

Sports marketing in private economic institutions and its impact on sport development.

التسويق الرياضي في المؤسسات الاقتصادية الخاصة وأثره في تنمية الرياضة

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Abstract:

Perhaps one of the most important reasons that made us carry out this research in the field of private sports marketing and how to invest it through sports clubs and its effect on the development of sport in the Wilaya of M'sila are three fundamental reasons. The first is the issue in itself because of its great importance in terms of the development of sport and its coping with the modern economy, secondly modernity The topic, especially in the third world countries, and its current victories in developed countries, and thirdly, introducing the topic more to private economic institutions, enlightening sports clubs and how to integrate them so that each party benefits from a material point of view and develops them at the level of the state of M'sila in particular and Algeria in general, and we intended through our completion of this research or study It is to shed light in a close and simplified manner on the problem raised in relation to sports marketing and how these private companies deal with it in a philosophical, methodological, cultural, economic, commercial and competitive manner. The importance of the sports market has proven due to its consumers and the possibility of achieving high material profit goals and developing sports by entering the world of professionalism and adopting these Companies on the sports market as a new alternative and it becomes the most important areas and existing markets.

Key words: - Sports Marketing - Private Economic Enterprises - Sports Clubs

الملخص:

لعل من اهم الأسباب التي جعلتنا ننجز هذا البحث في مجال التسويق الرياضي الخاص وكيفية استثماره عن طريق الأندية الرياضية واثره عله على تنمية الرياضة بولاية المسيلة هي ثلاثة أسباب جوهرية أولها هو الموضوع في حد ذاته لأهميته البالغة من ناحية تطور الرياضة ومواكبتها مع الاقتصاد الحديث، ثانيا حدثا الموضوع وخاصة في بلدان العالم الثالث وانتصاراته الحالية في البلدان المتقدمة، وثالثا التعريف بالموضوع أكثر بالنسبة للمؤسسات الاقتصادية الخاصة وتنوير الأندية الرياضية وكيفية تكاملهما حتى يستفيد كل طرف من الناحية المادية وتطويرهما على مستوى ولاية المسيلة بالخصوص والجزائر بالعموم، وقصدنا من خلال انجازنا لهذا البحث او الدراسة هو القاء الضوء بشكل مقرب ومبسط على الإشكالية المطروحة بخصوص التسويق الرياضي وكيفية تعامل هذه الشركات الخاصة معه بشكل فلسفي ثقافي منهجي وعملي، اقتصادي، تجاري والتنافسية اثبتت أهمية السوق الرياضي لما يشتمله من مستهلكين وإمكانية تحقيق اهداف ربحية مادية عالية

وتنمية الرياضة بدخول الأندية عالم الاحتراف واعتماد هذه الشركات على السوق الرياضي كبديل جديد ويصبح اهم المجالات والأسواق الموجودة.
الكلمات الدالة: -التسويق الرياضي-المؤسسات الاقتصادية الخاصة-الأندية الرياضية.

The theoretical side :

Introduction :

Perhaps one of the most important reasons that made us carry out this research in the field of sports marketing within private economic institutions, as well as knowing its impact on the development of sport in the Wilayat of M'sila are three fundamental reasons, the first of which is the subject in itself of great importance, especially in light of the development of sport and its coexistence with the economy. Especially for the countries of the third world and its current victories in developed countries, thirdly, introducing us to the topic more and determining the effects of sports marketing within or within private economic institutions and what it provides to the sports sector for its development and development at the level of the state of M'sila in particular and Algeria in general.

That is why we have to define the general framework of the study from the problem of research, its hypotheses, the objectives of the research, and adjust concepts and terms related to our study in order to facilitate for us to define the theoretical and practical chapters. The apparatus is one of its classifications and departments, especially the marketing department, and we linked sports marketing with economic institutions with sports in order to determine the ties of their relationship, especially with sports clubs.

1- The problem of research :

If the economic systems in the past viewed sport from a limited angle as a process of self-promotion, as well as occupying leisure and rest times only, but in the modern era that view changed from its simple traditional concept to a new and comprehensive concept, the latter was able to demonstrate that Sport or physical education in general is a stand-alone science, like other sciences, as it is based on several important and basic factors that gave it a professional, health, entertainment and cultural character at the same time, and it has become necessary for high-end societies to initiate the development and development of this broad field from all Its technical, management and administrative aspects as a whole, and there is no doubt that this sports renaissance needs many foundations and basic rules and also the efforts of many individuals and groups, and this is in order to bring sport to safety ,Their reliance only on methods, methods and means that have become evident and known to them for years and their belief that these means are the only beneficial and profitable means in their view, they feel and believe that marketing through sport is a lost

battle, and no spoils are being sought from it, but rather they are certain that the results of this initiative will be Inevitably negative, ignoring the positive role that other high-end and advanced countries have achieved in the sports field, which use ancient and well-known sports clubs as a channel and as a means to promote or market the product through these clubs through advertisements, various advertisements through audio and video channels, and through posters in public places, Indeed, it is exploiting some prominent players, such as the Algerian Zidane with the global company Pepsi, the Brazilian Ronaldo and some famous players with private companies to produce cars such as Renault, Peugeot, Nissan, Toyota or, for example, Sony Electronics ... etc.

So it is necessary for the private Algerian economic, industrial and commercial companies to put an end to this continuous recession, to change the misconceptions prevailing among these private dealers and crystallize the useful ones only, and to educate in a modern and modern sports culture that takes everything that is useful for the benefit of the Algerian sports movement as a whole, and through all these data Sports marketing can be adopted as a basic task and a marketing channel for various private institutions operating and active in the field, as well as knowing the impact of this marketing on the development of sport in general, What brought our attention to the issue of sports marketing in private institutions is that it is considered one of the modern and new topics in our Algerian society. We found it very important, and we considered it as a key indicator in the process of promoting the real development of sport.

In the face of all these major changes taking place in the countries of the high-end world in the field of economy, trade, marketing and their relationship to sport, it was necessary for Algerian economic institutions to review their accounts regarding the real impact that sports marketing plays on the life of the private economic institution, without forgetting the contribution of sports marketing to the development And the development of sport in Algeria, and this is what we want to reach behind our discussion of this problem:

What is the impact of sports marketing in private economic institutions on the development of sport ?

The essential question includes several sub-questions, including :

- * Does sport marketing give increased profitability to private economic institutions ?

- * Is the sport sector growing and developing through sport marketing for private economic institutions ?

Main hypothesis :

* Sports marketing within private economic institutions has a positive impact on the development of sport.

Sub-hypotheses :

* Failure to achieve sport marketing to increase the profitability of private economic institutions by sport clubs.

* Sports marketing for private economic enterprises has an essential role in developing the sport sector.

Importance of studying :

Our research is a descriptive and analytical study of the reality of sports marketing in private economic institutions and its impact on the development of sport. This study constitutes one of the methods used in the process of developing sports marketing in private economic institutions and the sports sector.

Its importance lies in developing and financially supporting sport, in particular, in several ways by private economic institutions, and knowing the extent of its investment in the sports sector and the profitable benefits it reaps, and the acquisition of a new consumer market.

Objectives of the study :

The main objective that we would like to reach in our research is to determine the effects of sports marketing in private economic enterprises on the development of sport.

And the goals ruled through our research also are :

-Determine the importance of sport marketing in private economic institutions.

-Measuring the degree of interest of economic institutions in sport marketing.

-Knowing the degree to which the sport market brings new consumers (customers).

-Our knowledge of the sales methods in the consumer sports market and the degree of its effectiveness.

-The extent to which the sport sector has benefited from the sport marketing of private economic institutions.

Defining terms :

The linguistic definition of marketing : The word marketing came in linguistic form, meaning “shop, shop, shop, shop,” and it means that people sold and bought. (Al-Jilani Bin Hajj Bin Yahya et al, Tunis, 1997, p. 15)

Idiomatic definition of marketing : Marketing is one of the aspects of the larger society and is expressed semi-philosophically :

Marketing is that process in a society by which the structure of demand for economic goods and services was signed and then satisfied, and this was done through the processes of perception, promotion and physical distribution of these goods and services (Mahmoud Saleh Al-Hinnawi, Egypt, 1984, p.19)

Sports Marketing :

After controlling for the previous terms, we came to the correct definition of sports marketing, as Professor Khaled Abdullah Al-Bahouth defined it as :

* All activities and practices designed to cover the needs of sports consumers, or serve others through the exploitation of sport and athletes. (Khaled Abdullah Al-Bahouth, Egypt, 1984, p. 19)

* It is a set of marketing principles and strategies applied in the sport field. It's about products, services, and organizations. The goal of sports marketing is to allow companies to promote a specific sport but also to promote something other than sport through sport (Michel Desborde et d'autre.France. 2004.p 23)

Through our knowledge of the definition of sports marketing, we came to define our definition of sports marketing in our research, which is the sum of the activities related to how the product is delivered to the sports consumer, which includes all the basic elements in sports marketing from pricing, distribution, promotion, and the appropriate and fast sales methods in the sports market

Sports clubs :

What distinguishes sport from other types of physical activity is its competitive nature, and Amin Anwar Al-Khouli has defined us as one of the high-end forms of the human movement phenomenon, which is an advanced stage of saliva and therefore of play, and it is the most organized and the most skillful. (Amin Anwar Al-Khouli, Kuwait, 1996, 32), and its meaning is transformation and change, so it bears its meaning and content from people when they transfer their concerns and interests at work to entertainment and

promotion through sports, and professional sports clubs have a fixed organizational structure on administrative foundations arranged by: general manager of the club, sports director of the club, financial manager The club's lawyer, the club's spokesperson, the manager, the technical and medical staff. (Michel Desborde.France. 2004.p 07 , And each one of them is responsible for his mouth according to the limits of his powers, with the necessity of working on coordination between them so that the established objectives set forth in advance are fulfilled.

Private economic institutions :

It is the economic unit in which the human and material resources necessary for economic production are gathered and it is every financially independent economic organization within a legal and social framework (subject to private law) that aims to integrate factors of production in order to produce or exchange goods or services with other economic agents for the purpose of achieving an appropriate result and this is within Economic conditions that differ according to the spatial and temporal space in which it is located, and according to the size and type of activity.

Through our research and after introducing private economic institutions, we came to the following definition :

A private economic enterprise is considered a production cell, i.e. a place that transforms production elements into products. It uses workers, real estate technology, machinery and primary resources in order to produce goods or services, and all of its operations are subject to private money (individual or collective).

Previous and similar studies :

Previous and similar studies are an important aspect that the researcher must address and consider it a fertile field to enrich his research with it. These studies are used for judgment, comparison, proof or denial.

Which forced us to search and browse through the notes and graduation letters, but we found a similar study outside Algeria through the internet, namely :

The study of Dr. Bin Khamis Al Hussein, Sports Marketing and the Omani Private Sector, 1999, Sultanate of Oman, And he presented it in the framework of a symposium in Muscat for the Gulf Cooperation Council states on: 10-12 / October / 1999, and his study aims at the extent of the Omani private sector's interest in the topic of sports marketing, and the extent of its conviction in the importance of sport in the Sultanate as a means of promoting the product and the commercial brand, and then touching the reasons leading to poor sports marketing In the Sultanate, he followed in his research the descriptive and

analytical approach, which included desk research, statistical analysis of data, and investigation by means of a questionnaire with an analysis of the findings reached. His research sample included 33 percent of Omani private economic establishments through a questionnaire consisting of six questions revolving around sponsorship and financing. The promotion and findings are :

Sport has become a profitable business process, and sport marketing has become one of the most important types of marketing.

Corporate sponsorship of sporting events and activities is an advanced marketing tool that distinguishes itself from other means of advertising with its relatively low cost.

Measuring the contribution of sponsorship to the increase in sales volume is very difficult and cannot be ascertained.

- The Omani private sector plays a growing role in leading the national economy and the development of its contribution numbers is evidence of that.

- Although a large group of the Omani private sector is not convinced of the ability of Omani sports to support Omani products, there is a good percentage that is sure of the ability of Omani sports to promote Omani products.

It was found that a large percentage of Omani private establishments sponsored sporting events and activities provided in the Sultanate, and this sponsorship differed between a main sponsor, an official sponsor and a joint sponsorship.

- It was found that the Omani private sector has a national scruple and a constant willingness to support the sports sector in the Sultanate without looking at material returns. Rather, its overarching goal is to promote this activity and promote it.

Study criticism :

What we noticed in our study is the presence of semi-partial similarities with the previous study and similar to what we did the comparison process, and the similarity was limited to the method used, which is the descriptive approach, the research tool used, which is the questionnaire presented to private economic institutions and some of the goals to be reached, as for the limitation of the difference in points Basic and several among them: The research problem to be studied and the number of the sample included in it 33% and our study included 50%, its reliance on only one, which is the Omani private sector, and we studied a second sample, which is sports clubs, the type of questionnaire questions posed to the amount of the selected sample and the results to be reached to her.

Application aspect :

4- Research methods and procedures :

Research methodology : Curricula differ in social and educational research according to the research problem and its objectives. The subject of our study imposes on us the descriptive approach and defines it (my identity) as the study that includes the current facts related to the nature of a phenomenon, a situation, a group of people, a group of events or a group of situations This study is characterized as a descriptive study aimed at identifying its composition and characteristics.

Research sample : It is a group of individuals who possess a set of characteristics that the researcher relies on determining according to the general research framework (Abdul Wahid bin Hamad Al-Blaihed, Saudi Arabia, 2007, p. 38). According to the studied problem, so that the sample represents the original community of the study, which is specified at 10% or more, and our research includes two samples:

The sample of private economic institutions : This sample represents 16 private economic institutions chosen randomly at the level of the Messila State, meaning 50% of the total of these private economic institutions estimated at 32, according to the statistics of the Directorate of Trade in the Wilayat of Messila 2006/2007,She is active in the field and has a productive nature, and she directs our questionnaire questions to both managers and managers of these institutions.

The sample of sports clubs : The sports teams affiliated to the Wilayat of Messila were included in its various divisions, from the regional level to the level of the second division, and the number was 100% of 13 football clubs.

Exploratory study :

The tools of scientific research are the basis of the applied aspect that gives more credibility to the problem at hand, and the exploratory study is one of the most important tools used in scientific research. In advance, the state of sports clubs and their permanent financial suffering, which led us to ask this question,Why do not private economic institutions invest in sports clubs and market their products through sports in order to benefit and benefit ? , And we learned through our visit to the place of private economic establishments of the following :

- The applied field and the possibility of conducting this study in it.
- The ability of these private economic institutions to help us to conduct this study.

Search tools :

The researcher adopted a varied questionnaire tool, including open, closed and mixed between them, with the arbitration of doctors and experts in this field as a main method, and interviews with managers of companies and heads of football sports clubs to understand more and explain the real relationship between them as a secondary aid to the first.

5- Presentation and interpretation of results :

Results of a sample of private institutions :

Table No (01) : It shows us the percentage of responses of institutions, etc., regarding the existence of a relationship between the economy and sport.

Option	Repetition	Percentage
YES	15	93.75%
NO	01	6.25%

From the table it becomes clear to us that most of the answers were identified and acknowledged that there is a relationship between economy and sports at a rate of 93.75%, which confirms the awareness of private economic institutions to the field of sports as a method of economic and profitable commercial investment.

Table No (02) : shows the percentage of responses that determine the relationship between economy and sport for institutions

Option	Mutuality	Integrative
Repetition	13	02
Percentage	86.66%	13.33%

From the table it becomes clear to us that the private economic institutions have unanimously agreed that it is a reciprocal relationship in order to achieve the principle of giving and giving between them, and this is at a rate of 86.66%, and they did not agree on the fact that they are integrated with each other according to the small percentage estimated at 13.33%, which explains their orientation to the sports field in order to make investment projects Small.

Table No (03) : shows the percentage of answers that show us the interest of these institutions in sport.

Option	Repetition	Percentage
YES	12	75%
NO	04	25%

From the table it becomes clear to us that most of these private and selected economic institutions in our sample are interested in sports and give it great importance, and this is to achieve it, an estimated rate of 75%, although there are some of them that do not favor interest in sports after they have achieved 25%.

Table No (04) : shows the percentage of answers given by the concept of sport marketing in institutions

Option	Finance	Care	Covering the needs of sporting consumers	Other (publicity)
Repetition	07	08	04	01
Percentage	43.75%	50%	25%	6.25%

From the table it becomes clear to us that the concept of sports marketing in private economic institutions is unknown to them, and it represents to them the old concept, namely financing and sponsorship, according to the first evidence, it achieved 43.75% and the second achieved 50%, while the true concept of sports marketing, which is covering the needs of sports and non-athletic consumers, achieved a percentage not exceeding 25%, and I also got another answer, which is 6.25% advertising, which confirmed to us that the

concept of sports marketing is understandable, unclear and clear with private economic institutions and they do not have sufficient knowledge of it.

Table No (05) : shows the percentages of the answers that determine the degree of profitability of these institutions from the sport sector.

Option	Very big	Big	Average	Weak
Repetition	02	00	08	06
Percentage	12.5%	00	50%	37.5%

From the table, it becomes clear to us that the sports sector is still far from being a market on which private economic institutions depend and invest in it in order to benefit.

Table No (06) : It shows the percentages of the answers that determine for us what companies earn from their use of sports marketing.

Option	To cut taxes	To increase product promotion	Others (get nothing)
Repetition	05	11	02
Percentage	31.25%	68.75%	12.5%

From the table it becomes clear to us that the desirable thing for economic and private institutions is that their gain is within the framework of the increase in promoting their product as evidenced by the percentage achieved by 68.75%, then the tax reduction specified in the law on sports sponsorship is 31.25%, and the percentage that does not gain anything from our interest in sports marketing is 12.5%. Which shows and confirms the importance of sport in promoting the products of private economic institutions.

Table No (07) : shows the percentages on the selected answers that determine the type of sports funding provided.

Option	Permanent financing	Temporary financing
Repetition	02	10
Percentage	16.66%	83.33%

From the table it becomes clear to us that private economic institutions depend on the temporary financing system at a rate of 83.33%, which shows the lack of serious investment in the sports market by these institutions, which is confirmed by the percentage of reliance on permanent financing at 16.66%, and this is not in line with the requirements of the sports market to make sports marketing successful in Private economic institutions.

Table No (08) : shows the percentages on the answers that determine what this sponsorship and sports funding have been achieved.

Option	temporary contract	subvention	A gift
Repetition	03	07	03
Percentage	25%	58.33%	25%

From the table, the majority of the selected sample is unanimous in submitting the aforementioned offer as a subsidy, and this is 58.33% and a 25% donation, and not being formally represented is linked between the two agencies (institutions and sports) in a documented temporary contract, and this is reflected by 25%, which shows the absence of investment Real represented by sports marketing.

Results of the sport club sample :

Table No(09) : shows the percentages of the answers that determine sports clubs' awareness of the sports sponsorship law.

Option	Repetition	Percentage
YES	12	92.30%
NO	01	7.69%

From the table we found that almost all sports clubs have unanimously agreed on their knowledge of the sports sponsorship law, which confirms their awareness of the relationship that binds them to private economic institutions, and this was evident by 92.30% and 7.69% explaining to us their lack of awareness of this law.

Table No (10) : shows the percentages of the answers that determine the belief of sport clubs in the importance of private economic institutions in supporting them.

Option	Repetition	Percentage
YES	12	92.30%
NO	01	7.69%

From the table it becomes clear that the sports club managers' solution is unanimous on the importance of private economic institutions and their awareness of their necessity and provision in order to raise the level of sports in general and sports clubs in particular. This was evident in the achieved percentage, which is 92.30%, compared to 7.69%, which it considered unimportant and did not believe in it.

Table No (11) : shows the percentages of the answers that determine the interest of economic institutions for sports clubs.

Option	Repetition	Percentage
YES	10	76.92%
NO	03	23.07%

From the table it becomes clear to us that the majority of the selected sample is unanimous about the lack of interest of private economic institutions in sports clubs and their awareness of their importance as an investment field worth risk and encouragement, which raises the level of our clubs, and this was evident in the achieved percentage of 76.92% and 23.07% that it considered interested in the state of sports clubs, but Remaining minimal does not achieve the desired goal.

Table No(12) : shows the percentage of answers that determine the degree of participation of institutions, etc. In sports clubs.

Option	Large	medium	weak	non-existent
YES	00	01	07	05
NO	00	7.69%	53.48%	38.46%

From the table it became clear to us that the degree attained is not significant at all, and this is what we found in the answers provided by the selected sample, at a rate of 53.48% with a weak degree, 38.46% with a degree of zero and 7.69% with a moderate degree, which indicates the giving and granting of sport its importance.

Table No (13) : shows the percentages of the answers that determine the reluctance of private economic institutions to support due to the low results of sport clubs.

Option	Repetition	Percentage
YES	09	69.23%
NO	04	30.76%

From the table we see that most of the selected sample agreed on the reason for the low sports results, a shift in support, which is averse to investing in the sports sector and not using it as an important market for their products, and this is what was achieved in the percentage obtained: 69.23% and 30.76% of the second answers that see that the results decline is not the reason for the support of private economic institutions for sports and clubs.

Table No (14) : shows the percentage of answers that determine sponsorship and financing of sport clubs by private economic institutions.

Option	Repetition	Percentage
YES	05	38.46%
NO	08	61.53%

From the table, it became clear to us that the sports sponsorship and finance process is still far from the desired level, according to the evidence for the percentage of yes answers that is limited to only 38.46%, compared to 61.53% that answered that it had not been funded and sponsored before, which informs us of the fact that private economic institutions do not go to the sports sector and exploit marketing Sports in it.

Table No (15) : shows the percentages of the answers that determine the reasons for the reluctance of private economic institutions to interest in sport clubs.

Option	Lack of sport education among the managers of private economic enterprises	Lack of trust between the two parties	Lack of information and communication between institutions and clubs	Low level of sports clubs at the state level
YES	02	01	04	05
NO	38.15%	7.69%	30.76%	38.46%

From the table we can see the reason for the reluctance of private economic institutions to interest in sports clubs according to the evidence for the percentage of yes, only 38.46% was limited to the low level of sports clubs, compared to 30.76% who answered that there is a lack of means of communication between them, and the lack of sports education for private economic institutions not to go to the sector Sports and the exploitation of sports marketing in it by 15.38%.

Discussion of hypotheses :

The first hypothesis :

The first hypothesis, which states that sports marketing is not achieved to increase the profitability of private economic institutions by sports clubs, after reviewing the results of the questionnaire on private economic institutions, analyzing and interpreting them, the researcher realizes the lack of professionalism of sports clubs and their lack of a solid base in managing their financial incomes, as well as not having them Its own facilities, especially the stadium in which the official matches are programmed, have a negative impact on the profitability of private economic institutions, meaning that they pay money and do not recover their benefits permanently. The estimated 33% of the Omani private economic institutions, and this is for several reasons, including the inability of sports clubs to promote products to the masses to follow up as required, despite repeated attempts to sponsor sports competitions from official, temporary and joint. The study (Rabeh Bozama 2014.p 163) confirmed the results of this hypothesis, by confirming the weakness of those in charge of sports club affairs and the inability of managers to realize the value of sports investment, which led to their failure to create an economic environment at the level of

their clubs, which results in the failure to achieve material profit for private economic institutions and lead to their reluctance independently. In marketing their products.

From here we accept the correctness of the first hypothesis, which acknowledges that sport marketing is not achieved to increase the profitability of private economic institutions by sport clubs.

The second hypothesis :

The second hypothesis, which states that sports marketing for private economic institutions is a fundamental role in the development of the sports sector, and after reviewing the results of the questionnaire for sports clubs, analyzing and interpreting them, the researcher realized that there is support for sports clubs by private economic institutions, even if they are still far from the required goals, but some kind of Interest and funding to resolve the crisis of football sports clubs, and this is confirmed by the theories and strategies of the writer (Michel Desborde et d'autr. France. 2004), who dealt with the types and patterns of sports marketing in partnership with sports clubs, including advertising contracts, organizing spaces for marketing the products of private institutions In places of sporting events such as the areas adjacent to the stadium. And which was confirmed by the study (El-Abdi Yassin and Shteiwi Abdel-Malik, p 44-45.2018) in its achieved results, by bringing sports clubs to private economic institutions to market their products, which is a new source of funding that achieves sports development in light of the lack of material resources and the clubs become unable to meet their needs.

From here we accept the validity of the second hypothesis, which states that sports marketing for private economic institutions has a fundamental role in developing the sports sector.

General hypothesis :

The general hypothesis, which states that sports marketing within private economic institutions has a positive impact on the development of sport, after analyzing the results of the first and second study samples and discussing them in light of the previously proposed hypotheses, and showing the validity of the first hypothesis and the validity of the second hypothesis and this is as confirmed by previous studies and theories presented in the references And books, we can say that the general hypothesis has been verified, which confirms the validity of the study and the problem presented in order to address it so that the researcher comes out with conclusions and recommendations that benefit specialists and workers in this field in advance.

Conclusion :

Sports development is a multi-dimensional activity and is not limited to one aspect without the other. It is the pursuit of a balance in life between different factors and forces, and the achievement of an equal and equal distribution of human relations on the basis of justice and truth (Numan Abdul-Ghani, Iraq, 2007). In sports as follows :

Development of mental development in young athletes. The development of the target parties of the sport work committees, the advancement of sport reality. It develops confidence in both sexes and promotes social integration. This is by the proximity of these institutions for the sports audience, which is a large segment capable of consuming various products, but with a reasonable policy in terms of selling price, which is somewhat special so that this type of customer feels preferable (Gary Tribou et d'autre, paris. 2015.p 06) . That is why the actors in the sports sector, whether managers or officials and owners of private companies, must work to make common goals succeed by working more for the public interest until we reach modern sports investment in the field of brand management, sporting events and sports arenas management. In the context of increased competition (Richelieu et d'autre.belgium.2018.p 06), such as national events such as the Republic Cup, especially in the final and regional stages, such as the event of organizing the Arab Cup or North Africa and the international, such as the event organizing the African Cup and the World Cup.

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