

عنوان مقاله:

The Partial Role of Marketing Dimensions in Attracting Females to Football Academies (Case Study: Female Football Academies in Kerman)

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خلاصه مقاله:

Purpose: Because of the importance of attracting females to football academies and the prosperity of academies in the sustainable development of female sport, the current study aimed to study the partial role of relationship marketing dimensions in attracting females to football academies in Kerman. **Methodology:** This field study was descriptive-survey research and a practical one. The research population included all the females in football academies in Kerman, and 150 females were studied through total sampling. Data was collected using a researcher developed scale for measuring Relationship Marketing components as well as attracting customer questionnaire developed by Geib et al. (۲۰۰۵). The reliability of the tools was confirmed based on Cronbach's alpha, and the validity of the research tools was confirmed by conducting face validity, content validity, and construct validity. **Finding:** The research findings, by applying structural equation modeling, demonstrated that the relationship marketing dimensions, including Trust, Commitment, Communication, Conflict management, Loyalty, and Quality, have a positive and significant effect on attracting females to football academies in Kerman. According to the research finding, focusing on relationship marketing and its dimensions can attract females to football academies, which could ultimately lead to a boom. **Originality:** This research is one of the few studies conducted in attracting women to football academies, emphasizing the role of relational marketing that can effectively develop women's football and the prosperity of football academies.

کلمات کلیدی:

communication, Females, Loyalty, Quality, Relationship marketing

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