

Analysis of Effective Factors Marketing Development of Iran Wrestling Federation of Iran

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Abstract

Purpose: This study is to design a marketing model for the Iranian Wrestling Federation. This research has been done quantitatively and using structural equation modeling.

Method: The researcher-made questionnaire of 79 questions was used to conduct the research. The study population included federation management, national wrestling team coaches, national wrestling team coaches, and league organizers, university professors, marketing specialists, and wrestling experts.

Result: The results showed that the reported regression coefficients, causal factors, contextual factors and intervening factors had the greatest impact on marketing development, respectively. In addition, the effect of annoying factors is negative. This means that as it increases, the rate of marketing development decreases.

Conclusion: The conclusion of the research generally showed that in the causal conditions (managerial and technical category), intervention factors (legal requirements), underlying factors (efficient manpower) and marketing development (causal conditions) have the greatest impact on marketing development and marketing have. The other categories are in the next priorities.

Keywords: Development, Marketing, Wrestling Federation, Sports Management.

Introduction

In today's world, sports has turned into an industry not only because of entertainment, and attracts an enormous investment. Therefore, the sports clubs have turned into valid economic companies having relatively different roles than before (Azadian et al., 2013). One of the important things to achieve the goals is the availability of appropriate financial resources. Sports organizations need financial support to advance their programs and projects. (Javadipur et al., 2014). In today's competitive market, content marketing on social media can attract customers and increase brand engagement, especially in the sports sector (Javani et al., 2022). Sports is a human activity having a very important role and specific characteristics, which was considered as a social entity during that time. The way in which sports develops and plays a role creates a sports culture in the societies. The sports industry is one of the biggest industries in the world market and has experienced an exponential growth in recent years. The sports industry is a market in which individuals, activities, organizations, and businesses are involved in sports marketing. This is an industry, which promotes ideas, products, services, individuals, and locations through sports marketing (Garla and Vay, 2014). The sports development in all of the sectors leads to increase in social and national wellbeing, and national sports development is an important part of economic and social development. The sports development means that by means of it, the opportunities and chances, fruitful systems and structures are created and through them, people can participate in sports and recreational activities (PourKiani et al., 2018).

Nowadays, the sports organizations such as non-sport organizations are subject to environmental, global changes, evolutions, and are struggling with their specific problems (Tarighi et al.,

2013). If the managers of sports organizations are going to survive in the sports business environment, they should be capable of effectively dealing with challenges such as high expenses, a highly competitive market, the growing dissatisfaction of the supporters, and the exponential growth of new technologies (Galdun and Stun, ¹ 2009). On the one hand, the process of globalization and the speed of technological advances in the sphere of different industries, and on the other hand, due to increase in demands has made the organizations work in a dynamic, ambiguous and changing environment. The success in highly challenging markets requires the necessary preparedness for aware, quick and proper reaction to these needs, whether financial or non-financial (Sadeghi, 2009). Today, the concept of marketing is considered as one of the criteria for organizations success. The organizations should notice that the concept of marketing is something more than customer recognition and satisfying his/her needs (AhmadRusta et al., 2005). Nowadays, one of the necessary capabilities for success in areas of competition, is having the knowledge and skill of marketing in economic institutions. Meanwhile, the sports institutions are also considered as an important and integral part of the country's economic body, which can be considered toward development of general sports, specialized and championships in domestic and international levels seeking the economic goals (Agazadeh et al., 2008). Sports brands can influence their brand equity and consumer response by using social media marketing activities and thus increase their market share and sales (javani et al., 2022). One of the variables influenced by marketing, is the purchase behavior of wrestling sport as the first sport of in Iran and one of the attractive sports in the world, the budget of which is funded by means of governmental sections, requires that the officials of the wrestling federation pay enough attention to the subject of marketing for the advancement of this

¹ . Gladen & Sutton,

field. Among the things that can attract more and more interested people to wrestling sport, it appears that many of the sport organizations in Iran including the clubs and boards in provincial level and sports federations having sport fields in championship field, and participate in Asian and Olympic games, should use less governmental funds by having non-governmental income, and in order to decrease this dependency, it is necessary that a special attention be paid to the non-governmental incomes. In the field of making use of sports marketing in order to attract the financial supporters and also having income through advertisement, TV broadcast, using the brand and other factors can contribute to realization of reducing dependency on governmental resources and having non-governmental income (Keshavarz, 2016).

The economic development of sports can bring favorable results (financial, employment, etc.) for organizations and individuals in charge and beneficiaries (Rihani et al, 2022). Financial support provides a considerable part of marketing budget. By increasing the exposure to support, if the respondents had less feeling between event and supporter or high level of event trade, this leads to reduction in viewing the supporters. Participation in supportive activities enhance the image of the supporter, in such a way that the commercialization effect has positive effect on individuals (Grohs and Reisinger, 2014).²

Advertisement is one of the important parts of delivering the information, concepts, product and services of the company to the audience. The team performance has considerable effect on the consumers intent for purchasing the supporters goods, and this effect is more prominent than the avid supporters, and when the wrestling team has a star, it results in more purchase of the fans (Ngan et al, ³ 2011). Today, using sports, cinema

characters and heroes for advertisement of products and sports services is common. Using the famous people has more influence on purchasing behavior of the audience (Esmailpour et al., 2017). Not only the wrestling confederation, but also wrestling in the level of students and university have the potential to income (Sport national-faculty association, ⁴ 2017). Now, given the mentioned cases, this research is seeking for how it is possible to deal with the problems and obstacles of federation by means of designing the marketing development model of Iran wrestling federation.

Sports is a human activity having a very important role and specific characteristics, which was considered as a social entity during a time period. The way in which sports develops and plays a role creates a sports culture in the societies (Peh, 2016). Wrestling sport is one the original sports in Iran, which is performed at the heart of people culture and different climates, and it is considered as the first and national sport of Iranian people, and it is the only field in which our country has championship titles in the world, and because of this, the attention of media and the society to wrestling is considerable (Goudarzi, 2007).

It appears that in the current structure of Iran's federations, the necessity and status of marketing sector and its significance has not been proved, unfortunately among the 51 existing federations in the country, less than 20 of them have a federation or specialized working group active in this field, most of them do not have purposeful and clear program in the field of marketing, or if such a program exists, it is not efficiently implemented.

Rahimi Pardjani et al., (2018) performed a research titled economic capital and progress goals with the success of freestyle and Greco-Roman wrestling in the national team. In this

². Grohs, Reisinger

³. Ngan, Prendergast, Tsang,

⁴. National Association of Collegiate eSports

research, freestyle and Greco-Roman wrestlers were used as the statistical population. In this research, the economic capital, progress goals and sporting success in the wrestling sport has been considered, the results suggest that there is a significant relation between progress and sporting success, whereas no significant relation was observed between the economic capital and sporting success of the wrestlers. Therefore, the sports success in the wrestlers requires a goal to progress and the economic factor and their attempt has low effect.

Marketing of the Iranian Wrestling Federation requires the optimal use of available human resources, appropriate training system, ability to attract sponsors, facilities and technologies and mass media so that proper marketing takes place in the Wrestling Federation to achieve a successful and self-reliant federation and declared vision. What is clear in the current context of the Wrestling Federation and marketing development is that the Wrestling Federation relies on the government for funding; In the current situation, the federation needs government funds and credits to be paid through the National Olympic Committee and the Ministry of Sports for most of the expenses for sending, holding camps, competitions and salaries of its employees.

It is recommended that the Wrestling Federation provide a regular approach to raising funds and developing marketing. Holding wrestling festivals, creating a system to discover talent, influencing Asian federations, creating a special portal for the Premier League, and establishing communications and the use of mass media by attracting sponsors and reducing government ownership.

Materials and Methods

This research has presented the marketing

development model of the Wrestling Federation of the Islamic Republic of Iran; The statistical population of this research includes members of the expert faculty (marketing, sports management, wrestling experts of the Islamic Republic of Iran), High-ranking managers of the Federation of the Islamic Republic of Iran, National and provincial wrestling team coaches with higher education in sports management, Experts and journalists specialized in the field of wrestling and Senior managers of the National Olympic Committee

The quantitative part of the present study is in terms of research orientation, fundamental and applied, in terms of inductive and comparative research approach, in terms of survey research strategy, in terms of exploratory and descriptive purpose, time horizon, one-section and data collection method using a questionnaire. Data were obtained using statistical techniques including descriptive tests (frequency, percentage, mean and inferential statistics (standard deviation of difference between mean averages, and confirmatory factor analysis). Also for convenience, Excel 2019 and SPSS 24 software were used. In the quantitative part of the research, the data was analyzed using the structural equation model.

Results

Regarding the items related to marketing development, Z statistic was no less than 1.96 and the significance for all items was less than 0.05. Outputs related to estimating path coefficients, Z statistics and significance are summarized in the table. In addition, the path diagram of the model is plotted in terms of estimating the coefficients of impact and standard factor loads of the second-order factor analysis, respectively.

Estimation of statistical coefficient and significance related to marketing development

Item	Coefficient estimation	Z statistics	Significance	Item	Coefficient estimation	Z statistics	Significance
q1	000.1	----	----	q16	243.1	866.6	000.0
q2	965.0	345.5	000.0	q17	178.1	074.7	000.0
q3	799.0	517.5	000.0	q18	067.1	580.6	000.0
q4	850.0	809.4	000.0	q19	032.1	665.5	000.0
q5	155.1	249.6	000.0	q20	049.1	344.6	000.0
q6	202.1	934.6	000.0	q21	741.0	421.4	000.0
q7	969.0	087.6	000.0	q22	992.0	403.6	000.0
q8	930.0	211.6	000.0	q23	978.0	360.6	000.0
q9	121.1	384.6	000.0	q24	901.0	741.5	000.0
q10	126.1	845.6	000.0	q25	987.0	258.6	000.0
q11	153.1	614.6	000.0	q26	951.0	338.6	000.0
q12	120.1	522.6	000.0	q27	097.1	909.6	000.0
q13	193.1	033.7	000.0	q28	760.0	243.5	000.0
q14	247.1	758.6	000.0	q29	027.1	334.6	000.0
q15	219.1	909.6	000.0	q30	903.0	529.5	000.0

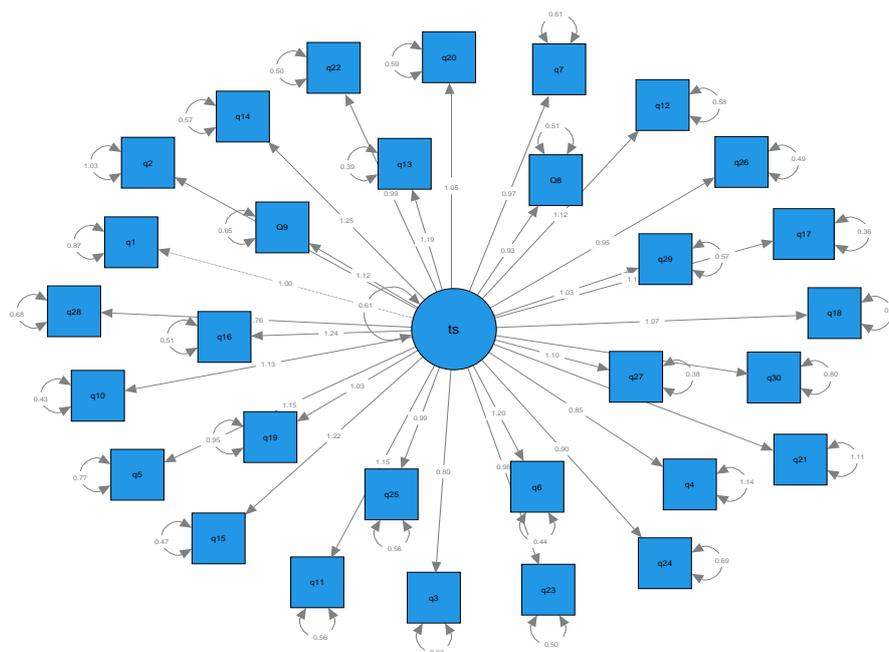


Figure 1. Path diagram based on estimation of influence coefficients of the marketing development model

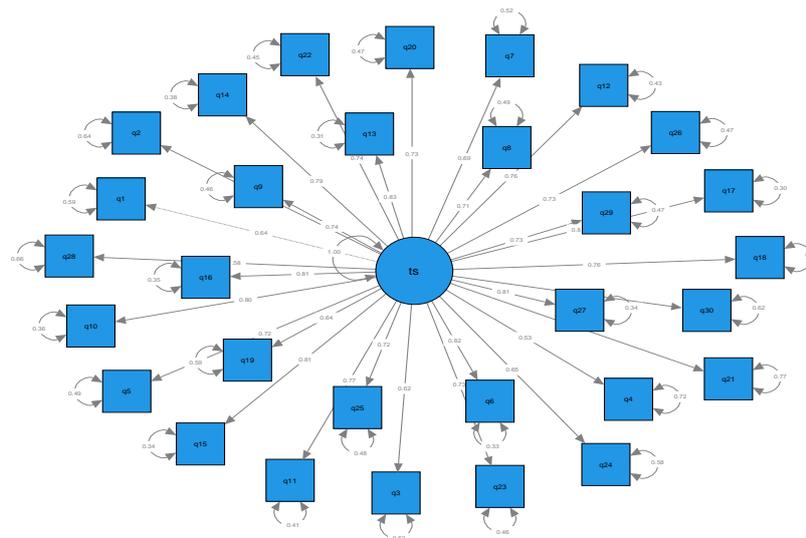


Figure 2. Path diagram based on the factor loads, second order factor analysis of marketing development model

In addition, the Cronbach's alpha coefficient and the combined reliability of the model are 0.968 and 0.969, respectively, so the structures have good combined reliability. In addition, AVE was obtained from 0.513 and therefore the square root of 0.716 was in the desired range and convergent validity confirms this model.

In order to evaluate the goodness of the model fit, the goodness indicators of this model are reported in the table below, which all confirm the good fit of the model to the data.

Table. The fitness of measurement model indices of marketing development

Fitness index	Name of the index	The obtained value	Acceptable value	Result
Chi-square/df	Chi-square 2 on freedom degree	452.2	Less than 3	Model fitness is good
RMSEA	RMSEA	074.0	Less than 08.0	Model fitness is good
SRMR	The standardized residual square	073.0	Less than 08.0	Model fitness is good
CFI	Comparative Fitness index	902.0	More than 9.0	Model fitness is good
TLI	Toker-Louis index	904.0	More than 9.0	Model fitness is good

Because the significance for all factors and items was less than 0.05, none of them were removed from the model. The output related to the estimation of path coefficients, Z statistic and the significance of the general research model are summarized in the table

below. In addition, the path diagrams related to this model of structural equations are plotted in terms of estimating impact coefficients and standard factor loads of the second-order factor analysis, respectively.

Table. Estimation of path coefficients, Z statistics and significance of general structural equations model

Factor	Subfactor	Path coefficient estimation	Z statistics	Significance
Causal conditions	cultural-social	000.1	----	----
	Necessary infrastructures	221.4	778/2	005.
	Managerial and technical	041.5	813/2	005.0
Mediating factors	Legal obligations	000.1	----	----
	Planning	952.0	672/5	000.0
	Media	754.0	947/4	000.0
Contextual factors	Proponent and sponsor	000.1	----	----
	Scientific management	201.1	387/7	000.0
	Efficient human force	552.1	881/7	000.0
Marketing development	Causal conditions	071.2	----	----
	Mediating factors	-584.1	-663/2	000.0
	Contextual factors	813.1	683/2	000.0

Based on the results and regression coefficients reported in the table above, causal factors, underlying factors and interfering factors had the greatest impact on marketing development,

respectively. In addition, the impact of interfering factors is negative. This means that with increasing it, the amount of marketing development decreases.

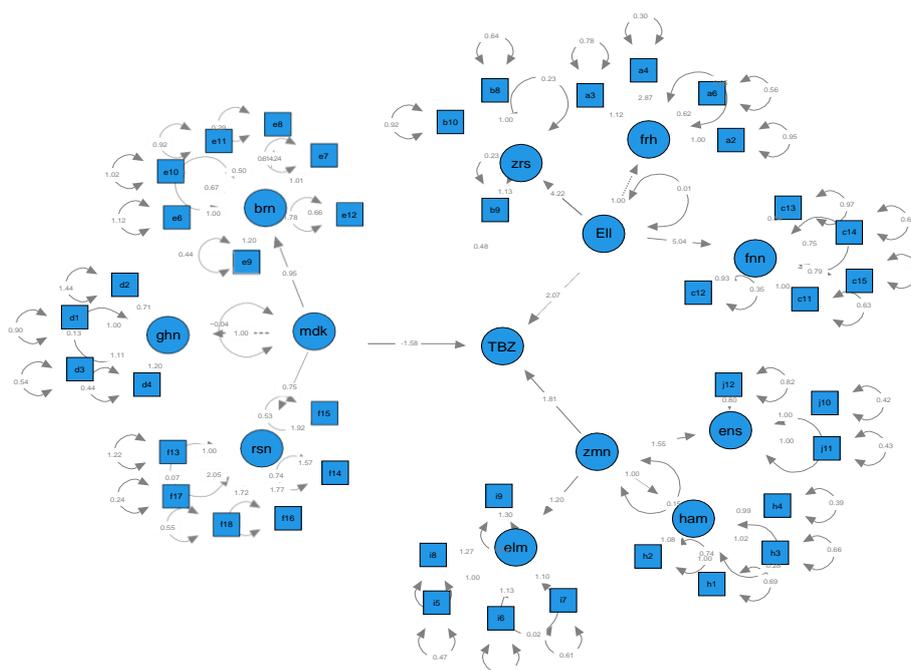


Figure 3. Path diagram based on estimation of influence coefficients of research model

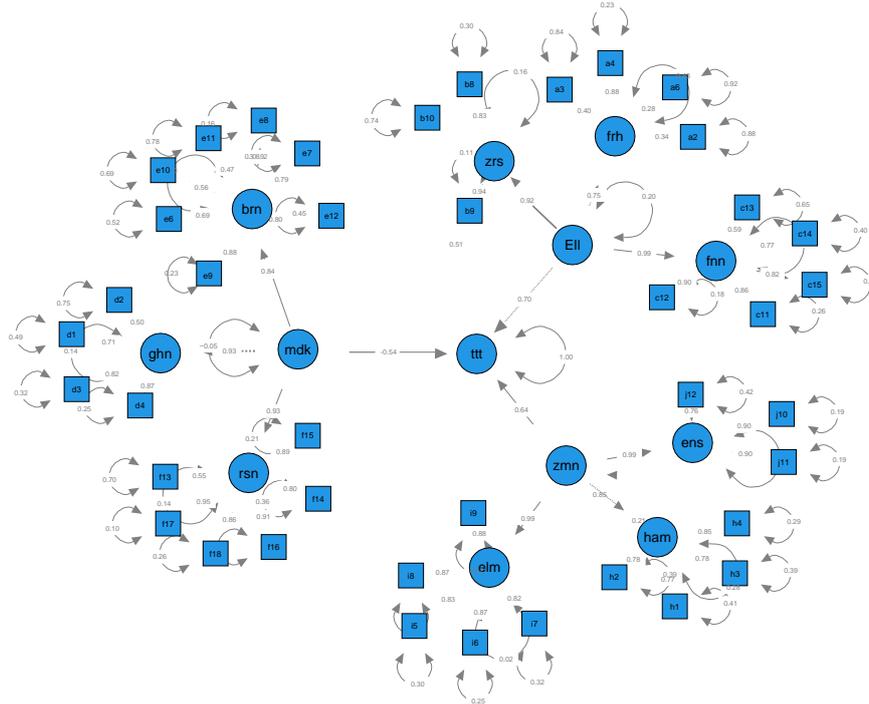


Figure 4. Path diagram based on the standard factor loads and second order factor analysis of general research model

In order to evaluate the good fit of the overall research model, the good fit indices of this model are reported in the table below, all of

which confirm the good fit of the model to the data.

Table. The fitness indices for the general research model

Fitness index	Name of the index	The obtained value	Acceptable value	Result
Chi-square/df	Chi-square 2 on freedom degree	767.1	Less than 3	Model fitness is good
RMSEA	RMSEA	079.0	Less than 08/0	Model fitness is good
SRMR	The standardized residual square	071.0	Less than 08/0	Model fitness is good
CFI	Comparative Fitness index	913.0	More than 9/0	Model fitness is good
TLI	Toker-Louis index	907/.0	More than 9/0	Model fitness is good

Discussion

According to the results of the research, causal conditions included three categories: cultural and social, necessary infrastructure, and management and technology, each of which will

be discussed. Cultural and social category with a coefficient of 1,000, which includes items (the position of wrestling among the people, raising national spirit and patriotism, the positive role of social norms of wrestlers, the dominance of marketing culture in the federation, people's

interest in wrestling, increasing the audience through Creating a women's ship) is very important.

Tahmasbpour Shafiei et al. (2015) and Shokrani and Aghapour (2014) also believed that sport can affect the prevailing culture and modeling athletes is somewhat effective in promoting culture. Also, Khosravi and Askarian (2016), Khademi et al. (2015) and Taybi et al. (2015) are in line with the results of our research that socio-cultural barriers to the capital market and the low desire of sports investors to invest in the private market.

Increasing social relationships are associated with a large presence of people in clubs and sports competitions, so wrestling managers and officials should pay more attention to the development of culture in wrestling in competitive environments. The use and modeling of media literacy causes the institutionalization of sports among people in society. Due to the interest of the people in wrestling, the position of the wrestling discipline among the people should be further strengthened, which will raise the national spirit and patriotism, and this means preventing the loss of the wrestling audience. (Taybi et al., 2020)

Based on the results obtained, Another dimension of socio-cultural category is the promotion of women's wrestling, with the promotion of women's wrestling we will face an increase in the audience of both sexes. The presence of women in world competitions and Iran's inability to attract hosting for women's competitions is one of the obstacles to hosting world and Asian competitions. It seems that the federation can seek joint hosting with one of the neighboring countries through international consultations or better Influence the World Wrestling Union to change hosting conditions or change women's clothing.

Another category in this research is the necessary infrastructure, which is in the next

factor by estimating the coefficient path of 4.221, which includes (improving the quality of Iranian goods and products, providing infrastructure to attract people to wrestling in schools, diversity of disciplines in wrestling, Having a marketing committee and efficient staff).

The hardware facilities of the competition venue and the standardization of the facilities are of greater importance for all those present at the competition venue. Therefore, the organizers of the competitions and the officials of the equipment of the wrestling halls should make the necessary efforts; Because the presence of more spectators to watch wrestling league matches depends on having a suitable physical space. Observance of basic standards in wrestling halls, including spectator seats, wrestlers, coaches, executive staff and special personalities, having standard seats, enough space for wrestlers, parking, toilets, food outlets and a place for the media to attend. It is necessary to imagine wrestling league matches (Elahi, 2006).

Based on the results obtained, Another category of this section is management and technology, which has a higher importance with a path coefficient of 04.01. Includes (government policy in supporting sponsors, having a codified and strategic plan, deciding structure and system instead of individuals, stability in management, restructuring revenue generation in the federation), the Wrestling Federation of the Islamic Republic of Iran, which is one of the Olympic medal-winning disciplines and world competitions On the other hand, considering that it has a large audience, it shows that the quality of these services has had favorable results in recent years. Other cases include the absence of women wrestlers in international competitions, which can be said to have had an adverse effect on marketing development. The officials of the Wrestling Federation must make efforts in order to provide conditions for creating a suitable platform for this section. The results of the

research of Naderan et al., 2011 are in line with the results of this research.

In this part of the discussion, it should be noted that the wrestling federation does not have a specific source of income and the budgeting is done without financial support. It is better for the federation's programs to be done with budgeting and having financial support. Do not let the federation suffer from the tensions and margins of the creditors in the continuation of the work. Having a discriminatory view of the government towards sports creates a discouragement among athletes that it is better to have a functional and fair view and the payment and allocation of funds should be based on the performance of the federation. Consultations should also be held on government policy in supporting sponsors so that sponsors can increase their presence and support for teams and the wrestling federation through tax breaks and loans.

The intervening factors section includes legal, planning and media requirements, which will be discussed below. In this section, we can refer to the category of legal requirements. Legal requirements by estimating the route coefficient of 1,000, which include the following (tax protection laws for the presence of teams and companies, improper treatment of coaches and wrestlers with sponsors, lack of training packs, lack of transparency of revenue sources, increased doping on the ship) .

With Ross (2006), Hensiler et al. (2011), Bihar et al. (2007), Pour Partovi and Shams Dolat (2017), Nasirzadeh et al. (2013) and Malakoutian (2009) also believe in cumbersome development rules. Marketing or attracting sponsors as well as the presence of politicians in various sports arenas that have caused fluctuations in the sports industry.

According to the results, the category of legal requirements was one of the factors interfering in marketing development. Regarding the explanation of legal and regulatory requirements, the framework for drafting and

concluding contracts should be formed in accordance with the law and the club management system should be legalized. For marketing in the Wrestling Federation, a legal formulation should be formulated and all contracts and their contracts should be systematic with provisions and notes that the existence of strict rules regarding the contract with sponsors makes the sponsors unable to abuse the absence of a specific law. In the past, we have seen many times that a sponsor has announced his readiness to participate in the league in order to appear in the media, but after the media hype and being mentioned in the media, he suddenly withdrew under false pretenses due to the lack of a clear legal framework. These sponsors could not actually happen.

In the category of planning with an estimated coefficient of 0.952, which includes the following (not hosting world and Asian competitions, programs without financial support, lack of interaction with shipbuilding countries worldwide, weak international relations, non-targeted teams, lack of seats World for Iranians in the World Wrestling Union (contract with individuals, not with the federation) was achieved.

Training is a planned and organized effort that helps employees learn job-related attitudes, knowledge, and skills (Erwin, 2001) that are consistent with the results of Carninsch et al. (2014).

In this part of explaining the weakness of planning, the results of studies and the researcher's opinion is that development programs in several different countries show that the central approaches to the development of countries are different from each other.

The federation's programs are often without financial support. It is better for the federation's programs to be funded and funded, and for the federation to strengthen its international

relations so that the necessary consultations for Iranians for world seats in the World Wrestling Union can take place. Steps should be taken to interact with wrestling countries around the world to take advantage of the opportunity to host world and Asian competitions without the presence of women wrestlers.

Conclusion

The results of this research showed that in order to develop the marketing of the wrestling federation, special attention should be paid to the three categories of television broadcast rights, sponsors and match day revenues.

He considers the existence of strong broadcasting right laws and the exclusivity of television as one of the factors that can be achieved by removing or pursuing them to implement broadcasting rights in the country. Ghasemi et al. (2014) and Hosseini (2015) also emphasized the effective role of broadcasting rights in the development and improvement of sports in the country.

One of the issues that should be followed in sports in our country is the issue of broadcasting rights and related laws, because the growth and development of technologies in the field of media has caused that, apart from television, in the last two decades, the broadcasting of sports matches from through mobile phones, internet and other media to bring a lot of income for the sports industry. It is obvious that the more the media coverage of the matches, the more the sponsors' desire to invest will increase, and finally, the products and advertisements of the wrestling products will be seen.

It seems that conditions should be provided so that the sponsors can be seen to the extent that the satisfaction of the sponsors is felt from being seen, while the dignity of the sponsors is also maintained. Committees should be given independence in attracting sponsors so that they can attract sponsors independently. Financial and economic security should be provided for

foreign investors so that they can open their feet to the country. Legal conditions and legal frameworks should be formulated so that we can see the long-term presence of sponsors, because most of the sponsors change their management and the taste of the sponsors to continue their financial support. They give up

The government's injected budget for the wrestling federation is not the answer to holding competitions. Therefore, there is a need for the wrestling federation to be self-sufficient in providing its financial resources with a principled policy.

Nazaz Mohaghegh believes that the federation will achieve a sustainable income with programs such as building a camp, starting production of its necessities and selling manufactured products such as clothes, shoes and bathrobes, as well as building commercial complexes with the participation of the municipality.

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