

Prioritize the Factors Affecting the Pricing Indoor Pools Admission Fee of the Isfahan City

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Abstract: This study aimed to prioritize factors affecting pricing indoor pools admission fee of the Isfahan city. This was a descriptive-applied. The survey was conducted to collect data. The study sample included all indoor pool managers of Isfahan city, Directors of Isfahan General Administration of Sports and Youth, Managers of Youth and Sports Department of Isfahan and Swimming Board Authority of Isfahan consisted of 81 samples selected as convenient sample. The research was conducted in Isfahan in 2014. data was collected distributing a questionnaire consisting of 35 questions in 5 components of safety services, health services, facilities, staffing and location among subjects. Kolmogorov–Smirnov test, One Sample t Test, Friedman and ANOVA were used in data analysis at statistical inference level. The results showed that safety services, facilities, staffing, location and health services are the first to fifth components in the pricing of indoor pools admission fee in Isfahan, respectively. According to Chi-square and significance level obtained, the hypothesis on the identical componets of safety services and location items was rejected and it was determined that items of these components had no different effects on the pricing of indoor pools admission fee in Isfahan. Regarding other components, test items were prioritized by Friedman test. The priorities were the compliance with health issues in the lounge and pool item in health services component; the use of appropriate systems for sound and heat insulation item in facilities component; and benefiting from skilled staff (teachers and coaches) in training classes in staffing component. The results showed that there was no significant difference in average pricing of indoor pools admission fee of Isfahn based on experience and education variables.

Key words: Pricing • Indoor pools • Isfahan

INTRODUCTION

Modern life has created conditions that people are inclined toward sports and sports club membership, especially swimming pools with different goals to compensate for the lack of exercise and physical activity. People who attend pools for sports activities attach particular importance for each of these sport facilities as their main capital [1]. Ehsani (2003) argues that research on the clubs, increasing the competence of managers, their more familiarity with the needs, desires and motivations of customers, enhance quality and club development, attract more customers and increase their

satisfaction will lead to more healthy community. Researches suggest that right pricing is of factors affecting the satisfaction of their customers [2-4]. right pricing of a product or service or a group of them is crucial for an organization. It is mentioned that pricing level determines the number of customers favoring the organization products [5,6].

Professional sport as business and industry has many social and economic impact at international level. Sports development as a profitable industry, is quite competitive [7], therefore, sport administrators are required to plan on doing their utmost to promote their position and meet the needs of customers and keep them

satisfied to gain maximum benefit from the customers clubs [8]. On the other hand, indoor pools are in need of basic programming in different areas including pricing, to meet the customer needs and keep them satisfied. Nowadays, the customer demands to be aware of the cost of services provided by an indoor pool. Today, the customer is not a kind of employee and its role has changed, the customer is the king [9]. In a market based system, prices act as guides for participants in economic activity in the decision to continue, expand or limit the cooperation [10].

Pricing is at the heart of any business plan [11] and is considered as one of the important issues that affect marketing and investment, employment, provision of services and the general level of price [12]. One of the categories that professional sports organizations (to cover costs) rely on is to receive admission fee [13-15]. Determining the sports clubs admission fee pricing deals with customers and their benefit to the club, it is important to keep indoor pools customers loyal and satisfied. On the other hand, efficient and affordable pricing practices in a way that is profitable and also maintain the customer is considered crucial for sports clubs[16]. Moreover, in the competitive market the slight change in prices can lead to rapid displacement of customers. Having a single scientific model with regard to principles and objectives and factors affecting pricing the reasonable prices can be given that brings profitability and customer satisfaction as well [17,18]. Accordingly, the results of this study could be used by indoor pool managers and Administrative Director of Youth and Sports in Isfahan city and province as well.

MATERIALS AND METHODS

This is an applied research with its results applicable to sports organizations including Sports and Youth Administrations and Pools managers. Also, the research is descriptive because researchers have no intervention in the studied variables. The method of data collection is a survey. The study population included all indoor pool managers of Isfahan city, Directors of Isfahan General Administration of Sports and Youth, Managers of Youth and Sports Department of Isfahan and Swimming Board Authority of Isfahan selected by convenient sampling. Table (1) shows separated statistical sample.

There was not relevant literature on the subject, so a researcher developed questionnaire was used to collect data. Accordingly, a 35-item questionnaire in regard of

five components namely safety services, health services, facilities, staffing and location was prepared according to library studies and collection of scientific resource, consultation with relevant experts in the General Directorate of Youth and Sport of the province and evaluation forms available in the Office of Youth and Sports about indoor pools and expert advice and opinions from teachers, and distributed among samples. Content validity was used to ensure tools validity. So, after extracting components from reputable scientific sources prominent scholars and knowledgeable in the area of research were surveyed. First, a number of ten professors approved the research questionnaire in regard to theoretical and conceptual framework compliance with the target and items composition. Cronbach's alpha coefficient was used to assess the reliability of the study, accordingly, the questionnaire was distributed among a sample of 30 and then collected and the coefficient for the questionnaire was obtained as shown in Table 2. The results of Table 2 show the reliability of data collecting tools in the current study.

Data extracted from the questionnaire were evaluated using SPSS 18 software at two descriptive and inferential statistics levels. The descriptive statistics uses mean, standard deviation and percentage, while inferential statistics applies Kolmogorov-Smirnov test, One Sample t Test, Friedman and ANOVA with respect to the objectives of research.

Table 3 shows the descriptive data of components affecting indoor pools admission fee pricing of Isfahan city.

Table 4 shows the results of independent t-test on components affecting indoor pools admission fee pricing of Isfahan city and comparable with the average limit of 3.

Table 5 also shows the results of Friedman test on components affecting indoor pools admission fee pricing of Isfahan city.

Table 6 also shows the results of Friedman test on Health services component items affecting indoor pools admission fee pricing of Isfahan city.

Accordingly, in order to set price for admission fee of indoor pools in Isfahan based on the health services, the items compliance with health issues in the lounge and pool, compliance with health issues in the halls of the sauna, Jacuzzi, cold water basin, showers and dressing room, adequate health services and compliance with health issues at the buffet are in the order of priority, respectively.

Table 1: Statistical sample

Sample	Percentile	Relative percentage
Indoor pool managers	66	81.48
Directors of Isfahan General Administration of Sports and Youth	8	9.88
Swimming Board Authority of Isfahan	7	8.64
Total	81	100

Table 2: Research tool reliability

Variable	Alpha
Safety services	0.81
Health services	0.85
Facilities	0.74
Staffing	0.77
Location	0.82
Total	0.79

Table 3: descriptive data of components affecting indoor pools admission fee pricing of Isfahan city

Statistics	Safety services	Health services	Facilities	Staffing	Location
Minimum	2.83	2.75	3.47	3	3
Maximum	5	5	4.76	5	5
Percentage	4.30	4.01	4.17	4.12	4.02
Standard deviation	0.41	0.48	0.28	0.46	0.50
Frequency	81	81	81	81	81

Table 4: The results of independent t-test on components affecting indoor pools admission fee pricing of Isfahan city

No.	Variable	Average limit	Mean	SD	t	Sig
1	Safety services	3	4.30	0.41	28.17	0.001
2	Health services	3	4.01	0.48	73.17	0.001
3	Facilities	3	4.17	0.28	38.00	0.001
4	Staffing	3	4.12	0.46	22.17	0.001
5	Location	3	4.02	0.50	18.18	0.001

Table 5: The results of Friedman test on components affecting indoor pools admission fee pricing of Isfahan city

No.	Components affecting indoor pools admission fee pricing	Mean score	Rank
1	Safety services	3.62	1
2	Health services	2.47	5
3	Facilities	3.15	2
4	Staffing	3.04	3
5	Location	2.72	4
Statistics			
		N	81
		Chi-square	25.879
		Degree of freedom	4
		Significance level	0.001

Table 6: The results of Friedman test on Health services component items affecting indoor pools admission fee pricing of Isfahan city

No.	Health services component items	Mean score	Rank
1	Adequate health services	2.59	3
2	Compliance with health issues in the lounge and pool	2.78	1
3	Compliance with health issues in the halls of the sauna, Jacuzzi and	2.73	2
4	Compliance with health issues at the buffet	1.90	4
Statistics			
		N	81
		Chi-square	38.21
		Degree of freedom	3
		Significance level	0.418

CONCLUSION

Based on the results of the research question, the means of components were as the following: safety services, 4.30; health services, 4.01; facilities, 4.17; staffing, 4.12 and location and 4.02, respectively. All components affecting indoor pools admission fee pricing of Isfahan city were significantly higher than the average 3. These findings indicate that all five study components were significant and they should be considered together. The next question is dedicated to a discussion about each one. If sports pool is in trouble and failure in regard of each the components, no doubt many problems will be experienced in customer recruiting and customer satisfaction. If untreated, these shortcomings may cause problems such as human and financial risks, reduced returns on education and recreation, reduced referring customers, reduced ticket prices and eventually temporary or permanent closure.

But based on results; in order to pricing for indoor pools of Isfahan city admission fee the components of safety services is in the first place, then are facilities, staffing, location and health services, respectively.

One thing that is obvious is the emphasis on creating a more secure pool environment in various aspects of athlete's lives, property and honor. The issue is more important than any other topic. The spatial position of each element in its place in the pool follows the specific principles, rules and mechanism that in respect of success on that element the safety is ultimately achieved.

The component of facilities comes in the second order after safety services, The availability of various facilities and quality requirements for swimming pools is one of which appears to be necessary in absorbing customer and later their satisfaction and then their returns.

It appears that the results of the statistical analysis in this section are consistent with understanding the realities of the real world.

Based on the results of the research question all components affecting indoor pools admission fee pricing of Isfahan city were significantly higher than the average 3. Thus, it is clear that all cases studied together should provide appropriate grounds for the safety of the pool to prevent the occurrence of various problems.

Users or customers should be mentally relieved of their belongings in the lockers or the safety of their car in the parking lot.

There also must be a safe environment for customers and their companions (especially children and young people) and due to the high sensitivity of managers to prevent unethical issues to play or practice with a peaceful mind and enjoy the pool's perimeter. The presence of fire extinguishers in the right places, good quality first aid and rescue equipment and quality sports equipment and non-sport equipment are also among issues that make swimming pool safe.

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