



## The relationship between online social brand identity and customer loyalty of Mashhad bodybuilding and aerobics clubs

### Poster Presentation

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### Abstract

**Introduction:** The explosion of social media platforms in the interactive digital media space and increasing companies' understanding of the importance of loyal customers, the issue of using social networks in the development of customer loyalty has been highlighted. This study investigated the relationship between online brand social identity and customer loyalty of Mashhad bodybuilding and aerobic clubs.

**Methods:** The research method was descriptive-correlation and field performance(work). Yoshida et al. (2018) questionnaire was used to collect data. The statistical population of the study was the customers of bodybuilding and aerobic clubs in Mashhad, and the sample of the research selected from these clubs including Paul Sports Club, Tavata Club, Nabak Club and Yakan Club of Pars Hotel in Mashhad which have active account in social media both in Instagram and Telegram. They also have a website and offer special activity pages to attract their customers. G-Power software was used to determine the statistical volume. According to the software output, 200 questionnaires were designed online and made available to club customers. The data were analyzed using Kolmogorov-Smirnov test and Spearman correlation coefficient.

**Results:** Findings showed that there was a significant relationship between online brand social identity and customer loyalty of Mashhad bodybuilding and aerobics clubs.

**Conclusion:** Loyal customers are a reliable source of profitability for clubs and due to the uncertainty of the environment; it brings a good safety margin for them. One of the ways to create customer loyalty to the club is to develop a proper identity for the club. Therefore, the more the sense of belonging to the club and making it a part of oneself among the customers, the more the loyalty to the club increases. Therefore, in order to inspire loyalty among customers, managers are advised to publish materials that increase the sense of belonging and interest in the club and among the customers.

### Keywords

Online brand social identity; Loyalty; customer commitment; Bodybuilding; aerobics clubs

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