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Examination of the role of sports attachment in the purchase of sports supplements (Subject: bodybuilding clubs)

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ABSTRACT

The buying behavior of sports supplements is a new and important concept, and it is important to examine the variables affecting it in athletes. For this purpose, the present study examines the role of sports attachment and brand image on the purchase of sports supplements in bodybuilding clubs. This research is descriptive of correlation in terms of functional purpose and in terms of how it is implemented. The statistical community considered for this study is bodybuilders with a history of taking sports supplements in 1396, which, due to their unknown and uncertainty based on the Morgan table, 384 people were selected as two-stage cluster samples as statistical samples to answer the research questionnaire. Library and field methods were used to collect data and information. The data collection tools in this research are the standard questionnaires of Chang Chen (2012). Its validity was confirmed through visual and content validity and factor analysis and its validity through Cronbach Alpha, and the method of modeling structural equations and SPSS and LISREL software was used to analyze data. The results showed that Centrality and Attraction influenced word-of-mouth advertising and the desire to buy sports supplements, respectively. Also Centrality and Attraction by affecting attachment and then brand image can affect word-of-mouth advertising and the desire to buy. Finally, the impact of word-of-mouth advertising on the desire to buy was also confirmed.

Keywords: Centrality, Attraction, Sports attachment, Brand image, Word of mouth advertising, Desire to buy, Sports supplements

INTRODUCTION

In the present day sport is one of the most effective factors in the growth of the national economy and one of the most profitable industries in the 21st century, and as an economic sector it plays a fundamental role in the production and consumption of goods (Mokhlis, 2009). In today's situation where globalization has intensified competition in markets and increased the risk of introducing new products, manufacturers must produce what customers want and expose them to the customer in a way that encourages them to consume it. On the other hand, the customer and the consumer have the first word about the characteristics of the goods and services, and the production of the product should be according to the wishes of the customers (Seidi, 2016). For example, the North American sports market in 2014 was 6 60.5 billion, which is expected to reach Dollar 73.5 billion by 2019 (Hitner, 2015).

Today, athletes consider taking supplements as part of their training and competition program. Studies have reported dietary supplement use among different sports groups from 40 to 100 percent, although some studies show that about 85 percent of professional athletes take dietary supplements. However, studies show that in most cases, these compounds are consumed without having a proper understanding of the benefits and harms, and in many cases, no expert in this field is consulted about their choice, method of use or side effects (hozori et al., 2012). A look at the various statistics shows that the consumption of sports and dietary supplements continues to grow. This has led health and nutrition experts to investigate the factors influencing the use of such supplements (AmirSasan, 2014).

Since successful sports marketing begins with understanding why and how consumers and sports audiences behave, understanding the factors influencing the preferences and behavior of sports consumers can be considered as the basis for sports consumer decisions. Sports consumer behavior involves a variety of psychological and social processes that exist before and after the activities of the audience in the orientation to different sports events. How sports audiences think, how they behave, how they decide, what factors influence their tendency to various sports events, and other questions like this are key to developing effective marketing programs to achieve predetermined goals for sports organizations and event organizers. The behavior of the sports audience is an effective behavior that the audience exhibits in their search for the purchase and consumption of sports products and services to meet their needs. Sports audience behavior is the process of decision-making and physical activity that forces a person to observe and decide, use and possess sports products and services or watch sports competitions and participate in sports training (hasangholipour et al., 2009).

Factors such as Centrality, Attraction, sports attachment, brand image affect word-of-mouth advertising and the intention to buy sports supplements. Valuable refers to the degree to which an activity is important to a person, which is the attraction, interest, pleasure and pleasure that a person receives from the activity. In terms of preciousness and texture, it is the place of an activity (sport) in people's personal lives. From the views of the worthy Iwasaki and Havitz refers to the role that activity plays in a person's overall life (Iwasaki and Havitz, 2004).

In examining the factors influencing consumer behavior, brand attachment and brand image play a significant role in the level of individual and psychological variables that have not been examined in relation to the intention to buy sports supplements so far, given the expansion of sports and the use of sports supplements, and given the risks that use without having knowledge of these supplements has to people's health.

Tsiotsou & Alexandris see attachment as a process that occurs when a person assigns emotional, functional, and symbolic meanings to ideas, thoughts, and images related to a sporting object (e.g. team). According to this definition, attachment is a dynamic and emotionally complex internal process. The process describes how a sports team enhances stronger attitudinal assessments. Funk (2008) believes that sports attachment to the degree and intensity of cognitive activity is considered as the internal and external meaning of the sports team and increases psychological interaction. Although several terms have been discussed in previous studies and may have similarities to sports attachments, for example, the identification of sports, attachment and importance, there is ambiguous literature and gong for



this discussion. Sports attachment is very important because it is based on stable psychological relationships and is not influenced by sport or its function (Wann et al., 2001).

Sports attachment can be equated to brand attachment; in terms of Low and Lamb, the reasons and emotional perception of consumers are attached to specific brands of brand image (Low and Lamb, 2000). Martino defines the brand image as: the way the store is inherently defined in the minds of buyers by its functional characteristics and part of the senses from the psychological trait (Vahie & Paswan, 2006). The image that a top brand creates may be the only way customers can show the difference. There is a difference in the customer's mind in the first place. The brand image is the recipient's perception of a particular brand and is formed in the recipient's mind and therefore not under the control of the sender. The customer considers a brand more desirable than the competition, and the purchase is based on these impressions (Arthur Rooney, 1995).

Word-of-mouth advertising is also one of the most influential tools in consumer behavior (San Martin et al., 2015). Word-of-mouth advertising seems to be out of marketers' control. And since this form of advertising is cheaper than advertising in other ways, there's a need for research to understand how it comes and works. Today, marketers use this domain through viral marketing. This term is especially used in the field of internet and email marketing (Procter & Richards, 2002).

Chang Chen, on the other hand, states that the desire to buy encourages the consumer to take direct target purchasing measures between consumer behavior and sponsors (Chen, 2012). According to Lambert's Research, behavioral intent is defined as a state of mind that reflects a person's decision to conduct behavior. Thus having a better understanding of consumers' behavioral intentions can help marketers establish better communication with the target group. Often the purchase intent scale is used to identify the possibilities of purchasing goods over a given period of time. D. states that voluntary scales can be more effective than behavioral scales in achieving customer decision making, because customers may make purchases out of coercion. In its planned behavior model, Ajzen believes that behavioral goals have motivational effects on behavior. Therefore, behavioral intentions are seen as the closest predictor of behavior (Nakhaei and Kheiri, 2016).

In current sport, the tendency to bodybuilding has increased in our society, especially among young people and adolescents. The number of bodybuilding clubs is increasing, which unfortunately increases with the spread of bodybuilding, the abuse of supplements in this sport. Given the risks of self-use per capita without knowledge of these substances to people's health, and since little research has been done on sports supplements so far, and the existing research focuses more on the effects of these substances on athletes, the need to conduct research on the factors affecting the desire to buy these substances in bodybuilding athletes is evident. This research identifies variables at the individual level that can influence the behavior of athletes. Sports supplement companies can identify and apply these variables to create the attachment and desire of athletes to bodybuilding, and this awareness and attachment thus makes the athlete willing to buy the supplement produced by these companies. Wishing that the results of such research could be useful to the general public, especially athletes, coaches and officials and supplement manufacturers.

Research method



This research is descriptive - correlated in terms of practical purpose and in terms of data collection.

The community studied in this study is bodybuilding athletes with a history of taking sports supplements in bodybuilding clubs licensed by the city of Mashhad.

Due to the uncertainty and uncertainty of the number of athletes with a history of taking sports supplements in the city of Mashhad, according to the Morgan table, the sample size for the unlimited community is 384 people, the sample selection is by two-stage cluster sampling method, so that in the first stage, licensed clubs have been identified through the sports and youth organization, the number of licensed fitness clubs announced by the Ministry of sports is 206, and in the second stage, people with a history of taking supplements are examined. Ten first-class clubs were selected for the selection of sample people using the opinion of experts in the field of bodybuilding in terms of personnel and facilities, each club was given 40 questionnaires.

The research uses field methods to collect information in general and library methods such as books, dissertations and research articles to formulate theoretical foundations of the research.

To gather information, a standard 19-question questionnaire was used with a summary of Chen's Article(2012), based on the Likert five-choice scale (I strongly disagree, 1; I disagree, 2; I have no opinion, 3; I agree, 4; I completely agree; 5)

In order to determine the basis of the questionnaires, 30 questionnaires were distributed among the statistical community and the amount of Cronbach Alpha was calculated for the questionnaire using the SPSS software. The results are shown in Table 1. As can be seen in the table, the amount of Cronbach Alpha coefficients obtained for the variables obtained from the questionnaire is higher than 0.7, so the basis of the questionnaire can be confirmed.

Table 1-calculation of the base of the questionnaire

Variable	dialect number	Cronbach Alpha
Centrality	3	0.737
Attraction	3	0.849
Sport attachment	4	0.833
Brand image	3	0.869
desire to buy	3	0.942
word of mouth	3	0.909
The whole questionnaire	19	0.956

To determine the validity of the initial questionnaire, the necessary reforms have been made with the opinion of the esteemed teachers, guides, consultants and bodybuilding specialists to ensure that the questionnaire measures the same characteristic as the researchers. Then, using factor analysis, the measurement equations corresponding to the variables were determined. The factor load value is less than 0.4, small and should be removed from the model. The results of the confirmation factor analysis are presented in Table 2.

Table 2 - results of the factor analysis of the questionnaire

Variables	number of questions	factor load	statistics t
Centrality	1	0.84	17.62
	2	0.58	10.72
	3	0.87	13.57
Attraction	4	0.75	19.57
	5	0.78	17.72
	6	0.82	18.76
Sport attachment	7	0.84	11.19
	8	0.85	18.96
	9	0.71	13.07
	10	0.75	16.87
Brand image	11	0.86	10.71
	12	0.92	17.36
	13	0.98	17.76
desire to buy	14	0.90	12.49
	15	0.98	29.54
	16	0.96	28.14
Word of mouth	17	0.98	13.67
	18	0.90	24.54
	19	0.98	24.21

According to Table 2, the statistical value of t in all questions related to research variables is greater than 1.96, and the factor load values of all questions are greater than 0.4. Therefore, it can be concluded that the selected questions provide appropriate factor structures for measuring the variables and dimensions studied in the research model.

Two methods of descriptive statistics and inferential statistics have been used to analyze information. In the descriptive statistics method, the mean, standard deviation, minimum, maximum, abundance and percentage indicators are used to describe the data, and at the inferential level, the Kolmogorov - Smirnov test is used to examine the normality of the data and to test and examine the hypotheses, the method of factor analysis and modeling of structural equations. The above tests are analyzed and used from the software SPSS 18 and lisrel 8.80.

Results



Descriptive statistics

In the sample, 62 percent are male and 38 percent are female. Table 3 shows the descriptive information of the respondents.

Table 3-descriptive information of the respondents

Age	Frequency	Percentage	valid percentage
Between 16 and 30	258	67.2	67.5
Between 31 and 40 years	78	20.3	20.4
Between 41 and 50 years	33	8.6	8.6
Over 51 years	13	3.4	3.4
Total	382	99.5	100
Unanswered	2	0.5	
Education	Frequency	Percentage	valid percentage
Diploma	110	28.6	29.1
Bachelor	104	27.1	27.5
Master of arts	66	17.2	17.5
Master and above	55	14.3	14.6
Other	43	11.2	11.4
Total	378	98.4	100
Unanswered	6	1.6	
Income level	Frequency	Percentage	valid percentage
One million Tomans or less	181	47.1	48.4
One to two million tomans	102	26.6	27.3
Two to three million tomans	49	12.8	13.1
Three to four million tomans	22	5.7	5.9
Four million tomans or more	20	5.2	5.3



Age	Frequency	Percentage	valid percentage
Total	374	97.4	100
Unanswered	10	2.6	
Total sum	384	100	
Time to exercise	Frequency	Percentage	valid percentage
Zero to 2	213	55.5	56.8
2 to 4	79	20.6	21.1
4 to 6	41	10.7	10.9
6 hours and more	42	10.9	11.2
Total	375	97.7	100
Unanswered	9	2.3	
total sum	384	100	

Descriptive Examination of research variables

The table below specifies descriptive indicators including the minimum, maximum, mean and standard deviation for each of the research variables. According to this table, the average Centrality, Attraction, sports attachment, brand image, desire to buy, word of mouth advertising is equal to 3.59, 4.40, 3.77, 3.50, 3.44 and 3.43 respectively.



Table 4-indicators of data descriptions for variables

Variables	Frequency	Minimum	Maximum	Average	standard deviation
Centrality	384	1	5	3.59	0.92
Attraction	384	1	5	4.04	0.85
sports attachment	384	1	5	3.77	0.86
brand image	384	1	5	3.50	1.06
desire to buy	384	1	5	3.44	1.18
word of mouth	384	1	5	3.43	1.10

4-3-1 - Kolmogorov-Smirnov test

Using the Kolmogorov-Smirnov test, the normality of the research variables is examined. The results of this test are given in Table 5. Given that the meaningful level of the test in all variables is higher than 0.05, the claim of normality of the research variables is accepted and the proportional representation method can be used in modeling structural equations.

Table 5-results of the Kolmogorov-Smirnov test

Variables	statistic Z	Significance level	result
Centrality	1.116	0.085	normal
Attraction	1.173	0.129	normal
sports attachment	1.097	0.075	normal
brand image	1.131	0.078	normal
desire to buy	1.123	0.093	normal
word of mouth	1.14	0.08	normal

Structural equation modeling

Model fit indicators are also shown in Table 6. According to this table, the RMSEA value is equal to 0.059, and given that it is less than 0.08, it indicates that the average of the number of errors in the model is appropriate and the model is acceptable. The Kai-two is also equal to the degree of freedom ([331.92].143) to 2.32 and is between 1 and 3, and the ratio of NFI, GFI, AGFI, IFI and CFI indicators is also greater than 0.9. So in sum, it can be said that the value of the indicators corresponds to their interpretative criteria, and the confirmatory factor analysis confirms the structure of the factors examined in the questionnaire.

Table 6-indicators of the fit

χ^2/df	RMSEA	NFI	GFI	AGFI	IFI	CFI
2.32	0.059	0.93	0.92	0.92	0.93	0.91

Examination of research hypotheses

This section will analyze and estimate the research parameters using structural equation modeling and test the research hypotheses. The following are models for testing research hypotheses. Graph 1A and B are the path coefficients and statistical values of T respectively for the research model.

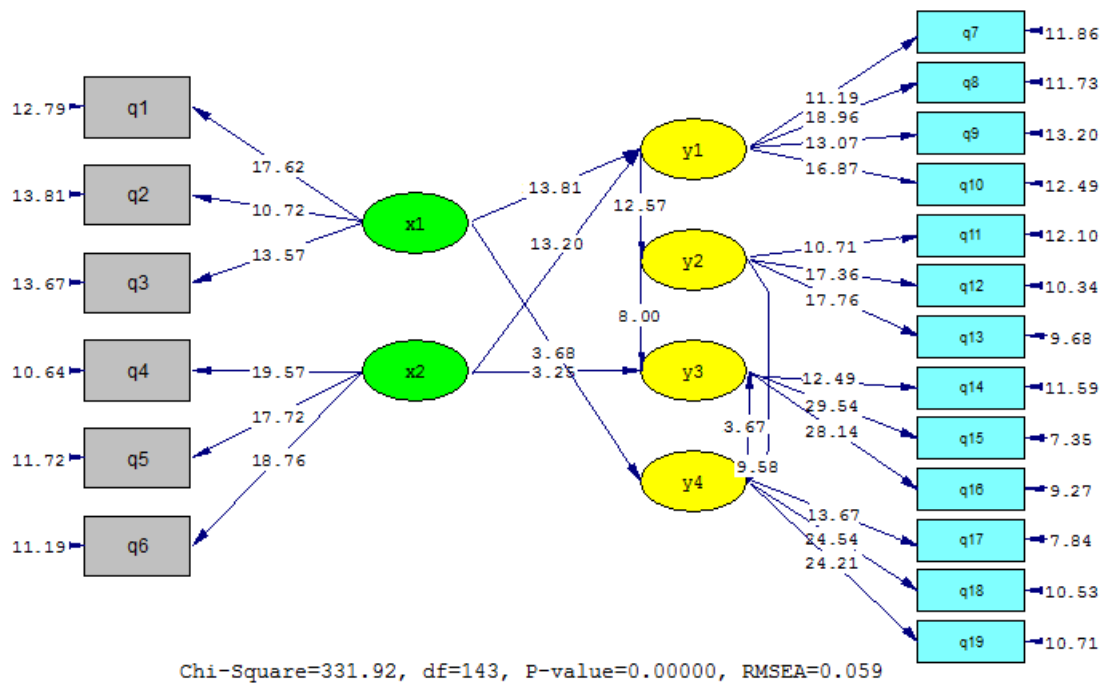
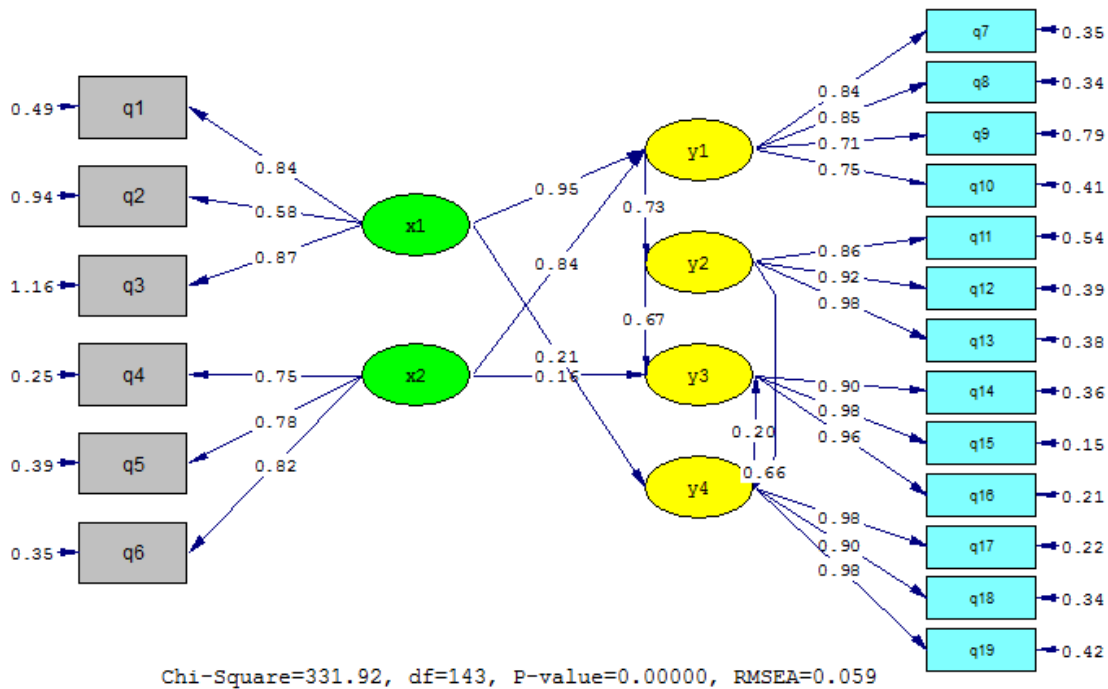


Figure 1 - a) factor coefficients and path coefficients of the research Model, B) statistical values t for the research model

Where :

X1: Centrality, X2: Attraction

Y1: sports attachment, Y2: brand image, Y3: desire to buy, Y4: word-of-mouth advertising



According to the above graphs, the summary of the results obtained from the model's validity is shown in Table 7, which is used to test the research hypotheses. As mentioned, paths with a statistical value of T (t) greater than 1.96 or less than -1.96 are meaningful.

Table 7-results of the hypothesis test

Hypothesis	The test case relationship	Path coefficient	coefficient t (t)	result
First	Centrality → sports attachment	0.95	13.81	Significance coefficient
Second	Centrality → word-of-mouth	0.21	3.68	Significance coefficient
Third	Attraction → sports attachment	0.84	13.20	Significance coefficient
Fourth	Attraction → desire to buy	0.16	3.25	Significance coefficient
Fifth	sports → attachment brand image	0.73	12.57	Significance coefficient
Sixth	brand → image word-of-mouth	0.66	9.58	Significance coefficient
Seventh	brand → image desire to buy	0.67	8.00	Significance coefficient
Eighth	word-of-mouth → desire to buy	0.20	3.67	Significance coefficient

1: Centrality has a positive impact on sports attachment among athletes in the field of bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between Centrality and sports attachment among athletes in the field of bodybuilding and bodybuilding is equal to 0.95, which is somewhat positive. The statistical value of T (t) is equal to 13.81, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the existence of a meaningful and positive relationship between value and sports attachment among athletes in the field of bodybuilding and bodybuilding is confirmed, and it can be said that value has a positive impact on sports attachment among athletes in the field of bodybuilding and bodybuilding. So the first hypothesis is confirmed.

2: Centrality has a positive impact on word-of-mouth advertising among bodybuilding and bodybuilding athletes.

In this hypothesis, according to Table 7, the path coefficient between Centrality and word-of-mouth advertising among bodybuilding and bodybuilding athletes is equal to 0.21, which is a positive value. The statistical value of T (t) is 3.68, which is greater than 1.96, so it can be concluded with 95% confidence that this path factor is significant at the 0.05 error level, and the existence of a meaningful and positive relationship between Centrality and word-of-mouth advertising among bodybuilders and bodybuilders is confirmed, and it can be said that

Centrality has a positive impact on word-of-mouth advertising among bodybuilders and bodybuilders. So the second hypothesis is confirmed.

3: Attraction has a positive effect on sports attachment among athletes in the field of bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between Attraction and sports attachment among athletes in the field of bodybuilding and bodybuilding is equal to 0.84, which is somewhat positive. The statistical value of T (t) is equal to 13.20, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the presence of a meaningful and positive relationship between Attraction and sports attachment among athletes in the field of bodybuilding and bodybuilding is confirmed, and it can be said that Attraction has a positive impact on sports attachment among athletes in the field of bodybuilding and bodybuilding. So the third hypothesis is confirmed.

4: Attraction has a positive effect on the desire to buy among athletes in the field of bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between Attraction and desire to buy among athletes in bodybuilding and bodybuilding is equal to 0.16, which is a positive value. The statistical value of T (t) is equal to 3.25, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the existence of a meaningful and positive relationship between Attraction and the desire to buy among athletes in the field of bodybuilding and bodybuilding is confirmed, and it can be said that Attraction has a positive impact on the desire to buy among athletes in the field of bodybuilding and bodybuilding. So the fourth hypothesis is confirmed.

5: Sports attachment has a positive impact on brand image among athletes in the field of bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between sports attachment and brand image among athletes in the field of bodybuilding and bodybuilding is equal to 0.73, which is somewhat positive. The statistical value of T (t) is equal to 12.57, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the existence of a meaningful and positive relationship between sports attachment and brand image is confirmed among athletes in the field of bodybuilding and bodybuilding, and it can be said that sports attachment has a positive impact on brand image among athletes in the field of bodybuilding and bodybuilding. So the fifth hypothesis is confirmed.

6. Brand image has a positive impact on word-of-mouth advertising among bodybuilding and bodybuilding athletes.

In this hypothesis, according to Table 7, the path coefficient between brand image and word-of-mouth advertising among bodybuilding and bodybuilding athletes is equal to 0.66, which is somewhat positive. The statistical value of T (t) is equal to 9.58, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the presence of a meaningful and positive relationship between brand image and word-of-mouth advertising among bodybuilders and bodybuilders is confirmed, and it can



be said that brand image has a positive impact on word-of-mouth advertising among bodybuilders and bodybuilders. So the sixth hypothesis is confirmed.

7. Brand image has a positive impact on the desire to buy among athletes in the field of bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between the brand image and the desire to buy among athletes in the field of bodybuilding and bodybuilding is equal to 0.67, which is somewhat positive. The statistical value of T (t) is equal to 8.00, which is greater than 1.96, so it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the existence of a meaningful and positive relationship between brand image and the desire to buy among athletes in the field of bodybuilding and bodybuilding is confirmed, and it can be said that brand image has a positive impact on the desire to buy among athletes in the field of bodybuilding and bodybuilding. So the seventh hypothesis is confirmed.

8. Word-of-mouth advertising has a positive effect on the desire to buy among athletes in bodybuilding and bodybuilding.

In this hypothesis, according to Table 7, the path coefficient between word-of-mouth advertising and the desire to buy among bodybuilding and bodybuilding athletes is equal to 0.20, which is somewhat positive. The statistical value of T (t) is 3.67, which is greater than 1.96, so it can be concluded with 95% confidence that this path factor is significant at the 0.05 error level, and the existence of a meaningful and positive relationship between word-of-mouth advertising and the desire to buy is confirmed among athletes in the field of bodybuilding and bodybuilding, and word-of-mouth advertising can be said to have a positive impact on the desire to buy among athletes in the field of bodybuilding and bodybuilding. So the eighth hypothesis is confirmed.

Discussion and conclusion

The aim of this study is to examine the role of sports attachment and brand image on the purchase of sports supplements (subject: bodybuilding clubs). The results obtained are as follows:

Centrality has a positive impact on sports attachment among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the path coefficient between Centrality and sports attachment among athletes in the field of bodybuilding and bodybuilding is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level and the meaningful and positive impact between Centrality and sports attachment among athletes in the field of bodybuilding and bodybuilding is confirmed. The result is not consistent with the research of Chen (2012), Beaton (2011), Tsyotsu and Alexandris (2009). Perhaps the cause of the research is the inconsistency of conducting research in different sports environments. Valuable refers to the degree to which an activity is important to a person as attraction, as well as the interest, pleasure and pleasure that a person receives from the activity (Chen, 2012). Tsyotsu and Alexandris call the psychological connection of a consumer to a sports team sports attachment (tsyotsu and Alexandris, 2009). According to the previous definitions, it can be concluded that the Centrality of bodybuilding makes a bodybuilder attached to bodybuilding. Therefore, it is possible to attach athletes to bodybuilding and bodybuilding by creating value in bodybuilding.



Centrality has a positive impact on word-of-mouth advertising among bodybuilding and bodybuilding athletes. In this hypothesis, the path coefficient between Centrality and word-of-mouth advertising among bodybuilders and bodybuilders is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level, and the positive impact between Centrality and word-of-mouth advertising is confirmed among athletes in the field of bodybuilding and bodybuilding. The result of this hypothesis is consistent with the findings of Fratti et al. (1392), the great and the good (1388). Centrality refers to the degree to which an activity is important to a person as attraction, as well as the interest, pleasure and pleasure that a person receives from the activity (Chen, 2012). Word-of-mouth advertising is a form of verbal communication between a consumer and a consumer about a brand or product that occurs between the recipient and the source of the message and is considered a non-advertising message by the recipient (Madhoshi et al., 1391). According to the above definitions, it can be concluded that the Centrality of bodybuilding promotes the relationship of bodybuilders to the brand of bodybuilding supplements, which results in a person promoting the brand of bodybuilding supplements word of mouth. So sports supplement companies can promote their products by creating a value in bodybuilding for athletes.

Attraction has a positive effect on sports attachment among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the path coefficient between Attraction and sports attachment among athletes in the field of bodybuilding and bodybuilding is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level, and the positive impact between Attraction and sports attachment among athletes in the field of bodybuilding and bodybuilding is confirmed. This result is consistent with the results of Chen (2012), Beaton (2011), Brown et al. (2016), zzny and baftani (1390), tsyotsu and Alexandris (2009). Attraction refers to how important an activity is to a person, and for a person it leads to a person's desire, pleasure, and enjoyment of the activity. Tsyotsu and Alexandris call the psychological connection of a consumer to a sports team sports attachment (tsyotsu and Alexandris, 2009). According to the previous definitions, Attraction in bodybuilding leads to the interest and connection and attachment of bodybuilders to bodybuilding. Therefore, by creating attractiveness in bodybuilding, athletes are attached to bodybuilding and bodybuilding.

Attraction has a positive effect on the desire to buy among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the trajectory coefficient between Attraction and the desire to buy among bodybuilders and nurturing is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level, and the positive impact between Attraction and the desire to buy is confirmed among athletes in the field of bodybuilding and bodybuilding. The result of this study is consistent with the findings of haiderzadeh and colleagues (1389). Attraction refers to how important an activity is to a person, and for a person it leads to a person's desire, pleasure, and enjoyment of the activity . . The tendency to buy is the amount of tendency and willingness of the customer to buy the items they need from a particular company or organization. According to the previous definitions, it can be concluded that the Attraction of bodybuilding leads to a person's interest and tendency to it, and this tendency leads to the desire to buy products related to



bodybuilding (sports supplements). So companies that make sports supplements can increase their desire to buy their products in athletes by making them attractive in bodybuilding.

Sports attachment has a positive impact on brand image among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the path coefficient between sports attachment and brand image among athletes in the field of bodybuilding and bodybuilding is equal to 0.73, which is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level, and the positive impact between sports attachment and brand image is confirmed among athletes in the field of bodybuilding and bodybuilding. This result is consistent with the findings of Tsyotsu and Alexandris (2009), Chen (2012). Tsyotsu and Alexandris call the psychological connection of a consumer to a sports team sports attachment. Brand image is the emotional and logical perceptions of consumers that relate to a particular brand (Saidi, 1395). According to the above definitions, attachment to bodybuilding causes a person to develop a positive perception and mindset towards bodybuilding and related products (sports supplements), which allows him to gain a proper image towards the brand of supplements related to it. So supplement companies can create a positive image of their product by creating attachment in athletes towards bodybuilding and bodybuilding.

Brand image has a positive impact on word-of-mouth advertising among bodybuilding and bodybuilding athletes. In this hypothesis, the trajectory coefficient between brand image and word-of-mouth advertising among bodybuilding and bodybuilding athletes is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 05/0 error level, and the positive impact between brand image and word-of-mouth advertising is confirmed among athletes in the field of bodybuilding and bodybuilding. The result of this research is consistent with the findings of Tsyotsu and Alexandris (2009), engrani and rachmanita (2015), Haidari farm Akhund (1395). Brand image serves as emotional and rational perceptions of consumers that relate to a particular brand. Brand image plays an important role in business markets, especially where it is difficult to differentiate products or services based on their tangible qualitative characteristics, or even when the products offered are the same, buyers react differently to the mental brand image of the company or brand of the product (Saidi, 1395). Word-of-mouth advertising provides motivation and reason to the community to talk about your company's services and goods. Given the previous content, the brand image causes a reaction to a brand, which can lead to word-of-mouth advertising for that brand if this mentality and image is appropriate. So sports supplement companies can promote their product by creating a proper image of their product brand (sports supplements) in the minds of bodybuilders.

Brand image has a positive effect on the desire to buy among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the trajectory coefficient between the brand image and the desire to buy among athletes in the field of bodybuilding and bodybuilding is somewhat positive. So it can be concluded with 95% confidence that this path coefficient is meaningful at the 0.05 error level, and the positive impact between brand image and willingness to buy is confirmed among athletes in the field of bodybuilding and bodybuilding. The result of this research is consistent with the findings of Roy et al. (2017), Saidi (1395), Nakhai Abdul Abadi (1395), Tsitsu and Alexandris (2009), Raziqi (1391). Crito and Brody



define brand image as: the first word or image that comes to the mind of the customer by reminding them of a particular brand and includes symbolic concepts that consumers associate with specific product or service characteristics. The desire to buy is the amount of tendency and willingness of the customer to buy the items they need from a particular partner or organization. According to the previous material, the brand image is the mindset and the image that is reminded of the brand in the mind of the buyer. If this mindset is positive, it causes the tendency and desire of the person to buy that brand. So supplement companies can increase the desire for these athletes to buy their product by creating a proper image of their product brand in the minds of bodybuilders.

Word of mouth advertising has a positive effect on the desire to buy among athletes in the field of bodybuilding and bodybuilding. In this hypothesis, the path coefficient between word-of-mouth advertising and the desire to buy among athletes in the field of bodybuilding and bodybuilding is somewhat positive. So with 95% confidence, it can be concluded that this path coefficient is meaningful at the 0.05 error level, and the positive impact between word-of-mouth advertising and the desire to buy is confirmed among athletes in the field of bodybuilding and bodybuilding. The result of this research is consistent with the result of the research of Haidari farm Akhund(1395), Batina (2015). Word-of-mouth advertising is a form of verbal communication between a consumer and a consumer about a brand or product that occurs between the recipient and the source of the message and is considered a non-advertising message to the recipient. Unlike other marketing communications that are promotional in nature and are a kind of marketer – consumer communication, word-of-mouth advertising is created by consumers themselves and willingly, which is transmitted from different channels to other consumers (Madhoshi et al., 1391). The desire to buy is the amount of tendency and willingness of the customer to buy the items they need from a particular partner or organization. According to the previous content, word of mouth advertising results in a tendency and desire about the brand in the individual. This desire and tendency can be the desire to buy that brand. If this tendency is positive, it promotes word of mouth to buy that brand. So sports supplement companies can increase the desire for bodybuilders to buy their products through increased word-of-mouth advertising of their products.

Given the valuable importance and attractiveness and their impact on attachment, it is better for the Bodybuilding Federation to also consider mental aspects in the training of the coach and train coaches who, in addition to mastering physical topics, also master psychological topics. Since attention to sports supplements is a very important concept in athletes, researchers in future research can analyze the mediating roles of variables such as the use of well-known people in advertising and their effect on attractiveness and attachment.

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