

## عنوان مقاله:

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

## محل انتشار:

فصلنامه پژوهش در مدیریت و بازاریابی ورزشی، دوره 3، شماره 1 (سال: 1401)

تعداد صفحات اصل مقاله: 16

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## خلاصه مقاله:

**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 to repurchase sports customers. **conclusion:** Considering the significant effect of experimental marketing on the intention to 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

## کلمات کلیدی:

Experiential marketing, Repurchasing Intention, sport customers

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