



## The impact of social media marketing on intention to buy and loyalty to sports services brand

### Poster Presentation

Ali Saberi \*

Department of Farabi, Faculty of management and accounting, College of Farabi, University of Tehran, Qom, Iran  
(ali\_saberi1364@ut.ac.ir)

### Abstract

**Introduction:** In the present era, to stay in this competitive market, there are loopholes to maintain customer loyalty. One of these loopholes is the optimal and continuous use of social networks. The fact that buyers and consumers in social networks and using the information resources available in these networks become fans of certain brands, It forms that social networks, in addition to marketing communication tools to influence the behavior of buyers, also have a great impact on the success of a brand; Therefore, in today's highly competitive world, the study of brand loyalty and the behavior of buyers through new methods of marketing and advertising on social networks online follow the ways of companies' success in the markets. Therefore, the purpose of this study was to investigate the effect of social media marketing on brand loyalty and consumers' intention to buy.

**Methods:** The research method was descriptive-correlational. The statistical population of the study included all customers or students of Shiraz Persian Gulf Football Club, of which 356 athletes are the club members. Using the Krejcie Morgan table, a statistical sample of 213 people was considered. The research instrument included a standard questionnaire adapted from experts. The validity of the questionnaire was confirmed by experts in this field and it had a suitable reliability function to evaluate the reliability using Cronbach's alpha method.

**Results:** The results showed that social media marketing has affected the customers' intention to buy sporting goods and has also been able to affect customers' loyalty.

**Conclusion:** According to the information obtained from this study, it is recommended to the managers of sports clubs to pay special attention to the discussion of using social media, in order to attract customer loyalty and make more profitability for sports clubs.

### Keywords

Social media marketing; intention to buy; brand; brand loyalty

### Reference:

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