EFFECTIVE ADVERTISING FACTORS IN PURCHASING OF THE SPORT CLOTHES IN TABRIZ

[1]Mosa Barmodeh, [2]Mohamedrahim Najafzadeh, [3]Hussein Talebiyannia

[1]Department of Physical education management, Islamic Azad University, East Azerbaijan sciences and Research Department
[2]Islamic Azad University and East Azerbaijan sciences and research department)
[3]Islamic Azad University and East Azerbaijan sciences and research department

ABSTRACT

Background and goal: this research aims to determine the effective factors in purchasing of the sport clothes in Tabriz. Method: this research was applied and survey and survey. The statistical population consisted of the population upper than 18 years old in Tabriz that 386 individuals were selected randomly by Cochran formula. The data were collected by field study. For analysis of the data author made questionnaire was used and the validity of the questionnaire was measured by experts and the reliability was measured higher than %8 by Cronbach alpha. Discussion and conclusion: Pearson correlation test and independent t and analysis of variance were employed for data analysis .The results showed that there is a significant and positive relationship among sport clothes brand, proper packaging, advertising media, customer services, advertising messages and tendency toward purchase. It was specified that the customer tendency toward purchase is different based on level of studies and gender. The individuals with associate have more tendencies toward purchasing sport clothes but there is no significant correlation between age and tendency toward purchase.

KEYWORDS: advertisement, sport clothes, brand, publicity, and personality, sport customers, offered services

INTRODUCTION

The complex and rapid changes in the world in the science, technology, values and criteria have led the organizations to direct their goals and styles toward identification of more customers .Advertisement plays an import role in economic, cultural, social and political progress .In order to have optimal effect in advertisement scope it is necessary to know that how to establish the relationship between organization and customer that it depends on the propagandize skill. If the propagandize is hardworking and cope intelligently and scientifically with the subject he will get the better results(Ekrami,2004).Advertisement as the best tool in combination of marketing plays main role in policies and strategies of the marketing of the productive companies that it can be referd to relationship with the customers, introduction of the new products, improvement and change of the customer subjectivity toward the brand and etc(Atefi,2008). Katler opinion, advertisement means " any impersonal offerings in order to identification and introduction of the ideas, items and services by a person or a personal institute or the consumer by paying defined amount of money(Mohammadian, 2009).The commercial advertisement means prediction and arrangement of the visual and auditory messages transferred by receiving fee by one or several advertising agents. These messages contain characteristics and privileges of an item or services by a public thinking or style that become aware of them increases selling and accepting the services and product.

Advertisement means transferring messages and informing. Businesses benefit from improve of public culture, establishing close relationship with the customers, customer satisfaction and finally, it is a tool that glorifies the economic survival. NIKE has been successful in international level after offering its products and advertisement in sport scope and recently it is one of the famous producers and sellers of the sport products in the world(Sajadi and et al,2007).Sport clothing cost is one the structures that is in highest rank in different countries. Unfortunately, due to lack of integrated and scientific relationship between marketing research and advertisement status in Iran, the Iranian companies do not have required efficiency and efficacy in advertisement(Atefi,2008).According to this fact that Tabriz is in the fourth rank in sport clothing market and since there is no research on the effective factors in sport clothes in Iran so the author tried to investigate the factors like brand ,packaging ,introduction style, personality and publicity of the introducers, the advocates of the products and service of the sport clothes and determine the effect of each factor in purchasing sport clothes .The results of this research can be used as practical solutions for sport marketers ,producers and seller of the these clothes and sport industry policy makers and indirectly consumers. Fathiyan(2010) investigated

the advertising factors in purchasing sport shoes and concluded that there is a significant relationship between advertising factors and the customers tendency toward purchase.

Yeva and et al(2009) in a research on the role of the advertisement in development of brand concluded that in development of brand and establishing the primary belief for brand of a product, advertisement is an effective factor in preservation and development of a brand.

Goals

Main goal

Determining the effective advertising factors in sport clothes purchase in Tabriz

Exclusive goals:

1-determining the relationship between sport clothes brand and sport clothes purchase

2-determining the relationship between sport clothes packaging and sport clothes purchase

3-determining the relationship between the role of the media and sport clothes purchase

4-determining the relationship between personality and publicity of the products introducers and sport clothes purchase

5-determining the relationship between sport clothes company financial support of sport teams and sport clothes purchase

6-determining the relationship between service providers and sport clothes purchas

7-determining the relationship between advertising massage content and sport clothes purchase

8-determining the relationship between personal characteristics (studies, age and gender) and sport clothes purchase

Methodology

The research method is applied and survey and descriptive. The data were collected by field study. At first, the ten regions of Tabriz municipality were considered as random cluster sampling method. Then, among them, regions 1,3,5,8 and 10 were chosen and 80 questionnaires were distributed in each region. The statistical population consisted of 1494998 upper than eighteen years old individuals in Tabriz according to census in 2011. Of this number 980000 were upper than eighteen years old. The sample size was determined 386 based on the Cochran formula. The author made questionnaire was employed.

In order to eliminate the contingent errors in extraction of the data, the sample was considered 400 individuals. For measuring the questionnaire variables, different sport management and universities marketing mangers opinions were evaluated. Finally, the content and numerical validity of the questionnaire were confirmed by some professors of sport management and marketing and for measuring reliability Cronbach alpha was used.

Analysis of data

The data were analyzed by spss and percentage was used for description of the qualitative data and central and dispersion were employed for description of the quantitative traits. Also, the hypotheses were tested by Pearson correlation coefficient. Freedman test was used for ranking the factors relating to purchase. So that, Pearson correlation was employed for hypotheses 1,2,3,4,5,6 and 7 and for test of hypothesis 8 the Pearson coefficient, independent t and analysis of variance.

Some questions were designed for measuring variables in Likert five scales. For each person in any variable, a score has been obtained:

Adjusting formula= questions sum- total questions/question range. Question number. Option number- question number.100

The results of this research showed that 45.1% of the studied subjects is single and 54.9% is married. The married subjects have high frequency. About 43% of the subjects are male and 57% is female that females have high frequency. Also, it can be said that monthly income level of 16.2% is less than 500000,55.3% is between 500000 to 1000000,24.9% between one million to three million and 3.6% is higher than three million that monthly income between 500000 to 1000000 has highest frequency. The study level of 15 % is under diploma, 26.6% is with associate degree, 48.2% Bachelor of Science, 7.6% is Master of Science, and 2.6% is PhD and upper levels. Bachelor of Science has highest frequency. About 7.8% of the consumers use sport clothes for matches, 54% for exercise, 18.4% for different daily works and 19.8% for general exercises that the highest usage is for exercise. The main interested sections for the studied sample were sport section subjects, cinema subjects, news, social subjects, artistic subjects,

documentary section and others and the subjects of sport, cinema and news were interesting parts for the subjects. The main media used by the subjects were magazines, television, radio, internet and satellite. The main media effective in advertising of sport clothes are television, internet, and satellite and magazines.

The age average of the subjects was 30.54 and most of the subjects' age was less than average. The average score of the tendency toward advertisement was 55.33 with SD= 10.91. The tendency toward advertisement of most of the subjects was less than average. The mean score of packaging was 55.14 that it is less than average from most of the individuals' perspective. The clothe brand mean score was 61.88 that it is less than average. The mean score of advertising media was 57.16 and the score of sport clothes advertising media was less than average. The mean score of the personality and publicity of the introducers was 55.50 that it was higher than average from the subjects viewpoint. The mean score of clothe production company financial support was 59.19. This score was higher than average from the subjects perspective. Service offering mean score was 60.24 and it was higher than average. The advertising messages content variable mean score was 62.47 and it was higher than average in some subject opinion. Pleasure and entrainment mean score was 41.54 and this score was higher than average in most cases. The mean score of purchase variable as an event was 55.29 and the scores of this variable were higher than average in most cases. Interest in buy mean score was 57.35 and this mean was higher than average in most of the cases. The tendency toward purchase mean score was 55.4 that it was less than average in most cases.

Table 1: evaluation of the main interested subjects of the media

Variable	Mean	No.	Freedman test	FD	Sig
Sport	4.59	386	235.336	6	0.000
Cinema	4.40				
News	4.32				
Social	4.24				
Artistic	3.58				
Documentary	3.93				
Others	2.94				

According to table 1 and Freedman test it can be concluded that since significance level is less than 0.05 so the difference is meaningful and the individuals are interested in the sport, cinema and news subjects.

Table 2: evaluation of the main media used by the subjects

Variable	Mean	No.	Freedman test	FD	Sig
Magazine	3.82	386	52.310	5	0.000
Newspaper	3.68				
TV	3.67				
Radio	3.41				
Internet	3.28				
Satellite	3.14				

According to table 2 and Freedman test it can be concluded that since significance level is less than 0.05 so the difference is meaningful and the individuals use magazine, newspaper and TV.

Table 3: evaluation of the main media with role in sport clothes

Variable	Mean	No.	Freedman test	FD	Sig
TV	3.98	386	83.491	5	0.000
Internet	3.79				
Satellite	3.54				
Magazine	3.30				
Newspaper	3.24				
Radio	3.15				

According to table 3 and Freedman test it can be concluded that since significance level is less than 0.05 so the difference is meaningful and TV, internet and satellite play role in advertisement of the sport clothes.

Kolomgorve Smearnov test of normality of the data

According to the following table and Kolomogrove Smeatnov test it is concluded that since significance level of all components is higher than 0.05 so it can be concluded that all variables scores are distributed normally and the hypotheses of normality is held and the parametric tests can be used.

Table 4: Kolomgorve Smearnov test of normality of the data

Variables statistics	Kolomgorve Smearnov	
	Z statistics	Sig
Tendency toward purchase	0.861	0.448
Clothe brand	0.872	0.433
Packaging	0.857	0.455
Advertising media	1.210	0.107
Personality and publicity	1.273	0.078
Fanatical support	0.954	0.323
Offered services	0.754	0.620
Content of advertisement	1.208	0.108

DISCUSSION AND CONCLUSION

This research has eight hypotheses as follows:

H1: there is a relationship between sport clothing brand and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing brand and tendency toward purchase of sport clothe. In explaining of this result it can be said that if the customers like a particular brand they have more tendency toward purchasing so they spend time to find brand in the different markets and spend much money for particular brand.

H2: there is a relationship between sport clothing packaging and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing packaging and tendency toward purchase of sport clothe. It can be said that the customers tend to buy the products with stylish packaging. This finding is consistent to findings of Sheikh Javadi(2005). In explaining of this result it can be said if the sport clothes are attractive from color, form, packaging the customer tends to buy it. It is probable that a buyer is doubtful in buying several clothes with attractive packaging with attention to brand and price.

H3: there is a relationship between sport clothing advertising media and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing advertising media and tendency toward purchase of sport clothe. It can be said that the customers that observe particular brand advertisement in TV and other media and according to the positive effect of this advertisement they have positive tendency and seek the mentioned brand.

H4: there is a relationship between sport clothing introducers' personality and publicity and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing introducers' personality and publicity and tendency toward purchase of sport clothe. If the introducers are famous the people tend to purchase clothes by observing the famous athletes or famous people in the TV, bus and other places. It leads to positive feeling and purchase. Annually milliard dollars spend to advertisement by the famous people that indicates the importance of this subject. The results showed that brands related to the famous people remain in the people mind.

H5: there is a relationship between sport clothing producing companies' financial support from the teams and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing producing companies' financial support from the teams and tendency toward purchase of sport clothe. It can be said that financial support like printing the logo of the sponsor on the clothes (ball, clothes of exercises, match, bag and etc) lead to publicity of the brand and product so the individuals tend to purchase the products.

H6: there is a relationship between sport clothing customers offered services and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing customers offered services and tendency toward purchase of sport clothe. It can be said that by increase of the services the tendency toward purchase is increased. In explain of this finding it can be said if the services are increased the customer satisfaction will be increased.

H7: there is a relationship between sport clothing advertising content and tendency toward purchase of sport clothe.

The findings showed that there is a significant and direct relationship between sport clothing advertising content and tendency toward purchase of sport clothe. It can be said that advertising content leads the customers tend to more purchase. By improving the advertising content the customer tend to purchase. In explaining of this finding it can be said that if the advertising content as visual, auditory on the clothes, calendar or buss stations is consistent to the culture of the society and establish qualitative and quantitative and verbal relationship with the customer , the individuals will be affected and they have tendency toward purchasing.

H8: there is a relationship between personal characteristics (studies, age and gender) and tendency toward purchase of sport clothe.In addition, we found significant direct correlation between age and willingness of customers to buy clothes. The difference in the willingness of customers to purchase based on their gender is a significant and the female customers have more tendencies to buy. And it can therefore be argued that women more than men, are subject to change. As compared with men , in explaining these findings it can be said women have more free time than men , so they have a greater interest in sports and also interested in purchasing and procurement exhibit more of the other party due to the diverse interests and tastes and buy the clothes to show themselves more. In addition, people with higher education will not buy the clothes due to the excessive preoccupation with time and sufficient motivation to exercise and therefore. Unfortunately, the painful subject is that in our advertising the products are justified by non-scientific and non- specialist. In our country, the numbers of people who have sufficient expertise in this field are very low. Advertising time can affect consumer behavior.

The findings of this study showed that there is direct correlation between brand name, packaging, advertising media , sports clothes producers, introducers personality and publicity , finance support of companies , customer services , content and advertising messages and willingness of customers to buy. If they will be more willing to buy, so they are willing to spend more time looking at the various stores, they are willing to spend more on other your desired brands and branding.

REFERENCES

Atefi A. (2008). Effect of knowledgeable insurance company and provide optimal solutions. MA thesis, executive management, marketing trends.

Askarian F. (2004). Evaluation of the sports industry from 1998 to 2001 based on estimates

Dadgaran M. (2001). Principles of Mass Communication, Tehran: Firoozeh publication.

Esmaeili M. (2007). Commercials and the effect legislative system of legal status, Tehran .

Majlis Research Center, First Edition: winter 2007 Naqib al-Sadat, R.(2006). Optimal system of commercial advertising, Journal of Political Information - Economics, June and July 2006, 225 and 226.

Frozandeh B. (2004). Principles of Marketing , Isfahan. Atropat Publications, Fifth Edition

Goudarzi N. (2009). Packet classification and its impact on the sale of goods, Faculty of Science , Islamic Azad University of Sanandaj

Goudarzi N. (2009). Packet classification and its impact on the sale of goods, Faculty of Science , Islamic Azad University of Sanandaj.

Hodarshah S. (2008). The effect of commercial advertising on consumer behavior avulsion detergent industry in Iran , Tehran University , Qom College , School of Management.

Saffar H. (2008). U.S. consumers Shoes, Shoe Industry Magazine, year XV No. 142.

Ikram M. (2004). Development Anthropology , Mashhad , Nashre Ivar, sports , travel magazine , No. 34 , pp. 83 till 93

Montazeri G. (2005). "Efficient marketing", Tehran, Antsharatsargl publication.

Montazeri M. (2001). Audience Science, Tehran, Site publication.

Sajjadi N., Amir A. and Zare B .(2007). The relationship between exercise and the use of sport images and introduction behavior.
Sheikh Javadi M. (2005). Has reached the end of advertising as we know. Tehran, system publication.
Sheikh Javadi M. (2009). Has reached the end that advertising as we know. Translated by Sheikh Javadi. 124- 128.