

Study associate brand loyalty in sports clubs

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ABSTRACT: Introduction: The aim of the present study was to compare the relationship between brand associations and brand loyalty in pro sports clubs, public and private country. **Methodology:** Applied research was a descriptive study. A survey of private and public supporters club, sports clubs (including steel, Isfahan, Tabriz Tractor, Esteghlal Tehran, Abadan and Persepolis), respectively. The sample size was estimated using statistical formulas and 523 respectively which ultimately eliminating incomplete questionnaires, to reach 500. Questionnaire by the brand associations, Baton and Fervanch (2007) was made to test the validity of this study (Cronbach's alpha coefficient 0.80). The questionnaire consisted of five sections with 44 questions. **Results:** Results using statistical tests including Pearson and Levine obtained. There are state and brand association. **Conclusions:** The customer relationship marketing activities is a core principle and attract customers has been a priority for all companies. They can also increase the competitive advantage for the team. In today's world, the main asset of many businesses, their brand names.

Keywords: brand, brand loyalty, fans, sports, clubs.

INTRODUCTION

The customer relationship marketing activities is a core principle and attract customers has been a priority for all companies. They can also increase the competitive advantage for the team. In today's world, the main asset of many businesses, their brand names. For decades, the company depending on the value of a property, and intangible property, plant and equipment were measured. However, recently concluded that the company, somewhere outside of it, that is in the minds of potential buyers. While product measures the value of its currency, the brand, the product will recognize and reveal distinctive aspects.

Also, the brand of a product or a service is an intangible asset that consists of many parameters such as: names, words, signs, symbols, logos, designs, subjective experience of customers and consumers in the market for durability, reliability and lasting authenticity and trust, and credibility with customers. Structures are limited to goods, not services of banks, management concepts and software systems, and it also covers many industries such as sports.

Favorable brand equity brand is one of the basic concepts. Brand associations as the heart and soul of the brand (Aaker, 1991), and consumer-driven foundation for understanding brand equity, are known. Associate brand of deep reflection mental and consumer attitudes about the brand. Check sports fans associate the brand equity of the brand to provide the basis on which it is based is important. Create associations in creating brand loyalty and brand equity brand helps. This value creation includes brand differentiation, positive attitude, creating a reason to buy the brand, helping clients process information and create a context for the development of the brand (Aaker, 1991).

In the sports industry, sports teams can be referred to as brand and the fans eyes client looked. The athletic directors have teams, leagues and manage your assets from the perspective of a brand (Gladden and Funk, 2002). Therefore, investigation of factors influencing association fans, reminiscent types of fans is essential. Three components of the association designated by Keller (1993) assets, interests and attitudes, which will be mentioned later in this section describe each.

Marketing research showed that customers simply will not buy your product or service, asset or appearance, but their products are classified according to their interests. Interests, concepts and personal values with the clients brand assets that provide basic needs and motivations is related to (Keller, 1993).

Symbolic interests in the proud land, identity and authenticity of fans in the peer group is defined and practical interest in connection with the formation homeland patriotism (Diary cause infatuation), relief from boredom, socialization and companion, Emotions can be considered entertainment. Socialization and companionship to develop and maintain contact with other fans come from. More fans of seeing games in groups with common interests, enjoy (McDonald & et al, 2002). On the other hand, exercise is likely to trigger emotions and aggravation. Regular sports fans feel the joy, pride and excitement as well as nervousness, frustration, embarrassment experience and this causes the fans with these emotions in other social situations easier to cope. One of the major benefits for the entertainment of spectators in the stadium or watching the game via television (Mullin & et al, 2007). Depken (2001) developed a statistical method to estimate the relative loyalty of fans paid between 1990 and 1997 in professional football. For this rating are hosting decision.

If the directors fail to exercise their fans to understand the amount of sacrifice, can not do its job to Worthy. So is that a. Sulzberger (2010) Increased efforts to create a network of loyal fans of the brand by CEO Tim Burt to predict long-term strategies are planned and offered. Based on the analysis of assumptions from the research are as follows:

1. Between brand associations, brand loyalty in the relationship between government supporters club there.
2. Between brand associations, brand loyalty of the fans there are private clubs.
3. Between the assets associated with the brand loyalty, brand association exists.
4. The interest factor associated with brand loyalty, brand association exists.
5. Between the attitudes associated with brand loyalty, brand association exists.

MATERIALS AND METHODS

Applied research was a descriptive study. A survey of private and public supporters club, sports clubs (including steel, Isfahan, Tabriz Tractor, Esteghlal Tehran, Abadan and Persepolis), respectively. The sample size was estimated using statistical formulas and 523 respectively which ultimately eliminating incomplete questionnaires, to reach 500.

Questionnaire by the brand associations, Baton and Fervanch (2007) was made to test the validity of this study (Cronbach's alpha coefficient 0.80). The questionnaire consisted of five sections with 44 questions. Results using statistical tests including Pearson and Levine obtained.

The study is also used for questionnaires. Questionnaire used in this study was the association's questionnaire by Gladden and Funk (2001) was made. The questionnaire consisted of five sections, namely :

1. Demographic characteristics of the fans
2. a brand associated assets
3. brand benefit associations
4. associations, brand

attitudes and is brand loyalty.

RESULTS AND DISCUSSION

Results

The results indicate that these two variables, a strong and significant relationship. Relationship intensity equal to 0.679 and the direction is positive. Thus, we can say that the higher the degree of association among the respondents increased brand loyalty, brand, they will also increase (Table 1).

Table 1, the homogeneity of variance test scores Levin evokes the brand and brand loyalty

Variables	F	degrees 1	degrees 2	significant
Brand Loyalty	2.567	5	590	0.001
Associate brand	3.670	5	382	0.001

Levine test results for grades associations and brand loyalty in the sample show. Results indicate that scores of brand associations and brand loyalty is the homogeneity and consistency. Statistical analysis indicates that Fan Club brand governmental association rate (equal to 190.23) with private supporters club (equivalent to 189.09) and significant differences are significant. T-statistic equal to 846/2 level is desirable to achieve statistical significance ($p \leq 0.005$). So the hypothesis is confirmed.

Table 2. two independent samples t-test results, depending on the brand evokes Club

Club	N	mean	standard deviation	T	P
State	213	190.23	15.09	2.761	0.005
Private	234	189.09	13.54		

Based on the results shown in Table t p ≤ 0.05 was not significant, so the amount of loyal fans, there is no significant difference between the public and private clubs.

Discussion and conclusions

The results obtained from testing general theory and assumptions Secondary 1 and 2, showed that the association of the brand with the amount of loyalty fans of the brand among fans of football teams (or clubs public or private clubs) are associated. Results on the third hypothesis that the assets of the association of the brand with the amount of brand loyalty among fans of the study are related.

Therefore, the increase in the assets of the association of the brand's fan club will increase their loyalty to the brand. Factors associated assets in this paper brand adapted the model Gladden and Funk (2002) examined eight subscales that include : design and logo, club history, a renowned coach, stadium, success and championships effective supporters. marked club, the club is to raise funds and increase stock prices, benefit. Therefore, we can say that the interest component of the principal component related to brand association, brand loyalty is.

will be concluded that public clubs (such as independent clubs) that have a tradition, a long history of being recognized more and more are state are enjoying their brand associations is better informant and fans lack of basic infrastructure (eg football- specific stadium no watcher that this is a serious weakness in building sports is a valid name), and no notable history, the history of the league championship, or the manager's index are stars.

All this reduces the association of private brand among fans country. Accordingly, we can say that football fans, and team identity their fans are called Zeal team, a key feature of football fans (the team's veteran emerging public or private) and your issue It is a great asset to the team. It's official - especially private club - with remarkable considering the social capital have been trying to improve its brand association, and planning short and long form in this regard.

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