



ORIGINAL ARTICLE

Investigating the Relationship between Color Psychology Marketing and the Intention for Re-presence by Customers of Fitness Clubs

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KEY WORDS

Customer;
Fitness club;
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ABSTRACT

The objective of this research was to Investigating the Relationship between Color psychology marketing and the Intention for re-presence by Customers of Fitness Clubs. This research is classified as applied research based on objective and employs a non-experimental design, specifically a descriptive-correlational approach and was conducted in the field using a questionnaire. The statistical population of the research consisted of all female athletes in the city of Damghan. Due to the uncertainty regarding the size of the population, 300 questionnaires were distributed. Ultimately, 247 questionnaires were collected and considered as the sample for the study. It is worth noting that a random sampling method was employed for sample selection. The data collection tools for this research included the Color Psychology Marketing Questionnaire by Morton and Lynn (2010) and the Customer Intention for Re-presence Questionnaire by Lim (2006). The validity of the questionnaires was confirmed by a panel of 10 experts, including management professors and sports coaches. To determine the reliability of the questionnaires, Cronbach's alpha coefficient was employed. For data analysis, both descriptive and inferential statistics were utilized, including Pearson's correlation coefficient and simultaneous regression analysis, using SPSS version 26. The results indicated that Color Psychology Marketing has a significant and positive effect on customers' intention to re- presence fitness clubs in Damghan city.

Introduction

Increased competition, customer focus, globalization, and rapid technological changes are new concepts that have profoundly impacted the present era, distinguishing it from previous centuries. It is no longer possible to compete or even live in the new world with old-fashioned thinking. In such circumstances, customer focus and customer satisfaction are the winning cards and guarantees of survival for centers aiming for the future. Centers that

are inattentive to the needs of their customers and have a product-centric approach are eliminated from the competition. Therefore, customer focus has become a cornerstone of modern marketing management theories (Ghafari & Darabi, 2017).

In the present world, expanding the market and attracting new customers, and even retaining existing customers, is a concern for many clubs. Clubs, depending on their type of activity, use different

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methods such as high quality, reasonable prices, good services, and appropriate customer interaction to gain customer satisfaction (Mohamadzadeh & Mozafari, 2018). In other words, what leads to repeat purchases (participation in future events) is satisfaction with participation in sporting events. This process leads to satisfaction, which results in consumer loyalty and commitment and their willingness to repurchase, or causes the sports consumer to choose participation in various events alternately or to consider participation in a specific event intermittently (Pitts & Stotlar, 2002).

One of the factors that plays a role in attracting more customers to sports facilities and requires careful attention from designers, architects, and builders of sports halls is attention to the order, tidiness, and color of the facilities (Gholami, 2019). One of the methods used by clubs for this purpose is the use of various colors in the clubs, in a way that colors can effectively communicate with customers and, by creating interest and attraction in individuals, create the conditions for choosing the club (Beik, 2017). Colors must be used carefully alongside other marketing elements. In general, the analysis of colors depends on nationality, culture, experiences, preferences, and personal characteristics, and the color should be chosen according to the characteristics of the target market (Carclass & Brunel, 2014). Today, colors, as one of the most important visual components of communication, have played a significant role in marketing. The use of different colors has led most people to turn to the psychology of colors. Color is the first symbol that attracts the audience's attention. The psychology of colors, as a method of treatment in some ancient cultures, including the Egyptians and Chinese, has been used as a treatment. This work, sometimes called light therapy or chromotherapy, is still used as an alternative treatment method (Mohammadifar, 2011). The psychology of color is a branch of behavioral psychology that studies the effect of color on human behavior. Color increases customer presence and is a powerful marketing tool.

Humans are influenced by colors both physically and psychologically, and indirectly affect norms, reactions, responses, and individual behaviors. Marketers are gradually realizing that color plays a more essential role in the design and production process. People have also become discerning and observant, seeing color in terms of the motivation it gives them, which creates an atmosphere that is felt in the design process of halls and influences the choice of hall (Beik, 2017).

Color is considered one of the important and inseparable elements of advertising, which Jung (2003) introduced as the mother tongue of the human subconscious. Given the importance of the subconscious in creating consumer buying behavior, marketers implement many programs and plans to reveal its hidden layers. Also, color is considered one of the most effective factors in product selection during purchase among consumers. Therefore, the loss resulting from choosing a range of unbalanced colors can easily lead to loss of sales, profits, and market share (Wilson et al., 2001). As a result, attention to the personality traits of individuals and the design and organization of sports facilities appropriate to the prediction of their preferred color can be effective in this market segment. From a psychological perspective, the color chosen by individuals reflects their personality type. In a way that by observing the color of a person's clothing, an accurate prediction of their personality can be made and leads to the formation of correct social interactions (Patel, 2002). For better prediction, it should be investigated which of the chosen colors fall into the groups of cold, warm, and neutral colors.

Numerous researchers have investigated the importance of color in attracting customers. For example, Kim et al. (2020) conducted a study on the effect of interior color on the aesthetic perception, feelings, and behavior of customers. The results showed that both soft and bright colors encourage both classic and expressive aesthetic perceptions in one color. In addition, the results showed that

customers' aesthetic perceptions affect their approach response through feelings of pleasure and mastery in the context of a luxury hotel, which was moderated by their luxury consumption motivation. Beik and Saatchian (2019) stated that the great importance of marketing and customer attraction for clubs, especially attention to the basics of color psychology, indicates the necessity of understanding the components that influence the design of sports spaces and facilities. Mortezaavifar, Farzan, and Aalem Talab Pashtiry (2016) stated that the personality traits of individuals play a role in the color preferences of sportswear. Since sportswear occupies a significant part of the sports product market, the results of this research can be useful for marketers and producers in this industry, because color is considered one of the important and inseparable elements of advertising, and given the importance of the subconscious in creating consumer buying behavior, marketers implement many programs and plans to understand this language in order to reveal its hidden layers. Etis (2017) also emphasizes the important role of online store color in creating a flow experience and states that blue induces more flow than yellow, also stating that the two dimensions of flow (pleasure and perceived concentration) have direct and mediating effects on purchase intention and revisit intention.

Given the points mentioned, it can be stated that in today's society, where individuals have different tastes and use different colors, it has led people to turn to color psychology to improve their work, such as designers and doctors, and try to psychologically analyze the people they interact with. Fitness clubs, as service providers, are no exception, and given that a part of the club's customers are women who attach particular importance to environmental characteristics, and given the importance of repeat customer visits as a very important factor in maintaining the survival, sustainability, and profitability of fitness centers and clubs, the researcher in this research seeks to answer the question of whether there is a relationship between Color marketing psychology and the intention for re-

presence by customers of fitness clubs in Damghan city.

Materials and Methods

This research, considering its main objective, is an applied research. In terms of design, it is a non-experimental, and more precisely, a descriptive-correlational study conducted in the field using a questionnaire. The statistical population of this study consisted of all female athletes in Damghan city. Due to the unknown size of the population, a total of 300 questionnaires were distributed throughout the city, of which 247 were returned and usable for statistical analysis. This number was considered as the sample size. It is worth mentioning that random sampling was used for sampling. For gathering information about the research background, library studies, internet research, and databases were used. Data were collected using Morton and Lyn's (2010) Color marketing psychology questionnaire, consisting of 23 items and 5 components (Mental Connection, Emotional-Psychological, Distinguishing Power, Influencing Power, Color Personality), and Lim's (2006) Customer Re-presence Intention questionnaire, consisting of 7 items, both using a 5-point Likert scale. The validity of the questionnaires was examined and confirmed by 10 experts, management professors, and sports coaches. Their reliability was calculated using Cronbach's alpha, resulting in 0.92 and 0.84, respectively. After extracting and categorizing the collected information, SPSS version 22 was used for data description. Based on the research questions, descriptive statistics (frequency, mean, and frequency percentage) and inferential statistics (Pearson correlation coefficient and multiple regression) were used for data analysis.

Results

The results of the descriptive analysis of demographic characteristics are reported in Table 1.

Table 1. Demographic characteristics.

Variable	Group	Frequency	Frequency percentage
Marital status	Married	102	41.3%
	Single	145	58.7%
Age	Under 20 years	39	15.4%
	21-30	94	38.1%
	31-40	81	32.8%
	Over 40 years	33	13.8%
Education level	Diploma and lower	38	15.4%
	Associate Degree	47	19.0%
	Bachelor's Degree	109	44.1%
	Master's Degree and higher	53	21.5%
Employment status	Employed	33	13.4%
	Self-employed	29	11.8%
	Student	89	36.1%
	Homemaker	96	38.9%
Gym usage motivation	Wellness	44	17.8%
	Fitness	141	57.1%
	Happiness and vitality	38	15.4%
	Competitive	24	9.7%

The results of Table 1 indicate that 41% of the participants were married and 59% were single. Based on age, the majority of participants (38%) were in the age range of 21 to 30 years, and the fewest (13%) were over 40 years old. In terms of education level, the majority (44%) had a bachelor's degree, and the fewest (15%) had a diploma or lower. Based on

employment status, the majority (39%) were homemakers, and the fewest (12%) were self-employed. Based on gym usage motivation, the majority (57%) used the gym for fitness purposes, and the fewest (10%) for competitive purposes. Descriptive statistics of the research variables are reported in Table 2.

Table 2. Descriptive statistics of research variables.

Variable	Mean	Standard deviation
Color marketing psychology	4.35	0.64
Re-presence	4.26	0.66

As the results of Table 2 show, the Color marketing psychology variable had a mean and standard deviation of 4.35 ± 0.64 , and the Re-presence variable had a mean and standard deviation of 4.26 ± 0.66 . Considering that the means are higher than 3, all variables had appropriate means.

To examine the relationship between Color marketing psychology and Re-presence Intention, the Pearson correlation coefficient test was used. The findings in Table 3 showed a significant relationship between Color marketing psychology and its dimensions with Customer Re-presence Intention ($r = 0.573$) based on the observed significance level.

Table 3. Pearson Correlation Coefficient Results for Investigating the Relationship between Color marketing psychology and Re-presence Intention.

Color marketing psychology		Re-presence intention	
		r	Sig.
		0.57	0.001
<i>Dimensions</i>	Mental Connection	0.58	0.001
	Emotional-Psychological	0.55	0.001
	Distinguishing Power	0.48	0.001
	Influencing Power	0.56	0.001
	Color Personality	0.51	0.001

Linear regression was then used to explain and predict the criterion variable. Table 4 presents the results of multiple regression for predicting Re-presence Intention based on the Color Psychology variable and its dimensions. One important factor to consider in regression is the autocorrelation between independent

variables, which is calculated in the table below using the Durbin-Watson statistic. If this statistic is between 1.5 and 2.5, it indicates no autocorrelation between the variables, and based on the Durbin-Watson statistic, regression analysis is feasible.

Table 4. Multiple Regression Analysis Results.

Sample	Sum of squares	DF	Mean square	F	R	R ²	Adjusted R ²	SE	Durbin-watson	Sig.
Regression	32.36	5	12.108							
Residual	72.31	241	0.402	13.30	0.57	0.33	0.32	0.633	1.57	0.01
Total	108.64	246								

The results of the multiple regression analysis indicate that the adjusted multiple coefficient of determination for the linear combination of Color marketing psychology components with Customer Re-presence Intention is 0.32. This means that the Color marketing psychology components explain approximately 32% of the variance in the Customer Re-presence Intention variable. Table 5 shows the results of the regression analysis using the simultaneous method, where all 5

dimensions of Color marketing psychology are entered into the model. The results indicate that all components of Color marketing psychology are predictors of Customer Re-presence Intention. Among these, based on the regression coefficient, the Emotional-Psychological component has the highest and Color Personality has the lowest regression impact on the Re-presence Intention variable.

Table 5. Multiple Regression Analysis Results of Color marketing psychology Components and Re-presence Intention.

Statistical index	Unstandardized coefficients		Standardized coefficients	t-ratio	Sig.
	B	SE	Beta		
Constant	0.590	0.194		3.047	0.003
Mental connection	0.235	0.049	0.291	4.812	0.001
Emotional-psychological	0.274	0.054	0.081	1.359	0.016
Distinguishing power	0.148	0.063	0.147	2.343	0.020
Influencing power	0.089	0.060	0.079	1.497	0.036
Color personality	0.069	0.050	0.336	5.847	0.001

Discussion and Conclusions

The main objective of this study was to investigate the relationship between Color marketing psychology and Customer Re-presence Intention in gyms. This research is categorized as applied research in terms of its objective. In terms of data collection method, it is a descriptive-correlational study. The statistical population of this study consisted of all female athletes in Damghan city, of which 247 were considered as the sample.

The results of the study showed a significant relationship between Color marketing psychology and Customer Re-presence Intention in gyms. This finding is consistent with the studies by Hamidavi (2015), Sable and Akai (2014), Droup, Mufuka, and Sarujolal (2010), Nazemi et al. (2013), and Soleimani (2011). Hamidavi (2015) stated that the use of color in marketing, advertising, and brand packaging design considers all aspects, including the gender of the audience, customer culture, place of use, and the meaning of color in the target market, to improve customer relationships. Sable and Akai (2010) also stated that attention to the color of gym equipment attracts individuals to the field of fitness, and the colors of walls, ceramics, and the interior of the gym create a sense of calmness and excitement for physical activity. Perhaps it can be said that attention to the color of the brand logo, the exterior and interior environment of the gym, the specific color used in the gym, and the attractiveness of the gym, which reminds of a pleasant event, in addition to creating the ability to recall the name of the gym in other situations, provides a special connection in specific situations. Marketers use a combination of colors and shapes to design a brand that represents the gym and can establish the best connection with the customer (Hamidavi, 2015).

The results of multivariate regression also showed that all components of color psychology marketing predict customer's intention to revisit. Among these components, based on the regression coefficient, the emotional-psychological component has the highest

impact, and the color personality component has the lowest regression impact on the dependent variable of intention to revisit the club. The results of this section of the research are consistent with the findings of Milani and Mozaffari (2018), Semenarshadi (2015), and Hamidavi (2015). In this regard, Semenarshadi (2015) states that colors are among the non-verbal signs that are considered as one of the important phenomena of the market. The importance of colors becomes apparent when we refer to marketing and packaging and see that the harmony, combination, and arrangement of colors attract the consumer's attention, and one of the important factors that influence consumer perception is the type of colors used in packaging. Each color can suggest a certain type of quality to the consumer.

In general, the inferential analyses in this study showed that color psychology marketing has a positive and significant effect on customers' intention to revisit sports clubs. Today, consumers and customers are considered the main key to the success or failure of a business; therefore, understanding their behavior and identifying important factors influencing their purchase intention, satisfaction, and loyalty, along with the changes occurring in the field of marketing, are of great importance. According to the results of this research, there is no universal pattern for the use of color. In every society, colors have specific and different meanings. Many factors are effective in the application of color psychology in marketing and advertising. To present a successful work, all these factors must be considered simultaneously. Ignoring the concepts of the colors used in advertising and the design of spaces and sports clubs in relation to gender, age, culture, religion, and geographical conditions of the target audience can lead to failure in selling the product and services to the target market and cause irreparable damage to the club. Finally, given the impact of color psychology marketing on customers' intention to revisit sports clubs, it is suggested that managers use color

psychology marketing strategies and programs in designing services provided to customers. It is recommended that all components of color psychology be considered and adhered to, as this will lead to appropriate behavior for word-of-mouth advertising and repeated use of these sports facilities.

Conflict of interests

No conflict

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