

## **The Relationship between Aesthetic Dimensions and Customer Loyalty in Gyms**

**Mohammad Saeid Kiani\***

PhD Student, Department of Sports Management, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.

**Shahab Bahrami**

Assistant Professor, Department of Sports Management, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.

**Received:** Dec 03, 2020; **Accepted:** Jan 09, 2021

**doi:** 10.22054/nass.2021.57348.1081

### **Abstract**

Sports venues and complexes are among the most important sports venues in the community. For this reason, these places should be planned according to aesthetic and technical characteristics. It's not enough to just exercise. The main purpose of the present study was to investigate the relationship between aesthetic dimensions and customer loyalty of gyms and a case study of Ardabil city. The method of this research is descriptive survey, in terms of practical purpose and is done in the field. The statistical population of this study consists of all visitors to Ardabil sports halls. The method used to sample this research is that due to the possibility of access to all these sports halls in Ardabil city, and in these places, the choice of customers was random, which was selected using Morgan's table of 384 people. . In order to collect the required data, Razavi et al.'s (2011) aesthetic dimensions questionnaire and Randall's customer loyalty questionnaire (2005) were used. The results showed that the dimensions of color, light, harmony, form, space and environment are effective in customer loyalty to sports venues and there is a significant relationship between aesthetic aesthetics and customer loyalty to sports venues ( $P < 0.05$ ) and direct existence. And with the improvement of the aesthetic dimension in sports venues, customer loyalty to sports venues will increase.

**Keywords:** Aesthetic Dimensions, Customer Commitment, Sport Places, Sports Marketing

---

\* **Author's e-mail:** mohammadsaeidkiani@gmail.com (**Corresponding Author**), shahabbahrami@gmail.com

## INTRODUCTION

The human soul is delicate and seeks tenderness and beauty. An important part of human life has been beauty since its inception. Man's attraction and attraction to beauty is due to the nature of his nature; because it is a kind of beauty and that is why it has found art in beauty and beauty in art. To understand and attract beauty, the role of existence must be pure and adorned in order to be worthy of receiving. From time immemorial, man has paid attention to the spiritual and esoteric needs and the aesthetic sense. The first residential examples show such a relationship (Ayvazian, 2002, 65; Amiri, 2007, 175). Sports venues and complexes are among the most important sports venues in the community. For this reason, these places should be planned according to aesthetic and technical characteristics. It's not enough to just exercise. The urgent need to create new design methods to make sports centers more effective and attractive is extremely important. Sports venues and complexes are among the most important sports venues in the community. For this reason, these places should be planned according to aesthetic and technical characteristics. It's not enough to just exercise. The urgent need to create new design methods to make sports centers more effective and attractive is extremely important. Sports-loving people are willing to spend their time and money to see a beautiful sports venue, such as a gym, so that they can use this place for hours to come (Forghani Ozroudi 1394. 34). The relationship between sports and architecture, and the establishment of various competitions and events that have become the bedrock of architects' art, and on the other hand, the creation of significant works in this field that encourage more people and welcome them to sports venues such as stadiums. It brings out an individual movement and presents it culturally in the society (Ayvazian, 2002, 66). Today, there is a global trend toward loyalty marketing, with many companies in most industries studying, evaluating, and strategically implementing loyalty and programs aimed at fostering strong relationships with their customers (Banasij 2005; 333). The aesthetic dimension is a human need today, and deep attention to the customer and customer orientation is the secret of the world of the sports industry. Pursuing customer satisfaction is an important goal for organizations. Customer satisfaction is the feeling of a customer's attitude towards a product or service after using it. If customers are

satisfied with a particular service, they will probably repeat their purchase (Abu Torabian et al., 30.1386). Satisfied customers are also likely to tell others about their desired experiences that result from positive word-of-mouth advertising (Erin et al., 2018, 388). In designing sports venues, in addition to the technical aspects, we should also pay attention to the aesthetic aspects. Aesthetics refers to the beauty of the environment around a sports venue, such as the view of gardens and flowers, the bright and bright interiors that invite and attract people to relax for a moment, as well as the use of stimulating colors, adding spaces. It is a side and other service. The development of initiative policies and strategies to increase the tendency of individuals to sports venues requires continuous follow-up to become a consistent and comprehensive principle (Bauman, 2004 8.). Today, there is a global trend toward loyalty marketing. Many companies in most industries study, evaluate, and implement loyalty strategies and programs aimed at fostering strong relationships with their customers (Banasievich, 2015, 333). Marketing activities are mainly based on customer value. The value perceived in marketing is defined as the customer's assessment of the costs and resources gained from purchasing a product or service (Ranjbaran et al., 2012, 8). On the other hand, the intensification of competition in the fields of production and services is observed all over the world, and it is quite obvious that this factor makes it more and more difficult to maintain customers and increase their loyalty in this space (Allameh and Nakan Dan, 2010, 110). With the increasing intensity of competition in the sports industry, the quality of services has become the most important condition for the success of sports institutions. The main goal of sports organizations is to provide opportunities that satisfy users. This goal stems from the belief that users who are highly satisfied with their experience are more likely to repeat their behavior, will be loyal users, and will support the institution, given the importance and role that physical activity plays. It plays a role in people's daily lives and health. Identifying important and effective factors in order to attract people to sports fields and examining important factors in the continuity of their company (customer loyalty) in these fields using various marketing methods, research and finding special interests and needs of people in society is essential. (Moazen Ahmadi, 2007. 84). Between the two strategies of attracting a new customer and maintaining the current

customer, marketing research supports the second strategy, which is to protect the current customer, because research has shown that attracting a new customer costs six times as much as retaining the current customer. Again, it is a very sensitive and vital task that requires certain tricks and tools. . The most important marketing tools for marketers are constant communication with people, providing the right services and being aware of competitors' movements. Loyal customers due to having the two main characteristics of "understanding the situation" and "trustworthiness" and also due to low cost and introducing new customers to the organization and spending more money, make the organization more efficient and have a positive effect on high profitability. They have the duration of the organization. The concept of customer loyalty in the context of business is described as creating a commitment in the customer to make a deal with a specific organization in purchasing goods and services repeatedly and continuously in the future (Mahmoudi et al., 2011-2014) by studying the factors affecting loyalty. Customers learn how they can be more successful in attracting customers and creating loyal customers by focusing on the dimensions that are most important to consumers, about consumer products that are constantly changing. Find. Marketers need to study the needs, requirements, perceptions, and compulsions of customers so that they can decide to compete in market share development, new product development, price changes, product characteristics changes, advertising, and change distribution channels. These are all things that reveal the necessity and importance of doing this research for us. It is important to examine the factors that affect customer satisfaction for service organizations, such as sports complexes and swimming pools. Due to the lack of equipment and facilities, physical and material resources, and especially specialized human resources, these organizations have failed to provide full customer satisfaction. In other words, not all the activities of these organizations are in line with the demands and expectations of customers. . The role of service quality in customer satisfaction and providing the necessary training to club employees, especially coaches, will be very effective (Kento et al., 1989.1999). Execution and attention to the interests and factors affecting it, the environment in which people are present, gives them a sense of identity and belonging to the place and causes them to be attracted to that place (Shafiei 37.1388.). On the other hand, determining the quality of

service gap, and then adopting strategies to eliminate or reduce the gap, is the first major step in developing quality improvement programs. In view of the fact that there is always a shortage of resources, it is considered as one of the main obstacles to the implementation of quality programs. This assessment enables the management of the set to better prevent the loss of quality, to allocate the limited available financial resources in a better way to improve the performance of the organization and to improve the quality of service (Barry et al., 2017, 15). The quality of services differs from the quality of goods and tangible products in three respects. These differences can be examined from three aspects, which can be considered under the headings of how to produce, how to consume and how to evaluate. Unlike goods, services are essentially intangible and are often presented in the form of performance, role-playing, or experience, and can rarely be described in terms of accurate specifications to maintain consistent quality commented. Services, especially those that require a lot of effort, are heterogeneous and diverse. This means that people's performance varies from person to person and from one supplier to another, and even from one day to the next. Consumption stage is indistinguishable from most services. Service quality is often assessed during the service delivery process and usually when the customer and supplier interact. Unlike the producers of goods, a service provider does not have the opportunity to check the quality of the product after the production of the product and before it reaches the customer. The quality of services as one of the most important factors determining the success of the organization. Service services in today's competitive environment have been considered, any decrease in customer satisfaction due to low quality of service is a cause for concern for service organizations (Sajjadi et al., 2011, 38). In the field of sports management, many articles have been written about the sports service environment, the focus of which is service quality and shows that factors affecting service quality such as facilities, cleanliness and health, equipment and safety issues are important (McIntash and Dorothy, 2017, 276). Koozehchian et al. (2009) in their study entitled Comparison of Customer Satisfaction of Private and Public Men's Bodybuilding Clubs in Tehran found that there is a significant difference in the overall satisfaction of private and public bodybuilding clubs. There is also a significant difference in customer satisfaction with social factors,

equipment, employee behavior quality, training programs and tuition in private and public clubs, and there was no significant difference in customer satisfaction with the health factor in private and public clubs. Ali Doust et al. (2010) in their study entitled "Surveying and Comparing Customer Satisfaction of Private and Public Bodybuilding Clubs in Tehran" found that there is a significant difference between the components of satisfaction in private and public clubs. Apart from the cost-satisfaction component, in which public satisfaction clubs were significantly higher, in other components, private fitness clubs were significantly more satisfied. There was also a significant difference between the overall customer satisfaction of private and public bodybuilding clubs, and private club customers showed greater satisfaction. The most important factor that makes a difference in private and public clubs is the satisfaction of the club's facilities and physical environment, as well as the way management, coaches and staff of private clubs deal, which may lead to customer satisfaction and higher revenue in private clubs. Be. Razavi et al. (2012) in their research entitled "Study of aesthetic dimensions in the tendency of customers to sports venues" found that the dimensions of color, light, harmony, form, space and environment are effective in the tendency of customers to sports venues. There has also been a significant difference in aesthetics between the current and desired status of sports venues in terms of customer orientation. Amirnejad et al. (2012) in an article entitled "Surveillance of satisfaction with the provision of services in wrestling clubs from the perspective of wrestling students in Mazandaran province (case study: Babol city) found that, an objective and experimental support for understanding the factors of satisfaction. From the perspective of educated people, Rabian also said that non-student wrestlers have a higher average rating in terms of satisfaction with the provision of services in terms of satisfaction with facilities and facilities, quality of staff and staff behavior, coaches and training programs, socio-cultural and cost. Receiving Receipts from student wrestlers are statistically superior It is significant. From the perspective of wrestling students, the socio-cultural component has the most influential factor in club satisfaction, followed by coaching and training programs, personnel and staff, facilities and equipment, and fees received. Baker et al. (2015) in a study entitled "The effect of store environment on perceived quality and

mental image of the store" examined how the combination of specific factors in the store environment on customer perception of goods and service quality. The results show the factors. Surrounding and social in the store environment leads customers to use their own quality observations. In addition, the store environment, product quality and service quality are the prerequisites for the store's mental image. Deferrch and Mission (2017). The aim of this study was to determine the perceptions that people have in the environment and can lead people to leisure sports and active transfer to school among Belgian youth. In the end, they came up with two different results. In terms of leisure sports activities, it was concluded that there was no relationship between environmental aesthetics and leisure sports activities. Regarding the way to go to school, there has been a positive relationship between environmental aesthetics and the tendency of young people to walk and ride bicycles to school. Cleland et al. (2018) concluded that aesthetics and environmental attractiveness can affect people's health behavior and there is a positive relationship between people's tendency to exercise in leisure and environmental variables such as aesthetics. Lee et al (2017) in the Gulf Golf Clubs on the impact of service quality on satisfaction and the intention to buy again concluded that for open golf women the quality of club services, cleanliness and novelty of club equipment are more important than men. The present study addresses which of the design components and architectural details are attractive to gyms, and what elements people find beautiful in themselves. Also, the aesthetic elements of these sports spaces should be identified in order to use the present research to increase the aesthetic understanding of sports hall officials, create an attractive and desirable environment and make people interested in regular participation in physical activities. Despite the importance of these issues and their great impact on the behavior of the customers of the halls, it is hoped that by using the results of this research, a step will be taken to improve and develop the use of aesthetic elements in gyms.

## **METHOD**

The method of this research is descriptive-survey, applied in terms of purpose and performed in the field. The statistical population of this study consists of all visitors to Ardabil sports halls. The method used to sample this research is that due to the possibility of access to all these

sports halls in Ardabil city, and in these places, the choice of customers was random, which was selected using Morgan's table of 384 people. In the first stage, data collection has been done using library method and with compression tools. In the second step, a questionnaire was used to collect data. In order to collect the required data, Razavi et al.'s 24-item questionnaire (2011) and Randall's customer loyalty questionnaire (2005) were used.

## RESULTS and DISCUSSION

Test the normality of the data.

**Table 1:** Shaporo Willik normality test

Components	Shapro-Willik		
	statistics	Degrees of freedom	The significance level
Environment	0/000	1	0/124
Space	0/085	1	0/098
Form	0/000	1	0/248
Harmony	0/000	1	0/068
the light	0/000	1	0/702
Color	0/000	1	0/371

According to the Shapro Vilik test and also the significant level which is higher than 0.05 shows that the data have a normal distribution.

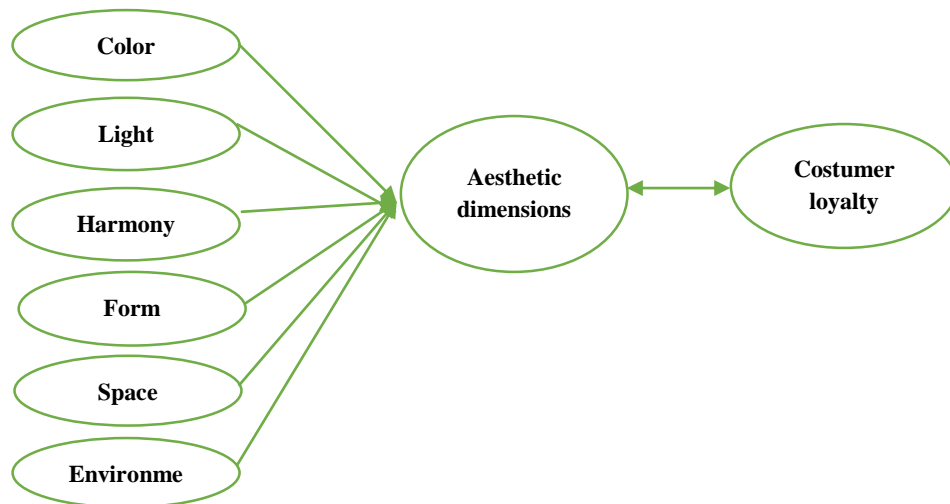
There is a significant relationship between the aesthetic dimensions of Ardabil sports halls and customer loyalty.

**Table 2:** Customer loyalty model to aesthetic dimensions

Variables are aesthetic dimensions		Loyalty
Environment	Pearson's score	0/664
	The significance level	0/000
	Number	348
Space	Pearson's score	0/503
	The significance level	0/004
	Number	348
Form	Pearson's score	0/490
	The significance level	0/002
	Number	348
Harmony	Pearson's score	0/621
	The significance level	0/000
	Number	348
the light	Pearson's score	0/664
	The significance level	0/040
	Number	348
Color	Pearson score	0/502
	The significance level	0/001
	Number	348



According to Pearson's correlation test, the test is significant ( $\text{sig} < 0.05$ ) and there is a significant relationship between the color dimension of gyms and customer loyalty. By increasing the color dimension of gyms, customer loyalty increases. There is a significant relationship between the light dimension of gyms and customer loyalty. By increasing the light dimension of gyms, customer loyalty increases. There is a significant relationship between the harmony of gyms and customer loyalty. By increasing the harmony dimension of gyms, customer loyalty increases. There is a significant relationship between the shape of gymnasiums and customer loyalty. As the size of the gym increases, so does customer loyalty. There is a significant relationship between the size of the gym and customer loyalty. As the size of the gymnasium increases, so does customer loyalty. There is a significant relationship between the size of the gym and customer loyalty. As the size of the gymnasium environment increases, so does customer loyalty.



## CONCLUSIONS

By studying the factors that affect customer loyalty, manufacturers find out how they can engage customers in creating products that are constantly changing by touching on dimensions that are more important to customers, and attracting loyal customers. , To achieve more success. Marketers need to study the needs, needs, perceptions and needs of customers so that they can decide to compete in market share

development, new product development, price changes, product characteristics changes, advertising and change distribution channels. These are all cases that reveal the necessity and importance of conducting this research for us. The appearance and quality of customer service should be considered equally, and the appearance of sports venues and facilities should be in accordance with the architectural styles and culture of the community. Sports venues and facilities that are designed to relax, practice, and fill leisure time should have, in addition to adequate capacity, convenient location, ease of use, and attractiveness and beauty. Razavi (2012) in examining the aesthetic dimensions in customer orientation to sports venues based on the results of his research states that the elements of color, light, harmony, form, space and environment are effective in customer orientation to sports venues. There has also been a significant difference between the current and optimal state of sports venues in terms of customer orientation to those places from an aesthetic point of view. Soleimani (2011) in his research entitled "Educational space of preschool centers (design and layout based on Maria Montessori's view) concluded that the dimensions of color, space, form, harmony, light and environment in customer orientation to sports venues, respectively. While in Rezaei's research (2011) they are easy to access sports space, observing the appropriate distance of sports venues from polluted urban centers, expandability, matching sports space with users' needs, Convenience with the geographical conditions of the region, safety considerations in the construction and use of sports space, logical connection between adjacent sports facilities, separate sports facilities for championship, educational, public and recreational sports, sports space, flexibility for various uses And the availability of amenities were among the factors that were considered effective in order to prioritize the productivity of sports venues. Cleland, Timper, and Crawford (2018) concluded that factors such as greenery and the beauty of the environment attract people to walk in their spare time. Therefore, aesthetics and environmental attractiveness have a direct and positive relationship with walking in mothers' leisure time. Deferr et al. (2010) stated that in order to promote an active life among young people, it should be understood that there are factors that affect people's participation in sports and may be considered as a goal for change. In the end, they came up with two different results. There was no connection

between leisure activities and sports. There has been a positive relationship between environmental aesthetics and young people's propensity for walking and cycling to school. Morris (2017) used three balls of different colors and background colors to assess the effect of color on the performance of elementary school students. VPBs of colored balls affect their performance. In a study of 7- and 8-year-olds, Isaac (2018) found that children get the ball their favorite color better. Signal identification theory states that environmental conditions can increase or decrease the detection of a factor, and according to this theory, color can also play a role in reducing the error in signal detection. The result of the research is that there is a significant relationship between the aesthetic dimension and customer orientation with sports venues. It showed that there is a significant relationship between aesthetic dimension and customer orientation to sports venues. With the improvement of the aesthetic dimension in sports venues, the tendency of customers to sports venues will increase. It's also worth noting that experience is also a sign wherever the color is beautiful, the space is open, the lighting is good and in general beautiful, people are also attracted, and as a result, all of them have better physical health and morale.

## REFERENCES

- Abotrabyan, F., Ansari, B. Hosseini, F., Fakhari, E., Zandi, B., & Moghimi, M. (2007). Study the evolution of structural and cladding systems of sports stadiums. In: *The Second National Conference on Workspace Structures*. University of Zanjan (Zanjan, Iran). 22 May. <https://civilica.com/doc/17466/> [In Persian]
- Aivazian, S. (2002). [Aesthetics and its origins in architectural criticism]. *Fine Arts*. 12(1), 64-9. [In Persian]
- Alidoust, A., Quzechian, H., Jalali Farahani, M., & Turki, M. (2010). Evaluation and comparison of private and public customer satisfaction bodybuilding woman in Tehran. *Harkat publication*. 3(1): 127-40. [In Persian]
- Allamem, S.M., Noktedan, I. (2011). Analysing the Influence of service Quality on Customer Loyalty (A Case Study in Four and Five-Star Hotels). *Quarterly Journal Business Management*, 2(5), 109-24. [In Persian]

- Amirnejad, S., Hamzhepour Khradmardi, M., & Yamini Firuz, M. (2012). Evaluation of satisfaction with service delivery from the perspective of student's wrestler wrestling clubs in Mazandaran province (Case study: city of Babol). In: *First National Conference on Physical Education and Sport Sciences*. Shahid Beheshti University (Tehran, Iran). [In Persian]
- Baker, J., Grewal, D., & Parasuraman, A. (2015). The influence of storeenvironment on quality influences and store image. *Journal of Academy of Marketing Science*, 22(4), 328-39.
- Banasiewicz, A. (2005). Loyalty program planning and analytics. *Journal of Consumer Marketing*. 22(6), 332-9.
- Barshan, G., Elahi, A., & Aghaei, N. (2017). Impact of service quality on satisfaction, loyalty and intention to revisit of sport customers: The case study of swimming pools in Alborz Province. *International Review of Management and Marketing*, 7(2), 334-339.
- Bauman, A. E. (2004). Updating the evidence that physical activity is good for health: an epidemiological review 2000–2003. *Journal of science and medicine in sport*, 7(1), 6-19.
- Bery, I., Parasuraman, A., zeithaml, V.A., & Berry L.L. (2017). SERVQUAL: A multiple item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 64(1), 13-40.
- Cleland, V., Ball, K., Hume, C., Timperio, A., Abby, C., King, A.C., & Crawford, D. (2018). Individual, social and environmental correlates of physical activity among women living in socioeconomically disadvantaged neighbourhoods. *Journal of social science & medicine*, 70(1), 2011-8.
- Cleland, V., Crawford, D., Baur, L. A., Hume, C., Timperio, A., & Salmon, J. (2008). A prospective examination of children's time spent outdoors, objectively measured physical activity and overweight. *International journal of obesity*, 32(11), 1685-1693.
- Deforch, B., Dyck, D., VanVerloigne, M., & Bourdea ud huij, I.D. (2016). Perceived social and physical environmental correlates of physical activity in older adolescents and the moderating effect of self- efficacy. *Journal of Preventive Medicine*, 50(1), 24-9.
- Forghani Ozroudi, Mohammad Baqer, Masoumi Shoob, Mehdi, Sadeghi, Majid. (2015). Investigating the Relationship between Aesthetic Dimensions and Quality. Services with Loyalty in Pool Customers. *Sports Management Studies*, 7(34), 91-112. [In Persian]
- Hawes, B. K., Brunyé, T. T., Mahoney, C. R., Sullivan, J. M., & Aall, C. D. (2012). Effects of four workplace lighting technologies on perception, cognition and affective state. *International Journal of Industrial Ergonomics*, 42(1), 122-128.

- Hawes, B. K., Brunyé, T. T., Mahoney, C. R., Sullivan, J. M., & Aall, C. D. (2012). Effects of four workplace lighting technologies on perception, cognition and affective state. *International Journal of Industrial Ergonomics*, 42(1), 122-128.
- Hosseini Nia, Sepideh (2007), The Interaction of Light and Color in Urban Spaces, Master Thesis in Urban Planning, Faculty of Fine Arts, University of Tehran. [In Persian]
- Jalali Farahani, M. (1388). Management of sports facilities and equipment. Tehran University Publishing Institute. [In Persian]
- Kontou, M., Tzetzis, G., & Katartzi, E. (1999). Exercise and physical activities of women participating in 'Sport for All' programs. *Sport Performance and Health*, 1(4), 370-82.
- Lee, J. H., Kim, H. D., Ko, Y. J., & Sagas, M. (2011). The influence of service quality on satisfaction and intention: A gender segmentation strategy. *Sport Management Review*, 14(1), 54-63.
- Mahmoudi, Mohammad Mehdi (2011), Designing an educational space with a flexible approach, 1st edition, Tehran: University of Tehran Press. 38-54. [In Persian]
- Moazen Ahmadi, Lida (2007), A Study of Quality of Services and Tendency to Re-Participate Customers in Women's Physical Fitness Classes in Khorasan Razavi Province, M.Sc. Thesis, North University. 81-90. [In Persian]
- Rajabi, M., Ghafuri, F., & Shahlayi Bagheri, J. (2013). Comparison of customer satisfaction with the quality of service men and women and private city club. *Journal of Sport Management*. 4(14), 125-36. [In Persian]
- Razavi, S. M. H., Hosseini, S. E., & Soleimani, M. (2013). Aesthetic aspects of consumer trends to sport facilities. A study sports management and motor behavior Mazandaran University, 8(16), 15-33. [In Persian]
- Rezaei, Zahra; Fatemeh Bahmani; Gholam Ali Kargar and Javad Shahlaei, (2011). Determining Related Factors (Physical and Customer Oriented) with the Productivity of Sports Places in Golestan Province, In: *First National Conference on New Scientific Achievements in Sports and Physical Education Development*, Gorgan, Islamic Azad University Gorgan branch [In Persian]
- Shafiee, L. (2009). The use of color in urban areas. The final design expert, Faculty of Art and Architecture, University of Mazandaran. 20-43. [In Persian]
- Soleimani, Parisa (2011), Preschool Educational Space (Design and Arrangement Based on Maria Montessori's Perspective), *Roshd Quarterly*, No. 13, Winter 2011, 39-47. [In Persian]

- Yuan, Y. H. E., & Wu, C. K. (2008). Relationships among experiential marketing, experiential value, and customer satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387-410.
- Sajjadi, S. N., Mamoodi, A., Goodarzi, M., & Mizani, M. (2011). A comparison of service quality provided by public and private sport clubs (body building and fitness) in Tehran based on customer's viewpoints. *Contemporary studies on Sport Management*, 1(2), 33-48. [In Persian]
- Macintosh, E., & Doherty, A. (2007). Reframing the service environment in the fitness industry. *Managing Leisure*, 12(4), 273-289.