



The Relationship between Sensory Marketing, Customer Satisfaction and Loyalty in Luxury Sports Clubs

Zahra Rabbani Nik¹, Ali Benesbordi^{2*} , Parvin Shoshi Nasab², Javad Fesanghari³

¹M. A Sports Management, Sport Science Faculty, Hakim Sabzevari University, Sabzevar, Iran.

²Assistant Professor, Sport Management Department, Sport Science Faculty, Hakim Sabzevari University, Sabzevar, Iran.

³PhD in Sports Management, Tarbiat Modares University, Tehran, Iran.

ABSTRACT

Purpose: This study aimed to investigate the relationship between sensory marketing and customer satisfaction and loyalty of luxury sports clubs.

Methodology: The study's statistical population includes all customers of luxury sports complexes and clubs in Mashhad. Using stratified random sampling method and with the help of G-Power software, which is a software for determining the number of samples, 149 people were selected as a statistical sample. The Ueacharoenkit questionnaire with three sections of sensory marketing, loyalty, and satisfaction was used to collect information. This questionnaire contained 13 questions in the sensory marketing section, four questions in the loyalty section, and four questions in the satisfaction section. Each was set as a range of 5 Likert options. Ten professors of sports management confirmed the validity of the questionnaire. Cronbach's alpha also confirmed the reliability of the tool. Spearman test and structural equation modelling in PLS software were used to analyze the data. The results showed a positive and significant relationship between the dimensions of sensory marketing with satisfaction and loyalty. There is also a positive and meaningful relationship between satisfaction and loyalty. Sensory marketing consisting of sensory, emotional, behavioral, mental, and social experiences plays an essential role in customer satisfaction.

Findings: The results show that sensory marketing promotes loyalty among athletes in luxury sports clubs by creating satisfaction.

Originality: Factors such as the appearance of the product should be considered because aesthetic features affect both emotions and perceptions of quality. Sensory marketing, consisting of sensory, emotional, behavioral, mental, and social experiences, has an important role in customer satisfaction.

Keywords

Sensory Marketing
Satisfaction
Loyalty
Luxury Sports

Article type

Original article

Received: 2022/03/14

Accepted: 2022/03/27

How to cite this article:

Rabbani Nik, Z., Benesbordi, A., Shoshi Nasab, P., & Fesanghari, J. (2021). The Relationship between Sensory Marketing and Customer Satisfaction and Loyalty in Luxury Sports Clubs. *Sports Business Journal*, 1(2), 191-212. <https://doi.org/10.22051/sbj.2022.39891.1028>



1. Introduction

Sports In the current competitive environment, having adequate information about customer needs is an essential factor in the success of production organizations that can be achieved through customer focus and marketing. Marketing strategies are the tools by which goals are achieved. These strategies relate to the question of how goals can be achieved. The success of a marketing plan depends on the effectiveness of the marketing strategy. Strategy can be determined for each of the marketing mix elements (Bahrainizad et al., 2022). Marketing strategy includes different variables that the company can control or adapt to uncontrollable variables to achieve its goals appropriately. The group of variables that can be controlled is related to the company's internal capabilities and powers. The other group that is not controllable are environmental variables, including demand, competition forces, distribution structure, marketing rules, and non-marketing costs. Controllable variables of marketing strategy include product, price, location, distribution, staff, assets, and physical and process facilities. Customer satisfaction is an environmental variable that should be controlled by marketing strategies (Ghafari Ashtiani & Eskandary Mehrabady, 2011).

Over the past two decades, many organizations have realized the importance of their customers. They have found that retaining existing customers is far less costly than attracting new customers, so companies must continuously monitor the interaction between themselves and their customers. Provide accurate knowledge and understanding of the needs and values of customers, provide them with valuable goods and services to build loyalty by satisfying them. Customer satisfaction is no longer enough, and companies should not be happy with customer satisfaction. They should make sure that their customers are loyal. In this paradigm, the goal is to establish long-term and reciprocal relationships with stakeholders, especially customers, to retain more customers and lose fewer customers (Mosavi Jad et al., 2018). To be successful, the company must satisfy the desired consumers concerning better competing companies. In marketing strategy, the needs of consumers and the plans of the competing company should be considered. Given its size and position in the industry, the company must determine how it can achieve the highest scores against these companies.

Designing competitive marketing strategies begins with analyzing competing companies. The strategic marketing plan should show the market demand and competitive position of that product. Still, the competitive conditions and demand change over time and should change according to the customer's requirements and opinion to create more loyalty (Aminbeidokhti et al., 2010). One of the marketing tools and strategies is sensory marketing. Sensory marketing is a profitable way of identifying and meeting the needs and interests of the customer in a way that engages consumers with positive and memorable memories through live and two-way communication, brings the brand personality to life, and adds value to the target customers. Creates. Sensory marketing is an integrated methodology that keeps the target customers engaged in their interests and desires through brand-related communications, leading to more value (Kabiri et al., 2020).

Today, marketing promotion tools such as advertising, sales pitching, public relations, direct selling, etc., are no longer attractive to the audience. Large companies are forced to use new sensory marketing methods to retain customers. Sensory marketing seeks to engage consumers with positive and memorable memories by identifying and profitably meeting customer needs and interests through two-way, live communication. Sensory marketing aims to measure the customer experience of a brand. And decides to guide customers from the initial stages of acquaintance to brand sponsors. The first and most important marketing principle is to pay attention to the customer's wishes. Organizations cannot survive without the customer's wishes. Paying attention to the customer's wants and preferences leads to his satisfaction and loyalty. As a result, it increases the company's reputation and credibility and increases its future profitability. Being aware of potential customers 'preferences can be very important. If we know our customers' preferences, we can control their behavior. Customer preference is due to a particular product or brand (Basir et al., 2016).

Sensory marketing stems from the theoretical foundations on which brand experience, whether goods or services, is viewed with a keen eye. The human senses are the focus of the company's marketing activities, emphasizing creating and presenting sensory experiences. This allows the company to convey its values and brand identity more deeply to the customer's mind. Sensory marketing can be effective in a person's ultimate shopping experience, an experience in which the five human senses interact with the brand in a transcendent sensory experience. Sensory marketing is not about the masses or a particular segment but the individual. Therefore, sensory marketing is not the same as mass marketing or relationship marketing; Because of the origin of sensory marketing, movement is the mind of individuals, where mental spirits, processes, and psychological reactions occur and thus lead to the sensory experience of the individual. The sensory marketing framework assumes that the company must reach the human five senses at a deeper level than the mass marketing and relationship achievements.

For this reason, sensory marketing deals with how the company deals with individuals in a personal and reciprocal way through dialogue and interaction. This is different from attracting customers in mass marketing and retaining customers in relationship marketing. Accordingly, treating and caring for the customer should be based on logic and reasoning and feelings and values to create brand awareness and a stable mental image of the brand. This mental image results from one's sensory experiences of the brand; Thus, the human senses, which are not considered in either mass marketing or relational marketing, are at the heart of a category called "sensory marketing" (Yacob et al., 2016).

Sport is offered as a service in sports clubs. Sports services, if they do not have the necessary quality, cause dissatisfaction and absence of customers, and there is a need to address the issue of sports services from a scientific perspective. Like goods, sports services can be divided into luxury and non-luxury. Luxury sports are expensive sports, and the possibility of using the services of clubs or buying equipment and supplies related to that sport is costly. Only the affluent sections of society can use those sports services. As mentioned, luxury service marketing needs to be considered separately, as it has different contexts. According to research background, sensory marketing as a tool

and strategy can be effective in customer satisfaction and loyalty, but does this also apply to luxury goods and services? To answer this question, the researcher intends to conduct this research; Therefore, this study aims to investigate the relationship between sensory marketing and customer satisfaction and loyalty of luxury sports clubs.

One of the essential goals and principles of sensory marketing is to communicate with consumers and different parts of the business and pay attention to the stability of customer satisfaction and loyalty (after purchasing goods). Sensory marketing emphasizes using the human five senses in marketing and aims to create a pleasurable experience for customers. Sensory marketing inspires positive emotions in the customer and prolongs the positive mental image, increases the pleasure and desire to spend money to buy in customers and create satisfaction, and consequently increases customer loyalty (Chanavat & Bodet, 2014). The goal of sensory marketing is to create a pleasurable experience for customers. In this approach, intrinsic arousal is used to arouse customer satisfaction and loyalty by affecting sensory cues and creating a positive emotional state.

Today, due to the importance of customer satisfaction, in the field of economic activities in the world, customer orientation and customer satisfaction is considered one of the principles of business. Failure to pay attention to these principles will likely be removed from the market because of goods and services expectations. Satisfying the customer creates satisfaction in them and helps the survival of that organization and company by repurchasing (re-attending) and encouraging others to buy. Satisfaction means judging the characteristics of a product or service, or the product or service itself, which levels Complements the pleasure associated with consumption. Studies have shown that satisfaction is a critical factor in determining loyalty. Beneke et al. (2011) also acknowledged that customer satisfaction is essential to building loyalty. In sports venues, it has been shown that consumer satisfaction with services and sensory environment has a positive effect on loyalty. Loyalty is the total amount of emotions and attitudes that cause the customer to repurchase certain goods and services from the company. Consumer loyalty is an essential measure of an organization's success and profitability. The basis of most marketing programs related to customer loyalty is that retaining the current customer is much cheaper than attracting a new customer. That's why companies implement a variety of marketing approaches to keep their customers.

According to Sahin et al. (2011) communication experience is based on the relationship between individuals and social groups through the purchase of products and services; And makes connections between the characteristics of the person and the goods or services. In the background of research. Uecharoenkit (2013) in a study entitled: Experimental marketing, displaying fantasies, emotions, and hobbies, concluded that the concept of "brand experience" has evolved as a significant area of study in brand management and marketing. Despite the importance (and consideration of this concept) in recent years, the theory of brand experience is unclear and still has less theoretical support. In addition, several researchers believe that there is a relationship between brand experience and loyalty. This study aims to close the gap in the literature and better understand the concept of "brand experience" with its consequences concerning consumer loyalty. This study aims to investigate the

relationship between brand experience and consumer loyalty in the luxury cosmetics brand industry (Thailand). This empirical study proceeds with a regular review of the existing literature and leads to creating a theoretical framework. [Marist et al. \(2014\)](#) examined the role of brand experience in creating customer satisfaction, trust, and loyalty in the beverage industry and concluded that brand experience has a positive and significant relationship with customer satisfaction and loyalty and affects these variables and brand satisfaction. It has a positive and significant effect on brand trust. They also showed that brand experience has no significant impact on brand trust and brand trust on brand loyalty. In a study by [Srinivasan et al. \(2014\)](#) entitled: Examining the previous cases of intention to buy luxury brands, they concluded that while many consumers buy the same luxury goods, their motivation to buy is different. These findings help marketers to dedicate their messages specifically to consumers of luxury brands. [Tosifyan and Ramezani \(2018\)](#) in a study conducted on 385 people, concluded that the effort Luxury brand marketing had the most significant impact on the consumer value-based brand equity of 95%. [Godey et al. \(2016\)](#) in a study entitled: Luxury Brand Social Media Marketing Efforts: Impact on Brand Value and Consumer Behavior, showed that social media marketing efforts measure brands as a holistic concept that It includes five aspects (entertainment, interaction, orientation, customization, and terminology). Another contribution of this research is that SMMEs have a significant positive effect on brand equity and in two main dimensions of brand value: brand awareness and brand image.

[Lim et al. \(2016\)](#) entitled: Factors affecting the behavior of luxury sportswear: A comparative analysis of luxury sportswear indicates a more significant impact of symbolic benefits on the intention to buy and willingness to pay for luxury brands than brands. It is normal. The opposite pattern was observed for hedonic and beneficial uses. Compared to luxury sportswear brands, the effect of symbolic benefits on the two dependent variables for luxury sportswear based on the brand extension was greater than that of the luxury brand based on joint branding. [Sheidaei Habashi et al. \(2014\)](#) research concerning the marketing role of relationship marketing, sensory marketing, and support was conducted in customer loyalty, which statistical population of this research is 321 of the customers of western Azerbaijan province. The results showed that in the private and private banks, the variables of sensory marketing, trust, and commitment have a positive and significant effect on customers loyalty.

The results showed that neural networks are more accurate and reliable than those obtained in traditional statistical tests. [Mirzaei and Hosseini \(2017\)](#) in research that have been carried out over 385 people including the consumers of an agent, Nike, Puma, Reebok, concluded that brand experience has a positive and significant effect on customer satisfaction and loyalty. Also, satisfaction on trust and commitment has a significant impact, and confidence in customers ' loyalty has a significant positive impact. [Sayyadfar et al. \(2019\)](#) conducted a study entitled "The relationship between sensory marketing and satisfaction with sensory experience and loyalty of sports consumers." The results showed that among the five senses, the sense of sight and hearing have a significant relationship with satisfaction with the sensory experience and loyalty of pool users. Still, the importance of taste, touch, and smell have no meaningful

relationship. It was also found that the purpose of sight was the most important, and the sense of taste was the least important. Therefore, to further influence consumer behavior, it is necessary to involve the senses of taste, touch, and smell.

There is fierce competition among luxury sports clubs to attract and retain customers. Clubs that can increase customer satisfaction and loyalty will attract more customers and, as a result, become more profitable. Sensory marketing is one of the new marketing methods that can be a way for luxury sports clubs. There is a lot of research on marketing and sensory marketing. Still, no study has been done in the country to examine the relationship between sensory marketing and luxury sports and the two variables of customer satisfaction and loyalty of this sport, so based on the vacuum. Research in this field and due to the importance of the subject in this field in this research is addressed to this goal. In our country, luxury sports have found their special place. Due to being exceptional and creating a sense of freshness and excitement, it has its customers and considering that Mashhad is the first religious city and the spiritual capital of the country and a city that can be visited. In addition to the category of pilgrimage, some people pay attention to other tourist attractions, including recreational and sports places, which include luxury sports clubs, since customer satisfaction is essential in all sports organizations. And their highest goal and because sensory marketing stimulates and retains customers by promoting customers' emotions. Hence, it is necessary to study the influential factors to increase customer satisfaction and loyalty of luxury sports clubs through sensory marketing. This study aims to investigate and explain the effect of sensory marketing on customer loyalty and satisfaction of luxury sports clubs in Mashhad.

2. Methodology

The present study is a descriptive-correlational type whose data is collected in the field and is classified as applied research. The study's statistical population consists of all customers of luxury sports complexes and clubs in Mashhad. The number of these clubs was about 30 clubs in Mashhad. For sampling, a random sampling method was used and available. Since the exact number of customers of these collections and clubs is not available, G-Power software, one of the most powerful software in determining the number of samples, was used. The sample size obtained with the help of this software is 149 people. A questionnaire was used to collect the desired information and assess the research criteria. The indicators evaluated in the research, before being put in the form of a questionnaire, were judged by several experts and professors, and finally, the agreed questionnaires were used as a data collection tool. Due to the type of research, the size of the statistical community, and the complexity of the statistical sample to collect data, the best method was to use a questionnaire. This research method was chosen because it is the least expensive and cheapest way to gather information compared to other methods. The questionnaire was formulated without emphasizing reputation, and the questions did not have any specific bias and orientation, and the answers are expected to be close to reality.

In this study, the Ueacharoenkit questionnaire collected information in all three sections of sensory marketing, loyalty, and satisfaction. This questionnaire in the section of sensory marketing contains 13 questions. It has 3 questions in the sensory component, three questions in the emotional component, two questions in the mental component, three questions in the behavioral component, and two questions in the component. Is social, in the loyalty section contains four questions and, in the satisfaction, the section also contains four questions, each of which is set as a range of 5 Likert options.

Content validity was obtained using a survey of 10 professors of sports management; Therefore, the content validity of the research tools was confirmed. Reliability in PLS is measured in two parts: a) part related to measurement models, b) part related to structural model (Rezazadeh & Davari, 2014). The reliability of the measurement model is evaluated by factor load coefficients, Cronbach's alpha and combined reliability. Finally, sensory marketing reliability was 0.7, satisfaction 0.5 and loyalty 0.64, and because satisfaction and loyalty are less than 5 items, so the reliability between 0.7-0.5 is acceptable.

Table 1. Questionnaire reliability coefficient.

Variable	Number of items	Cronbach's alpha
Sensory Marketing	13	0.7
Satisfaction	4	0.5
Loyalty	4	0.6

The questionnaires were distributed during the athletes' presence in the clubs and in coordination with the club management, and after explaining the importance of the research topic, explaining how to complete the questionnaire, and assuring the athletes that the information was confidential, the questionnaires were completed by them. One hundred seventy questionnaires were distributed among athletes. It is worth mentioning that out of 170 questionnaires distributed, 149 questionnaires were returned in total, and finally, the same number of questionnaires were reviewed and analyzed.

First, after collecting information through a questionnaire, all statistical data were entered into SPSS software. Then, using the Kolmogorov-Smirnov test, the data were analyzed for parametric or non-parametric, and according to the KS results, which indicated that the data were not standard, the Spearman correlation test was used at a significant level ($P \leq 0.05$). Finally, using the collected data and transferring them through SPSS to PLS software, the purpose of which is to design a model of structural equations. The model was developed, and all variables' relationship with each other was done. In Table 2, The mean and standard deviation of the research variables are presented.

Table 2. Mean and standard deviation of research variables.

Variable	Mean	Standard deviation
Sensory experience	3.58	0.73
Emotional experience	3.55	0.75
Mental experience	3.04	0.69
Behavioral experience	3.16	0.70
Social experience	3.62	0.61

Variable	Mean	Standard deviation
Sensory marketing experience	3.39	0.48
Satisfaction	3.34	0.64
Loyalty	3.73	0.66

The information in Table 2 shows the mean and standard deviation among the main variables of the research. The table results showed that the highest mean is related to the loyalty variable and the lowest mean is associated with the mental experience variable.

In this study, the Kolmogorov-Smirnov test was also used to investigate the normality of data distribution.

Table 3. Kolmogorov Smirnov (KS) test results.

The main variable	Number	Mean	Standard deviations	KS	Sig
Sensory marketing experience	149	3.39	0.48	1.318	0.019
Satisfaction	149	3.34	0.68	1.620	0.001
Loyalty	149	3.73	0.66	1.897	0.011

The results of the table showed that the level of significance of the research variables is less than 0.05, so the data do not have a normal distribution.

4. Results

4.1. The first hypothesis

Research hypothesis: There is a significant relationship between the dimensions of sensory marketing and customer satisfaction of luxury sports clubs.

Assumption Zero: There is no significant relationship between the dimensions of sensory marketing and customer satisfaction of luxury sports clubs.

Table 4. The relationship between the dimensions of sensory marketing and customer satisfaction.

Predictor variable	Criterion variable	r	sig	N
sensory experience	Satisfaction	0.382	0.001	149
Emotional experience		0.399	0.001	149
Mental experience		0.136	0.098	149
Behavioral experience		0.336	0.001	149
Social experience		0.390	0.001	149
Sensory Marketing		0.434	0.001	149

*p<0.01

The results of the Spearman correlation test in Table 4 showed that there is a significant relationship between the dimensions of sensory marketing (excluding mental experience) with the level of customer satisfaction of luxury sports clubs. It means that with the expansion of sensory marketing, the level of customer satisfaction Increases

($P < 0.01$) Therefore, according to the obtained results, the null hypothesis is rejected and the research hypothesis is confirmed.

4.2. The second hypothesis

Research hypothesis: There is a significant relationship between the dimensions of sensory marketing and customer loyalty of luxury sports clubs.

Assumption Zero: There is no significant relationship between the dimensions of sensory marketing and customer loyalty of luxury sports clubs.

Table 5. The relationship between the dimensions of sensory marketing and customer loyalty.

Predictor variable	Criterion variable	r	sig	N
sensory experience	Loyalty	0.468	0.001	149
Emotional experience		0.169	0.039	149
Mental experience		0.026	0.755	149
Behavioral experience		0.250	0.002	149
Social experience		0.586	0.001	149
Sensory Marketing		0.393	0.001	149

* $p \leq 0.01$

The results of the Spearman correlation test in Table 5 showed that there is a significant relationship between the dimensions of sensory marketing (excluding mental experience) with the level of customer loyalty of luxury sports clubs. With the expansion of sensory marketing, the level of customer loyalty to the club Sport increases ($P < 0.01$). Therefore, the null hypothesis is rejected, and the research hypothesis is confirmed according to the obtained results.

4.3. The third hypothesis

Research hypothesis: There is a significant relationship between customer satisfaction and loyalty to luxury sports clubs.

Assumption zero: There is no significant relationship between customer satisfaction and customer loyalty of luxury sports clubs.

Table 6. The relationship between loyalty and satisfaction.

Predictor variable	Criterion variable	r	sig	N
Satisfaction	Loyalty	0.394	0.001	149

* $p \leq 0.01$

The results of the Spearman correlation test in Table 6 showed that there is a significant relationship between satisfaction and customer loyalty of luxury sports clubs, which means that with the expansion of customer satisfaction, their loyalty to the sports club increases ($P < 0.01$). Therefore, according to the obtained results, the null hypothesis has been rejected and the research hypothesis has been confirmed.

In this research, descriptive and inferential statistics and modeling were used to test the research hypotheses, and frequency, frequency percentage, and graph indicators were used to provide descriptive information. The Smirnov calligraphy test and Spearman correlation were used to provide inferential information, and the structural equation method was used to validate the model and present the final model. SPSS software was used to describe and analyze the data and test the research hypotheses (descriptive and inferential statistics). Pls software was used for modeling.

Structural equation modeling is one of the main methods of analyzing complex data structures and means analyzing different variables in a structure based on the theory of simultaneous effects of variables (direct and indirect relationships).

This method is a mathematical combination of complex statistics from factor analysis, multivariate regression, and path analysis that come together in a complex system to analyze a phenomenon. The structural equation model is divided into two general phases: confirmatory factor analysis and path analysis. The relationship between latent traits, which are the variables of the conceptual research model, and the indicators, which are the same as the questionnaire questions, are examined in the measurement section. In the structural part, the relationship between the studied factors will be considered to test the hypotheses, and the relationships between the latent variables will be explained according to the data collected from the sample.

SEM-PLS is one of the second-generation approaches of structural equations, which is component-based and has advantages over the first-generation methods (LISREL, EQS, AMOS), which are covariance-based. A small sample size is the best reason to use PLS. The first-generation methods of structural equations require many samples, while PLS can execute the model with a much smaller number of samples. Another significant advantage is the possibility of using measurement models with an index (question). At the same time, first-generation methods require structures with at least three questions per construct to test convergent validity correctly, according to [Rezazadeh and Davari \(2014\)](#). The third advantage of this method is that the normal distribution of data is not a barrier to using PLS, while one of the preconditions for using the first-generation methods. Normal is the distribution of data ([Rezazadeh & Davari, 2014](#)).

According to the research background and the hypotheses, the conceptual model is obtained as follows.

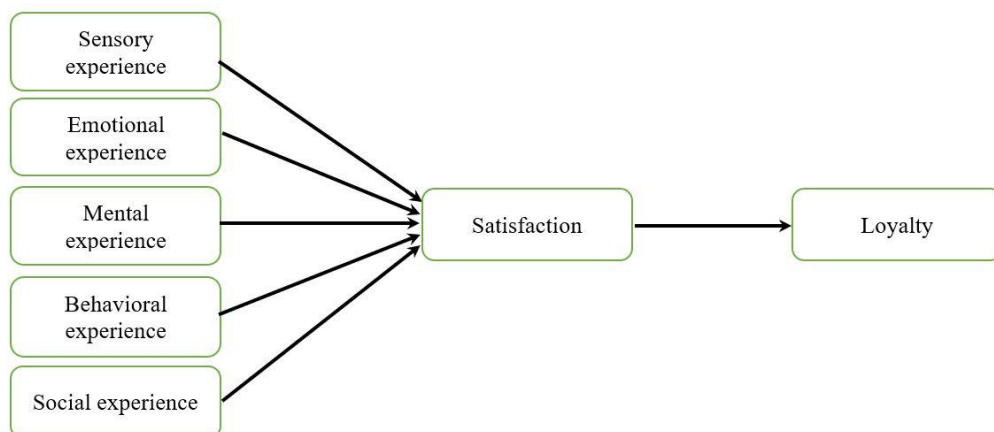


Figure 1. Conceptual model of research.

To analyze the model, we need to examine three existing measurement models. Three criteria of reliability, convergent validity, and divergent validity are used to evaluate the fit of measurement models.

Reliability or reliability determines how measuring instruments perform the same results under the same conditions. This means that if the researcher reruns their questionnaire or in parallel and the effects are the same, the questionnaire has full reliability.

This is done by examining the factor load coefficients, Cronbach's alpha coefficients, and combined reliability.

Factor loads are calculated by calculating the correlation of the questions of a variable with that structure. Suppose this value is equal to or greater than 0.4. In that case, it confirms that the variance between the variable and its questions is greater than the variance of the measurement error of that structure. The reliability in the case for that is an acceptable measurement model.

The critical point here is that if the researcher, after calculating the factor loads between the variable and its questions, encounters values less than 0.4, he must correct that question or remove it from the research model.

In the research model, we examine the factor load coefficients of each of the questions related to the six main variables:

Table 7. Factor load of each of the research variables.

Variables	Sensory experience	Emotional experience	Mental experience	Behavioral experience	Social experience	Satisfaction	Loyalty
Item 1	0.509						
Item 2	0.830						
Item 3	0.603						
Item 4		0.652					
Item 5		0.336					
Item 6		0.847					
Item 7			0.755				
Item 8			0.714				
Item 9				0.452			

Variables	Sensory experience	Emotional experience	Mental experience	Behavioral experience	Social experience	Satisfaction	Loyalty
Item 10				0.975			
Item 11				0.056			
Item 12					0.714		
Item 13					0.904		
Item 14						0.919	
Item 15						0.793	
Item 16						0.860	
Item 17						0.205	
Item 18							0.702
Item 19							0.459
Item 20							0.632
Item 21							0.386

The criterion value for the suitability of factor load coefficients is 0.4. In the table above, for four questions, the value obtained is less than 0.4, and it is necessary to remove the above four questions from the model.

This criterion is a classic criterion for measuring reliability and a suitable measure for evaluating internal stability. Regarding internal reliability, it should be said that one of the things used to measure reliability in structural equations is the internal stability of measurement models. Internal consistency indicates the degree of correlation of the variable and related questions. The high value of variance explained between the variable and its questions results in a high internal consistency against the measurement error associated with each question. A Cronbach's alpha value above 0.7 indicates acceptable reliability. However, in some cases, the value of 0.6 is used.

Because Cronbach's alpha criterion is a traditional criterion for determining the reliability of variables, the partial least squares method (PLS) uses a more modern criterion than Cronbach's alpha called hybrid reliability. This criterion was introduced by Wertz et al (1974). Cronbach's point is that the reliability of the variables is calculated not absolutely, but according to the correlation of the variables, so both measures are used to measure the reliability better. It has good internal stability for measurement models, and a value less than 0.6 indicates no reliability.

The table below shows that the combined reliability and Cronbach's alpha are appropriate for the five questionnaire indicators.

Table 8. Combined reliability and Cronbach's alpha of research variables.

Variable	Cronbach's alpha (α)	Combined reliability (CR)
Sensory experience	0.775	0.791
Emotional experience	0.366	0.659
Mental experience	0.152	0.702
Behavioral experience	0.725	0.744
Social experience	0.716	0.796
Satisfaction	0.798	0.815
Loyalty	0.775	0.734

The second criterion for examining measurement models is convergent validity, which examines the correlation of each variable with its questions (indicators).

The AVE criterion represents the mean of the variance shared between each variable with its questions. In simpler terms, AVE shows the degree of correlation with its questions that the higher the correlation, the greater the fit.

Table 9. Convergent validity study of research variables.

Variable	AVE
Sensory experience	0.436
Emotional experience	0.419
Mental experience	0.541
Behavioral experience	0.486
Social experience	0.664
Satisfaction	0.564
Loyalty	0.413

According to the table above, the appropriate value for AVE is 0.4 and above. For seven variables, the value of AVE was more significant than or equal to 0.4, so according to the study, the above model has good reliability and validity, and there is no need to modify the model.

Another important criterion determined by divergent validity is the degree to which a variable relates to its questions compared to its relation to other variables. Divergent validity is acceptable when the AVE value for each variable is greater than the shared variance between that variable and the other variables in the model. To investigate case B, proceed as follows:

The following matrix is the correlation matrix of research variables:

Table 10. Divergent study of research variables.

Variable	Sensory experience	Emotional experience	Mental experience	Behavioral experience	Social experience	Satisfaction	Loyalty
Sensory experience	1						
Emotional experience	0.360	1					
Mental experience	0.066	0.138	1				
Behavioral experience	0.471	0.378	0.086	1			
Social experience	0.423	0.452	0.146	0.557	1		
Satisfaction	0.555	0.373	0.085	0.640	0.613	1	
Loyalty	0.415	0.438	0.125	0.500	0.471	0.543	1

Fornell and Larker method to evaluate the divergence validity of the matrix is proposed that this matrix is like the above matrix except that the main diameter of this matrix contains the square root of the AVE values for each of the variables. The table

above shows the original diameter values with the number 1; Therefore, the Fornell and Larker matrices for divergent validity are plotted below:

Table 11. Divergent study of research variables by Fornell and Locker methods.

Variable	Sensory experience	Emotional experience	Mental experience	Behavioral experience	Social experience	Satisfaction	Loyalty
Sensory experience	0.661						
Emotional experience	0.360	0.647					
Mental experience	0.066	0.138	0.735				
Behavioral experience	0.471	0.378	0.086	0.815			
Social experience	0.423	0.452	0.146	0.557	0.815		
Satisfaction	0.555	0.373	0.085	0.640	0.613	0.751	
Loyalty	0.415	0.438	0.125	0.500	0.471	0.543	0.735

As can be seen in the table above, the value of the AVE root of the variables hidden in the study, which are in the cells in the main diameter of the matrix, is greater than the value of the correlation between those arranged in the cells below and to the right of the original diameter. Therefore, it can be stated that in research, variables (latent variables) in the model interact more with their indicators than with other variables. In other words, the divergent validity of the model is adequate.

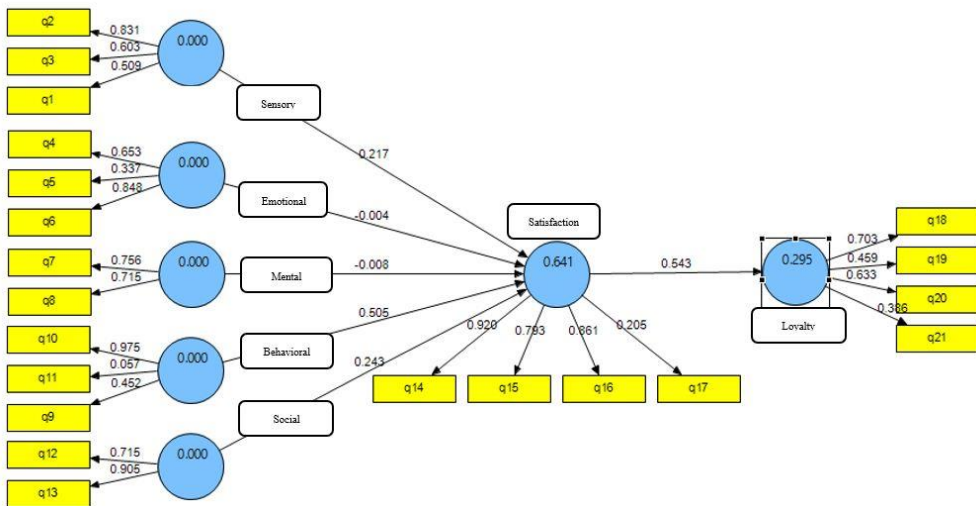


Figure 2. Research measurement model.

After examining the fit of measurement models, it is time to fit the structural model of the research. As mentioned before, unlike measurement models, the structural model section does not deal with questions (explicit variables) and only the hidden variables with the relationships between them are examined.

To evaluate the fit of the structural model of the research, several criteria are used, the first and most basic of which are the coefficients of significance t or t -values. The most basic standard for measuring the relationship between variables in the model (structural part) is the significant numbers t . If the value of these numbers exceeds 1.96, it indicates the correctness of the relationship between the variables and thus confirms the research hypotheses at a confidence level of 0.95. Of course, it should be noted that numbers only show the correctness of the relationship, and the intensity of the relationship between the variables can not be measured by it.

Table 12. T-Value values of research variables.

Variable		T
Sensory experience	—————> Satisfaction	4.234
Emotional experience	—————> Satisfaction	0.080
Mental experience	—————> Satisfaction	0.087
Behavioral experience	—————> Satisfaction	8.356
Social experience	—————> Satisfaction	3.832
Satisfaction	—————> Loyalty	9.360

According to the table above, the T-value for the four relationships related to the research hypotheses is more than 2.58 and indicates that the research hypotheses are at a confidence level of 0.99.

R2 is a criterion used to connect the measurement part and the structural part of structural equation modeling and indicates the effect that an exogenous or independent variable has on an endogenous or dependent variable. One of the main advantages of the partial least squares method, or PLS, is that this method has the ability to reduce errors in measurement models or increase the variance between variables and questions. This criterion is used to evaluate the fit of the structural model in research. R2 coefficients related to the model's latent endogenous (dependent) variables are R2. 0 is considered as a criterion for weak, medium, and strong values.

Table 13. R2 values of research variables.

Variable	R2
Satisfaction	0.641
Loyalty	0.295

The value of R2 is zero for exogenous or independent variables. In this section, there are two endogenous variables whose R2 value is more than 0.19 in one variable and more than 0.33 in one variable, equal to the forecast's weak and average value, respectively.

Criterion Q2: This criterion was introduced by Stone and Geiser in 1975. It determines the predictive power of the model. They believe that models with acceptable structural fit should be able to predict questions about model-dependent variables. This means that if the relationships between variables are correctly defined in a model, the variables will be able to have a sufficient impact on each other's questions and thus confirm the hypotheses correctly. The value of Q2 must be calculated for all model dependent variables. Suppose the value of Q2 for a dependent variable is zero or less

than zero. In that case, it indicates that the relationship between the other variables of the model and that dependent variable is not well explained. Therefore, the model needs to be modified. This criterion determines the predictive power of the model. If the value of Q2 for one of the endogenous variables achieves three values of 0.02, 0.15, and 0.32, respectively, it indicates a weak predictive power. Moderate and strong variable or related exogenous variables.

Table 14. Q2 review.

Variable	SSO	SSE	1-SSE/SSO
Sensory experience	481.0000	461.125062	0.041318
Emotional experience	447.0000	464.974566	-0.040212
Mental experience	298.0000	332.568807	-0.116003
Behavioral experience	447.0000	436.961664	0.022457
Social experience	298.0000	272.379709	0.085974
Satisfaction	596.0000	393.642292	0.339526
Loyalty	657.0000	596.829830	0.0915832

As can be seen in the table above, this criterion for three endogenous variables is more than 0.02, which indicates that the exogenous variables (independent) are weak in predicting the dependent variable and the appropriate fit of the structural model of the research to some extent. Confirms again.

Overall model fit: The general model includes both the measured and structural parts of the model, and by confirming its fit, the fit check in a complete model is completed.

GOF criteria: The GOF criterion is related to the general part of structural equation models. This means that by this criterion, the researcher can control the fit of the available part after examining the fit of the measurement part and the structural part of his general research model. The GOF standard was developed by Tenenhaus et al. In 2004, and its formula is given below.

Common values= This value is obtained from the mean squared of the factor loads of each variable.

$$\text{GOF} = \sqrt{\overline{R^2} * \overline{\text{Communality}}}$$

$\overline{\text{Communality}}$ The average values of each endogenous variable of the model are obtained.

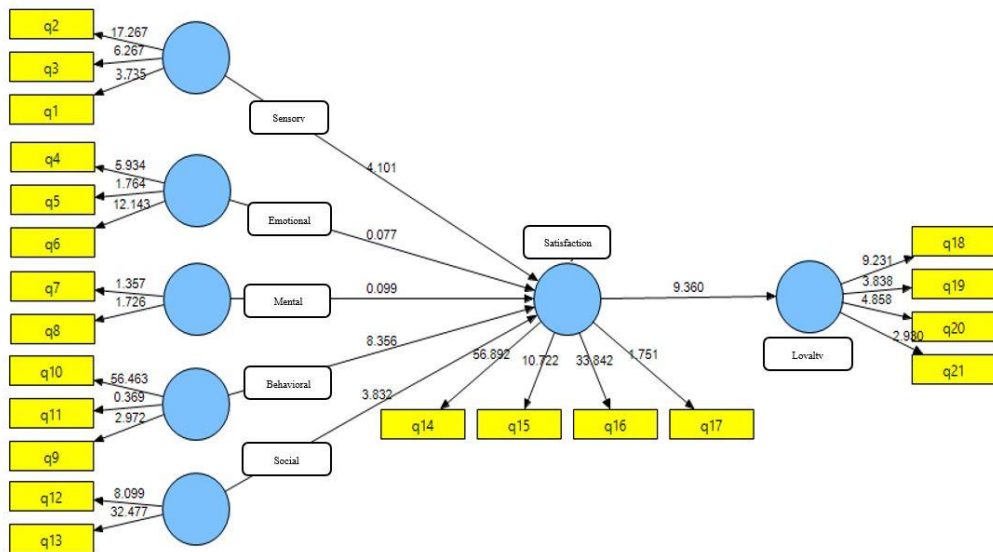
$\overline{R^2}$ The mean values of R Square are the endogenous variables of the model.

For this fitting index, the values of 0.01, 0.25, and 0.36, are introduced as weak, medium, and strong values.

Table 15. Overall model fit.

Variable	R ²	Communality
Sensory experience		0.437
Emotional experience		0.419
Mental experience		0.541
Behavioral experience		0.386
Social experience		0.664
Satisfaction	0.641	0.564
Loyalty	0.295	0.313

$$GOF\sqrt{0.43 * 0.47} = 0.44$$

**Figure 3.** Research model in the state of significance (T).

5. Managerial implications

What is essential in sensory marketing is to engage the five senses and create a positive and different brand experience. Because customers are not satisfied with just the excellent quality of the product; Rather, they pay attention to the degree to which the experiences gained during the consumption process are adapted to their emotional needs and preferences. If the performance of goods and services is the same, consumption experience becomes a critical factor in determining the value of the product and the basis for customer decisions. Therefore, factors such as the appearance of the product should be considered because aesthetic features affect both emotions and perceptions of quality. If the performance of goods and services is the same, consumption experience becomes a critical factor in determining the value of the product and the basis for

customer decisions. sensory marketing, consisting of sensory, emotional, behavioral, mental, and social experiences, has an important role in customer satisfaction.

6. Discussion and conclusion

These Findings showed that men are more than women members of luxury sports clubs, which these results can be justified according to the religious context of Mashhad and the cultural context of the whole country. The results also showed that most young people are members of luxury sports clubs because the environment of these clubs is more youth-friendly. Therefore, older people are less present in these clubs. The findings indicate that most people have a bachelor's degree, which can be justified given the number of different universities in Mashhad. The results also showed that most people are members of khaki tennis sports clubs, which can be justified given the facilities available in Mashhad and the lack of facilities and active sports clubs such as golf and skating in Mashhad. Due to the increase in the use of luxury sports over the past 1-2 years among the upper class of society, many young people in this class have turned to this sport, which has led to people between 1 to 2 years old. They are members of these clubs.

Findings showed that there is a positive and significant relationship between the dimensions of sensory marketing and satisfaction. This means that the higher the level of sensory marketing, the higher the satisfaction of athletes in luxury sports clubs, which is in line with the findings of [Marist et al. \(2014\)](#); [Mirzaei and Hosseini \(2017\)](#); [Sayyadfar et al. \(2019\)](#); [Uecharoenkit \(2013\)](#) who stated that improving the environmental attractiveness of luxury sports clubs and creating a positive experience in these athletes is adequate on people's satisfaction.

Although one of the essential goals of sensory marketing is to communicate with consumers and different parts of the business and pay attention to the sustainability of customer satisfaction (after purchasing the product). What is essential in sensory marketing is to engage the five senses and create a positive and different brand experience. Because customers are not satisfied with just the excellent quality of the product; Rather, they pay attention to the degree to which the experiences gained during the consumption process are adapted to their emotional needs and preferences. If the performance of goods and services is the same, consumption experience becomes a critical factor in determining the value of the product and the basis for customer decisions. Therefore, factors such as the appearance of the product should be considered because aesthetic features affect both emotions and perceptions of quality. Visual elements inspire the promises made by brands to customers, thereby making the product recognizable and unforgettable and distinguishing them from competitors' products. Although many visual cues affect customers' perceptions of the environment, researchers have primarily focused on the two aspects of light and color. The smell is directly related to happiness and hunger and is the closest feeling to memory. Based on studies, Odor stimulates people's memory and is considered an important factor. Several studies on the stimulation of the five human senses have shown that music makes customers happy and excited.

For example, soft music can make customers stay in a restaurant longer. At the same time, loud music can speed up shopping. Taste has a unique role compared to other senses. Eating and drinking are highly cautious with joyful memories. Adding flavor to the brand adds value to the customer. The perceived benefits of a symbolic gesture, such as complimenting a cup of coffee on the spot, positively differentiate the brand in the minds of consumers. When you touch a product, you become more eager to buy it. Accordingly, companies that use the sense of touch have a great chance to increase customer satisfaction. To match the results of the research with the background of the study, we can refer to the statements of Mirzaei and Hosseini: In many studies, brand experience has been identified as an influential factor on customer satisfaction and creating a suitable environment for customers, so that the senses The five influenced them to increase their happiness by this, it is recommended.

It is no secret that the customer is one of the most critical assets of any organization; Therefore, all efforts should be made to maintain it. As market competition increases, organizations that use traditional marketing methods will not last long. Because the task of companies is not only to meet the practical needs of customers but also to provide them with a memorable sensory experience by constructively interacting with customers and to gain a worthy position for their product or service by overcoming the customer's mind. In the meantime, sensory marketing by considering customers as emotional and intellectual people and benefiting from two-way interaction can affect customer loyalty. Therefore, the officials of sports complexes and clubs will gradually witness the presence of loyal customers in their complex by recording different factors affecting the five senses of customers by paying attention to the various strategies. The study of Mania et al. (2014) showed a positive and significant relationship between sensory marketing and customer loyalty in private and public banks.

Findings showed a positive and significant relationship between satisfaction and loyalty. This means that the higher the level of satisfaction, the higher the loyalty of athletes in luxury sports clubs, which is in line with the findings of [Marist et al. \(2014\)](#); [Sayyadfar et al. \(2019\)](#); [Ueacharoenkit \(2013\)](#) who stated that improving the level of satisfaction from luxury sports clubs affects the level of loyalty of individuals.

Most previous research has pointed out, and it seems logically correct, that satisfied customers will remain loyal to the company's products and services. But with a deeper look at the issue, one can explain the loyalty of dissatisfied customers or the lack of loyalty of satisfied customers using the concept of switching costs. Switching costs are criticisms of customers' costs when changing suppliers of goods and services; Costs that would not have been imposed on them if they had received goods and services from the same few suppliers. When the level of satisfaction with the company's products and services is low, and on the other hand the switching costs are high due to the type of products and services or due to special conditions in the market, the customer remains loyal to the company. Satisfied customers may also not be loyal to the company due to low switching costs and can quickly obtain the products and services they want from another company. Another concept used to explain the negative impact of customer satisfaction on their loyalty is the attractiveness or unattractiveness of competing companies' products and services. The customer remains loyal to the company until

competing companies introduce better and more attractive choices to the market. But if this diversity is disrupted in the market, the customer may not be loyal to the current company but will be loyal to it and turn to the new company.

Therefore, officials and staff should treat customers with respect and decency and pay special attention to issues such as the beauty of the complex, allocation of discount conditions in paying tuition, the use of new and modern recreational facilities, and customers' access to parking and public transportation. Probably when organizations pay attention to different dimensions of customer satisfaction, customers feel that their satisfaction is important to the employees of the whole complex. Therefore, it seems that it is necessary to invest in this vital factor (satisfaction) to retain customers. They are considering that one of the goals of the present study was to provide a model of customer satisfaction and loyalty with the effect of sensory marketing. The proposed model shows that sensory marketing, consisting of sensory, emotional, behavioral, mental, and social experiences, has an important role in customer satisfaction. Athletes of sports clubs become luxury.

Disclosure statement and funding

The authors declare no potential conflicts of interest. The present study received no financial support from any organization or institution.

References

- Aminbeidokhti, A., Zargar, S. M., & Nazari, M. (2010). A strategic marketing mix to tourist industry. *Journal of Strategic Management Studies*, 1(3), 49-68. http://www.smsjournal.ir/article_88694.html?lang=en
- Bahrainizad, M., Asar, M., & Esmailpour, M. (2022). Customer Segmentation in Online Retailers Based on Customer Experience and Demographic Characteristics: A Self-Organizing-Maps (SOM) Approach. *New Marketing Research Journal*, 12(1), 69-88. <https://doi.org/10.22108/nmrj.2021.130039.2519>
- Basir, L., Rahim Nia, F., & Poursalimi, M. (2016). Survey The Effect of Service Innovation on Behavioural Intention of Customers with Mediating role of Experiential Marketing Case of: Five-Star Hotels in Mashhad City. *New Marketing Research Journal*, 6(2), 36-19. <https://doi.org/10.22108/nmrj.2016.20664>
- Beneke, J., Adams, E., Demetriou, O., & Solomons, R. (2011). An exploratory study of the relationship between store image, trust, satisfaction and loyalty in a franchise setting. *Southern African Business Review*, 15(2), 59-74. <https://hdl.handle.net/10520/EJC92925>
- Chanavat, N., & Bodet, G. (2014). Experiential marketing in sport spectatorship services: a customer perspective. *European Sport Management Quarterly*, 14(4), 323-344. <https://doi.org/10.1080/16184742.2014.926379>
- Ghafari Ashtiani, P., & Eskandary Mehrabady, A. R. (2011). Assessing the Relationship between Loyalty Program Attributes, Store Satisfaction and Store Loyalty. *Journal of Marketing Management*, 6(10), 27-45. https://jomm.srbiau.ac.ir/article_1683.html?lang=en
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>

- Kabiri, S., Vazifedust, H., Saeedi, P., & Paghe, A. A. (2020). Customer Decision Making by Sensory and Experimental Marketing approach. *Iranian Journal of Management Sciences*, 15(59), 96-124. http://journal.iams.ir/article_337.html?lang=en
- Lim, C. H., Kim, K., & Cheong, Y. (2016). Factors affecting sportswear buying behavior: A comparative analysis of luxury sportswear. *Journal of Business Research*, 69(12), 5793-5800. <https://doi.org/10.1016/j.jbusres.2016.04.176>
- Marist, A. I., Yuliati, L. N., & Najib, M. (2014). The role of event in building brand satisfaction, trust and loyalty of isotonic drink. *International Journal of Marketing Studies*, 6(6), 57-65. <https://doi.org/10.5539/ijms.v6n6p57>
- Mirzaei, J., & Hosseini, S. E. (2017). The Effect of Sensory Marketing on Customer Satisfaction, Trust and Loyalty to Sports Brands. *Journal of Sport Management*, 9(3), 549-564. <https://doi.org/10.22059/jsm.2017.64749>
- Mosavi Jad, S. M., Shafei, R., Sharifi, M., & Mohammadi, H. (2018). Investigating the effect of service quality and satisfaction on hotel customers' loyalty in Kurdistan province. *Geographical Journal of Tourism Space*, 7(27), 111-145. http://gjts.malayeriau.ac.ir/article_543498.html?lang=en
- Rezazadeh, A., & Davari, A. (2014). *Structural equation modeling with PLS software*. University Jihad Publishing Organization. <https://isba.ir/MainPage.aspx?ID=6195&kind=6&bcode=54>
- Sahin, A., Zehir, C., & Kitapçı, H. (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia - Social and Behavioral Sciences*, 24, 1288-1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Sayyadfar, M., Tojari, F., Zaree, A., & Esmaeili, M. R. (2019). The Causal Relationship of Sensory Marketing with Sensory Experience Satisfaction and Loyalty in Sport Consumers. *Sport Physiology & Management Investigations*, 11(1), 145-156. http://www.sportrc.ir/article_89267.html?lang=en
- Sheidaei Habashi, A., Fazlzadeh, A. R., & Faryabi, M. (2014). Investigation the Role of Relationship Marketing, Experiential Marketing and Cause Marketing in Customer Loyalty. *Journal of Marketing Management*, 9(24), 113-138. https://jomm.srbiau.ac.ir/article_3401.html?lang=en
- Srinivasan, R., Srivastava, R. K., & Bhanot, S. (2014). A Study of the antecedents of purchase decision of luxury brands. *IOSR Journal of Business and Management*, 16(5), 98-114. <https://doi.org/10.9790/487X-165298114>
- Tosifyan, M., & Ramezani, A. (2018). Investigating the Impact of Luxury Brands Marketing Efforts on Brand Equity and Consumer Behavior (Case Study: Iranian Consumers of Luxury Brands on Social Media). *Technology Development (Roshd-e-Fanavari)*, 14(54), 55-62. <https://doi.org/10.7508/roshdefanavari.2018.14.007>
- Uecharoenkit, S. (2013). *Experiential marketing: a consumption of fantasies, feelings and fun: an investigation of the relationship between brand experience and loyalty within the context of the luxury cosmetics sector in Thailand*. [Phd Dissertation, Brunel Business School, Brunel University]. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.426.4435&rep=rep1&type=pdf>
- Yacob, S., Rosita, S., Alhadey, H., & Mohameed, A. (2016). The Effect of Experiential Marketing on Customer's Brand Loyalty in Modern Retail Business: A Case Study of Jambi City in Indonesia. *International Journal of Management Sciences and Business Research*, 5(1), 125-135. <https://www.semanticscholar.org/paper/The-Effect-of-Experiential-Marketing-on-Customer%E2%80%99s-Yacob-Erida/497a03818f19194e53ff55d4f5507cb3e7b237e9>



رابطه بین بازاریابی حسی، رضایت مشتری و وفاداری در باشگاه‌های ورزشی لوکس

زهرا ربانی نیک^۱، علی بنسپردی^{۲*}، پروین شوشی نسب^۲، جواد فسنگری^۳

^۱ ارشد مدیریت ورزشی، دانشکده علوم ورزشی، دانشگاه حکیم سبزواری، سبزوار، ایران.
^۲ استادیار گروه مدیریت ورزشی، دانشکده علوم ورزشی، دانشگاه حکیم سبزواری، سبزوار، ایران.
^۳ دکتری مدیریت ورزشی، دانشگاه تربیت مدرس، تهران.

چکیده

هدف: این مطالعه با هدف بررسی رابطه بین بازاریابی حسی و رضایت مشتری و وفاداری باشگاه‌های ورزشی لوکس انجام شد.

روش: جامعه آماری پژوهش شامل کلیه مشتریان مجموعه‌ها و باشگاه‌های ورزشی لوکس شهر مشهد می‌باشد. با استفاده از روش نمونه‌گیری تصادفی طبقه‌ای و با کمک نرم‌افزار G-Power که نرم‌افزاری برای تعیین تعداد نمونه است، ۱۴۹ نفر به‌عنوان نمونه آماری انتخاب شدند. برای جمع‌آوری اطلاعات از پرسشنامه Ueacharoenkit با سه بخش بازاریابی حسی، وفاداری و رضایت استفاده شد. این پرسشنامه شامل ۱۳ سؤال در بخش بازاریابی حسی، چهار سؤال در بخش وفاداری و چهار سؤال در بخش رضایت بود. هر کدام به‌عنوان طیفی از ۵ گزینه لیکرت تنظیم شدند. ده نفر از اساتید مدیریت ورزشی روایی پرسشنامه را تأیید کردند. آلفای کرونباخ نیز پایایی ابزار را تأیید کرد. برای تجزیه و تحلیل داده‌ها از آزمون اسپیرمن و مدل‌سازی معادلات ساختاری در نرم‌افزار PLS استفاده شد. نتایج نشان داد که بین ابعاد بازاریابی حسی با رضایت و وفاداری رابطه مثبت و معناداری وجود دارد. همچنین بین رضایت و وفاداری رابطه مثبت و معناداری وجود دارد. بازاریابی حسی متشکل از تجربیات حسی، عاطفی، رفتاری، ذهنی و اجتماعی نقش اساسی در رضایت مشتری دارد.

یافته‌ها: نتایج نشان می‌دهد که بازاریابی حسی با ایجاد رضایت، وفاداری را در بین ورزشکاران باشگاه‌های ورزشی لوکس ارتقا می‌دهد.

اصالت و ابتکار مقاله: عواملی مانند ظاهر محصول باید در نظر گرفته شود زیرا ویژگی‌های زیبایی‌شناختی هم بر احساسات و هم بر درک کیفیت تأثیر می‌گذارد. بازاریابی حسی که متشکل از تجربیات حسی، عاطفی، رفتاری، ذهنی و اجتماعی است، نقش مهمی در رضایت مشتری دارد.

کلیدواژه

بازاریابی حسی

رضایت

وفاداری

ورزش‌های لوکس

نوع مقاله

پژوهشی اصیل

تاریخ دریافت: ۱۴۰۰/۱۲/۲۳

تاریخ پذیرش: ۱۴۰۱/۰۱/۰۷