



**International Journal of Biology, Pharmacy  
and Allied Sciences (IJBPAS)**

*'A Bridge Between Laboratory and Reader'*

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**THE IMPACT OF RELATIONSHIP SATISFACTION TO THE SPORT CONSUMPTION  
BEHAVIORS**

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**ABSTRACT**

Relationship marketing is such an integral part of modern marketing including sport Marketing. The importance of relationship quality in relationship marketing has been well documented; however, very little attention has been paid to the issues of relationship quality in sport consumer behavior contexts. The construct that I have included in my article is relationship satisfaction. The importance of relationship satisfaction in relationship quality has been well documented; however, very little attention has been paid in sport consumer behavior contexts. The objective of this study is to provide a better understanding of the nature of the relationship between relationship satisfaction on various sport consumption behaviors. For this reasons Kim questionnaire (2008) was used in order to collect the data and analyzed by SPSS from 375 Students Comprehensive universities in the Esfahan city . We tested the link between relationship satisfaction to the four sport consumer behavioral intentions: word of mouth , attendance, media consumption, and licensed merchandise consumption . The results were shown Relationship Satisfaction has a significant relationship with all the sports consumption behavior.

**Keyword: Relationship quality, Relationship Satisfaction, sport consumption behaviors**

## INTRODUCTION

A relationship quality approach can offer a valuable framework for connecting relationship marketing to sport consumption behaviors of interest. Relationship quality can be defined as the “overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship” (Palmatier et al., 2006). Relationship quality can be included a met construct composed of several distinct but related facets such as trust, commitment, identification, intimacy, reciprocity (De Wulf, Odekerken-Schröder, & Iacobucci, 2001; Fournier, 1998; Palmatier, Dant, Grewal, & Evans, 2006). But in this study, we will discuss Relationship Satisfaction and their impact on sport consumption behavior.

### Relationship Satisfaction

Satisfaction with the relationship has been regarded as an important measure of relationship quality (Garbarino & Johnson, 1999; Odekerken-Schoröer et al., 2003; Palmatier et al., 2006; Roberts et al., 2003). Relationship satisfaction can be defined as customers’ affective or emotional state toward the relationship with a brand or firm based on the overall evaluation of the relationship (Garbarino & Johnson, 1999; Odekerken-Schoröer et al., 2003; Palmatier

et al., 2006; Roberts et al., 2003). Crosby et al. (1990) suggested that relationship satisfaction resulted in high sales effectiveness and more future interaction. In addition, relationship satisfaction has been found to positively influence sales, market share, and profit (Palmatier et al., 2006). There is also evidence to suggest that it is the satisfaction of the customer that ultimately determines their future intentions and behavior towards the service (De Ruyter, Wetzels, & Bloemer, 1997; McDougall & Levesque, 2000; Taylor & Baker, 1994). McDougall and Levesque (2000) proposed a causal path, with perceptions of service quality influencing feelings of satisfaction, which in turn influenced future purchase behavior of customers. Satisfaction has been identified as a reliable predictor of repurchase intentions (Cho et al., 2004; Cronin et al., 2000; Tian-Cole et al., 2002; Yoo, Cho, & Chon, 2003).

### Behavioral Intentions

Derived from the Theory of Planned Behavior (Ajzen, 1991) and the theory of Reasoned Action (Ajzen & Fishbein, 1980), behavioral intentions are viewed as antecedents to actual behavior, in that behavior is preceded by the intention to engage in that behavior. behavioral intentions

as a multi-dimensional construct consisting of (a) Attendance Intentions, (b) Word of Mouth, (c) Merchandise Consumption Intentions, and (d) Media Consumption Intentions.

**METHODS**

The target population for the study was individuals who were affiliated with a comprehensive university of Esfahan. All students of comprehensive university represented the statistical population in the current study. It is not feasible to survey all of them so 375 students were selected using the judgmental sampling method according to Morgan table and then subjects completed the questionnaires. The Kim (2008) standard questionnaire has been used to evaluate.

Research tool for this study consists of three parts: 1) relationship satisfaction 2 Behavioral Intentions and 3) Demographic Characteristics. Participant responses were measured on a 7-point Likert-type scale with anchors ranging from 1 (strongly disagree) to 7 (strongly agree) and reliability coefficient values ranged from .7 to .95.

Data analysis was performed using various statistical techniques such as Confirmatory Factor Analysis (CFA) and Structural Regression.

**RESULTS**

The results in Table-1 indicate that majority of the participants were men (74.9%). The average age of the participants was 21-25 years old (50.4%).

**Table 1: Demographic characteristics of participants**

Variable	Group	n
Gender	Male	281
	Female	94
Age	-20	129
	21-25	189
	+26	57

**Table 2: The structural relationships between predictor variables and the criterion**

relationship quality	Attendance	Merchandise Consumption	Media Consumption	Word of Mouth
Relationship Satisfaction	$r = 0/108$ $R^2 = 0/01$ $p = 0/000$	$r = 0/726$ $R^2 = 0/527$ $p = 0/000$	$r = 0/583$ $R^2 = 0/34$ $p = 0/000$	$r = 0/395$ $R^2 = 0/156$ $p = 0/000$

Correlation coefficient between Relationship Satisfaction and word of mouth,  $r = 0/395$ , Relationship Satisfaction and Media Consumption  $r = 0/583$ , Relationship Satisfaction and Merchandise Consumption  $r$

$= 0/726$ , Relationship Satisfaction and Attendance  $r = 0/108$  so all of them ( $\alpha = 0/01$ ) are significant. So Relationship Satisfaction has a significant relationship with all the sports consumption behavior.

## DISCUSSION

Our results demonstrate that Relationship Satisfaction influences various consumption behaviors as a component of overall relationship quality. This is consistent with previous research suggesting that intimacy is closely related to various consumer behavior variables (Cronin & Taylor, 1992; Cho et al, 2004 ; Brady et al, 2006; Carlson & O’Cass, 2010; ). Due to the significant difference between the effect of Relationship Satisfaction on sports consumption behavior can be inferred that managers in dealing with consumers should have long-term relationships and satisfy expectations, so they can earn loyalty and profitability.

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