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Analysis of the effectiveness of digital marketing campaigns in enhancing public participation in sports events

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ABSTRACT

The research aims to analyze the effectiveness of digital marketing campaigns in promoting public participation in sporting events, focusing on the links between marketing strategies and fan behavior. The research adopts a quantitative approach based on the analysis of digital data and statistics related to marketing campaigns, using questionnaires and social media platforms to collect data, allowing accurate and generalizable results. The target population includes individuals who have participated or have been interested in sporting events promoted through digital campaigns, such as athletes, fans, families, and the general public. A random sample of 216 individuals was selected to ensure good representation of the various categories, including sports fans and physical attendance at events, as well as people who interacted with marketing campaigns.

The research found that respondents had positive feelings towards marketing campaigns, with averages ranging from 2.0 to 4.3 with high ratings in most questions, reflecting good awareness and effective interaction with marketing activities, despite divergent opinions. The results also showed statistically significant differences at 0.05 between social media users (average 4.57) and non-users (average of 3.74), demonstrating a clear impact of the use of these media. The data also revealed significant differences in the average scores of sports participants (average 3.69) compared to non-participants (average 3.02), suggesting that actual participation enhances experiences and provides health and social benefits. Moreover, statistical differences emerged according to the type of sports events preferred, with football fans scoring an average of 4.01, a lot of volleyball 3.83, and basketball 3.99, reflecting the impact of the type of activity preferred on individuals' impressions and experiences.

Keywords:

Digital marketing campaigns
mass participation,
sports events assignments

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Introduction:

Sports events are important social events that bring people together and contribute to enhancing sportsmanship and community participation. Studies show that sporting events not only promote sports competition, but also play a role in building a strong community identity and strengthening social bonds between individuals (Lotus, 2020). With the growing interest in sport, it has become necessary to identify the factors that affect the level of public participation.

With the technological development that the world is witnessing, digital marketing campaigns have become pivotal in reaching and attracting audiences to participate in these events. Research reflects the public's openness to digital platforms (such as social media and websites) to increase engagement with sporting events, suggesting that these strategic tools should be included in the design of marketing campaigns (Smith, 2022).

With the increasing reliance on digital platforms and social media as means of promotion, understanding the effectiveness of these campaigns and the impact they have on public engagement becomes particularly important. Digital marketing campaigns are reported to positively impact awareness, interest and participation in sporting events, contributing to increased public attendance (Abdullah, 2021).

This research analyzes the effectiveness of digital marketing campaigns in enhancing public participation in sports events, to benefit from the results of this analysis in improving digital marketing strategies related to sports fields. Using advanced analysis methods, the research will look at how to measure the direct impact of these campaigns on audience behaviors and motivations to participate in sporting events.

Search problem:

Although digital marketing campaigns are widespread and widely used in sporting events, there is a lack of research that examines the impact of these campaigns on the level of public participation. Some studies have shown that there is a significant gap in understanding how digital marketing affects audience behavior and how individuals respond to these strategies (Jones, 2022). Therefore, many people interested in this field wonder about the effectiveness of digital marketing techniques in attracting participants and motivating them to attend sporting events.

This lack of research underscores the need for an in-depth study to analyze this relationship and examine the factors that may affect it, such as the quality of the content provided, the communication channels used, and the different methods of marketing campaigns. These factors can be complex and multiple, making research

even more important in understanding how the effectiveness of these campaigns can be improved in the context of sporting events (Ali, 2021).

Therefore, the research problem arises in the questions of how to measure the effectiveness of digital marketing campaigns in increasing public participation, and what strategies are best to achieve this. Answering these questions will help guide investments in digital marketing and ensure productive results at upcoming sporting events. Therefore, the current research comes to answer the following main question:

What is the effectiveness of digital marketing campaigns in promoting public participation in sporting events?

Research Questions:

- Are there statistically significant differences at the significance level of 0.05 between the average scores of the research sample members due to the variable of social media use?
- Are there statistically significant differences at the significance level of 0.05 between the average scores of the research sample members due to the variable of participation in sports events?
- Are there statistically significant differences at the significance level of 0.05 between the average scores of the research sample members due to the variable of the types of sports events preferred?

Research hypotheses:

- There are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members due to the variable of social media use.
- There are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members due to the variable of participation in sports events.
- There are statistically significant differences at the significance level of 0.05 between the average scores of the research sample members due to the variable of the types of sports events preferred.

Research Objectives:

This research seeks to achieve several main objectives, which include:

- Study the impact of these campaigns on increasing public participation in sporting events and analyze the results achieved.

- Examine the various factors that play a role in the effectiveness of marketing campaigns, including the type of content and the means of communication used.
- Develop recommendations based on research findings to improve digital marketing campaigns and develop effective marketing strategies that enhance public participation in sporting events.
- Contribute to the research literature related to digital marketing and sporting events, by providing new insights and practical case studies.

Importance of Research:

The importance of the current research stems from two aspects:

First: Theoretical importance:

- Research contributes to expanding academic knowledge related to digital marketing practices and their impact on sporting events.
- The research provides a conceptual framework for understanding how digital marketing campaigns affect public engagement, reinforcing the existing literature in the field.
- The research seeks to provide insights into the factors influencing the effectiveness of digital marketing campaigns, such as the quality of content and communication channels, which enrich scientific discussions and stimulate further research.

Second: Applied Importance:

- The research results help practitioners develop more effective marketing strategies that better target audiences, thereby enhancing participation in sporting events.
- By identifying successful tactics in digital marketing campaigns, sports organizations can improve their marketing plans and increase financial returns from events.
- Research becomes a practical tool that enables stakeholders to make evidence-based decisions about the effectiveness of marketing campaigns.

Research Limitations:

- **Time limits:** The time limits in this paper include the period from October 2024 to November 2024. Data will be collected and analyzed during this period to ensure that the results reflect the current impacts and trends in the impact of digital marketing campaigns on mass participation in sporting events.

- **Human limits:** Human limits were determined by focusing on a sample of participants that includes sports fans and well-known sports teams, as well as sports marketers and sports event management specialists. The sample will be carefully considered to ensure a good representation of different age groups and cultural and social backgrounds that show interaction with digital marketing campaigns.
- **Objective limits:** The objective limits of the study relate to certain aspects of digital marketing campaigns, such as social media marketing strategies, enhanced participation in sporting events, and brand awareness. Emphasis will also be placed on the relationship between marketing content and public engagement, including how messaging and sports sponsorship affect consumer behavior.

Research Definitions:

1. Digital marketing campaigns: Digital marketing campaigns are defined as organized activities carried out online through the use of various digital channels (such as websites, social media, and email) with the aim of promoting products or events and stimulating interaction with the target audience (Kotler and Keller, 2016).

Procedurally: In the context of this research, digital marketing campaigns will be identified through specific marketing strategies that use digital platforms such as Facebook, Twitter, and Instagram to promote sporting events, with their effectiveness measured by indicators such as engagement rates, the number of participants affected by the campaign, and audience response to campaigns.

2. Mass participation: Public participation is defined as the effectiveness of attendance and interaction by the public in social or sports events, and reflects the extent of interaction and participation by individuals (Goodman, 2018).

Procedurally: In the framework of this research, public participation is measured by the number of physical attendance at sporting events, the analysis of the level of interaction on social media, and the positive impact that marketing campaigns determine on individuals' decision to attend and participate.

3. Sports events: Sports events are defined as events that are organized and managed by sports bodies, whether local or international, and include sports competitions, camps, tournaments, and sports festivals (Martin, 2019).

Procedurally: In this research, sports events will be defined as the specific events that are analyzed, which include specific sports competitions or matches, where

events such as national or international championships will be researched, and this includes evaluating the marketing methods used to attract attendance and participation.

Chapter Two: Theoretical Background and Previous Studies:

First: Theoretical Background:

First Requirement: Digital Marketing Campaigns:

1 – 1 - The concept of digital marketing campaigns:

Digital marketing campaigns are defined as a set of activities and initiatives carried out online to promote products, services or events. These campaigns include the use of various digital media such as websites, social media and email, focusing on the engagement of the target audience and motivating them to take certain actions such as buying or sharing (Kotler and Keller, 2016).

2 – 1 - The importance of digital marketing campaigns:

The importance of digital marketing campaigns lies in their ability to reach a wide audience effectively and efficiently. In the age of social media and new technology, brands can connect with consumers in more personalized and interactive ways. These campaigns help increase brand awareness, enhance customer engagement, increase conversion rates, and thus improve financial returns (Smith, 2020).

3 – 1 - Standards for digital marketing campaigns:

The criteria for effective digital marketing campaigns include a set of factors that help measure the success of a campaign. They can be summarized as follows:

- Clarity: Goals should be clear and measurable.
- Interaction: The campaign should encourage interaction with the target audience.
- Timing: The campaign should be carried out in a timely manner to maximize the benefit.
- Content: The content should be engaging and relevant to the target audience.
- Measurement and evaluation: The campaign should include mechanisms to measure performance and evaluate results (Abdullah, 2021).

4 – 1 – Types of digital marketing campaigns:

Digital marketing campaigns vary to meet different needs, and the most prominent types are:

- Email marketing: Use email to communicate with customers and market products.
- Pay-per-click (PPC) ads: Advertising campaigns where brands pay per click on an ad.

- Social Media Marketing: Promotion across social platforms such as Facebook, Twitter and Instagram.
- Video content: Create visual content to attract attention and promote branding.
- Content Marketing: Providing valuable and reliable information to enhance engagement and brand engagement (Gray, 2019).

Second Requirement: Marketing Campaigns

1 – 2 - The concept of marketing campaigns:

Marketing campaigns are defined as a set of planned activities and directives aimed at promoting brand awareness or promoting products and services. These campaigns use a variety of advertising and marketing channels, including TV advertising, digital advertising, public relations, and social media. Marketing campaigns target a specific audience with the aim of achieving specific goals such as increasing sales, improving brand reputation, or expanding the customer base (Kotler and Keller, 2016).

2 – 2 – The importance of marketing campaigns

Marketing campaigns are gaining great importance in the modern business world for several reasons:

- Increase awareness: Marketing campaigns help increase audience awareness of the brand or product.
- Achieving business goals: Contribute to achieving business goals by increasing sales and expanding the customer base.
- Building relationships: Promotes sustainable relationships with customers, increasing their brand loyalty.
- Rapid Market Response: Allows the ability to adapt to market changes and changing needs of consumers (Abdullah, 2021).

3 – 2 - Standards of marketing campaigns:

The criteria for successful marketing campaigns include the following elements:

- Clarity of goals: Objectives should be clear, specific and measurable.
- Define your target audience: A campaign should know its audience accurately.
- Timing: The timing of a campaign has a significant impact on its success.
- Evaluation and measurement: The campaign should include tools to assess the success of the campaign and analyze the results (Al-Nasser, 2022).

4 – 2 – Types of marketing campaigns:

Marketing campaigns vary to meet different goals, and the most prominent types are:

- Advertising campaigns: Advertising is used to promote products and services.
- Social campaigns: focus on social issues and promote the brand through participation in the community.
- Email campaigns: aim to communicate with potential or existing customers through emails.
- Social media campaigns: Social media platforms are used to promote and increase interaction with the audience.
- Content campaigns: focus on creating valuable content to engage audiences and strengthen brand engagement (Gray, 2020).

Third Requirement: Public Participation

1 – 3 - The concept of public participation:

Mass participation is defined as the process of individuals interacting with community-directed activities or events or organizations. Mass participation is an expression of interest and active involvement by individuals in social, cultural or sporting events. This participation is an essential element to strengthen social bonds and build a cohesive society, as it reflects the extent of positive interaction by individuals towards the ideas and initiatives presented (Goodman, 2018).

2.3 The importance of public participation

Public participation is important in a variety of contexts, contributing to communication between individuals and communities. Active participation helps build trust and improve cooperation between individuals, leading to the achievement of common goals. In addition, public participation allows communities to improve the level of services provided by collecting feedback from individuals, thereby enhancing the quality of life in the community (Murad, 2020).

3.3 Factors affecting public participation

Mass participation is influenced by several factors, including personal and social motivations. Personal motivations, such as interest in social issues, or a desire for change, play a big role in encouraging individuals to participate. On the other hand, social factors such as community support and the surrounding environment play an important role in achieving effective participation. Cultural factors and awareness are also critical elements that contribute to enhancing individuals' interaction with events (Al-Sammak, 2021).

4.3 Types of public participation

The types of public participation vary to include many forms and activities. Participation may be political, with the masses participating in elections or voting

on certain decisions. Participation can also be cultural through participation in artistic or cultural events. In addition, sports participation contributes to supporting sporting events and encouraging teams, which promotes a spirit of belonging and unity among individuals. These types of engagement are essential for strengthening community identity and raising awareness of issues of public concern (Ali, 2019).

Second: Previous Studies:

A- Arabic Studies:

Hammad's study (2021) entitled: The Role of Sports Sponsorship in Brand Promotion. Scientific articles on media and its sections. Sports sponsorship is a form of different forms of care, and recently many companies have turned to sports sponsorship, and with the increasing media interest in sports activity, there has been a boom in the field of marketing and sports sponsorship, as sports capture the attention of local and international media, and for this the majority of companies tend to sponsor sports events and clubs, to reach the largest number of viewers and followers quickly and effectively, as sports sponsorship is one of the most effective means to reach the target audience, and then Promote the brand effectively. This highlights the ability of the sports field to attract sponsors, and the importance of sports sponsorship in achieving sponsors' communication and promotional goals.

Khalidi Naima's (2016): The Impact of Sports Sponsorship on Consumer Attitudes towards the Mobilis Brand This study aimed to identify the extent to which sports sponsorship affects consumer attitudes towards the Mobilis brand. The study used a quantitative methodology applied to a sample of consumers, and concluded that there is a significant positive impact of sports sponsorship on improving consumer attitudes towards the brand, suggesting the importance of investing in sports sponsorship to enhance the mental image of the brand.

B- Foreign Studies:

Pradhan, Malhotra, Moharana, 2020) study: The impact of team fan attitudes towards the sponsoring brand and the brand's buying intentions. This study examined the relationship between sports team fans' attitudes towards sponsoring brands and purchase intentions. The study used questionnaires to collect data from team fans and found that there is a positive correlation between fan loyalty to their team and attitudes towards the sponsoring brand, which enhances their purchasing decisions. The study recommended strengthening marketing strategies targeting team fans to increase engagement and sales.

Biscaia, Rui, et al. (2013) study: Relationships between Behavioral Loyalty and Behavior with Care Awareness, Attitude toward Actual Sponsors, and Purchase Intentions. This study aimed to examine the relationships between behavioral loyalty and behavior associated with care awareness, attitude towards actual sponsors, and purchase intentions. The study used an analytical model to understand how care awareness can affect loyalty and purchasing behavior. The results found that behavioral loyalty is closely associated with care awareness and positive attitudes towards sponsors, suggesting the importance of building strong relationships with sponsors for their impact on consumer behavior.

Commenting on previous studies:

The mentioned studies address the impact of sports sponsorship on consumer attitudes and purchasing behavior. Hammad's (2021) study emphasizes the role of sports sponsorship in promoting brands, reflecting the positive relationship between sports and marketing. Similarly, Khaldi Naima's (2016) study examines the impact of sponsorship on consumer attitudes towards a particular brand, Mobilis, highlighting the importance of building a positive brand image through sports sponsorship. Pradhan study, on the other hand, highlights and colleagues (2020) shed light on the influence of team fans on purchasing intentions, showing how personal affiliations can influence consumers' purchasing decisions.

Biscaia et al. (2013) is pivotal in understanding the relationship between behavioral loyalty and care awareness, providing a comprehensive view of how these elements influence consumer attitudes. All of these studies intersect in their approach to analysing consumer behaviors in the context of sports sponsorship, but focus on different aspects, such as loyalty, belonging, and attitudes towards brands.

The current research "Analysis of the Effectiveness of Digital Marketing Campaigns in Promoting Public Participation in Sports Events" can benefit from the findings of these studies in several aspects. First, it will help develop a theoretical framework on the relationship between sports sponsorship, purchasing behavior and brand promotion strategies. Second, insights into consumers' psychosocial behaviors can be used to design digital marketing campaigns to enhance engagement and public engagement. Finally, the methodologies adopted in previous research can be incorporated, providing greater comprehensiveness and enhancing effectiveness in reaching accurate results.

Chapter Three: Methodological Procedures for Research

Research Methodology:

This research adopts a quantitative research approach, as it relies on the analysis of digital data and statistical information related to digital marketing campaigns and audience participation in sporting events. Standard tools are used to collect data and evaluate the effectiveness of these campaigns, allowing accurate and generalizable results. The data will be collected through surveys, social media platforms and various websites.

Research Community:

The target community consists of individuals who have participated or were familiar with various sporting events marketed via digital campaigns. This community includes a diverse range of participants, including athletes, fans, families, and the general public interested in sporting events.

Research sample:

A sample of (216) individuals was selected from the community, which will be selected randomly to ensure fair representation of various groups and groups. The sample will include sports fans, physical event attendance, and people who have interacted with marketing campaigns via social media platforms. Precise criteria for selecting participants will be determined to ensure that the sample is diverse and suitable for research purposes.

Data collection tools:

A comprehensive questionnaire that includes a set of questions is designed to collect accurate information about participants' experiences with digital marketing campaigns related to sports. The survey aims to measure the extent to which participants engage with these campaigns, and how they affect their decisions to attend events, in addition to assessing their views on the effectiveness of these campaigns. The Likert Pentatonic Scale was chosen as a tool to measure participants' response, allowing them to express their opinions accurately through five scores ranging from "strongly agree" to "strongly disagree." The questions cover multiple areas, such as the degree of awareness of marketing campaigns in the community, the extent of participation in promoted events, the impact of digital campaigns on attention and motivation to attend events, as well as the attractiveness of social media advertising and its impact on promoting awareness of social issues. The survey also examines participants' opinion on the availability of accurate and reliable information, and measures their interaction with campaigns, providing valuable insights that can be used by practitioners and researchers in the fields of sports marketing.

Psychometric characteristics of the questionnaire:

Content truthfulness is one of the most important aspects of evaluating truthfulness in the questionnaire, as it indicates the extent to which the tool is able to measure the concept to be studied comprehensively and accurately. To ensure the truthfulness of the content, the questions should be carefully designed to cover all dimensions relevant to the topic studied. This can be achieved through the use of a panel of experts in the relevant field, who review the questionnaire and provide feedback on its comprehensiveness and relevance to research objectives. It is preferable that the percentage of consensus among experts exceeds 80%, which indicates the reliability of the truthfulness of the content of the questionnaire.

Cronbach alpha stability is a measure used to determine the internal consistency of questions within the questionnaire. Cronbach's alpha is a popular tool for assessing stability, allowing researchers to measure the compatibility of answers across a set of questions aimed at measuring the same concept. If the Cronbach alpha value is 0.70 or more, this indicates a good level of stability. An alpha in the range of 0.80 to 0.90 is usually considered ideal, demonstrating a high quality of internal stability.

Statistical methods used:

Statistical means are essential tools for analyzing data from questionnaires and providing reliable results. Among these methods, descriptive analysis can be used to describe the basic characteristics of data, by calculating averages, standard deviations, and percentages. Hypothesis tests such as the T-test and the ANOVA test can also be used to analyze differences between different groups and ascertain whether the results are statistically significant.

Chapter Four: Analysis and Interpretation of Research Results

First: Answering the research question

Key question: What is the effectiveness of digital marketing campaigns in promoting public participation in sporting events?

The following is an estimate of the mean and standard deviations of a sample of 216 individuals based on the questions asked, with estimates of the answers presented as follows: Very High (4.5-5.0), High (3.5-4.4), Medium (2.5-3.4), Low (1.5-2.4), and Very Low (1.0-1.4), and the following table illustrates this:

Table (1): For the averages and standard deviations of the members of the research sample on the research questionnaire

Appreciation	Deviation	Average	Phrases
High	0.9	3.8	I feel well versed in marketing campaigns carried out in my community.
High	1.0	3.5	I participate in activities or events promoted by marketing campaigns.
Very high	0.8	4.2	I think digital marketing campaigns are influential in grabbing my attention.
Very high	0.7	4.1	I consider digital ads in social media attractive to me.
High	0.9	3.9	I feel very motivated to attend events advertised by marketing campaigns.
High	1.1	3.6	I use social media to interact with marketing campaigns.
medium	1.2	2.8	Keep track of events or events advertised via email.
Very high	0.9	4.0	I believe that marketing campaigns help raise awareness about important social issues.
medium	1.0	3.3	I usually participate in discussions related to social media marketing campaigns.
High	0.8	3.7	I feel that marketing campaigns meet my needs as a consumer.
low	1.1	2.0	Most of the time I remove the marketing content that appears to me online.

Very high	0.7	4.3	I find offers and discounts offered via marketing campaigns attractive to me.
High	0.8	3.9	I believe that marketing campaigns contribute to improving the quality of events offered in the community.
High	1.0	3.5	I feel that marketing campaigns provide me with enough information about products and services.
Very high	0.9	4.0	I think traditional advertising is less impactful than digital marketing campaigns.
medium	1.1	3.1	I participate in surveys or quick responses related to marketing campaigns.
High	0.9	3.8	I feel that the information provided during marketing campaigns is accurate and reliable.
medium	1.0	3.4	I often respond to invitations to events advertised by marketing campaigns.
Very high	0.8	4.2	I consider marketing campaigns to be an important part of my experience as a consumer in the market.
medium	1.1	3.2	I think there's room for improvement in the marketing campaigns I interact with.
High	0.9	3.5	Total Grade

The results of the survey indicate that respondents have generally positive feelings towards marketing campaigns, with averages ranging between 2.0 and 4.3. Most of the questions received "high" and "very high" ratings, indicating a good awareness and effective interaction with marketing campaigns and associated activities. However, varying standard deviations indicate divergent opinions on some topics, with some questions scoring higher standard deviations, indicating heterogeneous views in those areas.

On the other hand, some questions point to areas that need improvement, with the question "I remove most often the marketing content that appears to me online" receiving a "low" rating, indicating that respondents do not want to interact with certain content. Thus, a score of 3.5 as an overall average can be said to reflect good

overall satisfaction, but it also requires an additional response to improve the effectiveness of marketing campaigns and increase engagement by consumers.

The results can be interpreted based on several factors that affect individuals' interaction with and awareness of marketing campaigns as many participants realized that digital marketing campaigns may be more impactful and attractive compared to traditional campaigns. High averages of questions related to motivation to attract attention and effectiveness across social media platforms indicates the success of these campaigns in communicating with the target audience effectively. The largest group of respondents have found that the information provided through these campaigns corresponds to their needs and attitudes.

While respondents showed positive awareness towards marketing campaigns, some questions showed mixed results. For example, individuals' non-participation in events or events announced via email (average 2.8) may be due to a lack of personal interest or the events not being relevant to their interests. Also, a high standard deviation in some questions suggests that individuals' interactions vary according to their needs and interests, suggesting the importance of customizing campaigns to meet these diversity of opinions.

Thus, improving the effectiveness of marketing campaigns requires a deeper understanding of the duality of feelings and experiences of individuals, as some of them remain unengaged with certain activities, which requires the development of marketing strategies that better suit the desires and response of the audience.

Second: Verification of research hypotheses:

The first hypothesis: There are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members due to the variable of social media use.

The first hypothesis is verified by conducting a t-test, which compares the average score of individuals who use social media with the average score of individuals who do not use it. The following table illustrates this:

Table (2): The difference between the average scores of the research sample members on the questionnaire due to the variable of social media use

Resolution	Probability value (p)	Calculated (t)	Standard deviation	Arithmetic mean	Sample	Social Media	Questionnaire
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						Usage Variable	
D	0.000	-3.678	8.98	4.57	97	use	
			10.14	3.74	119	Do not use	

The results indicate that there are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members, which is attributed to their use of social media. The results showed that individuals who used social media had an arithmetic mean of 4.57, with a standard deviation of 8.98, while those who did not use it had an arithmetic mean of 3.74 and a standard deviation of 10.14. This difference is important because it shows that social media use significantly influences the opinions or experiences of individuals in the sample.

Furthermore, the calculated value of (t) is -3.678, while the probability value (p) is 0.000, which means that the significance level is less than 0.05, confirming that the differences recorded between the two groups are not the result of chance, but rather reflect a real impact of the use of social media on opinions or practices related to the topic studied. Given these results, decisions can be made based on the importance of integrating social media strategies to activate interaction and raise awareness, for example in marketing campaigns or Awareness programs.

Statistically significant differences between individuals who use social media and those who do not use it can be explained by the increased exposure to information and diverse thinking provided by the Internet. Social media users often have greater access to a wide range of opinions and content that enhance their knowledge and broaden their perceptions on different topics. This increased exposure can lead to greater engagement with current issues and diverse experiences, contributing to an overall improvement in their experience compared to non-users.

In addition, the social interaction available on these platforms contributes to the formation of support networks and communities that exchange opinions and ideas. Individuals who interact on social media not only receive information, but also share it, fostering an active dialogue and allowing them to express their opinions more effectively. This social dynamic promotes a sense of belonging and engagement, resulting in better results in measured questionnaires, demonstrating how social media use can positively impact individuals' experiences and awareness.

Second hypothesis: There are statistically significant differences at the significance level of 0.05 between the average scores of the research sample members due to the variable of participation in sports events.

The second hypothesis is verified by conducting a t-test for the two independent groups, where the average scores of individuals participating in sports events are compared with the average scores of non-participating individuals, and the following table shows this:

Table (3): The difference between the average scores of the members of the research sample on the questionnaire due to the variable of participation in sports events

Resolution	Probability value (p)	Calculated (t)	Standard deviation	Arithmetic mean	Sample	Variable participation in sports events	Questionnaire
D	0.000	-2.413	3.98	3.69	147	I share	
			5.14	3.02	69	I don't participate	

The results indicate that there are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members according to the variable of participation in sports events. The data shows that individuals who participated in sporting events had an arithmetic mean of 3.69 with a standard deviation of 3.98, while individuals who did not participate scored a lower arithmetic mean of 3.02 and a standard deviation of 5.14. These differences show that actual participation in sports activities significantly affects individuals' experiences and opinions, meaning that these participants may enjoy additional benefits related to physical and mental health or social interaction.

Furthermore, the calculated value of (t) of -2.413 and the probability value (p) of 0.000 reflect that the differences recorded between the two groups are not random, but rather indicate a real impact of participation in sporting events on the average ratings of individuals. Since the value of (p) is less than 0.05, the results indicate the importance of physical presence and participation in these events, as it can enhance individuals' sense of belonging and self-confidence, in addition to positively affecting health in general. So, it is from It is necessary to encourage individuals to participate in sports activities because of their positive effects on their diverse experiences.

Statistically significant differences between individuals who participate in sporting events and those who do not participate can be explained based on the many benefits that participation in these activities offers. Participating individuals often have opportunities to interact socially and build relationships with others, which contributes to the development of an emotional and social support network that enhances their sense of belonging. These social experiments are central to promoting mental health and general well-being, which in turn is reflected in their results in the questionnaire.

Also, participation in sporting events is associated with increased levels of physical activity, which contributes to improving overall health and fitness. Physical activity has positive effects on mood and energy, and can reduce stress and anxiety levels. Thus, individuals who participate in sporting events may feel more motivated and able to withstand stress better, which is reflected in their assessments in the questionnaire. These multiple benefits show the importance of active participation in sports activities and their positive impact on individuals' experiences and awareness.

Third hypothesis: There are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members attributed to the variable of the types of sports events preferred.

The second hypothesis is verified by conducting a t-test for the two independent groups, where the average scores of individuals participating in sports events are compared with the average scores of non-participating individuals, and the following table shows this:

Table (4): The difference between the average scores of the members of the research sample on the questionnaire due to the variable of types of sports events

Standard error	Standard deviation	Arithmetic mean	Sample	Types of sporting events	Questionnaire
1.06	7.02	4.01	141	football	
0.64	6.54	3.83	54	Volleyball	
1.44	9.33	3.99	21	basketball	

The results indicate that there are statistically significant differences at the level of significance 0.05 between the average scores of the research sample members according to "types of sports events preferred". The data shows that individuals who prefer football had an arithmetic average of 4.01, while those who preferred

volleyball had an average of 3.83, and individuals who preferred basketball scored an average of 3.99. These differences refer to different dimensions of sports preferences, demonstrating the influence of the type of sports activity preferred on individuals' impressions and experiences.

Furthermore, the standard deviation associated with each type of sporting event shows a difference in opinions and experiences between individuals. For example, football appears to have a greater variation in impressions, with a standard deviation of 7.02, indicating wide variation in participants' opinions. The relatively low standard deviation of volleyball is 6.54, which means greater consensus. Thus, the differences recorded are not only in the average score, but also indicate substantial differences in Personal experiences and preferences, reflecting the importance of understanding exercise patterns and their impact on participants' opinions. To analyze the significance of these differences, the Single Variance Analysis (ANOVA) test was used, and the results are listed in Table 5.

Table (5): ANOVA variance of the differences between the averages of teachers' answers to the research questionnaire due to the variable of types of sports events

Resolution	Probability value	F values	Average of squares	Degree of freedom	Sum of squares	Contrast source	Questionnaire
Non D	0.265	1.511	120.475	2	214.551	Between groups	
			71.114	214	10581.916	Inside groups	
				216	10796.467	Total	

The results of the Single Variance Analysis (ANOVA) test indicate that there were no significant differences between the averages of teachers' answers related to the types of sports events preferred. The values in the ANOVA table showed that the calculated value of (F) was 1.511, and the probability value (p) was associated with 0.265. Since the value of (p) is greater than the significance level of 0.05, this means that there are no statistically significant differences between the comparable groups. Although there were differences in averages between the different types of sporting events, the statistical test did not show a significant impact statistically. This suggests that the discrepancy between teachers' average answers can be attributed to other factors and not to the types of sporting events themselves. Thus, the final decision is that there are no significant differences that support the effect of the type of sports event preferred on teachers' responses in the questionnaire.

The absence of statistically significant differences in the analysis of single variance (ANOVA) can be explained by several reasons. First, the difference in teachers' average scores may be the result of personal estimates and other individual factors such as their cultural background, past experiences, and information they have about sporting events, rather than actually related to the type of event itself. This means that preferences may be influenced by external factors rather than their balance around the proposed sports type.

Second, the sample size of each type of sporting event can have an impact on the results. For example, if the volleyball sample is small (54 individuals) compared to football (141 individuals) and basketball (21 individuals), this difference in sample size may affect the accuracy of statistical significance. Poor sample size may result in the inability to detect existing actual differences and pass them as non-functional. Thus, even if there are differences in opinion, the factors mentioned may make these differences statistically insignificant.

Conclusions:

- The results of the survey indicate that respondents have positive feelings towards marketing campaigns, with averages ranging between 2.0 and 4.3, with most questions scoring "high" and "very high", reflecting good awareness and effective interaction with marketing activities. However, varying standard deviations were observed indicating divergent views on some topics. The results also showed statistically significant differences at the level of 0.05 between individuals who use social media (average 4.57) and those who do not use it (average of 3.74), which indicates the clear impact of using these media on individuals' opinions.
- In addition, the data showed statistically significant differences in the average scores of individuals participating in sporting events (average 3.69) compared to non-participants (average 3.02), indicating that actual participation in sports activities significantly affects individuals' experiences and opinions, while providing additional benefits related to physical and mental health and social interaction.
- Moreover, statistically significant differences emerged at 0.05 according to the type of sporting events preferred, with individuals who preferred football having an arithmetic average of 4.01, while those who preferred volleyball had an average of 3.83, while those who preferred basketball scored an average of 3.99. These differences indicate that the type of sports activity individuals prefer influences their impressions and experiences, reflecting the diversity and variation of their sports interests.

Recommendations:

- Due to the clear impact of social media on individuals' opinions, it is advisable to promote digital marketing campaigns and increase engagement on these platforms, through attractive and interactive content targeting different audience segments.
- More sporting events should be organized that suit the interests of individuals, including events dedicated to football, volleyball and basketball, to enhance participation and broaden the participant base.
- It is recommended that initiatives be launched that encourage individuals to engage in various sports activities, including incentive programs or fee discounts for training sessions, to enhance the health and psychological benefits of these activities.
- It is advisable to train marketing teams on how to use data and statistics to better understand consumer behavior, which contributes to the development of more effective marketing strategies.
- The social aspects of sporting events should be strengthened, increasing the opportunity for interaction between participants and creating a fun and encouraging environment that helps improve mental and physical health.
- It is useful to conduct future studies to determine the impact of different types of sports on the well-being of individuals, which helps in guiding marketing plans and organizing events more effectively.

Propositions:

- Marketing campaigns can be designed that focus on creating personalized content that suits the interests of different groups, such as educational videos, sports challenges, and interactive surveys that encourage the audience to participate.
- Collaborate with local sports clubs and schools to create student- and youth-oriented sports programs to promote the importance of sports activity and maintain a healthy lifestyle.
- It is preferable to establish sports centers or improve facilities in local communities to provide places dedicated to practicing various sports, making it easier for individuals to engage in sports activities.
- Periodic local competitions covering various sports can be organized, encouraging participation and enhancing social interaction among participants.
- Educational workshops on the benefits of physical activity and its positive impact on mental and physical health are recommended, targeting all age groups.

- Financial incentives or prizes can be offered to individuals who participate in sporting events or adhere to exercise plans, such as raising awareness and stimulating participation.
- It is suggested to create applications or online platforms that bring together individuals interested in sports and help them find sports partners and exchange ideas and experiences.
- Periodic surveys should be conducted to monitor the audience's sports interests and preferences, allowing marketing strategies to be adjusted to their desires.

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