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The Influence of Sport Cognition on The Amount of Sport Clothing Mark Loyalty And Popularity

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ABSTRACT

Background: Understanding of effective factors in loyalty and popularity customers is one of the most important marketing attitudes which should be considered in different sales and marketing. **Objective:** The purpose of this research is studying this influence. 157 male and female athletes and non-athletes were selected using accessible sampling method. All of participants have bought at least one sport clothing from one of the mark stores in Teheran city completed Lau's Revision Questionnaire. In this study, Nike, Puma, and Adidas mark were participant preferences. **Results:** The results of our hypothesis showed that there was not any difference between women and men athletes in neither sport clothing mark loyalty nor popularity. Moreover, Our results showed that the quality of production was the most important factor for selecting sport clothing mark. **Conclusion:** As a result, mark is an agency of whole characteristics which can be motivated loyalty customers.

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INTRODUCTION

Nowadays, sport clothing is a common and a popular subject, because it gives both comfortable and various life style to youth people. Consumers not only use sport clothing in physical activities, but also utilize them in houses, schools, offices, and pleasure activities. Sport lovers do exercise with their interesting clothing, since they think that they should be stylish and attractive during physical activities. Today, the popularity of mark is an asset and customers are ready to pay a lot of money for buying mark. Despite there are few sellers in sport marketing now, they are strong vendors and compete severe with each other in this field. Famous producers organize actions to develop marketing and utilize other practical experiences in order to succeed in business. They also identify customer expectancies and consider to design and production process so as to get customer satisfaction, because they want to achieve high proportion of bazaar. Popular marks usually protect mark identity, loyalty, and popularity with spending a lot of money and time, and also develop new method of sport manufactures in order to get high proportion of bazaar (Reichheld, & Sasser, 1990). In this term, loyalty to mark is so important that is designed for understanding customer behaviors (Day, 1969; Lee *et al.*, 2001; Wood, 2004 and Huang, & Yu, 1999).

Loyalty to mark means that buying constantly one thing or one service which shows that a customer undertakes to buy only this mark against other marks (Oliver, 1999); in other words, loyalty is evaluated by giving undertaking to buy one object or one service (Reichheld, & Sasser, 1990).

Loyalty customers are known individuals who buy only certain mark, although there are various marks in bazaar. In order to keep customers, previous marketing researches have considered mark changing attitude, because there is a logical deduction in marketing; keeping customers is not only the easiest way but also the most confident method in marketing (Reichheld, & Sasser, 1990). Then, attempting to collect more data about mark loyalty and popularity is an asset to provide suitable situations for vendors in terms of better understanding and effective deciding. Several studies have shown that mark (Aaker, 1991; Cadogan, & Foster, 2000 and Jacoby & Chestnut, 1978), product quality (Erenberg, & Goodhardt, 1970; Macdonald, & Sharp, 2000 and Ryan *et al.*, 1999), price (Cadogan, & Foster, 2000; Aabraham, & Littrell, 1995), product style (14), market environment, advertising, service quality, and influence of other people (Bornmark *et al.*, 2005) are some important factors in terms of loyalty. Bornmark *et al.* (2005) have resulted that mark popularity, quality,

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cost, influence of other, advertising, mark picture, and culture are prominent in selecting mark. They have also revealed that the quality of production is more significant than the perception of mark. Lau *et al.* (2006) have concluded that the name of mark and the style of production have considerable influence on mark loyalty, whereas advertising has more significant impact on mark changing. They have also resulted that the product quality is the most important factor in mark loyalty.

Understanding of effective factors in mark loyalty and popularity is the most important attempt which should be considered in various marketing; therefore, the main object of this research was studying the influence of sport cognition on the amount of sport clothing mark loyalty and popularity.

Metodology:

The current study is a description study which compared female and male athletes with non-athletes. All of participations were in the 20 - 35 age range who has bought sport clothing at least once time from one of the mark stores in Teheran city, the capital of IRAN.

Our samples were selected using accessible sampling method. Collection data from 157 participants have been done throw two questionnaires; Personal Data Sheet and Lau's Revision Questionnaire (2006).

The Lau's Questionnaire was revised by some management experts. The reliability of the questionnaires was calculated roughly 0.85 and 0.83 through Cronbach and Test-retest coefficient respectively.

After making the arrangements with the sport clothing agencies, we went to the specific stores, communicated with the participants, and explained the purpose of the study and the questionnaires.

Statistical analysis was performed on data by using SPSS-13. Descriptive statistics including means and standard deviation were calculated and Box's M Test was used to measure the frequency distribution. Levins test for comparing variance between different groups and MANOVA test for comparing significance factors between variables were used. All the tests of significances were examined at alpha level set to 0.05.

Results:

The age and the playing experience summarized in table 1. As you can see, the age of athletes and non-athletes are 24.75 and 23.06 years respectively; the playing experience and the competition experience of athletes also are 5.91 and 5.09 years respectively.

Table 1: Description of the age and the playing experience

Characteristics	Group	N	M	SD	MIN	MAX
Age (Years)	Athletes	80	24.75	4.1	20	35
	Non-athletes	77	23.06	2.8	20	35
Playing Experience (Years)		80	5.91	3.8	1	20
Competition Playing Experience (Years)		41	5.09	4.4	1	18

Table 2: Box's M Test results for measure the frequency distribution

Box's M Statistic	Frequency	Significance (95%)	Test Result
78.181	0.844	0.823	Normal distribution variables are accepted

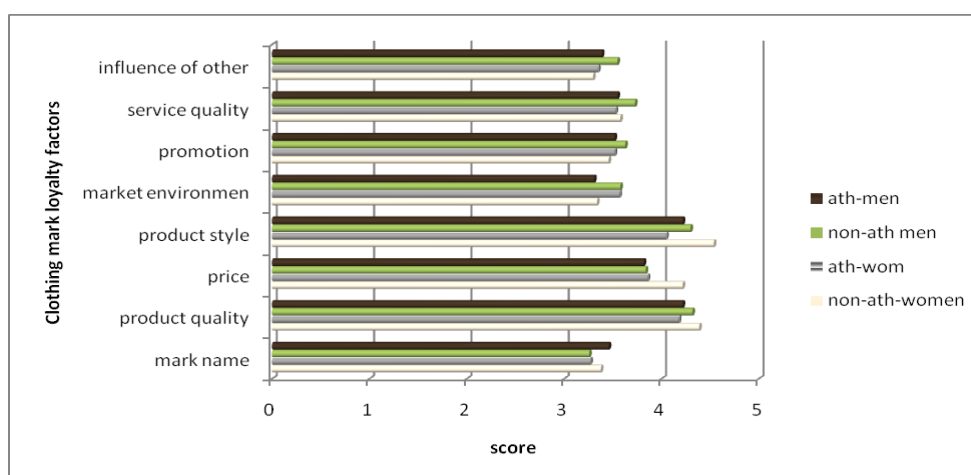


Fig. 1: Comparison of the mean of the significance factors in sport clothing mark between men and women athletes and non-athletes

Table 3: Levins Test result for comparing variance between different groups

Variable	Frequency	Degree of Freedom 1	Degree of Freedom 2	P Value	Test result
Mark name	2.124	3	153	0.056	Homogeneous
Product Quality	1.561	3	153	0.201	Homogeneous
Cost	1.706	3	153	0.168	Homogeneous
Product Style	1.024	3	153	0.384	Homogeneous
Market Environment	2.119	3	153	0.058	Homogeneous
Advertising	0.754	3	153	0.522	Homogeneous
Product Quality	1.065	3	153	0.366	Homogeneous
Influence of other	1.118	3	153	0.344	Homogeneous

The MANOVA results showed that there were not any meaningful differences in sport clothing mark loyalty factors between female and male athletes and non-athletes.

Table 4: MANOVA test result for comparing significance factors in loyalty variable between men and women athletes and non-athletes

Variable	Variable Resources	Value	Frequency	Degrees of Freedom 1	Degrees of Freedom 2	P Value
Sport Status	Pillai's trace	0.084	1.672	8	164	0.110
	wilks lambda	0.916	1.672	8	164	0.110
	Hotelling's trace	0.092	1.672	8	164	0.110
	Largest root on	0.092	1.672	8	164	0.110
Sex	Pillai's trace	0.073	1.427	8	164	0.190
	wilks lambda	0.927	1.427	8	164	0.190
	Hotelling's trace	0.078	1.427	8	164	0.190
	Largest root on	0.078	1.427	8	164	0.190
t Status	Pillai's trace	0.087	1.735	8	164	0.095
	wilks lambda	0.913	1.735	8	164	0.095
	Hotelling's trace	0.095	1.735	8	164	0.095
	Largest root on	0.095	1.735	8	164	0.095

According to our hypothesis, there was no any significant difference between men and women athletes and non-athletes in each of sport clothing mark loyalty and popularity. Since there was not any research about the relationship between sex variable and sport clothing mark loyalty and popularity, it seems that some studies should be conducted in this matter.

Our results showed that the product quality was the most important factor for selecting sport clothing mark; therefore, it seems that getting high quality is the main purpose to buy sport clothing mark between people. In addition, the cost of our sample productions likely was another reason for this result.

Due to our results, male and female consumers who buy clothing mark in any sports have common motivations which can be resulted from previous experiences. However, our results showed that the quality and the style of production were significance factors which are considered by some institutes want to change mark in bazaar. Our findings are consistent with the results of other studies by Boonmark et. al (2005) and Lau et. al (2006), because they have concluded that the production quality in comparison with other loyalty factors has more effect on choosing mark.

Conclusion:

These results suggest that mark which is a compound of identity and quality of production causes loyalty behaviors for customers; in other words, particular marks with high level of quality take beautiful and various styles to customers. Our results concluded that mark can motivate loyalty customers is the agency of whole characteristics of production. Moreover, our finding showed that sex and kind of sport have not any effect on sport clothing mark loyalty and popularity.

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