

## Effectiveness of equipment on attracting customers in educational gyms in Yazd province

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**Abstract:** The purpose of this research was to investigate the effectiveness of advertisements and equipment on attracting customers in sports halls of Yazd province. This is a descriptive research, the statistical population of this research was all the customers of the educational sports halls of Yazd province in the number of 3000 people, of which 240 people were selected as available. To measure the data, Moradi's 1392 customer attraction questionnaire, the advertising role questionnaire (Niknam, 1392) was used. During the distribution and completion of the questionnaire by the respondents, the researcher was present and made it possible to give the necessary explanations to the respondents regarding the purpose of the research, its importance in the way of answering the questions, after completing and returning 240 questionnaires, the results It was analyzed using descriptive and inferential statistics such as (regression). Statistical analyzes were performed using SPSS software version 21 and at an error level of less than 0.05. Finally, the results showed that advertising plays a significant role in attracting customers in sports halls of Yazd province.

**Keywords:** sports halls, equipment, attracting customers.

## 1. Introduction

Today, on the one hand, organizations are trying to introduce and introduce their goods and services and distinguish them from similar goods by using different advertising media to send effective messages to encourage the audience to buy. On the other hand, people are surrounded by all kinds of advertisements through various media at any time and in any place, and this is while what is important in the discussion of advertisements is the evaluation of its effectiveness. Like other organizations, they operate globally. Due to the advancement of technology, there have been tremendous changes in the sports system, which has provided the basis for growth and competition to attract more financial resources and customers (2).

In modern sports halls, there are many factors that influence the attraction of customers, and identifying and determining the type of communication and the extent of their influence is one of the most important categories in the sports industry (3). If sports halls do not pay attention to the demands of customers, will definitely not be successful in providing the material and spiritual goals of its customers. When a customer faces an obstacle in a club, he tries to satisfy his desire in another club, and due to the fierce competition in the field of sports, a club that can satisfy the customer will be more successful (4).

For many years, sports has gone from being a mere sport and has become a very comprehensive industry and economic factor, even a political weapon. The sports industry includes sectors such as sports equipment, sports goods, marketing, executive management and financial support, professional sports, sports clothing, sports media, and recreational sports, and it is growing every year. Lack of advanced and modern equipment in clubs is one of the main signs of people not going to these clubs (5).

The Ministry of Education is considered to be the largest government organization in Iran in terms of the number of people working in it. Education and training, with a learning and teaching structure, should pay special attention to these important human resources, i.e. manpower, since the recent past. 15% of the country's budget is spent on education, so perhaps the education system has allocated the largest share of the government budget

to itself, regardless of its quantitative scope. Nevertheless, apart from the great efforts of teachers and other education workers, who, based on the existing evidence, compared to other employees of government organizations and institutions, on average, perform the most useful work, the level of efficiency and effectiveness of this institution, due to public dissatisfaction with the quality of its outputs, it has been constantly exposed to the attention and criticism of many observers and experts. Therefore, suitable leisure time conditions should always be provided for this segment of the society. (6).

Since advertising is one-way, it seems necessary to receive feedback from customers; Also, due to being related to a wide range of recreational-sports activities of families and individuals through sports complexes, these complexes can be used in a suitable way of advertising in order to advance their goals, i.e. introducing their services (types of sports fields), establishing Communicate with customers, attract customers and ultimately retain them, benefit from them (7). Examining the way of advertising and marketing of sports complexes and providing a solution to improve advertising can have an effective role in attracting customers and making them more loyal to the complex, culturalization of sports and increasing its penetration in the country. Physical training and sports in Iran is an almost nascent field that is still followed in a traditional way. Although there have been changes in this field, there is still a long way to reach international standards. Sports facilities and venues are not exempted from this rule and have a long way to go both quantitatively and qualitatively to reach the usual international standards. Correct and principled management of sports venues directly affects the productivity of sports venues as well as the quantity and quality of the program. sports and events have an effect (8) since performing basic sports exercises and other aspects of physical training and health in the first step after the entry of human power into the lap of sports requires the existence of sports spaces and opportunities, therefore from the point of view of science and the point of view of health sports, The safety of the exercise place and the standardization of these spaces are very necessary and important for the users (9).

According to the main goal of physical education, which is to nurture and strengthen the body and soul,

it is appropriate that standard and reliable safety variables for sports places and spaces are always ready and available so that student athletes do not have to worry about injuries caused by the physics of buildings and spaces related to training. And continue their sports development. For this reason, it is very useful and necessary for those involved to describe the safety status of sports facilities and spaces in the country's schools. The physical and mental health of any society is directly related to the health of young people and teenagers, therefore, according to the physical space and the standard of the spaces and sports equipment needed by this great and decisive group. Society is very important so that strengthening and improving these spaces and preventing injuries and problems can be a positive factor and influence in the minds of parents, students and their peers in the tendency to physical and sports activities in schools in addition to controlling harmful physical effects. 10). Many researches show that despite the countless benefits of physical activity, this activity has always caused many physical injuries to children and teenagers, so that every year nearly two hundred thousand children in America are treated in the emergency department of hospitals, all of them in playgrounds and sports have been damaged (11).

About 60% of these injuries were related to falling from the top of the play equipment and other injuries caused by contact with the play equipment, their sharp edges and protrusions on the equipment. In this regard, according to Parkes, the managers of sports events and its facilities should be familiar with the legal function of taking care of the spectators, players and officials, which the managers of the facilities have to ensure the safety of the owners of the teams and the spectators (12).

Carrying out research projects related to this issue show that the non-participation of many students and athletes, parents' opposition to their children's sports, and also the wasting of many pure sports talents in the eyes of teenagers and young students in our country can be done without considering the existence of sports spaces. The need and more importantly, the lack of appropriate and necessary security has become a major problem for the experts and practitioners of sports in our country's schools. Therefore, considering the conditions of sports

spaces and equipment and the number of students studying in Yazd city, it can be said One of the reasons for reluctance in the eyes of students and sports teachers is the lack of proper sports facilities and space. Now, taking into account the problems and issues mentioned, this research is trying to investigate the safety of the sports spaces and equipment of public schools in Shahrized Ramvard, and finally Provide solutions and suggestions to improve and solve possible problems. Therefore, the current research has investigated the effectiveness of equipment on attracting customers in sports halls of education and training in Yazd province.

## 2. Materials and Methods

the field The gymnasiums of education and training in Zed province were selected according to the formula for determining the sample size of Kochran and among them Moradi customer attraction questionnaire 1390(13) and advertisement role questionnaire (Niknam, 2012) were distributed.

Moradi's 1390 customer acquisition questionnaire: which was prepared by Moradi in 2010. This questionnaire has 25 items and can be implemented in groups. By reading each article, subjects indicate their agreement and disagreement in each article based on a 5-point Likert scale. Moradi (2013) reported the internal reliability (alpha coefficient) of this tool for the information scale of 0.92.

Questionnaire on the role of general sports equipment in attracting customers of Ahangaran et al., 2012) (14)

This questionnaire has 15 questions and its purpose is evaluation role Equipment sports in attraction Citizens to exercise everyone from Dimensions different ( factor health physical agent cultural, agent social ) . Its response range is of Likert type, and the score for each option is presented in the following table:

I completely agree	I agree	I have no opinion	I disagree	I completely disagree	Option
5	4	3	2	1	Score

The above questionnaire has three dimensions, and the questions related to each dimension are presented in the following table

Table 3-1 Dimensions of the questionnaire

Related questions	next
13,10,7,4,1	agent health physical
14,11,8,5,2	agent cultural
15,12,9,6,3	agent social

To get the points related to each dimension, we add the total points of the questions related to that dimension together. To get the total score of the questionnaire, we add the total score of all the questions together. Obviously, the higher the score of the questionnaire

<b>Upper limit of grades</b>	<b>Average score</b>	<b>Lower score limit</b>
75	45	15

Add your points from the above 15 statements together. The minimum possible score is 15 and the maximum is 75.

Score between 15 and 30: The role of sports equipment in attracting citizens is low.

Score between 30 and 45: The role of sports equipment in attracting citizens is average.

A score higher than 45: the role of sports equipment in attracting citizens is high.

### Validity and reliability

In the thesis of Ahangari et al. (2012) direction narrative Questionnaire form and health and Soqm questions, Questionnaire in between a number from distribution students became and after confidence from Results got come Questionnaire in sample A statistic was distributed

Table 2-3 Cronbach's alpha value in the re-evaluation questionnaire role Furniture Sports ( equipment sports public ) in attraction Citizens to exercise everyone

Cronbach's alpha	next
0.77	agent health physical
0.74	agent cultural
0.79	agent social
0.75	The whole questionnaire

In order to investigate the descriptive statistics, the mean dispersion indices, standard deviation, variance and frequency percentage, minimum and maximum values, graphs and tables will be used. To measure the normality of the data distribution, use the Kolmogorov Smirnov test was used The indices of central tendency and dispersion were used to describe the demographic characteristics of the statistical sample. In addition, the regression test was used to analyze the hypotheses. Also, the data was analyzed by SPSS software version 21 at a level less than 0.5.

### 3. Results

Table 1 Kolmogorov-Smirnov test, in order to check the normality of research variables

SignificanceP ( )	Z	number	Variable
0.18	1/10	240	Equipment
0.26	16/2	240	health
0.09	63/1	240	Cultural equipment
0.08	44/1	240	Social equipment
0.06	32/1	240	attraction

The first hypothesis: sports equipment in attracting its customers Sports halls of Zed province has a role

In order to test this hypothesis, multivariate linear regression was used. Table number 2 includes the results of variance analysis.

A look at table 3 shows that F The result of regression variance analysis in the first step is significant compared to the critical values, so the equipment sports in attraction Customers hall Hi sports Education and Breeding province Yazd role has (  $P \leq 0.05$  ). Also, according to the adjusted coefficient of determination, it is determined that the equipment sports Ability to predict 56% on absorption Customers has the After describing the studied sample based on the demographic variables and describing the research variables, in the following, the research hypotheses were tested based on the analysis of structural equations.

Table 2: Summary of the model

Estimated standard error	square average	R <sup>2</sup>	R	Model
۰/۴۸	۰/۳۱	۰/۳۱	۰/۵۶	۱

Table 3: analysis of variance related to regression

you mean	F	mean square	df	sum of squares	Model
۰/۰۰	۹۲/۵۹	۲۱/۵۷	۱	۲۱/۵۷	Regression
		۰/۲۳	۱۹۸	۴۶/۱۳	remaining 1
			۱۹۹	۶۷/۷۰	the whole

Table 4: results of step-by-step regression analysis

meaningful B	t	Standard coefficient	Non-standard coefficients		Model
		beta	standard error	B	
۰/۰۰	۴/۵۰		۰/۲۷	۱/۲۲	constant
۰/۰۰	۹/۶۲	۰/۵۶	۰/۰۶	۰/۶۵	Equipment 1

The second research hypothesis: the agent health  
The physicality of sports equipment in attracting its customers Sports halls Education of Zed province has a role

In order to test this hypothesis, multivariate linear regression was used. Table number 5 includes the results of variance analysis.

A look at table 6 shows that F The observed result of regression variance analysis in the first step is significant compared to the critical values, therefore the factor health physical Equipment sports in attraction Customers hall Hi sports Education and Breeding province Yazd role has (  $P \leq 0.05$  ). Also, according to the adjusted coefficient of determination, it is clear that the factor health physical Equipment sports Ability to predict 35% on recruitment Customers has the

Table 5: Summary of the model

Estimated standard error	square average	R <sup>2</sup>	R	Model
۰/۵۴	۰/۱۲	۰/۱۲	۰/۳۵	۱

Table 6: Analysis of variance related to regression

you mean	F	mean square	df	sum of squares	Model
۰/۰۰	۲۸/۵۴	۸/۵۳	۱	۸/۵۳	Regression
		۰/۲۹	۱۹۸	۵۹/۱۷	remaining
			۱۹۹	۶۷/۷۰	the whole

Table 7: results of step-by-step regression analysis

meaningful B	t	Standard coefficient	Non-standard coefficients		Model
		beta	standard error	B	
۰/۰۰	۷/۶۷		۰/۲۹	۲۵/۲	constant
۰/۰۰	۵/۳۴	۰/۳۵	۰/۰۷	۰/۳۷	health

The third research hypothesis: the agent Cultural sports equipment in attracting its customers Sports halls of Zed province has a role

In order to test this hypothesis, multivariate linear regression was used. Table number 8 includes the results of variance analysis.

A look at table 9 shows that F The observed result of regression variance analysis in the first step is significant compared to the critical values, therefore the factor cultural Equipment sports in attraction Customers hall Hi sports Education and Breeding province Yazd role has (  $P \leq 0.05$  ). Also, according to the adjusted coefficient of determination, it is clear that the factor cultural Equipment sports Ability to predict 58% on absorption Customers has the

Table 8: Summary of the model

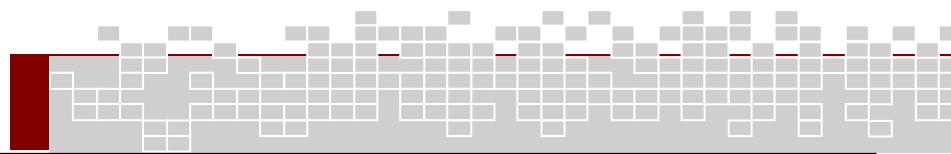
Estimated standard error	square average	R <sup>2</sup>	R	Model
۰/۴۲	۰/۳۴	۰/۳۴	۰/۵۸	۱

Table 9: analysis of variance related to regression

you mean	F	mean square	df	sum of squares	Model
۰/۰۰	۱۰۴/۸۸	۲۳/۴۴	۱	۲۳/۴۴	Regression
		۰/۲۲	۱۹۸	۴۴/۲۵	remaining
			۱۹۹	۶۷/۷۰	the whole

Table 10: results of step-by-step regression analysis

meaningful B	t	Standard coefficient	Non-standard coefficients	Model
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		beta	standard error	B	
۰/۰۰	۵/۷۳		۰/۲۳	۱/۳۷	constant
۰/۰۰	۱۰/۲۴	۰/۵۸	۰/۰۶	۰/۶۱	Cultural equipment 1

The fourth research hypothesis: the agent Social sports equipment in attracting its customers Sports halls Education of Zed province has a role

In order to test this hypothesis, multivariate linear regression was used. Table No. 11 includes the results of variance analysis.

A look at table 12 shows that F The observed result of regression variance analysis in the first step is significant compared to the critical values, therefore the factor social Equipment sports in attraction Customers Halls sports Education and Breeding province Yazd role has (  $P \leq 0.05$  ). Also, according to the adjusted coefficient of determination, it is clear that the factor social Equipment sports Ability to predict 45% on absorption Customers has the

Table 11: Summary of the model

Estimated standard error	square average	R <sup>2</sup>	R	Model
۰/۵۱	۰/۲۰	۰/۲۱	۰/۴۵	۱

Table 12: analysis of variance related to regression

you mean	F	mean square	df	sum of squares	Model
۰/۰۰	۵۲/۷۹	۱۴/۲۵	۱	۱۴/۲۵	Regression
		۰/۲۷	۱۹۸	۵۳/۴۵	remaining 1
			۱۹۹	۶۷/۷۰	the whole

Table 13: results related to step by step regression analysis

meaningful B	t	Standard coefficient	Non-standard coefficients		Model
		beta	standard error	B	
۰/۰۰	۸/۷۳		۰/۲۳	۲/۰۸	constant
۰/۰۰	۷/۲۶	۰/۴۵	۰/۰۶	۰/۴۴	Social equipment 1

#### 4. Discussion and Conclusion

The purpose of this research was to investigate the effectiveness of advertising on attracting customers in sports halls of Yazd province. This is a descriptive research, the statistical population of this research was all the customers of educational sports halls in Yazd province, 3000 people of which 240 people were selected as available. To measure the data, Moradi's 1392 customer attraction questionnaire, the role of advertising questionnaire (Niknam, 2012) was used. During the distribution and completion of the questionnaire by the respondents, the researcher was present and made it possible to give the

necessary explanations to the respondents regarding the purpose of the research, its importance in the way of answering the questions, after completing and returning 240 questionnaires, the results It was analyzed using descriptive and inferential statistics such as (regression). Statistical analyzes were performed using SPSS software version 21 and with an error level of less than 0.05. The research results showed:

A look at the results shows that the F observed from the regression variance analysis in the first step is significant compared to the critical values, therefore, sports equipment plays a role in attracting customers of education gyms in Yazd province. ( $P \leq 0.05$ ). Also,



according to the adjusted coefficient of determination, it is clear that sports equipment has the ability to predict 56% of customer attraction.

It also shows that the observed F from the regression variance analysis in the first step is significant compared to the critical values, so the factor of physical health of sports equipment plays a role in attracting customers of educational sports halls in Yazd province. ( $P \leq 0.05$ ). Also, according to the adjusted coefficient of determination, it is clear that the physical health factor of sports equipment has the ability to predict 35% of customer attraction.

Advertising is not only about capturing the market, but it is about creating deep trust and faith in people and buyers for the development of future works, attractive and informative advertising and providing a suitable place with the necessary equipment will attract more and more customers and increase the public trust of the society and encouraging and persuading customers to use services (15). Paying attention to appropriate costs, increasing information and advertising, and associating the proper performance of the organization in the public mind, will lead to more trust in the services and will increase the effective demand, creating agent trust. It is considered important for customer retention in any institution. Among the problems that exist in this field are pricing policies that lead to mistrust that can affect consumer perception of advertising. Mistrust of advertising casts doubt on its credibility among the public and attacks the overall effectiveness of the service and the overall advertising message. The more the consumer feels that he can determine the veracity of a claim before purchase, the more likely it is to trust him, compared to when the veracity of an ad can only be determined after purchase. There is definitely a strong relationship between trust and ad credibility that needs to be continuously monitored. When this relationship is better understood, there is a greater likelihood of maximizing advertiser credibility

The other part of the results shows that the observed F from the regression variance analysis in the first step is significant compared to the critical values, so the cultural factor of sports equipment plays a role in attracting the customers of education gyms in Yazd

province. ( $P \leq 0.05$ ). Also, according to the adjusted coefficient of determination, it is clear that the cultural factor of sports equipment has the ability to predict 58% of customer attraction.

Therefore, in the design of spaces, especially spaces that are built with the aim of having as many people as possible in them, special attention should be paid to the suitability of the passageways with the size of the space, as well as their recognisability. Obviously, the bigger the place, the more the access ways should be to create more options for people to move around. On the other hand, having many commuting routes is valuable if each one is easily recognizable; Because if they are not designed correctly, the multitude of ways will confuse people. The short distance of different sports places from each other is another factor that is less important than the previous two from the point of view of customers. Due to the large size of this complex and enough space for car parking, most of the customers of the complex come to the complex with their vehicles.

The results of the other part show that the observed F from the regression variance analysis in the first step is significant compared to the critical values, therefore, the social factor of sports equipment plays a role in attracting customers of educational sports halls in Yazd province. ( $P \leq 0.05$ ). Also, according to the adjusted coefficient of determination, it is clear that the social factor of sports equipment has the ability to predict 45% of customer attraction.

Among the various branches, the simultaneity of the services provided has the largest role, and the provision of various sports and non-sports services, as well as the presence of various places in the sports complex (administrative, cultural, etc.) has the least role. In fact, considering that the main audience of the Revolution sports complex comes to the complex in order to use sports services, diversity in the provision of sports services is more important than non-sports services. On the other hand, the simultaneity of some activities creates a kind of mutual support, which, according to the results, customers value this kind of support.

The comparison of the results of this research with the results of similar researches is as follows:

In 2006, Farsi investigated the safety condition of sports facilities and sports equipment in the Yazd



education hall for boys and girls in different educational levels of Kermanshah city (15) and the result of the research showed that the safety condition of the sports facilities and sports equipment of government schools in Kermanshah city in many cases do not have a suitable condition compared to the existing standards. According to the results of the research and the importance of sports in schools and the reported deficiencies using the standards of the ASTM institute, safety criteria were presented. Yousefi et al. The fit in the structural equation section indicated a good fit, the results of the path analysis showed that sports management was able to affect only the dimensions of product information, economicness, pleasantness and social role. This was despite the fact that this variable could not have a significant effect on the dimensions of incomprehensibility, materialism and resentment (annoyance) of advertisements (16). Sports marketing managers as well as sports psychologists should take this matter into consideration to investigate sports consumer behavior and the effectiveness of advertising through sports. Especially sports marketers can use these factors to improve and make their advertising marketing strategies fruitful. Yousefi et al. (2020) investigated the effect of internet advertising on sports brand equity (case study: Majid brand) and the results showed that internet advertising affects each of the dimensions of brand equity such as perceived quality, brand association, brand loyalty and Brand awareness has a significant impact. Therefore, company managers must first identify the strengths and weaknesses of advertising programs in their organization in order to promote the special value of sports brands and also use the Internet as an effective tool in communication and advertising (17). Khadija Salimnejad (2014) investigated the effect of advertising on attracting and retaining customers of selected water sports complexes in the country, the results showed that advertising of these water sports complexes on attracting (attracting attention, creating interest, desire and action) and retaining (trust, satisfaction) and loyalty) of customers is effective and there is a significant difference between them only in customer attraction and not in customer retention (18). According to the finding that the increase in mass media advertising leads to an increase in the desire of the customers of educational sports complexes, it is suggested that the

managers of sports complexes, while evaluating the promotion of mass media regularly, act in order to attract their customers. This issue can increase profitability in the long run.

#### Research limitations

Scientific research and research conducted in the field of humanities often face limitations. The limitations of this research regarding the generalization of the results are as follows.

Among the main problems of conducting research, we can point out the non-commitment of customers to answer the questions, this limitation causes spending a lot of time as a result of repeated references to collect information from the provided questionnaires.

- Lack of control over events that can be effective in preventing subjects' attitudes.

-Limiting the research implementation to Yazd city limits the possibility of generalizing the results.

According to the findings of the research on the weak role of mass media in attracting customers, it is recommended that the authorities in this field pay more attention to the weak role of mass media.

1. According to the finding that the increase in mass media advertising leads to an increase in the attendance of customers of educational sports complexes, it is suggested that the managers of sports complexes, while evaluating the promotion of mass media on a regular basis, act in the direction of attracting their customers. This issue can increase profitability in the long run.

2. Considering that sports equipment increases the attraction of customers, it is suggested that club managers pay attention to various aspects of the quality of services and devices in order to increase their financial profit.

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## اثربخشی تجهیزات در جذب مشتری در سالن های ورزشی استان یزد

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**چکیده:** هدف از این پژوهش بررسی اثربخشی تبلیغات و تجهیزات بر جذب مشتری در سالن های ورزشی استان یزد بود. این تحقیق از نوع توصیفی می باشد، جامعه آماری این تحقیق کلیه مشتریان سالن های ورزشی آموزشی استان یزد به تعداد ۳۰۰۰ نفر بوده که از این تعداد ۲۴۰ نفر به عنوان در دسترس انتخاب شدند. برای سنجش داده ها از پرسشنامه جذب مشتری مرادی در سال ۱۳۹۲، پرسشنامه نقش تبلیغات (نیکمن، ۱۳۹۲) استفاده شد. در حین توزیع و تکمیل پرسشنامه توسط پاسخگویان، محقق حضور داشت و این امکان را فراهم کرد که پس از تکمیل و بازگشت ۲۴۰ پرسشنامه، در خصوص هدف تحقیق، اهمیت آن در نحوه پاسخگویی به سوالات، توضیحات لازم را به پاسخ دهندگان ارائه دهد. پرسشنامه، نتایج با استفاده از آمار توصیفی و استنباطی مانند (رگرسیون) مورد تجزیه و تحلیل قرار گرفت. تجزیه و تحلیل های آماری با استفاده از نرم افزار SPSS نسخه ۲۱ و در سطح خطای کمتر از ۰/۰۵ انجام شد. در نهایت نتایج نشان داد که تبلیغات نقش بسزایی در جذب مشتری در سالن های ورزشی استان یزد دارد.

واژه های کلیدی: سالن های ورزشی، تجهیزات، جذب مشتری.

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این نماد به معنای مجوز استفاده از اثر با دو شرط است یکی استناد به نویسنده و دیگری استفاده برای مقاصد غیرتجاری.