

عنوان مقاله:

The role of drivers and values of sports luxury brands on the reactions of buyers' behaviors according to different levels of brand equity

محل انتشار:

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خلاصه مقاله:

The aim of this research is to examine the impact of drivers and values associated with luxury sports brands on consumer behavior, considering different levels of brand equity. The study adopts a correlational design with practical implications. The target population includes all customers of luxury sports brands in Mazandaran province. Based on the Krejcie and Morgan table, a statistical sample size of ۳۸۴ was determined for a large population. To achieve this sample size, ۴۲۰ questionnaires were distributed, and ۳۹۲ valid responses were analyzed. Data collection was conducted using a quantitative approach through the administration of four researcher-developed questionnaires, which assessed stimuli, luxury brand values, consumer behavioral reactions, and brand equity. The validity of the questionnaires was established via factor analysis, while reliability was confirmed using Cronbach's alpha. The data were analyzed using both descriptive and inferential statistics. Descriptive statistics were employed to characterize the statistical population, examine the frequency and distribution of data, define variables, and generate related charts and tables. Hypothesis testing, model construction, and other necessary analyses were performed using LISREL for factor analysis and SPSS for inferential statistics, alongside model fitting software. The findings reveal that the values associated with luxury sports brands significantly influence consumer behavior, contingent on varying levels of brand equity. It is recommended that managers of organizations and companies involved in producing both sports and non-sports brands focus on enhancing brand equity by offering high-quality luxury products that create positive experiences and appeal for consumers.

کلمات کلیدی:

drivers, luxury brands, buyers' behaviors, brand equity

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