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# *Evaluation of Customers Loyalty and Relationship with the Brand in Facilities of Water in Mashhad*

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### ABSTRACT

The purpose of this study was evaluation of customer's loyalty and its relationship with the brand in facilities of water in Mashhad. This research is descriptive analysis, was performed. In this study, a standard questionnaire to measure customer loyalty of Taylor (2004), which required changes in three areas of behavioral loyalty, attitudinal loyalty and Investmental loyalty. The validity after the reconstruction, by ten sports management were reviewed and approved. Its reliability was calculated by Cronbach's alpha coefficient, is 0.93 which represents the reliability of the questionnaire. The population of this study is customers of facilities of water in Mashhad, which for a week at least once, and in 1395, when more than six months, as customers have used the facilities of water is formed and the number of community based on Morgan table for unlimited community, 386 people were selected as sample. To analyze the data, descriptive and inferential statistics including Kolmogorov-Smirnov statistical test, Pearson correlation and regression were used. Finding showed all variables related to the brand, significantly, was effective on behavioral, investmental and attitudinal loyalty, and predictable of them.

**Keywords:** *Brand, Behavioral Loyalty, Investmental Loyalty, Attitudinal loyalty.*

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### INTRODUCTION

If glance at the history of quality activities in recent history, we will notice that pay attention to quality of goods and products, has a history of nearly a century, but until the early decades of the 80th century the concept of quality in services never was not seriously considered. Research have made it clear that when high quality services can be ensured, that customer expectations of service to fulfilled or go beyond the expected them be released. Marketing today is not based on production facilities, but based on the provision of customer satisfaction. One of the slogans repeated today is that companies and service organizations, consistently make products and services above the expectations of customers, to the market. Customers who are satisfied with a supplier, remain loyal to them. The problem is that customers today demand higher quality, more services, consistent and fit their needs and efficiently ensure. As in any organization, asset protection, a sign of good management and in the sports service organizations, customers, is asset, since customers of services them receive from you, generate profits for you, and in fact the they are source of profit. Therefore club management should attract more customers, and more than to maintain customers, and less to lose customers. So we can say, customers' perception of quality of service, can reflect the level of their satisfaction of the quality of services provided by club.

Trademarks, the main issues raised in the firm's product mix strategy. Companies for their trademarks broad and long-term investments, especially in the field of advertising, sales promotion and packaging. They know their market power due to the strong brand equity and brand equity to bring to customer loyalty. Perhaps the most distinctive skill of professional firms, is their ability to create, maintain and develop their trademarks. Loyalty, is a reactive behavior, that person has to find to a brand, and makes the decision-making processes and evaluation, between the collection brand names finds inclination towards the brand and that this reaction, a function of psychological and mental processes of the individual. In fact loyalty through commitment to repurchase the product or service is evaluated. When consumers in their everyday life are looking brand moves to meet his demands, to find a name that attracted him satisfaction. This is the relationship between brands and customers, which have brand

loyalty arises, which is a basic research topic in brand management. Brand names, which identify and distinguish identity and their goals, and offer their faces and friendly tangible, enabling rich communication with your customers and establish beneficial, not only conquer part of the heart and their mind, but part of everyday life for consumers. In addition, customer loyalty, brand equity has competitive advantages in the market as well. Especially in product markets, customer loyalty, can ensure that a company's life, or destroy. Mark with an emphasis on loyalty, to the company helps to stabilize itself in future and with global giants have dominated the global market, to compete effectively. Over the past two decades, many organizations recognize the importance of customer satisfaction and have found that keeping existing customers is far less expensive than attracting new customers. In addition, there is a strong relationship between customer satisfaction and profitability are adopted and improve the customer satisfaction has become the most important operational objective. Therefore, companies must be careful interaction between themselves and their clients, and with knowledge, and understanding of the needs and values of customer, provide valuable products and services, to increase the satisfaction of them and catches their loyalty. Loyal customers, despite the fact that there are different brands on the market, they buy only from their preferred brand, which resulted in many financial benefits, for producer of the companies.

Now, the re-entry and customer loyalty as the ultimate goal is to be remembered that organizations are seeking to achieve it. Returning customer, especially in the service sector of sports, have particular importance, because in this sector due to fierce competition in the market, customers are quickly absorbed into other organizations. Understand what factors can refer customers back to the organization for sporting director will enable them to adopt strategies for this purpose.

Quantitative and qualitative studies conducted on customer loyalty in the sports service industry, the sparse research in this field implies, as well as field of sport marketing studies, shows that extensive studies were not can be found in this area.

Finding or research of Seyyedjavadin et al (2009) with the theme "the impact of service quality on customer loyalty and sports services", showed the quality of services effect on satisfaction of customer loyalty sport clubs. Goharrostami et al (2009) in study relationship between service quality and satisfaction study participants, health stations, parks, Tehran, found the quality of training programs and stations, samples are correlated with overall satisfaction and the lowest observed correlation between satisfaction and health. Physical environment, with overall satisfaction among samples. Hack lee (2010) In a study entitled "The impact of service quality on customer satisfaction and return business the golf clubs based on gender" in South Korea found that tangibility and empathy, two important components of quality of service for determining the satisfaction of both women and men. Golfer's woman's more attention to physical appearance, cleanliness and facilities appear. Mahmoodi et al (2012) in a study to determine the impact on the quality of services and satisfaction of customer loyalty, in sports clubs, found that respond to the needs and demands of customers, privacy, compensate for potential losses, and securing customers, including the most important demands of the customers. But in a study of Tang (2004) in conjunction with the loyalty of fans in Major League Baseball done findings showed, that has no relation with brand loyalty and satisfaction of their fans. Kaynak et al (2008) in their study reported that confidence plays an important role in building strong customer relationships and a significant positive relationship with the brand and brand loyalty. Leo et al (2006) in his research as a sportswear brand loyalty to the conclusion that the production quality is the most important factor in brand loyalty. In another study by Fung Yi and See deek (2008) titled the impact on customers sportswear brand loyalty was doing was observed between brand name, price and promotion, quality service, brand loyalty, there is a significant impact. Filo and Funk (2008) as well titled the role of trust in brand research on the relationship between brand associations and brand loyalty in sports and fitness programs, concluded that brand equity, a mediator of communication between brand loyalty, and reputation management brand.

Among the leisure centers of sports centers for water of sports and recreational activities is top priority for consumers. Freshness and vitality, that gives water activities to people, causing most families, attending these experienced centers, it means the right to spend leisure time, and using healthily and social benefits. On the subject and the future behavior of customers towards of sports entertainment centers, variables such as customer satisfaction, customer loyalty and perceived value of them is effective. However, the few studies to assess and analyze the various aspects of customer loyalty have paid. Mashhad, as well as one of the poles facilities of water in surface of country in the past decade has been raised, and this adds to the importance of professional work in the city. The study, according to the above, aims to increase customer loyalty in the facilities of water collection, review and analysis, and the results use in terms of increase customer loyalty in the facilities of water.

## **METHODOLOGY**

This research is descriptive analysis, was performed. In this study, a standard questionnaire to measure customer loyalty of Taylor (2004), which required changes in three areas of behavioral loyalty, attitudinal loyalty and Investmental loyalty, and the whole five-item Likert than the rate of customer loyalty in facilities of water in Mashhad. The validity after the reconstruction, by ten sports management were reviewed and approved. Its reliability was calculated by Cronbach's alpha coefficient, is 0.93 which represents the reliability of the questionnaire. The population of this study is customers of facilities of water in Mashhad, which for a week at least once, and in 1395, when more than six months, as customers have used the facilities of water is formed and the number of community that is not measurable and based on Morgan table for unlimited community, 386 people were

selected as sample. To analyze the data, descriptive and inferential statistics including Kolmogorov-Smirnov statistical test, Pearson correlation and regression were used. To analyze the data, statistical software of SPSS\_21 was used.

**FINDING**

Descriptive statistics were used to describe the test variables, including mean, median and standard deviation were used.

Table 1. describes the components of the of sports brand and loyalty of customers

Variable	Mean	Median	Standard Deviation
Behavioral loyalty	3.36	3.23	0.478
Attitudinal loyalty	3.29	3.24	0.365
Investmental Loyalty	3.14	3.2	0.187
<b>Brand</b>			
Satisfaction	2.74	2.6	0.478
Value	3.14	3.2	0.587
Resistance to Change	2.63	2.3	0.349
Feel	2.87	2.54	0.287
Trust	2.59	3	0.875
Brand equity	2.96	3.1	0.715

According to Table 1, it is inferred that important of components of brand in facilities of water, from the perspective of customers, in all factors, above the average. Among the factors, value from the perspective of customer and brand equity are the most important factors. Also loyalty factor is also higher than the average level, and behavioral loyalty have the highest mean score. According to the results of Kolmogorov-Smirnov test, in the study of the distribution of data, all variables are normally distributed. Therefore, Pearson correlation coefficient was used.

Table 2. Coefficient of correlation of behavioral loyalty, and brand

Variable	Correlation type	Correlation coefficient	P_Value
Behavioral loyalty and Satisfaction	Positive	0.457	0.0001
Behavioral loyalty and Value	Positive	0.369	0.0001
Behavioral loyalty and Resistance to Change	Positive	0.517	0.0001
Behavioral loyalty and Feel	Positive	0.620	0.0001
Behavioral loyalty and Trust	Positive	0.748	0.0001
Behavioral loyalty and Brand equity	Positive	0.199	0.0001

Results in Table 2 indicate that, between all components facilities of water brand, and customer behavioral loyalty, there is a significant positive correlation, and each of the variables of related to the brand, can be positively affected behavioral loyalty to the brand by customers.

Table 3. The coefficient of correlation of attitudinal loyalty and brand of facilities of water

Variable	Correlation type	Correlation coefficient	P_Value
Attitudinal loyalty and Satisfaction	Positive	0.485	0.0001
Attitudinal loyalty and Value	Positive	0.745	0.0001
Attitudinal loyalty and Resistance to Change	Positive	0.457	0.0001
Attitudinal loyalty and Feel	Positive	0.336	0.0001
Attitudinal loyalty and Trust	Positive	0.554	0.0001
Attitudinal loyalty and Brand equity	Positive	0.444	0.0001

According to Table 3, it can be concluded that, between the components of brand and attitudinal loyalty, there is a significant positive correlation, and by promoting these components, attitudinal loyalty of customers is also increasing to the brand.

Table 4. The coefficient of correlation of investmental loyalty and brand of facilities of water

Variable	Correlation type	Correlation coefficient	P_Value
Investmental loyalty and Satisfaction	Positive	0.336	0.0001
Investmental loyalty and Value	Positive	0.475	0.0001
Investmental loyalty and Resistance to Change	Positive	0.425	0.0001
Investmental loyalty and Feel	Positive	0.247	0.0001
Investmental loyalty and Trust	Positive	0.417	0.0001
Investmental loyalty and Brand equity	Positive	0.264	0.0001

According to Table 4, it can be concluded that, between the components of brand and investmental loyalty, there is a significant positive correlation, and by promoting these components, investmental loyalty of customers is also increasing to the brand.

Table 5. The regression of factors of brand characteristics with behavioral loyalty

Predictor variable	B	SE	T	BETA	P_Value
Satisfaction	0.158	0.018	4.524	0.225	0.0001
Value	0.200	0.049	4.498	0.415	0.0001
Resistance to Change	0.185	0.027	5.264	0.354	0.0001
Feel	0.314	0.031	5.254	0.631	0.0001
Trust	0.261	0.047	5.548	0.415	0.0001
Brand equity	0.99	0.039	5.457	0.249	0.0001

According to Table 5, all variables related to the brand, significantly, was effective on behavioral loyalty, and predictable of behavioral loyalty.

Table 6. The regression of factors of brand characteristics with attitudinal loyalty

Predictor variable	B	SE	T	BETA	P_Value
Satisfaction	0.241	0.036	5.548	0.316	0.0001
Value	0.148	0.061	5.252	0.220	0.0001
Resistance to Change	0.187	0.081	4.786	0.146	0.0001
Feel	0.214	0.048	4.896	0.214	0.0001
Trust	0.155	0.059	4.897	0.264	0.0001
Brand equity	0.216	0.024	5.254	0.198	0.0001

According to Table 6, all variables related to the brand, significantly, was effective on attitudinal loyalty, and predictable of attitudinal loyalty.

Table 7. The regression of factors of brand characteristics with investmental loyalty

Predictor variable	B	SE	T	BETA	P_Value
Satisfaction	0.184	0.024	4.587	0.217	0.0001
Value	0.198	0.051	4.597	0.195	0.0001
Resistance to Change	0.295	0.079	5.578	0.286	0.0001
Feel	0.318	0.064	5.269	0.123	0.0001
Trust	0.316	0.026	4.974	0.244	0.0001
Brand equity	0.225	0.074	5.326	0.156	0.0001

According to Table 7, all variables related to the brand, significantly, was effective on investmental loyalty, and predictable of investmental loyalty.

### CONCLUSIONS

The present study aimed to investigate the relationship between customers of facilities of water loyalty in Mashhad to brand. The study population consisted facilities of water customers who use at least once a week of facilities. Results showed that the level of component of brand of facilities of water, is higher than desirable level. Also customer loyalty in three levels, attitudes, behaviors and investments is higher than desirable level. The results show that facilities of water in Mashhad, could satisfy their customers, and according to their target market, and the target population, have been able to obtain customer satisfaction, and, in their view, this facilities have favorable conditions. So that have a positive impact on attitudes of customers, and they are satisfied with using brands. Also in action use facilities of water, and also show their loyalty in action, and willing to spend for use facilities of water. Due to the fact that many facilities of water in Mashhad, managed by the private sector, it can be concluded that private sector management facilities of water been effective in building customer loyalty. If facilities of water, properly managed, can according to their facilities, identify their target market and customers, and offer them good services, and to create loyalty in their costumers. The results showed that the correlation between all the component of brand and attitudinal loyalty. Also variables of brand predictive of attitudinal Loyalty. In other words, if the component of brand, from the perspective of consumers, have greater reliability, consumers have better attitude toward the brand, and their view to the sports complex, along with loyalty. If after the use the sports complex, costumers have a sense of satisfaction of the services provided, more use of complex, and will have a positive feel to it, and costumers to be trusted to the sports complex. Customer satisfaction with the services offered reduces resistance to the change, and can discourage them from using other recreational facilities and develop the concept of Loyalty in them. Mahmoudi research findings and colleagues (1394), Kaynak et al (2008), Fong Yi and See deek (2008) and Philo and Funk (2008) also emphasizes the importance of service quality, customer satisfaction and confidence-building emphasized and the role of these factors in building customer loyalty.

Results showed a significant relationship between behavioral loyalty and also there brand components can be predictive of behavioral loyalty in customers. In other words, the development of brand components can creat loyal behavior in customers towards facilities of water. Customers who trusted to the brands, attracted by the services provided by organizations, and are

satisfied with the service received, in addition to having loyalty attitude toward brand, show the Loyalty in their behavior, and more use of services provided by organization or sport facilities. These customers, in addition to continued use of the Services of brand, recommend it to others. The concept of word of mouth marketing that affect customer loyalty increases, in the brand development and improve competitiveness, significantly affects, and manufacturing and service organizations, in the competitive environment for the development of mouth marketing, are great costs. Word of Mouth Marketing, which according to many studies, has a deep connection with Loyalty of customers, and they are especially related to behavioral loyalty, in gaining competitive advantage and brand development, will have a significant impact and in competitive conditions, the organization gain more market share. Javadein research findings et al (1389), Kaynak et al. (2008) and Liu et al (2006) were in line with this researchers and in the their research emphasizes the importance of satisfaction, trusted, service quality and brand equity, on the development of behavioral loyalty in customers. But Tang (2004) reported findings inconsistent with the research and believes there is no relationship between Loyalty and satisfaction. This difference is due to different statistical community, since he conducted his research in the Major League Baseball, and sports fans, even in failure, loyal to their teams, and also in the case of dissatisfaction, their support of their team.

The findings of the study also showed that a significant relationship between the components of brand and investmental loyalty and brand component can be predictor of customer investmental loyalty. Customers, if to a brand and services of brand of, have satisfaction, and to have attitudinal and behavioral loyalty, easily, using their capital by the services brand consume, and their sensitivity to price significantly reduced. Many studies have proven that customer loyalty, one of the factors which significantly reduces customer sensitivity to prices, and can also increase brand satisfaction and customers willing to pay higher fees for to use brand services and products. Customers who feel pleasure and satisfaction and trust, to use the Services of of water more often use the services of brand, and in the use of facilities of water, use more parts of complex, and pay more fee for use of services.

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