Original Paper

Investigating the Effect of Advertising on Attracting Customers of Sports Clubs in Karaj City

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Abstract

The purpose of this research was to investigate the mediating role of charitable marketing in the effect of advertising on attracting customers of sports clubs in Karaj city. The research method was applied descriptive which was conducted by field method using questionnaire. The statistical population included the athletes of sports clubs in Karaj city. The sample size was determined as 332 people based on Morgan's table. The measurement tools included advertisement questionnaire (Moghimi & Ramezani, 2007) and customer attraction questionnaire (Ravanbakhsh, 2019). Content and face validity of questionnaires were confirmed by management professors and Cronbach's alpha reliability was reported as 0.72 for advertisement questionnaire and Cronbach's alpha reliability of customer attraction questionnaire was reported as 0.71. To analyze the research hypotheses, the structural equation model was used by spss19 and Amos23 software. The findings of the research showed that charitable marketing has a mediating role in the effect of advertising on the attraction of customers of sports clubs in Karaj city, and this type of mediating is a partial mediating type. Therefore, it can be concluded that by using charitable marketing, new customers can be attracted to sports clubs, and charitable marketing is also a kind of advertisement for the club.

Keywords

advertising, customer attraction, Karaj city

1. Introduction

Clubs and sports and entertainment places, as social spaces that have a direct relationship with people, need to attract customers in order to perform better and earn more money. In this century, sport is considered not only as one of the physical activities, but also as tools for the development of countries

and as a part of the economic activities of a country in the production and consumption of sports goods and services and the socio-economic development of various societies has been important; As far as physical activities, sports and recreation are considered as an important industry and business (Statler, 2005quoted by Pourgholam Masoudi, 2018). Considering that attracting customers for service complexes and sports clubs is very important and vital in today's competitive environment, therefore, using models and methods to motivate customers and athletes to attract and use, and as a result, generate income from sports complexes and sports clubs It has received more attention. Sports club advertising is a type of general advertising so that most of the people in the society can be the audience of this type of advertising. The desired goals of sports club advertisements include different ages of people in the society, different strata and different tastes. All members of the society can be the audience of sports clubs for some reasons. But in such advertisements, it should be noted that some of these groups have more motivation to register and participate in sports clubs, and investing in this group of people, such as young males, can be suitable for gyms. . Maybe the fitness clubs have other audience members from the society, but because their number is less, advertising for sport clubs cannot be cost-effective. For this kind of advertising, it is important to have infrastructures such as location, timing, infrastructures that can help attract customers etc. However, these infrastructures are considered advertisements if they are accompanied by environmental advertisements (Kordello et al., 2015).According to customer definitions, all organizations believe that the customer is the boss and the customer is the king. In Persian culture and literature, the concept of "customer" is synonymous with "buyer". In the topics related to marketing and sales, a customer is an audience that has the ability and talent to buy goods or services. In this definition, the ability means the ability to pay and the ability to understand and recognize the advantages of goods and services that provide part of the audience's needs. Therefore, the transformation of an audience into a customer will be achieved when the elements of ability and talent appear in him in order to make the purchase. having the ability without having the ability to identify the product in question or vice versa; Having the ability to buy but not being able to pay does not make it possible to form the buying process (Aqebati et al., 2017).According to the mentioned contents, carrying out activities to attract customers and advertisements of sports clubs can cause more young people, athletes and people to be attracted to sports, but if sports clubs do not have the right belief in the field of charitable marketing activities and perform poorly in its implementation to attract athletes, it may create grounds for doubt among athletes and people, therefore simultaneous advertising and charitable marketing can probably affect the attraction of athletes or customers, so according to the previous statements In this research, the researcher is looking for the question of whether advertising has an effect on attracting customers of sports clubs in Karaj city? The importance of customers and the fact that it is customers who keep businesses alive and make the wheels of businesses turn, is not a secret. The customer is actually the life factor and source of profit of your company. Therefore, the importance of the customer is very high and vital for any business, and no

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business can survive without a customer. In other words, it is the customer that determines the longevity of your business, and any business, if it cannot get new customers or keep its old customers satisfied, will quickly disappear from the market and be replaced by other businesses will give (Mahdavi, 2015). Nowadays, due to the necessity and importance of exercising, most people try to devote an hour to exercise in their daily or weekly plans. Therefore, sports clubs have their potential customers and the potential and capacity of sports club development is completely there. Most sports clubs try to use a good trainer as well as sports equipment and suitable facilities to attract customers for sports clubs (Behnam, 2014).The use of athletes can be one of the important and basic competitive advantages for sports clubs and organizations and companies that are somehow related to sports, and on the other hand, not paying attention to it leads to a decrease in the acceptance of sports by people and athletes to be and since no research has been done on the effect of advertising on attracting customers of sports clubs in Karaj. The researcher decided to investigate the effect of advertising on attracting customers of sports clubs in Karaj city. Karimi et al.(1400) in a research titled presenting the model of charity marketing success factors in Iran came to the conclusion that the success factors of charity marketing in Iran have dimensions of "product considerations" including the components of product innovation, product quality and product nature, "advertising considerations" including the components of celebrity presence, various tools/verbal advertising and the quantity and quality of advertising, "customer considerations" including the components of loyalty, customer income, previous experience, motivation and desire, customer's perception of the company's ethics, belief and perspective, "financial considerations" including the components of The amount of financial aid of the organization, the type and method of aid and the amount of financial aid from customers, "strategic considerations" including the components of clarification, the duration and frequency of repeating programs, creativity in programs and the appropriateness of programs and "general considerations" including the components of the company's credit, cooperation with charitable institutions and It is a charity issue. Aminian et al.(1400) in their study entitled Explaining the model of structural relationships between social network marketing and customer behavior for brand promotion in the dairy industry (case study: Kale company in social networks) concluded that the antecedents of social network marketing include commercial drivers. Social is the brand experience and perceived values from branded web advertisements, which has a positive and significant effect on customer business relationships and brand health through mediating factors of customer brand involvement and attitude towards brand authority. Khenifar et al.(1400) in a research entitled the effect of charitable marketing on consumer purchase intention (case study: single macaron consumers) concluded that charitable marketing has a positive and significant effect on brand attractiveness, moral feelings, and consumer purchase intention. However, it has an opposite and meaningful effect on consumer pessimism. Also, the consumer's moral feelings and identity with the company have a positive and significant effect on the purchase intention. Finally, consumer pessimism has a negative effect on the intention to purchase a benevolent marketing product.

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Tantawi and Sadek (2019) conducted a study titled "Investigation of the influence of celebrities in charitable marketing campaigns on the behavioral intentions of the audience in Egypt". The results showed that the attractiveness of celebrities has the most positive direct effect on the audience's attitude towards charitable marketing campaigns. In addition, celebrity trustworthiness and celebrity reputation have an acceptable level of direct and positive influence on audience attitudes toward charitable marketing activities. In 2019, Fleischer concluded in a research titled "Charitable Marketing among Professional Athletes" that the participation of customers or consumers in charitable marketing is related to people's motivation, and that charitable marketing can attract more athletes to a charitable cause. In a research conducted by Chatun in 2018, in a research entitled "Effect of charitable marketing on consumer behavior in Taiwan", he concluded that charitable marketing in service companies can increase sales by repeating purchases, trial purchases, or promoting unit purchases. increased (quoted from Mohammadyari, 2018).

2. Methodology

The current research is of applied type and in terms of data collection method, it is a descriptive-survey which was carried out in the field. Also, taking into account the time criterion, the current research is a cross-sectional research because this research was done only at one point in time. The target population of this research includes all athletes of Karaj sports clubs. The statistical population of this research includes all the athletes of sports clubs in Karaj city, according to the statistics and information center of Karaj Sports and Youth Department, the number of sports clubs in Karaj city is 24 clubs and the number of athletes organized based on the sports insurance of these clubs is 2451 people. The sample size was determined as 332 people based on Morgan's table. In this research, the sampling method was clustered. First, Karaj city was divided into several clusters and then randomly selected a number of sports clubs from the clusters; And in the next step, the questionnaires were randomly distributed among the athletes of these clubs. It should be mentioned that after collecting the questionnaires, 11 questionnaires were discarded due to the incomplete answers of the samples, and finally 321 questionnaires were approved and the data of these questionnaires were analyzed .The measurement tool, including the questionnaire on the effect of advertising on brand success, was prepared and adjusted in 2007 by Moghimi and Ramadan. This questionnaire has 16 questions with 3 components that are graded on a Likert scale. It also includes 3 components and its purpose is to investigate the impact of advertising on the success of the organization's brand. The components of this questionnaire include 1- uniqueness (questions 1 to 4), 2- creativity and message (questions 5-12), 3- choice of media type (questions 13-16). To measure the customer attraction variable, the customer attraction questionnaire in sports venues (Ravanbakhsh, 2019) was used. This questionnaire consists of 35 questions in 3 factors. The factors of this questionnaire include A: environmental factors of 12 questions, which are divided into three sub-factors: 1- facilities (from questions 1 to 5), 2- design

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(including questions 6 to 8) and 3- health (including questions 9 to 12). B: Social factors are divided into two sub-factors: 1- Executives (including questions 13 to 21), 2- Family (including questions 22 to 23) and C: Service factors are also divided into three sub-factors: 1- Planning (including questions 24 to 31)), 2- Advertisements (including questions 32 to 35). The scoring method of this questionnaire is based on a five-point Likert scale, whose options are rated from 1=totally disagree to 5=totally agree. So that a score of 1 indicates the lowest rate of customer acquisition and retention, and a score of 5 indicates the highest rate of customer acquisition and retention. In this research, Cronbach's alpha was used to determine the reliability of the questionnaire and descriptive and inferential statistics were used to analyze the data. Smirnoff Kolmograph was used to detect the normality of the statistical population. Structural equation model was used to analyze the research hypotheses using spss19 and Amos23 software.

3. Result

Here, the results of demographic variables including education level, age, history of sports activity, etc. are given, and then the research variables were classified and interpreted in the form of descriptive statistics. Finally, the pre-processed data should be examined in the form of inferential statistics and in two forms, the measurement model and the structural model, to check the validity and reliability of the structure, fit and quality assessment of the model, and finally test the hypotheses.

Table 1. Demographic Findings

gender	Abundance	Percentage
Man	247	76.9
Female	74	23.1
gender	Abundance	Percentage
Single	129	40.2
married	192	59.8
Age	Abundance	Percentage
Less than 30 years	11	3.4
Between 30 and 35 years	72	22.4
Between 35 and 40 years	119	37.1
Between 40 and 45 years	87	27.1
More than 45 years	32	10.0
Level of Education	Abundance	Percentage
Diploma and less	76	23.7
Associate Degree	61	19.0
Bachelor's degree	146	45.5

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Master's degree	30	9.3
P.H.D	8	2.5
Years of service	Abundance	Percentage
Less than 5 years	39	12.1
Between 5 and 10 years	124	38.6
Between 10 and 15 years	105	32.7
More than 15 years	53	16.5
Total	321	100

The distribution of the sample size (respondents) based on gender status showed that 247 people, i.e. 76.9% including men, and 74 people, i.e., 23.1% including women; the distribution of the sample (respondents) based on the marital status of which 129 people, i.e., 40.2% are single, and 192 people, i.e., 59.8% are married. The lowest age range in this research is less than 30 years old with a frequency of 11 people, i.e., 3.4%, and the highest age range is between 35 and 40 years old with a frequency of 119 people, i.e. 37.1%; The distribution of the sample of Amai (respondents) according to the level of education shows that a doctorate with a frequency of 8 people, i.e., 2.5%, and a bachelor's degree with a frequency of 146 people, i.e., 45.5%, respectively, include the lowest and the highest level of education of the respondents, and finally, the distribution of the sample of Amai (respondents) based on the status of sports history, it shows that between 5 and 10 years with a frequency of 124 people, i.e., 38.6%, and less than 5 years with a frequency of 39 people, i.e., 12.1%, respectively, have the most and the least sports experience among the respondents they give.

Table 2. Descriptive Analysis of Research Variables

Max	Min	variation range	Variance	standard deviation	Mode	Media	Average	Number	
15	3	12	3.11	1.76	13	13	12.97	321	Advertising
15	4	11	3.42	1.85	12	12	11.14	321	Attract customers

Based on this table, it is clear that 321 correct answers to all research questions have been collected. Also, the highest average belongs to benevolent marketing with a value of 36.92, which is higher than the high value of the Likert scale. The median and mode show that most of the respondents chose options 4 and 5, meaning a lot and a lot.

Checking the normality of data distribution.

Before performing the statistical tests of the research, the tests of the normality of the data of the

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research variables should be done first, because any test that is carried out based on the assumption of the normality of the information and data of the research variables must be obtained from the normality of the information and data of the research. Therefore, at first, the normality of the data was examined, and finally, in the confirmatory factor analysis and finding structural equations, it is not necessary to show the normality of all the data, but only the factors (structures) should be normal.

Table 3. Data Normality Test

Variable	N	Avreage	standard deviation	K-S	meaningful
Advertising	321	12.97	1.76	0.205	0.062
Attract customers	321	11.14	1.85	0.209	0.990

In all the research variables, a significant value greater than 0.05 has been reported, so there is no reason to reject the hypothesis, that is, it can be said that the data distribution of the research variables is normal.

Table 4. Checking the Reliability and Validity of the Structure

	CR	AVE	MSV	ASV
Advertising	0.772	0.263	0.211	0.169
Attract customers	0.601	0.316	0.264	0.108

Considering that it was found in the initial measurement model that it has the two necessary conditions for the implementation of the structural model, i.e. the validity and reliability of the structure and the fit, so there is no need for a modified measurement model and we directly carry out the structural model of the research.

Initial measurement model fit

Table 5. Initial Measurement Model fit Indices

The amount obtained	Limit	Fit index rate	Fit index rate
0.016	smaller than 3	Thrifty indicators	CMIN/DF
0.791	smaller than 0.8	Thrifty indicators	RMSEA
0.656	Greater than 0.5	Thrifty indicators	PNFI
0.919	Greater than 0.8	Absolute indices	GFI
0.921	Greater than 0.8	Absolute indices	AGFI
0.982	Greater than 0.9	Comparative indicators	NFI
0.904	Greater than 0.9	Comparative indicators	NNFI=TLI
0.911	Greater than 0.9	Comparative indicators	CFI

| 0.921 | Greater than 0.9 | Comparative indicators | RFI |
| 0.901 | Greater than 0.9 | Comparative indicators | IFI |

Among the 3 comparative indices mentioned in the table of main sources of structural equations, at least three indices must be greater than the value of 0.9. The primary measurement model has a good condition in all three indicators, absolute and comparative.
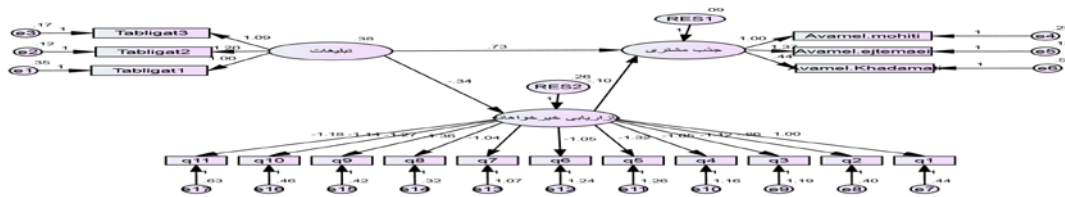

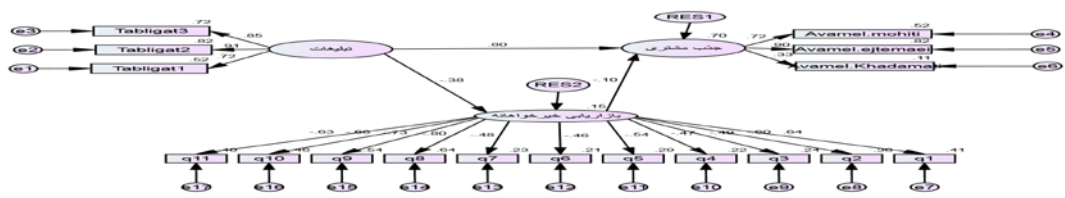**Figure 1. Structural Model in Non-standard Coefficient Estimation Mode**

Figure 2. Structural Model in Standard Coefficient Estimation Mode

Table 6. Examining the Coefficient of Direct Paths and their Significance

Result	P	T-VALUE	(beta path coefficient)	Mediation analysis
Meaningful	0.000	9.655	0.73	Mediation analysis

Table 5, the results of the investigation of the coefficient of the path of the effect of advertising on attracting customers showed that the beta coefficient in this path was 0.73, T-Value was 9.655, and p was reported as 0.000.

The hypothesis of the research based on the effect of advertisements on the attraction of customers of sports clubs in Karaj city, because P-VALUE (sig) or t-value is outside (1.96 and -1.96) at the confidence level of 0.99, hypothesis H0 is rejected and hypothesis H1 is confirmed, that is Advertising has a significant effect on attracting customers of sports clubs in Karaj city. On the other hand, in Table 19-4, the intensity and impact is determined by beta or the path coefficient, which beta is 0.80, which means that the direction is positive and direct, the intensity of the effect is 0.80, that means, if a unit If

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we change the exogenous variable of customer attraction, the endogenous variable of advertising will change in the same direction as much as 0.80 units. In other words, advertising intelligence had a positive and significant effect on attracting customers of sports clubs in Karaj city.

4. Discussion and Conclusion

The hypothesis of the research showed that advertisements have an effect on the attraction of sports clubs in Karaj. The findings of this hypothesis are in agreement with the findings of Karimi et al. (2018), Qaidi et al. , Bakshizadeh Borj (2017), Ekrami Moghadam (2015), Kordlo et al. (2015), Karimi and Enayat (2014), James et al. (2010), James (2008) are consistent. In the above explanation, it can be said that in today's competitive world, especially in the sports industry and sports clubs, introducing clubs to customers is very important and necessary, so that clubs that do not pay attention to advertising or introducing themselves to customers they will be removed from the competition, so providing comprehensive and complete information about the goals and strategies of the club to the customer encourages customers to follow up, which in turn has a great impact on attracting customers, so advertising and marketing in the sports industry today the partial title has become integral; So that the success of sports clubs depends on information, marketing and advertising. In today's world, the sports industry has become one of the developing industries, and today in the world, most sports clubs are formed for economic purposes, and these clubs that are formed for economic purposes need advertising and marketing for more income. So they can attract more customers and athletes for the club. In the same context, taking into account that sports in Alborz province, especially in Karaj city, is one of the most popular recreations that most of the young people of this city tend to and spend their free time doing sports, so sport clubs have a good and sufficient opportunity to They can attract more young people to their club by using various types of advertising and marketing to earn more and help the development of sports. On the other hand, the city of Karaj, having a significant number of athletes and sports friends, has a very good position among the cities of the country; But in spite of these many potentials, it has not been able to benefit from the sports industry as much as it should, even though it is possible to create suitable conditions for attracting customers and athletes by using proper planning and management in the field of advertising and charitable marketing. And sports provided friends to witness the development of sports in various sports fields. Therefore, it can be said that due to the importance of charity work in Iranian culture, charitable marketing activities can be effective in any field, and considering that charitable marketing activities in the sports industry are in the early stages and can be more attractive for customers, so using this type of marketing in the sports industry and sports advertising in the current situation can be easier and more profitable for the sports clubs of Karaj city, as well as the use of competent governmental and non-profit authorities, accurate and timely information for Acknowledging the charitable marketing activities of sports clubs can also provide opportunities for sports clubs to attract more customers.

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