



Integrated Marketing Communications and Brand Prestige in the Iranian National Olympic Committee

Mahmoud Ashkani¹, Shahram Nazari^{2*} , Rasool Norouzi Seyed Hossini³

¹ MSc in Sports Management, Non-Profit Ivanki University, Tehran, Iran.

² Assistant Professor in Physical Education Instruction, Farhangian University, Shahid Chamran Campus, Tehran, Iran.

³ Associate Professor in Sport Management, Department of Sport Sciences, Faculty of Humanities, Tarbiat Modares University, Tehran, Iran.

ABSTRACT

Purpose: Today, sports organizations have recognized the significance of their brand concerning their products and services. This study investigated the association between integrated marketing communications and brand prestige in the national olympic committee of Iran.

Methodology: The research utilized a descriptive-correlational approach, employing structural equation modeling as the research method. The participants comprised all the 140 managers and specialists affiliated with the national olympic committee. Questionnaires on integrated marketing communication from Lee and Park (2007) and brand prestige questionnaires from Beak et al. (2010) were employed to collect data. SPSS₂₆ and AMOS₂₄ software were used to analyze data.

Findings: The findings showed a significant positive relationship between integrated marketing communications and its influence on brand prestige. The path analysis results indicated that the effectiveness of individual communication in delivering a consistent message and creating a favorable impression, as well as strengthening communication with recent customers, had a considerable positive impact on the brand prestige of the national olympic committee. The coefficient of dimensions showed 33.6% of the total variance in brand prestige changes. The structural equation model results further indicated that integrated marketing communications had a significant positive effect on the brand prestige of the national olympic committee.

Originality: Sports organizations must employ diverse and innovative communication methods to nurture customer relationships in today's evolving landscape. A well-designed marketing communication program should assist organizations in achieving this objective by reinforcing customer engagement through practical communication activities.

Keywords

Customer
Customer Satisfaction
Structural Equation
Modeling
Target Market

Article type

Original Article

Received: 2023/03/21

Accepted: 2023/06/24

How to cite this article:

Ashkani, M., Nazari, S., & Norouzi Seyed Hossini, R. (2023). Integrated Marketing Communications and Brand Prestige in the Iranian National Olympic Committee. *Sports Business Journal* 4(1), 13-29. <https://doi.org/10.22051/sbj.2023.43257.1085>



1. Introduction

Today, numerous organizations have recognized that one of their most valuable assets is the brand associated with their products and services. Extensive research has emphasized that the development of a strong brand is crucial for attaining competitive advantage and ensuring long-term survival in the market (Khosravizadeh et al., 2009; Kiani & Nazari, 2022; Mazloomi Soveini, 2022; Nazari et al., 2021). A powerful brand generates value for customers and the organization by establishing a strong emotional connection and fostering trust. Among the various attributes of a brand, brand prestige holds significant importance. Distinction refers to the perception of individuals whose opinions are highly regarded, reflecting their respect, admiration, and remembrance of a particular brand (Bergami & Bagozzi, 2000). Brands perceived as prestigious have a distinct allure and command a certain level of consumer admiration (Bahrami et al., 2021; Saatchian et al., 2021).

Stokburger-Sauer et al. (2012) have classified brands based on their prestige into three types: luxury, premium, and luxury-premium. Luxury brands represent the epitome of exclusivity, often associated with high prices and catering to affluent customer segments. These brands create a sense of aspiration and indulgence, appealing to consumers seeking a high-end experience. On the other hand, premium brands exhibit luxury and offer elevated levels of value and quality, albeit subject to individual interpretations. They balance price and perceived value, attracting customers who appreciate superior offerings. Luxury-premium brands combine elements of both luxury and premium, delivering exceptional quality and performance while maintaining an aura of exclusivity (He et al., 2012). Brand prestige encompasses various aspects, including positive emotions, happiness, knowledge, awareness, and comparing all brands with the one the customer uses (Hwang & Han, 2014). Consumers with a high perception of brand prestige find the company's brand highly attractive, leading to increased customer preference (Bergami & Bagozzi, 2000; Bhattacharya & Sen, 2003; Hadavi et al., 2016; Stokburger-Sauer et al., 2012). The positive associations and emotional connections associated with a prestigious brand contribute to customer loyalty and advocacy.

Marketing researchers have concluded that brands with a separate and prestigious identity are more appealing and have a more substantial impact (He et al., 2012; Stokburger-Sauer et al., 2012). Peak-performing organizations understand the importance of creating and maintaining a strong brand image and employ an integrated marketing communications system that effectively communicates with intermediaries, customers, and various population segments. Integrated marketing communications (IMC) is a method that ensures coherence and accuracy across all promotional activities, aiming to deliver an integrated and consistent message focused on customers. IMC involves the strategic combination of multiple communication tools, such as advertising, public relations, sales, and sales promotion, to maximize the impact of marketing communications (Abraham & Lodish, 1993; Lion & Azzuhri, 2012). It represents a comprehensive communication program that aligns various communication activities to deliver a unified message targeted toward customers.

IMC is both a concept and a process. It serves as a strategic business process encompassing the planning, development, implementation, and evaluation of brands that align with the perspectives of consumers, external audiences, and internal stakeholders (Schultz & Kitchen, 1997). By integrating marketing communications, organizations can ensure consistency and synergy in their brand messaging, enhancing the overall effectiveness of their marketing efforts. Furthermore, IMC has emerged as a critical aspect of organizational success, emphasizing the importance of achieving an integrated marketing process and effectively communicating with the brand and customers (Porcu et al., 2019). IMC contributes to meaningful customer relationships, value creation, and the development of substantial brand equity (Pickton & Broderick, 2012). It provides a framework for organizations to communicate their brand values, benefits, and unique selling propositions to the target market in a cohesive and impactful manner.

Despite the acknowledged significance of IMC, empirical evidence supporting the direct link between IMC and brand outcomes is somewhat limited (Kliatchko, 2005; Lane Keller, 2001; Reid, 2005). However, existing research suggests that IMC positively influences brand equity, consumer perceptions, and brand performance (Duncan & Moriarty, 2006). An effective IMC strategy helps organizations establish a distinctive brand identity, build brand awareness, and foster positive brand associations among consumers. In sports marketing, national Olympic committees face unique challenges in generating revenue and establishing a fantastic brand image (Tekli et al., 2017). These committees, including the Iranian National Olympic Committee (INOC), strive to develop a strong brand identity that reflects the nation's sporting heritage, values, and aspirations (Izadparast et al., 2019; Ramezani, 2016; Tekli et al., 2017). Understanding the relationship between IMC and the brand prestige of such committees can provide valuable insights for sports marketing research and contribute to the development of effective strategies for promoting national sports brands (Khosravizadeh et al., 2009; Kiani & Nazari, 2022; Mazloomi Soveini, 2022; Nazari et al., 2021). The main objective of this study is to explore the relationship between integrated marketing communications (IMC) and the brand prestige of the Iranian National Olympic Committee (INOC).

By examining how IMC strategies impact the perception of brand prestige, this research aims to shed light on the role of marketing communications in shaping the image and reputation of INOC and contributing to its overall brand effectiveness, satisfaction, and loyalty. The findings of this study can provide valuable insights and practical implications for sports organizations and marketers seeking to enhance their brand image and leverage IMC strategies for improved brand performance. Therefore, the main research question is: What is the relationship between integrated marketing communications and the brand prestige of the Iranian National Olympic Committee (INOC)?

2. Methodology

The research methodology employed a descriptive correlational approach aligned with the research objectives. The data collection method utilized was field research. Field research is a data collection method that gathers information directly from the real-world setting where the phenomenon of interest occurs. It typically involves researchers going to the

field, such as a specific location or community, to observe and interact with participants. This approach allows researchers to gather firsthand data, conduct interviews, administer surveys, or engage in participant observation to obtain rich contextual information. Field research is precious for studying complex social phenomena, exploring cultural practices, or investigating specific environments and their impact on behavior. It allows researchers to collect data in real time, gaining insights that might be missed in other research settings (Amiri & Norouzi Seyed Hossini, 2013). The statistical population consisted of all managers and experts within the National Olympic Committee, with a purposive sampling approach resulting in a sample size of 140 employees.

This study utilized two questionnaires to measure key constructs: integrated marketing communication and brand prestige. Lee and Park (2007) developed the first integrated marketing communication questionnaire. A rigorous translation process was followed to ensure its suitability for the study's context and participants. The initial step involved selecting a qualified translator proficient in the original language (English) and the target language (Persian). The translator was provided with the questionnaire developed by Lee and Park (2007) and tasked with translating it into Persian while maintaining the original meaning and intent of the questions. Once the translation was completed, the Persian version of the integrated marketing communication questionnaire was given to another independent translator fluent in Persian and English. This translator was unaware of the original questionnaire's content and was responsible for back-translating the Persian version into English. The back-translated performance was then compared to the initial questionnaire developed by Lee and Park (2007) to identify discrepancies or inconsistencies. Any differences were carefully examined and resolved through discussions involving translators and the research team, ensuring the accurate representation of the original questionnaire's concepts and items.

Subsequently, a final translation was conducted by a third translator proficient in English and Persian. This definitive translation aimed to capture any remaining nuances or subtle language differences that may have been missed in the previous translation iterations. After the iterative translation process and subsequent editing, the resulting version of the integrated marketing communication questionnaire was considered the finalized translated version. This version was used in the successive stages of the research to measure participants' perceptions and attitudes towards integrated marketing communication. The second questionnaire utilized in this study was the brand prestige questionnaire developed by (Baek et al., 2010). Similar to the integrated marketing communication questionnaire, a meticulous translation process was employed to ensure accurate and reliable measurement. The translation process for the brand prestige questionnaire followed the same steps described earlier. The questionnaire was initially translated into Persian by a qualified translator and then back-translated into English by a separate translator who was fluent in both languages. Discrepancies between the back-translated version and the original questionnaire were carefully examined and resolved through collaborative discussions. Finally, a third translator proficient in both languages conducted a final translation, capturing any remaining nuances or subtleties.

After the translation process and subsequent editing, the resulting version of the brand prestige questionnaire was deemed the finalized translated version. The study utilized this

version to assess participants' perceptions of brand prestige. By rigorously following a systematic translation process for both questionnaires, this study ensured the accurate representation of the original concepts and items in the target language. This approach enhanced the reliability and validity of the measurements and facilitated meaningful data collection and analysis within the study's context. By utilizing this questionnaire, researchers can gain insights into how the National Olympic Committee's brand is perceived by its stakeholders, including managers, experts, and employees. The results from the brand prestige questionnaire provide a valuable understanding of the organization's brand equity and reputation, which are crucial factors for establishing a strong and favorable brand image in the eyes of the target audience. The questionnaires underwent rigorous examination by relevant professors to ensure face and content validity. The tool's reliability was also assessed using Cronbach's alpha coefficient, as shown in [Table 1](#).

Table 1. Internal reliability coefficient of research questionnaires (Cronbach's alpha).

Variables	Components	Number of items	Cronbach's alpha
Integrated Marketing Communications ($\alpha=0.883$)	Single communication for fixed message and image	5	0.739
	Different communication with different customer groups	5	0.855
	Database-based communication for appropriate results	4	0.834
	Strengthen communication with existing customers	4	0.755
Brand prestige	-	7	0.753

The research data was analyzed using descriptive statistics, including frequency and frequency, with the assistance of SPSS/V 26 software. The AMOS/V 24 software was also utilized to develop a model for the equation. The data was examined and summarized using these statistical tools, allowing for a comprehensive understanding of the research findings. SPSS/V 26 facilitated the calculation of frequencies and other descriptive measures, while AMOS/V 24 enabled the construction of a model to explore the relationships between variables. These software programs played a crucial role in the data analysis process, ensuring accurate and reliable results for the research study.

3. Results

Based on the findings presented in [Table 2](#), the study included 140 participants from the National Olympic Committee, consisting of 102 males (72.9%) and 38 Females (27.1%). The age distribution of the sample revealed that the highest frequency, comprising 54.3% (76 individuals), fell within the 36 to 45 years old category. Conversely, the lowest frequency was observed among individuals over 55, with only one person representing 2.7% of the sample. Additionally, 12 participants (8.6%) were aged 25 to 35, while 51 individuals (36.4%) fell into the 46 to 55 age range.

Furthermore, the marital status of the research participants indicated that 27 individuals (19.3%) were single, while the majority, 113 individuals (80.7%), were

married. Regarding educational qualifications, the majority of the participants, 65.7% (92 individuals), held a bachelor's degree. Additionally, 44 participants (31.4%) possessed a master's degree, and four individuals (2.9%) had obtained a doctorate. Examining the work experience of the sample, it was noted that the highest frequency, comprising 42.9% (60 individuals), had a work experience of 16 to 20 years. Conversely, the lowest frequency was observed among those with 26 to 30 years of work experience, consisting of 8 individuals (5.7%). Overall, 30 participants (21.4%) had between 5 and 15 years of work experience, while 102 individuals (72.9%) had 16 to 25 years of work experience, and eight individuals (5.7%) had 26 to 30 years of work experience.

Table 2. The demographic characteristics of the participants in the research study.

Variable	Age range	Abundance	Frequency
Gender	Males	102	72.9
	Females	38	27.1
Age	25 to 35 years	12	8.6
	36 to 45 years	76	54.3
	46 to 55 years	51	36.4
	More than 55 years	1	0.7
marital status	Single	27	19.3
	married	113	80.7
education	Masters	92	65.7
	Master's	44	31.4
	PhD	4	2.9
work experience	5 to 10 years	16	11.4
	11 to 15 years	14	10.0
	16 to 20 years	60	42.9
	21 to 25 years	42	30.0
	26 to 30 years	8	5.7

The descriptive indices of skewness and kurtosis and the mean and median of the research variables are presented in the analysis. Skewness and kurtosis values are valuable indicators for assessing data distribution, indicating whether it follows a normal or non-normal distribution. Based on the skewness values (ranging from -1 to 1) and kurtosis values (ranging from -3 to 3) observed in the research variables, it can be concluded that the data distribution is normal.

Table 3. Examining the type of data distribution (normality and non-normality of data).

Variable	Median	Mean	Skewness	Standard Error of Skewness	Kurtosis	Standard Error of Kurtosis
Single communication for fixed message and image	3.871	4.000	-0.390	0.205	0.197	0.407
Different communication with different customer groups	4.347	4.600	-0.274	0.205	0.371	0.407
Database-based communication for appropriate results	4.166	4.500	-0.248	0.205	0.340	0.407
Strengthen communication with current customers	4.091	4.000	-0.260	0.205	0.240	0.407

Variable	Median	Mean	Skewness	Standard Error of Skewness	Kurtosis	Standard Error of Kurtosis
Integrated Marketing Communications	4.118	4.279	-0.328	0.205	0.295	0.407
Brand prestige	3.321	3.286	-0.189	0.205	0.424	0.407

Based on the t-test results presented in Table 4, a significant difference is observed between the average scores of integrated marketing communications and its dimensions (specific messaging and image for unified communication, tailored communication for different customer groups, data-driven communication to achieve optimal outcomes, and strengthening communication with existing customers). The obtained values indicate that the average scores for integrated marketing communications and its dimensions are higher than the desired average. Therefore, based on the research sample, it can be concluded that the National Olympic Committee's integrated marketing communications are in favorable condition.

Table 4. T-test of integrated marketing communications (difference between the observed mean of the variables and the optimal mean).

Variable	Statistics				
	M	DF	t	Difference	sig
Single communication for fixed message and image	3.871	139	16.244	0.871	0.001
Different communication with different customer groups	4.347	139	23.322	1.347	0.001
Database-based communication for appropriate results	4.166	139	16.872	1.166	0.001
Strengthen communication with existing customers	4.091	139	21.026	1.091	0.001
Integrated Marketing Communications	4.118	139	24.129	1.118	0.001

The results obtained from the Pearson correlation test in (Table 5) show a significant positive relationship between integrated marketing communications and the brand prestige of the National Olympic Committee (Sig=0.001, r=0.513).

Table 5. Pearson correlation (integrated marketing communication and brand prestige).

	Brand prestige		
	Number	Pearson correlation	sig
Integrated Marketing Communications	140	0.513**	0.001

*= significance at $P \geq 0.05$ level; **= significance at $P \geq 0.01$ level

As the indices (Table 6) show, due to the high tolerance values (because it is higher than 0.1 and close to 1) and the low values of the VIF variance inflation factor because they are smaller than 10, there is a possibility of multiple collinearities between the variables. Single communication for a fixed message and image, different communication with different groups of customers, Database-based communication for appropriate results, and strengthening communication with existing customers are lacking. Therefore, according to the above assumptions, it is possible to perform path analysis and multiple linear regression tests.

Table 6. Multicollinearity indices between predictor variables.

Variables included in the model (independent variables)	Collinear statistics	
	Tolerance	VIF
Single communication for fixed message and image	0.726	1.377
Different communication with different customer groups	0.427	2.344
Database-based communication for appropriate results	0.387	2.644
Strengthen communication with existing customers	0.626	1.598

According to the Durbin-Watson statistic (Table 7) of 1.821, it can be inferred that the residuals are independent (errors). Furthermore, examining the values obtained from Table 7, the single communication variables for a fixed message and image ($B=0.324$, $Sig=0.001$, $t=4.165$) and strengthening communication with current customers ($B=0.201$, $Sig=0.021$, $t=2.315$) show a significant positive effect on the brand prestige of the National Olympic Committee. However, the results indicate that the impact of different communication with different customer groups ($Sig=0.254$, $t=1.140$) and database-based communication for appropriate results ($Sig=0.541$, $t=0.611$) is not significant concerning the brand prestige of the National Olympic Committee.

Table 7. The effect of dimensions of integrated marketing communication on brand prestige.

	Path	B	β	t	sig	Coefficient of determination	Watson camera
Single communication for fixed message and image	→ Brand prestige	0.324	0.340	4.165	0.001	0.336	1.821
Different communication with different customer groups	→ Brand prestige	0.108	0.122	1.140	0.254		
Database-based communication for appropriate results	→ Brand prestige	0.051	0.069	0.611	0.541		
Strengthen communication with current customers	→ Brand prestige	0.201	0.204	2.315	0.021		

The results presented in Table 8 regarding the fit of the integrated marketing communication effect measurement model on brand prestige demonstrate that the Goodness of Fit Index (GFI) and the Comparative Fit Index (CFI), which serve as primary fit indicators, surpass the threshold of 0.9, indicating a solid fit of the model. Additionally, other appropriate indices, such as the Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), and Incremental Fit Index (IFI), exhibit acceptable values. Lastly, the root means square residual ($RMR=0.046$) and the square root mean estimation error ($RMSEA=0.090$) demonstrate that the model achieves a satisfactory level of fit.

Table 8. Communication Model Fit Index (Effect of Integrated Marketing Communications on Brand Prestige).

Fit indices	The desired amount	Indicator values	interpretation
Chi-Square	-	87.499	-
Degrees of Freedom (df)	-	41	-
Chi-square ratio to degrees of freedom(χ^2/df)	Less than 5	2.134	optimum
Goodness of Fit (GFI)	More than 0.9	0.900	optimum
Adjusted Goodness of Fit Index (AGFI)	More than 0.8	0.839	optimum
Root Mean Square Error of Approximation (RMSEA)	Less than 0.1	0.090	optimum

Fit indices	The desired amount	Indicator values	interpretation
Root Mean Squared Residuals (RMR)	Less than 0.05	0.046	optimum
Comparative Fit Index (CFI)	More than 0.9	0.909	optimum
Normed of Fit Index (NFI)	More than 0.9	0.901	optimum
Incremental Fit Index (IFI)	More than 0.9	0.909	optimum

Path analysis of the relationship between integrated marketing communications and the brand prestige of The Iranian National Olympic Committee (INOC) is shown in Figure 1.

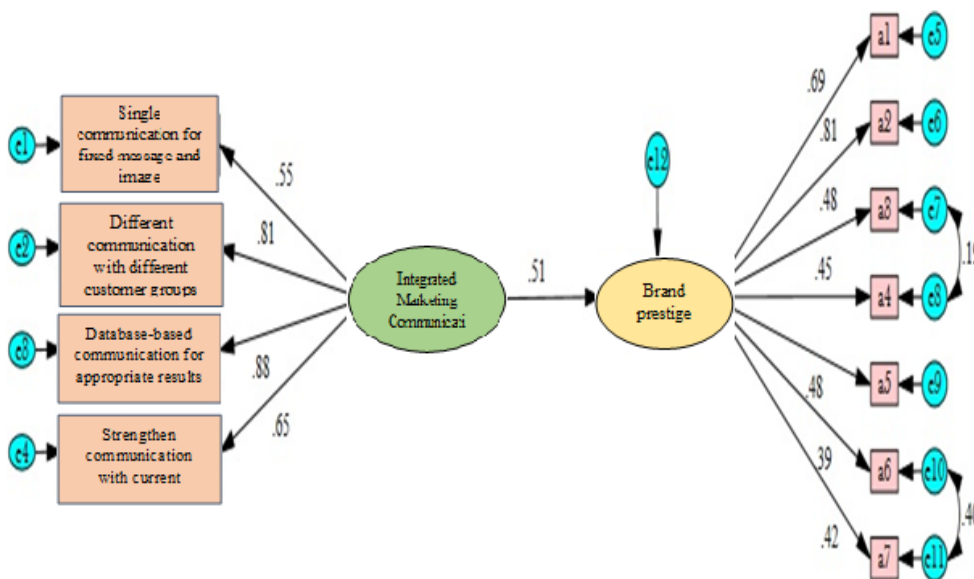


Figure 1. Research communication model (standardized regression coefficients).

Based on the results of the structural equation modeling (SEM) analysis presented in Table 9, it is evident that all factor loadings (standardized regression coefficients) and corresponding t-statistics exhibit acceptable values at a significance level below 0.05. These indicators suggest that the observed variables effectively capture and reflect the underlying constructs of integrated marketing communications and brand prestige. Subsequently, the impact of integrated marketing communication on brand prestige is further investigated based on the obtained results.

Table 9. Standardized regression coefficients and t values of the research communication model.

Path	Factor load	t	sig
→ Single communication for fixed message and image	0.553	-	-
→ Different communication with different customer groups	0.812	6.455	0.001
→ Database-based communication for appropriate results	0.884	6.590	0.001

	Path		Factor load	t	sig
	→	Strengthen communication with current customers	0.648	5.699	0.001
Brand prestige	→	1a	0.694	-	0.001
	→	2a	0.805	7.060	0.001
	→	3a	0.479	4.849	0.001
	→	4a	0.446	4.530	0.001
	→	5a	0.485	4.919	0.001
	→	6a	0.386	3.971	0.001
	→	7a	0.424	4.335	0.001

Based on the findings of the research shown (Table 10), Integrated marketing has a positive effect on the brand prestige of the National Olympic Committee (Sig=0.001, t=4.045) with the coefficient of influence ($\beta=0.505$).

Table 10. The effect of integrated marketing communication on brand prestige.

	path	operational burden	value of t	sig
Integrated Marketing Communications	→ Brand prestige	0.505	4.045	0.001

4. Discussion and conclusion

The research findings indicate that unique communication for the message and fixed image has a significant positive impact on the brand prestige of the National Olympic Committee. These results are consistent with previous studies conducted by Keshavarz et al. (2020), Kim et al. (2019), Liu et al. (2017), and Lion and Azzuhri (2012). Additionally, Anabila (2020) discovered a positive effect on the relationship between unit communication for the message and image and customer satisfaction in the context of Saturna. Single communication for the transmission and image is considered a fundamental aspect of integrated marketing communications and serves as an early stage in its evolution. This approach focuses on conveying a consistent and unified brand message across various communication channels to establish a distinct brand identity or position in the target market. Keller and Lehmann (2006) referred to this as "continuity" in integrated marketing communications, which encompasses both physical continuity (consistent use of slogans and trademarks across all media) and psychological continuity (ongoing use of specific imagery or themes across all media). Achieving integrated marketing communications requires strategic integration of various messages, precise coordination of message delivery across communication channels (such as advertising, public relations, direct marketing, and promotions), and developing a cohesive communication program tailored to the target market.

The research results indicate a positive correlation between different communication with different customer groups and the brand prestige of the Olympic National Committee. These findings are consistent with prior studies conducted by Keshavarz et al. (2020), Lion and Azzuhri (2012), Ramezani et al. (2021), and Mubushar et al. (2013). The study also reveals a positive relationship between different communications with different customer groups and customer satisfaction. It suggests that tailoring marketing strategies based on target market segmentation, maintaining a distinct brand image, and

implementing marketing communication tactics that align with each stage of the customer's purchasing process contribute to strengthening the organizational brand. Integrated marketing communications necessitate the development and implementation of diverse marketing communication campaigns targeted at multiple customer groups within the target market, each at different stages of the purchase process (Lane Keller, 2001; Luxton et al., 2015; Miraki et al., 2020; Nazari et al., 2019; Reid, 2005).

The study's results indicate a positive correlation between Database-based communication for appropriate results and the brand prestige of the new Olympic brand. These findings align with previous research conducted by Izadparast et al. (2019), Mubushar et al. (2013), and Lion and Azzuhri (2012). Database-based communication emphasizes the significance of customer response to marketing activities and the collection of customer information in databases. International research has shown a positive association between database-based communication and customer satisfaction. This highlights the importance of marketing communication in generating behavioral responses from the target market through direct interaction facilitated by databases. While "integrated communications for fixed message and image" and "different communication with different customer groups" primarily focus on influencing pre-consumer behaviors such as recognition, image, preferences, and attitudes, the specific dimension of database-based communication emphasizes activities that generate consumer behavioral responses and tangible outcomes such as sales and customer retention rates (Jankovic, 2012). Researchers have long recognized the significance of using databases to drive purchase measures (Duncan & Moriarty, 1998; Schultz & Kitchen, 1997). Schultz and Kitchen (1997) even argue that the objective of integrated marketing communications is to facilitate direct consumer purchases through selective communication and engagement (Šerić et al., 2013).

A company's database contains all the information it can gather about consumers (Schultz & Kitchen, 1997). The results showed the importance of database-based communication and integrated marketing communications in achieving effective marketing strategies. It emphasizes the role of customer databases in providing valuable information on consumer responses to various communication tools, enabling marketers to determine the most effective media for different stages of the purchasing process. The integration of database-based communication activities within marketing communications has long been proposed by researchers (Duncan, 2002; Jankovic, 2012). Today, databases in direct communication channels, such as the Internet and email, are essential for effective marketing communication. Customer databases contain comprehensive information about current and potential customers, including demographic details such as age, gender, and income. This data is crucial for tailoring marketing communication activities to reach and engage different customer segments effectively. Strengthening communication with current customers through brand commercial communication strategies has been found to positively impact customer satisfaction and long-term relationship management (CRM) (Duncan, 2002; Reid, 2005). Maintaining existing customers is more effective in generating profitability than acquiring new customers (Porcu et al., 2019).

Integrated marketing communications are vital in creating and strengthening cooperation, developing brand-related fields, and maintaining consistent and continuous communication within and outside the organization (Constantinides, 2002). By unifying all marketing communication tools and delivering customer-centric messages, integrated marketing communications aim to maximize positive brand messages, build brand strength, and promote products and services tailored to customer needs (Duncan & Moriarty, 1998; Reid, 2005; Schultz & Kitchen, 1997). The findings highlight the positive relationship between integrated marketing communications and the brand prestige of the National Olympic Committee, as supported by various research findings (Keshavarz et al., 2020; Porcu et al., 2019; Ramezani, 2016). Integrated marketing communications contribute to positive brand perception, desirable brand prospects, and successful consumer behavior. In conclusion, practical marketing communication activities, including database-based transmission and integrated marketing communications, are crucial for organizations to enhance brand prestige and achieve marketing objectives. The National Olympic Committee can benefit from integrating various communication methods, such as media advertising, public relations, direct marketing, and sponsorship, to improve its integrated marketing communications efforts and enhance its brand image. Based on the results showing a significant positive relationship between integrated marketing communications and brand prestige, as well as the impact of individual communication effectiveness and strengthening communication with recent customers, the following management suggestions and practical requirements can be considered:

- The National Olympic Committee needs to ensure that its marketing communications deliver a consistent message across various channels. This includes maintaining a cohesive brand image, tone, and values throughout all communication efforts, such as advertising, public relations, and sponsorship. Consistency in messaging helps build a favorable impression among the target audience and enhances brand prestige.
- Strengthening communication with recent customers is crucial for maintaining and improving brand prestige. The National Olympic Committee should focus on nurturing relationships with its existing customer base through personalized communication strategies. This can include targeted email campaigns, loyalty programs, and providing exclusive content or benefits to loyal customers. The Committee can foster customer loyalty and positive brand perception by prioritizing communication with current customers.
- The National Olympic Committee may benefit from investing in training and development programs for its marketing and communication teams. Providing them with the necessary skills and knowledge in integrated marketing communications can help ensure that the Committee's communication efforts effectively align with brand goals and values. Training programs can cover message consistency, customer relationship management, and various communication channels.
- The National Olympic Committee should encourage collaboration and integration among different departments involved in marketing and communication. This includes fostering communication and coordination between advertising, public

relations, sales, and other relevant teams. By working together towards common goals, sharing insights and data, and aligning strategies, the Committee can create a more cohesive and impactful integrated marketing communications approach.

- Establishing key performance indicators (KPIs) and implementing tracking mechanisms are crucial for evaluating the impact of integrated marketing communications on brand prestige. The National Olympic Committee should define relevant metrics, such as brand perception surveys, customer satisfaction ratings, or social media engagement, to monitor the effectiveness of its communication efforts. This data-driven approach enables the Committee to make data-informed decisions and optimize its marketing communication strategies.
- The field of marketing communication is ever-evolving, and the National Olympic Committee must stay updated with the latest trends, technologies, and consumer behaviors. Encouraging a culture of continuous learning and adaptation within the organization can help the Committee remain ahead of the curve and maintain a competitive edge in its integrated marketing communications efforts.

By implementing these management suggestions and practical requirements, the National Olympic Committee can enhance its brand prestige through effective and well-coordinated integrated marketing communications.

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

- Abraham, M. M., & Lodish, L. M. (1993). An implemented system for improving promotion productivity using store scanner data. *Marketing Science*, 12(3), 248-269. <https://doi.org/10.1287/mksc.12.3.248>
- Amiri, M., & Norouzi Seyed Hossini, R. (2013). *An introduction to qualitative research method in sport*. University of Tehran Publication.
- Anabila, P. (2020). Integrated marketing communications, brand equity, and business performance in micro-finance institutions: An emerging market perspective. *Journal of Marketing Communications*, 26(3), 229-242. <https://doi.org/10.1080/13527266.2019.1574868>
- Baek, T. H., Kim, J., & Yu, J. (2010). The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice. *Psychology and Marketing*, 27(7), 662-678. <https://doi.org/10.1002/mar.20350>
- Bahrami, S., Kiani, M. S., Nazari, L., & Shahbazpour, L. (2021). Experimental Marketing, Brand Equity, and Reputation of Customer Behaviors in Sports Venues. *Sports Business Journal*, 1(2), 115-128. <https://doi.org/10.22051/sbj.2022.38814.1019>

- Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology*, 39 Pt 4, 555-577. <https://doi.org/10.1348/014466600164633>
- Bhattacharya, C. B., & Sen, S. (2003). Consumer–Company Identification: A Framework for Understanding Consumers’ Relationships with Companies. *Journal of marketing*, 67(2), 76-88. <https://doi.org/10.1509/jmkg.67.2.76.18609>
- Constantinides, E. (2002). The 4S Web-Marketing Mix model. *Electronic Commerce Research and Applications*, 1(1), 57-76. [https://doi.org/10.1016/S1567-4223\(02\)00006-6](https://doi.org/10.1016/S1567-4223(02)00006-6)
- Duncan, T., & Moriarty, S. (2006). How integrated marketing communication’s ‘touchpoints’ can operationalize the service-dominant logic. In *The service-dominant logic of marketing: Dialog, debate, and directions* (Vol. 21, pp. 236-249). <https://www.taylorfrancis.com/chapters/edit/10.4324/9781315699035-22/integrated-marketing-communication-touch-points-operationalize-service-dominant-logic-tom-duncan-sandra-moriarty>
- Duncan, T., & Moriarty, S. E. (1998). A Communication-Based Marketing Model for Managing Relationships. *Journal of Marketing*, 62(2), 1-13. <https://doi.org/10.1177/002224299806200201>
- Duncan, T. R. (2002). *IMC: Using Advertising and Promotion to Build Brands*. McGraw-Hill. <https://books.google.com/books?id=Nt7DzgEACAAJ>
- Hadavi, S. F., Nazari, S., Saatchiyan, V., & Azizi, B. (2016). The relationship between Organizational Learning Culture, Motivation to Learn, Job Satisfaction, Organizational Commitment and Internal Service Quality in Employees of Sport Science Faculties. *Organizational Behavior Management in Sport Studies*, 3(4), 89-97. https://fmss.journals.pnu.ac.ir/article_3371.html?lang=en
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648-657. <https://doi.org/10.1016/j.jbusres.2011.03.007>
- Hwang, J., & Han, H. (2014). Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry. *Tourism Management*, 40, 244-259. <https://doi.org/10.1016/j.tourman.2013.06.007>
- Izadparast, L., Esmaeili, M., & Manouchehri, J. (2019). The role of integrated marketing communications (IMC) in consumer buying behavior in sports books in Iran. *Applied Research in Sport Management*, 7(4), 11-20. <https://doi.org/10.30473/arsm.2019.43284.2832>
- Jankovic, M. (2012). Integrated Marketing Communications And Brand Identity Development. *Management - Journal for Theory and Practice of Management*, 17(63), 91-97. <https://doi.org/10.7595/management.fon.2012.0015>
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing science*, 25(6), 740-759. <https://www.jstor.org/stable/40057218>
- Keshavarz, L., Rezaei Sofi, M., & Akbarikhooshmehr, B. (2020). Investigating the Status of Marketing Philosophy, Competitive Intelligence and Integrated Marketing Communications in Iranian Sport Federations. *Organizational Behavior Management in Sport Studies*, 7(1), 31-40. <https://doi.org/10.30473/fmss.2020.50297.2058>
- Khosravizadeh, E., Hamidi, M., Yadollahi, J., & Khabiri, M. (2009). Iran NOC Strengths, Weaknesses, Opportunities, Threats, Issues and Challenges it confronts. *Sport Management Journal*, 1(1), 19-35. https://jsm.ut.ac.ir/article_22131.html?lang=en
- Kiani, M. S., & Nazari, L. (2022). Investigating Brand Equity in Sports Product Advertisements and Recommending it to Consumers. *Sports Business Journal*, 2(2), 169-181. <https://doi.org/10.22051/sbj.2022.41652.1050>

- Kim, S., Ham, S., Moon, H., Chua, B.-L., & Han, H. (2019). Experience, brand prestige, perceived value (functional, hedonic, social, and financial), and loyalty among GROCERANT customers. *International Journal of Hospitality Management*, 77, 169-177. <https://doi.org/10.1016/j.ijhm.2018.06.026>
- Kliatchko, J. (2005). Towards a new definition of Integrated Marketing Communications (IMC). *International Journal of Advertising*, 24(1), 7-34. <https://doi.org/10.1080/02650487.2005.11072902>
- Lane Keller, K. (2001). Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs. *Journal of Marketing Management*, 17(7-8), 819-847. <https://doi.org/10.1362/026725701323366836>
- Lee, D., & Park, C.-W. (2007). Conceptualization and Measurement of Multidimensionality of Integrated Marketing Communications. *Journal of Advertising Research - JAR*, 47(3), 222-236. <https://doi.org/10.2501/S0021849907070274>
- Lion, M. P., & Azzuhri, M. (2012). Analysis The Role of Integrated Marketing Communication to Maintaining Customer Relationship at Lets Go Kart Malang. *Jurnal Ilmiah Mahasiswa FEB*, 1(1). <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/180>
- Liu, M. T., Wong, I. A., Tseng, T.-H., Chang, A. W.-Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192-202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated Marketing Communication Capability and Brand Performance. *Journal of Advertising*, 44(1), 37-46. <https://doi.org/10.1080/00913367.2014.934938>
- Mazloomi Soveini, F. (2022). The Effect of Brand Association on Brand Equity of FC Persepolis Football Team with the Mediating Role of Fan-Team Identification. *Sports Business Journal*, 2(2), 127-144. <https://doi.org/10.22051/sbj.2022.41604.1047>
- Miraki, M., Yektayar, M., & Esmailie, N. (2020). The role of Integrated Marketing Communications in Brand Engagement and Consumer Behavior. *Consumer Behavior Studies Journal*, 7(2), 199-215. <https://doi.org/10.34785/j018.2020.344>
- Mubushar, M., Haider, I., & Iftikhar, K. (2013). The effect of integrated marketing communication on customer based brand equity with mediating role of corporate reputation in cellular industry of Pakistan. *Global Journal of Management and Business Research Marketing*, 13(6), 21-29. https://journalofbusiness.org/index.php/GJMBR/article/view/1007/2-The-Effect-of-Integrated-Marketing_html
- Nazari, S., Mahmoudi, A., Ghorbani, M., & Fakhri Enayat, Z. (2021). Survey the relationship between the endorsement of famous athletes with brand loyalty in customers of non-sporting goods. *Sport Management Journal*, 13(2), 617-637. <https://doi.org/10.22059/jsm.2020.284026.2292>
- Nazari, S., Solati, N., & Gerami Ganjeh, A. (2019). Relationship between Entrepreneurial Marketing Dimensions and the Performance of Private Sports Clubs in Tehran. *Strategic Studies On Youth and Sports*, 18(44), 49-70. <https://faslname.msy.gov.ir/article/312.html?lang=en>
- Pickton, D., & Broderick, A. (2012). *Integrated Marketing Communications*. Pearson Education, Limited. <https://books.google.com/books?id=04I9NgAACAAJ>
- Porcu, L., del Barrio-García, S., Alcántara-Pilar, J. M., & Crespo-Almendros, E. (2019). Analyzing the influence of firm-wide integrated marketing communication on market performance in the hospitality industry. *International Journal of Hospitality Management*, 80, 13-24. <https://doi.org/10.1016/j.ijhm.2019.01.008>

- Ramezani, A., Hamidi, M., & Khabiri, M. (2021). An Investigation of the Psychometric Indices of the Integrated Marketing Communications Questionnaire in Iran Football Professional League Clubs. *Sport Management Journal*, 13(1), 47-66. <https://doi.org/10.22059/jsm.2021.135781.1511>
- Ramezani, M. (2016). *Designing a model of the effect of market orientation and implementing integrated marketing communications (IMC) on market performance in professional football clubs of the country*. [PhD Thesis, Faculty of Physical Education and Sports Sciences, University of Tehran].
- Reid, M. (2005). Performance auditing of integrated marketing communication (IMC) actions and outcomes. *Journal of Advertising*, 34(4), 41-54. <https://doi.org/10.1080/00913367.2005.10639208>
- Saatchian, V., Azizi, B., & Talebpour, M. (2021). ADIDAS Sportswear Brand Popularity Model in Iranian Consumers. *Sports Business Journal*, 1(1), 159-173. <https://doi.org/10.22051/sbj.2021.36650.1004>
- Schultz, D. E., & Kitchen, P. J. (1997). Integrated marketing communications in US advertising agencies: an exploratory study. *Journal of Advertising Research*, 37(5), 7-18. <https://www.proquest.com/docview/205045572/abstract?sourcetype=Scholarly%20Journals>
- Šerić, M., Gil-Saura, I., & Mollá-Descals, A. (2013). Loyalty in High-Quality Hotels of Croatia: From Marketing Initiatives to Customer Brand Loyalty Creation. *Journal of Relationship Marketing*, 12(2), 114-140. <https://doi.org/10.1080/15332667.2013.794101>
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer–brand identification. *International Journal of Research in Marketing*, 29(4), 406-418. <https://doi.org/10.1016/j.ijresmar.2012.06.001>
- Tekli, H., Hamidi, M., Khabeiri, M., & Sajjadi, N. (2017). Designing Diagram of Path Analysis of Factors Affecting Organization Brand Image in Iranian National Olympic Committee. *New Trends in Sport Management*, 5(16), 77-88. <http://ntsmj.iissma.ir/article-1-887-en.html>



نشریه کسب و کار در ورزش

آدرس نشریه: <https://sbi.alzahra.ac.ir/>

زمستان ۱۴۰۲، دوره ۴، شماره ۱، ص ۱۳-۲۹

شناسه: 10.22051/SBJ.2023.43275.1085



ارتباطات بازاریابی یکپارچه و پرستیژ برند کمیته ملی المپیک ایران

محمود اشکانی^۱، شهرام نظری^{۲*}، رسول نوروزی سید حسینی^۳

^۱ دانشجوی کارشناسی ارشد مدیریت ورزشی، دانشگاه غیرانتفاعی ایوانکی، تهران، ایران.

^۲ استادیار آموزش تربیت بدنی، دانشگاه فرهنگیان، پردیس شهید چمران، تهران، ایران.

^۳ دانشیار مدیریت ورزشی، گروه علوم ورزشی، دانشکده علوم انسانی، دانشگاه تربیت مدرس، تهران، ایران.

چکیده

هدف: امروزه سازمان‌های ورزشی به این باور رسیده‌اند که یکی از باارزش‌ترین دارایی‌هایشان، برند محصول‌ها و خدمات آن‌هاست. هدف از انجام این تحقیق مطالعه رابطه بین ارتباطات یکپارچه بازاریابی و پرستیژ برند کمیته ملی المپیک ایران بود.

روش: تحقیق حاضر توصیفی-همبستگی مبتنی بر مدل معادلات ساختاری بود. شرکت‌کنندگان در تحقیق ۱۴۰ نفر از مدیران و کارشناسان کمیته ملی المپیک بودند. به‌منظور جمع‌آوری داده‌ها از پرسشنامه‌های ارتباطات بازاریابی یکپارچه از پرسشنامه لی و پارک (۲۰۰۷) و پرستیژ برند از پرسشنامه بیک و همکاران (۲۰۱۰) استفاده شد. در بخش تجزیه و تحلیل داده‌های پژوهش از نرم‌افزارهای SPSS نسخه ۲۶ و AMOS نسخه ۲۴ استفاده شد.

یافته‌ها: نتایج نشان داد بین ارتباطات بازاریابی یکپارچه و ابعاد آن با پرستیژ برند رابطه مثبت معناداری وجود دارد. نتایج تحلیل مسیر نشان داد ابعاد ارتباطات واحد برای پیام و تصویر ثابت و تقویت ارتباطات با مشتریان فعلی تأثیر مثبت معناداری بر پرستیژ برند کمیته ملی المپیک داشته و بر اساس ضریب تعیین ۶/۳۳ درصد از واریانس کل میزان تغییرات پرستیژ برند به این ابعاد مربوط می‌شود. نتایج مدل معادلات ساختاری نشان داد ارتباطات بازاریابی یکپارچه بر پرستیژ برند کمیته ملی المپیک اثر مثبت معناداری داشت.

نتیجه‌گیری: در محیط متغیر امروزی، سازمان‌ها به‌منظور حفظ روابط با مشتریان ناچار به استفاده از روش‌های متنوع و نوین ارتباطی هستند. برنامه ارتباطات بازاریابی باید به سازمان در رسیدن به این هدف به‌وسیله تحکیم روابط با مشتریان از طریق فعالیت‌های ارتباطی کمک کند.

اصالت و ابتکار مقاله: سازمان‌های ورزشی باید از روش‌های ارتباطی متنوع و نوآورانه برای پرورش روابط با مشتری در چشم‌انداز در حال تحول امروزی استفاده کنند. این تحقیق نشان داد که یک برنامه ارتباطی بازاریابی یکپارچه که به‌خوبی طراحی شده باشد می‌تواند به تقویت پرستیژ برند سازمان‌های ورزشی کمک کند. این امر از طریق مشارکت مشتری و فعالیت‌های ارتباطی حاصل می‌شود.

تاریخ دریافت: ۱۴۰۲/۰۱/۰۱

تاریخ پذیرش: ۱۴۰۲/۰۴/۰۳

کلیدواژه

بازار هدف
رضایت مشتریان
مشتری
مدل‌سازی معادلات ساختاری

نوع مقاله

پژوهشی اصیل