

# The Effect of Experimental Marketing on the Intention to Repurchase Sports Customers

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## Abstract

**Purpose:** The aim of this study was to investigate the effect of experimental marketing on the intention of repurchasing sports customers in Adidas and Skechers brands in Ardabil.

**Methods:** The statistical population was 600 customers of Adidas and Sketches brands who bought in 1398 from the agencies and stores of these two brands. The statistical sample was selected based on Cochran's formula of 234 people. The standard experimental marketing questionnaire, Schmidt (1999) and the standard Park repurchase questionnaire (2008) were used to collect data. Kolmogorov-Smirnov test, Shapiro-Wilk test and Structural Equation Modeling (SEM) method were used to analyze the data using Smart PLS software.

**Results:** The results showed that emotional experience, perceptual experience and communication experience have a positive and significant effect on the intention to repurchase sports customers and the effect of the dimensions of sensory experience and practical experience on the repurchase intention of sports customers was not confirmed. Finally, the results showed that experimental marketing has a positive and significant effect on the intention of repurchase sports customers.

**Conclusion:** Considering the significant effect of experimental marketing on the intention of repurchase sports customers, it is suggested that domestic companies and brands also use this type of marketing and pay more attention to the feedback of their products after the sales phase.

**Keywords:** Experiential marketing, Repurchasing Intention, sport customers.

## Introduction

In the present age, a deep understanding of consumer behavior without knowing the factors affecting his behavior seems unlikely. Therefore, to understand consumer behavioral intentions, it is necessary to identify the factors that strongly affect the desire to do customer behavior (Shojaei & Ghobadi, 2016). Consumer behavior is a new topic in marketing and is a challenging topic that discusses people and what they buy and why and how they buy (Rahmati et al, 2019). The traditional marketing perspective considers consumers as rational decision makers who care about performance benefits and characteristics, while empirical marketing sees consumers as emotional and rational individuals seeking access to enjoyable experiences. On the other hand, traditional marketing methods do not can respond to customers and consumers of products, for customers who are not satisfied only with quality, price reduction and other incentives. Traditional marketing methods are inadequate because they see customers as rational decision makers and focus on product application features, product benefits, and quality (Akyildiz et al, 2013). A key element of the concept of marketing and social marketing is customer satisfaction, but in some cases customer satisfaction alone is not enough and efforts should be made to create some kind of emotional attachment in customers (MacCol, 2004). Satisfaction refers to personal feelings of pleasure or frustration resulting from comparing product and performance about one's own expectations (Rajesh, 2013). Also, sometimes customers do not easily accept advanced technology and high product quality, so the most important need for such goods is invisible event design that creates a clear relationship between the tangible product and the user (Nagasawa, 2008). The new age of marketing, the sensory (experimental) marketing element based on

delivering a legendary brand-related experience to the customer, aims to add value to his or her life and ultimately lead to a brand being reminded by the consumer, not because the brand shouts louder. Rather, because it provides unforgettable experiences for customers (Smilansky, 2009). In order to be able to influence customers' intentions to buy and observe them, we must use different stimuli that affect it. One of these variables is the emotional experiences that customers have of the product (Kim & Lennon, 2013).

Empirical marketing (sensory experience, emotional experience, intellectual experience, practical experience and communication experience) is a missing link that meets these needs and wants of customers. Empirical marketing is a new approach to marketing that gives companies a competitive advantage, empowering companies to create a memorable experience, increase long-term return on investment, increase customer loyalty, gain credibility with target customers, and create effective and lasting advertising. Increase sales. Therefore, it is necessary to pay attention to empirical marketing in companies' strategies (Smilansky, 2009). In 1999, Schmidt described empirical marketing in five terms (sensory, emotional, thought, action, and communication). Sense refers to how customers perceive the messages they receive through (eyes, ears, nose, tongue, and sense of touch: the five senses). Emotion refers to the emotional perception of customers and information about the company or brand through the experience received. Thinking is the same as perception and may lead to a re-evaluation of the company and its products. The practical aspect (action) means creating shared experiences with customers and long-term behavioral patterns of lifestyle. Communication (interactive aspect) refers to an individual's relationship with others, groups, and society (Yuan & Wu, 2008).

Purchase intention is also one of the most important and basic concepts in marketing and scientific research in a range of products and services that can be considered and studied for different purposes (Shojaei & Ghobadi, 2016), the desire and decision to buy customers, a guide. Suitable for marketers in designing marketing plans and strategies. The decision to buy refers to consumers' willingness to use a particular service and to resist using other services. The importance of the decision to buy is that it predicts customer behavior. This leads to a reduction in marketing costs and ultimately its profitability (Darabi et al, 2018). Kumar (2008) discusses how empirical marketing can be used to build a brand. The results of his research showed that due to the approach of each brand, customers spend more time in these stores. The environment of each store plays an important role. Women were less likely to be referred than men, but women were more frequently visited because they were more influenced by empirical marketing (Kumar, 2008). Experience arises from the interaction between a customer and a company product, which requires the customer to be involved at different levels of intellectual, emotional, material and spiritual (Lasalle & Britton, 2003). Because experiences are internal and arise from the interactions of the individual mind and the events in it, no two experiences are the same and the experiences of individuals are not alike (Yuan & Wu, 2008). Nairi Chegini (2016) in his research concluded that empirical marketing has a positive effect on customer satisfaction, satisfaction has a positive effect on loyalty and experimental marketing has a positive effect on customer loyalty (Nairi Chegini, 2016). Spilro et al. Proved that "the customer experience arises from a set of relationships between a customer and a department or service or part of it that generates a response." This experience is highly personal and reflects

consumer interaction to varying degrees (intellectual, emotional, sensory, physical, and spiritual) (Li & Yang, 2010).

Bahrami and Amiri (2020) in a study entitled the effect of experimental marketing on the desire to buy immediately and word of mouth marketing mediated the satisfaction and emotional response of customers of sports goods. The results showed that sensory experience, intellectual experience and practical experience have a positive and significant effect on customer satisfaction and emotional response (Bahrami & Amiri, 2020). The results of Kwangyong et al (2021) research showed that integrated marketing communications have a positive and significant effect on customer satisfaction and the intention of repurchase customers online. In addition, integrated marketing communications positively regulate the intention of repurchase an online customer indirectly by improving the online customer satisfaction experience. The online consumer satisfaction experience plays an important mediating role in integrated marketing communications and online customer repurchase intent (Kwangyong & et al, 2021). Research findings of Khoirunnisa and Astini (2021) show that empirical marketing, social media marketing and brand trust all have a positive and significant effect on repurchase intention. Empirical marketing and social media marketing have a less positive and significant effect on brand trust. In this study, brand trust as a mediating variable had a positive and significant effect on repurchase intention (Khoirunnisa & Astini, 2021). Subawa and et al (2020) conducted a study on "The effect of empirical marketing, social media marketing, and brand trust on repurchase intent in Ovo applications". The results in this study are experiential marketing, social media marketing, and brand trust partially positive and significant effect on repurchase intention (Subawa & et al 2020). Ashfaq et

al. (2019) investigated the effect of nostalgia and experimental marketing on customer satisfaction by explaining empirical values. Their results showed that experimental marketing has a direct effect on tourist satisfaction (Eshfagh et al, 2019). Reyhani (2017) in a study examining the effect of customer satisfaction and loyalty in online shopping from an empirical marketing perspective concluded that empirical marketing has an effect on customer satisfaction and loyalty in the Digi Kala store. Si Bopa and Botomilo (2017) in a study entitled *Experimental Marketing as a Predictor of the Purpose of Purchasing Smartphones*, concluded that sensory experience has the greatest impact on them repurchase (Sebopa & Boitumelo, 2017).

Experimental marketing and its dimensions affect the behavior and how customers buy. There are mainly two types of research on experimental marketing. One group of research is conducted in general and includes all aspects of experimental marketing, another series of research is conducted exclusively on each dimension and experience. A successful and memorable experience can have a positive impact on customer behavior, and this is what companies and brands are looking for and trying to achieve. Although in recent years sports companies have been trying to implement experimental marketing in some ways, the main question is to what extent their performance has been able to implement the concepts of experimental marketing and

affect their satisfaction and intention of buying. Given the above, the sports industry and the extent of its relationship with consumers of sports goods and services need further research in marketing to be able to identify future trends. The need to pay attention to marketing science and its components in sports and services to consumers and sports customers is obvious. This research is based on the concepts of empirical marketing and seeks to answer the question of how much empirical marketing can affect the intention of repurchase sports customers? Therefore, in this regard, the following research hypotheses are proposed:

1. Experimental marketing has a significant effect on the intention of repurchase sports customers.
2. Emotional experience has a significant effect on the intention of repurchase sports customers.
3. Perceptual experience has a significant effect on the intention of repurchase sports customers.
4. Communication experience has a significant effect on the intention of repurchase sports customers.
5. Sensory experience has a significant effect on the intention of repurchase sports customers.
6. Practical experience has a significant effect on the intention of repurchase sports customers.

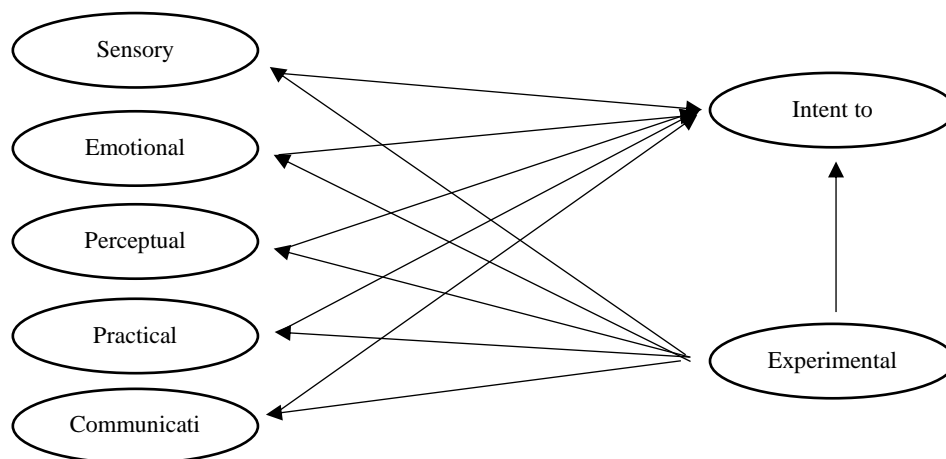


Figure (1). conceptual model of research

## Materials and Methods

The present study is applied in terms of purpose and descriptive and correlational in terms of method. The statistical population consisted of consumers of sports products from Adidas and Sketches brands in Ardabil. The statistical population of this study was estimated at 600 people. In this way, based on the information extracted from the sellers, the number of people who had bought from these two brands during 2 months (November and December 2019) was determined. Based on the Cochran sample size determination formula, 234 people were selected as the sample by simple random sampling. The information required for the research was collected by field method and a questionnaire. In order to collect data, first the necessary coordination was made with the agencies and stores of Adidas and Skechers brands, and by attending the store or receiving specifications and telephone numbers and coordinating with customers, a questionnaire was distributed among them, along with the necessary explanations. To collect experimental marketing data from Schmidt (1999) questionnaire with 20 questions and has five dimensions of sensory experience, emotional experience, perceptual experience, practical experience and Communication experience was used. Repurchase intention data were collected through Park et al. (2008) questionnaire with 4 questions. In this study, the Likert scale was

defined as ranging from strongly agreeing to strongly disagreeing. To evaluate the validity of the questionnaires used in this research, content validity was used for localization. Therefore, first a copy of the questionnaire was provided to many professors of sports management and marketing to assess the content validity of the questionnaire and their suggestions on the questionnaire were applied. In the opinion of these experts, some questions that were incomprehensible and ambiguous or unrelated to the subject, spatial domain and statistical community were removed from the questionnaire (1 question of the intention to repurchase questionnaire) and some questions and items in a more appropriate and better way. Were expressed. Cronbach's alpha and combined reliability were used to determine the reliability of the questionnaire. To analyze the data in the descriptive statistics section, frequencies and percentages were used to describe the demographic information of the subjects and the research variables. Kolmogorov-Smirnov and Shapiro-Wilk tests were used to evaluate the normality of the data. In the inferential statistics section, the structural equation modeling (SEM) method was used using Smart PLS 2 software (PLS) and through this, the research hypotheses were tested.

## Results

A summary of the descriptive statistics and demographic characteristics of the research sample is given in Table 1.

**Table (1).** demographic status of the samples

Gender	Man				Female					
	135		57/7 %		99		42/3 %			
Age	Under 20 years		21 to 30 years		31 to 40 years		41 to 50 years		Over 50 years	
	10	4/3 %	93	39/7 %	82	35 %	36	15/4 %	13	5/6 %
education	High school		Diploma		Associate Degree		Bachelor		Masters degree and higher	
	15	5/1 %	22	9/4 %	64	27/4 %	94	40/2 %	42	17/9 %
Income	Less than 1.5 million Tomans		Between 1.5 to 2.5 million Tomans		Between 2.5 to 3.5 million Tomans		Above 3.5 million			
	33	14/1 %	66	28/2 %	59	25/2 %	76	32/5 %		
period of timeBuy	1 year		Between 2 to 3 years		Over 3 years					
	58	24/8 %	98	41 %	78	33/33				

The study of demographic variables of the sample members shows that out of 234 subjects, 135 (57.7%) were male and 99 (42.3%) were female. On the other hand, education of 12 people (5.1%) undergraduate and 22 people (9.4%) diploma and 64 people (27.4%) postgraduate and 94 people (40.2%)

bachelor and 42 people (17.9%) Percentages were master's and higher.

Kolmogorov-Smirnov and Shapiro-Wilk tests were used to check the normality of the data.

**Table (2).** Check the normality of the data

	Shapiro Wilk test			Kolmogorov-Smirnov test		
	the amount of	Degrees of freedom	Significance level	the amount of	Degrees of freedom	Significance level
Experimental marketing	.977	234	0.000	.077	234	0.000
Intent to repurchase	.896	234	0.000	.175	234	0.000

The results of both tests showed that the distribution of the studied variables is not normal ( $P < 0.05$ ). And its results are presented in Table 2. Therefore, non-parametric bootstrap test was used to estimate standard errors and test hypotheses. To test research hypotheses and test them using structural equation modeling (SEM) was used with the help of Smart PLS software in two parts: confirmatory factor analysis (measurement model or external model) and hypothesis testing (structural

model or internal model). But before these two steps, the model fits in order to eliminate ambiguous questions and refine the data for further analysis. Researchers believe that a latent variable should explain a significant portion of the scatter of each reagent (usually at least 50%), therefore, the absolute value of the correlation between a structure and each of its observed variables (the absolute value of standardized output loads) should be greater than 0.7. Be (Azar et al, 2012). The model was run twice to measure the

reliability of the reagents in this study.  $\cong \sqrt{0.5}$

**Table (3).** Load factor of the component's reliability in the first step

Structure	Factor load	Indicator	Structure	Factor load	Indicator
Practical experience	.734	Q13	Sensory experience	.871	Q1
	.829	Q14		.889	Q2
	.625	Q15		.696	Q3
	.865	Q16		.749	Q4
Communication experience	.799	Q17	Emotional experience	.909	Q5
	.837	Q18		.834	Q6
	.718	Q19		.718	Q7
	.729	Q20		.626	Q8
Intent to repurchase	.739	Q21	Perceptual experience	.775	Q9
	.846	Q22		.730	Q10
	.630	Q23		.678	Q11
	.887	Q24		.786	Q12

The absolute magnitude of the factor load for question 3 in the construct of sensory experience, question 8 in the construct of emotional experience, question 11 in perceptual experience, question 15 in

practical experience, and question 23 in the intention to repurchase are less than 0.7. Therefore, these questions were removed from the model in turn and the model was implemented again (Table 3).

**Table (4).** Load factor of the component's reliability in the second step

Structure	Factor load	Indicator	Structure	Factor load	Indicator
Practical experience	.734	Q13	Sensory experience	.871	Q1
	.829	Q14		.889	Q2
	.865	Q16		.749	Q4
Communication experience	.799	Q17	Emotional experience	.909	Q5
	.837	Q18		.834	Q6
	.718	Q19		.718	Q7
	.729	Q20			
Intent to repurchase	.739	Q21	Perceptual experience	.775	Q9
	.846	Q22		.730	Q10
	.887	Q24		.786	Q12

In Table 3 times the foot factor References are provided in the second stage. This table shows that the absolute value of the factor load for each reagent in reflective structures

is more than 0.7, ie the variance of the indices with their respective structures was acceptable, which indicates the appropriateness of this criterion.

**Check the fit of the external model**

The external model in the PLS method corresponds to the measurement model in structural equations. Therefore, the common fit indices in PLS measurement models for the latent variables of the research

(Cronbach's alpha coefficient, composite reliability coefficient and mean extraction variance) are shown in Table 5.

**Table (5).** Convergence reliability and validity coefficients

Structure and measurement index (Hidden variables)	Mean extraction variance AVE> 0.5	Composite reliability Alpha> 0.7	Cronbach's alpha Alpha> 0.7
Sensory experience	.703	.876	.787
Emotional experience	.677	.862	.760
Perceptual experience	.584	.808	.643
Practical experience	.658	.852	.750
Communication experience	.597	.855	.773
Intent to repurchase	.683	.865	.771

According to this table, the three indicators are at the appropriate level for all variables.

**Table (6).** Divergent validity matrix

Structures	Sensory experience	Emotional experience	Perceptual experience	Practical experience	Communication experience	Intent to repurchase
Sensory experience	.84					
Emotional experience	.340	.822				
Perceptual experience	.059	.149	.764			
Practical experience	.359	.159	.032	.811		
Communication experience	.097	.164	.730	.011	.773	
Intention DonkeyIodine again	.126	.018	.191	.049	.126	.826

The results of the divergent validity study are presented in Table 6. As shown in the table, the root mean of the extracted variance of each latent variable is greater than the maximum correlation of that latent variable with other latent variables. Therefore, according to this table, it can be stated that divergent validity of the model is

appropriate.

**Check the fit of the internal model**

The internal model indicates the relationship between the latent variables of the research. Using the internal model, research hypotheses can be tested. Tables 7 and 8 show the results of the internal model fitting.



**Table (7).** Results of internal model fitting (test of research hypotheses by executing bootstrap command on path lines)

Hypothesis	Path coefficient	the amount of T	Significance level	Result
Experimental Marketing -> Repurchase Intention	1.143	7.826	.000	proving a theory
Emotional experience -> Repurchase Intention	.243	2.703	.006	proving a theory
Perceptual experience -> Repurchase Intention	.367	3.742	.000	proving a theory
Communication Experience -> Repurchase Intention	.357	3.720	.000	proving a theory
Sensory experience -> Repurchase Intention	-	1.601	.110	Reject the hypothesis
Practical experience -> Repurchase Intention	-	.573	.567	Reject the hypothesis

According to the results of Table 7, it can be said that experimental marketing has a significant effect on the intention of repurchase sports customers ( $T = 826/7$ ). Emotional experience has a significant effect on the intention of repurchase sports customers ( $T = 2/703$ ). Perceptual experience has a significant effect on the intention of repurchase sports customers ( $T = 742/3$ ).

Communication experience has a significant effect on the intention of repurchase sports customers ( $T = 7/320$ ). Also, according to the results, it can be said that sensory experience has no significant effect on the intention of repurchase sports customers ( $T = 1/601$ ). Also, practical experience has no significant effect on the intention of repurchase sports customers ( $T = 0.573$ ).

**Table (8).** Results of internal model fitting

Structure	Criterion R2	Predictability (Q 2)	Direction	Impact size criteria $f^2$
Emotional experience	.447	.197	Experimental Marketing -> Emotional Experience	808
Perceptual experience	.602	.202	Experimental Marketing -> Perceptual Experience	512/1
Communication experience	.573	.197	Experimental Marketing -> Communication Experience	34/1
Sensory experience	.178	.106	Experimental Marketing -> Sensory Experience	217
Practical experience	.226	.284	Experimental Marketing -> Practical Experience	362
Intent to repurchase	.302	.365	Experimental Marketing -> Repurchase Intention	353
			Emotional experience -> Intention to repurchase	046
			Perceptual experience -> Intention to repurchase	075
			Perceptual experience -> Intention to repurchase	078

In this table, the value of  $Q^2$  for experimental marketing structures and repurchase intention is calculated, which indicates the appropriate predictive power of the model for endogenous research structures and confirms the proper fit of the structural model.

The general model includes both measurement and structural parts, and by confirming its fit, the fit is checked in a complete model. Three values of 0.01, 0.25 and 0.35 as weak, medium and strong values for this criterion Introduced Is gone.

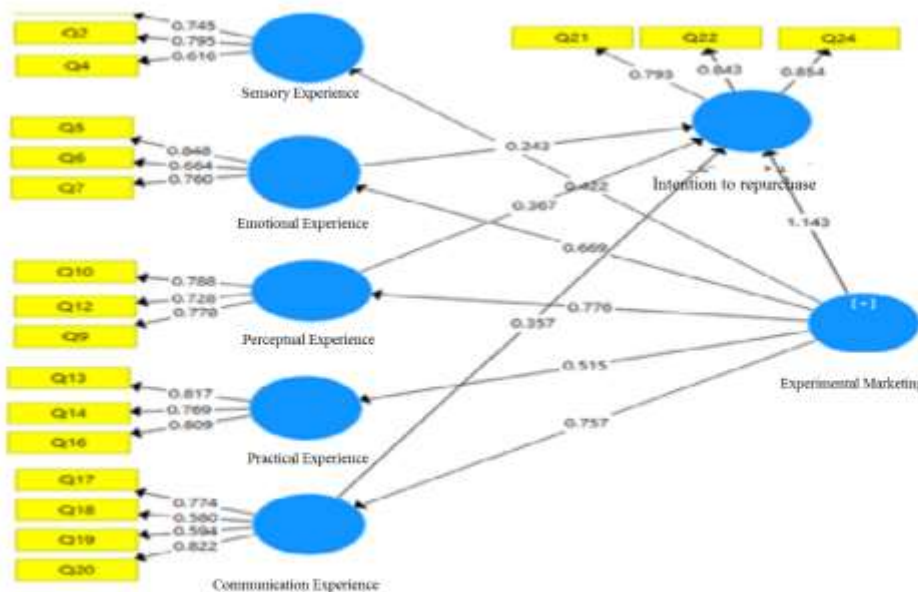
**Overall model fit**

**Table (9).** General model fit

Structures	Intention to buy	Practical experience	Sensory experience	Communication experience	Perceptual experience	Emotional experience
Communalities	.365	.284	.106	.197	.202	.197
GOF	$GOF = \sqrt{.21 \times .37} = 0.28$ Medium fit					

In this step, to examine the effect of experimental marketing and its components (emotional experience, perceptual experience, communication experience, sensory experience, practical experience) on the intention to repurchase the structural

equation method and PLS software in two significant cases (to test hypotheses) and standard estimation. (To examine the intensity of the effect of variables on each other), the results of which are shown in Table 7 and Figures 2 and 3, respectively.



**Figure (2).** variable path coefficients Reviews

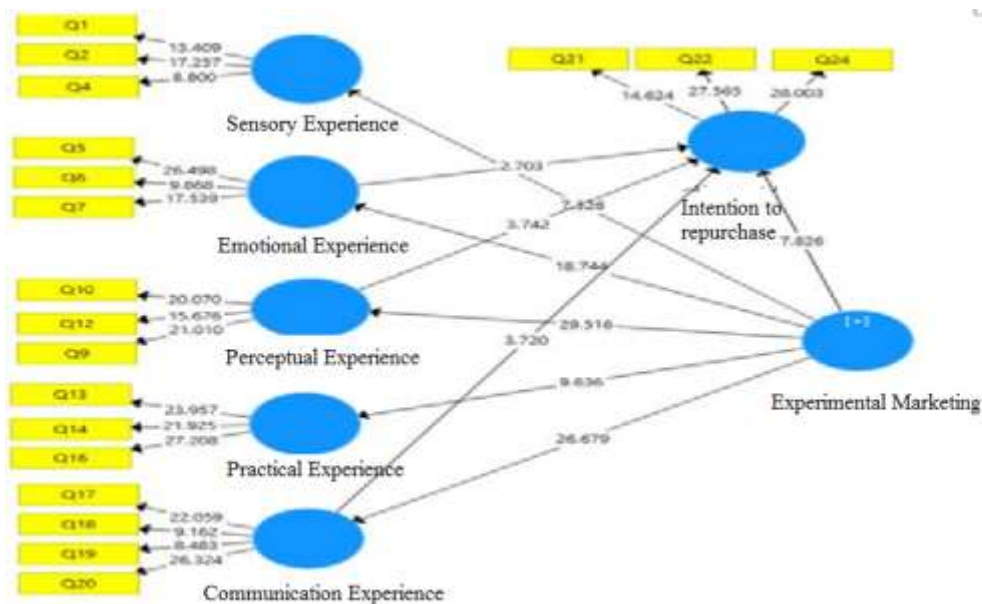


Figure (3). value T Variables Reviews

As can be seen, empirical marketing has a positive and direct effect on repurchase intention and statistical t-test shows that this effect is significant ( $T > 1.96$ ). Also, the results showed that emotional, perceptual and communication experience has a positive and direct effect on intends to repurchase. Statistical t-test showed that this effect was significant ( $T > 1.96$ ), but sensory and practical experience did not have a significant effect on repurchase intention.

### Discussion

The main goal of brands is to reach a position that, while being profitable, seeks customer satisfaction, and to achieve this position, they must pay special attention to the spirits and tastes of customers (Mirzaei & Hosseini, 2017). In fact, empirical marketing uses two-way interaction in marketing. This two-way interaction is a living brand experience, which allows customers and consumers to connect with the brand and develop relationships with the brand, which ultimately leads to brand support and loyalty. Marketing researchers believe that marketing has forgotten the fact that people talk about their experiences with each other and that the

main element of empirical marketing is experience. This experience is a distinct marketing tool and method and plays its role through various dimensions of experience (sensory, emotional, intellectual, practical and communication). The most important thing is that experience should have its main task, which is to satisfy the needs and tastes of customers (Nairi Chegini, 2016). The sports industry and the extent of its relationship with consumers of sports goods and services need further research in marketing to be able to identify future trends. The need to pay attention to marketing science and its components in sports and services to consumers and sports customers is obvious. Experimental marketing as one of the types of marketing in this study sought to answer the question of whether empirical marketing can be effective on the intention of repurchase sports customers? Therefore, this study was conducted to investigate the effect of experimental marketing on the intention to repurchase sports customers in two brands, Adidas and Skechers in Ardabil.

The results also showed that sensory experience did not have a positive and significant effect on the intention of

repurchase sports customers. The results of this hypothesis are consistent with the study of Goodarzi and Saeidnia (2013) and Schmidt (1999). These findings are inconsistent with the results of studies by Keshtkar Rajabi (2015), Ismailpour & Mohseni (2018), Sebopa & Boitumelo (2017). The reason for the inconsistency of this finding with most of the research is that many different factors can affect the results of such research. In this study, the utmost effort was made to reduce the incidence of errors in the results as much as possible by using high accuracy in the survey and analysis of the results, but there is always the possibility that some underlying environmental factors such as high number of questions and impatience Respondents affect the accuracy and accuracy of the measurement tool, the questionnaire, and distort the research results. By improving the sensory experience by emphasizing the design and packaging of products, maintaining the appearance and prestige of employees in order to increase satisfaction and emotional satisfaction with customers of sports equipment stores.

In addition, the results showed that emotional experience has a significant positive effect on the intention of repurchase sports customers. These findings are consistent with the results of studies by Keshtkar Rajabi (2015), Kustini (2011) and inconsistent with the results of Khazbazzadeh (2013). Schmidt (1999) states that the emotional experience evokes the customer's inner feelings and emotions. Clearly, the positive or negative feeling of having a customer affects the product or service used. The inner emotions of customers and consumers are stimulated by various methods and methods that lead to the formation of consumer emotions from the products of companies and brands. Most researchers believe that emotional news plays a key role in consumers' final choice of brand and what they are willing to pay for.

Here the word (feeling) means how the brand can engage consumers and customers in the buying process in terms of inner feelings. Research in this field in customers can be useful according to the cultures, mirrors, geographical location and psychological characteristics, customer behavior and the application of these tastes in the production of products and services. Considering the effect of emotional experience on the intention of repurchase sports customers, it is suggested to create a research group in companies and, after consuming products by customers, record the behavioral, psychological and emotional feedback of customers and in the production of new products, those feedback and apply tastes. Also creating a calm atmosphere of Shabakhsh with proper lighting and playing music inside the store for optimal emotional feedback from customers of sports equipment stores can cause customer satisfaction.

The results showed that perceptual experience has a significant positive effect on the intention of repurchase sports customers. This finding is consistent with the results of studies by Khazbazzadeh (2013), Keshtkar Rajabi (2015), Lin et al (2009). Perceptual or intellectual experience emphasizes encouraging customers to engage in creative thinking that may lead to re-evaluating the company and the product. The purpose of this type of marketing is to converge and diverge the customer with the element of surprise, curiosity and stimulation. Schmidt (1999) believes that inspiring customers is the key to creative thinking. Because surprise causes pleasure and leads to exceeding customer expectations. That the customer is in a position to think after using products and services and has an understanding of their experiences, and if this experience leads to a positive result, affects the customer's belief, and is determined to consume the product (Schmitt, 1999). Based on the proof of the

positive and significant effect of perceptual experience on the intention of repurchase sports customers, it is recommended that manufacturers refrain from producing low-grade products, and pay special attention to appropriate pricing and after-sales service of their products and services.

The results of the study showed that practical experience does not have a significant positive effect on the intention of repurchase sports customers. The results of this hypothesis are in line with the results of the study of Saeidnia and Goodarzi (2013) and Chiu, Kim and Won (2018). This part of the research finding is inconsistent with the results of studies by Khazbazzadeh (2013) and Keshtkar Rajabi (2015). The reason for the discrepancy between the results of these findings and the results of these researchers can be various factors, such as the level of expectations from products, how to use products or behavioral characteristics of this group of customers, etc. In this study, the respondents tried to answer the right questions, and other side and environmental factors may have influenced the results of this finding.

The results showed that communication experience has a significant positive effect on the intention of repurchase sports customers. And these findings are consistent with the results of studies, Khazbazzadeh (2013), Keshtkar Rajabi (2015). The communication experience aspect includes aspects of sensory, emotional, intellectual, and practical experiences. However, communication experiences go beyond the personal and private feelings of individuals and thus relate the person to something outside of their private state (Schmitt 1999). Interaction is an essential element in empirical marketing and refers to the two-way relationship between the company and the customer. Companies need to consider the fact that, if a person is doing their day-to-day business as usual and has a positive experience with a

brand in this natural routine, then they are more likely to talk to other people they meet during the day or week. It will be a lot, and this will not only lead to the formation of positive behavioral intentions in the customer and return to the company, but also through personal advice, a significant volume of potential customers in the market will be interested in using the company's products. This dimension of experience refers to a person's cultural and social experiences and creates value for him by increasing social and emotional cognition. Given the significant impact of communication experience on the customer's intention to repurchase, it is suggested that companies and brands pay attention to the communication and advertising (word of mouth) of their products.

The results showed that experimental marketing has a positive and significant effect on the intention of repurchase sports customers. Findings of this hypothesis with the results of studies of Khazbazzadeh (2013), Taheri & Akbari (2015), Keshtkar Rajabi (2015), Kian Mehr & Abbasi Daloo (2015), Nairi Chegini (2016), Reihani (2017), Mirzaei & Hosseini (2017), Omidi & Mazd Bafzadeh (2016), Eshfagh et al (2019), Kumar (2008), Shahin et al (2012), (2013) Ruchi, Zena & Hadisumarto (2013) align. The intention of repurchase and returning customers to the store is a competitive advantage because it is only by returning and repeating customer purchases that they can achieve long-term profits. In fact, instead of attracting new customers, companies can retain existing customers at a lower marketing cost. Zare Pourkhalkiasari and Legzian (2016) believe that when customers return to a store when they feel high profitability and complete satisfaction from their previous shopping experiences, then customers' purchases from a store are repeated (Zare Pourkhalkiasari & Legzian 2016). This means that each increase in

experiential marketing will increase repurchase intention. Vice versa, every decrease in experiential marketing will decrease repurchase intention. Experiential marketing is a way to make customers create experiences for a brand. Experiential marketing is the process of identifying and satisfying consumer needs and beneficial aspirations, engaging consumers through two-way communication that brings brand personality to life and adds value to the target audience (Smilansky, 2009). However, communication experiences go beyond the personal and private feelings of individuals and thus relate the person to something outside of their private state (Schmitt 1999). Interaction is an essential element in empirical marketing and refers to the two-way relationship between the company and the customer.

### Conclusion

Companies need to consider the fact that, if a person is doing their day-to-day business as usual and has a positive experience with a brand in this natural routine, then they are more likely to talk to other people they meet during the day or week. It will be a lot, and this will not only lead to the formation of positive behavioral intentions in the customer and return to the company, but also through personal advice, a significant volume of potential customers in the market will be interested in using the company's products. This dimension of experience refers to a person's cultural and social experiences and creates value for him by increasing social and emotional cognition. Given the significant impact of communication experience on the customer's intention to repurchase, it is suggested that companies and brands pay attention to the communication and advertising (word of mouth) of their products. According to the obtained results, it can be said that by using the experimental marketing of companies, brands and manufacturers of products and services in

general, they can hope for customer satisfaction, loyalty and the intention of repurchase and ultimately profitability. Considering the significant effect of experimental marketing on the intention of repurchase sports customers, it is suggested that domestic companies and brands also use this type of marketing and pay more attention to the feedback of their products after the sales phase.

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