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Effectiveness of Advertising on Attracting Customers in Educational Gyms in Yazd Province

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Abstract

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The purpose of this research is to investigate the effectiveness of advertising in attracting customers to educational sports gyms in Yazd Province. This descriptive research surveyed 3,000 gym members, from which a sample of 240 respondents was selected. Data collection was carried out using Moradi's (2012) customer attraction questionnaire and Niknam's (2013) advertising role questionnaire. During the distribution and completion of the questionnaires, the researcher was present to explain the study's purpose and importance, ensuring that the respondents answered appropriately. After collecting 240 completed questionnaires, the data were analyzed using descriptive and inferential statistics, including regression analysis. Statistical analysis was performed using SPSS software (version 21), with a significance level of less than 0.05. Findings indicate that an increase in mass media advertising leads to greater customer interest in educational sports facilities. Based on these findings, it is recommended that sports facility managers regularly evaluate the impact of mass media promotions to effectively attract customers.

Keywords:

Advertising, Statistical Population, Customers

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Introduction

Today, sports have evolved beyond mere physical activity and have become a significant economic sector. The development of sports-related goods, services, and infrastructure plays a vital role in the economic growth of different societies. In many countries, sports are recognized as an essential industry, with its impact felt in multiple areas, including commerce and culture (Moemeni Piri et al., 2015). The sports industry, as a key economic sector, significantly contributes to both production and consumption of goods and services. It is now regarded as one of the major contributors to national economic growth and a leading revenue-generating industry of the 21st century (Alizadeh Golrizi et al., 2013). Sports facilities today function similarly to other global organizations, having undergone significant transformations due to advancements in technology. This has fostered increased competition for financial resources and customers. Identifying the factors that attract customers and understanding their influence is crucial for success in this competitive environment (Shukla, 2023). If sports facilities fail to meet customer expectations, they risk losing their clientele to competitors. In today's competitive sports market, the ability to meet customer demands is key to success (Salimenjad et al., 2015). Sports facilities must identify unmet customer needs and address them promptly to gain a competitive advantage. This study explores the factors influencing customer attraction in sports facilities (Nugroho et al., 2023).

The mass media plays a crucial role in informing and educating the public, fostering cultural growth, encouraging social participation, and supporting continuous education. In the context of sports, the mass media can effectively promote the development of sports at national and international levels (Aouifi et al., 2024; Wang et al., 2024).

In recent years, advertising has become one of the most important tools for success in professional life. It serves as a key strategy for communicating with customers, shaping perceptions, and influencing buying behavior. Advertising is now essential for the survival and growth of organizations, and it demands careful planning and execution (Luque et al., 2024). Advertising plays a vital role in marketing, helping businesses communicate with their audience and build brand loyalty. Today, sports competitions around the world heavily rely on advertising. Without proper promotion, a sports club risks being overshadowed by competitors and losing its market share. Given that customers are critical to the survival of any sports organization, attracting and retaining them is more important than ever (Shahzad et al., 2024). The sports industry has grown to encompass sectors such as sports equipment, marketing, management, financial support, sports apparel, media, and recreational sports, expanding rapidly every year. A lack of modern equipment in sports facilities is a significant factor in customers seeking alternatives (Kehinde et al., 2016). The Iranian Ministry of Education is the largest government organization in the country, employing a vast number of individuals. A significant portion of the national budget is allocated to education. However, public dissatisfaction with the education system's outputs has led to widespread criticism. Despite the efforts of educators, there is a need to improve the efficiency and effectiveness of the system (Babaei Mazreno et al., 2024; Fathi & Mokhtarpour, 2014). As such, providing suitable recreational opportunities, including sports facilities, is essential for this segment of society (Chen & Yu, 2017).

Since advertising is typically a one-way communication method, customer feedback is crucial. Sports complexes can use advertising not only to promote their services but also to establish better connections with their customers (Tollabi et al., 2023). Well-planned marketing strategies can help sports facilities attract and retain customers, increase customer loyalty, and promote the cultural significance of sports in society (Kehinde et al., 2016). This research aims to examine the effectiveness of advertising and equipment in attracting customers to sports facilities in Yazd Province. By addressing current challenges, the study seeks to offer solutions that can enhance customer attraction and improve the overall experience at sports facilities.

Research Methods

The study was conducted with a sample of 240 customers from gymnasiums in the education and training sector of Yazd Province. The sample was selected based on Cochran's formula for determining sample size. Two questionnaires were distributed: Moradi's Customer Attraction Questionnaire (2011) and Niknam's Advertising Role Questionnaire (2022).

Moradi's (2010) Customer Attraction Questionnaire

This questionnaire, developed by Moradi in 2011, consists of 25 items and is designed to assess customer attraction in sports facilities. Participants respond to each item using a 5-point Likert scale, indicating their level of agreement or disagreement. The internal reliability (Cronbach's alpha) for this tool was reported as 0.92, demonstrating a high level of consistency.

Niknam's (2013) Advertising Role Questionnaire

The advertising role questionnaire, developed by Niknam in 2022, consists of 14 items. Its purpose is to examine the role of media in attracting customers to sports facilities. Respondents answer based on their perceptions of media influence on customer attraction.

Questionnaire Scoring

Both questionnaires use a Likert scale for responses. The scoring system for each item is as follows:

Questionnaire Scoring

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

Research Methodology

1. **Social Participation Role:** Questions 7, 9, 10, 11, and 14
2. **Educational Role of Sports Media:** Questions 1, 2, 3, 5, 8, and 13
3. **Cultural Role of Sports Media:** Questions 4, 6, and 12

In Niknam's (2022) dissertation, the questionnaire was distributed among students to assess the role of sports media in various areas. After ensuring the validity of the results, the questionnaire was distributed to a statistical sample. The target sample of 240 respondents was randomly selected based on Cochran's sample size formula. The reliability of the questionnaire was measured using Cronbach's Alpha. This method measures the internal consistency of the questionnaire, with values ranging from 0 (indicating no reliability) to +1 (indicating complete reliability). The closer the value is to +1, the higher the reliability of the questionnaire.

To analyze the descriptive statistics, measures such as the mean, standard deviation, variance, frequency percentage, minimum and maximum values, along with graphs and tables, were used. The Kolmogorov-Smirnov test was employed to check the normality of the data distribution. Descriptive statistics, including central tendency and dispersion measures, were applied to describe the demographic characteristics of the sample. A regression test was used to analyze the hypotheses, and all data was analyzed using SPSS software (version 21) with a significance level of less than 0.05.

Findings

In order to check the normality of the data distribution, the Kolmogorov-Smirnov test was used. The results of the table below show that the significance values of all research variables are greater than the alpha value of 0.05. Therefore, it can be concluded that the data distribution is normal, and parametric statistical tests were applied for further analysis.

Table 1- Kolmogorov-Smirnov Test Results for Research Variables

Variable	Number	Z	Significance (p)
Advertising	240	2.16	0.26
Social Participation	240	1.63	0.09
Educational	240	1.44	0.08
Cultivation	240	1.32	0.06
Social Equipment	240	1.44	0.08
Attraction	240	1.32	0.06

First Hypothesis: Advertising in Attracting Customers in Sports Halls of Yazd Province:

To test this hypothesis, multivariate linear regression was used. The results show that the F-value obtained from the regression variance analysis is significant, indicating that advertisements play a role in attracting customers to sports halls in the education sector of Yazd Province ($P \leq 0.05$). Additionally, the adjusted coefficient of determination shows that advertisements can predict 37% of customer attraction.

Table 2- Analysis of variance related to regression

Model	Sum of squares	df	Mean square	R	R ²	F	Meaningful
Regression	9.01	1	9.01	0.377	0.142	30.47	0.00
remaining	54.41	184	0.29				
the whole	63.42	185					

Table 3- Results of step-by-step regression analysis

Model	Non-standard coefficients		Standard coefficient	t	Meaningful
	B	Standard error	Beta		
constant	1.82	0.36		0.05	0.00
Advertising	0.50	0.09	0.37	52.5	0.00

Second Hypothesis: Social Participation in Attracting Customers to Sports Halls in Yazd Province

To test this hypothesis, multivariate linear regression was employed. Table 4 presents the results of the variance analysis. The F-value observed in the regression variance analysis for the first step is significant when compared to the critical values, indicating that social participation plays a significant role in attracting customers to sports halls in the Education and Breeding sector of Yazd Province ($P \leq 0.05$). Additionally, based on the adjusted coefficient of determination, it is determined that social participation can predict 36% of customer attraction.

Table 4- Analysis of variance related to regression

Model	Sum of squares	df	Mean square	R	R ²	F	You mean
1 Regression	8.75	1	8.75	0.13	0.12	28.44	0.00
remaining	57.55	187	0.30				
the whole	66.31	188					

Table 5- Results of step-by-step regression analysis

Model	Non-standard coefficients		Standard coefficient	t	Meaningful B
	B	standard error	beta		
1 constant	2.01	0.33		97.5	0.00
Social participation	0.45	0.08	0.36	5.33	0.00

Third Hypothesis: The Educational Role of Sports Media in Attracting Customers to Sports Halls in Yazd Province

To test this hypothesis, multivariate linear regression was applied. The results of the variance analysis are shown in Table 6. The F-value obtained from the regression variance analysis in the first step is significant compared to the critical values. This indicates that the educational aspect of sports media plays a significant role in attracting customers to sports halls in the Education and Breeding sector of Yazd Province ($P \leq 0.05$). Additionally, the adjusted coefficient of determination shows that the educational role of sports media can predict 31% of customer attraction.

Table 6- Analysis of variance related to regression

Model	Sum of squares	df	Mean square	R	R ²	F	You mean
1 Regression	6.43	1	6.43	0.31	0.09	20.34	0.00

Model		Sum of squares	df	Mean square	R	R ²	F	You mean
	remaining	60.08	190	0.31				
	the whole	66.52	191					

Table 7- Results of step-by-step regression analysis

Model		Non-standard coefficients		Standard coefficient	t	Meaningful B
		B	Standard error	Beta		
1	constant	20.2	0.35		6.22	0.00
	educational	0.39	0.08	0.31	4.51	0.00

Fourth Hypothesis: The Culturalization Role of Sports Media in Attracting Customers to Sports Halls in Yazd Province

To test this hypothesis, multivariate linear regression was conducted. The results of the variance analysis are presented in Table 8. The F-value observed in the first step of the regression variance analysis is significant when compared to the critical values. This indicates that the culturalization aspect of sports media plays a significant role in attracting customers to sports halls in the Education and Breeding sector of Yazd Province ($P \leq 0.05$). Additionally, the adjusted coefficient of determination shows that culturalization through sports media can predict 32% of customer attraction.

Table 8- Analysis of variance related to regression

Model		Sum of squares	df	Mean square	R	R ²	F	You mean
1	Regression	60.6	1	60.6	0.32	0.10	21.65	0.00
	remaining	57.02	187	0.30				
	the whole	63.32	188					

Table 9- Results of step-by-step regression analysis

Model		Non-standard coefficients		Standard coefficient	t	Meaningful B
		B	standard error	beta		
1	constant	2.80	0.21		12.84	0.00
	culture building	0.25	0.05	0.32	4.65	0.00

Discussion

The purpose of this research was to investigate the effectiveness of advertising in attracting customers to sports halls within the education and training sector of Yazd Province. This descriptive study surveyed 3,000 customers, from which a sample of 240 participants was selected. Data was gathered using Moradi's (2011) customer attraction questionnaire and Niknam's (2022) advertising role questionnaire. The analysis was conducted using descriptive and inferential statistics, including regression analysis, with SPSS version 21 and a significance level of 0.05.

The research findings revealed that advertising plays a significant role in attracting customers to sports halls ($P \leq 0.05$), with advertisements predicting 37% of customer attraction. Advertising's first task is to capture attention. If the advertisement fails to do so, it will not succeed in subsequent attempts, especially considering that customers often have limited time and may ignore many ads (Aghajani & Naderi nejad., 2011). The alignment of this study's results with previous research (Fathi & Mokhtarpour, 2014) suggests that using techniques like brand recall and aesthetic appeal effectively draws customer attention. Methods such as bold titles, engaging content, and imagery of popular athletes can further enhance the effectiveness of advertising (Kehinde et al., 2016).

The research also showed that social participation plays a key role in attracting customers to sports halls ($P \leq 0.05$), with social participation predicting 36% of customer attraction. Social awareness increases the likelihood of customer engagement and purchasing services, supporting the notion that advertising should both create awareness and generate desire (Alizadeh et al., 2011). Services offered must align with customer

interests and preferences to be effective (Ebrahimi et al., 2014). Effective communication with customers is critical, and advertisers must understand how to connect with their audience by addressing their needs and motivating them to act.

Additionally, the study demonstrated that the educational role of sports media has a significant impact on customer attraction ($P \leq 0.05$), predicting 31% of customer attraction. Sports advertising can create positive attitudes, driving purchasing behavior. Customers often look for emotional or social reasons, beyond logic, to engage with services. Factors such as tradition, differentiation, and affiliation play a significant role in convincing customers (Taj & G, 2023).

Finally, the research confirmed that culturalization through sports media plays a critical role in attracting customers ($P \leq 0.05$), predicting 32% of customer attraction. Inducing audience interest is a key factor in successful advertising. Effective sports marketing efforts create awareness and interest, particularly through engaging communication between sports marketers and their audiences (Linardi et al., 2023). It is essential for the language and presentation of advertisements to resonate with the target audience, ensuring that images and content guide the viewer smoothly through the message (Stamenković & Milanivic, 2015).

Previous studies, such as Yousefi et al. (2020), highlighted the importance of safety conditions in sports facilities, particularly in government schools, and the need for adherence to safety standards. Additionally, research by Yousefi et al. (2020) demonstrated that internet advertising significantly impacts brand equity dimensions like perceived quality and brand loyalty. This aligns with the current study's findings, suggesting that mass media advertising, when regularly evaluated, can enhance customer attraction and profitability in the long run.

Conclusion

The research findings suggest that increasing mass media advertising leads to a higher number of customers attending educational sports complexes. It is recommended that sports complex managers regularly evaluate and promote mass media advertising to attract more customers. Such efforts can lead to increased profitability over time.

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Conflicts of Interest

No potential conflict of interest was reported by the authors.

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