

The Role Of Emotional Marketing In Customers Participation Sport For All

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Introduction

This study focuses on how different characteristics of customers' emotional intelligence would have relationships on the variety of customers' emotional responses on customer participating when they may encounter unexpected service failure circumstances (Kim & Agrusa, 2010). Emotional Intelligence may work on cognitions or information processing that involves matters of personal and emotional importance to individuals and their Relationships (Mayer et al., 2005). There is a growing body of evidence that suggests emotions function like motivational states, urging one to do something or influencing one's decision (Ariely & Lowenstein, 2006). Sports as an entertainment offering represent a unique form of experiential consumption Understanding the importance of an individual's emotional status can lead to their attention, decision making process, and behavioral responses (Kidwell, Hardesty, Murtha & Sheng, 2011).

Methods

This study is a descriptive-analytic one and it has been done by means of a fieldwork, The statistical population on which this study is done are people that participating public sport in Tehran city. By cluster sampling method and based on the Cochran formula 384 females and men completed the questionnaire measure Emotional Intelligence scale Brackett and Rivers (2004). Customer Coping Strategy scale (Kim and Agrusa, 2011) and Customer participations (yem & et al ,2012) the data was analyzed based on Multiple regression analysis, measuring with the significance level set at 0.05.

Results

The results showed that 164 male and 226 female participated this research. most of participates were showed of age consisted 18–22 years with 112 frequency. Results linear regression analysis showed that Emotional Intelligence and Customer Coping Strategy model is related with the Customer participations ($p = 0.001$), so it can be concluded that Emotional Intelligence can be the predictor of Customer participations and the percentage of variance explained by the models regarding Emotional Intelligence ($R = 0.30$). Further positively relation between Customer participations accounted for the most variance in Customer Coping Strategy ($R^2 = 0.39$).

Conclusion

The findings of this study have a number of practical implications in utilizing public relations to change consumers' cognition and behavior. In this study The five constructs of Emotional Intelligence were all hypothesized with the coping focus and customer participation the higher ability of customers' using emotion was statistically positively related with their efficacy levels for themselves and for others. When the emotion was used, customers more likely have tendency to refer their coping way weighted on emotion, not on problem-focused. Yim, Chan and Lam (2012) examined that the customer participation offers economic benefits such as customized services, better service qualities, and worked more effective for customers to strengthen relational linkage between customers and between customer and employees. Also, customers' participation could increase employees' job stresses as well as adverse influence on customers' own satisfaction.

References

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