

عنوان مقاله:

The Relationship between Brand Identity Transfer and Sport Commitment with the Mediating Role of the Effect of Promotional Tools from the Perspective of Sport Consumers in the Iran Premier League

محل انتشار:

سومین کنفرانس بین المللی پژوهش های کاربردی در تربیت بدنی، علوم ورزشی و قهرمانی (سال: 1397)

تعداد صفحات اصل مقاله: 10

نویسندگان:

Ehsan Asadollahi - *faculty members of Sanabad Golbahar Higher Education Institution*

Farshad Tojari - *Professor of Sport Management, Faculty of Physical Education and Sports Science, Islamic Azad University Central Tehran Branch, Iran*

Ali Zarei - *Associate Professor of Sport Management, Faculty of Physical Education and Sports Science, Islamic Azad University Central Tehran Branch, Iran*

Amir MahianJaghargh - *faculty members of Sanabad Golbahar Higher Education Institution*

خلاصه مقاله:

The present study is aimed at investigating the relationship between brand identity transfer and sport commitment with the mediating role of the effect of promotional and advertising tools from the perspective of consumers in the Iran Premier League. The study is an applied one in terms of nature and objective, a descriptive-correlational one in terms of data collection. A total of 500 individuals from the sports services consumers in the league completed a researcher-made questionnaire on the effectiveness of promotional and advertising tools and brand identity transfer, and the Scanlan s standard questionnaire on sport commitment. The sample was selected in a completely random and voluntarily manner. To determine the validity of the questionnaires, they were submitted to the supervisors. After that, the reliability of the tools was calculated using the Cronbach s alpha as 0.89 for the promotional and advertising tools questionnaire, 0.86 for the brand identity questionnaire, and 0.92 for the sport commitment questionnaire. Descriptive statistics and inferential statistics were used for data analysis. In addition, SPSS 21 and LISREL 8.8 were used for computation and data processing. The study findings showed that there is a significant relationship between brand identity transfer and sport commitment and their dimensions with the mediating role of the effect of promotional and advertising tools from the viewpoint of consumers. In addition to confirming the findings of other researchers, the study results showed that can increase and re-engage consumers through brand identity transfer using the effectiveness of each promotional and advertising tool

کلمات کلیدی:

.Brand identity, Sport commitment, Promotional and advertising tools, Sport Consumers, Iran Premier League

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/880606>



