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PURCHASE PERCEIVED VALUES AND SPECTATORS LOYALTY OF TRAKTORSAZI FOOTBALL TEAM

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ABSTRACT

The purpose of the present study is to study the relation between purchase perceived values and customer loyalty of Traktorsazi football team. The population of this research includes the entire spectators of football Traktorsazeamzi team among them a number of 380 individuals were selected as the sample through a random sampling method and based on Cochran's formula. For the purpose of data collection and analyses the Egret and Olga's questionnaire of purchase perceived value Moghimi (2011) and Glan & Fankloyalty questionnaire (2001) were used. The total reliability of research instruments were measured respectively as 0.67 and 0.59 for each questionnaire in an introductory study. For the purpose of data analysis the descriptive statistics and illative statistics were incorporated. Findings indicated that there exists a significant and meaningful relation between purchase perceived values and spectators loyalty of Traktorsazi football team. Therefore sports facilities can create effective mutual relations between purchase perceived values and loyalty of their customers and increase the loyalty of their spectators through forming values.

Keywords: *Perceived Value, Spectator Loyalty, Traktorsazi Football Team*

INTRODUCTION

In recent years the business sector has shown a growing interest in quality management, a concept that has become universally known and applied to practically all areas of management in organizations and businesses in the service sector. This is no surprise, as measuring customers' perceptions of service quality are a relevant factor in explaining the competitiveness and feasibility of organizations (Mañas *et al.*, 2008).

In global level, sport business is outstanding at present, it is devoted almost 410 billion dollars which Footballs spectators constitute the highest ratio of income in this industry (Plunkett, 2008). Hansen and Gauthier (1989) say that increasing the numbers of spectators in develop of professional sport is the most import factor. Spectators by buying the tickets directly make money to sports' club and professional league, they indirectly financial supporters and by television broadcasting right and side services also the presence of spectators in the game will cause making money (Neale & Funk, 2006). Loyal spectators provide firms a consistent source of revenue (repeat and increased purchases) and for cost reduction (less promotional expenses) that leads to increased profits. Spectator's loyalty is the result of successful marketing strategy in competitive markets that creates value for spectators. This study examines the relation between perceived values and customer loyalty in Teraktorsazi Tabriz team of Iran.

But since organizational resources are limited, the organization's management is not able to continuously identify and program for all effective elements on customers' loyalty. Therefore, he or she should emphasize on points and elements that can impose the most significant effects on loyalty. There have been several various researches regarding this context and it has been turned out that satisfaction (Mahmoodi, 2012; Traverse *et al.*, 2009) quality of services (Bagheri and Rahim, 2014), trust (HusseiNejad, 2015) and etc. are all effective on loyalty. In these researches (Wave *et al.*, 2014; RamsokMonoral *et al.*, 2015) it was concluded that perceived value is somehow related to customers' loyalty and can be an anticipatory element for loyalty.

Here, the perceived value of customers is the basic element for firm's competitive strategy. This concept has received a lot of attention during the recent years (Traverse *et al.*, 2009). And there have also been

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several different researches regarding its relationship with loyalty. Among these researches we can refer to the results of the research conducted by Rahim and Bagheri (2014). Results of this research indicated that the quality of services, image of the firm and perceived value are all effective on customers' loyalty and in addition to that, customers' satisfaction plays a moderator role on the relation between these variables and customer loyalty.

Also Hawat and Esker (2013) have concluded that perceived value has a direct and significant relationship with loyalty. On the rest of performed investigations by Wave *et al.*, (2014) also have studied the effect of perceived value on loyalty on the basis of a conceptual framework. Results of this research indicated that value positively affects attitudinal loyalty, behavioral loyalty and the intention of loyalty but also Ramsok *et al.*, (2015) indicated that there are no meaningful relations between perceived value and customer loyalty.

With respect to provided content it turned out that customer loyalty has been one of the main concerns of researchers during recent years.

On one hand, these researches are becoming more prevalent in the context of sports but what is obvious is that the results of these researches do not always comply with each other and in some cases they approve or deny each other. This process cannot help us with providing a full comprehension of the behavior or customers and consumers and also it cannot depict the relation between mentioned variables, therefore the main question of this research is that if there are any relations between perceived values and loyalty of the Traktorsazi football team or not?

MATERIAL AND METHODS

Methods

The present research is a correlative study which was performed under field methods. Its population is consisted of the spectators of sports match of Traktorsazi and among this population a number of 380 individuals were selected as the sample through a random sampling method and based on Cochran's formula.

For the purpose of data collection the Internet, books and articles regarding the subject matter and literature of the research were used. For the purpose of data collection the Moghimi's questionnaire of purchase perceived value (2011) and Fank's questionnaire of spectator loyalty (2001) were used. The total reliability of research instruments were measured respectively as 0.84 and 0.88 for each questionnaire in an introductory study. For the purpose of data analysis the descriptive statistics and illative statistics were incorporated.

RESULTS AND DISCUSSION

Results

As you can see in table 1, in analysis of illative findings of this study it has been turned out that there exists a significant, positive and meaningful relation between purchase perceived value and loyalty of the spectators of tarktorsazi maches. Also the calculated determination coefficient indicated that 20.8% of the variance of these two variables is shared.

Table 1: Relation between purchases perceived value and loyalty

Loyalty			Variable
Determination coefficient	Sig	Correlation coefficient	
20.8%	0/02	0/456	Perceived value

Also it turned out that among the sub-scales of purchase perceived value it was only the scales of brand association, Properties of brand association, Attitude of brand association, Profit of brand association that had a significant and positive relation with loyalty. On the contrary, there were no significant relations discovered between intention and satisfaction and customers' loyalty.

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Table 2: Relation between purchases perceived value and spectators' loyalty

Perceived value Determination coefficient	Sig	Correlation coefficient	Sub-scales of brand association
34.3%	0/001	0/58	Profit of brand association
14.9%	0/000	0/381	Properties of brand association
19.3%	0/002	0/44	Attitude of brand association
21.1%	0/001	0/46	Profit of brand association
38.4%	0/000	0/62	Purchase of brand association

Discussion and Conclusion

The purpose of this research was to discuss and study the relation between perceived values and loyalty of the spectators of Traktorsazi's matches. Results of testing research hypothesis indicated that there exists a significant and meaningful relation between purchase perceived values and customers' satisfaction. In other words, as the spectators' level of purchase perceived values is increased, also their levels of loyalty increase. What is evident is that Customers' loyalty is a phenomenon which obtains more and more attention every day in present businesses because loyal customers spend more money and time on buying services and goods and therefore lead to optimization of the business and this cannot be achieved unless the value of things and services which are offered to customers in return for the money they pay, is high enough. Therefore if the qualities of football matches have been improved, the matches will attract more and more spectators. This finding is approved by the researchers conducted by Rahim and Bagheri (2014); Haut and Esker (2013) and Wave *et al.*, (2014). But on the contrary the result of research conducted by Ramsok *et al.*, (2015) does not confirm the existence of relation between perceived value and loyalty. For explaining this difference we can consider the differences between the populations of these two researches. Also the results of research indicated that there exists a significant and meaningful relation between sub-scales of Profit of brand association, Properties of brand association, Attitude of brand association, Profit of brand association, and loyalty of the customers or spectators of football in Traktorsazi team. Premier leagues usually has various spectators especially football leagues and Traktorsazi team is one of the best one. Among these sub-scales, the highest relation was measured for profit and the lowest relation was measured for properties of brand association. In adjustment of this result and conclusion we can say that customer loyalty is not a given right, it's rather a score which is to be obtained. In other words, for formation of loyalty; the organization should know its' customers and should also bear a pre-planned structure in addition to proper services transformation management.

In general and with respect to results of this research we can say that perceived values are one of the requirements of loyalty of sports facilities' customers and spectators and these spectators are generally adjusting the indexes of their satisfaction and loyalty on these bases. Therefore, managers of sports facilities are recommended to continuously provide services which are considered as valuable services by Customers and spectators.

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