

## **Marketing Intelligence and its Role in Promoting Pricing Policies for Football Academies Services in the Arab Republic of Egypt**

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### **Introduction to the research:**

Due to the challenge resulting from increasing the distance between the producer and the consumer, it was necessary to have a system that addresses the problems associated with it, and many research visualizations have come to this concept, including some who knew it as collecting and recording marketing data, or data related to the marketing problems of goods and services for the marketing mix. (Talaat, 2000, p. 215)

Others also defined the marketing intelligence system as the system that consists of people, equipment and procedures, and is used to collect, classify, analyze and distribute the information needed in a timely manner for marketing decision makers. (Kotler & Keller, 2006, p73) (Mcleod & Shell, 2004, p191), and this is consistent with the results of (Helm at all, 2014) study, which emphasized the need to use the marketing intelligence system in various institutions in order to assist senior management in developing and developing products in a manner A year and acceptance to compete.

Marketing intelligence aims to accurately identify problems scientifically, determine ways to address them, make more accurate expectations and assumptions about the changes that occur in the market that affect marketing activities and reduce problems of uncertainty and clarify marketing opportunities. (Prid, Ferrell. 2000,

p139)

The institutions rely on internal and other external sources in forming and designing the marketing intelligence system, including specialized intelligence personnel, salesmen, or contracting with consulting institutions and agencies, and may depend on the employees of the institution themselves that all employees of the institution be important information channels for continuous feeding in relation to everything that happens in the surrounding environment. (Ade, & Tubosun, 2017, p51), this is consistent with the results of a study (Jensen et al., 2016), where it stressed the need to use marketing intelligence systems to predict the costs of the sportswear industry, and the competitive position of the brand in the competition market.

The internal marketing intelligence system works to provide the administration with information and data with the various activities of the organization, and the external marketing intelligence system provides the administration with information about competitors, the market and the

consumer, as well as the surrounding environmental changes such as economic and technological conditions, laws and culture. (Kotler, 2000, p103), this is consistent with the results of a study (Igbaekenen, 2014), in which she clarified the role of marketing intelligence systems in setting competitive market strategies, maintaining enterprise market share and analyzing the competitive environment.

We also find that one of the most important elements of the marketing mix is the price component, which the organization can control as one of the internal factors, and the marketing department

considers it the value that the consumer pays for obtaining a set of benefits, and the benefits increase as the quality of the product (a good-service) increases and this product is presented at prices Suitable for the consumer, and the organization was able to achieve satisfaction and satisfaction for consumers and beneficiaries.

The pricing policy for services is defined as "a set of rules, methods, procedures and measures that work to determine the appropriate price for the products of the institution and which enables the achievement of the goals set for the institution during a specific time period"**(Tafat, Abdel-Haq, 2010, p. 59)**

From this concept it is clear to us that the price policy includes all the activities of the institution that go into providing the service and the extent of its adaptation to the surroundings of the institution. Its goals, especially the strategic ones, are the needs and desires of consumers and taking into account their purchasing power, so that the institution does not lose its customers, given their limited capabilities and the extent of their sensitivity to prices, especially in service products due to their characteristics.**(Abu Qahf, Abdul Salam, 2006, p. 299.)**

### **Research problem:**

Given the economic changes that the world is going through that require institutions in all fields to continue to provide their services, it is imperative to draw and follow marketing steps that enable them to face intense competition in the markets, and one of the most important steps followed is a system that brings accurate and correct pricing information at the time and place appropriate and provide it to marketing decision makers.**(Sadiq, Derman, 2003, p. 3).**

The research problem lies in the fact that pricing policies used in some football academies have become below the required level, and this may be due to the lack of qualified cadres and expertise that establish pricing policies for services through various sources, the most important of which is to activate the role of marketing intelligence to know the current market situation.

From all of the above, this study came to identify the relationship between marketing intelligence carried out by football academies on pricing policies for the services provided in the Arab Republic of Egypt. **Research Objective:**

The research aims to identify the marketing intelligence and its role in promoting pricing policies for football academies services, through the following sub-goals:

1. Study the relationship between marketing intelligence with its axes and services pricing policies with its axes.
2. Clarify the relationship between the demographic variables of the sample and all of the marketing intelligence with its axes, and services pricing policies with its axes.
3. Disclosure of the nature of the differences in research, in each of the marketing intelligence with its axes, and policies for pricing services with its axes. According to (years of experience).
4. Identifying the differences between the research sample in each of the marketing intelligence with its axes, and the policies of pricing services with its axes. According to (the income level).

**Research hypotheses:**

1. 1. Is there a statistically significant correlation between marketing intelligence with its axes and services pricing policies with its axes?
2. 2. Is there a statistically significant correlation between the demographic variables of the sample and both marketing intelligence with its axes and service pricing policies with its axes?
3. 3. Are there statistically significant differences between the averages of the degrees assigned to the research in both marketing intelligence with its axes and service pricing policies with its axes? According to (Years of Experience)?
4. 4. Is there a statistically significant difference between the degrees of the same research in both marketing intelligence with its axes and services pricing policies with its axes? According to (income level)?

**Search procedures:****The Method used:**

The researcher used the descriptive method, the survey method to suit his research nature.

**research community:**

Workers in sports academies in the Arab Republic of Egypt (private and affiliated with clubs).

**The research sample:**

The reconnaissance sample was identified, which numbered (50) individuals from the satisfied academies in the Arab Republic of Egypt (private and affiliated with the clubs). They were chosen randomly from outside the basic research sample and representative

of the research community.

The main sample of the research consisted of (394) workers from satisfied academies in the Arab Republic of Egypt (private and affiliated with clubs), from (5) governorates (Cairo - Alexandria - Assiut - Dakahlia

- Damietta), ethical guidelines were adhered to while conducting the research and field application of tools The research is in its final form, as shown in **Table (1), Appendix (4)**

#### **Data collection tools:**

"Basic Data" form for the research sample. **Appendix (1).**

1. "Marketing Intelligence" questionnaire, (prepared by the researcher), **Appendix (2).**
  2. "Sports Services Pricing Policies" Questionnaire (prepared by the researcher), **Appendix (3).**
- **Initial public data form** for the research sample: It included the following data: name, age, Years of Experience ,income level.
  - **The Marketing Intelligence Form**, which included three axes: marketing information, analysis of marketing information, and management of marketing information, in its final form.
  - **The sports services pricing policy form**, which includes three axes: market-based pricing, cost-based pricing, and demand-based pricing, in its final form.

In the light of research concepts and terms, and within the framework of the procedural concept and previous studies, their response is determined according to the five-year estimate (strongly agree - agree - sometimes - disagree - strongly

disagree) on a continuous scale (1 - 2 - 3 - 4 - 5) for the phrases.

### **Statistical coefficients for the questionnaire:**

#### **First: Calculating the honesty coefficient:**

##### **1- The validity of the arbitrators:**

The researcher relied on the honesty of the experts in order to determine the suitability of the phrases and axes of the marketing intelligence questionnaire and the services pricing policy questionnaire, as some of the phrases were deleted, modified and added based on expert opinions.

Truthfulness of internal consistency: To verify the appropriateness of the questionnaire expressions, the researcher applied the questionnaire to a survey sample of (50) from workers in football academies in the Arab Republic of Egypt, appointed by the research. The researcher used the validity of the internal consistency to calculate the validity of the axes and phrases of the questionnaire by finding the correlation coefficient between the phrases and their axes.

It was found that there was a statistically significant relationship at the level of significance (0.01), (0.05) between the marketing intelligence questionnaires and the pricing policy questionnaire for their services and expressions, where the calculated value (t) was greater than the tabular in all terms, and thus can be based on the sincerity of the internal consistency between The axes and phrases of both questionnaires and the degree of the axis to which it belongs.

## **Second: Calculation of the Reliability factor:**

The researcher used the mid-term segmentation to calculate the Reliability factor of the phrases and axes of the questionnaire, where the researcher applied the questionnaire to a polling sample consisting of (50) of the employees of football academies in the Arab Republic of Egypt

The Reliability factor was calculated for the axes of the two questionnaires, as the half-split stability coefficient (0.0632) at Spearman Brown, (0.632) at Gittman for the Marketing Intelligence Questionnaire, and the stability of the half-segmentation (0.994) at Spearman Brown, (0.994) at Gittman for the service pricing policy questionnaire, and it was The Reliability factor for each axis, which indicates the high coefficient of stability of the axes of the two questionnaires.

## **Discussion and interpretation of statistical significance:**

### **First: Descriptive results of the research sample:**

Descriptive results showed that the calculated value of (Ca<sup>2</sup>) is greater than the tabular (9.49), for all the phrases of the Marketing Intelligence Questionnaire, where the calculated value of (Ca<sup>2</sup>) ranged between (21.00: 251.92), which shows the presence of statistically significant differences in all phrases.

Also, the phrases related to the service pricing policy questionnaire, as the calculated value of (Ca<sup>2</sup>) ranged between (26.35: 186.12), which shows the presence of statistically significant differences in all terms.

### **Second: The results of the basic research sample in light of the research hypotheses:**



**1. Is there a statistically significant correlation between marketing intelligence with its axes and services pricing policies with its axes?**

**It is clear from Table (2), Appendix (5),** that there is a positive correlation relationship statistically significant at the level (0.01) between marketing intelligence with its axes and services pricing policies with its axes, and the results of this study agreed with the study **(Ibn Ali, Abdullah, 2003)**, in that there is An impact of all factors that affect cost, including market research, analysis, management, and participation in making marketing decisions on the pricing of different products for institutions that can be used in general marketing decisions of organizations that do not go away from the pricing decision, The researcher believes that there is a direct relationship between marketing intelligence and the policies used in pricing the services of football academies in the Arab Republic of Egypt, so the greater the interest of academies in gathering marketing information for competitors, as well as market research and attention to the stage of analyzing information in an academic scientific manner and reaching the stage of marketing information management after its analysis, the impact This positively affects the selection of the appropriate pricing policy for subscribers in the academies and thus to increase sales by them, **and thus the researcher has achieved the answer to the first question of the research.**

**2. Is there a statistically significant correlation between the demographic variables of the sample and both marketing intelligence with its axes and service pricing policies with**

**its axes?**

**It is clear from Table (3), Appendix (6),** there is a negative correlation relationship statistically significant at the level of significance (0.05), between the marketing information axis and years of experience among academic staff, for the research sample, and these results differ with the results of a study **(Bawazeer, Abdullah, 2009)** in that there are differences Large among the components of the marketing information system in the institutions and the various administrative levels where managers are more familiar with how to collect and classify marketing information, This is due to the fact that the difference in experience between workers does not have a significant impact when collecting marketing information only, as the administration of the research sample academies is keen to transfer expertise quickly to new workers, in addition to investigating and gathering information with competitors, a job that does not need long-term training, especially when choosing Two factors specific to this job, **so that the researcher has achieved the answer to the second question of the research.**

**3. Are there statistically significant differences between averages of the same degrees of research in both marketing intelligence with its axes and services pricing policies with its axes? According to (Years of Experience)?**

**It is clear from Table (4), Appendix (7),** that there are statistically significant differences between the average scores of the research sample in a service pricing policy questionnaire

according to (years of experience), and the results of this study are consistent with the study **(Aljawarneh, Bahjat, 2011)** where the marketing intelligence system and marketing strategy is affected. With the experience factor, where the application was made on a sample of the three administrative levels, and the big difference was observed between the higher levels in service pricing and the rest of the levels, This is due to the fact that the experience component has been affected greatly in the pricing of the services provided by the academies, because the specialist in setting pricing policies should have a difference of experience in terms of the market, exiles, subscribers, supply and demand, and thus the ability to price services well based on the three pricing foundations of the research sample academies, **and thus the researcher The answer to the third question has been investigated.**

**4. Is there a statistically significant difference between the same degrees of research in both marketing intelligence with its axes and services pricing policies with its axes? According to (for income level)?**

**It is clear from Table (5), Appendix (8),** that there is no difference between the scores of the research sample in the marketing intelligence questionnaire, and the services pricing policy questionnaire, according to the income level, and that is consistent with the study **(Al-Awn, Salem, 2016)**, as there is no effect of the salary or entry system. The ability of workers to choose good strategies for pricing the products presented in institutions, due to the fact that the income of workers in sports academies has an impact on good pricing policies, **and thus the researcher has achieved the answer to the fourth question of the research.**

## Research results and recommendations:

### First: Descriptive research results:

The descriptive results showed that the calculated value of (Ca<sub>2</sub>) is greater than the tabular (9.49), for all phrases of the two questionnaires, where the calculated value of (Ca<sub>2</sub>) ranged between (21.00: 251.92), which shows the presence of statistically significant differences in all phrases.

### Second: Results in light of research hypotheses:

- There is a positive correlation between marketing intelligence and satisfied service pricing policies with football academies, the research sample.
- The mean of the responses of the research sample in the marketing information gathering axis are consistent between the years of experience category of the research sample.
- The average of sample responses in market pricing varies in favor of the years of experience category (more than one year).
- The average of sample responses in the pricing varies based on cost in favor of the years of experience category (more than one year).

### Third: Research Recommendations:

Based on the findings of the research results, and in light of the research hypotheses, the researcher presents these recommendations to football academies in the Arab Republic of Egypt. As follows:

- Pricing is made on a market basis for football academies, when:
  - Knowing the size of the academic market share.

- The prices of providing services to the Academy are in line with the market prices.
- Verify the nature of the sports market (closed or open)
- The management of the Academy decided that pricing based on competition should be based on competitors' prices.
- Pricing is done on a cost basis for football academies when:
  - The ability to calculate the full cost of the services provided.
  - When the variable cost of the services provided is used when cash is needed.
  - Calculate the cost of administration and marketing expenses accurately.
- Pricing is made on demand for football academies, when:
  - Services are provided at the Academy based on the wishes of consumers.
  - The Academy studies the extent of consumer demand for its services when adjusting prices.
  - The high level of consumer awareness and culture that affects the pricing decision for services.

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