



Experimental Marketing, Brand Equity, and Reputation of Customer Behaviors in Sports Venues

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ABSTRACT

Purpose: The present study investigated the effect of experimental marketing on brand equity and reputation in Tehran Municipality sports venues.

Methodology: The statistical population includes all users of sports facilities in Tehran Municipality. According to the Morgan table, the statistical sample was 384 customers selected by random clustering. This research tool included Schmidt (2016) Experimental Marketing Questionnaire, Sarmad and Bazargan Brand Value Questionnaire (2005), and Fembran et al. (2019) Brand Reputation Questionnaire. Structural equation modeling test of Smart PLS statistical software was used to analyze the data. According to the results, the path coefficient for the experimental marketing relationship on the brand equity is positive, and the T-value is more than 1.96. Therefore, practical marketing has a significant effect on the brand equity of Tehran Municipality sports venues. Also, the path coefficient for the experimental marketing relationship is positive on reputation, and the T-value is more than 1.96.

Findings: As a result, experimental retrieval can lead to the reputation of places and increase their brand value. These factors indicate the need for more attention of managers of sports venues using the current research model and practical use of experimental marketing.

Originality: Finding helps predict customers' behavioral tendencies.

Keywords

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Brand Equity
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1. Introduction

A brand can represent the position of a product or company in the market and allow consumers to easily judge it and make the right choice (Alcañiz et al., 2010). One of the essential characteristics of a brand is its value, which has a significant impact on creating differentiation in the brand, improving brand performance, and gaining a competitive advantage (Çifci et al., 2016). Brand equity is built for the organization by the brand name. It is a multidimensional structure that includes attitudinal and behavioral aspects. Various studies have shown that real value is not in the product or service but actual and potential customers, and it is the brand that creates real value in the minds of customers (Kotler & Pfoertsch, 2007). Corporate reputation has been around since the 1950s by marketing researchers. However, the exact definition of reputation is not yet provided by marketers.

In economic settings, reputation is defined as a reflection of a company's past activities that affect the future performance of its stakeholders (Davies et al., 2003). In strategic management, reputation is intangible, unimaginable, and unique and shapes stakeholders' feelings towards a company. In marketing science, reputation describes associates people attribute to a company that can attract customers, increase their loyalty, and strongly influence the buying and selling process. Put. Researchers have found that companies pay more attention to their company reputations (Mishina et al., 2011). Some factors increase public awareness of companies' actions and their extensive coverage. The companies' growing need for interest groups, increasing companies' demand for word-of-mouth marketing, increasing the importance of consumers' personal experience of a company's services and products has caused the importance of reputation for companies to double compared to the past (Shamma, 2012). As one of the largest municipal sports organizations in the country, Tehran Municipal Sports Organization, due to its challenging and essential tasks and generating income from its sports venues, is required to apply marketing concepts in activities. One of these concepts is empirical marketing, which is very important to study. The human senses focus on the company's marketing activities, emphasizing creating and delivering sensory experiences. This allows the company to convey its values and brand identity to the customer on a deeper individual level. Empirical marketing can be effective in a person's ultimate shopping experience- an experience in which the five human senses interact with the brand in a transcendent sensory experience. Experimental marketing is not about the masses or a particular segment but the individual. That's why empirical marketing deals with people personally and socially through conversation and interaction. It is different from customer acquisition in mass marketing and customer retention in relationship marketing (Ebrahimpour Azbari et al., 2015).

Schmidt defines empirical marketing as a customer after direct observation or attending a special stimulus event. It feels that it motivates and creates specific thoughts or consumer behavior (Garg et al., 2012). On the other hand, commercial marketing can affect brand reputation (Özdemir & Erdem, 2018). The Relationship between Experimental Marketing and Company Reputation: A survey of Turkish operator

companies found a positive and significant relationship between experimental marketing and company reputation. Practical marketers consider consumers emotional and rational individuals who seek to achieve enjoyable experiences. As a result, managers are encouraged to change their insights and attitudes from emotional and sensible decision-makers and develop this type among their employees. Empirical marketing originates from those theoretical foundations in which the brand's experience, whether goods or services, is considered with a holistic view (Seyed Javadin et al., 2010). An essential part of the brand experience is formed when customers are exposed to a company's mixed marketing strategy (Raisifar et al., 2013). To date, most empirical research has focused on utility features and product category experience, not on the experiences gained by brands. Experience the brand as the senses, emotions, recognitions, and behavioral responses read by the associated brand motivator that is part of a design and identity, packaging, communications, and brand environments; is conceptualized (Brakus et al., 2009). The brand experience can be defined by the consumer's perception at each moment of contact with that brand, whether the brand images in an advertising project or during the first personal contact or the appropriate quality level that the person feels received. The brand experience is created when the consumer uses the brand; they talk to others about the brand, seek out brand information, promotions, events, and more (Brakus et al., 2009). Most managers do not pay much attention to empirical marketing strategy because they consider customers who only pay attention to price, quality, and the traditional 4p marketing mix. Our pleasure and memory are the product (Hemmatyar & Saeidnia, 2016). Bagheri et al. (2020) concluded in their research that designing meaningful experiences can be a new approach for sporting event organizers to gain more market share. In general, the experience can predict customers' behavioral tendencies.

2. Methodology

The study's statistical population: Ten sports Tehran venues were selected from the north, south, east, west, and center of Tehran. A statistical sample was selected from the customers of these venues. Three hundred eighty-four people are the maximum number of statistical models in the Morgan table, which is considered due to the uncertainty of the size of the statistical population. Data collection using general characteristics questionnaires, the quality of services, sports brand advertisements, and the customer's purchase decision have been made. According to Morgan's table, the statistical sample was 384 randomly selected from the statistical population, and a research questionnaire was distributed among them.

The questions included gender, education level, occupation, and age.

- 1- Schmitt (1999) Experimental Marketing Questionnaire: In this questionnaire, experimental marketing experiences are questioned, including five parts: sensory experience, emotional experience, intellectual experience, and interactive experience, which contains 12 items. Schmitt (1999) reported the

reliability of this questionnaire as 0.87%. Taghshzadeh et al. (2015) also reported the reliability of this questionnaire as 0.82 in a study.

- 2- Sarmad and Bazargan Brand Value Questionnaire (2005): In this study, Sarmad and Bazargan brand equity questionnaire (2005), which has 21 items and nine perceived quality components (questions 1 to 4), brand loyalty component (questions 5 and 6), brand awareness component (questions 7 and 8), brand association component (questions 9 and 10), functional value component (questions 11, 12 and 13), social value component (questions 14 and 15), emotional value component (questions 16 and 17), component of Feeling lost (questions 18 and 19), a component of the tendency to word of mouth (questions 20 and 21), was used. Also, the answer to the questions is from the Likert five-choice range. Sarmad and Bazargan (2005) reported the reliability of this questionnaire as 0.91.
- 3- Brand Reputation Questionnaire: The questionnaire consists of 22 items compiled by Fembran et al. (2019). This questionnaire has four dimensions of tangible services (questions 1 to 5), credibility component (questions 6 to 10), social capital component (questions 11 to 15), and organizational reputation component (questions 16 to 22). How to answer questions is from the Likert five-choice range. Fembran et al. (2019) reported the reliability of this questionnaire as 0.84. Cronbach's alpha was used to calculate the reliability of the questionnaires by an appropriate method. The amount is reported in [Table 1](#) below.

Table 1. Reliability was calculated in each of the questionnaires and their components through Cronbach's alpha.

Reliability coefficient	Type of questionnaires
%81	Experimental marketing
%86	Brand equity
%79	Brand reputation

The descriptive statistics section used frequency, frequency percentage, central tendency indices (mean), and dispersion index (standard deviation). For the collected questionnaire data to be normal or abnormal, skewness and elongation were calculated using SPSS software version 24. A structural equation modeling test was used in data analysis. The Smart PLS statistical software was used for this purpose.

3. Results

The demographic characteristics of the research groups are as follows:

Table 2. Demographic characteristics.

Gender		Marital status		Sports history				Age				Job		Education			Variables				
Female	Man	Married	Single	Under-five years	Between 6 and 10 years	Between 11 and 15 years	Between 16 and 20 years	Over 20 years	Under 20 years	Between 20 and 24 years	Between 25 and 29 years	Between 30 and 34 years	Between 35 and 39 years	More than 40 years	Unemployed	Governmental	Free	Lower than bachelor	Masters	Master and above	Options
179	205	270	114	22	10	127	105	120	75	65	156	58	20	10	32	291	61	151	126	107	Abundance
46.7	53.3	70.3	29.7	5.7	2.6	33	27.3	31.2	19.5	16.9	40.6	15.1	5.2	2.6	8.3	75.8	15.9	27.8	32.8	39.4	Frequency

Questions do not necessarily have exact predictions and consequences in the constructive model. In contrast, in the case of the reflective model, the questions certainly have the exact predictions and outcomes. A measurement model is part of a general model that includes a variable with inquiries related to that variable. As shown in the figure below, there are three measurement models related to the three research variables in the research model.

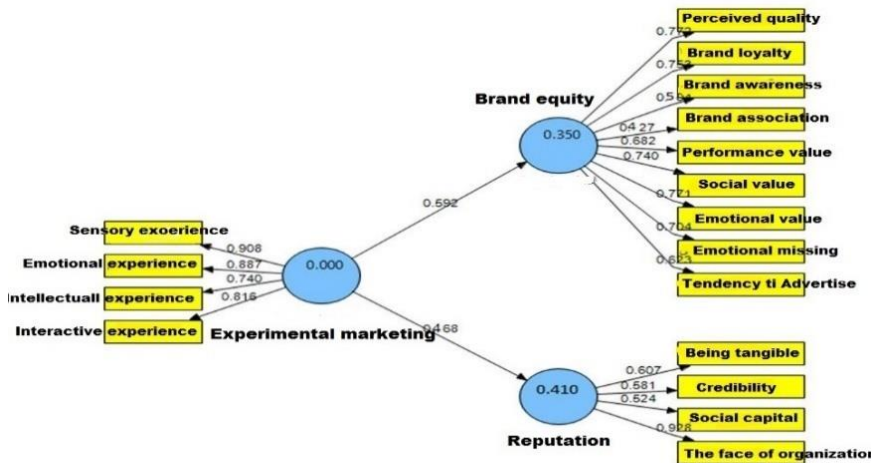


Figure 1. Fitted general model.

Factor loads are calculated by calculating the correlation value of the questions of a variable with that structure. If this value is equal to or greater than 0.4, it confirms the variance between the variables. Also, its questions are more significant than the variance of the measurement error of that structure. And the reliability of that measurement model is acceptable. The critical point here is that if the researcher, after calculating the factor loads between the variable and its questions, encounters values less than 0.4, he must correct that question or remove it from the research model. In the research model, we examine the factor load coefficients of each of the questions related to the three main variables:

Table 3. Investigation of factor load coefficients of each question related to the three main research variables.

	Experimental marketing	Brand equity	Brand reputation
1.	0.564835		
2.	0.523967		
3.	0.842990		
4.	0.872649		
5.		0.794088	
6.		0.668171	
7.		0.788538	
8.		0.571318	
9.		0.658419	
10.		0.683710	
11.		0.688619	
12.		0.609975	
13.		0.661829	
14.			0.688003
15.			0.691185
16.			0.796631
17.			0.761063

The value of the criterion for the suitability of the factor load coefficients is 0.4. In the table above, for all questions, the factor load coefficients of the questions are more significant than 0.4, which indicates that this criterion is appropriate. If, after running the model, we encounter questions with factor loads less than 0.4, we must delete that question so that other criteria are not affected. Here the factor loads of any of the questions are not less than 0.4. As shown in Table 3 below, the value of these criteria, i.e., Cronbach's alpha and the combined reliability of the variables in all three variables, is higher than 0.7, indicating the model's appropriate reliability. In this research, the reliability of the variables is at the desired level. The table below shows that the combined reliability and Cronbach's alpha are appropriate for all four questionnaire indicators. Since the reliability is confirmed, the hypotheses can be examined by structural equations, and the result can be generalized to the whole society.

Table 4. Combined reliability and Cronbach's alpha of research variables.

	Combined reliability	Cronbach's alpha
Experimental marketing	0.862215	0.785651
Brand equity	0.839092	0.782148
Brand reputation	0.838273	0.785885

4.1. Convergent validity

The second criterion of examining measurement models is convergent validity, which examines the correlation of each variable with its questions (indicators). The AVE criterion represents the average variance of each variable with its inquiries. In simpler terms, AVE indicates the degree of correlation with its questions that the higher the correlation, the greater the fit. Table 4 below and the Fornell and Larker methods have

introduced a suitable value for AVE of 0.4 and above. For all variables, the value of AVE is greater than or equal to 0.4.

Table 5. Convergent validity study of research variables.

Variable	Mean extraction variance
Experimental marketing	0.511330
Brand equity	0.611002
Brand reputation	0.475789

Given that the appropriate value for Cronbach's alpha is 0.7, composite reliability is 0.7, and AVE 0.4, and all criteria in the factor load measurement section are relevant, the appropriateness of the reliability status and convergent validity of the research can be confirmed.

4.2. Divergent validity

The third criterion is the fit of measurement models, which covers two issues:

In this method, the degree of correlation between the questions of one variable is compared with that variable, and the degree of correlation between the questions of one variable and other variables is compared. Suppose it is found that the degree of correlation between a question and variables other than the variable itself is more than the correlation of that question with the relevant variable. In that case, the divergent validity of the model under question is questioned. The following table is used for review:

The rows of this table belong to the questions, and its columns belong to the variables of the research model. The values inside the table cells indicate the correlation between the questions and the variables. The primary model in this research consists of 3 variables, each of which has several questions.

Table 6. Divergent validity.

	Experimental marketing	Brand equity	Brand reputation
1.	0.744504	0.122021	0.112977
2.	0.811251	0.418858	0.683710
3.	0.743929	0.597778	0.688619
4.	0.864551	0.492969	0.609975
5.	0.043957	0.729519	0.661829
6.	0.392203	0.858442	0.688003
7.	0.300855	0.822526	0.610432
8.	0.389421	0.748673	0.500803
9.	0.351463	0.792861	0.486389
10.	0.052761	0.864706	0.086342
11.	0.290783	0.826821	0.558373
12.	0.572905	0.710170	0.245559
13.	0.290783	0.826821	0.558373
14.	0.130428	0.347986	0.819886
15.	0.178054	0.321238	0.892719
16.	0.221304	0.351534	0.716021
17.	0.129008	0.347359	0.828312

4.3. Significant coefficients t

To evaluate the fitness of the structural model of the research, several criteria are used. The first and most basic of which are the significant coefficients t or the values of t -values.

The most basic criterion for measuring the relationship between variables in the model (structural part) is the significant numbers t . If the value of these numbers exceeds 0.95, it indicates the correctness of the relationship between the variables and thus confirms the research hypotheses at a confidence level of 1.96. Of course, it should be noted that the numbers only show the correctness of the relationship, and the intensity of the relationship between the variables cannot be measured by it.

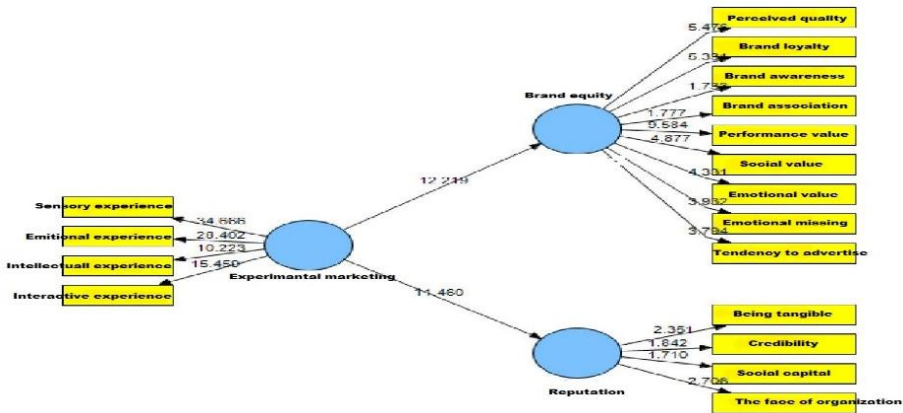


Figure 2. Fitting the structural model of the coefficient of significance.

4. Managerial implications

Experimental retrieval can lead to the reputation of places and increase their brand value. These factors show the need for more attention of managers of sports facilities in Tehran Municipality using the current research model and practical use of experimental marketing. It significantly affects the brand equity of sports facilities in Tehran Municipality. The basis is proposed to create sports venues by holding sports festivals for children and adolescents and holding family sports competitions and experimental marketing in sports venues to increase their brand's brand value and provide new customers. Furthermore, experimental marketing on the reputation of municipal sports venues has a significant effect. Therefore, it is suggested that the managers of sports venues, by communicating through social networks and creating a suggestion box in sports venues, be aware of customers' opinions in improving the space and performance of the complex.

6. Discussion and conclusion

Experimental marketing helps customers interact emotionally with the brand, products, and services, leading to smart decision-making and informed purchasing decisions. In general, when customers use sports venue services, they are interested in re-attending the sports venue and, as an advertiser, receiving the services received. Friends and acquaintances redefine that this factor causes the growth and development of the brand and can help grow the brand value of sports venues, so it is suggested that the managers of sports venues, by increasing their awareness in the field of experimental marketing, can develop the brand. Make your sports venue available. Experimental marketing has a significant effect on the brand equity of sports venues. This result with the results of [Al-Hayari \(2018\)](#); [Ebrahimpour Azbari et al. \(2015\)](#); [Hosseinzadeh Shahri and Haddadi \(2017\)](#); [Okanga \(2018\)](#); [Roozfarakh \(2017\)](#) are all directions. [Al-Hayari \(2018\)](#) receiving empirical marketing affects the brand equity of goods with high mental engagement.

There is a positive and significant relationship between brand equity and customer loyalty. [Roozfarakh \(2017\)](#) found a significant effect in all aspects of experimental marketing on the value experienced. There is also a meaningful relationship between empirical marketing and satisfaction through experienced dealers. [Hosseinzadeh Shahri and Haddadi \(2017\)](#) found that empirical marketing affects the customer's experiential value [Ebrahimpour Azbari et al. \(2015\)](#) found that empirical marketing is effective in customer attachment to, customer loyalty to the brand, and customer trust in the brand. Customer commitment to the brand. [Özdemir and Erdem \(2018\)](#) found a positive and significant relationship between experimental marketing and company reputation. [Okanga \(2018\)](#) helps to use the experiences and brand reconstruction of small and medium enterprises found that using experimental marketing techniques can be the brand of small companies and reconstruct and revive the medium. Today, organizations, far from the features and benefits of traditional marketing, strive to create a customer experience. Around the world, companies have found that consumer decisions are more influenced by emotions than rational thinking.

Traditional marketing methods are inadequate today because they see customers as rational decision-makers and focus on product application features, product benefits, and quality ([Akyıldız et al., 2013](#)). In this regard, empirical marketing is one marketing approach that creates interaction between customers, the marketing team, and products. Of course, this approach is not based on traditional expectations and creates absolute brand loyalty through customers to achieve the ultimate competitive advantage ([Reichheld & Scheffer, 2000](#)). The empirical marketing campaign demonstrates complex and precise messages that traditional approaches cannot efficiently deliver by demonstrating new features and benefits that the consumer can understand only through experience. The live experience of the brand is usually performed in the form of a live ceremony that allows the consumer to live, breathe and feel with the brand through interactions and interactive sensory activities ([Smilansky, 2017](#)). Therefore, empirical marketing helps customers communicate emotionally with the brand, products, and services, leading to smart decisions and informed purchasing decisions. In general,

when customers use sports venue services, they are interested in re-entering the sports venue and, as an advertiser, receiving the services received. Friends and acquaintances redefine that this factor promotes the growth and development of the brand. They can help grow the brand value of sports venues. So, it is suggested that the managers of sports venues increase brand awareness in experimental marketing, the possibility of brand development. Make your sports venue available.

Experimental marketing has a significant effect on the reputation of sports facilities. This result is consistent with the results of (Ebrahimpour Azbari et al., 2015; Keshtkar Rajabi, 2016; Poursoltani Zarandi et al., 2018; Roozfarakh, 2017; Saeidnia & Goodarzi, 2013). Poursoltani Zarandi et al. (2018, May 16) found a significant relationship between experimental marketing and customer satisfaction. Also, the experimental marketing variable explains 26% of the variance changes in the satisfaction variable. There is value experienced. There is also a significant relationship between empirical marketing and satisfaction through experienced value, but the relationship between experiential marketing on loyalty and mediated experience value is not possible alone. But for meaningful communication along with practical value, customer satisfaction is needed. Keshtkar Rajabi (2016) found that experimental marketing and its dimensions (sensory experience, intellectual experience, communication experience, practical experience, and emotional experience) affect consumer attention, as well as consumer attention to his intention to buy.

Ebrahimpour Azbari et al. (2015) found that empirical marketing is effective in customer attachment to the brand, customer loyalty to the brand, and customer trust in the brand, and leads to customer commitment to the brand. Saeidnia and Goodarzi (2013) found that empirical marketing factors, in addition to intellectual experience and practical experience, positively affect emotion. In addition, emotion also affects satisfaction and desirable behavioral tendencies. It has a positive effect, and satisfaction positively affects hot behavioral tendencies. attitudes toward behavior, perceived behavioral control, and mental norms had the highest priority, respectively (Dehghan & Peymanfar, 2021). In general, having a good feeling and avoiding bad feelings is one of the main principles of life. Emotional marketing causes a rethinking of the customer's feelings and emotions, which creates an emotional experience from a weak positive to strong emotions such as pride and joy (Schmitt, 1999) have reached a general satisfaction and, along with these positive feelings, also experience positive emotions. In general, the reputation of a sports venue is derived from the multiple uses of customers. By consecutive visits to a sports venue and comparing the services received from this sports venue and other sports venues, customers get a good mental image of this sports venue that offers good services. Through experience, the various benefits of this place enhance their mental image of the sports place, which causes the development of a positive feeling of the sports place in customers' minds, making the sports place famous.

Therefore, the managers of sports venues should develop positive emotions in customers by making it possible for customers to use various services and experimental marketing strategies to make the sports venue famous. The results showed that the

model of the role of experimental marketing on the brand equity and reputation of sports facilities has a good fit. Considering the three values of 0.01, 0.25, and 0.36, which are introduced as weak, medium, and strong values, and obtaining values greater than 0.36, shows a strong overall fit of the model. This result is in line with the results of researchers such as (Ebrahimpour Azbari et al., 2015; Keshkar Rajabi, 2016; Poursoltani Zarandi et al., 2018; Roozfarakh, 2017; Saeidnia & Goodarzi, 2013). Because these researchers found that Empirical marketing has beneficial consequences such as customer satisfaction, brand value enhancement, and the intention to reappear, these researchers did not study sports environments but based on the present study results. Sports venues can also benefit from experimental marketing. Use to achieve their goals which are brand development and increasing customers. In sports venues, experimental marketing can be beneficial in two ways: First, in experimental retrieval, the individual uses the services and tangibly experiences them, realizes the quality of the equipment, and may be interested in using them. And secondly that people who use equipment and services, by recounting the experiences gained from the sports environment, play a promotional role, and increase word of mouth about the sports environment, which can pave the way for more people to attend.

Therefore, experimental retrieval can lead to the reputation of places and increase their brand value. These factors show the need for more attention of managers of sports facilities in Tehran Municipality using the current research model and practical use of experimental marketing. The present study results in the first hypothesis showed that experimental marketing significantly affects the brand equity of sports facilities in Tehran Municipality. The basis is proposed to create sports venues by holding sports festivals for children and adolescents and holding family sports competitions and experimental marketing in sports venues to increase their brand's brand value and provide new customers. The results showed that experimental marketing on the reputation of municipal sports venues has a significant effect. Therefore, it is suggested that the managers of sports venues, by communicating through social networks and creating a suggestion box in sports venues, be aware of customers' opinions in improving the space and performance of the complex. Improve them in the field of empirical marketing and improve the feelings and perceptions of customers in the collection. Results of the present study the third hypothesis showed that the model of the present study has a good fit, so it is recommended to the managers of sports facilities in Tehran Municipality to use this model to improve the performance of sports facilities. As a result, experimental retrieval can lead to a good reputation of the facilities and increase their brand value. These factors show the need for more attention of managers of sports facilities using the current research model and practical use of experimental marketing.

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بررسی تاثیر ارتباط بازاریابی تجربی بر ارزش ویژه برند و خوشنامی اماکن ورزشی

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چکیده

هدف: پژوهش حاضر، تأثیر بازاریابی تجربی بر ارزش ویژه برند و خوشنامی در اماکن ورزشی مطالعه موردی شهرداری تهران، بود.

روش: روش انجام پژوهش حاضر از نظر هدف کاربردی و از نظر روش گردآوری داده‌ها، در گروه تحقیقات پیمایشی و مبتنی بر روش توصیفی (همبستگی) و جامعه آماری آن شامل کلیه استفاده‌کنندگان از اماکن ورزشی شهرداری تهران بود. نمونه آماری با توجه به جدول مورگان ۳۸۴ نفر در نظر گرفته شد که این افراد به صورت خوشه‌ای تصادفی انتخاب شدند. این ابزار پژوهش شامل پرسشنامه بازاریابی تجربی اشمیت (۲۰۱۶)، پرسشنامه ارزش ویژه برند سرمد و بازرگان (۲۰۰۵) و پرسشنامه خوشنامی برند فامبران و همکاران (۲۰۱۹) بود. روایی آن‌ها توسط اساتید تأیید و پایایی آن‌ها در حد بالایی برآورد شد. در تجزیه و تحلیل داده‌ها از آزمون مدل‌سازی معادلات ساختاری نرم‌افزار آماری Smart PLS استفاده شد.

یافته‌ها: در نتیجه با توجه نتایج، ضریب مسیر برای رابطه بازاریابی تجربی بر ارزش ویژه برند مثبت و مقدار T-Value معنی‌دار بود. همچنین ضریب مسیر برای رابطه بازاریابی تجربی بر خوشنامی مثبت و مقدار T-Value معنی‌دار بود. در نتیجه بازاریابی تجربی هم می‌تواند به خوشنامی اماکن منجر شود و هم ارزش برند آن‌ها را افزایش دهد و این عوامل لزوم توجه بیشتر مدیران اماکن ورزشی شهرداری تهران در استفاده از مدل پژوهش حاضر و استفاده عملی از بازاریابی تجربی را نشان می‌دهد.
اصالت و ابتکار مقاله: این یافته‌ها به پیش‌بینی تمایلات رفتاری مشتریان کمک می‌کند.

کلیدواژه

ارزش ویژه برند
اماکن ورزشی
بازاریابی ورزشی
بازاریابی تجربی
خوشنامی

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