

Original Article

Identifying the Barriers of Electronic Marketing Development in Sport Industry

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Abstract: The purpose of this study was to identify barriers to the development of the electronic-marketing in the sports industry. The present study is a correlational and applied one. The statistical population consisted of 203 individuals including university faculty members, experts, managers of sport federations, members of sport federations board, and experts in e-marketing. The available non-random sampling method is also used in this research. Moreover, data collection tool was a researcher-made questionnaire that was extracted from two external articles. Besides, ten experts in sport management confirmed the validity of the questionnaire. The reliability of the questionnaire was likewise calculated using Cronbach alphas test. Confirmatory factor analysis and structural equation modeling were used to analyze the questionnaire data. The results showed that sports marketing barriers were cultural and social, technical, legal and organizational, high cost, limitation of government support, lack of information, low skills of staff and finally security threats. It is suggested that the policy makers of the country's sports industry consider these barriers before developing strategies for developing e-marketing capabilities.

Keywords: Sports industry, Sports marketing, Electronic commerce, Electronic marketing, Factor Analysis;

1. Introduction

One of the necessary capabilities for success in the field of competition is having knowledge and marketing skills in economic institutions. Sports institutions can be considered as an important and integral part of the economic body of the country, which seek to achieve economic goals in order to develop public, specialized and championship sports at the domestic and international levels (Tarighi, Hamidi and Rajabi, 2014). In addition, sports organizations, like non-sports organizations, are subject to environmental and global changes and are dealing with their own issues (Tarighi and Hamidi, 2017). A review of the performance of some international sports organizations such as international sports federations as well as some national organizations of different countries shows that they have used different sports marketing techniques to achieve their goals and have been able to achieve significant success in different marketing fields (Tarighi, Hamidi and Rajabi, 2017). In other words, sports marketing is related to social and managerial processes through which fans, sports organizations and other sports-related companies, for example, media and technology companies, increasingly combine products and services and also create and exchange through digital media (Christopher, 2015). Brand value grows by loyalty, positive perceptions, the ability to attract new customers and demand higher prices, ease of entering new markets and preventing new competitors from entering (Tarighi et al., 2021). Today, professional sports have become a big business, and sports managers are increasingly looking at marketing concepts and perceptions related to customer demand; That is, the ideas derived from comprehensive quality management (Sajjadi et al., 2016). In the present era, sport is considered as an industry. An industry that has grown significantly internationally and, of course, has generated considerable revenue. Simultaneously with the growth of services in other fields and industries in the sports industry, the provision of services has grown significantly (Rajabi, Tarighi and Mizani, 2015). The sports industry plays an important role in the development of sports by providing advanced and accessible facilities, equipment, goods, services and financial support. The 21st century is unimaginable without the sports industry.

The sports industry plays an important role in promoting the goals of sports and healthy recreation by producing and supplying consumer and non-consumer products in connection with sports activities

(Rostamzadeh, 2013). Sports marketing is a branch of marketing that focuses on promoting sports programs and teams as well as promoting other goods and services through sports programs and teams. In this service, the elements that are advertised can be physical products or a brand. The purpose of this type of marketing is to create strategies through which the customer promotes a sport or non-sport product sport. Sports marketing includes the principles applied by marketing in an industry, namely the sports trading industry. Therefore, sports marketing is a special application of the principles and processes of marketing in relation to sports products and non-sports products through financial support in the field of sports. Sports marketing is also the process of planning and realizing a plan, pricing, advertising and distribution of sports products and services or ideas, in a way that creates an exchange in order to meet individual and organizational goals (Christian & Natalie, 2010). Sports marketing activities include individuals, activities, businesses and organizations in the production, facilitation, promotion or organization of any product (as goods, services and events) for the demand of sports sponsors (Silva and Casas, 2019). E-marketing is one of the aspects of organizational performance and a set of processes of creating, communicating and delivering value to customers and managing customer relationships in ways that use electronic means to benefit the organization and its stakeholders (Goldsmith and Lafferty, 2002). E-marketing has its own approaches and tools that play a role in achieving marketing goals. E-marketing helps companies to offer value-added products and services in the global marketplace. The benefits of e-marketing include: fast access, tracking, accessibility to the general public, efficient use of shopping time, connection to specific audiences, content constraints, world-wide showcase, easy management, efficient use of technology, and available and cost savings postal process (Hinson & Sorensen, 2006). E-Marketing Association defines "e-marketing" as the use of electronic data and applications to plan and implement the concept, distribution, promotion and pricing of ideas, goods and services to create exchanges that serve individual and organizational goals (Gohary, 2007).

To achieve their goals, marketing organizations conduct business in unpredictable, dynamic, and volatile environments which require practical strategies that include e-marketing practices. Companies are looking for appropriate strategies that can ensure its success. Organizations that have



adopted e-marketing practices have reported better performance by improving distribution, increasing sales, and gaining new customers (Brodie et al., 2007; Hosseinpour, Hassanzadeh, & Feizi, 2014). Among current users, there are significant differences in the acceptance of e-marketing. Some very small business owners may adopt e-marketing as a tool to defend their business independence and thus use these technologies randomly and temporarily (Gilmore, Gallagher & Henry, 2007). E-marketing practices describe the use of marketing philosophies in connection with a company's offerings using Internet technology (Harridge-March, 2004). Banerjee & Dash (2011) argue that e-marketing practices allow the Internet to be used to enable organizations to adapt to customer needs as well as lower costs to get the job done and also help the company to have cost-effective access.

E-marketing practices require interactive measures that facilitate customer engagement without relying too heavily on Internet technology. Hence, e-marketing methods have been considered. It is important to use electronic technology including online and offline activities to achieve organizational goals (Baker and Sinkola, 2005). Dann (2011) stated that e-marketing practices are actions that require interaction to activate and implement. In this case, organizations that seek to implement the principles of marketing using e-marketing methods, must somehow trust the technology that includes electronics and interaction. E-marketing is a modern tool for advertising. In today's world, e-marketing is the most effective and efficient tool for promoting business. E-marketing means using social media, websites, blogs, advertising words, search engines. E-marketing is used to create personal interaction between employees and customers that helps retain their customers. E-marketing: An approach in which we use the Internet and other new tactics or technologies to establish a relationship between the company and customers and attract customer by using internet-based businesses. Using electronic tools, we can provide information about jobs to customers (Ahmad, Taha and Zafar, 2017).

On the other hand, Delavari, Ghaderi and Majdi (2014) in another study entitled "The position of social media in the development of e-tourism marketing in Iran," achieved the results that by increasing the use of social networks, content communities and blogs, the ability to market e-tourism increases. In a study by Tarighi et al. (2018) entitled "Identifying the factors affecting the

development of e-marketing capability of professional sports in Iran," the researcher also found that managerial factors, knowledge management, customer relationship management, strategies, environmental and competitive factors, website characteristics, organizational culture, supply chain management, brand factors and resources are variables that affect the e-marketing capability of Iranian professional sports. Also in another study, Olgha Auma Adede, Francis Ndungu Kibera, Joseph Odhiambo Owino (2017) entitled "E-marketing measures, competitive environment and efficiency of electricity companies" have found that there is a statistically significant relationship between e-marketing practices and organizational performance. The results show organizations that have adopted e-marketing practices have also been able to record better performance.

Considering the mentioned cases and also the increasing importance of e-marketing activities in the sports industry, it seems that the officials and managers of our country's sports organizations and federations have no strategies and programs to reduce costs and increase performance and income as well. On the other hand, it seems that sports federations and organizations in our country should pay attention to e-marketing activities in order to gain organizational independence and also to create better communication with their audiences and customers. Considering the fact that limited research has been done in the field of electronic marketing in sports industry and mentioning the fact that the managers of sports organizations and federations of our country do not have the necessary attention to marketing activities through new electronic technologies, and also the need to pay attention to e-marketing and Internet marketing activities in order to increase the income of sports organizations and federations in order to separate them from the general government budget, the researcher decided to identify barriers to the development of e-marketing in the sports industry.

2. Methodology

The research method is correlational and applied in terms of purpose. The statistical population of this study was 203 individuals, including university faculty members (120), managers of sports federations (26), experts and employees of the Ministry of Sports and Sports Federations (27), and experts and specialists who are aware of marketing discussions (30). The sampling method is non-random and purposefully available. While reviewing sports



marketing books and scientific articles in the field of sports industry and electronic marketing, the researcher has prepared a researcher-made questionnaire. The factors of this questionnaire have been extracted from the articles of Delouel and Diorp (2010) as well as Omid Najafabadi (2009). This questionnaire was adjusted based on the response

range of five Likert options. Its validity has been confirmed by ten expert professors of sports management and its reliability has been confirmed by Cronbach's alpha test method (0.922). The statistical method used in the research was structural equation modeling and confirmatory factor analysis.

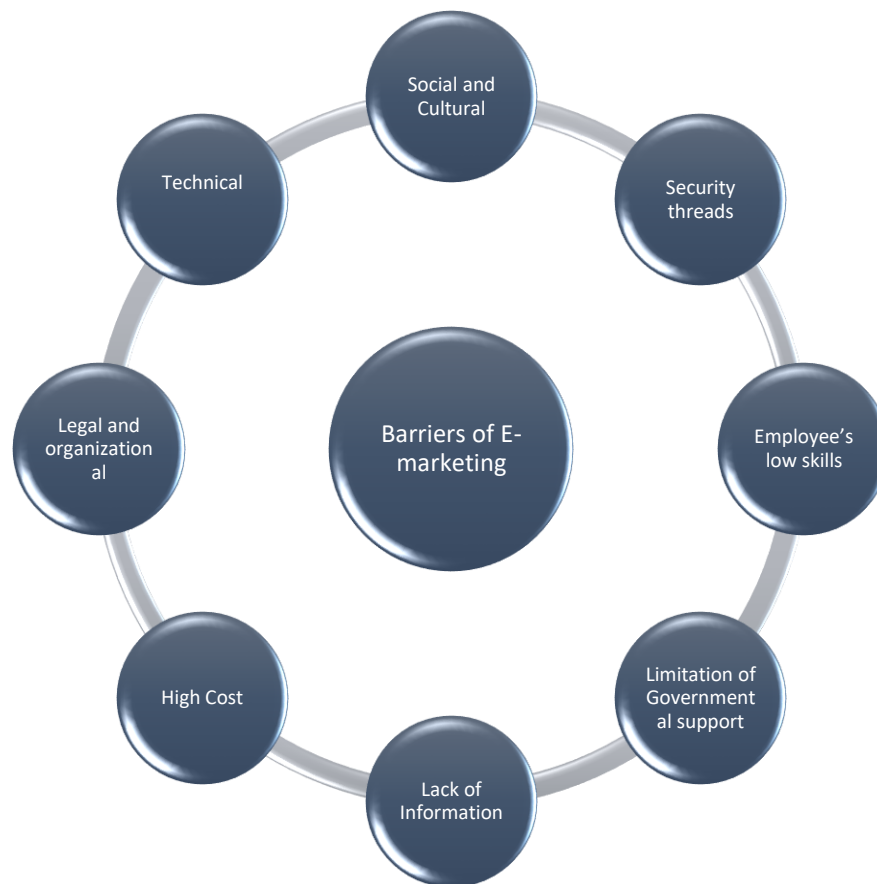


Figure 1. Process of the study

3. Results

According to the descriptive results, most of the respondents are in the age group of 50 years (41.87 percent). In the gender section, men with 85.22% of the frequency have the highest number of respondents. In addition, the descriptive results of the respondents' education level showed that percent for the bachelor's

degree is 20.62, the master's degree is 21.18 and the doctorate is 68.96. In terms of study, it shows that 59/11 percent in sports management, 14.77 percent in marketing management and 26/10 percent in other fields. Descriptive results in the organizational post section show that percent for the manager is 12.80, the faculty member is 59.11, the specialist is 8.86, the employee is 4.43 and the expert is 14.77

Table 1. Number and percentage of frequency of age, gender, degree, field of study and position of the organization

		Number	Frequency
Gender	Women	30	14.77
	Men	173	85.22
Age	20-30	16	7.88
	31-40	49	24.13
	41-50	53	26.10
	More than 50	85	41.87



Degree	BA	20	20.62
	MA	43	21.18
	Ph.D.	140	68.96
Field of Study	Sport Management	120	59.11
	Marketing Management	30	14.77
	Others	53	26.10
Position	Manager	26	12.80
	Specialist	18	8.86
	Faculty Member	120	59.11
	Employee	9	4.43
	Expert	30	14.77

Table 2. The values and factor load of research items

Factors (Barriers)	No.	Item	Load Factor	T-Test	Pearson Coefficient	Rank
Social and Cultural	1	Misunderstandings of stakeholders about e-marketing goals hinder the development of e-marketing capabilities.	0.72	10.60	1	1
	2	Stakeholder resistance to accepting the use of e-marketing hinders the development of e-marketing capabilities.	0.72	10.66	0.830	2
	3	Uncertainty about the opportunities and benefits of e-marketing hinders the development of e-marketing capabilities.	0.83	12.70	0.589	3
	4	Lack of use of online technologies by most customers and competitors hinders the development of e-marketing capabilities.	0.75	11.39	0.548	4
technical	5	The unavailability of the web prevents the development of e-marketing capabilities.	0.71	11.08	0.105	25
	6	Lack of e-marketing technical infrastructure hinders the development of e-marketing capabilities.	0.81	13.21	0.107	24
	7	Inadequate quality and speed of lines hinder the development of e-marketing capabilities.	0.74	11.72	0.060	33
	8	E-services are very slow and hinder the development of e-marketing capabilities.	0.79	12.74	0.054	35
	9	Slow internet connection hinders the development of e-marketing capabilities.	0.76	12.13	0.088	30
Legal and Organizational	10	Lack of legal and regulatory system hinders the development of e-marketing capabilities.	0.69	11.86	0.099	27
	11	Lack of clear guidelines hinders the development of e-marketing capabilities.	0.76	12.48	0.015	40
	12	Lack of managerial support hinders the development of e-marketing capabilities.	0.74	11.84	0.550	34
	13	Lack of access and skills of partners and customers in using the Internet and technology, hinders the development of e-marketing capabilities.	0.78	12.91	0.019	39
	14	Organizational resistance to change hinders the development of e-marketing capabilities.	0.77	12.59	0.212	7
	15	Satisfaction with traditional methods hinders the development of e-marketing capabilities	0.69	10.90	0.186	8
	16	Stakeholders' disagreement about the lack of positive impact of e-marketing on exchanges hinders the development of e-marketing capabilities.	0.73	11.72	0.129	21
	17	Some stakeholders do not consider the use of e-marketing to develop the ability to provide services and products.	0.76	12.43	0.117	23
High Cost	18	The common misconception that e-marketing is only beneficial for new businesses hinders the development of e-marketing capabilities.	0.72	11.20	0.090	28



	19	The high cost of building an e-marketing infrastructure hinders the development of e-marketing capabilities.	0.87	14.15	0.100	26
	20	E-marketing is a long-term investment, while stakeholders need a short-term return on investment.	0.82	13.12	0.066	32
Lack of Information	21	Lack of awareness and willingness of stakeholders to use e-marketing, hinders the development of e-marketing capabilities.	0.68	10.21	0.184	10
	22	Lack of training hinders the development of e-marketing capabilities.	0.70	10.70	0.216	6
	23	Managers' belief that e-marketing is a slogan and has no application for the organization, hinders the development of e-marketing capabilities.	0.71	10.95	0.130	19
	24	Lack of sufficient information for most of stakeholders about e-marketing activities hinders the development of e-marketing capabilities.	0.78	12.37	0.185	9
	25	Inaccuracy of information about the results of e-marketing activities hinders the development of e-marketing capabilities.	0.76	11.89	0.175	11
	26	The small number of online entrepreneurs is hindering the development of e-marketing capabilities.	0.69	10.55	0.167	13
Limitation of government support	27	Lack of government incentives hinders the development of e-marketing capabilities.	0.65	9.95	0.154	18
	28	Lack of government advice and support hinders the development of e-marketing capabilities.	0.65	10.15	0.163	14
	29	Restrictions on jobs related to e-marketing activities hinder the development of e-marketing capabilities.	0.68	10.66	0.089	29
	30	Lack of consistency in the support of managers of organizations hinders the development of e-marketing capabilities.	0.69	10.77	0.158	16
	31	Incompatibility of e-marketing with the size of the organization hinders the development of e-marketing capabilities.	0.76	12.70	0.168	12
	32	Managing e-marketing activities through e-systems is very difficult and hinders the development of e-marketing capabilities.	0.73	11.63	0.227	5
	33	Lack of employment of specialists in Iran hinders the development of e-marketing capabilities.	0.81	13.43	0.130	20
	34	Insufficient information of government experts hinders the development of e-marketing capabilities.	0.73	11.55	0.085	31
Low staff skills	35	Lack of staff aware of e-marketing activities hinders the development of e-marketing capabilities.	0.82	13.42	0.160	15
	36	Lack of technical skills and IT knowledge among employees hinders the development of e-marketing capabilities.	0.87	14.75	0.158	17
	37	Lack of computer literacy hinders the development of e-marketing capabilities.	0.77	12.20	0.031	37
	38	Lack of employees' knowledge of the effectiveness of e-marketing activities hinders the development of e-marketing capabilities.	0.69	10.58	0.024	38
Security Threats	39	Lack of privacy hinders the development of e-marketing capabilities.	0.72	10.75	0.013	41
	40	Lack of national and international regulatory framework hinders the development of e-marketing capabilities.	0.85	13.25	0.045	36



41	The risk of theft of customers' Internet (electronic) credit card information hinders the development of electronic marketing capabilities.	0.74	11.22	0.123	22
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The results of confirmatory factor analysis test show that cultural and social factors ($t = 0.868$), technical ($t = 0.873$), legal and organizational ($t = 0.907$), high cost ($t = 0.844$), lack of information ($t = 0.874$), limited government support ($t = 0.896$), low staff

skills ($t = 0.877$) and security threats ($t = 0.813$) as obstacles to hinders the development of e-marketing capabilities in the sports industry.

Table 5. Examination of fit indices

Analysis	Value	Index
Optimal	0.038	RMSEA
Very Optimal	0.92	NFI
Very Optimal	0.98	NNFI
Average	0.81	GFI
Very Optimal	0.98	CFI

The results of RMSEA index show that if the value of this index is less than 0.05, the fit of the model is good and if it is between 0.05 and 0.08, the fit of the model is average. The NFI indicates that the acceptance range of this index is between 0 to 1 by Bentler and Bount values above 9, 0, which indicates the acceptance of the model, and if this value is higher than 0.95, the model has a good fit. In addition, the

acceptance range of the model fit by the NNFI index is identified to be above 0.95. In the GFI index, the GFI value must be equal to or greater than 0.9. According to the results of the CFI index, the acceptance range of this index is between 0.90 and 1, and if the CFI value is more than 0.95, the existing model shows a very good fit.



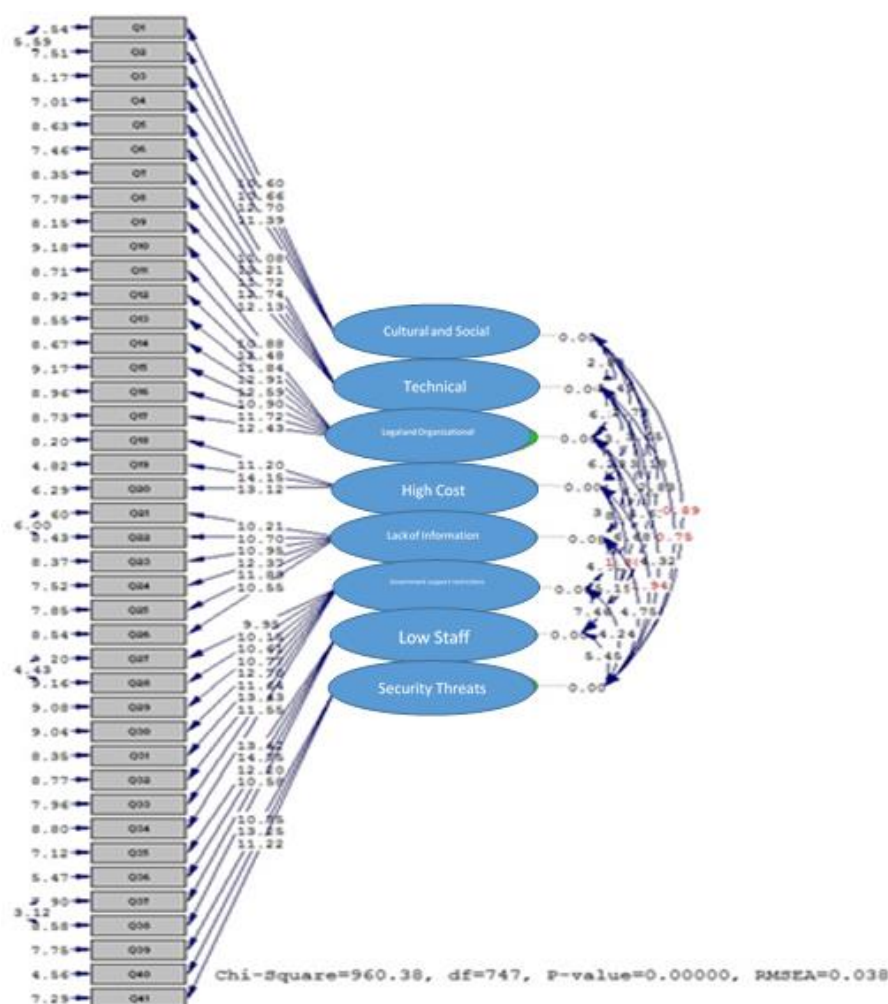


Figure 2- Factor load values and t-value of all variables and research items

4. Discussion

The present study sought to identify barriers to the development of e-marketing in the sports industry. The results of this study showed that factors such as cultural and social, technical, legal and organizational, high costs, limited government support, lack of information, low staff skills and security threats are obstacles to the development of e-marketing in the sports industry.

The results showed that the cultural and social factor is known as an obstacle to the development of e-marketing capabilities of the sports industry. In this regard, Hatem Al-Gohari (2012) in a study entitled "Factors affecting the adoption and implementation of e-marketing in tourism companies: An empirical study of small tourism organizations in Egypt" also found the results in line with the present study. In addition, Ščeuľovs, Deniss & Gaile Sarkane, Elīna (2011) in another study entitled "e-marketing for a company: foreign and domestic" also introduced the cultural and social factor as an obstacle to the

development of e-marketing capabilities. Tarighi and Sajjadi (1400) in a study named "e-marketing model design of selected professional sports federations of the country" introduced cultural factors as an obstacle to e-marketing capabilities. According to the results obtained from the cultural and social factor, it is suggested that sports organizations and federations prevent misunderstanding of stakeholders about e-marketing goals by creating proper conditions. It is also a good idea for sports organizations to reduce their resistance to accepting the use of e-marketing by providing complete information to stakeholders. In addition, sports organizations and federations should identify and explain the opportunities and benefits of using e-marketing and, in addition, try to prevent the negative activities of competitors.

The results of the research show that the technical factor is an obstacle to the development of e-marketing in the sports industry. Rolf, Gregor, & Menzies (2003), in a study entitled "Reasons Why Australian Farmers Use the Internet" found that the technical factor hinders the development of e-



marketing. In another study, Zaied (2012) entitled "Barriers to e-commerce acceptance of small and medium companies in Egypt" has suggested that the technical factor is an obstacle to the development of e-marketing, which is consistent with the results of the present study. Research suggests that sports federations and officials of sports organizations take measures to solve the technical problems of their organizations, including lack of technical and technological infrastructure, poor quality of electronic infrastructure and the speed of electronic service lines. In addition, sports organizations should try to increase the quality of electronic services with high-speed Internet connection in the organization in order to be effective in the technical growth of e-marketing in the sports industry.

Furthermore, considering the research findings, the legal and organizational factor is known as an obstacle to the development of e-marketing in the sports industry. In this regard, Elliott R. and Suwrey (2006) in a study entitled "The effect of organizational factors in small tourism businesses on the success of Internet marketing" have concluded that the legal and organizational factor hinders the development of e-marketing capabilities. In addition, Al-Shehri and Drew (2010) in a study entitled "Challenges of accepting e-government services in Saudi Arabia from the perspective of e-citizens" found that the legal and organizational factor is known as an obstacle to the development of e-marketing. Research findings indicate the importance and necessity of legal and organizational factors. Therefore, it is suggested that the officials of sports organizations and federations of the country support e-marketing activities. It is also suggested that the managers of sports organizations and federations adopt specific instructions and make use of new technologies, Internet and electronic technology to reach the appropriate and better performance of those organizations.

The research finding indicates that the high cost is an obstacle to the development of e-marketing in the sports industry. In this regard, Hollenstein (2004) in a study entitled "The determinants of the adoption of information and communication technologies: experimental analysis based on company data for the Swiss business sector" found that the high cost factor hinders the development of e-marketing capabilities. In addition, Jeffcoat, Chapell & Feindt (2002) in another study titled "the best way to approve e-commerce for small and medium-sized companies" found that the high cost factor hinders the development of e-marketing, which is consistent with

the results of the present study. Therefore, in line with the results obtained from the high cost factor, it is suggested that officials and managers of sports organizations and federations control and reduce costs when creating the technical and technological infrastructure of e-marketing activities. Besides, the managers of sports organizations and federations should have a better performance in the faster and more profitable development of the sports industry by applying the cost reduction policy in all their organizational jobs.

According to the research findings, the limitation of government support is known as an obstacle to the development of e-marketing in the sports industry. Dlodlo & Dhurup (2010) in a study entitled "Barriers to the emergence of e-marketing among small and medium enterprises" concluded that the factor of limiting government support hinders the development of e-marketing. Moreover, Tarighi et al. (2018) in a study entitled "Identifying the factors affecting the development of e-marketing in Iranian professional sports" proposed the factor of "limitation of government support" as an obstacle to the development of e-marketing capability, which is consistent with the results of the present study. Based on the findings and the importance of the factor of limiting government support, it is suggested that sports organizations and federations try to motivate the use of new e-marketing technology through government consultation and support. It is also suggested that the managers of sports federations and organizations take steps to develop and advance the sports industry by employing e-marketing specialists in their respective organizations.

Considering the research results, the factor of lack of information has been identified as an obstacle to the development of e-marketing in the sports industry. In this regard, Migiro & Adigun (2005) in a study entitled "Information and Communication Technology, e-commerce and rural development: in the case of handicrafts in small and medium industries" have concluded that the lack of information is an obstacle to the development of e-marketing. In addition, Stansfield and Grant (2003) in a study titled "the issues affecting the use of the Internet and e-commerce among medium-sized enterprises" have concluded that the lack of information is known as an obstacle to the development of e-marketing, which is consistent with the results of the present study. Considering the importance of lack of information factor, it is recommended that managers of sports federations and



organizations provide sufficient information to stakeholders and their investors about e-marketing activities and develop the use of e-marketing activities. In addition, managers of sports organizations and federations should provide appropriate and sufficient training to employees and customers of their organizations about the knowledge of e-marketing activities in order to be more effective in the growth and development of the sports industry. The results indicate that the factor of low staff skills has been identified as an obstacle to the development of e-marketing in the sports industry. In this regard, Johnstone and Wright (2004) in a study entitled "The E-Commerce Ability of Small and Medium-Sized Companies in International Supply Chains" found that low staff skills hinder the development of e-marketing. Taylor and Murphy (2004) also found in a study entitled "SMS and e-commerce" that the factor of low employee skills is an obstacle to the development of e-marketing capabilities, which is consistent with the results of the present study. Based on the results, it is suggested that managers of sports organizations and federations use employees with high technical skills and information technology knowledge to develop e-marketing in their organization. Managers of sports federations and organizations should also take effective measures to create sufficient knowledge of employees about the effectiveness of e-marketing activities and attract more customers and thus help develop the sports industry.

The results of research have shown that the factor of security threats is an obstacle to the development of e-marketing in the sports industry. In this regard, Durkan, Durkin & Dillen (2003) in a study entitled "Attempt to achieve self-confidence" found that the factor of security threats is an obstacle to the development of e-marketing. In addition, Wagner (2004) in a study entitled "Building trust in e-commerce sales: A case study" found that security threats hinder the development of e-marketing, which is consistent with the results of the present study. Therefore, based on the research results, it is suggested that sports organizations and federations establish a national and international monitoring structure to maintain security and develop e-marketing in sports organizations. It is also suggested that sports organizations and federations make greater efforts to develop e-marketing in the sports industry by maintaining the privacy of customers and stakeholders in order to build trust and also attract them.

5. Conclusion

According to the mentioned facts, the government, the Ministry of Sports and Youth, and sports federations should invest in e-marketing training programs. In addition, the government and the Ministry of Sports and Youth should consider enacting legislation to adopt e-marketing activities and increase customer confidence in the use of e-services among sports organizations. Besides, the Ministry of Sports and Youth and sports federations should allocate the necessary funds to create technological infrastructure and create more knowledge of e-marketing and e-marketing development in sports organizations using modern training methods. On the other hand, the government and the Ministry of Sports and Youth must have a plan and management for the development of international relations in the world and for the promotion and advancement of work along with maintaining security. Furthermore, the Ministry of Sports and Youth and its respective sports federations must make the necessary plans to create technological and technical infrastructure and establish the necessary bases for training skills in the optimal use of new electronic technologies. In this regard, the Ministry of Sports and Youth should use the necessary mechanisms to increase the security of electronic activities in the sports services industry and use skilled, capable and efficient human resources in sports organizations and federations. In addition, it is better for sports organizations and federations to provide solutions to reduce the cost of using electronic services for their customers and users. Finally, it is suggested that sports federations and organizations hold various training classes to better introduce e-marketing tools to customers for informing them regarding the benefits of using new e-marketing tools.

Conflict of Interest: The authors declare that they have no conflict of interests.

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شناسایی موانع توسعه‌ی قابلیت بازاریابی الکترونیکی صنعت ورزش

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چکیده: هدف از انجام این پژوهش شناسایی موانع توسعه‌ی قابلیت بازاریابی الکترونیکی صنعت ورزش می‌باشد. روش تحقیق حاضر همبستگی و از نوع کاربردی می‌باشد. جامعه آماری تحقیق ۲۰۳ نفر بودند که شامل اعضای هیئت علمی دانشگاه‌ها، کارشناسان، مدیران فدراسیون‌های ورزشی، اعضای هیئت رئیسه فدراسیون‌های ورزشی و افراد خبره و آگاه به امور بازاریابی الکترونیکی بوده است. روش نمونه‌گیری غیرتصادفی در دسترس هدفمند می‌باشد. ابزار گردآوری اطلاعات تحقیق حاضر پرسشنامه محقق ساخته است، که عوامل آن از یک مقاله خارجی و یک مقاله داخلی استخراج گردید. روایی پرسشنامه توسط ده تن از اساتید خبره مدیریت ورزشی کشور تایید گردیده است. همچنین پایایی پرسشنامه با استفاده از آزمون آلفا کرونباخ محاسبه گردید. به منظور تحلیل داده‌های پرسشنامه از آزمون‌های تحلیل عاملی تاییدی و مدل‌یابی معادلات ساختاری استفاده شده است. نتایج تحقیق نشان داد که موانع بازاریابی الکترونیکی صنعت ورزش به ترتیب متغیرهای فرهنگی و اجتماعی، فنی، قانونی و سازمانی، هزینه زیاد، محدودیت حمایت دولتی، کمبود اطلاعات، پایین بودن مهارت‌های کارکنان و تهدیدات امنیتی بودند. پیشنهاد می‌شود سیاست‌گذاران صنعت ورزش کشور موانع مذکور را پیش از تدوین راهبردهای توسعه قابلیت بازاریابی الکترونیکی مدنظر قرار دهند.

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این نماد به معنای مجوز استفاده از اثر با دو شرط است یکی استناد به نویسنده و دیگری استفاده برای مقاصد غیرتجاری.

واژه‌های کلیدی: صنعت ورزش، بازاریابی ورزشی، تجارت الکترونیک، بازاریابی الکترونیک، تحلیل عاملی؛