

## THE IMPACT OF WORD OF MOUTH PROMOTION ON BRAND EQUITY DIMENSIONS IN SPORTS SERVICES

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### Abstract

The aim of the present research is to review the influence of word of mouth promotions on brand equity dimensions in the sports services. The methodology was descriptive and of correlation type. The statistical population were the customers of watery wave's center that 362 persons were selected as the sample. In general, the results of regression show that word of mouth promotion has influence on perceived quality, brand loyalty, brand awareness and brand association. The results of the present research indicate the role of word of mouth promotion in value-making of strong brand name. In order to increase the power of a brand, the managers should invest in word of mouth promotions.

**Key words:** word of mouth promotion, perceived quality, brand, loyalty, awareness, association

### Introduction

The term "marketing" means supplying to market, finding the market or total functions which leads to acceleration of goods transfer or sale facilitation in the period from production till consumption. The dictionary of Oxford also has described marketing as, "the activities related to promotion and sale of one company's goods as well as possible" (Jalali Farahani & Alidoost Gahfarrokhi, 2011). The management of branding is of reviewing cases in sports marketing issue. Brand consists of name, expression, term, mark, symbol, sign and design or integration of these, in order to introduce productions and services of sellers or group of salves and differentiate them from competitor company products (Tafreshi Motlag & Khandani, 2010). The consumers pay more for goods with trade name than goods without established trade name. The consumers would promote brands in several reasons, the most important is that, they trust to brands as their friends (Jafarpisheh, 2012). Brands help the images in the memory of consumers and can place images (an image of the product, services and the providing organization) in the memory of consumers. (Takali, 2012). The diversity of goods and services has raised the selection ability of the public. The trust of consumers is reducing but their consciousness is increasing fast. Nowadays, the public pay less attention to commercials and often follow the view of others about goods and services which we provide them. In other words, we don't say public what to buy, they refer to other consumers' views and ideas. Thus, it should be said that, the world of marketing experiences new situations and will face most revolutions. For this reason, most companies worldwide tend to word of mouth discussions in order to promote their products and services. One of the effective, economical and valuable methods of marketing in this environment, is word of mouth marketing (Jafarpisheh, 2012). The approval of consumer already has been regarded by commercial companies while traditional trade commercials set

on the lowest level of successful promotion styles, word of mouth marketing is set on top of this strategy. Since, a simple discussion with friends and relatives could open an opportunity to sell goods and services. Based on Raiz & Raiz (1997), what others say about your trade name is stronger than whatever you say about it. For this reason, reputation is more effective than promotions. In general, such participatory behavior depends on emotions of the consumers (Amirkhani, amani, Taab & Arjomadi, 2012). Ghaffari Ashtiyani, Mousavi basri, Ghahari, & Mahmoudvand, (2004) quoted from Cox (1967) has recalled word of mouth promotion in simple form which isn't more than discussion about products.

The effective key factors on word of mouth promotion include: 1) Personal elements: reliable source, reliability, idea leadership, experience, previous perceptions of institute; 2) Interpersonal element: power obligations; 3) Message characteristics, clarity of message, message delivery power, non-verbal connection; 4) Situational characteristics: product low risk/situation, service low complexity/multiple diverse sources, data-free receiver and tec. Ghaffari Ashtiyani & et al. (2004) quoted from Arentz (1967) says verbal promotion is face to face connection between a receiver and a transmitter. Hence, the receiving person receives data on name and mark of good or service from non-trading channels. Based on Word of Mouth Marketing Association declaration, the main word of mouth marketing elements consist of: A) Providing necessary training to public about products and services; B) Identification of the ones who possibly discuss more with others; C) Providing facilities which cause to facilitation of data sharing by public; D) Essential review and study about how, where and when data should be shared; E) Hearing the views and declarations of proponents, aliens and indifferent ones and providing suitable response (Jafarpisheh, 2012).

Until mid nineties, few researches have been conducted in review of relation of elements of marketing mix and branding in view of customers. Barwis (1993) believes that, in addition to more interest of researchers on branding, there are few reviews on the influence of marketing activities (such as word of mouth promotion) on branding and more focused on brand importance than resources of value-making and its development. Shocker, Srivastava & Ruekert (1994) believed that, most attention should be paid to developing a systematic view about products and brands in order to determine how intangible assets which originated from pricing decisions, promotion, services, distribution and promotion of a brand manager, mix with product to form equity and influence the decision making of the customer. Brand is one of the most valuable properties of an organization; considering concepts such as brand, its management and brand equity cause to approach a suitable position in customers' minds. The strong Brand equity allows companies to maintain customers well, respond their demands efficiently and raise the interest. The Brand equity could be increased by successful implementation and management of continuous marketing through providing value to customer and hearing their demands. Disregarding the points provided by brand-customer relation in the market and non-practicing these benefits and hope that such relation would be created in longtime leads to failure. The main idea of brand may be set between regular and possible customer but the sum of brand ideas or conceptions is originated

from customer's experiences with their brand and all its messages and interactions. In the market, a brand is considered strong based on its high special value. The Brand equity would be high if loyalty, awareness, perceived quality, strong channel relations and brand association is also high. The high Brand equity provides more competitive advantages for the company. The Brand equity could be obvious as the highest paid value for brand during buy-pay procedure. This concept could be defined as added-value of a business, higher than its physical value because of obtained market position of brand and expansion of brand potential (Taghizadeh, 2012).

Yoo, Donthu & Lee (2000), defined Brand equity amount as distinguishable selection of consumer between a good/service with strong brand and a good/service with same characteristics but without brand. This description applies to comparison of two products which are similar in all aspects but brand. Based on Aaker (1996), Aaker & Joachimsthaler (2000), the specific value of brand is a multidimensional concept which include brand loyalty, brand awareness, brand perceived quality, brand associations and other proprietary assets of brand (figure 1), this model has been reviewed in some of experimental researches. Keller (1993), proposed brand knowledge in comparison with brand image and brand awareness. With regard to these descriptions in the present research, brand loyalty, brand awareness, brand perceived quality and brand association were considered as aspects of Brand equity.

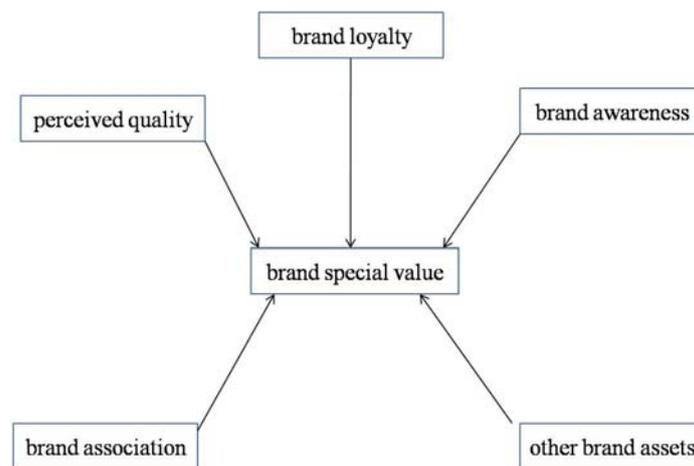


Figure 1, Brand equity model) (Aaker, 1991)

Brand awareness: Aaker (1991) has defined brand awareness as the ability of buyer in recognition or recall of one brand in one product/service group. While, Keller (2008) expresses it as an integration of brand recognition and brand recall, in which brand recognition includes the ability of customers in recognition of different situations and brand recall include the ability of customers in recalling brand when facing the demand for product or service level. The main aim of brand management is to create and maintain awareness on brand,

because brand awareness contributes to decision-making of consumer and also value-making procedure (Tsuji, 2007). Researches showed that customer notes more to famous brand (Hoeffler & Keller, 2003). Duncan & Moriarty (1997), considers integrated marketing and effective relations as a method to create brand awareness. Brand association: Keller (1993) describes brand association as a brand implication for consumers. Anything which is related with brand in the memory is defined as brand association.

Brand association could influence on purchase intention of consumers based on recall of brand data (Jung & Sung, 2008). The brand associations include brand concepts for consumers (Pappu, Quester & Cooksey, 2005). Brand associations consist of anything which causes brand recall. These associations correlate with each other and this connection creates an integrated system of brand knowledge (Aaker, 1991). Brand perceived quality: Nowadays, providing services in sport has been most focused on customers. This, encompass quality not only in the available steps but also awareness of customers about product (Rajabi, Ghafuri & Shahlayi Bagheri, 2012).

Most of sport marketers note the importance of providing qualitative service experience such as less complaints, more verbal positive promotion, buying additional products, less attention to other competitors, reducing trade costs and marketing costs, All these positive results contribute to profitability and durability of non-profit companies such as sport centers and clubs (Ahmadi, Khabiri, Naderian Jahromi & Alidoust Ghahfarrokhi, 2011). The perceived quality consists general evaluation of customer about service reception procedure standards (Ranjbarian, Rashid Kaboli, Sanayei & Hadadian, 2012). The perceived quality is described as consumer's perception on general quality or dominance of one product or service with regard to its prospective aim in comparison with other options. Zeithmal (1988) expresses that perceived quality isn't real quality of product but is mental evaluation of consumer about service or product. The perceived quality is a competitive necessity and nowadays, most companies tend to customer-based quality as a strategic tool (Atilgan, Aksoy & Akinci, 2005). Brand loyalty: Loyalty is the main concept in marketing strategy and based on Aaker, brand loyalty is the core of the Brand equity, the main challenge is to describe this concept and its measurement scales. American Marketing Association (AMA), defines brand loyalty in this way: it is an advantage that a customer buys a product from one provider frequently than several provides (Pappu, Quester & Cooksey, 2005). Javalgi & Moberg (1997) have defined brand loyalty in connection with behavioral, theoretical and selective views. In this case, the behavioral views are based on purchase rate of one special brand and theoretical view correlates customer priorities and tastes about brands. The relative definitions with selective view are focused on purchase reasons or factors which influence selections.

The perceived quality has been described as customer's mental judgment about function of a product/service and as perception of customers about quality increases, the possibility of selecting brand by customers will be increased (Sehhat, bajmaloooye rostami & Kashkuli, 2012). The loyalty of customers has a lot of advantages which leads to profitability of company such as reduced customer-attraction costs, higher paid cost by

loyal customer for goods and services, resultant interest of customer's life length value, positive function through increasing anticipation potential, increased impediments for competitors and loyal customers who perform as a marketing agency for company (Heding, Knudtzen & Bjerre, 2008). There are very few researches on correlation between word of mouth promotion and Brand equity. Rezvani, Hoseini & Samadzadeh (2012) found in research which was conducted in Iran's cell-phone market, that among three elements of the word of mouth promotion (volume, attraction and source type), volume and attraction have influence on Brand equity aspects (loyalty, perceived quality, brand association and brand awareness) but, there isn't any relation between source type and Brand equity. In general, it could be said that word of mouth promotion influences Brand equity aspects. Cui (2011) conducted a research on Chinese sports shoes market with the subject of making consumer-based Brand equity, and found that word of mouth promotion influences perceived quality and brand loyalty but doesn't have any effect on brand awareness.

The increase of Brand equity, reduces companies' failure susceptibility against the marketing activities of competitive companies. With regard to proposes definitions about word of mouth promotion and Brand equity model and their importance in marketing studies as well as few conducted studies and lack of such research in sports services industry, researchers tried to evaluate relation between word of mouth promotion and Brand equity through the present research. Thus, the main issue of this research is that, whether the word of mouth promotion influences consumer-based Brand equity?

## Methodology

The present research is correlation in type and applied in aim. The statistical population, consists of customers of water waves land service center. While, number of customers of water waves service center is unclear, the mass of society was considered unlimited. Thus, considering the casting, researchers, distributed 390 questionnaires among customers of water waves service center from which 362 were returned intact (response rate 90%). In order to collect data, the perceived quality questionnaire of Henseler, Wilson & Westberg (2011) (two questions), brand loyalty of Washburn & plank (2002) (three questions), brand awareness of Keller (2001) (three questions) and brand association of Washburn & Plank (2002) (three question), Brand equity of Henseler, Wilson & Westberg (2011) (four questions) and word of mouth promotion of Sweeney & Swait (2008) (three questions) were used. The inner consistency levels (reliability) of total questionnaires were acceptable, with the range of 0.76-0.82 ( $\alpha \geq 0.7$ ), (Nunnally, 1978). The assumption of data normality was investigated by skewness values.

Habibpoor & Safari (1390) indicate, if the ratio of coefficient of skewness to standard error of skewness is between 2 and -2, then, the normality of data is confirmed. Since this rate was between suitable range (2) and (-2) for all variables, data distribution was normal and parametric analysis were used in the present research. In order to analyze data, descriptive statistic methods (mean, standard deviation and so on) and inferential statistics (regression) were used. These measurements were conducted through SPSS software (version 20).

**Results and findings**

In the present section, the distribution of statistical sample is reviewed based on statistical analysis. The customers consisted of 55.4% males and 44.6% females. The mean age of customers was 23.39 ± 5.25 years.

Among them, 44.6% twice, 26.4% at least once, 17.6% three times, 6.00% more than 5 times and 5.4%, four times had used service center of water waves. Table 1 shows results of regression analysis. As results show, in the variable of perceived quality, the coefficient of correlation between variables is 0.508, indicating that there is strong correlation between independent variable (word of mouth promotion) and dependent variable of research (perceived quality). Also, the modulated determination coefficient which is 0.256 shows that 25.6 percent of total variations of perceived quality depend on given independent variable of this model. Based on the results of following tables, the obtained value of F (121.899) which is meaningful on error level less than 0.001, shows that independent variable has high determination power and can explain variations rate and variance of perceived quality well.

Table 1. Regression analysis to review impact of word of mouth promotion on Brand equity

Dependent variable	Correlation coefficient	determination coefficient	modulated determination coefficient	determination	approximate standard error
Perceived quality	0.508	0.258		0.256	0.729
Brand loyalty	0.626	0.391		0.390	0.679
Brand awareness	0.414	0.171		0.169	0.620
Brand association	0.431	0.186		0.184	0.575

Dependent variable	source	Squares total	Freedom degree	Square mean	F	Sig.
Perceived quality	regression	64.85	1	64.85	121.90	0.001
	residual	186.21	350	0.53		
	Sum	251.06	351			
Brand loyalty	regression	103.91	1	103.91	225.13	0.001
	residual	161.55	350	0.46		
	Sum	265.46	351			
Brand awareness	regression	27.84	1	27.84	72.43	0.001
	residual	134.56	350	0.38		
	Sum	162.40	351			
Brand association	regression	26.449	1	26.44	80.00	0.001
	residual	115.67	350	0.33		
	sum	142.11	351			

Dependent variable	Variable	Non-standardized coefficients		Standardized coefficients	t	Sig.
		B	St. dev.	Beta		
Perceived quality	constant	1.32	0.19		6.88	0.001
	Word of mouth	0.58	0.05	0.51	11.04	0.001
Brand loyalty	constant	0.58	0.18		3.06	0.002
	Word of mouth	0.74	0.05	0.63	15.00	0.001
Brand awareness	constant	2.29	0.16		14.01	0.001
	Word of mouth	0.38	0.05	0.41	8.51	0.001
Brand association	constant	1.88	0.15		12.38	0.001
	Word of mouth	0.37	0.04	0.43	8.94	0.001

As, the results of following tables show, the standardized (□) regression coefficient is meaningful for variable of word of mouth promotion (0.508) on error level less than 0.001. Thus, the variable of word of mouth promotion has impact on perceived quality. The results show, in the variable of brand loyalty, coefficient of correlation rate between variables is 0.626, which indicates that there is relatively strong correlation between independent variable (word of mouth promotion) and dependent variable of research (brand loyalty). Also, the modulated determination coefficient value which is 0.390 shows that 39

percent of total variation level of brand loyalty depends on independent variable of model. Based on results of the following tables, the obtained value of F (225/132) which is meaningful on error level less than 0.001, indicates that the independent variable has high determination power and can explain changes level and variance of brand loyalty well. As results of the following tables show, standardized (□) regression coefficient is meaningful for word of mouth promotion (0.626) on error level less than 0.001. Thus, the variable of word of mouth promotion has impact on brand loyalty.

The results show that, in the variable of brand awareness, the coefficient of correlation between variables is 0.414, which indicates that there is correlation between independent variable (word of mouth promotion) and dependent variable of research (brand awareness). Also, the modulated determination coefficient which is 0.169, shows that 16.9 percent of total variation of brand awareness depend on given independent variable of model. Based on the results of following tables, the obtained value of  $F$  (72.425) which is meaningful on error level less than 0.001, shows that independent variable has high specification potential and can explain changes level and variance of brand awareness well. As the results of following tables show, standard ( $\beta$ ) regression coefficient is meaningful on error level less than 0.001. Thus, the variable of word of mouth promotion has impact on brand awareness.

The results show, in the variable of brand association, the coefficient of correlation value is 0.431 between variables, which indicates correlation between independent variable (word of mouth promotion) and dependent variable of research (brand association). Also, the modulated determination coefficient which is 0.184 show 18.4 percent dependence of total variation of brand association level on given independent variable of model. Based on the results of following tables, the obtained value of  $F$  (80.00) which is meaningful on error level less than 0.001, shows that independent variable has high specification potential and can explain variations and variance level of brand association well. As the results of the following tables show, standardized regression coefficient ( $\beta$ ) is meaningful for word of mouth variable (0.43) on error level less than 0.001. Thus, word for mouth promotion has impact on brand association.

## Discussion and Conclusion

The survival of companies is secured by establishing higher value-making potential in markets. The function of organizations is determined through intangible properties such as quality, experience of staff, partnership culture, brand knowledge and value. The Brand equity was posed since the decade 90 as the major research field in consumption/services marketing. This importance is because of company's interest in creating strong brands in order to establish competitive advantages and differentiation in their goods. The word of mouth promotion is the most the strongest human relations method and the positive promotion message of companies or organizations are transferred without any cost from one person to other. This function is conducted through face to face conversation or by Web pages (by camera). The word of mouth promotion is a strong tool which must be regarded as part of effective strategies in marketing and promotion. In some conditions, this method is a neutral tool, as the transfer of message is possible in either positive or negative form.

The fans of a brand always create a positive load to word of mouth promotion and inversely opponents and aliens create a destructive promotion by transferring negative aspects. The aim of the present research, was to review impact of word of mouth promotion on creating consumer-based special Brand equity in sports services. In general, results showed that word of mouth promotion influences consumer-based Brand equity. The results show that, word of mouth promotion has numerous and positive impact on perceived quality  $\beta=0.508$ . This finding is consistent with research result of Rezvani, Hoseini & Samadzadeh (2012) and cui (2011). Probably, one of the traits of Iranian consumers is that, after consumption of an optimal product or service, they tell positive points about to others it, and recommend it to them. Nowadays, the consumers are skeptic and suffer from invasion of data mass. As a result, they don't regard mass and expensive promotions of media. Then, how do people make decision about perchance of various products? The response is the word of mouth promotion. In other words, the friend's recommendations are sum views of different people about experiences on one product.

These conversions could be negative, too. Even an angry consumer can also transfer destructive views to his/her friends. In such a data era, the dissatisfaction of consumers could be spread among millions of people simply. The control of experiential verbal recommendations means giving opportunity to customers to pose their positive experiences and advise others. Also, it should be noticed that word of mouth connection is so important in services section since services are intangible and evaluation of quality, prior to consumption, will be difficult. As a result, the consumers will pay much attention to word of mouth contacts in order to reduce related risks of purchase. The results show that word of mouth promotion influences brand loyalty  $\beta=0.626$ . This finding is consistent with research result of Rezvani, Hoseini & Samadzadeh (2012) and Sui (2011), Bauer, Sauer & Schmitt (2004), Bauer, Stokburger-Saver & Exler (2008), Filo, Funk & Alexandris (2008) and Goldden & Funk (2004). It is common that, people who are loyal to one product or service, recommend it to others and encourage friends and relatives to use it.

These researchers reported direct relation between attitude factors of brand association with brand loyalty level by consumers, customers and sport fans. With regard to given results, the fans advocate special brand through attitude factors of brand association, i.e. their awareness and data about brand and importance of brand that feel as well as the interaction with their favorite brand. Thus providing data for customers, utilizing programs and ceremonies in order to increase interaction with customers and importance of brand will increase loyalty level of customers, and will be effective in successful management of brand and achievement.

In addition, the base for obtaining brand loyalty, which is the major aim of brand management, would be reached through word of mouth promotion indirectly, i.e. giving data awareness to fans. The prior researches show that, word of mouth promotion would play a major role in selecting and continuing coordination of customer with organization. In real, word of mouth connection could play a main role in attraction of new customers and maintenance of old ones. The results showed that word of mouth promotion influences brand awareness  $\beta=0.414$ . This finding is consistent with research result of Rezvani, Hoseini & Samadzadeh (2012), and is in consist with finding of cui (2011). The brand awareness includes the ability of potential buyer to recognize or recall that the brand belongs to special rank of product. If a brand is the first name that is remembered, it is the uppermost name in view of awareness. The brand recognition, is the ability of consumer to confirm prior forms of brand when he/she views a special brand as a symbol. In other words, brand recognition requires that the consumer distinguishes a brand which previously seen or heard it. The brand recognition would be important while decision-making in store. The word of mouth promotion has much impact on brand awareness. The most affective marketers during the life of consumers include those who are recognized and trusted by their consumers such as family members, friends and colleagues. These researches show that, brands have perceived investment in word of mouth marketing. The word of mouth connection plays a major role in forming behavior and attitude of consumer. In decision-making with low involvement, the minimum level of awareness could be adequate to select one product. To remind brand needs to recall product memory of consumer accurately. It is so important there to have someone whom the consumer knows and believes, and who tells positive points about it and recommends it to him/her.

As a good start for a brand, thinking about who, when and how a brand is bought or utilized is a key issue. The results showed that, word of mouth promotion has impact on brand association  $\beta=0.431$ . This finding is consistent with research result of Rezvani, Hoseini & Samadzadeh (2012) but is inconsistent with result of cui (2011). This marketing index is of mental associations and deep attitudes of consumer about brand, which include quadruple factors of perceived value, brand identity, associations of products and organizational associations. The mental associations must have adequate power, optimality and differentiation with customer. The advantages of having high score levels in mental associations of brand are: 1) Improving mental image of customer about brand; 2) Promoting customer's knowledge level about brand; 3) Increasing iteration and purchase volume, in order to create closeness between customer and brand. Brand associations are formed in both major and minor types. The major associations are established based on product and its

characteristics, while the minor ones are created based on other side factors such as company, manufacturer country, social and cultural characteristics, product system and influence the view of consumer about one brand. Nowadays, brand plays a major role in the world markets and the company which can provide stronger brand, will overtake others. The word of mouth promotion is becoming very important for marketers. The companies have found that, the impact of this promotion on customer is much more than conventional promotions with retailers of products/services. In recent years, the marketers have noticed the resultant impact level of recommendations from word of mouth promotion. The first thing which should be considered in creating a successful brand creating differentiation. The best strategy to create a strong brand, is to prepare understanding of the concept of difference. The premier step in procedure of being a famous brand is not just to have a well-known name, but it is to be seen distinctly, and to perform better than competitors. Second, you have to charge your own share and claim it. Good relations with customers, strengthen strong brands but also companies tend to focus on share from customer's pockets than his/her sense. This philosophy may lead to sale in short time but doesn't create long time relations.

Third, to establish charisma of brand. The existence of emotion causes to sale and always companies should try to establish emotional relation between their brands and consumers. The best solution to assure creating relations with consumers, is to establish strong brand characteristic, in other words, to utilize values which consumers prefer. Fourth, remember to create brand culture. The learning of staff plays a major role in achievement of brand. The whole staff have to be trained to know Brand equity and utilize it in the course of creating brand. People have great experiences about brand. They are messengers of your brand. Fifth, establish brand management system. All the contact points with consumers should be considered in order to make sure that all experiences of the persons about brand are consistent and compatible.

This issue consists of changing strategy, system, technology, services, goods and even physical locations, to engineer experiences of buyers. A very important element in the field of branding is to stabilize integration and consistency with variations. Although consumers prefer products/services which they know them and are compatible with their demands, but at the same time, they favor also new things. The new goods/services are major elements to provide modernity and communication with consumers but fixing brand name and its values causes raised trust. It is time to see brand as a strategic asset that could have more and different values than tangible assets. The control and measurement of word of mouth method is so difficult but its influence on customers decision-making is strong.

Encouraging friends to buy product and services or prohibiting them from purchase ever influence pre-and-pro purchase behavior of customers. If a company uses marketing through verbal recommendations, it will obtain effective results and compete with others well. With regard to the issue studied in the field of marketing and sports marketing management in Iran, the following are a series of solutions in order to attract customers by such promotions: \* Paying more attention by

organizations of verbal promotion in attraction of customers; \* Establishing an internet base in order to introduce brand which prepares a field to spread electronic verbal promotion; \* Regarding the influence of verbal promotion on the customer's choice, customers should be encouraged to talk about their desired brand with their friends, relatives and colleagues. This involves providing memorable experience for users through supplying optimal goods and services.

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## UTJECAJ USMENE PROMIDŽBE NA DIMENZIJU TRŽIŠNE VRIJEDNOSTI MARKE U SPORTSKIM USLUGAMA

### Sažetak

Cilj ovog istraživanja je razmotriti utjecaj usmene promidžbe na dimenzije vrijednosti branda u sportskim uslugama. Metodologija je opisna i korelacijska. Statistička populacija su kupci centra Vodeni val od kojih su 362 osobe odabrane kao uzorak. Općenito, rezultati regresije pokazuju da je riječ o usmenoj promociji koja utječe na percipiranu kvalitetu, lojalnost brandu i udruživanje branda. Rezultati ovog istraživanja ukazuju na snažnu ulogu usmene promocije u vrijednosti odluka robne marke. Kako bi se povećala moć branda, menadžeri bi trebali ulagati u usmenu promidžbu.

**Ključne riječi:** riječi usmene promidžbe, procijenjena kvaliteta, brand, lojalnost, svijest, udruživanje

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