

**Table (1)**  
**The correlation coefficients of the two applications of the exploratory study sample**

**N = 10**

Topics	Ph No.	Phrases	1 <sup>st</sup> Applic		2 <sup>nd</sup> Applic		r
			M	SD	M	SD	
<b>(1)</b> <b>The sports policy in Bahrain</b>	1	The marketing plans at the national level did not include a scheme for sports marketing in Bahrain.	1.1	0.31	1.2	0.42	0.92
	2	Giving no attention to the sports field, unlike the case with the other economic fields	1.3	0.67	1.4	0.69	0.81
	3	The national sports level does not encourage to invest in the sports marketing field.	1.4	0.69	1.4	0.69	1
	4	The State does not have future prospects for increasing the investment rates in sports marketing.	1.1	0.31	1.2	0.42	0.91
	5	Financing the sports activities does not accomplish the State's policy in development.	2.3	0.94	2.3	0.94	1
<b>(2)</b> <b>The laws organizing the sports activity in Bahrain</b>	1	There are no laws or rules organizing work in the sports marketing field.	1.1	0.31	1.2	0.42	0.87
	2	The laws organizing customs exemption do not encourage investment in the sports field.	1.2	0.42	1.2	0.42	1
	3	There are no State's economic laws that encourage financiers to invest in sports marketing.	1.3	0.48	1.2	0.42	0.88
	4	There is no official authority responsible for offering its services for work in sports marketing.	1.2	0.42	1.2	0.42	1
	5	Certain impediments (bureaucracy) face investors when investing in sports marketing.	2.3	0.94	2.3	0.94	1
<b>(3)</b> <b>Awareness of sports marketing value in Bahrain</b>	1	Conviction that sports marketing is done by organizations and companies for its high cost.	2.6	0.96	2.7	0.76	0.83
	2	The investor is not convinced that sports marketing is a source of income within the economic activity.	2.7	0.67	2.9	0.31	0.84
	3	The investor is convinced sports marketing as an activity given priority.	2.9	0.31	2.9	0.31	1
	4	The investor does not have a sufficient number of sports activities and services that can be used in marketing.	1.1	0.31	1.1	0.31	1
	5	The officials in organizations, corporations, associations and clubs do not encourage to work in sports marketing.	2.2	0.63	2.2	0.63	1
<b>(4)</b> <b>Technical and administrative aspects</b>	1	There are no technicians specialized in the economic sector to work in sports marketing.	1.4	0.69	1.3	0.67	0.92
	2	There is no available data that help making research and studying the benefits of sports marketing in Bahrain.	1.4	0.69	1.3	0.67	0.83
	3	There is no previous experience in Bahrain concerning sports marketing.	1.9	0.87	1.8	0.91	0.88
	4	There are no specialized centers for making studies about the benefits of sports marketing.	1.4	0.69	1.4	0.69	1
	5	The standard of work & activities of the main clubs discourages investors from entering the sports marketing field.	1.3	0.67	1.4	0.69	0.96
	6	It is difficult to define and realize the amount of profit in the long run.	2.5	0.7	2.4	0.84	0.83
	7	The financial organizations do not grant investors guaranteed facilities to invest in sports marketing.	1.8	0.78	1.9	0.87	0.94
	8	The media's coverage of sports events in Bahrain does not contribute to success in sports marketing.	2.7	0.67	2.8	0.42	0.96
	9	The multiplicity of authorities that grant permits, for a lack of coordination.	2.4	0.96	2.7	0.67	0.86

**We infer from Table (1) that the correlation coefficients of the two applications is (0.80 – 1), which indicates its reliability.**