

عنوان مقاله:

Factors Affecting the Branding of Sports Goods and its Relationship with the Purchase of Sports Goods in Schools

محل انتشار:

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خلاصه مقاله:

Purpose: The general purpose of this study is to investigate the factors affecting the branding of sports goods and its relationship with the purchase of sports goods in schools. Practical elements in product branding effectively create a competitive and sustainable position in the market. **Methodology:** The present study is a descriptive-survey study and, in terms of the purpose of applied research and time, is performed cross-sectionally. The statistical population of this research is all consumers of school sports products (students) in Tabriz. According to the mentioned population, the statistical sample size is selected using the Morgan table equal to ۳۸۴. Also, the sampling method based on a simple random process is. Data collection in this study was done using a questionnaire of factors affecting the branding method with a questionnaire of the brand's dimensions (tangible and intangible) by Dehdashti (۲۰۱۲) and the purchase amount questionnaire. The reliability of this questionnaire was confirmed using Cronbach's alpha reliability coefficient (۰.۸۴). In this research, the method of structural equations and preferably Amos software has been used to investigate the relationships between research variables. **Findings:** The research findings indicate that the brand's intangible and tangible dimensions have a significant relationship with the number of sports goods purchased in schools. **Originality:** So far, two tangible and intangible dimensions of the brand have not been addressed explicitly in school sports goods

کلمات کلیدی:

Branding, Intangible, Purchase amount, Sporting goods, Tangible

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