



The Effect of Loyalty and Trust on Word-of-Mouth Advertising in Sports: A Meta-Analysis

Nasim Chiti¹, Reza Andam^{2*}, Mojtaba Rajabi³

¹ M.A. in Sport Management, Department of Physical Education and Sport Sciences, Faculty of Physical Education, Shahrood University of Technology, Shahrood, Iran.

² Associate Professor in Sport Management, Department of Physical Education and Sport Sciences, Faculty of Physical Education, Shahrood University of Technology, Shahrood, Iran.

³ Assistant Professor in Sport Management, Department of Physical Education and Sport Sciences, Faculty of Physical Education, Shahrood University of Technology, Shahrood, Iran.

ABSTRACT

Purpose: This research aims to conduct a meta-analysis of the relationship of loyalty and trust on word-of-mouth advertising in sports.

Methodology: The meta-analysis method was used to conduct this research. For this purpose, sixteen databases and two search engines analyzed all articles and theses published on the effects of trust and loyalty on word-of-mouth advertising in sports between 2002 and 2022. Finally, 18 articles were included in this study and were analyzed using CMA2 software, and the heterogeneity of the studies was determined by performing the q-value, I-squared, and tau-squared tests.

Findings: The results showed that the effect size of trust and loyalty on word-of-mouth advertising was 0.30 and 0.29, respectively. Based on Cohen's interpretive system, this level of influence was evaluated as moderate, although these relationships were significant ($P < 0.05$). Finally, using the tree diagram, the studies with a minor deviation in the effect size of the random model were identified and identified as more valuable research. Also, according to the FSN test regarding the effect of trust and loyalty on word-of-mouth advertising, it can be claimed that loyalty and trust positively affect word-of-mouth advertising. Therefore, it is suggested that sports managers give priority while maintaining the budget to create solutions that develop loyalty and trust in consumer sports products and services and focus on these issues.

Originality: In this study, we determine the results of world sports studies regarding the effects of trust and loyalty on word-of-mouth advertising in the form of a general result using the meta-analysis method.

Keywords

Loyalty
Sports Product
Sports Service
Trust
Word of Mouth Advertising

Article type

Review Article

Received: 2023/05/01

Accepted: 2024/06/20

How to cite this article:

Chiti, N., Andam, R., & Rajabi, M. (2024). The Loyalty, Trust and Word -of-Mouth in Sports Advertising: A Meta-Analysis. *Sports Business Journal*, 4(1), 31-47. <https://doi.org/10.22051/sbj.2023.43620.1093>



1. Introduction

The sports industry has grown significantly in recent years and has become a significant sector in some countries (Ratten, 2018). It is an industry of great importance and an influencing factor in the economic growth of developed countries (Rostamzadeh et al., 2014). This industry has contributed a lot to the economy of different societies in the international arena, and its expansion has caused people to witness the formation of the sports industry in a comprehensive way today (Meier et al., 2019).

In sports activities, paying attention to marketing is very important and focusing on the needs of customers and audiences is the main factor in the trend of sports marketing (Lin et al., 2006). Sport is a social product and service as it is often marketed within a community of people (Trequattrini et al., 2015). Marketing in sports and organizations is crucial (Hematinejad Toli et al., 2022). Sports marketing is one of the most complex tasks of sports organizations (Tahmasbpour Shafiei et al., 2016), which means sports marketing and using sports as a tool for marketing other products and services. The term sports marketing was first used in the United States in the advertising era in 1978 and has since been used to describe various activities related to sports promotion (Mihai, 2013). Sports marketing is a reference for generating income for sports organizations (Da Silva & Las Casas, 2017). Today's world is competitive, and sports organizations and institutions are not exempt. In the sports industry, the main goal of all activities is to influence the Consumer's purchasing behaviour or, in other words, the Consumer's decision process to purchase (Hemmati Nezhad & Masoomi, 2017). One of the most important ways to introduce sports products and services to consumers is advertising. As one of the essential marketing mix tools, advertising can play a critical role in marketing policies and strategies. Such as communicating with customers, introducing new products or services, and modifying and changing the mentality of customers and audiences towards organizations and their brands' performance. Advertising, promotion, and impersonal presentation of ideas, products, and services by a responsible person (Khan, 2007). Advertising is one of the essential pillars of promotional activities in marketing (Chittithaworn et al., 2011).

Word-of-mouth advertising, which is one of the types of advertising, is defined as the dissemination of information and communication between consumers about any product or service (Pihlaja et al., 2017). The American Institute of Communication also described WOM¹ as sharing information about specific products and promotions among customers (through different sources) (Özdemir et al., 2016). Sports fans frequently spread word-of-mouth advertising after watching sports events to share their opinions and experiences through various channels (Wakefield & Bennett, 2018). Word of mouth is essential in marketing research (Chen-Hung et al., 2017). Word-of-mouth communication is more popular than traditional advertising because it costs much less and spreads faster than other advertising (Li et al., 2018). Taghizadeh et al. (2013) believe that word of mouth is a crucial marketing method transferred from one customer to another with minimal cost. In addition, word-of-mouth advertising is a potent tool for promoting product sales, quickly making unknown products famous (Jung Choo et al., 2009). Word of mouth favours customers due

¹ Word-of-mouth advertising

to less involvement in advertising and other conventional marketing tools. The communication consumers get with their friends, family members, and colleagues for word-of-mouth advertising is more than the communication that the brand initially creates. This shows the importance of word-of-mouth advertising as a very effective marketing method (Ng et al., 2011).

Meanwhile, one of the most frequent factors affecting WOM is loyalty. Loyalty is defined as a strong commitment in customers to carry out transactions with organizations and purchase goods and services. Also, customers who are loyal to a brand will introduce it to their friends and relatives (Forati et al., 2014). Dedicated people share information they get from members of their peer community through word-of-mouth with others outside of that community (Rialti et al., 2017). Loyal customers have a sense of belonging to the sports organization, product, or service, which creates a greater desire to create word-of-mouth communication and makes them act as fans for it (Shafiee et al., 2019). Marketing activities of competitors are usually continuous. Nevertheless, the loyal customer remains with the same provider, recommends purchasing that product or service to his friends and relatives, and expresses his positive opinion when communicating with others (Benar & Goharostami, 2019). Loyalty is also a factor in creating a competitive advantage and is vital for word-of-mouth recommendations to others (Mohammadi & Mirtaghian Rudsari, 2019).

Apart from loyalty, the effect of trust on word-of-mouth advertising is significant as one of the essential factors in sports management (Filo et al., 2008; Portal et al., 2019). Trust in a product or service is its ability and capacity to fulfil promises (Ahmadi & Jafarzadeh, 2014). The trust index affects customers' behaviour in interacting with the company (Ebrahimi et al., 2017). Brand trust is one of the variables that significantly affect word-of-mouth advertising by people (Martínez-Cevallos et al., 2020). Also, researchers believe that in addition to trusting the product or service, when people are more confident about the reliability of WOM by consumers, they are more likely to inform others about it due to the possibility of being less deceived by this source (Filiari et al., 2015). Sweeney et al. (2008)'s research showed that word-of-mouth advertising reduces people's mistrust, improves their understanding, and causes them to trust and increase their willingness to buy products and services. WOM helps promote products because it is an informal communication flow that comes from the trust of consumers, friends, and family (Tsiotsou & Alexandris, 2009).

Research on word-of-mouth advertising in sports shows that customer loyalty and trust are two of the most critical factors concerning WOM. If customers trust the products and services and loyalty is formed from using them, they will probably recommend them to their friends, acquaintances, and family. For this reason, research in this field can help sports clubs and companies better understand the role of customer loyalty and trust in word-of-mouth advertising. Then, use this knowledge to design appropriate advertising strategies. Furthermore, research shows that WOM in sports can be very effective. This type of advertising creates more trust in buyers because it is personally introduced to consumers through acquaintances and friends, as well as the direct experience of someone who has already used the product. Therefore, research in this field can help sports companies implement the best advertising strategies using customer loyalty and trust. As a result, in addition to examining the effect of loyalty and trust, they will experience better sales and agility in the market.

Regarding word-of-mouth advertising in sports, meta-analysis can also be helpful as a quantitative measurement method. By using meta-analysis, the results of previous studies can be compared, and a more accurate result can be reached. In general, meta-analysis can help to make appropriate decisions about the relationship between these three variables by increasing statistical power. Also, this method can permit researchers to compare the results of previous studies and obtain more accurate conclusions by reducing discrimination in sample selection. Therefore, this research examines the meta-analysis of loyalty and trust studies on word-of-mouth advertising in sports.

2. Methodology

In this research, secondary studies were used to perform meta-analysis. The Prisma Review Studies Reporting Guide (PRISMA)² was used in this study.

2.1. Search strategy and data extraction

Searching and selecting studies was such that articles published in internal and foreign databases of the country's scientific data were used to access studies related to word-of-mouth advertising in sports. Internal databases include Sid³, Civilica, Magiran, Noormags and foreign databases such as Emerald, Springer, Scopus, Wiley, Sage, Taylor & Francis, Science Direct, Ebesco, Web of Science and Google Scholar search engine, as well as a thesis in the internal scientific database of Irandoc and the external database of ProQuest, Oatd⁴ were used. A total of 771,305 articles and thesis were extracted based on the search for the titles "word of mouth in sports" in the Persian language in internal databases and "word of mouth" + "sport" in the English language in foreign databases. The filters of English and Persian, Journal Article, and Date range of 2002-2022 were applied in 16 databases and two search engines, and 68,785 articles were obtained. According to [Figure 1](#), by carefully reviewing the titles and abstracts of studies that only examined the effect of loyalty and trust on word-of-mouth advertising, 45 articles were selected for full-text review. After reviewing the full text and according to the assumptions of the research, 33 studies were selected (thesis and articles that did not mention validity and reliability did not write sampling and the number of samples, studies that had a sample number of fewer than 100 people, did not have a valid questionnaire, did not use the correct statistical tests, journal articles that did not have a proper profile, as well as books and qualitative and conference articles) were considered as the criteria for exiting the research.

Finally, according to the exclusion criteria, 18 studies were identified as suitable for meta-analysis.

² Preferred Reporting Items for Systematic Reviews and Meta-analysis

³ Scientific Information Database

⁴ Open Access Theses and Dissertations

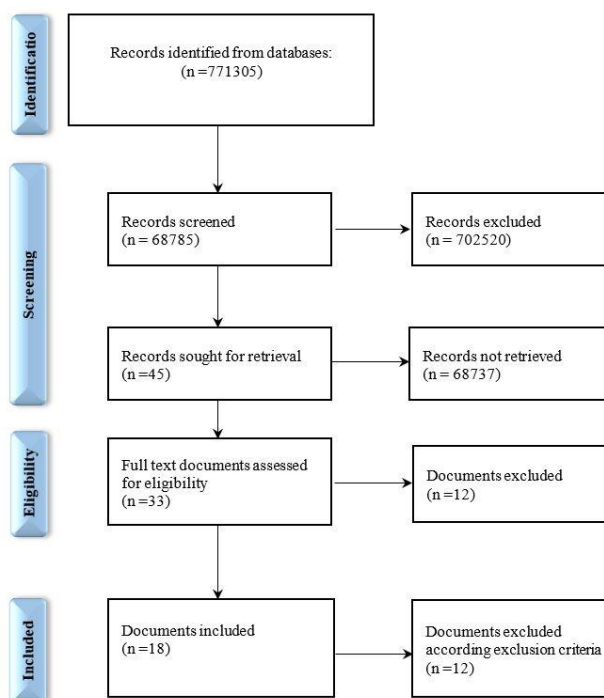


Figure 1. Preferred Reporting Items for Systematic Reviews and Meta-analysis (PRISMA) Study Selection Flow Diagram.

Table 1. Summary of included studies.

No	Author(s) year	Type of Research	Journal/ University	Sample
1	Izadi (2020)	Thesis	Ilam University- Faculty of Literature and Humanities Science	400
2	Mohammadi (2017)	Thesis	Payame Noor University- Faculty of Humanities Rasht Branch	384
3	Shafiee et al. (2019)	Article	Sports Physiology & Management Investigations	145
4	Benar and Goharostami (2019)	Article	New Trends in Sport Management	384
5	Pourhoseyn et al. (2020)	Article	Communication Management in Sport Media	386
6	Freydoni and Kalateh Seifri (2018)	Article	Sport Management Journal	381
7	Zeytoonli (2020)	Article	Urban Tourism	374
8	Makizadeh et al. (2020)	Article	Communication Management in Sport Media	324
9	Wong et al. (2015)	Article	Contemporary Management Research	468
10	Alguacil et al. (2018)	Article	Inzinerine Ekonomika-Engineering Economics	210
11	Elliott et al. (2018)	Article	Journal of Applied Sport Management	138
12	Alguacil et al. (2021)	Article	Heliyon	265
13	Hedlund (2011)	Thesis	Florida State University	113
14	Lotfi Fard Shokroo et al. (2017)	Thesis	Shahid Rajae Teacher Training University- Faculty of Science Physical education and sports science	360
15	Ebrahimi et al. (2017)	Article	Sport Management Studies	250

No	Author(s) year	Type of Research	Journal/ University	Sample
16	Asada and Ko (2019)	Article	Sport Marketing Quarterly	433
17	Asada and Ko (2016)	Article	Sport Management	349
18	Martínez-Cevallos et al. (2020)	Article	Sustainability	195

The data extraction form, which was designed based on the purpose of the research, was used as a research tool to extract the data of each study. The data were analyzed using the CMA2⁵ software, and then the effect size was calculated. The primary method of meta-analysis is based on combining the results, which is usually used after converting the statistics into the *r* index and estimating the effect size. In addition, in this study, meta-analysis assumptions were first examined to analyze the data inferentially. With the help of the funnel diagram and FSN⁶ method, the distribution error was checked, and the heterogeneity of the studies was checked by using the *Q* test. Then, according to the heterogeneity between the studies, the random effects model was used to combine the results and reach the effect size. Cohen's interpretation model was used to interpret the results. Also, its information has been analyzed to perform calculations using comprehensive meta-analysis software CMA2, and the effect size of each study has been obtained and evaluated based on Cohen's criterion. Cohen's (1992) guidelines were applied to assess effect sizes. Correlations of 0.10, 0.30, 0.50, and 0.70 are considered small, medium, large, and very large, respectively.

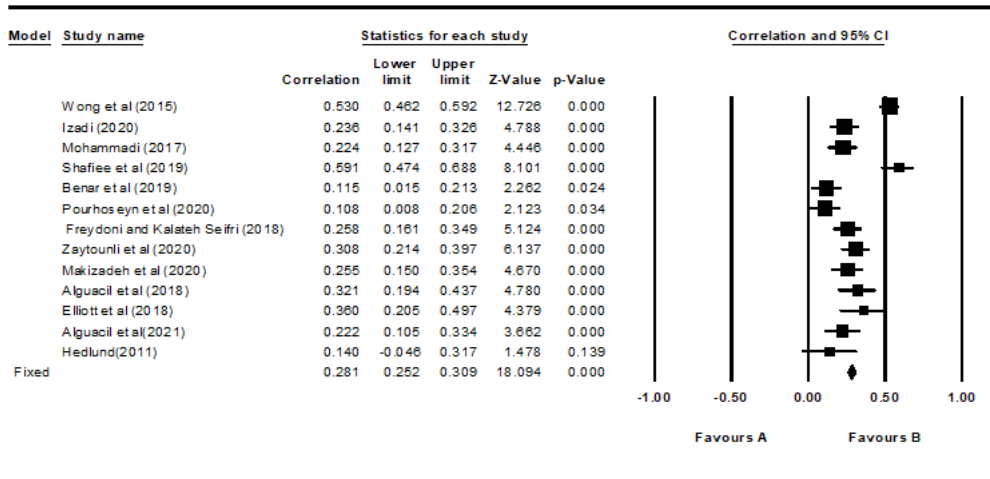
3. Results

Nine articles and three dissertations in 2011-2020 and 1 article in 2020 investigated the effect of loyalty on word-of-mouth advertising, of which 8 were internal studies and 5 were external studies.

Also, regarding the effect of trust on word-of-mouth advertising, six articles and two dissertations were examined in 2011-2020, four internal and four externals. Therefore, the results related to the research hypotheses were entered into the CMA2 software. During each study's statistical analysis, each effect size was obtained. Finally, the results of these studies were aggregated with fixed and random models, and the homogeneity tests of the studies were examined. First, the effect size of all primary studies was reported, and then the average effect size of all preliminary studies was answered in each question.

⁵ Comprehensive Meta-Analysis

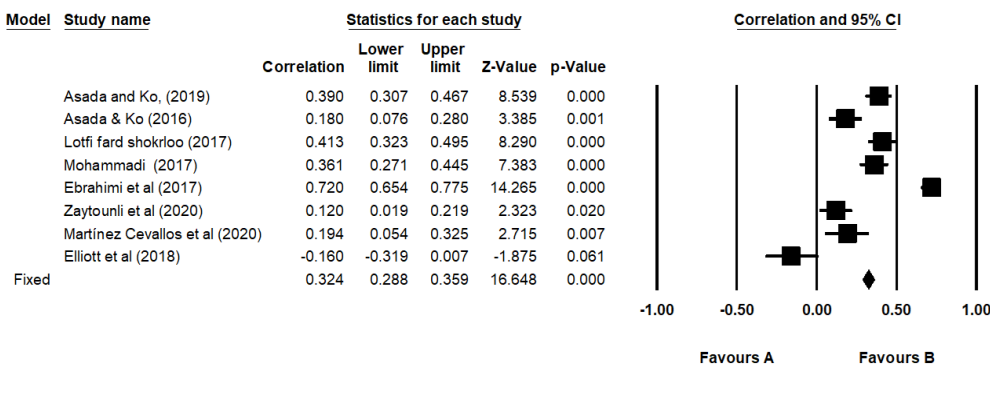
⁶ Fail-Safe-Number



Meta Analysis

Figure 2. Effect size tree diagram of studies on the effect of loyalty on word-of-mouth advertising.

As shown in Figure 2, the effect size of all studies on the effect of loyalty on word-of-mouth advertising is medium, large, and enormous. For the significance of effect sizes, P and Z values have been reported, which show that all the effect sizes of These studies, Except for the Hedlund (2011) study, the studies are smaller than 0.05 and more significant than 2.58, so the effect size of these studies in the statistical population is adequate at the 99% confidence level.



Meta Analysis

Figure 3. Effect size tree diagram of studies on the effect of trust on word-of-mouth advertising.

In examining the tree diagram of the second research question, it was also found that the effect size of all studies is medium, large, and enormous, and all the effect sizes of these studies, except Elliott et al. (2018), are smaller than 0.05 and more significant than 1.96.

Therefore, at the 95% confidence level, the effect size of these research is also essential in the statistical population.

3.1. The fixed and random effects model

Table 2. Fixed and random effects models for studies of the effect of loyalty and trust on WOM.

Research question	Model name	Effect size	lower limit	upper limit	Z value	P value
Loyalty → WOM*	Fixed	0.28	0.25	0.31	18.09	0.001
	Random	0.29	0.20	0.37	6.46	0.001
Trust → WOM	Fixed	0.32	0.29	0.36	16.65	0.001
	Random	0.30	0.13	0.46	3.31	0.001

Note: WOM= word of mouth advertising

After combining the effect size results of 13 existing studies based on the first research question and eight existing studies on the second research question, the results are combined in the form of two models of fixed effects and random effects. As shown in Table 2, in the fixed effects model related to the first and second questions, assuming the homogeneity of the studies, the effect size is 0.28 and 0.32, respectively. By using inferential statistics and generalizing it to the population of studies, they have this hypothesis, and according to the Z, P value of loyalty and trust variables have a positive and significant effect on word-of-mouth advertising. As a result of world studies regarding these two hypotheses, it was concluded that these hypotheses are confirmed.

Also, in the random effects model, assuming the heterogeneity of the studies, the effect size of the first and second questions is 0.29 and 0.30, respectively, and by using inferential statistics and generalizing it to the population of studies that have this hypothesis and according to the Z value The P value of loyalty and trust variables has a positive and significant effect on word-of-mouth advertising, that is, the results of world studies regarding this hypothesis were summarized, and it was determined that this hypothesis is confirmed, so both models have different results in terms of effect size. However, both models have demonstrated the hypotheses analyzed by the researcher. Although both models have provided the same results, the researcher performs tests with two different goals: homogeneity detection tests.

3.2. Tests to detect homogeneity or heterogeneity of studies

In these tests (q-value, I-squared, tau-squared), if it is proven that the studies are homogeneous, we use the fixed effects model. The random effects model provides a more accurate answer for heterogeneous studies. Heterogeneity has reasons, one of the most prominent of which is the existence of an unknown moderator variable.

Table 3. Results of homogeneity and heterogeneity tests of studies.

Research question	Q value	P value	I squared	Tau squared	Fail-Safe-Number
Loyalty → WOM	95.82	0.00	87.47	0.15	1076
Trust → WOM	150.21	0.00	95.34	0.26	520

Based on the Q value and research hypotheses and their significance, which is less than 0.05, therefore, at the 95% confidence level, the null hypothesis is rejected, and the H1 hypothesis is confirmed, which means that the studies in the first and second hypotheses of the research are not homogeneous. So, the random model is closer to the honest answer. In the I-square test, its value is compared based on three values of 25, 50, and 75, which express low, medium, and high heterogeneity, respectively, as shown in Table 3, the I-square value for the first and second questions It is 87.47 and 95.34 respectively, so the heterogeneity between the studies is very high and this result is in the completion of the previous test and its confirmation. The next test is the homogeneous tau-squared test. Interpretation can be done based on both tau and tau-squared. If we want to make an interpretation based on tau, if the tau value is less than 0.32, the correlation between studies is weak. Between 0.50 and 0.75, it is moderate and above 0.75, a strong correlation. As is evident in Table 3, the tau value for studies related to loyalty and trust in word-of-mouth advertising is 0.15 and 0.26, respectively, which shows that the correlation between studies in the first and second hypotheses is weak. The summary of the heterogeneity tests shows that the studies are entirely heterogeneous, so the researcher uses the random effects model. Funnel charts were used to check publication bias.

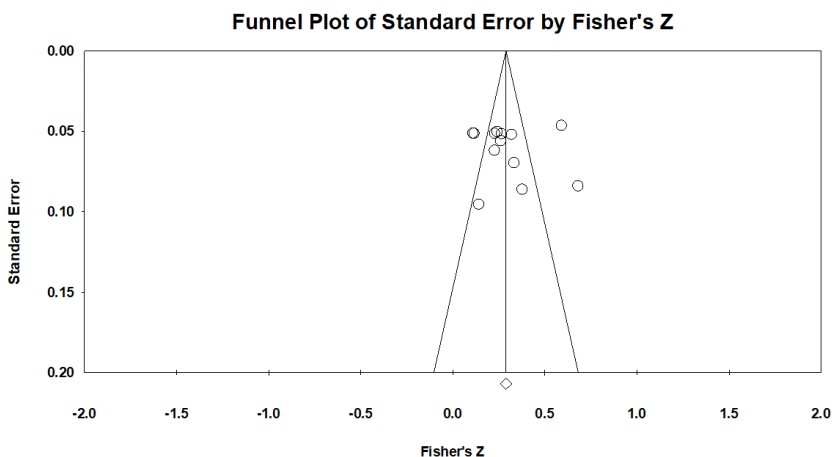


Figure 4. Funnel diagram of the first research question.

As shown in Figures 4 and 5, most of the studies related to this systematic review's first and second questions are located at the top of the funnel, and there is no study at the bottom. On the other hand, the accumulation of these studies at the top of the funnel creates the symmetry of studies on both sides of the line that have been established, and this research has no publication bias.

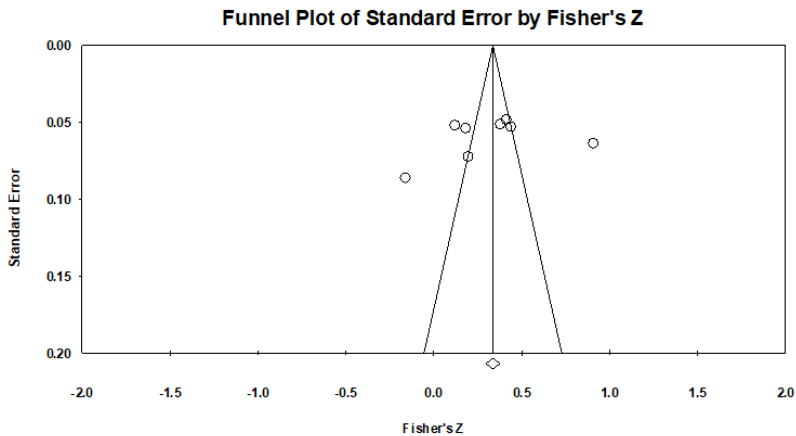


Figure 5. Funnel diagram of the second research question.

Finally, if we want to know how much our research is sustainable and will not be harmed over time, we should use the Fail-Safe-Number test. If N is above 10, meta-analysis is acceptable. However, our theory does not last long, and meta-analysis is of low quality, but if N is more significant than 1000, it can be claimed that your theory will last for decades. As is evident in [Table 3](#), the Fail-Safe-Number regarding the first and second questions of the research is equal to 1076 and 520 studies, respectively. (FSN) the statistic is needed to estimate the number of unpublished studies to reduce the meta-analytic effect size to a statistically insignificant level. Meta-analysis results are valid if the FSN exceeds its critical value of five times the number of studies plus 10 (Rosenthal, 1991). In this study, FSNs all exceeded their critical values.

4. Discussion and conclusion

Word of mouth is the verbal or written communication between a sender and a person or a group of receivers to share and acquire information informally (Ishii & Kikumori, 2023). WOM is the least expensive and most productive advertising, and due to its non-commercial nature, it is less suspected than other methods in sports marketing. Also, because the level of loyalty and trust of customers in sports products and services is decreasing daily, the presence of these two factors in the spread of word-of-mouth advertising and sports marketing is significant.

This research systematically searched and reviewed the study investigating the effect of loyalty and trust on word-of-mouth advertising in the last twenty years (from 2002 to 2022). An effort was made to clarify the impact of these variables on WOM. Also, according to the meta-analysis results, trust and loyalty had the most significant effect sizes in the current research.

One of the most frequent factors affecting word-of-mouth advertising is loyalty, an influential precursor to word-of-mouth advertising (Hasangholipour et al., 2013). Loyal customers are more willing to advertise word-of-mouth and may order its use to their friends and acquaintances (Khabiri et al., 2013). Uslu et al. (2013) also considered loyalty

as one of the essential practical factors of word-of-mouth. In other words, loyal sports customers will likely provide more word-of-mouth quotes to others. Also, loyalty to sports products and services may cause customers to act as information channels and create potential customers from other people through informal communication, which is sometimes word-of-mouth advertising.

According to the first question, the research, considering that the following studies have a minor deviation with the effect size of the fixed and random model and are consistent with the average of the studies and by comparing the effect size of these studies with the effect size of the random model (0.29). We conclude that the studies of [Zeytoonli \(2020\)](#) had an effect size of 0.31. [Alguacil et al. \(2018\)](#), with an effect size of 0.32 among all sports studies, confirmed the hypothesis of the effect of loyalty on word-of-mouth advertising. They are strong studies and valuable research. The studies of [Hedlund \(2011\)](#), with an effect size of 0.14, and [Shafiee et al. \(2019\)](#), with an effect size of 0.59, are weak studies and low-value research due to their significant deviation from the average value and inconsistency with the average of the studies.

Therefore, prioritizing effect size also indicates that the studies of [Wong et al. \(2015\)](#) and [Shafiee et al. \(2019\)](#) have substantial effect sizes. [Zeytoonli \(2020\)](#), [Alguacil et al. \(2018\)](#), [Elliott et al. \(2018\)](#) in the category of enormous effect sizes and the research of [Izadi \(2020\)](#), [Mohammadi \(2017\)](#), [Benar and Goharostami \(2019\)](#), [Pourhoseyn et al. \(2020\)](#), [Freydoni and Kalateh Seifri \(2018\)](#), [Makizadeh et al. \(2020\)](#), [Alguacil et al. \(2021\)](#), [Hedlund \(2011\)](#) are in the category of Medium effect sizes.

According to the current research's first question, sports managers should increase their loyalty by periodically receiving customers' opinions about how to provide sports products and services and receiving their suggestions because it is cheaper to retain old customers. From creating new customers, managers should prioritize creating solutions that develop and maintain loyalty to sports products and services for old consumers while maintaining the budget. Also, considering the importance of having loyal sports customers to reward them for their purchases, in this case, their willingness to buy in the following times will not only increase significantly but moreover, implementing such programs, in addition to increasing the loyalty of current customers, also helps attract new sports customers.

Trust is another factor that affects word-of-mouth advertising. [Lin and Lu \(2010\)](#) believe that consumer trust in a product or service plays a significant role in customer word-of-mouth advertising. Furthermore, it is an influential factor in WOM ([Bahrainizadeh & Ziaei Bide, 2013](#); [Hasangholipour et al., 2013](#); [Kassim & Asiah Abdullah, 2010](#)). When the Consumer has complete confidence in a sports product or service, he will likely introduce it to others through word-of-mouth advertising. The trust that causes word-of-mouth advertising can reduce the costs of an organization to carry out advertising. Trust is one of the suitable prerequisites for expanding word-of-mouth advertising. According to the second question of the research, the following studies have a minor deviation from the effect size of the fixed and random models. They are consistent with the average of the studies, and for this reason, they are considered more valuable studies. Therefore, by comparing the effect size of these studies with the effect size of the random model (0.30), we conclude that [Mohammadi \(2017\)](#) with an effect size of 0.36 and [Asada and Ko \(2019\)](#) with an effect size of 0.39 [Lotfi Fard Shokrlou et al. \(2017\)](#) with an effect size of 0.41 respectively are more

robust and more valuable research among all the sports studies that confirmed the hypothesis of the effect of trust on word-of-mouth advertising.

Also, respectively, the studies of [Ebrahimi et al. \(2017\)](#) and [Elliott et al. \(2018\)](#), with effect sizes of 0.72 and 0.16, due to their significant deviation from the average value and not consistent with the average of the studies, are of the type of weak research and They are of little value. The prioritization of effects size concerning this question also shows that the studies of [Ebrahimi et al. \(2017\)](#) in the category of substantial effect sizes, [Asada and Ko \(2019\)](#), [Lotfi Fard Shokrlou et al. \(2017\)](#), [Mohammadi \(2017\)](#) in the category of enormous effect sizes and [Asada and Ko \(2016\)](#), [Zeytoonli \(2020\)](#), [Martínez-Cevallos et al. \(2020\)](#), [Elliott et al. \(2018\)](#) are in the category of medium effect sizes. According to the second question of the present research, sports managers should increase the transparency in the presentation of the product or service because it has gained the trust of the sports consumer, and the possibility of doing word-of-mouth advertising by that person is very high. It is also suggested that there should be mutual trust between the final consumers and the authorities so that people can encourage others to use that sports product or service through word of mouth.

A critical factor is that sports managers must fulfil their promises and commitments to promote word-of-mouth advertising because it helps to maintain customer trust, pay attention to improving the quality and performance of products and services, its reasonable price in comparison with other organizations, the well-being of consumers, providing regular services, etc., which aims to increase the trust of consumers.

In general, the findings of this study show the high level of loyalty and trust in sports products and services, which are among the most frequent variables affecting word-of-mouth advertising in sports. It causes more people to recommend that product or service to others using the same word-of-mouth advertising, which is unofficial and without any benefits for the advertiser. It should be noted that customers' attention to word-of-mouth advertising is increasing daily because they can more easily trust such advertisements.

Therefore, according to the obtained results, suggestions for future research are presented, such as that future researchers should examine the effect of other practical factors on word-of-mouth advertising, which has had a good history, and its meta-analysis has not been done in sports. Also, due to the use of only quantitative research in this research, it is suggested that in the future, meta-synthesis work should also be done on qualitative research in this field. Another critical point is that the inhomogeneity of this research's studies shows a moderator variable. It is suggested that the researchers investigate and discover the moderator variables in these two research questions. Considering that the research used in this research was in Persian and English language, future researchers can examine other languages in their research. It is suggested that random and fixed effects models be compared based on the type of research, research location, etc. Since the FSN value in the effect of trust on word-of-mouth advertising was 520 studies, it had a smaller value than loyalty. Because there is less history in this regard, Future researchers can do more research on the effect of trust on word-of-mouth advertising. One of the limitations of this research is the lack of research, especially regarding the impact of trust on the word of mouth advertising. Also, since the research is of the meta-analysis type, the researcher has no role in the accuracy of its results because the reported data is based on primary research. Hence,

the accuracy of this data is the responsibility of the primary research researchers. The quality of meta-analysis depends mainly on the data reported in individual studies. Also, in some studies, there was no reporting of accurate statistical information and mention of correct samples and that they had a valid scientific profile. It did not allow the researcher to calculate the effect size, forcing the researcher to delete those studies.

Disclosure statement and funding

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

Acknowledgment

We would like to give special thanks to all the participants in this study.

References

- Ahmadi, P., & Jafarzadeh, M. (2014). A glance at brand identity and Its impact on brand loyalty and brand equity (case study: kaleh dairy and meat products company). *Iranian Journal of Trade Studies*, 18(71), 65-94. https://pajooeshnameh.itr.ir/article_8656.html?lang=en
- Alguacil, M., Núñez-Pomar, J., Calabuig, F., Escamilla-Fajardo, P., & Staskeviciute-Butiene, I. (2021). Creation of a brand model through SEM to predict users' loyalty and recommendations regarding a public sports service. *Heliyon*, 7(6), e07163. <https://doi.org/10.1016/j.heliyon.2021.e07163>
- Alguacil, M., Núñez-Pomar, J. M., Valantine, I., Hervàs, J., Campos, C., & Butiene, I. (2018). The Importance of the Services Brand in Predicting Loyalty and Word of Mouth. *Engineering Economics*, 29(4), 446-454. <https://doi.org/10.5755/j01.ee.29.4.17694>
- Asada, A., & Ko, Y. J. (2016). Determinants of Word-of-Mouth Influence in Sport Viewership. *Journal of Sport Management*, 30(2), 192-206. <https://doi.org/10.1123/jsm.2015-0332>
- Asada, A., & Ko, Y. J. (2019). Perceived Influence of Word-Of-Mouth Recommendation on Sport-Watching Behavior: A Gender Difference Perspective. *Sport Marketing Quarterly*, 28(3), 135-147. <https://doi.org/10.32731/SMQ.283.092019.02>
- Bahrainizadeh, M., & Ziaei Bide, A. (2013). Investigating the effect of consumer's risk aversion and product involvement on their brand loyalty and word of mouth behavior: the mediating role of brand attachment and brand trust. *New Marketing Research Journal*, 2(4), 105-121. https://nmrj.ui.ac.ir/article_17629.html?lang=en
- Benar, N., & Goharostami, H. R. (2019). The Effect of Green Marketing Mix on Word of Mouth Advertisement with the Mediating Role of Brand Love and Brand Loyalty. *New Trends in Sport Management*, 7(24), 25-37. <http://ntsmj.issma.ir/article-1-966-en.html>
- Chen-Hung, T., Chin-Chiung, K., & Marianne, J. (2017). The antecedents and consequences of word of mouth: a meta-analysis. *Journal of Social and Administrative Sciences*, 4(2), 181-192. <https://doi.org/10.1453/jsas.v4i2.1327>
- Chittithaworn, C., Islam, M. A., & Orachot, T. (2011). Belief Dimensions and Viewer's Attitude towards TV Advertising in Thailand. *International Journal of Marketing Studies*, 3(1), 95-102. <https://doi.org/10.5539/ijms.v3n1p95>
- Da Silva, E., & Las Casas, A. (2017). Sports ecosystems: Assumptions for incorporating marketing strategies in sports clubs. *The Marketing Review*, 17(4), 409-426. <https://doi.org/10.1362/146934717X14909733966281>

- Ebrahimi, A., Shekari, A., & Shetab Booshehri, N. (2017). The Impact of Consumer Trust on Shopping Intention Mediated by Mouth-to-Mouth Advertising. *Sport Management Studies*, 8(40), 131-146. <https://doi.org/10.22089/smrj.2017.908>
- Elliott, K. P., Cianfrone, B. A., & Kellison, T. (2018). Assessing spectator response to sport sponsorships at historically black colleges and universities. *Journal of Applied Sport Management*, 10(4), 22-33. <https://doi.org/10.18666/JASM-2018-V10-I4-9121>
- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174-185. <https://doi.org/10.1016/j.tourman.2015.05.007>
- Filo, K., Funk, D., & Alexandris, K. (2008). Exploring the role of brand trust in the relationship between brand associations and brand loyalty in sport and fitness. *International Journal of Sport Management and Marketing*, 3(1-2), 39-57. <https://doi.org/10.1504/IJSM.2008.01596>
- Forati, H., Joukar, A. A., & Banijamali, F. (2014). Provided the positive role model for assessing the factors affecting oral advertisement in management of of municipal businesses (case study: city of boroujerd the ansar bank). *Geographical Journal Of Chashmandaz-e-Zagrose*, 6(19), 143-160.
- Freydoni, M., & Kalateh Seifri, M. (2018). Designing a model of the effect of Emotional Dependency on Emotional loyalty and word of mouth advertising. *Sport management journal*, 10(3), 548-535. <https://doi.org/10.22059/jsm.2019.208070.1648>
- Hasangholipour, T., Rahrovy, E., & Abachian Ghasemi, R. (2013). Theoretical and Empirical Study of Determinants of Word of Mouth in Airline Companies: The Case of Iran Airline Company. *Journal of Business Management*, 5(1), 41-60. <https://doi.org/10.22059/jibm.2013.35423>
- Hedlund, D. P. (2011). *Sport brand community*. [PhD Dissertation, The Florida State University]. <https://www.proquest.com/openview/9bf85b61f2e9fff781a12b6de120aa7f/1?pq-origsite=gscholar&cbl=18750>
- Hematinejhad Toli, M. A., Mohamadi, S., & Asheghi, B. (2022). Book review of sports marketing management book. *Communication Management in Sport Media*, -. <https://doi.org/10.30473/jsm.2022.64981.1651>
- Hemmati Nezhad, M. A., & Masoomi, H. (2017). The Relationship between Brand Personality dimensions and Consumer's Loyalty to Sports Brands in Rasht city. *Research in Sport Management and Motor Behavior*, 7(14), 1-14. <http://jrsm.khu.ac.ir/article-1-2654-en.html>
- Ishii, R., & Kikumori, M. (2023). Word-of-mouth in business-to-business marketing: a systematic review and future research directions. *Journal of Business & Industrial Marketing*, 38(13), 45-62. <https://doi.org/10.1108/JBIM-02-2022-0099>
- Izadi, M. (2020). *Effect of relational marketing on the loyalty and mouth-to-mouth Advertising of Sports Clients: A case study of customers of Shiraz Pools*. [MSc Thesis. Ilam University].
- Jung Choo, H., Jung, J. W., & Hee Chung, I. (2009). Buyer-supplier relationships in Dongdaemun fashion market: relationship quality model. *Journal of Fashion Marketing and Management: An International Journal*, 13(4), 481-500. <https://doi.org/10.1108/13612020910991358>
- Kassim, N., & Asiah Abdullah, N. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings. *Asia Pacific journal of marketing and logistics*, 22(3), 351-371. <https://doi.org/10.1108/13555851011062269>

- Khabiri, M., Mohammadi, R., & Sadeghi, R. (2013). The Investigation of Effective Factors on Customers of Bodybuilding Clubs Involvement in Word of Mouth Communication. *Applied Research in Sport Management*, 1(4), 79-86. https://arsmb.journals.pnu.ac.ir/article_266.html
- Khan, M. A. (2007). *Consumer Behaviour and Advertising Management*. New Age International (P) Limited. <https://books.google.com/books?id=7wxU46n8hdEC>
- Li, P., Yang, X., Yang, L.-X., Xiong, Q., Wu, Y., & Tang, Y. Y. (2018). The modeling and analysis of the word-of-mouth marketing. *Physica A: Statistical Mechanics and its Applications*, 493, 1-16. <https://doi.org/10.1016/j.physa.2017.10.050>
- Lin, L. Y., & Lu, C. Y. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3), 16-34. <https://doi.org/10.1108/16605371011083503>
- Lin, Y., Su, H.-Y., & Chien, S. (2006). A knowledge-enabled procedure for customer relationship management. *Industrial Marketing Management*, 35(4), 446-456. <https://doi.org/10.1016/j.indmarman.2005.04.002>
- Lotfi Fard Shokrloo, S., Shahbazi, M., & Adibpour, N. (2017). *Reviewskey Features of Word-Of-Mouth (WOM) Advertising and Their Impact on Sports Consumer*. [MSc Thesis, Shahid Rajaei Teacher Training University].
- Makizadeh, V., Mohebbi, A., & Sharaei, F. (2020). Explaining the Consequences of Human Brand Personality Appeal in Sports TV Programs(Case Study: Navad TV Program). *Communication Management in Sport Media*, 7(4), 37-52. <https://doi.org/10.30473/jsm.2020.49363.1359>
- Martínez-Cevallos, D., Alguacil, M., & Calabuig, F. (2020). Influence of Brand Image of a Sports Event on the Recommendation of Its Participants. *Sustainability*, 12(12), 5040. <https://doi.org/10.3390/su12125040>
- Meier, M., Tan, K. H., Lim, M. K., & Chung, L. (2019). Unlocking innovation in the sport industry through additive manufacturing. *Business Process Management Journal*, 25(3), 456-475. <https://doi.org/10.1108/BPMJ-10-2017-0285>
- Mihai, A. L. (2013). Sport marketing mix strategies. *SEA-Practical Application of Science*, 1(1), 298-303. https://seaopenresearch.eu/Journals/articles/SPAS_1_36.pdf
- Mohammadi, D. (2017). *Stady the effective factors on positive oral advertising in zanjans set sport clubs*. [MSc Thesis, Payame noor university Faculty of humanities Rasht Branch].
- Mohammadi, M., & Mirtaghian Rudsari, S. M. (2019). Investigating the Factors Affecting the Loyalty of Urban Destination Case Study: Ramsar City. *urban tourism*, 6(1), 149-167. <https://doi.org/10.22059/jut.2019.247642.426>
- Ng, S., David, M., & Danaher, T. (2011). Generating Positive Word-of-Mouth in the Service Experience. *Managing Service Quality*, 21(2), 133-151. <https://doi.org/10.1108/09604521111113438>
- Özdemir, A., Tozlu, E., Şen, E., & Ateşoğlu, H. (2016). Analyses of Word-of-mouth Communication and its Effect on Students' University Preferences. *Procedia - Social and Behavioral Sciences*, 235, 22-35. <https://doi.org/10.1016/j.sbspro.2016.11.022>
- Pihlaja, J., Saarijärvi, H., Spence, M. T., & Yrjölä, M. (2017). From Electronic WOM to Social eWOM: Bridging the Trust Deficit. *Journal of Marketing Theory and Practice*, 25(4), 340-356. <https://doi.org/10.1080/10696679.2017.1345593>
- Portal, S., Abratt, R., & Bendixen, M. (2019). The role of brand authenticity in developing brand trust. *Journal of Strategic Marketing*, 27(8), 714-729. <https://doi.org/10.1080/0965254X.2018.1466828>

- Pourhoseyn, Z., Abdavi, F., Javani, V., & Pashaie, S. (2020). The Effect of Social Network on Word of Mouth Advertising Due to Loyalty and Attachment to the Brand in Iran Football Premier League. *Communication Management in Sport Media*, 7(3), 81-90. <https://doi.org/10.30473/jsm.2019.44362.1307>
- Ratten, V. (2018). System Processes in Sport Entrepreneurship. In V. Ratten (Ed.), *Sport Entrepreneurship: Developing and Sustaining an Entrepreneurial Sports Culture* (pp. 97-109). Springer International Publishing. https://doi.org/10.1007/978-3-319-73010-3_7
- Rialti, R., Zollo, L., Pellegrini, M. M., & Ciappei, C. (2017). Exploring the Antecedents of Brand Loyalty and Electronic Word of Mouth in Social-Media-Based Brand Communities: Do Gender Differences Matter? *Journal of Global Marketing*, 30(3), 147-160. <https://doi.org/10.1080/08911762.2017.1306899>
- Rostamzadeh, P., Sadeghi, H., Assari, A., & Yavari, K. (2014). The Effect of Government Investment on the Economic Growth in Iran. *Quarterly Journal of Economic Research (Sustainable Development and Development)*, Fourteenth, 14(4), 177-210. <https://ecor.modares.ac.ir/article-18-8804-en.html>
- Shafiee, S., Benar, N., & Shokri, M. M. (2019). Modeling of Affecting Factors on Word of Mouth advertising in Sports-Recreational Complexes. *Sport Physiology & Management Investigations*, 11(4), 147-163. https://www.sportrc.ir/article_107710.html?lang=en
- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2008). Factors influencing word of mouth effectiveness: receiver perspectives. *European Journal of Marketing*, 42(3/4), 344-364. <https://doi.org/10.1108/03090560810852977>
- Taghizadeh, H., Taghipourian, M., & Khazaei, A. (2013). The Effect of Customer Satisfaction on Word of Mouth Communication. *Research Journal of Applied Sciences, Engineering and Technology*, 5(8), 2569-2575. <https://doi.org/10.19026/rjaset.5.4698>
- Tahmasbpour Shafiei, M., Hosseini, S. E., Dosti Pashakolaei, M., & Alizade, F. (2016). The evaluation of the marketing mix of Mazandaran Premier Football League (7p). *Journal of Sport Management and Motor Behavior*, 12(23), 251-268. https://msb.journals.umz.ac.ir/article_1152.html?lang=en
- Trequattrini, R., Lombardi, R., & Battista, M. (2015). Network analysis and football team performance: a first application. *Team Performance Management*, 21(1/2), 85-110. <https://doi.org/10.1108/TPM-03-2014-0016>
- Tsiotsou, R. H., & Alexandris, K. (2009). Delineating the outcomes of sponsorship: Sponsor image, word of mouth, and purchase intentions. *International Journal of Retail & Distribution Management*, 37(4), 358-369. <https://doi.org/10.1108/09590550910948583>
- Uslu, A., Durmuş, B., & Taşdemir, S. (2013). Word of Mouth, Brand Loyalty, Acculturation and the Turkish Ethnic Minority Group in Germany. *Procedia - Social and Behavioral Sciences*, 99, 455-464. <https://doi.org/10.1016/j.sbspro.2013.10.514>
- Wakefield, L. T., & Bennett, G. (2018). Sports fan experience: Electronic word-of-mouth in ephemeral social media. *Sport Management Review*, 21(2), 147-159. <https://doi.org/10.1016/j.smr.2017.06.003>
- Wong, M.-C., Kwok, M.-L., & Lau, M. (2015). Spreading Good Words: The Mediating Effect of Brand Loyalty between Role Model Influence and Word of Mouth. *Contemporary Management Research*, 11(4), 313-326. <https://doi.org/10.7903/cmr.13838>
- Zeytoonli, A. H. (2020). Investigating the Factors Affecting the Word-of-mouth Advertising of Sports Tourists in Tourism Destination (Case Study: Gonbad Kavous City). *Urban Tourism*, 7(1), 89-106. <https://doi.org/10.22059/jut.2020.292197.750>

وفاداری، اعتماد و تبلیغات دهان به دهان در ورزش: متاآنالیز

نسیم چیتی^۱، رضا اندام^{۲*}، مجتبی رجبی^۳

^۱ کارشناسی ارشد مدیریت ورزشی، گروه تربیت بدنی و علوم ورزشی، دانشکده تربیت بدنی، دانشگاه صنعتی شاهرود، شاهرود، ایران.
^۲ دانشیار مدیریت ورزشی، گروه تربیت بدنی و علوم ورزشی، دانشکده تربیت بدنی، دانشگاه صنعتی شاهرود، شاهرود، ایران.
^۳ استادیار مدیریت ورزشی، گروه تربیت بدنی و علوم ورزشی، دانشکده تربیت بدنی، دانشگاه صنعتی شاهرود، شاهرود، ایران.

کلیدواژه

اعتماد
تبلیغات دهان به دهان
محصولات ورزشی
خدمات ورزشی
وفاداری

نوع مقاله

مروری

چکیده

هدف: هدف پژوهش حاضر فراتحلیل رابطه وفاداری و اعتماد بر تبلیغات دهان به دهان در ورزش می‌باشد.
روش: برای انجام این پژوهش از روش فراتحلیل استفاده گردید. برای این منظور، شانزده پایگاه داده و دو موتور جستجو، کلیه مقالات و پایان نامه‌هایی که درباره نقش اعتماد و وفاداری بر تبلیغات دهان به دهان در ورزش، بین سال‌های ۱۳۸۱ تا ۱۴۰۱ منتشر شده‌اند، مورد تجزیه و تحلیل قرار گرفتند. از ۱۸ مقاله در این پژوهش استفاده شد که با استفاده از نرم‌افزار CMA2 تحلیل شدند. همچنین با توجه به انجام آزمون‌های q-value، I-squared، tau-squared، و I-heterogeneity، نتایج نشان داد اندازه اثر تأثیر اعتماد و وفاداری بر تبلیغات دهان به دهان به ترتیب ۰/۲۹ و ۰/۳۰ بود. که بر مبنای نظام تفسیری کوهن، این میزان تأثیر در حد متوسط ارزیابی شد که این رابطه ها معنادار ($P < 0.05$) بودند. با استفاده از نمودار درختی مطالعاتی که کمترین انحراف را با اندازه اثر مدل تصادفی داشتند مشخص و به عنوان تحقیقات ارزشمندتر شناسایی شدند. همچنین باتوجه به آزمون N ایمن از خطا در رابطه با تأثیر اعتماد و وفاداری بر تبلیغات شفاهی می‌توان ادعا کرد که وفاداری و اعتماد بر تبلیغات دهان به دهان تأثیر مثبت می‌گذارد. بنابراین، پیشنهاد می‌شود مدیران ورزشی با حفظ بودجه به ایجاد راه‌حل‌هایی که وفاداری و اعتماد را به محصولات و خدمات ورزشی مصرف‌کننده افزایش می‌دهد، اولویت داده و بر این موضوعات تمرکز کنند.

یافته‌ها: نتایج نشان داد اندازه اثر تأثیر اعتماد و وفاداری بر تبلیغات دهان به دهان به ترتیب ۰/۲۹ و ۰/۳۰ بود. که بر مبنای نظام تفسیری کوهن، این میزان تأثیر در حد متوسط ارزیابی شد که این رابطه ها معنادار ($P < 0.05$) بودند. با استفاده از نمودار درختی مطالعاتی که کمترین انحراف را با اندازه اثر مدل تصادفی داشتند مشخص و به عنوان تحقیقات ارزشمندتر شناسایی شدند. همچنین باتوجه به آزمون N ایمن از خطا در رابطه با تأثیر اعتماد و وفاداری بر تبلیغات شفاهی می‌توان ادعا کرد که وفاداری و اعتماد بر تبلیغات دهان به دهان تأثیر مثبت می‌گذارد. بنابراین، پیشنهاد می‌شود مدیران ورزشی با حفظ بودجه به ایجاد راه‌حل‌هایی که وفاداری و اعتماد را به محصولات و خدمات ورزشی مصرف‌کننده افزایش می‌دهد، اولویت داده و بر این موضوعات تمرکز کنند.

اصالت و ابتکار مقاله: در این مطالعه با استفاده از روش فراتحلیل نتایج مطالعات ورزشی موجود درباره نقش اعتماد و وفاداری در تبلیغات دهان به دهان در قالب یک نتیجه‌ی کلی تبیین گردید.

تاریخ دریافت: ۱۴۰۲/۰۲/۱۱

تاریخ پذیرش: ۱۴۰۲/۰۳/۳۰