Leveraging AI and ML for Enhancing Marketing Intelligence to Attract Athletes to Private Clubs

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ABSTRACT

The purpose of this study was to investigate the effect of marketing intelligence on customer attraction in private clubs in Pars Abad moghan city. Applied descriptive research method that was done by field method. The statistical population of this study included all private sports clubs in Zanjan province. The sample size was determined based on the table to 310 people. Measurement tools included marketing intelligence questionnaires (Islamic, 2014) and, customer attraction questionnaire (Ravanbakhsh et al., 2021). Content and face validity of the questionnaires were confirmed and Cronbach's alpha reliability of the questionnaires was 0.78 for Marketing Intelligence Questionnaire, 0.69 for Customer Absence Questionnaire. In order to analyze the statistical data, descriptive statistical methods were used and to analyze the research hypotheses, the structural equation model was used by SPSS19 and Amos23 software. The findings of the research showed that marketing intelligence has no effect on attracting customers of private clubs in the city of Parsabad, Moghan. Therefore, it can be concluded that the use of marketing intelligence, which is one of the ways of marketing, can attract many customers to the club.

Keywords: Marketing Intelligence, Customer Attraction, Pars Abad Moghan

INTRODUCTION

One of the types of intelligence used in the field of marketing is marketing intelligence. Marketing intelligence is business information and analysis of its daily changes in marketing fields that help managers and owners of manufacturing companies in preparing and adapting marketing plans (Kenwal & Singh, 2017). Marketing intelligence is concepts related to the market, organizations and companies, which are collected and analyzed with the aim of making reliable, correct and accurate decisions in determining the policies of organizations in general and specifically.

Marketing intelligence is not only a personal and individual ability, but an organizational ability that is obtained from within the organization and is a combination of the three components of the individual, the organization and the environment. Marketing intelligence can also be defined as a company's skill in processing, analyzing and interpreting and disseminating information in the market environment, which provides a quick response to adapt to the environment (Pelsmacker et al, 2015). The concept of marketing intelligence as a part of marketing performance has been added to the marketing components by increasing the company's competitive power and analyzing and interpreting and processing its policy plans (Johari and Stephens, 2015). Marketing intelligence is a technique and art that different companies need. Achieving marketing intelligence is only possible with the simultaneous use of science and art (Farabi et al., 2018). In today's era, marketing plays an active and key role in the customer as an integral part and part of the process of starting any business. Marketing through intelligent market monitoring and investigation and identifying the basic needs of customers before, during or after purchase and customer communication with the organization improves the capabilities and knowledge of managers in order to make correct decisions. Drive engagement and satisfaction through customer affairs as well as marketing. On the other hand, it can be said that recreation and sports centers are one of the best places where people can attend to achieve their health goals. In addition to health purposes, such places can also have economic purposes. Therefore, due to the expansion of the sports industry and the ownership of clubs, as well as the existence of public and private entertainment and sports complexes in recent years, with the aim of earning income and profitability in this sector, as well as the importance and sensitivity of knowledge or customer information in the fields Various services, including sports complexes, private and government clubs, etc., need to be investigated and researched in order to attract more customers, athletes and community members to such places. Therefore, according to the previous statements of the researcher in this research, the question is whether marketing intelligence has an effect on attracting customers of private clubs in Parsabad, Moghan?

Recreation and healthy sports in advanced countries are considered as a part of economic industries and one of the factors of economic growth and development of countries, and it can be considered as one of the most profitable economic sectors of the 21st century (Elahi, 2017). . In the present century, sports is an important and influential tool in various fields (Mirghfouri, 2008). The sports industry in Iran, due to the expansion and development of its various sectors, requires effective and principled use of marketing to attract user loyalty, which is the result of long-term use of

services. On the other hand, it should be noted that it is customers who bring competitive advantage to manufacturing companies (Syed Javadin, 2011). In other words, marketing intelligence is the editor of information needed by companies (Mahdavi, 2014). and determines what information to receive from the environment and provide to the company to meet the needs of the organization or company (Katler & Kele, 2006). Marketing intelligence is not only market research, but it is a type of applied intelligence that helps managers of manufacturing companies, and like all management concepts and company activities, these types of activities should also be done by experts and specialists in companies. In addition to having the expertise and skills necessary for marketing, these people must also have expertise and effective personal characteristics for the successful implementation of such a system (Bartlett and Ghoshal, 2002).

Since sports complexes and clubs are in direct contact with customers and people, in order to grow and survive, they need continuous and positive communication with customers, as well as identifying and strengthening effective factors in attracting and retaining customers. Therefore, investigating and recognizing such effective factors in attracting and retaining customers is one of the basic and important parts in the discussion of sports management. Also, considering that sports and recreational spaces and environments in this century are one of the areas where people are interested in doing sports activities in such places. Such spaces and environments should anticipate and apply modern and inclusive principles and laws to ensure the health and safety of activities for people and visitors (Pourgholam Masoudi, 2018).

Research in this era shows that the interest in providing sports services like other services and industry has also become important, so that in the past few decades and in this era, providing quality sports services has been one of the important issues in the field of services. Sports management and marketing, meanwhile, with the intensification of competition in the current situation, motivates sports service providers to investigate and investigate sports events and competitions and their impact on the behavior of customers and athletes. On the other hand, managers and trainers of sports clubs pay attention to the fact that marketing and advertising components can focus and emphasize on the presence of customers in sports clubs and ultimately bring more profit to the clubs. Therefore, knowing the various methods of customer attraction or advertising for a club can be very important. Therefore, according to the previous statements, this research examines the effect of marketing intelligence on customer attraction in Parsabad, Moghan. Using the results and findings of this research, managers and trainers of sports clubs in Pars Abad, Moghan, will get to know the methods of attracting and retaining customers through smart marketing and word-of-mouth advertising, and will work for development and progress. From their sports clubs.

Rajeswari and Detrika (2021) in a research entitled the effectiveness of marketing intelligence on customer brand loyalty concluded that organizational factors have the greatest impact on marketing intelligence and the continuation of purchase and commitment from customer loyalty factors. In 2020, a research was conducted under the title of investigating the role of product innovation, marketing intelligence, pricing and marketing communication capabilities by Tos Falahat and colleagues.

The findings of this research showed that basic export capabilities such as product innovation, marketing communications, marketing intelligence and pricing can be factors that determine competitive advantage for exports. Dehghanpour et al. (2018) reached this conclusion in a research entitled "Investigation of the effect of marketing intelligence on the competitiveness of online sports stores with the mediating role of innovative performance". Innovative performance plays a mediating role in the effect of marketing intelligence on the competitiveness of online stores.

In this research, it was found that paying attention to the effectiveness and usefulness as well as supporting communication and information technology, which are components of marketing intelligence, and paying attention to various components of behavior, process, product and strategy in the variable of innovative performance can further develop stores. online and help them gain a competitive edge over others. In a research conducted by Shams Lahrudi and Ansari in 2018 titled "Investigating the effect of marketing intelligence on customer attraction in small and medium businesses", they reached this point. that marketing intelligence has a positive and significant effect on customer attraction and can explain 0.75 of the changes related to the customer attraction variable. Also, the findings of this research showed that individual and external factors have the least and the most influence on marketing intelligence in attracting customers, respectively.
Research conceptual model

Figure 1. Research conceptual model

METHODOLOGY

The current research is applied in terms of purpose and descriptive-analytical in terms of content and nature. Also, this research is of the type of causal modeling or structural equation modeling, which examines the relationship between variables in this type of model. In terms of data collection, this research is a field that uses standard questionnaires. Also, regarding the collection of data and information related to the background of the research and the theoretical foundations or the literature of the subject, it has been used in the library method or by using articles and theses in confirming or rejecting the research hypotheses. The target population of this research is the athletes of private sports clubs in Parsabad, Moghan. The accessible community of this research is all athletes of private clubs in Parsabad, Moghan. According to the statistics and information center of Sports and Youth Department of Parsabad Moghan city, the number of private sports clubs in Parsabad Moghan city is 69 and the number of athletes organized based on the sports insurance of these clubs is 10354. The research sample must have the characteristics of the research community so that the results and findings of the research can be generalized to that community. According to the table, the sample size was determined to be 370 people. In this research, cluster sampling was used. In this way, first, the departments and regions of Pars Abad Moghan city were cataloged and divided into six clusters using cluster sampling method. And using the cluster sampling method, it was divided into six clusters and a number of clusters were randomly selected. So that a total of 6 regions were selected and according to the number of regions in each region, a number of private sports clubs were randomly selected. The measurement tool includes the marketing intelligence questionnaire, which was created by Islami (2012) and includes 14 items in 5 components. whose scales are: 1- Negotiation with customers (questions 1-3), 2- Studies of specialized publishers (questions 4-6), 3- Marketing research (questions 7-9), 4- Internet (questions 10-11)) and 5- internal information (questions 12-14) was also used to measure the variable of customer attraction from the questionnaire of customer attraction in sports venues (Ravanbakhsh, 2018). This questionnaire contains 35 questions in 3 factors. The factors of this questionnaire include: environmental factors, 12 questions, which are divided into three sub-factors: 1- facilities (from questions 1 to 5), 2- design (including questions 6 to 8) and 3- health (including questions). 9 to 12). B: Social factors are divided into two sub-factors: 1- Executive factors (including questions 13 to 21), 2- Family (including questions 22 to 23) and P: Service factors are divided into three sub-factors: 1- Program Marketing (including questions 24 to 31), 2- Advertising (including questions 32 to 34). The scoring method of these questionnaires is based on a 5-point Likert scale, which is considered as 1 for completely disagree, 2 for disagree, 3 for no opinion, 4 for agree, and 5 for completely agree. The content and form validity of the questionnaires were confirmed by experienced professors and Cronbach's alpha reliability of the questionnaires was 0.78 for the marketing intelligence questionnaire and 0.69 for the customer satisfaction questionnaire, respectively. The methods of analysis in this research are descriptive statistics and inferential statistics, which are used to analyze information and statistical data in the descriptive statistics section of mean, median, average, mode, standard deviation, etc., and also in the inferential statistics section. . To determine the normality of the statistical data or the statistical population, the statistical method of Smirnov tomography was used. And finally, causal modeling or structural equations were used to analyze research hypotheses using Spss19 and Amose23 software.

Findings
Here, the results of demographic variables including education level, age, history of sports activities, etc. are given, and then the research variables were classified and interpreted in the form of descriptive statistics. Finally, the pre-processed data should be analyzed in the form of inferential statistics and in two forms, the measurement model and the structural model, in order to check the validity and reliability of the structure, fit and evaluation of the quality of the model, and finally test it.

Table 1. Demographic findings

Gender	Abundance	Percentage
Man	287	77.6
Female	83	22.4
Gender	Abundance	Percentage
Single	172	46.5
Married	198	53.5
Age	Abundance	Percentage
Less Than 30 Years	14	3.8
Between 30 And 35 Years	71	19.2
Between 35 And 40 Years	157	42.4
Between 40 And 45 Years	98	26.5
More Than 45 Years	30	8.1
Level Of Education	Abundance	Percentage
Diploma And Less	63	17.0
Associate Degree	46	12.4
Bachelor's Degree	164	44.3

Master's Degree	89	24.1
P.H.D	8	2.2
Years Of Service	Abundance	Percentage
Less Than 5 Years	83	22.4
Between 5 And 10 Years	128	34.6
Between 10 And 15 Years	64	17.3
More Than 15 Years	95	25.7
Total	370	100.0

The distribution of sample size (respondents) based on gender status showed that 287 people, i.e. 77.6% are men and 83 people, i.e. 22.4% are women. The distribution of the sample (respondents) based on marital status showed that 172 people i.e. 46.5% are single and 198 people i.e. 53.5% are married, the lowest age range is less than 30 years with a frequency of 14 people i.e. 3.8%. And the highest age range was between 35 and 40 years with a frequency of 157 people, that is 42.4%. The distribution of the sample (respondents) based on the level of education shows that a doctorate with a frequency of 8 people, i.e. 2.2%, and a bachelor's degree with a frequency of 164 people, i.e. 44.3%, respectively, are the lowest and highest levels of education of the respondents, as well as the distribution of the sample (respondents) based on the status of sports experience It shows that less than 5 years with a frequency of 83 people means 22.4 percent and between 5 to 10 years with a frequency of 128 people means 34.6 percent. They have the least and the most sports experience, respectively. Respondents are assigned to themselves.

Checking the normality of data distribution
Before performing the statistical tests of the research, the tests of the normality of the data of the research variables should be performed first, because any test that is performed based on the assumption of the normality of the information and data of the research variables, must be obtained from the normality of the information and data of the research. comes.Table 1. Data normality test

Attract customers	Marketing intelligence	
370	370	N
3.59	19.78	Average
0.747	2.986	standard deviation
227	176	Kolmogorov-Smirnov
0.099	0.101	meaningful

According to the findings from Table 1, which shows that in all the research variables, a significant value greater than 0.05 has been reported, so there is no reason to reject the assumption, that is, it can be said that the data distribution of the research variables is normal.

Initial measurement model fit
Fit means matching the observed model in the research sample with the expected model in the real society.

Table 2. Fit indices of the primary measurement model

amount obtained	Limit	Fit index rate	Fit indices
0.025	smaller than 3	Thrifty indicators	CMIN/DF
0.16	smaller than 0.8	Thrifty indicators	RMSEA
0.586	Greater than 0.5	Thrifty indicators	PNFI
0.817	Greater than 0.8	Absolute indices	GFI
0.831	Greater than 0.8	Absolute indices	AGFI
0.891	Greater than 0.9	Comparative indicators	NFI
0.939	Greater than 0.9	Comparative indicators	TLI=NNFI
0.968	Greater than 0.9	Comparative indicators	CFI
0.969	Greater than 0.9	Comparative indicators	RFI
0.948	Greater than 0.9	Comparative indicators	IFI

Fit indices are divided into three categories: abbreviated or frugal indices, absolute indices and comparative or comparative indices. Among the 5 comparative indices mentioned in the table of main sources of structural equations, at least three indices must be greater than 0.9. The structural model has a good status in all three indicators, absolute, absolute and comparative.

Checking the validity and reliability of the structure
To establish the reliability and validity of the structure, the following 9 conditions must be met. Failure to establish even one condition will destroy the validity of the structure and the results will be invalidated because the researcher's results in a quantitative survey must be reliable and generalizable as well as valid or valid.

Table 3. Checking the reliability and validity of the structure

	CR	AVE	MSV	ASV
Marketing intelligence	0.852	0.423	0.329	0.231
Attract customers	0.761	0.254	0.208	0.191

Table 4. Fornell and Larcker's divergent validity analysis

	Marketing intelligence	Attract customers
Marketing intelligence	0.622	
Attract customers	0.366	0.628

Considering that it was found in the initial measurement model that it has two necessary conditions for the implementation of the structural model, i.e. the validity and reliability of the structure and the fit, so there is no need for a modified measurement model and we directly carry out the structural model of the research.

Structural Model
The structural model of the research, which examines the relationship between implicit and explicit variables, was implemented in the Emus version 23 software, and it can be seen in the two modes of non-standard estimation and standard estimation in the form of two figures 1 and 2.
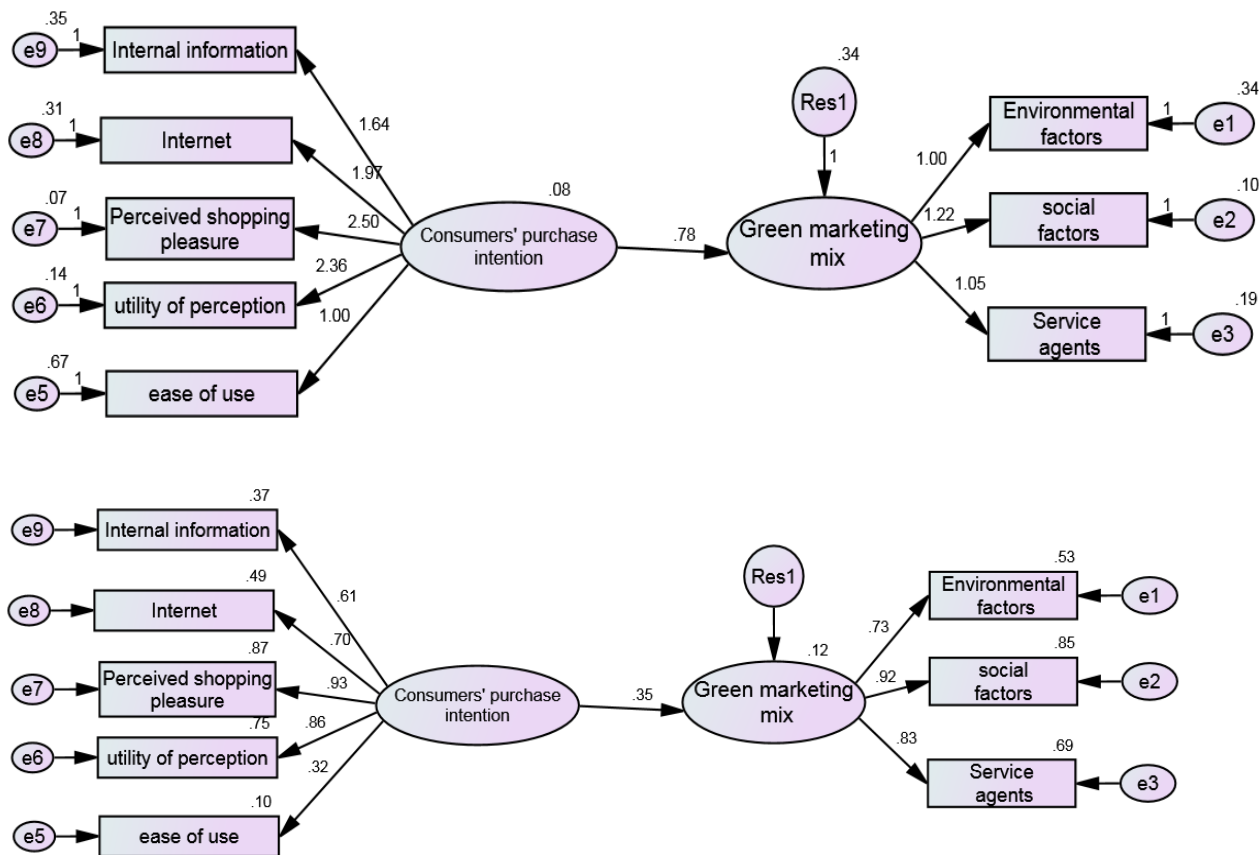

Figure 2. Analysis model of the impact of marketing intelligence on attracting customers in non-standard estimation mode

Table 5. Examining the coefficients of direct paths and their significance

Result	P	T-VALUE	direct route	Variable analysis
Meaningful	0.000	5.575	0.78	The effect of marketing intelligence on attracting customers

Table 5 shows the results of investigating the impact of marketing intelligence on attracting customers. According to the above table, beta path coefficient was 0.78, T-Value was 5.575 and p was reported as 0.000.

DISCUSSION AND CONCLUSION

The findings of the research showed that marketing intelligence has an effect on attracting customers of private clubs in Parsabad, Moghan. The findings of this research are consistent with the findings of Dehghanpour et al. (2018), Shams Lahrudi and Ansari (2019), Rajeswari and Detrika (2021), Falahat et al. (2020). In the above explanations, it can be said that in today's highly competitive markets, sports club managers are looking for new and new ways to introduce their sports clubs to people and athletes and promote their club brand. Therefore, in order to achieve their goals, club managers can use different advertising methods, such as word-of-mouth advertising, which is the cheapest, most valuable, and most effective advertising to attract more customers. Therefore, this type of advertising, which is a part of word-of-mouth advertising, is considered an important part of marketing and advertising strategies. Therefore, it can be said that word-of-mouth advertising is one of the most effective marketing intelligences in the lives of customers and athletes, which plays an important role in the formation of customers' attitudes and behavior.

The development of sports and health in any society is one of the important and influential factors in the vitality and health of people, and sports can play an essential role in all aspects of life in today's societies, and for this reason, it has important and significant effects on human social life. Therefore, one of the One of the greatest challenges facing humanity today is expanding and developing levels of physical activity and wellness in order to achieve health benefits and maintain those benefits over time. For this purpose, gaining the benefits of sports in today's world requires the expansion of sports and its organization based on sports science through the attraction and attraction of participants in physical activities. In this regard, based on the purpose of the research, the researcher investigated the effect of marketing intelligence on customer attraction in private clubs in Parsabad, Moghan. According to the findings of the research, it was found that private clubs compete with other public and private clubs in order to attract customers and increase profitability, and this competition can be in different ways, such as using marketing intelligence. In addition, in order to be able to attract many customers to the club, private clubs, in addition to profitability, should prioritize the quality of service both quantitatively and qualitatively, and clubs that discover and meet the needs of customers. can guarantee their survival. Clubs that only seek profit. Finally, the findings of this research showed that the private clubs of Pars Abad Moghan have limitations in advertising and they can use the word-of-mouth advertising of athletes and customers who use the club's facilities and are satisfied with it, to attract more athletes and customers.

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