SATISFACTION AND LOYALTY RELATIONSHIP WITH BOTH INTERNAL AND EXTERNAL CHARACTERISTICS OF SPORT CLOTHES IN WOMEN BODYBUILDERS
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ABSTRACT
The aim of this study was to evaluate the level of satisfaction and loyalty of female athletes to sport clothes based on characteristics of this product. In other words, the present study sought to acquire the conclusion that female athlete's satisfaction from sport clothes with a specific brand and thus cause the loyalty to that brand, so the quality and sales of domestic products can be improved. The present study according to strategy and the way of the survey was conducted like field sampling. Sample of this study were 340 sportswomen in bodybuilding gyms of north and south of Tehran Municipality, and study population was considered equivalent to the total study population. The researcher questionnaire measuring instrument was made to assure that the sufficient validity and reliability were used. To test the hypothesis test, SPSS version 16 of Kendall and Pearson's correlation coefficient was used. For analysis of the data, the statistical pack was used. Results showed that more women (80%) chose a foreign sport clothes, and its reasons were quality, design and reasonable price, and among the specifications of this product, more important for women's clothing was claiming price. Results of Kendall correlation test showed that the product attributes (quality, price, design, and beauty) and being native have a significant relationship with 95 percent of confidence interval, also the results showed that there was a significant correlation between satisfaction and loyalty of athletes and being a native product. In addition, it was deduced from Pearson's test results that there is a significant relationship between satisfaction and loyalty of sportswomen to that product. As a result, features such as quality, affordable designs create satisfaction and loyalty.

INTRODUCTION
The purpose of marketing is to satisfy the customer, and customer satisfaction required to identify the needs, wants, preferences, attitudes, desires, abilities and their limitations (9). There is a strong relationship between customer satisfaction and profitability that has been proven in studies. So companies should always have an accurate understanding of the needs and values of customers, they can provide valuable goods and services to satisfy them and create their loyalty (7). Research results have shown that the compliance with customer requirements and potential and actual needs creates their loyalty (7). Wong, Foong Yee and Yahyah Sidek showed that there is a significant and positive relationship between brands, product quality, price, style, advertising, service quality and environment (28). Hamburg and Giering claimed that satisfaction from sales procedures affects satisfaction of services and customer loyalty positively (20).

One of the most important and the most attractive industries in the world is sports industry which its products are facing with a strong competition. A part of sporting goods play an important role in the implementation and development of sports, and are welcomed worldwide. Research results show that in early 2000, 22% of the total market share of the world’s market was allocated to sport clothing that gradually this amount increased years later. Since the market of sport clothing assigns a high percentage of total market, studying the customer of this part of the market has a great benefit for producers and sport clothing researchers (22).

Primarily in the context of the choice between domestic and foreign goods, cognitive factors including quality, price, and access and after-sales service may result in a tendency to be domestic products. But, there are such factors as opposed normative and ethical purchasing foreign products, because of the sense of loyalty to the homeland and emotional factors that may cause the preference of domestic goods to foreign ones. Later category believes that purchase of foreign goods has a negative effect on national economy. After purchasing these products, unlike patriotic feeling and buyers, these products are known responsible for unemployment
compatriots that have lost their jobs because of the international competition. (3)

Tendency of consuming the domestic goods that was, for the first time, introduced by Shimp and Sharma (1978) as the title of "consumer nationalism", which can affect the cognitive factors. In other words, it causes the national consumers evaluate domestic products positively in terms of cognitive aspects desirable compared with non-nationalistic sentiments and consumers to buy more local products. (3) In our country, supporting the production and consumption of domestic goods has always been a priority in economic and commerce policy, since it was adopted by government to ban the commodities similar to those foreign goods. (3)

In addition to a sense of nationalism consumption, image, positive attitude and understanding to a perceived ideal brand, is an important factor to be loyal to the product. Customers should love the brand and product to spread loyalty. In some researches, loyalty factors to sport clothing including price, quality, fashion (design and beauty), store environment, promotion and branding have been introduced. (28) Among the factors listed in the present survey, evaluation of the brand, price, quality and fashion (design and aesthetics) is discussed.

Famous brand can specify the product benefits and cause the brand awareness than unpopular brands. (21) The authentic brand names and images are attracting consumers to buy a product and cause repeated purchases and reduced costs that are related to behavior change. (14)

The quality of products and services contains indicative features that meet the needs and abilities and satisfactory (28). Product quality understands as the most important factor affecting the perception of loyalty. (23) Result (2005) showed that all factors are considered in choosing the trading name in Bourne Mark research are somewhat important, while quality has the greatest impact on brand choice, then, to know the names of brands is crucial.

Quality components sport clothing includes fashion (design and aesthetics), size, elements, color, and performance apparel. Suitability is a very important aspect in choosing the right clothes because some are suitable for swimming and some good for other sports.

Material is very important products quality because influences the feel, texture and other aspects of product performance. In addition, consumers are dependent on color more personally and may admit the product due to the color or not (18). Sport performance features include fast drying, capability of being dry fast through the air, being waterproof, odor resistant, light weight and extremely durable clothing of antimicrobials (28). Knowledge of quality is defined as the knowledge and tendency to the products with a high quality, and a need for the best and most complete selection against buy products that are available. This shows that the quality characteristics are corresponded to practices.

Price is probably the most significant part for the average consumer. Loyal customers to a commercial brand willing to pay a higher price for the brand of their interest, so going to buy them - will not be easily influenced by price. Research results show that the relative price of the product is one of the factors that affecting consumer behavior for brand loyalty (8). Moreover customers, who strongly believe the price and value of their favorite brands, compare them with alternative brands and their prices (17). Price reductions are caused the family selection and purchase of goods that is needed before. (28)

Design with fashion and beauty is visible and includes plans, profiles and details of effective consumer perception toward the brand (18). Combination, set of features and set of conceptual style of clothing is produced in Abraham and Liters, quoting Foong Yee, Sidek research (2008). May Lau (2006) in his study concluded that three brand names’ elements, fashion and beauty, design and promotion are branding key factors. Brand and fashion frequency effect on brand loyalty of those consumers are very loyal.

Judging of consumers depends on their awareness about fashion, so they judge according to what is stylish. Sport stylish brands that are offered stylish sport clothing, customers attract fashion conscious faithful consumers. (28) Knowledge of fashion generally defined as awareness of new styles; changing fashion and attractive design, as well as the desire to buy something exciting day (27). Duff (1999) examined the market for women's sports clothing. His results showed that buyers of sport clothing that are more conscious about fashion; they are demanding a greater variety of products, in addition to this, consumers desire to wear different clothes for different occasions.

This study attempts to examine consumers' tendency to domestic and foreign sport clothing according to the characteristics of each group and consumer satisfaction and loyalty of each domestic and foreign garment production. The relationship between satisfaction and loyalty to the sport clothing is considered in this research. One of the aims of this study is to investigate variables of nationalism among the research community. It is worth noting that the purpose of the sport clothing in this research is blouses, sweatshirt, long leg panties, that it has production facilities in Iran and there are sports apparel to assess consumers about the same foreign garment. Assessment has been done based on the characteristics of products by product (brand name, quality, price, design and aesthetics), the levels of domestic and foreign brands of the world different source. The purpose of the domestic sport clothing is a sport clothing that is produced by internal manufacturers and the international sport apparel that has the famous sports brands in the world that is saturated in Iran.

The loyalty factors include feelings of dependency created by the brand and repeated purchases, providing positive content and its recommendation to others. The satisfaction factors include characteristics like - material, durability, price, variety of color and feels comfortable, popularity and profits created by Mark.

MATERIALS AND METHODS

The present study according to the strategy is descriptive and according to the execution path is surveying. Statistical community of this research consisted of
bodybuilding female athletes of Tehran municipality located in the northernmost and southernmost regions. Thus, 1, 2 and 3 regions are considered as the northernmost regions and 15, 16, 19 and 20 as southernmost regions of Tehran that with a statistical investigation of athletes of the clubs of Tehran Municipality a total of 30 clubs in the areas of Heptathlon was determined with 340 athletes.

Due to space limitations and the scope of the study, participants of clubs in some areas, the number of sample was 340 subjects who were considered as the population sample. Therefore, 340 questionnaires distributed between the athletes of northern and southern clubs of Tehran and finally 280 questionnaires were collected.

The data gathering tool was a researcher made questionnaire with 62 questions, the six elements of the quality, brand, price, satisfaction, loyalty and Long-term planning initiatives and beauty products were investigated. In order to ensure the validity, questionnaires were given to some of the masters in sports management field and were certified by the professionals. Then, the reliability coefficient of the questionnaire survey, attempting to run an experiment on 30 subjects from the general population and its reliability was obtained by the reliability coefficient of Cronbach's alpha, showed that 95% of the value of this coefficient indicates the reliability of the questionnaire was appropriate.

After confirming the validity and reliability, the questionnaire was given to the present sample community. To test the research hypotheses, the Kendall and Pearson's correlation coefficient was used. Also analyzed version 16 of SPSS statistical information pack was used.

RESULTS AND FINDINGS

Description of the personal characteristics of the community

Descriptive research findings about the typical characteristics of community members showed that 1 percent of the population 21 to 30 years and 36% were less than 30 and 36 percent and 13 percent over 31 years. 43% of students, 40 percent unemployed and 17% were employed. 27% married, 46% single and 16% had separated from her husbands.

Consuming the sport clothing depending on brand

The use of internal and external sport clothing, findings show that 80 percent of members of this research example use the foreign sport clothing and 20% domestic sport clothing consumer.

Consumer nationalism

The findings of consumer nationalism showed that only 20 percent of variables of the study sample population insist on the purchase and consumption of Iranian sport clothing. The results shows that people who evaluate the domestic sport clothing properties in the lower surface compare to the foreign sport apparel classification have focus on the purchase and consumption of domestic sport clothing.

Sport clothing consumption by region

Descriptive findings showed that 73 percent of women living in southern regions of Tehran are taking foreign sport clothing 27% use Iranian sport clothing. Also, 88 percent of women living in northern Tehran use foreign sports apparels and only 12 percent of them are taking Iranians sport clothing.

Prioritization of product features

Evaluation of the research variables showed that female athletes care of the cost more than other types of features. Then, the design and beauty are the most important characteristics of sport clothing, and finally women are interested in quality of products less than other product characteristics (Figure 3). The mean satisfaction and loyalty of women who constantly uses sport clothing are similar and, respectively, about 24 and 23 percent.

Comparison of the mean internal and external variables in sport groups (Table1) showed that the price of the foreign garment is suitable for athletes than domestic clothing. The quality of foreign sport clothing is better than domestic clothing and design and beauty (Fashion) of the foreign garment is better than domestic clothing and foreign garments are more satisfying than domestic clothes.
Comparison of variables in terms of area of residence

Comparison of outcome variables in the study of women living in north and south areas of Tehran (Table 2) showed that among the female athletes living south of Tehran, the price of foreign goods assessed better than Iranian goods, and the quality, design and aesthetic characteristics and also satisfaction and loyalty of foreign sport clothing was more than domestic one. The comparison of average variables among women living in north of Tehran showed that the variables of price, quality, design and beauty, satisfaction, and loyalty to a foreign sport are more than domestic sport.

Comparison of variables in relation to foreign sport among women in the north and south of the city of Tehran showed that women living in north were admitted the proper price of foreign goods more than women in south regions of the city, but ladies living in north of city, but ladies from southern part of the city believe in better quality of the clothes. Also, ladies in north believe inappropriate and beautiful designs of their sport clothing more than the women living in southern parts of the city. In addition to these cases, the level of women's satisfaction and loyalty in the northern city of sport garments was more than women living in the south of the city.

Comparison of research variables of domestic sport garments among women in north and south of Tehran showed that women residing in southern parts of Tehran compared to sportswomen living in north of Tehran assess the price and plan and the beauty of sport clothing more suitable internal ones. But female athletes in northern parts believed in better quality of internal sport clothes than female athletes in southern parts of Tehran. The level of satisfaction and loyalty to the foreign sport clothing of women living in north of the city was more than women residing in the southern parts of the city.

The relationship between sport clothing characteristics (quality, price, design and beauty) and native brand

The data in Table 3 indicate that there is a significant relationship between native product characteristics (quality, price, design and beauty) (P 0/05).

Brand and quality of sport clothing relationship

Kendall correlation coefficient for quality variable was calculated 0/545. Thus it can be said that the variable quality of local sport clothing and being native brand, there is a significant negative relationship. The prevalence of female athletes, sport clothing poor quality is related to domestic brands and foreign brands are attributable to the high quality.

Relationship between prices of native sport clothing or a native brand

Kendall correlation coefficient for the price variable was calculated 0/249 that includes an inverse significant relationship between two variables, it means that according to Iranian female athletes, inappropriate price is related to domestic sport clothing and vice versa, a reasonable price belongs to foreign sport clothing. The right price means that fit quality of the product at a set price.

Relationship between design and beauty (fashion) brand sport clothing with native brand

Kendall's correlation coefficient for the beautiful designs was calculated -0/49. Thus, it can be concluded that there is an inverse significant relationship between design and beauty of sport clothing and a native brand, it means that according to female athletes, low number of design and beauty of sport clothing belongs to domestic brands and vice versa, high number of design and beauty of sport clothing is related to foreign brands.

### Table 1: Statistical description of research variables in terms of central and distribution indices

<table>
<thead>
<tr>
<th>satisfaction</th>
<th>loyalty</th>
<th>Aesthetic design</th>
<th>quality</th>
<th>Price</th>
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<tbody>
<tr>
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<td>28.3</td>
<td>12.04</td>
<td>9.18</td>
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<td>6.65</td>
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<td>6.248</td>
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<td>3.42</td>
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### Table 2: Statistical description of research variables in terms of central and distribution indexes

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<th>Aesthetic design</th>
<th>quality</th>
<th>Price</th>
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<tr>
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<td>27.36</td>
<td>11.8</td>
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<tr>
<td>6.480</td>
<td>6.83</td>
<td>3.473</td>
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<td>7.46</td>
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<td>5.723</td>
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<td>26.44</td>
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### Table 3: Test results of Kendall's correlation coefficient

<table>
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<th>value</th>
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<th>Kendall correlation coefficient value</th>
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<tbody>
<tr>
<td>0.00</td>
<td>0.545</td>
<td>Quality</td>
</tr>
<tr>
<td>0.00</td>
<td>-0.249</td>
<td>Price</td>
</tr>
<tr>
<td>0.00</td>
<td>-0.494</td>
<td>Aesthetic design</td>
</tr>
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### Table 4: Test results of Kendall's correlation coefficient

<table>
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<th>value</th>
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<th>Kendall correlation coefficient value</th>
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<tbody>
<tr>
<td>0.001</td>
<td>0.44</td>
<td>loyalty</td>
</tr>
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</table>
very loyal to consumption the foreign sport clothing.

**Relationship of athlete's satisfaction of sport clothing and a native brand**

Calculation results of Kendall's correlation coefficient (Table 5) show that there is an inverse significant relationship between nativeness and satisfaction of product \( (P \leq 0.05) \). It means that satisfaction of female athletes in Tehran relating to domestic sport clothing is low and against the level of their satisfaction for foreign sport clothing is high.

<table>
<thead>
<tr>
<th>Value P</th>
<th>Kendall Correlation Coefficient Value</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.001</td>
<td>-0.486</td>
<td></td>
</tr>
</tbody>
</table>

Relationship of female athlete's satisfaction and loyalty to sport garments

The data of Table 6 show that there is a powerful and direct relationship between loyalty and satisfaction \( (P \leq 0.05) \). Thus, by increasing the amount of female athletes' satisfaction of sport clothing, their loyalty is 80% increased.

<table>
<thead>
<tr>
<th>Value P</th>
<th>Kendall Correlation Coefficient Value</th>
<th>Satisfaction - Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00</td>
<td>0.803</td>
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</tr>
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</table>

**DISCUSSION AND CONCLUSION**

The results of this study showed that most research samples, was consumed foreign sport clothing and a small percentage of their sport clothing was consumed domestically. Similarly, more female athletes living in the south and the north of Tehran were consuming foreign sport clothing and small percentage of them used domestic sport clothing. Unlike to what is showed by Haghighi and Hosseinzadeh (1387) and Sharma et al. (1995) the majority of the research community consumed the foreign goods and did not have a tendency to prefer domestic goods and consuming nationalism.

The evaluation of sportswomen variables showed that the cost was more important than design and beauty and quality of sport clothing. This result confirms the results of Forouzandeh and Rahimi (1389) and Foong Yee (2008), which showed a decrease in price will affect customer increasing purchase. In addition, the comparison of research variables showed that both internal and external sport clothing, the athletes believed that price, quality, design and the beauty of foreign sport clothing is more suitable than the price of the domestic garment, the loyalty of foreign and satisfaction level of foreign sport garment is more than domestic sport clothing.

The comparison outcome of research variables showed that women living in north and south areas of Tehran assessed the price of the foreign products more suitable than domestic goods and the quality, design and beauty of garments and also the amount of satisfaction and loyalty to foreign sport garments was more than domestic clothes. Also, the comparison of the average of study variables shows that among women living in northern part of Tehran the price, quality, design and beauty, satisfaction, and loyalty variables to the foreign sport garment was more than domestic one. The results of the research are consistent with Sidek and Foong Yee (2008) findings. In fact, the result of the present study showed that lower prices increase the purchasing of foreign sport utility, but product characteristics in consumer vision compared with competing products will lead to better understanding.

Thus, sportswomen’s foreign sport clothing was evaluated better characteristics than Iranian sport clothing. However, in comparison with lower socioeconomic status of women who live in southern parts of Tehran that are expected to prefer the Iranian sport clothing to be cheaper than foreign goods, but the results showed that all female athletes prefer not only assessed foreign goods cheaper than Iranian sport utility, but the price of foreign clothing according to its characteristics were evaluated more suitable than Iranian sport garments. The comparison of these variables showed that women living in north of the city than south of the city of ladies were acknowledge the suitability of the prices of foreign sport clothing, but the ladies of women who live in south of Tehran believed in better quality of foreign sport clothing. These findings of the study were consistent with DEHKORDI ant Forouzandeh and Rahim (1389) research about sport garments that lacks suitable characteristics.

Also, ladies who live in north of the city believed in proper design and beauty of foreign sport clothing. In addition to these cases, the level of satisfaction and loyalty to the sport clothing in women in north of the city was more than women living in the south of the city. This finding is consistent with Hamburg and Giering (2001) that satisfaction of the product would increase and loyalty to the product.

The comparison of the mean internal variables in the field of sport clothing among women in North and South of Tehran showed that compared to women residing in northern part of Tehran, sportswomen living in south of Tehran evaluated price and design and beauty of domestic sport clothing better than foreign ones. But female athletes believed in better quality of domestic sport clothing more than female athletes in south of Tehran. The level of satisfaction and loyalty of women in north of the city was more than the female athletes in southern parts of the city.

Analytical results showed that there is an inverse significant correlation between the quality of sport clothing. It means that the evaluation of poor quality were attributable to domestic sport clothing and high quality to foreign sport garments. Also, there is an inverse significant relationship between price and native brand of sport clothing, it means that Iranian female athletes believed in unsuitable price is related to domestic brands and a good price belongs to foreign sport clothing.

The results show that there is an inverse significant correlation between design and beauty variables. In terms of design and beauty according to the female athletes, low scores belong to domestic sport brands and vice versa. The results showed that there is an inverse and significant correlation between the native brand and the satisfaction of the product. Sportswomen satisfaction of the domestic sport clothing is low and vice versa.
Finally, the results showed that there is an inverse and significant correlation between being native and loyalty to the product. Sportswomen of Tehran’s loyalty and commitment estimates low in consumption of domestic goods, while their loyalty for consumption of foreign sport garments was high. The findings of the research results Frings (2005), Garvin (2008) ,and Lau (2006), Bourn Marc (2005), Foong Sidek (2008), Spours and Kendall (1986) and Duff (1999) are consistent.

In all these studies it was shown that the consumers have the tendency to purchase goods, which evaluated to have appropriate quality characteristics. The population of this research believed that the quality of the foreign sport clothing is better than national sport garments and they are so loyal to it. Thus the degree of satisfaction of foreign sport clothing for its ability to meet customer needs, may lead to their satisfaction with these products. Accordingly, the results showed that there is a strong and direct relationship between loyalty and satisfaction of the product. Therefore, increasing satisfaction Sportswomen of sport their loyalty leads to increased consumption of sport clothing, supporting the findings of Hamburg and Giering (2001), and Foong Yee (2008) that there is a direct positive relationship between satisfaction and loyalty.

According to research findings it can be concluded that whatever product characteristics (quality, price, design and beauty) is more consistent with the needs and demands of consumers and the brand is known, the tendency and satisfaction towards it will be increased, it will be more loyal. Since foreign sport brand has more familiarity and better features of the product, satisfaction and loyalty for it is more than domestic production of sport clothing. Even those consumers who were committed to the use of domestic products, they acknowledged foreign sport clothing had have better characteristics, but as far as they believed in protectionism of domestic production, they were loyal to use of these products.

Attention to consumer nationalism and protection of domestic producers is important that can lead to economic growth of the country. In addition, the quality of products according to consumers’ needs within the country and effective methods of promotion and public relations to introduce appropriate products and encourage customers to use this type of product can change the permanent customers to loyal consumers of local sport clothing. Attention to design, materials, durability, fitness for athletes of different disciplines and the suitable price and selection of strong distribution channels, guarantees the facilitation of public access to such products, and increasing demand of the consumers for these products.

References

6. Do’ai, H. Hassananzadeh, J.F (1389). “the natural comparison of consumers’ attitude to global clothing brands (comparison study of local brand of Iran, South Korea and Japan)”. Commercial studies. No. 42.