

عنوان مقاله:

اثر برند، طراحی و قیمت بر روی کیفیت ادراک شده و قصد مجدد خرید مشتریان کفش های برند ورزشی

محل انتشار:

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نویسندگان:

Ali Benesbordi - Assistant Professor of Sport Management, Faculty of Sport Sciences, Hakim Sabzevari University, Sabzevar, Iran

Javad Fesanghari - Ph.D. Student of Sport Management, Faculty of Humanities, Tarbiat Modares University, Tehran, Iran

Samaneh Ranjbar - Ph.D. Student of Sport Management, Faculty of Humanities, Tarbiat Modares University, Tehran, Iran

Narges Bidkhori - M.Sc. of Sport Management, Faculty of Sport Sciences, Hakim Sabzevari University, Sabzevar, Iran

خلاصه مقاله:

The purpose of this study is to investigate the effect of brand, design and price on the perceived quality and re-intention of consumers to buy sport brand shoes. This is an applied research conducted as a descriptive correlational study in field form. The statistical population of this study included all physical education students across different educational levels in Iran. In this research, 720 questionnaires were collected by random cluster sampling. Structural Equation Modelling (SEM) with PLS software was used to analyse the data of this research. The results of this study show that design with a coefficient of 0.36, price with 0.27, and brand with 0.26 have a significant effect on quality perceived by customers. The results of this research also show that perceived quality with an effect coefficient of 0.49 has a significant effect on customers' purchase intention. Generally speaking, it can be concluded that the components of design, price, and brand of sport shoes for Iranian physical education students are very important. Famous brands in the world need to pay particular attention to these components to tap into this lucrative market in Iran and increase their re-purchasing intention by influencing consumers' perceived quality

کلمات کلیدی:

brand, Design, price, Perceived Quality, Re-purchasing intention

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