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ARTIFICIAL INTELLIGENCE APPLICATIONS IN DIGITAL MARKETING IN SPORTS CLUBS IN THE STATE OF KUWAIT

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ABSTRACT

The aim of the research is to identify the applications of artificial intelligence in digital marketing in sports clubs in the State of Kuwait, and the researcher used the descriptive approach in the survey method due to its relevance to the nature of the research, and the research community included boards of directors and administrators in some clubs in the State of Kuwait, where their number reached (66) individuals. Number (10) outside the basic sample to implement the exploratory study on them, to find the validity and stability of the statements of the questionnaire axes, and their number is (56) individuals as the basic research sample, and after completing the preparation of the questionnaire in its final form, the application process began on the sample members, and the basic sample amounted to (56) individuals with a percentage of A percentage of (84.36%), and the results showed that the use of artificial intelligence requires recognizing "the concepts and terms related to artificial intelligence techniques," "recognizing and employing artificial intelligence applications," "identifying a set of artificial intelligence applications that can be used in digital marketing," Diversity of artificial intelligence applications in digital marketing", "a methodological plan to ensure the effectiveness of the use of artificial intelligence applications in digital marketing", "finding sources of sustainable development" Related to artificial intelligence techniques, "solving technical problems when using artificial intelligence applications in digital marketing" and "training cadres to use intelligence techniques. I received artificial training on the job." And through the conclusions reached by the researcher, it is recommended the importance of using artificial intelligence applications in sports clubs In the State of Kuwait, and the need to provide the infrastructure and capabilities to use artificial intelligence in the marketing of sports clubs.
Keywords: *Artificial intelligence, digital marketing, sports clubs.*

1. INTRODUCTION

Artificial intelligence has become one of the essential tools in the arsenal of digital marketers (Al-Shawabkeh, 2017). It has revolutionized the e-marketing industry, and its use is no longer limited to large companies only, but even small companies and projects are using it. Artificial intelligence marketing allows marketers to collect huge amounts of data from social networks, emails and the web to understand the target audience and analyze it to enhance the performance of their marketing campaigns and improve the return on investment (Fuwald, 2019).

The qualitative and rapid development brought about by the technological revolution, especially in the twentieth century in the field of information technology, has led to the emergence of new applications and programs characterized by diversity and continuous innovation, which has increased the intensity of competition at the global market level.

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Recently, modern applications of information technology have turned to using artificial intelligence and smart systems in the world of management, money and business, as well as benefiting from the ability of these smart systems to make decisions.

The improvements and developments in the marketing environment of business institutions have increased the importance of marketing intelligence as an important and effective tool in identifying sources of risk, how to obtain market opportunities, and avoid threats (Lackman, Saban, & Lanasa, 2000). This has led to an increase in the allocation of available resources towards innovation to push the institution towards achieving a permanent and regular competitive advantage in its labor market. Accordingly, innovation constitutes an important resource for creating competitive advantage and organizational support, improving the organization's performance in the long term, and developing its capabilities and potentials on a regular basis later.

Experiences indicate that the majority of successful companies worldwide have introduced competitive intelligence as an effective part of their tactical and strategic decisions, and have been able to adapt it to the requirements of their work environment, such as Microsoft, IBM, and HP. While we find that less successful companies have lacked its application for reasons that we summarize as weak financial resources, pressure from external competition, and weak organizational culture that reduces the importance of competitive intelligence in them.

The marketing intelligence strategy links the organization's activities, resources and capabilities with the surrounding environment, with the aim of maximizing current and future performance, and transforming current goals into meaningful and feasible ones from both a functional and operational perspective. Marketing intelligence is considered an activity that affects the short- and long-term planning process, as it adds value to the organization's strategic decision-making process as well. Marketing innovation also contributes to creating new markets and displaying the product in the market, and thus it can be distinguished from product innovation, which includes a change in the technical characteristics and functional properties of the product only (Marai, & Al-Kutbi, 2008). Marketing innovation also includes changing the organization's market relations, which include the concept of communication with customers. Artificial intelligence consists of two words: intelligence and the word artificial, each of which has a meaning. According to Webster's Dictionary, intelligence is the ability to understand new and changing conditions or situations, i.e. the ability to perceive, understand and learn new conditions or circumstances, as the keys to intelligence are perception, understanding and learning. As for the word industrial or artificial, it is related to the verb to make or fabricate, and thus the word is given to all things that arise as a result of the activity or action that is done through the manufacture and formation of things, distinguishing them from things that already exist and are generated naturally without human intervention. E-marketing is one of the new and innovative methods in the world, which led to the transformation of marketing in various regional and international service sectors into e-marketing, which made the world a small village that is not bound by the barriers of place or time, and the transformation from traditional marketing to e-marketing.

Electronic means are used in e-commerce to facilitate exchange processes, including the purchase and sale of services and products that require different means of transportation from one place to another, such as e-mail, electronic engineering, e-marketing, and e-banking. It is not limited only to Internet work, but also about the way to change the businesses of companies, as it revolves around creating different and new business models and transforming them into commercial models (Thomson, & Ngugi, 2012). AI applications in digital marketing for sports clubs can include: (Online advertising - personalized user experience - AI-powered chatbots - predictive analysis - website design - content production - content systems - email marketing campaigns - voice search optimization - e-commerce) The following figure shows the marketing website design strategy for a sports club.

Figure 1: Shows the strategy for designing a digital marketing website for a sports club

The researcher believes that artificial intelligence applications can contribute to enriching digital marketing in the sports club because they provide interaction with club members through chatbots that use a natural language processing method to understand customers and allow them to ask questions and obtain information. These robots can also learn over time so that they can add greater value to member interactions and monitor the data center and allow for saving huge amounts of time and energy wasted on system monitoring by placing all web data, application data, database performance, user experience and log data in a single data platform, allowing them to be processed and used to activate the marketing of activities, competitions and sports club events.

Artificial intelligence is a branch of computer science, and one of the basic pillars on which the technology industry is based in the current era. Through it, computer programs can be developed that simulate the style of human intelligence and designed in its likeness, so that the computer can perform some tasks instead of the human, especially tasks that require thinking, understanding, hearing, speaking and movement (Al-Shawabkeh, 2017; Al-Sharqawi, 2011).

Therefore, artificial intelligence enables the computer to simulate some of the functions of the human brain, in terms of the ability to learn, acquire information, collect and analyze it and create relationships between them, make decisions based on the process of analyzing information, use old experiences and employ them in new situations, respond quickly to new situations and circumstances, deal with ambiguous situations, develop and innovate, understand and perceive visual matters.

Artificial intelligence is an inevitable strategic technology that works to obtain greater efficiency, new income opportunities, and enhance member loyalty. It is also rapidly becoming a competitive advantage for many institutions. With artificial intelligence, the sports club can accomplish more tasks in less time, create personalized and attractive customer experiences, and predict business outcomes (Al-Shawabkeh, 2017; Al-Sharqawi, 2011).

. However, artificial intelligence is still a new and complex technology that requires expertise in how to create and manage artificial intelligence solutions on a large scale and requires more than just hiring a data scientist, which requires the sports club to implement operations and management strategies to ensure the success of artificial intelligence technology. The researcher believes that artificial intelligence technology improves the performance and productivity of institutions by automating processes or tasks that previously required human power. Artificial intelligence can also understand data on a large scale that no human can achieve (Al-Shawabkeh, 2017; Al-Sharqawi, 2011).

This ability can have great advantages for marketing in general and digital marketing in the sports club in particular, allowing the club's business and activities to be published and

marketed in a technological way that contributes to increasing the number of members and actual participation in the club's activities, thus increasing the club's investment return.

Therefore, the need to identify the applications of artificial intelligence in digital marketing in sports clubs in the State of Kuwait. This research aims to identify the applications of artificial intelligence in digital marketing in sports clubs in the State of Kuwait.

2. MATERIAL AND METHODS

2.1 Research Design

The researcher used the descriptive method with the survey method due to its suitability to the nature of the research.

2.2 Research Community and Sample

The research community included boards of directors and administrators in some clubs in the State of Kuwait, where their number reached 66 individuals. The researcher identified a number (10) outside the basic sample to implement the exploratory study on them, to find the validity and reliability of the questionnaire axes phrases, and their number was (56) individuals as the basic research sample, and Table (1) shows that.

Table 1: Classification of the total research sample

S.No.	Clubs	Basic sample	Survey sample	Total
1	Al Arabi	9	2	11
2	Kazma	10	2	12
3	Al Sahel	8	2	10
4	Khaitan	9	1	10
5	Al Tadamon	10	1	11
6	Kuwait	10	2	12
	Total	56	10	66

2.3 Data Collection Tool

A questionnaire designed by the researcher was used and included (4) axes including (40) statements. A three-point rating scale was also determined (yes, somewhat, no).

2.3.1 Scientific Transactions of the Questionnaire: The researcher conducted the validity and reliability of the questionnaire using the following scientific methods:

2.3.1.1 Content Validity: When determining the axes, the questionnaire was presented to 5 of the attached experts in order to judge the validity of the questionnaire axes for what they were designed for. Table 3 illustrates this.

Table 2: Experts' opinions on the validity of the questionnaire axes (n=5)

S.No.	Topics	Number	Percentage
1	The Use of Artificial Intelligence in Digital Marketing	4	% 80
2	Applications of Artificial Intelligence in Digital Marketing	5	% 100
3	Challenges of Using Artificial Intelligence Applications in Digital Marketing	4	% 80
4	Advantages of Using Artificial Intelligence in Digital Marketing	5	% 100

It is clear from Table 2 that the axes are valid for use, as the relative importance of the experts' opinions on the axes and phrases ranged between (80% - 100%).

2.3.2 Determining the Questionnaire Phrases: After determining the questionnaire axes, a group of phrases were placed under each axis so that they would all give the axis they represent. The number of these phrases reached (40) phrases divided into four main axes.

Table 3: The relative importance of experts' opinions on questionnaire phrases and axes (n=5)

First Axis			Second Axis			Third Axis			Fourth Axis		
Phrases Numbers	Frequencies	Relative Importance	Phrases Numbers	Frequencies	Relative Importance	Phrases Numbers	Frequencies	Relative Importance	Phrases Numbers	Frequencies	Relative Importance
1	7	%100	1	7	%100	1	7	%100	1	7	%100
2	7	%100	2	7	%100	2	7	%100	2	7	%100
3	7	%100	3	7	%100	3	6	%85.71	3	7	%100
4	7	%100	4	6	%85.71	4	7	%100	4	7	%100
5	6	%85.71	5	6	%85.71	5	6	%85.71	5	7	%100
6	7	%100	6	7	%100	6	6	%85.71	6	6	%85.71
7	7	%100	7	7	%100	7	7	%100	7	6	%85.71
8	7	%85.71	8	7	%100	8	6	%85.71			
			9	7	%100	9	6	%85.71			
			10	7	%100	10	7	%100			
						11	7	%100			
						12	7	%100			
						13	6	%85.71			
						14	6	%85.71			
						15	7	%100			

It is clear from Table (3) that the axes' phrases are valid for use, as the relative importance of the experts' opinions on the axes and phrases ranged between (85.71% - 100%).

The researcher accepted a minimum of 85% for the acceptance of the interviewer's statements.

2.3.3 Internal consistency validity: The internal consistency validity was calculated by calculating the significance of the correlation coefficient between the score of each statement and the total score of the axis, and between the score of the axis and the total score of the questionnaire. This is evident in the following tables:

Table 4: Correlation coefficient of the statements of each axis and the total score of the axis (n=50)

First Axis		Second Axis		Third Axis		Fourth Axis	
Phrase Number	Correlation coefficient	Phrase Number	Correlation coefficient	Phrase Number	Correlation coefficient	Phrase Number	Correlation coefficient
1	*4.17	1	*0.303	1	*0.348	1	0.206-
2	*0.347	2	*0.330-	2	*0.501	2	*0.413
3	*3.26	3	*0.413-	3	*0.370	3	*0.288
4	*0.336	4	0.142	4	*0.317	4	*0.357
5	0.56	5	0.159	5	*0.393	5	*0.281
6	*0.665	6	*0.441	6	*0.328	6	*0.241
7	*0.336	7	*0.279	7	0.360	7	*0.498
8	*0.281-	8	*0.296	8	*0.389		
		9	*0.292	9	*0.342		
		10	*0.291	10	*0.309		
				11	*0.456		
				12	0.140		
				13	*0.287		
				14	*0.322		
				15	*0.291		

Tabular value of "r" at significance level (0.05) = 0.273

Table 4 shows that there is no statistically significant correlation between the degree of each statement and the axis to which the statement belongs, and that there is some statistically significant correlation between the degree of each statement and the axis to which the statement belongs. It is also clear that all correlation coefficients are very high and exceed statistical significance at the 0.01 level, which is an indicator of the validity of the structure and internal consistency of the questionnaire.

2.3.4 Questionnaire Stability: The stability coefficient of the questionnaire axes, numbering (4) axes and their phrases, numbering (40), was found using the split-half method for the

responses of the survey sample to the questionnaire using Spearman's equation to find the correlation coefficient between even and odd phrases.

Table 5: Reliability using Cronbach's alpha coefficient and Spearman's split-half

Axis	Number of paragraphs	Cronbach's alpha	Spearman
Using Artificial Intelligence in Digital Marketing	**8**	**0.642**	**0.836**
Applications of Artificial Intelligence in Digital Marketing	**10**	**0.483**	**0.821**
Obstacles to Using Artificial Intelligence Applications in Digital Marketing	**15**	**0.663**	**0.765**
Advantages of Using Artificial Intelligence in Digital Marketing	**7**	**0.784**	**0.792**
General Reliability of the Questionnaire	**40**	**0.870**	**0.814**

The tabular value of "r" at a significance level of (0.05) = 0.72.

It is clear from Table 5 that the values of the correlation coefficients between the axis score and the total score of the questionnaire are statistically significant, as they ranged between (0.483, 0.836), which indicates the validity of the internal consistency of the axes.

2.4 The Basic Study

After completing the preparation of the questionnaire in its final form, the application process began on the sample individuals, and the basic sample numbered (56) individuals, with a percentage of (84.36%).

2.5 Statistical Treatments

The statistical treatments appropriate to the nature of the research were used, using Excel to enter the data and the SPSS program to conduct the statistical operations of the research.

3. RESULTS AND DISCUSSION

To answer the research question, the researcher analyzed the results of the research sample members' answers to the paragraphs of the axis of using artificial intelligence in digital marketing. The differences in the averages of the research sample's responses to the questionnaire phrases were calculated, and Table 6 shows this.

Table 6: Arithmetic means and standard deviations for the paragraphs on the use of artificial intelligence in digital marketing (n=56)

Number	Statement	Arithmetic Mean	Standard Deviation
Using artificial intelligence requires knowledge of:			
1	Concepts and terms related to artificial intelligence technologies.	4.170	0.865
2	Identify and employ artificial intelligence applications.	3.780	1.064
3	Identify a set of artificial intelligence applications that can be used in digital marketing.	3.010	0.937
4	Diversity of artificial intelligence applications in digital marketing.	2.010	1.068
5	A systematic plan to ensure the effectiveness of using artificial intelligence applications in digital marketing.	1.840	0.992
6	Find development sources related to artificial intelligence technologies.	1.730	0.920
7	Solve technical problems when using artificial intelligence applications in digital marketing.	2.380	1.135
8	Train cadres to use artificial intelligence technologies I received on-the-job training.	4.316	0.945

Table 6 shows that the first paragraph, which states "Concepts and terms related to artificial intelligence technologies," came with an arithmetic mean (4.170) and a standard deviation (0.865), the second paragraph, which states "Identifying and employing artificial intelligence applications," came with an arithmetic mean (3.780) and a standard deviation (1.064), the third paragraph, which states "Identifying a group of artificial intelligence applications that can be used in digital marketing," came with an arithmetic mean (3.010) and a standard deviation (0.937), the fourth paragraph, which states "Diversity of artificial intelligence applications in digital marketing," came with an arithmetic mean (2.010) and a standard deviation (1.068), the fifth paragraph, which states "A systematic plan to ensure the effectiveness of using artificial intelligence applications in digital marketing," came with an arithmetic mean (1.840) and a standard deviation (0.992), and the sixth paragraph, which states "Finding development sources related to artificial intelligence technologies," came with an arithmetic mean (1.730) and a standard deviation of (0.920), and the seventh paragraph, which states "Solving technical problems when using artificial intelligence applications in digital marketing" came with an arithmetic mean of (2.380) and a standard deviation of (1.135), and the eighth paragraph, which states "Training cadres to use artificial intelligence techniques I received training during work" came with an arithmetic mean of (4.316) and a standard deviation of (0.945).

Then the differences in the averages of the research sample responses to the phrases of the axis of artificial intelligence applications in digital marketing were calculated, and Table (7) shows this.

Table 7: Arithmetic means and standard deviations for paragraphs on artificial intelligence applications in digital marketing (n=56)

Number	Statement	Arithmetic Mean	Standard Deviation
The use of artificial intelligence in digital marketing requires:			
1	Providing artificial intelligence capabilities to accomplish tasks in the least possible time and effort.	3.660	1.085
2	Creating digital marketer jobs in sports clubs.	3.270	1.043
3	Benefiting from the use of artificial intelligence technologies in sports clubs.	2.710	1.094
4	Developing the infrastructure in sports clubs.	2.980	1.073
5	Developing the skills of digital marketing workers within sports clubs.	3.980	0.910

Table 7 shows that the first paragraph, which states "providing artificial intelligence capabilities to accomplish tasks in the least possible time and effort," came with an arithmetic mean (3.660) and a standard deviation (1.085), the second paragraph, which states "creating digital marketer jobs in sports clubs," came with an arithmetic mean (3.270) and a standard deviation (1.043), the third paragraph, which states "benefiting from the employment of artificial intelligence technologies in sports clubs," came with an arithmetic mean (2.710) and a standard deviation (1.094), the fourth paragraph, which states "developing the infrastructure of sports clubs," came with an arithmetic mean (2.980) and a standard deviation (1.073), and the fifth paragraph, which states "developing the skills of digital marketing workers within sports clubs," came with an arithmetic mean (3.980) and a standard deviation (0.910).

Then the differences in the average responses of the research sample were calculated on the statements of the axis of obstacles to using artificial intelligence applications in digital marketing, and Table 8 shows this.

Table 8: Arithmetic means and standard deviations of the paragraphs of the obstacles to using artificial intelligence applications in digital marketing (n=56)

Number	Statement	Arithmetic Mean	Standard Deviation
The use of artificial intelligence applications faces:			
1	Resistance by sports club employees.	4.340	0.924
2	Lack of awareness among some decision makers in sports clubs of the importance of artificial intelligence technologies.	2.430	1.409
3	Arabic applications that serve digital marketing are insufficient in artificial intelligence technologies.	1.270	0.664
4	Available applications for artificial intelligence technologies are not compatible with the characteristics of the target groups.	3.400	1.101
5	Lack of sufficient experience to deal with artificial intelligence technologies by sports club employees.	3.940	0.983
6	The need to train sports club employees to use artificial intelligence technologies.	3.130	1.244
7	Difficulty in dealing with artificial intelligence technologies by sports club employees.	3.950	1.077
8	Weak technological infrastructure in sports clubs.	3.140	1.198
9	The technical support provided is not commensurate with the importance of sports club employees using artificial intelligence technologies.	4.380	0.908
10	The high prices of artificial intelligence technologies prevent sports clubs from being able to purchase them.	4.020	1.163

Table 8 shows that the first paragraph, which states "resistance by sports club employees," came with an arithmetic mean (4.340) and a standard deviation (0.924), the second paragraph, which states "lack of awareness among some decision-makers in sports clubs of the importance of artificial intelligence technologies," came with an arithmetic mean (2.430) and a standard deviation (1.409), the third paragraph, which states "Arab applications that serve digital marketing are insufficient in artificial intelligence technologies," came with an arithmetic mean (1.270) and a standard deviation (0.664), the fourth paragraph, which states "the available applications for artificial intelligence technologies are not compatible with the characteristics of the target groups," came with an arithmetic mean (3.400) and a standard deviation (1.101), the fifth paragraph, which states "the lack of sufficient experience to deal with artificial intelligence technologies by sports club employees," came with an arithmetic mean (3.940) and a standard deviation (0.983), and the sixth paragraph, which states "the need To train sports club employees to use artificial intelligence technologies" came with an arithmetic mean (3.130) and a standard deviation (1.244), and the seventh paragraph, which states "the difficulty of dealing with artificial intelligence technologies by sports club employees" came with an arithmetic mean (3.950) and a standard deviation (1.077), and the eighth paragraph, which states "the weakness of the basic technological infrastructure in sports clubs" came with an arithmetic mean (3.140) and a standard deviation (1.198), and the ninth paragraph, which states "the technical support provided is not commensurate with the importance of sports club employees using artificial intelligence technologies" came with an arithmetic mean (4.380) and a standard deviation (0.908), and the tenth paragraph, which states "the high prices of artificial intelligence technologies prevent sports clubs from being able to purchase them" came with an arithmetic mean (4.020) and a standard deviation (1.163).

Then the differences in the average responses of the research sample were calculated on the statements of the axis of the advantages of using artificial intelligence in digital marketing, and Table 9 shows this.

Table 9: Arithmetic means and standard deviations for the paragraphs on the advantages of using artificial intelligence in digital marketing (n=56)

Number	Statement	Arithmetic Mean	Standard Deviation
Artificial intelligence applications are useful in:			
1	Comparing the performance of competing sports clubs.	2.160	1.195
2	Increasing communication between the sports club and the target groups.	2.340	1.027
3	Using artificial intelligence techniques makes the digital marketing process more effective.	3.710	1.200
4	Using artificial intelligence techniques in digital marketing helps in quickly marketing the activities of the sports club.	4.190	1.002

It is clear from Table 9 that the first paragraph, which states "Comparing the performance of competing sports clubs," came with an arithmetic mean (2.160) and a standard deviation (1.195), the second paragraph, which states "Increasing communication between the sports club and the target groups," came with an arithmetic mean (2.340) and a standard deviation (1.027), the third paragraph, which states "Using artificial intelligence technologies makes the digital marketing process more effective," came with an arithmetic mean (3.710) and a standard deviation (1.200), and the fourth paragraph, which states "Using artificial intelligence technologies in digital marketing helps in quickly marketing the activities of the sports club," came with an arithmetic mean (4.190) and a standard deviation (1.002).

The researcher believes that these results are consistent with some of the studies that were addressed, as they highlighted the importance of artificial intelligence in electronic marketing and thus increasing funding for various institutions. Among these studies are the study of Al-Subhi (2020), which concluded that the use of artificial intelligence applications in education by faculty members at Najran University was very low, and the study of Ali Saleh (2019), which clarified the absence of clear strategies and policies by the ministry towards sports marketing, and the study of Abis et al. (2019), the most important results of which were the interest in creating a brand or logo for the Youth and Sports Directorate in Babil Governorate and attracting companies and businessmen to adopt a team or player and carry out good media advertising for its tournaments in order to increase its income with the presence of an official film as a means of advertising, with the exploitation of the best players for advertising and advertising and the exploitation of the spaces and places of the directorate and its facilities in order to benefit from them for advertising purposes and marketing the facilities, halls and stadiums of the Youth and Sports Directorate outside of its activity times, and the study of Al-Antabili and Mahmoud (2019). The researchers concluded that the majority of clubs that apply sports marketing suffer from marketing shortsightedness. Sports club strategies and plans do not depend on the results of marketing research. The application of electronic marketing in sports clubs achieves the club's goals in light of the technological development in the field of communications and information technology. The study of El-Din Muhammad and Al-Ashqar (2018) showed that electronic marketing is a door that provides an opportunity for small and medium-sized businesses to market and display their services locally and globally. Therefore, these institutions must be developed by enabling them to use communications and information technology. The study of Al-Nusour (2017) showed important results, most notably the presence of a positive statistical effect of applying marketing intelligence on enhancing innovation in the commodity and service business institutions studied in Jordan, and the study of Al-Shawabkeh (2017) which concluded that all dimensions of the independent variable for artificial intelligence applications were high, and there was a statistically significant effect for the dimensions of the independent variable. The study of Ghani (2017) has one of the most important results that the marketing function

is practiced by people who are not specialized in marketing in sports clubs, and the absence of marketing management and specialists in sports marketing in sports clubs.

4. CONCLUSIONS

By presenting the theoretical framework and previous studies and presenting and discussing the results reached by the researcher, he concludes the following:

- That the use of artificial intelligence requires identifying "concepts and terms related to artificial intelligence technologies", "identifying and employing artificial intelligence applications", "identifying a group of artificial intelligence applications that can be used in digital marketing", "diversity of artificial intelligence applications in digital marketing", "a methodological plan to ensure the effectiveness of using artificial intelligence applications in digital marketing", "finding development sources related to artificial intelligence technologies", "solving technical problems when using artificial intelligence applications in digital marketing" and "training cadres to use artificial intelligence technologies I received training on the job".
- The use of artificial intelligence in digital marketing contributes to "providing artificial intelligence capabilities to accomplish tasks in the least possible time and effort," "creating digital marketer jobs in sports clubs," "benefiting from employing artificial intelligence technologies in sports clubs," "developing the infrastructure in sports clubs," and "developing the skills of digital marketing workers within sports clubs."
- The use of artificial intelligence applications faces a set of obstacles that prevent its application, such as "resistance by sports club employees", "lack of awareness among some decision-makers in sports clubs of the importance of artificial intelligence technologies", "Arab applications that serve digital marketing are not sufficient in artificial intelligence technologies", "the available applications for artificial intelligence technologies are not compatible with the characteristics of the target groups", "the lack of sufficient experience to deal with artificial intelligence technologies by sports club employees", "the need to train sports club employees to use artificial intelligence technologies", "the difficulty of dealing with artificial intelligence technologies by sports club employees", "the weakness of the basic technological infrastructure in sports clubs", "the technical support provided is not commensurate with the importance of sports club employees using artificial intelligence technologies" and "the high prices of artificial intelligence technologies prevent sports clubs from being able to purchase them".
- Artificial intelligence applications are useful in "comparing the performance of competing sports clubs", "increasing communication between the sports club and the target groups", "using artificial intelligence technologies makes the digital marketing process more effective" and "using artificial intelligence technologies in digital marketing helps in quickly marketing the activities of the sports club".

5. RECOMMENDATIONS

From the conclusions reached by the researcher, the following is recommended:

- The importance of using artificial intelligence applications in sports clubs in the State of Kuwait.
- The necessity of providing the infrastructure and capabilities to use artificial intelligence in marketing sports clubs.

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