

عنوان مقاله:

The effect of market orientation on loyalty and trust from the perspective of customers of bodybuilding clubs in South Khorasan province

محل انتشار:

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خلاصه مقاله:

Identifying market customers and paying attention to customer needs can be a significant factor in the development of bodybuilding clubs. On the other hand, the degree of good market orientation by these clubs will also play a significant role in developing brand trust by customers. What higher do the clients of the fitness clubs provide? The purpose of this study is to investigate the effect of market orientation on loyalty and trust from the perspective of bodybuilding clubs in South Khorasan province. The method of this research was descriptive causal which was done by a questionnaire. The statistical population in this study included all users of bodybuilding clubs in South Khorasan and the number of statistical samples was equal to ۳۸۴ users of bodybuilding clubs in South Khorasan. For data collection, the Kheiri et al. (۲۰۱۴) market orientation questionnaire, Rahimnia et al. (۲۰۱۳) brand loyalty questionnaire, and Talebpour and Razavi (۲۰۱۶) brand trust questionnaire were used. The reliability of these questionnaires in previous studies was ۰.۸۸, ۰.۸۴ and ۰.۹۱%, respectively. T-tests and structural equations were used to analyze the findings of this study. The results showed; Market orientation in the customers of bodybuilding clubs in South Khorasan province is not significantly different from the average level, also loyalty in the customers of bodybuilding clubs in South Khorasan province is significantly different from the average level. On the other hand, the brand trust in the customers of bodybuilding clubs in South Khorasan province is desirable. Findings showed that market orientation of managers had a significant effect on brand trust.

کلمات کلیدی:

South Khorasan Province :Brand Trust :Bodybuilding clubs :loyalty :market orientation

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