

ATTITUDES OF PHYSICAL ACTIVITY PRACTITIONERS IN SPORTS CENTERS TOWARD SPORTS MARKETING IN THE KINGDOM OF SAUDI ARABIA

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***ABSTRACT_** The aim of this study was to investigate attitudes of physical activity practitioners in sports centers toward sport marketing in the Kingdom of Saudi Arabia. The study sample consists of 97 practitioners of physical activity selected from the Northern Border Area and Al-Qassim in Saudi Arabia. A validity and reliability measure composed of 20 items was developed in order to detect practitioners' attitudes toward sport marketing. The results of this study revealed positive attitudes of physical activity practitioners toward sport marketing in Saudi Arabia. Furthermore, the results indicated that practitioners' attitudes toward sport service were stronger than their attitudes toward the location of the sport center. Finally, the results also showed no significant differences in attitudes of these practitioners toward sport marketing in Saudi Arabia that can be attributed to the differences of geographical areas (the Northern Border Area and Al-Qassim).*

Keywords: Marketing, Sport Marketing, Sport Marketing Mix, Attitudes.