International Academic Institute for Science and Technology

International Academic Journal of Business Management
Vol. 4, No. 1, 2017, pp. 236-244.

ISSN 2454-2768

International Academic Journal of Business Management

www.iaiest.com

The relationship between the perceived value and satisfaction with the behavioral attitudes of the sport club customers

Zinat Nikaeen[a], Shahoo Zamani Dadaneh[b*], Jamil Navkhasi[c], Mahsa Nematzadeh[d]

[a] *Department of sport management,Central Tehran Branch,Islamic Azad University,Tehran,Iran*
[b] *Department of Sport Marketing and Media Management, Tehran Branch, Islamic Azad University, Tehran, Iran*
Corresponding Author
[c] *Department of physical Education and sport sciences, Science and Research Branch, Islamic azad university, Tehran, Iran*
[d] *Department of Physical Education and Sport Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran*

Abstract

Today. customers play an important role on sport clubs eloquence such that life of the clubs depend on the Customers there for the relationship between the perceived value and satisfaction with the behavioral intents of the sport club customers in investigated in this study. The research method was descriptive-correlational. The statistical society of this research was the male customers of Kurdistan province sports clubs. The sample size was determined by using the sample power and the sampling method was random category. The sample size for such a society was equal to 570 persons therefore they were determined for sampling in 4 cities at Kurdistan province (sanandaj, Marivan, Saghez, ghorved) and 160 questionnaires were considered for every region (by default, there may be casualties in the questionnaire, more questionnaires were distributed) and in every region, 4 clubs were selected randomly. 40 questionnaires were distributed for every club which their customers were willing to take part in the study. To measure the variables of the research, Egret and Olga's perceived value, emotional satisfaction (1384), Ztimel et all's behavioral intents (2003) were used. The reliability of questioners was (0/87, %84, %79) respectively. Content justifiability were confirmed by pundits and structural validity was evaluated by confirmatory factor analysis method. Spearman correlation coefficient and structural equations modeling were used to analyze the data ($P \leq 0/05$). The applied software was SPSS software version 22 and Amos software version 22, the correlation results should that there is a positive relationship between the perceived value, satisfaction and it's component with behavioral intents. The standard beta result showed that the perceived value and behavioral intents have positive impact on behavioral intents. according to the research results, behavioral intents are perceptions that person shows them based on the special behavior. This perception influences the satisfaction and the perceived variables explain the sport club's customer's behavioral intents.

Keywords: The perceived value, Satisfaction, Behavioral intents

Introduction:

Today customers play and important role on sports life and sport clubs. Costumers signify the sport places by their attendance therefore the pundits have emphasized to pay attention to the customers and their demands because if the customer hesitates based on his purchase decision, and it's requirement don't fulfill properly, he will not be willing to bug again and it will not suitable for the club, and a few number of clubs which they didn't offer a good service, they have bankrupt and it seems that it results from different factors and the researchers have studied the different factors relationship with behavioral intents. for example, monsouri and pakya (2015) declare that brand image and service quality have relationship with behavioral intents but customer satisfaction and customer confidence are lack of relation with behavioral intents therefore by emphasizing this factor, the customer refuse to buy again in contrast, Ponte et al (2015) express that confidence and the perceived value are the most important variables which they affect the customers behavioral intents directly.

Moreno et al (2015) reports that the perceived value and satisfaction have positive impact on the behavioral intents.

In other words, they added that by increasing the perceived value and customers satisfaction, their behavioral intents will be increased in addition lien et al (2016) believe that behavioral intents are influenced by the perceived value, confidence and customers satisfaction.

Therefore, it as specified that different research results are inconsistent together and it may result from their statistical society and the kind of the utilized tool, but it is obvious that most of the students are done on the areas other than sport and a few domestic and foreign researches are done on sport area and sport clubs customers. This procedure shows that researchers in the field of sports marketing have paid less attention to this issue and it is necessary to accomplish more studies to fill the vacuum at wide and measurable level because up customers and impressment on behavioral intents is an important duty. The most important tool for marketers includes the permanent relationship with persons, provide the right service and awareness of the movement of the competitors (yazd fazeli, 1390). Some of the successful customers confidential and retaining them will be provided in the light of their satisfaction toward the organization. Therefore, changing the marketing direction and relying on customers is imperative for the companies (sheykhi et al, 2014). In addition to customers satisfaction, the customers perceived value may be another key factor which affects the customers behavioral internets so that Ellaro et al (2008) express that customers behavioral sentiments are the results of the perceived value achievement's. in fact, when the customers experience the high level of value, they show positive behavioral sentiments. Zeithaml et al (1998) defined the customer perceived value as a personal comparison result between overall benefits and the paid expenses by customer. Thus, the perceived value and customers satisfaction are an important variable a marketing literature because understanding the presented value and satisfaction by behavioral intents and customer retainment are correlated. (Alexemderis et al, 2001). In spite of the organization's positive results, recently the sport marketers and researchers have paid more attention to the studies related to the customers satisfaction relationship and their perceived value. However various studies are done, but because the participants in sport activities are in different places so more research a sport marketing and paying attention to satisfaction, the perceived value and the behavioral intents are needed, reduced membership of the sport clubs and participation reduction on sport and movement are challenge and it seems that low value services and the lack of satisfaction are the cause of such effects (shank and labraj, 2014).

The accomplished studies confirm that interested in the perceived value in doubled as one of the marketing methods on sport industry (koot et al, 2006). Parallel with the previewed value importance. Customer satisfaction becomes special issue for the managers and marketers. To calculate the customer satisfaction, it should be analyzed which expectation is related to the market so it is necessary to gather the information and marketers make decision to have the best performance according to the customers' requirements and desires. Investigation and field poll is one of the primary stage to achieve this policy (toepfer, 1999).

On sport area, the continuous evaluation of customer satisfaction with regard to the services of sport should be done which are untouchable and perishable and because the client back depends on his satisfaction. This important variable should be measured succession ally.

With regard to the perceived value importance and satisfaction in the presence of the customer. It doesn't seem such variables are the criterion and final variables of the marketers. In this regard, the customers behavioral a tent one the most important variables that they are recognized as the criterion variable during the last years (Wu & Li, 2014), every research has in traduced the venous factors on behavioral intents. For example, Mansouri and Pakya (2015) recognized the service quality, brand image, obligation and Hao Suan sameuel et al (2015) determined the confidence and Bajs (2015) recognized the perceived value and satisfaction. Barda et al (2015) identified the mouth advertisement some studies are done on this area the mentioned below:

Su et al (2016) in a study titled the perceived quality an intent to repurchase the Chinese tourists concluded that providing quality services such as hospitality, provide special services have positive impact on intent to re purchase on tourists. Lein et al (2016) in their research with the title Brand effects, price and confidence and perceived value on purchase intents, on line hotel reservation concluded that every 3 factors had been effective on customers purchase intentions.

However, the confidence effect on purchase intentions is not significant and there is not meaningful difference among male and female on purchase intentions. Barda et al (2015) dealt with confidence role on mouth to mouth advertisement and behavioral intentions of online social networking consumers. The results of the analysis research showed that confidence is an essential component for marketing. In online environment, confidence affected satisfaction, mouth to mouth advertisements and social networks consumer's behavioral intentions. Moreno et al (2015) dealt with the relationship among service quality, the perceived value, satisfaction and future behavioral intentions and feelings. The professional basketball competition was the statistical population. The results of the structural equations modeling approach showed that service quality is the predictor of the audience's satisfaction and their perceived value. The audience's satisfaction and the perceived value predict the future behavioral intentions.

The high level of service predicts the feelings. The feelings (joy and excitation) have coordinator role in the perceived value on service quality. Most of the accomplished studies are out of the sport area and they are non-sport. The relationship between the perceived value variable and satisfaction with customer's behavioral intentions is vague. The importance of sport clubs to provide the heath of the citizens shows that the relationship between the perceived value and satisfaction with sport clubs customers behavioral intentions should be studied and by giving the conceptual model, investigators, managers and clubs owners' systemic role.

Based on the satisfaction positive effect and the perceived value on the behavioral intention in the sport environments, it seems that there is little attention paid to the relationship between these variables for sport clubs. Nivometric issue of the sport customers was the investigators and marketers challenge. In the first place, it is necessary to the second place, the related factors should be recognized. Because the accomplished researches didn't fill such vacuums and their results were inconsistent, Bajs (2015) and Moreno et al (2015) believe that the perceived value increases the behavioral intentions but Ramseook-Munhurrun et al (2015) believe that the perceived value doesn't have any impact on customers behavioral resultant. Therefor more studies should be done to resolve the possible ambiguities and answer the below question that which relationship is there between the perceived value and satisfaction with sport club's customers behavioral intention in the Kurdistan province.

Research methodology:

The research method was descriptive correlational. The statistical population included male customers of Kurdistan province sport clubs. In order to determine the sample size, the spas sample power software was used. Based on the software basics that are designed to determine the sample size, the least number of the sample were 57. Person thus, at first Kurdistan province was distributed among 4 cities (Sanandaj, Saghez, Marivan, Ghorveh) for for sampling such a population. 160 questionnaires were determined (by default, there is statistical causalities possibility in the questionnaire and more questionnaire were distributed).

And in every city, 4 clubs were selected randomly and for every club, 40 questionnaires were distributed among the club's customer who were willing to collaborate them and 570 questionnaires were determined for statistical analysis. To measure the study variables, the Egret and Olga's perceived consists of 15 questions, emotional satisfaction (1384) (including 30 questions) and Zeithmal et al behavioral intentions (including 12 questions) were used. The questionnaires reliability was obtained (%87, %84, and % 79). Formal and content validity were confirmed by pundits and structural validity was evaluated by confirmatory analytical factor method. The spearman correlation coefficient and structural equation modelling were used to analyze the data ($p \leq 0/05$). The utilized software was Amos software version 22.

Research findings:

In order to study the simtaneous review of predictor variables (the perceived value and customer sati's faction) on behavioral intentions, the structural equation modelling was used. The study predictor variables entered the structural equation model as the evident variables and the criterion variables as the latent variable. The factor model related to the behavioral intention of the first order factor model was formulated that the variables related to the factor loads are indicative of the factor model related to this variable.

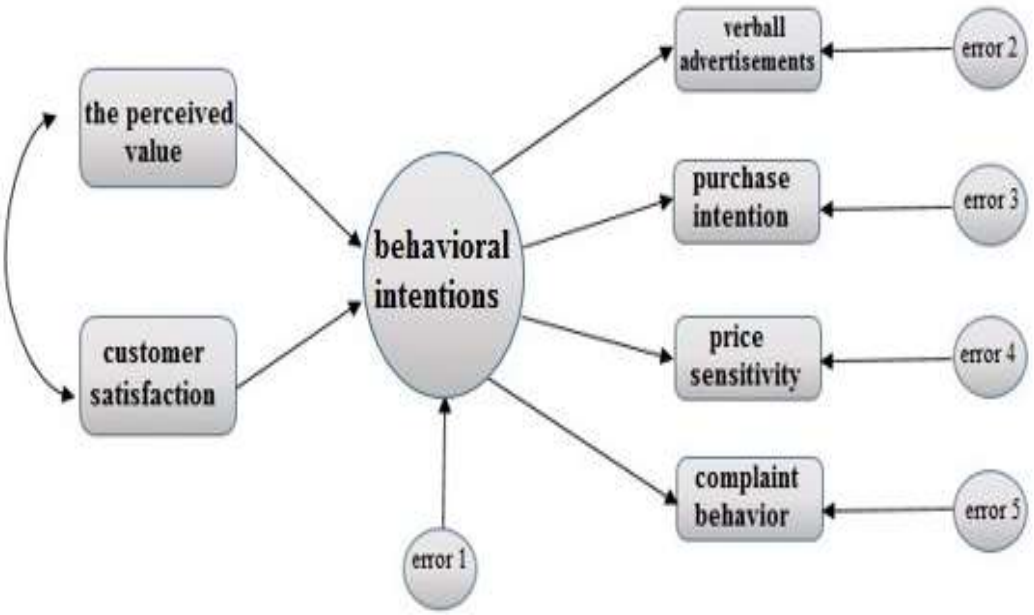


Figure (1) structural equation modelling. The effect of predictor variable on criterion variables.

Table (1): estimations of the overall evaluation of the model.

index	Df	CMIN/DF	CFI	PCFI	RMSEA	Holter
amount	8	4/286	0/939	0/501	0/076	0/258

The indication of overall evaluation of the model show that the formulated model are supported by the collected data.in other words, there is the data fitness to the model. The inderes the acceptable range. Kaie Skonesby index (CMIN/DF) is smaller than 5 adaptive fit index (CFI) is more than A. the comparative fitting index (PCFI) is more than %50 the second root mean square error estimate (RMSEA) is equal to %50 and Helter index equal to 258 shows the model desirability.

Table (2): standard and non-standard estimation of the original parameters on the structural equations model

The predictor variable	path	The criterion variable	The coefficient of determination	The standard estimation	The critical ration CR	Significance level P-Value
The perceived value	⟹	The behavioral intentions	0/25	0/43	8/930	0/001
The customer satisfaction	⟹			0/12	2/528	0/001

With regard to the estimated amount (the above table), it can be said that the predictor variables (the perceived value and customer satisfaction) express 25 percent of variance of behavioral intentions variable. The perceived value variable impact and customer satisfaction on the behavioral intentions is positive and significant (p- value < 0/05). It means that by the perceived value and customer satisfaction, the amount of behavioral intention is increased. As result, by referring to the related estimation of the structural equation modeling and checking the details of the model, it can be said that perceived value structural equation model, satisfaction and behavioral intentions of the sport clubs in Kurdistan province is desirable and it is confirmed.

Discussion and conclusion:

Behavioral intentions are perceptions and receiving that a person has a particular behavior in othere words, the person intention is a mental and probable position which communicates with person and his action. The person attitude affects his behavior in this part of the study, it is referred to the most important results of the study in parallel with the target goals related to the behavioral intentions in the discussed society. One of the research result is the relationship between the perceived value variable and its component with the behavioral intention (value, sat is faction, purchase intention, search for the replacement and oral expression) that was significant at 5 percent level. In fact, it was obvious that by 95 percent as durance, there is relationship between the perceived value variable and its component with the behavioral intentions of sports club in Kurdistan province. The obtained relationship between the mentioned variable is positive. It means that by increasing the perceived value and its component, the customer's behavioral intentions in sports clubs of Kurdistan province is increased. This result is consistent with the Memari et al (2013) study results that the perceived value by the sport customers is the most important factor on the behavioral intentions, and they are consistent with the Wu et al (2009), Wu & Li (2014), Bajs (2015), Yen & Tang (2015), Moreho et al (2015), Lin et al (2016) research results.

It seems that the logic relationship between the overall benefits and the paid prices by the customer is one of the effective factors of the perceived value impact significant on the behavioral intentions. In other words, the optimum exchange between the received benefits and paid prices is the causation of the perceived value impressment on the behavioral intentions of sports club customer. The perceived value is the first effective factor on customer's inclination to purchase.

The behavioral intentions include the perceived value consequences and if the perceived value stands at optimum level, the behavioral intention will be motivated. Generally, if the customers perceived value score increased, his purchase inclination will be improved. Thus, sport club's managers must pay attention to the customer's behavioral intentions that service is their main goal and they should offer various services for every customer. Having better tools in the club is not accountable.

Customer's polite behavior makes distinction. Policies create the added value for customers and the customer will have mental tranquility during the sport activity. And this tranquility will lead them to further attendance also the standard Beta results, value and search for behavioral intentions were positive and significant. It means that among the perceived value references, two above factors have impact on behavioral intentions variable. Also, one of the research results was the relationship between customer satisfaction variable and its component (social terms, facilities, personnel quality, security and hygiene, management and planning, environmental features) with behavioral intentions that was 95 percent at assurance level. In other words, however, if the customer satisfaction level toward the club's services increases, their behavioral intentions level will be improved.

This result is consistent with the Mashayekhi (2015), Ganjavi (2015), Daneshpour (2014), Shirazi et al (2014), Javanmard et al (2013), Moreno et al (2015), Bajs (2015), Wu & Li (2014) and Wu et al (2009) studies. Currently, sport marketing pundits believe that attracting the participant in a new sport and movement activities becomes the main organizational goals so that most of the sport organizations have determined their main mission to satisfy their demands and customers' requirements. Paying attention to the service quality in the sport places to attract the participant satisfaction is vital and important.

Consumer satisfaction is an adjudication that provides the sport services. Similar to the perceived value, consumer satisfaction is an important issue. It means that if they provide amount of pleasure being more, the participant satisfaction will be more. As a result, by increasing the customer satisfaction level, their behavioral intentions will be increased and that what the sport club's owners and marketing are looking for it. So, if the satisfaction areas for customers provide, the customer result the offered clubs service. One of the exchanges which are determined in the study is that the customer increase the behavioral intentions.

In other words, what adds the satisfaction should be paid attention. Example, multiple regression analysis results showed that all of the satisfaction components (except the management and planning component) have predictability impact on behavioral intentions variable. Sometimes the results of these effectiveness are not parallel. For example, the social relations effect, facilities and equipment's, personnel quality have positive and significant relationship with behavioral intentions and also have reverse relationship with hygiene and security and environmental features.

On explaining the impressments especially, the reverse impressments, hygiene and security components environmental features and being near the sport clubs to the customer's habitat has made such a relationship and as the result the customer expresses that if it has been paid more attention to the such factors, his behavioral intentions will be reduced. Finally, the last research result showed that the perceived value structural equation made, satisfaction and behavioral intentions is desirable model. In fact, in this model, the behavioral intentions are explained based on the perceived value variables effectiveness and customer satisfaction so that the simultaneous impressment results of the variable (satisfaction and the perceived value) showed that 25 percent of the behavioral intentions variance are explained by these variables. In other words, in the sport club's customer's population of the Kurdistan province, if the perceived value and satisfaction institutionalize, their behavioral intentions level will increase.

References:

Alerva, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. International Journal of Research in Marketing, 25(3), 215-224

Alexandris, K., Dimitriadis, N., & Kasiara, A. (2001). The behavioural consequences of perceived service quality: An exploratory study in the context of private fitness clubs in Greece. European Sport Management Quarterly, 1(4), 280-299

Bajs, I. P. (2015). Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions The Example of the Croatian Tourist Destination Dubrovnik. Journal of Travel Research, 54(1), 122-134.

Barreda, A. A., Bilgihan, A., & Kageyama, Y. (2015). The Role of Trust in Creating Positive Word of Mouth and Behavioral Intentions: The Case of Online Social Networks. Journal of Relationship Marketing, 14(1), 16-36

Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (2016). The service-quality puzzle. Business Horizons, 31(5), 35-43.

Ganjavi, S. (2015). The comparative study of the difference and effect of the quality of electronic services, the behavioral intentions, loyalty and satisfaction, the studied case of the Mell: Mellat, and Pasargad Banks customers in Semnan County, Master's thesis, economic sciences college, Semnan University.

Javanmard. H (2013). Determine the relationship between the image of store, distance dimension, customer satisfaction and buyer's behavioral intentions (the study case of sharvand chain stores in Tehran). Marketing management magazine, No, 20, 48-56.

Kou, H. L., & Rigaux, B. P. (2006). Perception of marital roles in decision processes. Journal of consumer Research, 51-62.

Lee, C.-K., Yoon, Y.-S., & Lee, S.-K. (2014). investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. Tourism Management, 28(1), 204-214.

Mansouri, S. H., & Pakia, M. M. (2015). Investigation of the Effect of Brand Image and Service Quality on trust, commitment and Behavioral Intentions. Asian Journal of Research in Marketing, 4(1), 87-99.

Mashayekhi, S (2015). The relation of customer satisfaction and the perceived value with desirable and undesirable customers behavioral intentions in the Pasargad insurance, master's thesis, management and sport sciences college, Islamic Azad University, central Tehran university.

Memai, Zh. (2013). Study the role of interactive quality and the perceived value in the development of customer's behavioral attitudes to prove sport complexes, No. 3, 91-121.

Moreno, F. C., Prado-Gascó, V., Hervás, J. C., Núñez-Pomar, J., & Sanz, V. A. (2015). Spectator emotions: Effects on quality, satisfaction, value, and future intentions. Journal of Business Research, 68(7), 1445-1449.

Olaru, D., Purchase, S., & Peterson, N. (2008). From customer value to repurchase intentions and recommendations. Journal of Business & Industrial Marketing, 23(8), 554-565.

Ramseook-Munhurrun, P., Seebaluck, V., & Naidoo, P. (2015). Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. Procedia-Social and Behavioral Sciences, 175, 252-259.

Ryu, K., Lee, H.-R., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. International Journal of Contemporary Hospitality Management, 24(2), 200-223.

Shank, M. D., & Lyberger, M. R. (2014). Sports marketing: A strategic perspective: Routledge

Sheykhi, A.Shafeie, R.Foroghi, H. (2014). The study of effective factors on customer's confidence increment to buy goods and net service. Marketing management, No. 22. 96-97.

Su, L., Swanson, S. R., & Chen, X. (2016). The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists: The mediating role of relationship quality. Tourism Management, 52, 82-95

Toepfer, A. (1999). Customer satisfaction measure and increase. Second Edition, Luchterhand Publishing House, Germany

Yazd Fezeli, M (2011). The study of relationship between service quality with satisfaction level and customer loyalty in swimming pool in Mashhad, Males, Master's degree in physical education and sport science, central Tehran Azad Islamic University.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. The Journal of Marketing, 31-46.