

Table 1

Correlation Coefficients from 2 Tests of Instrument with Exploratory Sample (N=10), Showing the Instrument's Reliability (0.80–1)

Source area		Agree–disagree statement	Test 1		Test 2		<i>r</i>
			M	SD	M	SD	
Bahraini govt. sports policy	1	National-level marketing plans do not include a sports marketing strategy.	1.1	0.31	1.2	0.42	0.92
	2	No attention is paid to the sports field, unlike other economic fields.	1.3	0.67	1.4	0.69	0.81
	3	There is no national-level effort to encourage investment in sports or sports marketing.	1.4	0.69	1.4	0.69	1
	4	The State sees no prospect of increased rates of investment in sports marketing in the future.	1.1	0.31	1.2	0.42	0.91
	5	Investing in sports activities would not further the State's development objectives.	2.3	0.94	2.3	0.94	1
Bahraini laws and rules governing sports	1	No laws or rules organize work in the sports marketing field.	1.1	0.31	1.2	0.42	0.87
	2	Laws regulating customs exemption do not encourage investment in sports.	1.2	0.42	1.2	0.42	1
	3	Laws pertaining to the Bahraini economy do not encourage investment in sports.	1.3	0.48	1.2	0.42	0.88
	4	No authority is officially responsible to provide services promoting sports or investment in sports.	1.2	0.42	1.2	0.42	1
	5	Bureaucratic obstacles confront would-be investors in sports.	2.3	0.94	2.3	0.94	1
Bahrainis' familiarity w/sports marketing aims & abilities	1	The cost of sports marketing is prohibitively expensive for all but organizations and corporations.	2.6	0.96	2.7	0.76	0.83
	2	Sports marketing is not likely to be a source of income.	2.7	0.67	2.9	0.31	0.84
	3	Sports marketing should not be an important priority.	2.9	0.31	2.9	0.31	1
	4	Too few sports activities or services are available to enable effective sports marketing.	1.1	0.31	1.1	0.31	1

	5	Sports club, association, organization, and corporation officials do not support or encourage sports marketing.	2.2	0.63	2.2	0.63	1
Admini-strative/ technical aspects	1	Technical expertise available in Bahrain's economic sector does not extend to sports marketing.	1.4	0.69	1.3	0.67	0.92
	2	Bahrain lacks data necessary in researching the benefits of sports marketing within its borders.	1.4	0.69	1.3	0.67	0.83
	3	Sports marketing is a new concept in Bahrain.	1.9	0.87	1.8	0.91	0.88
	4	Specialized research centers for the study of sports marketing do not exist in Bahrain.	1.4	0.69	1.4	0.69	1
	5	Sports marketing investment is discouraged by the central Bahraini sports clubs' standard activities.	1.3	0.67	1.4	0.69	0.96
	6	Difficulty exists in accurately estimating long-run profits generated through sports marketing.	2.5	0.7	2.4	0.84	0.83
	7	Financial organizations in Bahrain do not facilitate investments in sports.	1.8	0.78	1.9	0.87	0.94
	8	Media coverage of sports in Bahrain does not contribute to successful sports marketing.	2.7	0.67	2.8	0.42	0.96
	9	Too many Bahraini authorities are involved in the permitting process for sporting events in the nation, and there is a lack of coordination among them.	2.4	0.96	2.7	0.67	0.86