

عنوان مقاله:

Identification and Prioritization of the Globalization Strategies for Local Sport Brands with the Marketing Mix Approach

محل انتشار:

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خلاصه مقاله:

Various factors are involved in the introduction of a local sport brand to the global market. Correspondingly, different strategies can be employed based on these factors, for instance, improving the quality of production and promotion, controlling the price, etc. Despite the importance, the factors involved in the globalization of the local sport brands have been rarely studied in the literature. Therefore, in this paper, we intend identification and prioritization of globalization strategies of some local sport brands using the marketing mix approach (4P). Four major factors involved includes product, place, promotion, and price. Therefore, we employ a field method by incorporating the qualitative and quantitative aspects. The primary data is collected as eighty questionnaires by using the sampling method. To collect data, interviews and data coding, together with a particularly designed questionnaire confirmed by a group of professors and sports management specialists are exploited. In data analysis, descriptive statistics are used to capture the demographic characteristics. Then, Confirmatory Factor Analysis and Friedman test are performed respectively using Lisrel and SPSS-۲۳ software, at a significant level of ۰.۰۵. The obtained results suggest that, among the factors of marketing mix approach, the most important factor to be considered is the product, after which the promotion, the place and the price factors can be highlighted. More specifically, improving production quality and durability compared to the international competitors, as well as participating in international exhibitions are recommended strategies for globalization of local sport brands.

کلمات کلیدی:

.International marketing, brand globalization, sporting goods, sports brand

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