

The effect of sports advertising on attracting and retaining pool customers (Case study: Tehran)

Sepideh Ghotnian

Faculty member of the Department of Sports Management, Islamic Azad University, Islamshahr Branch, Islamshahr, Iran

Neda Naeemy

PhD student in Sports Management, Azad University, Science and Research Branch, Tehran, Iran

Masoumeh Maleki

Master of Physical Education and Sports Science, Islamic Azad University, Tehran, Iran

Mahsa Farajnejhad

Master of Physical Education and Sports Science, Islamic Azad University, Tehran, Iran

ABSTRACT

Advertising is any attempt to promote a product, idea or service by a known company or sponsor. Advertising is a communication process that uses words, thoughts, sounds, and any visual or auditory form to influence customer behavior. The purpose of this study was to study the effect of advertising on attracting and retaining customers of selected pools in Tehran. The research method was descriptive-survey in terms of applied purpose and data collection method. The statistical population of the study is 400 customers of sports pools. Necessary information was obtained through a researcher-made questionnaire that was approved by 10 professors of strategic management in sports and its construct validity was obtained by exploratory factor analysis and its reliability was based on Cronbach's alpha of 0.89, in selected sports pools in Tehran. Collected around 2021. To study customer attraction and retention, one-sample t-test was used and to compare the pools, the results of ANOVA and Scheffe post hoc tests were used. The results showed that advertising is effective in attracting (attracting attention, creating interest, desire and action) and retaining (trust, satisfaction and loyalty) of customers and there is a significant difference between them only in attracting customers and not in retaining customers.

Keywords: advertising, sports, customer, pool..

Introduction

Marketing for non-profit organizations, including sports organizations, is a way to connect with people. With this new approach to marketing, the product can no longer be limited to physical objects, but anything that can be offered as a service or a need that can be met, including people, organizations, services, places and It is beliefs (Khan, 2006). Advertising is a part of the marketing process of a product or service and as one of the most important marketing tools can have a very important impact on marketing policies and strategies such as customer relations and improving and changing the mindset of customers towards the company (Sallam, 2011). Today, advertising has become an essential tool for carrying out the various affairs of organizations. Accordingly, many people are involved in the design and implementation of the advertising program, while large sums of money are spent for this purpose (Trasorras et al., 2009). Advertising is a show that is published by a certain person or an institution and its purpose is to influence the opinions and actions of the people. Sport makes one of the most effective advertising spaces available to the owners of goods and services, whether sports like it or not. It is important for advertising and sports advertising is one of the most important contemporary professions and has been able to occupy a special place in the capitalist center. When customers are the most important element of the survival of any sports complex, the competition to attract new customers and retain them is more visible (Bolton and Kannan, 2019). The importance of this issue is such that it can be boldly said that ignoring it in all small and large organizations will lead to the loss of the life of the organization. Swimming is a perfect sport and has many benefits for the human body. The babies have been in the water since they were fetuses. Swimming is a great method among all kinds of sports and movement exercises. This exercise, beyond abilities and age, is a suitable and desirable way to be active and healthy. Regular swimming reduces the risk of developing chronic diseases such as heart disease, type 2 diabetes and stroke. This exercise also boosts morale. The properties of swimming are achieved by the human body without the slightest physical contact and erosion. A swimming pool is an artificial pool used for swimming, swimming, recreation, entertainment and water sports such as water polo and diving (Ludovis et al., 2011). The water pool is also used for educational and scientific purposes.

James et al. (2010) in a study entitled "The relationship between beliefs and attitudes about sports advertising" stated that in order to build effective advertising programs, advertisers must have a better understanding of the beliefs that lead to a positive attitude towards sports advertising. Because it can create a positive attitude in customers that ultimately leads to the behavior of buying the product. Because advertising is one-sided, receiving feedback from customers seems essential (Kim et al., 2011; Lee, 2009). Due to being related to a wide range of recreational-sports activities, people through sports pools, can in a suitable way of advertising in order to advance their goals, namely to introduce their services (recreation), communicate with customers, attract customers and finally Keep them, benefit. Examining the advertising and marketing of swimming pools and providing solutions to improve advertising can play an effective role in attracting customers and their greater loyalty to the complex, creating a culture of sport and increasing its influence in the country. Therefore, the present study investigates the effect of visual, audio and written advertising on attracting and retaining customers in selected pools in Tehran.

Methodology

The present study is descriptive-survey in terms of purpose, application and method of data collection. The statistical population of the study is 400 customers of selected sports pools in Tehran who are active in most sports such as swimming, water polo, as well as hydrotherapy services, massage, sauna, Jacuzzi, nutrition counseling and fitness. Sampling method was available non-randomly; Thus, a questionnaire was distributed separately in each of the pools between men and women who had visited the pool many times and volunteered to answer the questionnaire, and finally 400 questionnaires could be used. Necessary information through a researcher-made questionnaire that was approved by 10 professors of sports management and its construct validity by exploratory factor analysis in which fit indices were removed and other related items and factors were grouped and its reliability was based on Cronbach's alpha 0.89 was obtained. One-sample t-test was used for the components of attracting attention, creating interest,

stimulating desire, action, trust, satisfaction, and customer loyalty regarding the effect of advertising on attracting and retaining customers.

Results

Descriptive findings of the present study showed that among the sample, 180 were female (%45) and 220 were male (%55). The highest frequency was related to people aged 20 to 30 years and %60 of the statistical sample (240 people) had a diploma. Also, the results of the table showed that the variables of creating interest $t = 26.30$, attracting attention $t = 38.12$, creating desire $t = 26.01$, action $t = 26.18$, with a significant number of 0.001 are effective in attracting customers.

Table 1. one-sample t-test results to attract customers

Variable	Average	t	Meaningful number
<i>Create interest</i>	3.90	26.30	0.001
<i>Draw attention</i>	4.19	38.12	0.001
<i>Create a desire</i>	3.84	26.01	0.001
<i>Action</i>	3.88	26.18	0.001

The results of one-sample t-test on the effect of three factors of trust $t = 31.55$, satisfaction $t = 26.42$, customer loyalty $t = 32.79$, with a significant number of 0.001, the following table shows the effectiveness of advertising in customer retention.

Table 2. single sample t test results for customer retention

Variable	Average	t	Meaningful number
<i>trust</i>	4.01	31.55	0.001
<i>Satisfaction</i>	3.74	26.42	0.001
<i>Loyalty</i>	4.11	32.79	0.001

According to the results of ANOVA test in Tables 3, there is a significant difference between sports pools in the effect of advertising on customer attraction ($F = 2.111$, $P < 0.05$), but there is no difference between them in customer retention.

Table 3. ANOVA test results in comparison of sports pools in the effect of advertising on customer retention

Variable	Average squares	Degrees of freedom	F	Meaningful number
<i>The effect of advertising on customer retention</i>	Between group	1.30	2.111	0.097
	Intergroup	90.236		
	Total	91.536		

Discussion and conclusion

Advertising is the magic of the twentieth century. In this century without advertising, marketing was incomprehensible. Ever since the industrial revolution took place in the late eighteenth century, industry has suddenly undergone a transformation and production has taken shape in the modern sense. Sellers needed new marketing methods to sell their goods. New forms of communication have brought about major changes in human life, and with the advent of the Internet, in fact, a great change has occurred in communication systems, trade and advertising, and has affected human life (Chang et al., 2020; Chien et al., 2021). Many sports pools are trying to make more money by attracting customers. Also, providing special services such as free meals and discounts will greatly help audience loyalty and turn them into regular customers (Mehrabian et al., 2015). In addition, interacting with users on social media, advertising on high-traffic sites, and also attracts customers to the pools. The first and most important part of customer acquisition is writing a strategy and ultimately defining long-term and short-term goals. The results showed that advertising has had a positive effect on attracting the attention of sports pool customers in Tehran. The findings are consistent with the results of research by James (2008). People are constantly exposed to a variety of stimuli in their environment. The second factor in the advertising process is creating interest in people. For example, only less than half of the advertising letters sent to the door are read and most people

ignore them. Any advertisement, no matter how well and effectively designed, is only effective if it can grab the audience's attention. To attract. According to the statistical results ($t = 26.30$), advertising of sports pools has a positive effect on creating customers' interest in using services. James (2008) stated that advertising has little effect on individuals in the buying stage, because the factor of trust in advertising must be measured before the customer enters the buying stage. Customers are the most important asset of any business. It must be used in any way that can be used to satisfy the customer. In order to satisfy customers, it is necessary to know what path customers go through and what experience is imprinted in their minds. The buying process is an important concept in sales and marketing that describes the path that consumers have taken to become a customer and what they are pursuing at each stage. With the increasing importance of relationship marketing and customer relationship management, the issue of trust has become more important (Patet, 2011). Interface marketing success depends on trust; Because, it plays an important role in the development of business relationships. In fact, the greatest value and importance of trust in marketing depends on the establishment and management of bilateral relationships (Choo and Jung, 2009, 485); Thus, in the marketing literature, trust is defined as one of the main factors that play an important role in influencing a customer to develop and maintain relationships with the service provider (Sun et al., 2014; 59). The results showed that advertising is effective on customer trust $t = 31.55$. Given the current competitive environment, one of the necessities of survival in any industry is to maintain and expand customer loyalty. Today, customer loyalty is the key to Bukar's success. As customer loyalty increases, the market share and profitability of the enterprise increases. With the advancement of technology and more competitive market conditions in various manufacturing and service sectors, the loyal customer is considered as the main asset of any company. In all industries today, due to increased competition and the emergence of various types of domestic and foreign brands, the customer has found more status and value, and customer orientation has become a fundamental principle in the market today. Customers are the intangible assets of companies and the survival of companies depends on customer satisfaction and loyalty. Telis (2004) considered customer loyalty as a factor in customer retention and focused his studies on customer loyalty and stated that if advertising is in a way that attracts customer satisfaction and trust, the possibility of customer loyalty increases. Customer satisfaction is a customer's feeling or attitude towards a product or service after using it. Theodorakis (2013) defines customer satisfaction as the result of process-by-process comparisons between the reality of a product or service or the expectations and social norms associated with the product. He defines customer satisfaction as the personal attitude that arises from comparing the actual productivity and the expected productivity of the company. The results showed that pool advertising has a positive effect on customer satisfaction with the use of services $t = 26.42$. The results showed that there is a significant difference between the selected pools in Tehran regarding the effect of advertising on customer attraction ($F = 2.111$). Today, advertising is considered a part of successful marketing and successful companies, in parallel with improving the quality of their products, seek to design and use dynamic and effective marketing systems. The growing need for advertising has led to new communication technologies with the help of advertising to attract more customers with their new methods and innovations. One of the new technologies is the Internet. Communication technology has long been one of the most fundamental factors in human transformation. Studies show that communication technologies are the most powerful factor in change in societies and its development is a continuous process. Therefore, it is a tool that with its development causes the development and continuous transformation of societies.

References

- Bolton, R. N., Kannan experiences for customer retention and value. *Journal of the Academy of Marketing Science*, 28(1), 95 – 108. 22 .
- Chang, T.Z., & Albert, R. W. (2020). "Price, Product Information, and Purchase Intention: An Empirical Study," *Journal of the Academy of Marketing Science*, 22 (1): 16 –27. 24 .
- Chien -Lin, C., Len Tiu, W., Michael, S. (2021). The Path of Effects from Customer Value and Satisfaction to Customer Lifetime Value – Evidence from Banking Industry in Taiwan. *Marketing Fields Forever conference*. Liverpool. England.
- Choo, H., Jung, J., & Chung, I. (2009). Buyer-supplier relationships in Dongdaemun Fashion Market: Relationship quality model. *Journal of Fashion Marketing and Management*, 13(4): 481-500.
- James, T. (2008). "The magic of selling with the AIDA formula". *International Journal of Bank Marketing*, 18(2), pp: 399 – 417.
- Khan, M. (2006). "Consumer behaviour and advertising management". *New Age International*, p, 46.
- Kim, k., YunJae, C. (2011). "The effects of athlete -endorsed advertising: the moderating role of the athlete - audience ethnicity match". *Journal of Sport Management*, 25(2), 143 -155.
- Lee, W.Y. (2009). "The moderating role of sport service type on the relationship between ad message type, service trial promotion, and consumers' responses to the advertisements". PhD thesis, Indiana University.
- Ludovic, S, Didier, C, Inigo, M (Eds). (2011). *World book of swimming: from science to performance (Sports and athletics preparation, performance, and psychology)*. Hauppauge: Nova Science. Publishers, 538 p. [Scientific-methodical foundations of a technique of swimming and training, biomechanics, hydrodynamics, bio-energetics].
- Mehrabian, A., & Russell, J. A. (2015). "The basic emotional impact of environments". *Perceptual and Motor Skills*, 38(1), 283 - 301.
- Patet, I. (2011). "Consumer Attitude toward Mobile Marketing". Master thesis of University of Technology Department of Business Administration, 1 -165.
- Sallam, M. A. (2011). "The Impact of Source Credibility on Saudi Consumer's Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity". *International Journal of Marketing Studies*, 3(4), pp: 63 -77.
- Sun, Y., Liu, L., Peng, X., Dong, Y., & Barnes, S. (2014). Understanding Chinese users' online social networks: An integrative theoretical model. *Journal of Electronic Markets*, 24(1): 57–66.
- Tellis, J. (2004). "Effective advertising Sage publications". *Journal of Business and Enterprise Development*, 9(4), pp: 100 – 105.
- Theodorakis, D. (2013). Predicting spectators' behavioral intentions in professional football: The role of satisfaction and service quality. *Sport Management Review*. Volume 16, Issue 1, 84 -96. 23 .
- Trasorras, R., Weinstein, A., & Abratt, R. (2009). Value, satisfaction, loyalty and retention in professional services". *Marketing Intelligence & Planning*, Vol. 27. Iss: 5, pp, 615 – 632. 21 .