

عنوان مقاله:

The Effect of Sport Consumer's Hostility on Purchasing Intention in Original and Copycat Brands

محل انتشار:

فصلنامه پژوهش در مدیریت و بازاریابی ورزشی، دوره 1، شماره 4 (سال: 1400)

تعداد صفحات اصل مقاله: 16

نویسندگان:

Fatemeh Jabbari Oranj - MA of Sport Management, University of Mohaghegh Ardabili, Ardabil, Iran

Abbas Naghizadeh Baghi - Associate Professor of Sport Management, University of Mohaghegh Ardabili, Ardabil, Iran

Farzad Nobakht - Associate Professor of Sport Management, University of Mohaghegh Ardabili, Ardabil, Iran

خلاصه مقاله:

Purpose: The purpose of this study is to determine the situational and stable hostility of Ardabil sports consumers and its effect on the intention to buy in the original brands and Nike copycats. **Methods:** This study was a descriptive cross-sectional study and the statistical population consists of all athletes of different disciplines in Ardabil. The sampling method was multi-stage and to determine the sample size, the Cochran formula of unlimited community was used and the sample size was ۳۸۵ people. Moradi and Zarei (۲۰۱۱), and Jalilvand et al (۲۰۱۱) questionnaires were used to assess the purchase intention and by examining the tools of Klein et al (۱۹۹۸), Nijssen and Douglas (۲۰۰۴), Atenson and Klein (۲۰۰۵), Hassanzadeh and Meshbaki Esfahani (۲۰۱۵), questions related to hostility were prepared according to the historical memory and events of Iran. SPSS۲۴ and Smart PLS۳ software were used to answer the research questions. **Results:** The results showed that in athletes, both situational and stable hostility have a negative and significant effect on the intention to buy the main Nike brand. In the case of the copycat brand, the effect of stable hostility on the intention to buy was positive and significant, but the situational hostility of athletes had no effect on their intention to buy Nike Copycat. **Conclusion:** Situational and stable hostility of consumers towards the United States negatively the intention to buy the original Nike brand

کلمات کلیدی:

Keyword: Stable hostility, Situational hostility, Purchasing intention, Original brand, Copycat brand

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1330918>

