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**THE RELATIONSHIP BETWEEN BRAND AND BRAND LOYALTY OF
PARTICIPANT IN PRIVATE FITNESS CLUBS OF TEHRAN**

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ABSTRACT

Current survey demonstrates the relationship between brand and brand loyalty of participants in Private Fitness Clubs of Tehran. This survey concentrates on current time and is completely practical according to its goal. The research method is descriptive survey with correlation concept. The statistical population of this research are all of the utilizers of Private Fitness Clubs of Tehran in North of Tehran who were getting use to do sport for at least one year. In this survey the sample population contained 180 people. For research variable measurements we used WILLIAMS standard questionnaire (2010). For analyzing the outputs of this research we used descriptive deduction statistics (such as pearson test, Uman whitney) Based on the result of this research, there was a meaningful and direct relationship between connection with brand and brand loyalty of participants of fitness club in Tehran ($r = 0.78$, $p = 0.02$). Conclusion Brand played a dominant role in protecting and extending the customer choice right, so Marketing managers should be aware of brand relationship and protecting it for revenue increment with loyalty and commitment. Regarding to the direct relations between brand & brand loyalty & they are related to the price & product so must be cautious on pricing policy. Also must pay attention to the product & changes of performance & appearance & provided better & positive effects on the brand value by making creativity & innovation.

Keywords: Brand, Brand Loyalty, Fitness and Fitness Club

INTRODUCTION

Physical education and sport science like other science have reached incredible borders of advancement and technology also that affect all fundamental infrastructure of sport such as business, economy, and politic, etc. In international level, sport is ranked 11th prominent industries in the world. Sport industry includes sport instruments and appliances, marketing, sponsorship professional sport, sport clothes, sport media and recreational sport [1]. Health industry as relevant industries of sport was highly considered the business derived by participation in physical activity including like productions, training, goods and services related with physical activities. In this survey mentioned that the services delivered in health and fitness section and using the product as a specific and distinctive industry was highly considered [2]. Health industry is a business that individuals participate in physical activities in an organized way and utilize related goods and services. These services were accessible in private fitness club and also spectators will utilize these facilities in a same manner [3]. Although health and readiness industry needed more attention in academic research, brand making in health scope as a general design and vista is highly considered. But as a exception,

there are still some problems [4]. On the other hand, brand is a name or a sign for detecting a product or service and is a distinction from rivals [5]. Peterson and Tart studies had shown evolving in marketing in fitness club was related to service quality and brand loyalty. If this relationship does not have any profit, it will not last for a long time. The awareness of positive or negative connection with brand will allow fitness and health centers to obtain a force according to brand loyalty. The researches related to brand making is a precious evaluation for organizations for making effective strategies for brand loyalty [6]. Also brand is something beyond these issues. Brand and its specification is affected by mutual and intellectual perceptions. This relationship will guarantee the long-term relation between customer and business. Actually the customer perception from brand, correct or incorrect is for making decision about brand products. Brand can demonstrate a certain level of quality that can convince customers to buy much more. This was the client loyalty that could prevent other rivals entering the market. Loyalty can be measured by commitment of repurchasing goods and services. The equity brand right model Aker and Keller describes a theory framework of effective factors including:

relation with brand, brand awareness, brand image, brand knowledge, brand loyalty and equity brand right perception. But it should be considered that brand loyalty is only a part of brand making that will prepare the most favorable result of the relationship between clients and brand. Brand loyalty is defined as suction and protection ability. It also showed such a kind of sense, attitude and behavior [5,7]. Lack of brand loyalty was the most important factors of increment to involve in health industry .Moreover in fitness centers; the central core of the products was activity and practice. Fitness clubs can deliver their customers, satisfaction by eliminating their client's demand including instrument and appliances, sport facilities and services. Most of the fitness club managers still do not know whether the enthusiasm of their members is because of physical activities or not. Nowadays, brand making in health center and fitness club was extending and the market share was about 47%. Based on the theory of [8] the equity brand model considered a conceptual and theory framework of brand [9]. It should be mentioned that brand can be explored by three factors: Participation, attitude and mutual interests. The past studies of Keler have shown that the relevant attitude with the severity and proportion of participation and the profit

was a result of the relationship with brand. And the effects of this study can confirm the enthusiastic participation in sport activity [10] declared that having a direct experiment of brand in the members of a sport club can contribute to save an intellectual image of brand as a practical dimension [7]. The shortage of brand loyalty is the most important factor of decrement in engaging in health industry [11] that had demonstrated the effect of customer loyalty in manners of purchasers in Malaysia which showed a meaningful relationship among brand capital , customer satisfaction and loyalty and admitted that satisfaction was a preliminary factor of loyalty also they did some research about the relationship among service quality, sport commitment and brand loyalty in sport complexes .So the result showed that the brand name, brand value, used strategies for marketing and brand marketing and raising the attention of people to brand were dominant indexes in brand loyalty increment in fitness centers and recreational activities. Mahoney reported that sport loyalty was a strong and positive attitude to a brand and showed continuing consults to a certain brand. Investigating about the correlation between brand and brand loyalty is highly considered in sport scope and) had researched about evaluating the service

quality in private and public recreational sport complexes in Greece. Result showed that the valid factors of brand loyalty were deeply related to calm, involvement time and knowing about fitness centers. According to mentioned discussions of brand making, assessment is a kind of value for organization to make effective strategies for brand loyalty. Current survey wanted to answer to this question that "what is the relationship between brand and brand loyalty in participants of fitness centers in Tehran megalopolis". Despite of shortages in previous studies in brand making in health and sport complexes.

MATERIALS AND METHODS

Current research concentrates on present time, the statistical population contained 180 people. Also data gathering related to research variables, Williams standard questionnaire was used which has 42 questions. These questions ask people two kinds of question including brand relationship (e.g.membership cause, emotions about brand and logo , participation in club programs , club effect , club management , probable effects of fitness center programs , other issues related to club , etc. And brand loyalty. We used likert evaluation with 7 value response in this questionnaire. We consult to some well-known professors in sport management and marketing field for

getting some advice. After that the survey is admitted by them for stability measurement we used chronbach alfa method. As the initial process, a small part of our statistical population was selected (30 people) and the questionnaire was distributed among them. Based on the obtained results, the relation with brand evaluation questionnaire was 0.76 and brand loyalty evaluation questionnaire was 0.96. These results demonstrate the stability of our questionnaire. For statistical analysis of research results, we used descriptive statistics for categorizing and describing the outputs. (E.g. Average standard deviance, abundance distribution tables) In deduction statistics we used smirnov kolomogrove test for determining the natural of data distribution¹ Spearman test, , Kruskal-Wallis, Uman whitney ,with SPSS application version 18.0.

RESULTS AND DISCUSSION

Based on the research result , from 180 people who were participated in this survey , 80 men and 80 women infact equal to each other 62.2% were bachelor and 32.5% were married from 180 (4.2%) were between the age of 21-30 , 45 person (37.5%) were between the age of 31-40 In this part before doing statistics tests & because of pre-hypothesis for use or non-use was used parametric & Kolomogrov &

Smirnov test which showed the variables are good and normal situations. regarding to the table (1), observed Pearson's correlation coefficient are between participants' brand & brand loyalty of private fitness clubs in Tehran & regarding to the P-value ($P \leq 0.001$) that it is lower than 0.05, the hypothesis of relationship between brand & brand loyalty are accepted it means that there is relationship between brand & brand loyalty.

Table (1): Pearson's correlation coefficient between brand & brand loyalty of participants of private fitness clubs in Tehran

Variable1	Variable2	r	Number	P-value
Brand	Brand loyalty	0.78	180	0.02

For surveying on relationship between gender, marital status & brand, brand loyalty was used Whitney's test & for surveying on age, educational degree & the membership experience with brand & brand loyalty was used Kroskal-Vallis's test that their results showed in following table.

The results of Whitney's test (table 2) showed that there is significant differences between participants' gender & brand loyalty ($p=0.001$). Regarding to the mean rank, male brand loyalty is more than female brand loyalty.

Table (2): Whitney test for variables comparison based on gender

Variable	Gender	Number	Mean rank	U-Mann Whitney	P-value
Brand	Man	100	67.5	1268	0.00
	Wome n	80	56.4		

	n	2	3
Brand loyalty	Man	100	59.09
	wome n	80	49.23

Also the results of Whitney test (table 5) showed that there are significant differences between the participants' marital status & brand & brand loyalty.

Table (5): Whitney test for variables comparison based on marital status

Variable	Gender	Number	Mean rank	U-Mann Whitney	P-value
Brand	Man	98	86.71	1625.7	0.005
	Wome n	82	62.3		
Brand loyalty	Man	99	65.53	1223	0.006
	wome n	81	57.31		

The main goal of this research is showing the brand & brand loyalty of participants of healthy places of Tehran. So the researcher tried to proving the importance & the essential of this role of brand function & brand loyalty & the relationship among variables in goal advance for sport clubs.

Regarding to the obtained results of Pearson test, there was meaningful & direct relationship between brand & brand loyalty ($P=0.002$, $r=0.78$) & were same as Gladden & Funk [8], Alexandris et al [2], Aaker & Blue [5], Tart Peterson [12]. The relationship between dependence to brand & brand loyalty was explained in trade literature by Keller [13] in the sport by Glaiden & Funk [8].

Alexandris et al [2], the role of quality on the brand & brand loyalty advancement, showed that the quality of services affected on the brand & brand loyalty. Williams [14] showed that there was meaningful & direct relationship between brand & brand loyalty. Kashef & Hamdami [15], the relationship between making brand & sport products, showed that the powerful & valuable personality of trade name can propel the customers to use them because the customers believe that the trade name showed him/her self-personality. Also said that if there was valuable brand allows the companies to keep their customers & checking their necessities efficiency. Liang the effects of customers' loyalty on the buyers' behaviors on the 350 customers in Malaysia, resulted that there was meaningful relationship between capital of brand & relation, customers' satisfaction & customers' loyalty & said that customers' satisfaction was introduction on the customers' loyalty. Also showed that although the capital of brand has lower relationship to customers' satisfaction than their loyalty but the brand capital & relationship was considered as a positive rank for brand, Filow & Funk [16] studied on the role of confidence to the brand & relation to association & brand loyalty in sport & fitness programs & also

studied on the special brand value in relation to brand association & brand loyalty in the two areas of sport environments (sport environment & fitness programs). They stated that special brand value is a relational mediator among brand loyalty with management & famous & these two samples are surveyed & found that there was meaningful relationship between brand loyalty & homeland patriotism & successfulness. Today, brand must be understood in fitness club & then placed in the customers' minds, knowledge of positive & negative relationship with brand allowed to healthy places to make a force in brand loyalty in various places. The relational studies to branding were valuable evaluation for organizations for effective strategies in brand loyalty must be considered that, not only, brand loyalty is the most important element of branding, but also provided the best results on the relationship between brand & customers. Brand loyalty means as attraction & keeping customers abilities. Also it showed the feeling & behaviors against brand, so the brands can communicate to customers, when the consumers follow to the special brand in daily lives to obtain their wants, so follow to the name that satisfied them that this is the same relationship between brand & customers which said it brand loyalty. So

with increased competition in trade & speed changes in technology & increased in the customers' selection caused to success in clubs that they can understand & provide most better their expectations & wants. The results of this survey was according to previous survey. So the managers & authorities must measure & concentrate on the marketing & increase the keeping loyalty to brand & trade name as goal. These results showed that sport clubs marketing has effect on the fitness club & can compare to bigger trade name. Also the results showed that men loyalty were higher than women, because there was low clubs for women & the time is lower than men & also men are more eager to the best quality, facilities. So when they accept it tried to have more loyalty to it or maybe this loyalty is based on cognitive & emotional loyalty.

Totally, brands can communicate with their customers, when a consumer everyday follows to the special brand it means he/she follows to the name that satisfy himself. Today value that distinct a brand to others; increasingly it depends to the experiences in customers' interaction. So cognition & understand the customer & relational management to customers have most importance for brands. Then relational management with sport clubs customers support efforts of maximizes the

value of customer interactions & guides to the better function. In other hands, brand is beyond of this issue. Brand & its traits are affected by customers' perception & it was totally mentally & this relationship caused to long-term relation & business & customer. In fact, the customers' perception whether right or not, it was the basic of their making decisions for buying the brand. Brands can be the special level of quality that persuaded the customers to buy it. This is same loyalty that don't allow other competitors come to the market, the results showed that the brand relation effects on the customers' perception of product quality & credit of club effects on the customers' perception & profits for his/her loyalty & shows loyalty to the trade signs & brand, & it is the appropriate scale for evaluating long-term effects on marketing decisions. So loyalty to trade name & signs & brand has most important effect on the long-term profits for clubs, because loyal customers don't need to the advanced tries, they accept to pay more for better facilities, quality & brand. However, the role of trade mark is obtained from customers' perception for forming customers' loyalty. Regarding to the findings of research, sport clubs must be tried to forming, directing, confirming appropriate perception of brand in the customers'

minds. The findings offer the brand was same as price, place & statues of central place in marketing strategic but don't concentrate just on the membership price but also must enter knowledge & understand customers for healthy clubs services profits. Regarding to the direct relations between brand & brand loyalty & they are related to the price & product so must be cautious on pricing policy. Also must pay attention to the product & changes of performance & appearance & provided better & positive effects on the brand value by making creativity & innovation.

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