

Table 5

Proportional Importance of Opinions of Investor Sample (N=30) Concerning Impediments to Sports Marketing: Source Area—

Administrative/Technical Aspects

Source area		Agree–disagree statement	M	SD	Yes		Somewhat		No		Proba bility	%Imp ortanc e
					No.	%	No.	%	NO.	%		
Administra- tive/technical aspects	1	Technical expertise available in Bahrain's economic sector does not extend to sports marketing.	2.60	0.67	21	70	6	20	3	10	78	86.66
	2	Bahrain lacks data necessary in researching the benefits of sports marketing within its borders.	2.33	0.88	18	60	4	13.33	8	26.66	70	77.77
	3	Sports marketing is a new concept in Bahrain.	2.56	0.77	22	73.33	3	10	5	16.66	77	85.55
	4	Specialized research centers for the study of sports marketing do not exist in Bahrain.	2.4	0.62	14	46.66	14	46.66	2	6.66	72	80
	5	Sports marketing investment is discouraged by the central Bahraini sports clubs' standard activities.	2.6	0.62	20	66.66	8	26.66	2	6.66	78	86.66
	6	Difficulty exists in accurately estimating long-run profits generated through sports marketing.	2.33	0.88	18	60	4	13.33	8	26.66	70	77.77
	7	Financial organizations in Bahrain do not facilitate investments in sports.	2.66	0.71	24	80	2	6.66	4	13.33	80	88.90
	8	Media coverage of sports in Bahrain does not contribute to successful sports marketing.	2.73	0.58	24	80	4	13.33	2	6.66	82	91.11
	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.	2.6	0.60	22	73.33	6	20	2	6.66	80	88.89