

Structural Equation Modeling Value of Perceiving and Intentions Behavioral of Sports Clubs' Customers

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Abstract

This study has investigated the structural equation modeling value of perceiving and intentions behavioral of sports clubs' customers. The current research method was correlative. The statistical communities were the sports clubs' customers in Sanandaj. The sample size, based on the method of determining the sample size for the unknown sample, was selected. Sampling method was random. To collect data, questionnaires of value perceived of Avlaga Eggert (2002) and behavioral intentions of Zytml (2003) were used which their reliability (0.995, 0.799), respectively. All statistical analysis was conducted using SPSS and Amos software version 22, both descriptive and inferential statistics. The results of the analysis showed that perceived value affects the behavioral intentions of sports clubs' customer. Reagents perceived value plans to buy the most impact on customer behavioral intentions sports clubs found. While the Satisfaction, sports clubs had a significant effect on behavioral intentions of customers. Among reagents perceived value, plans to buy had the most impact on customer behavioral intentions sports clubs. While the Satisfaction had a significant effect on behavioral intentions of sports clubs' customers. Generally, the survey results showed that the sport's customers not only expect good service, but also demand the sincerity and compassion as well. Thus providing optimal such variables that behavioral intentions clubs' customers may positively encouraged.

Keywords: Value Perceived, Behavioral Intentions, Sports Clubs' Customers.

Introduction:

Health and wellness is one of the greatest gifts of human life and the foundation of a healthy and successful society. In order to maintain health and wellbeing, besides the physiological needs, mobility and physical activity is also critical. Reduced mobility and physical activity in daily life, which is due to the expansion of facilities and amenities and modern methods of modern life, the need to provide the

required physical planning, more than ever, become evident. Sport facilities play important role in public exercise in order to provide in society, motivate, recruit and train young people to competitive sports athletes in different sports, as well. In today's competitive arena, clients have become aware of the service standards and have always been competitive process, raises their expectations of service quality. Therefore, the customer purchase decision step, an important step for sports marketing and sports-related ads because, in its length, behavioral intentions reflect the actual behavior of his client who is buying determined. In fact, behavioral intentions of customers and word of mouth that can revisit predictor of future consumer behavior consumer. Behavioral intention is one of the most challenging issues facing marketers (Khodadi, 2010). In the evening, the current value for the customer in order to influence the behavior of particular importance, too. So that, today's business customers impact on behavioral intentions, has placed a priority of his mandate; One of the main challenges and issues ahead in this field is to identify factors involved in behavioral intentions clients. For this purpose, service organizations to gain and maintain this important, our customers are forced to examine the factors influencing behavioral intentions and adopt strategies to promote it (Khodadi, 2010). Despite the long passage of time from the issue of how to measure and evaluate customer behavior and intentions, not less attention to it, but also because of the great importance that marketing has become more important than before. Research shows that in recent decades, interest in customer behavioral intentions as a way of marketing in the sports industry is well developed, so that today, one of the most important topics in the field of behavioral intentions sports management and marketing services (Kim et al., 2013). To attract and retain customers, the strategy is to attract a new customer as six times the current customer retention costs, marketing research focused on the second strategy is to keep existing customers (Gronroos, 2007). The key factors that can affect behavioral intentions of customers, customer perceived value Olaru et al (2008) suggests that behavioral tendencies customers, the perceived value is the result of gains. In fact, when customers experience a high level of value, they want to blurt out their positive behavioral tendencies. Zeithaml defined (1998) customer perceived value, as a result of personal comparison between the general interest and fees paid by the customer (according to Ryu et al., 2012). In other words, perceived value is the exchange between benefits and costs are paid. Customer retention and impact on behavioral intentions is a the very critical task that requires the use of tricks and special tools. The most important tool for marketers in this case includes constant touch with the people, provide good service and knowledge of the competitors are (Yazd-Fazli, 2011). Thus, the perceived value is a major issue in marketing literature, because the value provided is associated with behavioral intentions and customer retention (Alexandris et al., 2001). Experts believe that one of the ways to increase customer behavioral intentions in a positive direction, the better the perceived value by customers; which aims to create a balance between benefits and costs is paid. Monroe and Krishna (1985) argue that, today, a very important element for consumers and marketing value, and therefore value, known as one of the strongest forces in the market. In fact, perceived value, the first factor influencing willingness to buy. The importance of perceived value of the product focused on the fact that determines the intensity of the desire to buy the consumer shows, in other words, the higher the perceived value is higher, the customer will be more inclined to buy (quoted by Ryu et al., 2008). Some researchers, in a separate opinion, believe in the concept of perceived value may vary from experience to experience longer, because there are many factors beyond the control of the organization (Akonomtrys, 2003; Stewart, 2003). But sport is one of the crucial factors for health, vitality of society and increase national productivity so that attention to sport activities in the developed world

has an important role in economic prosperity. Due to the importance of mobility and physical activity in daily life and the importance of public health and sports fields in this area, identifying important factors to attract people to the sport and to investigate important factor in the continuation of their participation in physical activity, allows you to focus on opportunities in sport and physical activity (Yazd - Fazeli, 2011)> Today, with the development of sports, it is also widely expanded service business of any sport can survive without service. Therefore, managers of sports clubs or places need to retain customers and provide better service, attention to the needs, opinions and objections in relation to service their clients. And with the problems and plan views and information from the customer's satisfaction by enhancing the quality and speed of service, to help maintain their trust (Hamzehpour Kheradmandi, 2012). There are many positive consequences for consumer confidence in relation to such complaints less, expressed satisfaction with the positive word of mouth, buy additional products less attention to competitors, reducing transaction costs and reduce marketing costs (Shank and Labraj, 2014). Despite the importance of perceived value in creating a positive effect on behavioral intentions in sports venues, not much attention to it, and previous research in this area to other areas is limited. On the other hand, the country has made large investments in the construction of sports facilities and the attitude of customers in various spheres in connection with the facilities and services that they offer should be considered. Therefore, this study aims to answer the question: Does the perceived value affect behavioral intentions of sports clubs' customer in Sanandaj?

Research methodology

The methodology of the research is descriptive and correlational. In addition, in terms of the purpose of the applied and in terms of implementation is field. The research population includes both male and female over 18 sports clubs' customers in Sanandaj. So in this study, all the clubs who have authority from the General Administration of Sport and Youth in Kurdistan province, were studied. Sample selection method, using Cochran's sample size formula for the unknown was determined. So that the first pilot study was conducted. To do this, the number of 40 questionnaires were distributed and collected. Then, the standard deviation of the pilot study was determined and the sample size formula for the unknown was placed. Finally, according to the result, minimum sample, 374 individuals were considered for society. Sampling method was stratified random selection.

Measuring Tool

Perceived value questionnaire: valid questionnaires Eggert and Aolaga (2002), which has 15 questions and the satisfaction of the five components (4), intention or intention to buy (3 questions), the search for alternatives (two questions), oral expression (3 questions) and customer perceived value (3 questions) is. And for the whole range Likert totally disagree (Score: 1) to strongly agree (score 5), was valued.

Behavioral intentions questionnaire: Zytml questionnaire (2003), which has 12 questions and four elements of advertising (3 questions), purchase intentions (3 questions), price sensitivity (3 questions) and behavior complaint (3 questions) is. Likert whole range of completely disagree (Score: 1) to strongly agree (score 5) is designed. For statistical analysis, descriptive and inferential statistics were used two statistical methods. Descriptive statistics were used to describe demographic characteristics and inferential statistics were used to test research hypotheses. By default normal distribution of data, the

Kolmogorov-Smirnov test using least squares non-weighted approach was used to measure beta. All of analysis was conducted at the level of 0/05 using the software error and Amos SPSS version 22.

Research Findings

The results showed that 214 subjects (57/2 %) males and 160 (42/8 %) of the subjects were women. The history of the club was as 149 subjects (39/8 %) less than 3 years, 102 subjects (27/3 %) from 3 to 6 years, 68 subjects with (18/2%) 6 to 9 years, 39 of the subjects (10/4 %) from 9 to 12 years and 16 subjects (4/3%) had more than 12 years at the club.

Table 1: Testing normal distribution of data

Distribution Type	P	Z	variable /component	variable
Non-normal	0/001	0/091	value	Perceived value
Non-normal	0/001	0/093	Satisfaction	
Non-normal	0/001	0/116	Intend to buy	
Non-normal	0/001	0/131	search	
Non-normal	0/001	0/131	Oral expression	
Non-normal	0/001	0/116	Oral ads	Behavioral intentions
Non-normal	0/001	0/154	Intent to buy	
Non-normal	0/001	0/144	Price sensitivity	
Non-normal	0/001	0/155	Complaining behavior	

Kolmogorov-Smirnov test, when normal data distributions that amount or level is significantly higher than the critical number at 0/05. Given the significant level values in the variables and parameters in Table 1, there is none of the variables with levels not significantly higher than 0/05. This means that the

distribution of these variables and expected frequencies are not the same researcher. In other words, the above variables, a non-normal distribution and, consequently, to test hypotheses related to these variables, the nonparametric tests are used. Therefore, to test the hypothesis that Amos is done with the help of software, the Unweighted Least Squares that requires no assumptions underlying variables do not have in other words, to use this method, and there is no worry for the type of scale No anomaly in the data is used.

hypothesis of the research: perceived value does not affect the behavioral intentions of sports clubs' customer in Sanandaj.

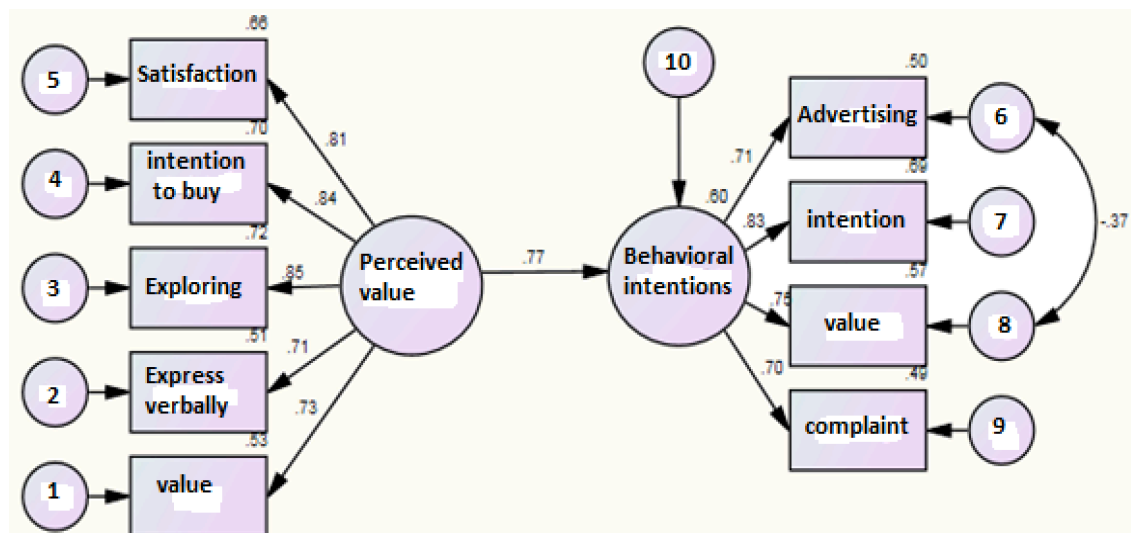


Figure 1: structural equation model variables perceived value and behavioral intentions of sports clubs' customers

Table 2: Indices of structural equation model variables perceived value and the behavioral intentions

status	Optimal value	value	index		row
				Persian equivalent	
Optimal	Equal to or more than 0.90	0/968	(NFI)	Normalized fit index	1
Optimal	Equal to or more than 0.90	0/981	(IFI)	Incremental fit index	2
Optimal	Equal to or more than 0.90	0/981	(CFI)	Comparative fit index	3
Optimal	Less than 0.1	0/062	(RMSEA)	root mean square error of estimate	4
Optimal	Less than 3	2/456	(CMIN/DF)	Chi normalized	5

The results in Table 2 show that the index of the degree of freedom chi-square CMIN / DF equal to 2/756, comparative fit index NFI, IFI and CFI RMSEA index greater than 0.90 and less than 1.0 undesirable. respectively. In other words, the study is a good fit and factor structure is acceptable for its intended and data from the research theoretical model study, partly support and confirm. Existence of covariance created in the model mean error factor structure is defined, then the factor structure intended completely not confirmed by experimental data.

Table 3: model path coefficient and significance level

sig	t	path coefficient	variable
0/001	10/830	0/77	Perceived value --- > behavioral intentions

According to the diagram depicted in Figure 1, it was found that perceived value have a statistically significant positive effect on behavioral intentions of sports clubs' customer. In other words, it became clear that the 99-percent perceived value on customer behavioral intentions sports clubs are effective. So, the result can reject the null hypothesis and research hypothesis was confirmed.

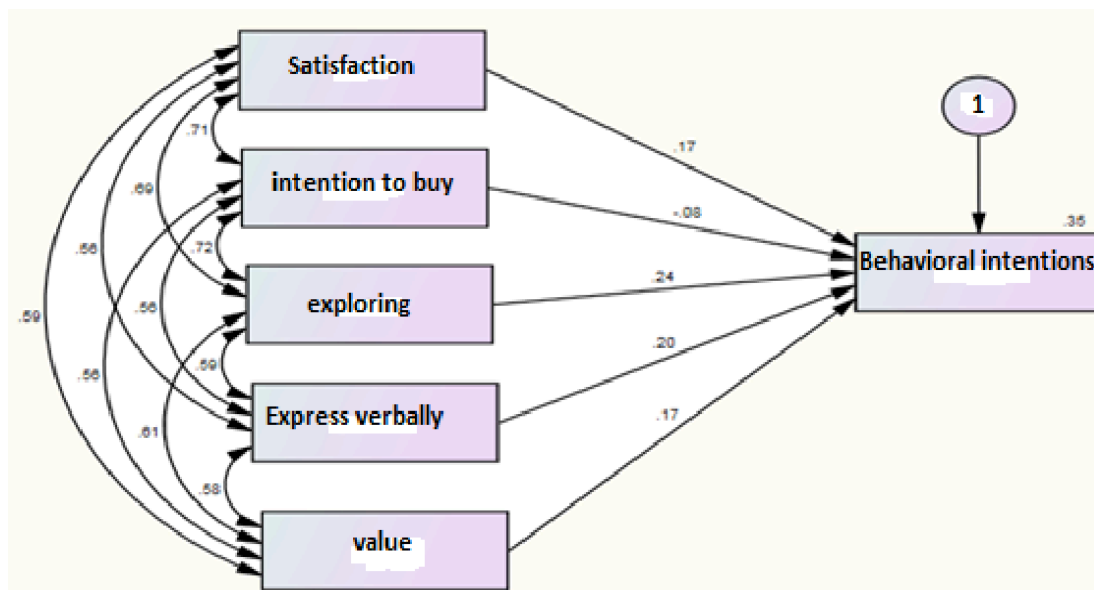


Table 4: model path coefficient and significance level

sig	t	path coefficient	variable
0/012	2/507	0/17	value ---> behavioral intentions
0/268	1/108	0/08	satisfaction--- > behavioral intentions
0/001	3/947	0/24	buying intent --- > behavioral intentions
0/001	3/509	0/20	Search --- > behavioral intentions
0/004	2/856	0/17	Oral expression --- > behavioral intentions

Conclusion:

According to regression model depicted in Figure 3, which is a saturated model, it became clear that elements of consent, search, oral expression and perceived value have a significant impact on behavioral intentions sports clubs' customer. This is while, statistically significant effect on behavioral intentions did not intend to buy. The coefficient of determination of the model showed that the components of perceived

value by as much as 36% of the variance explained behavioral intentions. According to the diagram drawn for the research hypothesis, it was found that perceived value has a positive and significant effect on behavioral intentions sports clubs' customers. So, it confirms the research hypothesis and the null hypothesis was rejected. It was also found that intend to buy, value, search and oral statements to variables affect customer behavioral intentions. As already mentioned, the perceived value has a significant positive effect on behavioral intentions sports clubs' customers which is in parallel with the research findings of Memari et al (2013), Mosleh and Bozjan (2013), Javanmard et al (2013), Shirazi et al (2014), Wu et al (2009), Wu and Lee (2014), and Ponte et al (2015). In other words, the perceived value variable component is known as an antecedent of behavioral intentions. This result is in parallel with the research findings of Memari et al et al (2013) that the value perceived by customers as the most important factors influencing behavioral intentions sports were introduced and research findings of Wu et al (2009); Wu and Lee (2014); Bajs (2015); Yen and Tang (2015); Murano et al (2015), and Lin et al (2016). To explaining this result, the logical relationship between the general interest and fees paid by the customer is one of the significant factors influencing the effect of perceived value on behavioral intentions. In other words, the optimal exchange between benefits and costs paid by the effect of perceived value causes effect on behavioral intentions of sports clubs' customers. To Monroe and Krishnan (1985), the first factor influencing perceived value to the customer is willing to buy. In other words, the behavioral intentions are of the consequences of perceived value, and behavioral intentions are more encouraged when one of the factors necessary to encourage its perceived value is placed at optimum level. Although confidence is also likely to affect certain functions such as perceived value and is likely to maintain it is also subject to the same factors. But, in general, whatever the score, the greater the perceived value to the customer, the more his willingness to continue to buy from the club. Therefore, managers of sports clubs to behavioral intentions of customers, the main purpose of the service determined to buy, and always pay attention to every taste and purchase intentions for each customer, to provide a variety of services. Having the best equipment at the club not work anymore. In addition to offering specialized services are what distinguish, dealing politely with the customer is either by management or by the coaches. Customs, in general, create customer value and customer activity and sport clubs will be mentally relaxed and calm, will lead him to reengage and repeat purchase.

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