between (0.84: 0.91).

-All statements came above the upper limit of confidence, which indicates that they were achieved to a large extent in evaluating the legislative and legal crises of the trademark in the sponsoring companies of the Egyptian sports federations .

-The percentage of the axis as a whole was (0.87), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in the evaluation of the legislative and legal crises of the brand in the sponsoring companies of the Egyptian sports federations.

The researchers refer to this result because there are many problems

and difficulties in evaluating the legislative and legal crises of the trademark in the sponsoring companies of the Egyptian sports federations through wasting the legislation and laws of some rights of the sponsoring companies and the Egyptian sports federations and the ways and methods of using the trademark in the various activities of the sports federations, due to the lack of direct legal and regulatory articles related to this matter, the apparent lack of flexibility in legislation and laws related to trademark exploitation rights for the possibility of making future legislative and legal amendments to keep pace with the progress in brand marketing, which causes many problems and difficulties in evaluating the legislative and legal crises of the trademark in sponsoring companies Egyptian sports federations.

**The answer of the second question which states:**

What is the assessment of the methods of dealing with the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

- The average response rate for the opinions of the research sample in the terms of the second axis (evaluation of methods of dealing with the marketing crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.91: 0.95).

- All statements came above the upper limit of confidence, which indicates that they were achieved to a large extent in evaluating the methods of dealing with the marketing crises of the

brand in the sponsoring companies of the Egyptian sports federations

- The ratio of the axis as a whole was (0.93), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in evaluating the methods of dealing with the marketing crises of the brand in the sponsoring companies of the Egyptian sports federations.

The researchers attributed this result to the fact that there are many shortcomings using the methods of dealing with the marketing crises of the brand in the sponsoring companies of the Egyptian sports federations through the apparent weakness in using the method of changing the course of the marketing crisis for the brand and the inability to turn the course of the marketing crisis of the trademark to a lower direction effect.

This was confirmed by the study of Hossam Al-Mursi, Ahmed Al-Husseini (2018) (4), where its results indicated that there is a significant shortcoming in the possibility of identifying the different methods of how to confront the marketing and promotional problems of the brand.

**The answer for the third question which states :**

What is the assessment of the trademark marketing information crises in the sponsoring companies of the Egyptian sports federations ?

- The average response rate for the opinions of the research sample in the terms of the third axis (assessment of the marketing information crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.91:0.87).

-All statements were above the upper limit of confidence, which indicates that they were achieved to a large extent in evaluating the marketing information crises of the trademarks in the sponsoring companies of the Egyptian sports federations

-The percentage of the axis as a whole was (0.89), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in evaluating the marketing information crises of the brand in the sponsoring companies of the Egyptian sports federations.

The researchers refer to this result because the lack of sufficient information on competing brands in the market, which leads to the occurrence of marketing crises in the case of its presence for the sponsor of sports federations, as well as the deficiency in the ability to collect information related to the marketing crisis and consequently the inability to reach the nature and severity of the trademark's marketing crises, which causes the lack of the ability to assess the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

This was confirmed by the study of Ahmed Mahmoud (2015) (2), whose results showed that there are many problems and obstacles facing advertising campaigns, such as the lack of sufficient information and data about competitors and the nature of the target market.

**The answer of forth question which states :**

-What is the assessment of the administrative and marketing crises of

the trademark in the sponsoring companies of the Egyptian sports federations ?

-The average response rate for the opinions of the research sample in the fourth axis phrases (assessment of the administrative and marketing crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.94:0.82).

-All statements were above the upper limit of confidence, which indicates that they were achieved to a large extent in the evaluation of the administrative and marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

-The percentage of the axis as a whole was (0.86), which is higher than the upper limit of confidence, which indicates that it has been achieved to a large extent in the evaluation of the administrative and marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

The researchers refer to this result because there are many problems and difficulties in evaluating the administrative and marketing crises of the brand in the sponsoring companies of the Egyptian sports federations through the absence of a special and independent department whose primary responsibility is to confront the administrative and marketing crises of the trademark and try to overcome them, and neglect the important role in evaluate the positive and negative aspects of the trademark's marketing management crises during their occurrence or after their end, which

causes the severity of these crises to escalate.

This is what was indicated by the study of the study of Hossam Al-Mursi, Ahmed Al-Husseini (2018) (4). One of its most important results was that there is no specialized department for brand management for the majority of sports clubs.

**The answer of the fifth question which states:**

What is the assessment of the advertising and promotional crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

-The average response rate for the opinions of the research sample in the terms of the fifth axis (the evaluation of the advertising and promotional crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.96:0.86).

-All statements were above the upper limit of confidence, which indicates that they were achieved to a large extent in evaluating the advertising and promotional crises of the brand in the sponsoring companies of the Egyptian sports federations .

-The percentage of the axis as a whole was (0.90), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in the evaluation of the advertising and promotional crises of the brand in the sponsoring companies of the Egyptian sports federations

The researchers refer to this result because the process of evaluating the advertising and promotional crises of the trademark in



the sponsoring companies for the Egyptian sports federations has many shortcomings through not relying on market research for the trademark, as well as the lack of accurate assessment of the competitive situation with competing brands, and the apparent weakness in the campaign evaluation process. The advertising and promotion of the trademark, which causes a weakness in the process of evaluating the marketing crises of the brand in the sponsoring companies of the Egyptian sports federations.

This was confirmed by the study of Ahmed Mahmoud (2015) (2), where its results indicated that there is a indicated that there is a shortcoming in the evaluation process by companies sponsoring Egyptian sports through their failure to establish marketing studies and research and choosing the best advertising methods preferred by the community.

The answer of the sixth question which states :

What is the assessment of the mass crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

-The average response rate for the opinions of the research sample in the sixth axis phrases (the evaluation of the mass crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.96:0.85).

-All statements were above the upper limit of confidence, which indicates their achievement to a large extent in evaluating the mass crises of the brand in the sponsoring companies of the Egyptian sports federations.

-The percentage of the axis as a whole was (0.90), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in the evaluation of the mass crises of the trademark in the sponsoring companies of the Egyptian sports federations.

The researchers refer to this result because there are many problems and difficulties in the process of evaluating the mass crises of the trademark in the sponsoring companies of the Egyptian sports federations through the emergence of mass crises for the trademark due to the companies sponsoring some players belonging to a specific sports team, which causes the emergence of mass marketing crises that negatively affect on the brand of these sponsors.

The answer of the seventh question which states:

What is the assessment of the purchasing crises of the trademark in the sponsoring companies of the Egyptian sports federations ?

-The average response rate for the opinions of the research sample in the seventh axis phrases (evaluation of the purchasing crises of the brand in the sponsoring companies of the Egyptian sports federations) ranged between (0.91:0.85).

-All statements were above the upper limit of confidence, which indicates that they were achieved to a large extent in the evaluation of the purchasing crises of the brand in the sponsoring companies of the Egyptian sports federations.

-The percentage of the axis as a whole was (0.87), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in the evaluation of the purchasing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

-The percentage of the questionnaire as a whole was (0.89), which is higher than the upper limit of confidence, which indicates that it was achieved to a large extent in evaluating the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

The researchers attributed this result to the fact that there are many shortcomings in evaluating the purchasing crises of the trademark in the sponsoring companies of the Egyptian sports federations because the fame and spread of the brand in the sponsoring companies does not contribute effectively on overcoming the purchasing crises of the products of this trademark.

This is what was indicated by Dina Kamal's study (2017) (6), where its results confirmed that the personality of the brand guides the purchasing decision of the consumer and affects on his decisions to buy the product due to its market power.

#### **Conclusions:**

1-There is a lack of privacy for the trademark in the sponsoring companies

of the sports federations and the great ease in imitating it by other companies, which leads to the occurrence of many purchasing crises for the products associated with this trademark, which leads to the occurrence of multiple problems in evaluating the marketing crises of the sponsoring companies of the Egyptian sports federations.

2- There is an incompatibility between the private contracts regarding the exploitation of the trademark by the sponsoring companies of the sports federations with the Sports and Investment Law, which leads to the occurrence of legislative and legal crises related to the trademark.

3- The difficulty of dividing the marketing crises of the trademark in the sponsoring companies of the sports federations into small parts, which leads to the difficulty of finding solutions to these marketing crises and the inability to manage them effectively.

#### **Recommendations:**

1-The necessity of the commitment of sponsoring companies of the sports federations to develop methods and aspects of evaluating the marketing crises of their trademark in proportion with the volume of their activities and services.

2-The need for sponsoring companies of the sports federations to rely on strategic planning, market research and the competitive status of their

trademark advertising and promotional campaigns in evaluating their marketing crises.

3- It is necessary to rely on specialized companies in the process of collecting information that helps in evaluating the marketing crises of the trademark in the sponsoring companies of the Egyptian sports federations.

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