

عنوان مقاله:

(The Analysis of Components of Brand Bravery in Customers of Sports Products (Case Study: Majid Brand

محل انتشار:

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خلاصه مقاله:

Purpose: The purpose of this study was to analyze the components of brand bravery in customers of sports products of Majid brand. **Methods:** The method of the present study was applied in terms of purpose and had a descriptive-survey nature. Therefore, using the method of ۱۰ to ۱۵ times the number of items, ۳۶۰ people were selected as a statistical sample. After distributing ۴۰۰ questionnaires and removing incomplete questionnaires, ۳۶۲ of them were selected and entered into the software for statistical analysis. In order to collect data, the standard brand bravery questionnaire (Jain et al., ۲۰۲۰) was used, which was translated into Persian and analyzed for validity in the target population. In order to confirm the validity of the instrument, exploratory and confirmatory factor analysis was used. **Results:** Based on the results, it was found that the average score of brand bravery and all its components indicate a favorable situation, so that their average score was more than ۳. Also, there is a priority between the components of brand bravery, according to that the most important priority from the viewpoint of consumers was "enduring", and "fearless", "determined", "bold", "altruism", "gritty" and "courage" are the second to seventh priority. **Conclusion:** Finally, the results indicate that the brand bravery questionnaire in sports is a multidimensional scale and can be used as a research tool in other non-clinical sports communities.

کلمات کلیدی:

Brand bravery, Brand advocacy, Consumer-brand identification, Scale development, validation

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