



Global Journal of Scientific Researches

Available online at gjsr.blue-ap.org

©2017 GJSR Journal. Vol. 5(3), pp. 35-38, 30 June, 2017

E-ISSN: 2311-732X

Analyzing Marketing Strategies During Recessions, in A Class Sport clubs in Mashhad

M.R. Ismaeelzadeh*, T.Bidel, H. Ghassabi and M. Hoveydafard

Department of Physical Education and Sport Science, Mashhad Branch, Islamic Azad University, Mashhad, Iran

Corresponding Author: M.R. Ismaeelzadeh

Received: 28 May, 2017

Accepted: 7 June, 2017

Published: 30 June, 2017

ABSTRACT

The purpose of this study was analyzing marketing strategies during recessions, top-notch sport clubs in Mashhad. This study is a descriptive through a survey research. The statistical population included managers of sports clubs were in the city of Mashhad, which number 94. Due to the limited number of society, all individuals were selected as sample. Research tool include a questionnaire marketing strategy of Hosseini and colleagues (1390) that its validity in research of Hosseini et al (1390) was confirmed and in this study, according to the changes and differences in population by ten professors of sport management was confirmed. The reliability of the questionnaire by Cronbach's alpha coefficient was calculated 0.98 which indicate high reliability of the research instrument. To test the data of distributed questionnaires one sample Student t-test and Friedman test for ranking each factor was used. The results showed that the process highest priority, and assets and physical facilities are the last priority during the recession. As well as managers of sports clubs differentiation strategy and development, to lead the fees and would rather restrictive strategy.

Keywords: *Marketing strategy, Recession, Services, Marketing mix.*

©2017 GJSR Journal All rights reserved.

INTRODUCTION

Recession situation in the economy in which demand for goods and services is reduced. As the recession deepened this will cause the number of bankruptcies and unemployment will rise and many companies face the problem (Hall, 2000). Therefore, this study sought to identify strategies that clubs despite intense competition and tough conditions and the recession that followed have been able to survive. In this regard, one way of achieving those objectives, analysis of marketing strategies in each business. Slowdown in the macro economy, means to reduce the the GDP of a country, or a country's economic growth rate for several consecutive periods (Hamersh, 2003). At the same time a recession in the economy, economic activity has entered a period of decline may be the most important of which can lower employment rates and rising unemployment, reduced investment and reduced profit cooperative, reducing the tendency of the Industrial activities (Ang, 2001). What is certain recession will lead to reduced demand not cut demand, so firms with serious challenges facing their businesses slower and weaker firms than be destroyed and stronger businesses and more resistant will remain. Iran's economy during the global economic downturn and subsequent economic indicators. Businesses are complex and difficult situation to be spent. However, maybe this recession to the field of marketing and advertising as an opportunity and a golden era considered because in these conditions, businesses more efforts focused on marketing activities and the knowledge and marketing expertise importance and high status more continuity and survival of businesses (Goodell & Martin, 2012). In the meantime businesses that cant change and adapt to the circumstances are gradually in competition are eliminated, but firms that well understood conditions and have adapted current situation will travel this hard col with success (Bigelow & Chan, 2012).

Any institution that offers its services to customers, in order to obtain success during recessions, must necessarily be mixed and marketing system to their priority (Shama, 2007). Service marketing mix in this study are the same marketing strategies, including issues such as product, price, place, distribution, personnel, assets and physical facilities and process (Bridson, 2009).

The main concern is to identify marketing strategies of clubs a classy during the recession they have used, and the main question of this study is that factors determining marketing strategy, and what impact effect on sellingin clubs of fitness in Mashhad in the recession?

In this study, we tried to analyze these seven factors, of marketing strategies, which are reduced the harmful effects of the recession, in fitness clubs, and to deal effectively with this time. Finally, proposed strategy will be discussed which clubs in Mashhad during the recession have used it more than another stratrgies. Every country in the economic environment itself caught one of the business cycle growth, scarcity, recession, stagflation or inflation, so marketers have to deal with each of these courses require that in their marketing mix changes, so they can to protect their own marketshare primarily and increase it in the second.

Besides other is in critical condition confronted with many companies and institutions which against the desperate situation and fail to take appropriate measures, so do research in this area can be a general guide for institutions and corporations who finally realize what strategies and marketing mix response better (Erkki, 2000).

So far many researches has been done about concerning right strategies in recession. Ela Gaure(2009) advice for recession time to buy machines with reasonable prices, increasing the activity and number of agents, improve the system, distribute, use technology and the new, increased advertising budget recommends improving customer relationships. Bridson (2009) recommended to buy machines with reasonable prices, increasing the activity and number of agents, improve the distribution system and customer relationship. Jim and Colony (2009) recommended effective marketing and efficient, creating value for customers, reduce costs, various services, finding the right position in the market, due to the changed needs of customers. As well as Ronald et al (2009) recommended increased the variety and quality services, commercial reputation, restructuring the recession are significant. Roth (2009) recommended low pricing, layoffs, sales in kind, delayed development and cost reduction are desirable. As well as Zook and Rugby (2011) recommended due to other areas of the market, raising the commitment and loyalty of customers, paying particular attention to employees, focusing on long-term goals are desirable and reduce costs.

Accordingly, this study pursues three main objectives:

1. Identify strategies of A class fitness clubs Mashhad use during the recession -
 2. Identify the main strategy employed by clubs of A class Mashhad -
- Researchers wanted to determine which clubs in the recession use development strategy and the strategy of contraction and which ones have followed.
3. Another purpose of these study is to determine the A class fitness clubs Mashhad from - strategies of differentiation and cost leadership which has been used more.
- The purpose of this study was to prioritize minor effect on the income of the club's marketing mix.

Methodology

This study is a descriptive through a survey research. The statistical population included managers of sports clubs were in the city of Mashhad, which number 94. Due to the limited number of society, all individuals were selected as sample. Research tool include a questionnaire marketing strategy of Hosseini and colleagues (1390) that its validity in research of Hosseini et al (1390) was confirmed and in this study, according to the changes and differences in population by ten professors of sport management was confirmed. The reliability of the questionnaire by Cronbach's alpha coefficient was calculated 0.98 which indicate high reliability of the research instrument. To test the data of distributed questionnaires one sample Student t-test and Friedman test for ranking each factor was used.

Finding

To describe the variables of the indicators mean and median were used.

Table 1. describes the variables mean and median

Variable	Mean	Median
Product	3.25	3.3
Price	3.41	3.4
Promote sales	2.98	3.3
Distribution	3	3.1
Staff	3.01	3.2
Process	3.56	3.4
Assets and physical facilities	2.93	3.2

According to Table 1 is the average of all the components of the study are higher than average. As well as highest average rating in the Process, and the lowest average scores of physical assets and facilities.

Table 2. Results of t-test for the significantly of variables

Variable	T Value	P_Value
Product	7.564	0.0001
Price	4.254	0.0001
Promote sales	5.164	0.0001
Distribution	9.412	0.0001
Staff	5.231	0.0001
Process	4.521	0.0001
Assets and physical facilities	6.363	0.0001

One-sample t-test results showed that all factors examined in the research significantly influence the development of sales and market share of sports clubs. In order to Promote sales and market share rankings in the marketing mix of sports clubs Friedman test was used.

Table 3. The ranking of variables based on Friedman test

Variable	Average ratings	Priority	P_Value
Product	8.56	Third	0.0001
Price	9.54	Second	
Promote sales	7.87	Sixth	
Distribution	8.01	Fifth	
Staff	8.23	Fourth	
Process	9.58	First	
Assets and physical facilities	6.98	Seventh	

According to Friedman test results can be seen that Process is most important priority, and assets and physical facilities are the last priority during the the recession.

Table 4. Two sample t-test results for comparison strategy of development and strategy of contraction

	Mean	Standard Deviation	Dispersion	T_Value	P_Value
strategy of development	3.88	0.547	0.128	1.524	0.0001
strategy of contraction	3.58	0.521	0.199		

According to the t-test results for two samples, observed that the manager's viewpoint of sports clubs, about strategy of development and contraction is different, and according to the mean and the coefficient of dispersion, the development strategy, is more attentioned by club managers.

Table 5. Two sample t-test results for comparison of differentiation strategy and cost leadership strategy

	Mean	Standard Deviation	Dispersion	T_Value	P_Value
strategy of differentiation	3.56	0.451	0.145	3.521	0.0001
strategy of cost leadership	3.21	0.489	0.211		

According to the t-test results for two samples, observed that the manager's viewpoint of sports clubs, about strategy of differentiation and cost leadership is different, and according to the mean and the coefficient of dispersion, the differentiation strategy, is more attentioned by club managers.

Conclusion

Recession, and conditions caused by it, on conditions of all businesses will have a great effect. Today, businesses need to know, in different economic conditions, what strategies to adopt to enable them to the gain more market share in terms of both economic recession and remain in competition. Organizations that have prepared for times of economic recession, can be based on its strategic plan, in the recession increase their success, and remove competitors of the market. However, sports clubs, given its importance in providing services as sports, play a very effective role in the sports industry, and if, have convenient operation, they will also develop other sectors of the sports industry.

The results showed which all components of the marketing mix in terms of sports clubs managers during the recession, in the recession had significant impacts on the development of advance sales. These factors include Process, price, Product, personnel, distribution, sales promotion, physical assets and facilities that all these factors can contribute to increasing market share during recessions. According to the ranking variables were identified, the most important factor of marketing during economic recession is Process in marketing of sports clubs. If the process of providing services to clients in sports clubs are appropriately planned, and the customer service delivery process deem appropriate, lead to a greater extent and faithful as the brand. According as the customer during sports activities at the club, he is constantly receiving club services if the services needed to be provided the costumer will be more satisfied to the gym. The price factor is also of the major factors in a recession.

According to decreasing in the financial ability of customers during economic recession, it should be possible reduce costs and installments for customers, and the services, lower prices offered, so customers can continue during the economic recession, use the services of sports clubs.

Product quality is also another important factor in the success in the recession has a great impact on increasing market share. If a gym, enhance product quality, and, if possible, without increasing prices it has taken a big step on the success of the recession and can achieve higher market share. Also, be sure to employees of sports clubs, during economic recession, with the understanding of recession, on more aware of their role, and increase their efforts, measures to maintain and carry out customer satisfaction. Distribution and Promote sales is also another effective factor in the development of sales during the recession. The use of appropriate methods of advertising and attracting new customers, despite its cost, if increase the number of loyal customers, to the gym, it can be an important factor in the success in the recession. Convenient and attractive advertising, promote gym to competitive advantage, increase market share and will have a great impact to improve competitive ability. As well as sports clubs and suitable fitness equipment assets can be considered as a competitive advantage club and if special equipment is available at the club, can be effective in increasing customers of club. Bridson (2009) and Elaguar (2009) also emphasized the use of equipment during recessions. As well as Jim and colon (2009) research findings and Zook and Rugby (2011) also showed that the development of marketing and sales promotion and improvement of product quality is efficient to increase customer loyalty and improve sales during recessions. The results of Roth (2009) and Ronald et al (2009) also showed that lower prices, increase quality and reduce costs during the recession are the right strategies.

The findings also showed that managers of sports clubs between strategy development and strategy of contraction their choose development strategy. As well as between the strategy of differentiation and cost leadership strategy, the differentiation strategy are desirable. These findings indicate that, contrary to some research, including research of Ronald et al (2009) instead of reducing the cost and performance of passive, managers of sports clubs prefer make a distinction with rivals and further develop and during recession looking to increase market share and promote their competitive advantage. Clubs can rather than reducing absolute costs and reduce quality, increase differentiate and promote the creation of market share and earn their profitability and increase customer satisfaction and loyalty and in competition in the sports industry earn market share of more than competitors.

REFERENCES

- Ang, S.H. (2001). Crisis Marketing: a comparison across economic scenarios. *International Business Review*, 10(3), 263-284.
- Bigelow, R., & Chan, P.S. (2012). Managing in a difficult time: Lesson from the Most Recession. *Management Decision*, 30(8), 34-41.
- Bridson, R. (2009). 40 Tips to Survive a Recession, *Recession Marketing Strategy*.
- Connolly, J. (2009). Marketing Lesson from past Recession, *Recession Marketing for Small Business*. available from: <http://www.lohad.com/>.
- Erkki, L. (2000). Long-Term Success of Adaptation Strategies. *Long Range Planning*, 33(6), 805-830.
- Gaure, Ela. (2009). Marketing Strategy during Recession. available from: <http://articlebase.com/>.
- Goodell, P.W., & Martin, L. C. (2012). Marketing Strategies for Recession Survival. *the Journal of Business and Industrial Marketing*, 7, 5-16.
- Hall, W. (2000). *Survival Strategies in a Hostile Environment*. (R.G. Hameresh, Ed.), New York: john wily and sons, Inc.
- Hameresh, R.G., & Silk, S. (1983). *How to Compete in Stagnant Industries*. (R.G. Hameresh, Ed.), strategic management (New York: john wily and sons, Inc).
- Roth, M. (2009). The Rental Equipment 100 Slows Down, *Recession Marketing Strategy*. Available from: [http://termag.com/business-Technology/business-info_analysis./\[5/30/2009\]](http://termag.com/business-Technology/business-info_analysis./[5/30/2009]).
- Shama, A. (2007). Management and Consumers in an era of Stagflation. *Journal of Marketing*, 42(3), 43-52.
- Zook, C., & Rigby, D. (2011). How to Think Strategically in a Recession. Available from: [http://www.harvardbusiness.org/hbswk.hbs.edu/archive/2668.html.\[5/14/2011\]](http://www.harvardbusiness.org/hbswk.hbs.edu/archive/2668.html.[5/14/2011]).