

عنوان مقاله:

ADIDAS Sportswear Brand Popularity Model in Iranian Consumers

محل انتشار:

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خلاصه مقاله:

Purpose: This research aimed to test the influential factors that lead to the popularity of sportswear brands like Adidas AG in consumers from the perspective of physical education students. **Methodology:** The methodology utilized in this research was descriptive and based on a survey. The data collection tools used for brand popularity took from Carroll and Ahuvia (۲۰۰۶) questionnaires. The statistical population of the study included ۴۵۷ students of physical education at the Ferdowsi University of Mashhad. According to the Cochran formula, ۲۱۰ samples were chosen by a simple random sampling method. The K-S test, T-test, and SEM were used for the confirmatory factor of data analysis. **Findings:** The results revealed a significant positive correlation of factors affecting brand popularity. The affection to a brand had a significant impact, while the attitude strength component had the most negligible influential effect on the popularity of a brand. Thus, sportswear apparel manufacturers may plan and apply these components to increase the popularity of their brand. The sportswear industry could improve along with brands increasing their market share in competitive markets through the affection of consumers and implementing other components of brand popularity. **Originality:** For the first time, the popularity of a reputable sports brand in the world has been investigated in Iran.

کلمات کلیدی:

Adidas AG, Brand, Brand popularity, Sportswear

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