



Customers' Buying Intention on Sports Products Domestic Brands

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ABSTRACT

Purpose: This article identifies and ranks the influential factors in increasing customers' buying intention on domestic sports products.

Methodology: The current study is practical and field-based, and its statistical population includes customers, sellers, manufacturers, athletes, and sports coaches in Mashhad. Due to the total statistical population, 384 people were selected by emphasizing Morgan's sample size table for the entire population. We collected the necessary information by interviewing experts and sports marketing experts and studying their backgrounds. Then, based on the interviews, we made a questionnaire. After collecting the data, spssv23 software was used to organize and analyze the data, and we used Friedman's test to rank these factors.

Findings: In this research, the factors that have the most significant impact on the purchase of domestic brand sports products include products quality with an average rating of "5.63", products price with an average rating of "5.04", appearance and packaging with an average rating of "4.88", domestic brand loyalty with an average rating of "4.60", fashion and variety of products with an average rating of "4.40", social factors with an average rating of "4.20", brand awareness (advertisements) with an average rating of "3.97" and accessible to products access with an average rating of "3.28".

Originality: We identify and rank the factors affecting the willingness to buy domestic sports products, which can be critical to manufacturers and sports products.

Keywords

Brand Awareness
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1. Introduction

Today's motivation for participating in sports activities is not to reach high levels and win a championship but to gain health, well-being, vitality, social relations, and avoid diseases, among the important reasons for participating in sports (Ganj Khanloo et al., 2021). Also, nowadays, the concept of the brand is of great importance in consumers' purchases. Some experts recognize the brand as a complete product and believe that customers and consumers buy that brand instead of buying a product. As a result, it is essential to identify the influencing factors in choosing and examining the specific characteristics of a brand. It is necessary to conduct research in this field (Samiei Nasr et al., 2011).

In most countries, brands are considered examples and symbols of consumers in society. Brands show their power by advertising and guaranteeing consumers, so a close and inseparable connection between people and brands is considered. Therefore, sports brands also have a unique role in this connection. Most consumers and buyers of sports brands, which also convey values for intergenerational issues, participate in their existence. Sports brands are at the center of popular consumer brands. This means they represent a world language with codes, sources, words, and their representative (Bouchet et al., 2013). Also, the preference for domestic goods over foreign goods causes the growth of the country's domestic economy. In such a situation, based on a series of emotional and normative criteria, the customer prioritizes purchasing domestic products, and banning the purchase of foreign goods has a positive effect on the domestic economy. The country says that, especially in the economic embargo situation, the importance of promoting domestic products doubles (Bahmani, 2012).

The concept of success globally can be pointed to the fact that consumers can choose between foreign and domestic products more than ever before. With the rapid growth of international marketing, various countries worldwide export multiple goods, which causes challenges for the countries of origin. In the meantime, free trade between countries has caused consumers to encounter many foreign goods and products. As a result, buyers' view of the brand owner's country and whether the product is foreign or domestic is one of the concerns of foreign companies and researchers who conduct research in consumer behavior (Neghabi et al., 2016). Also, the undeniable role of the sports economy in the macroeconomics of developing countries and its role in employment is essential. Furthermore, the need to inform experts, industries, brands, legislative authorities, and policy makers in this nascent field and the active sector should benefit from obtaining legal capacities, receive expert advice from legal experts, and support the sports industry (Nazarian Madavani et al., 2022).

According to the consumers of sports products, most sports goods made abroad are marketed with specific standards, better quality, and durability—also, the weakness of domestic sports manufacturers' advertisements related to the characteristics of their sports products. The main reasons for reluctance to buy domestic goods can be. From the point of view of the buyers, the high price of raw materials increases the cost of domestically produced goods compared to cheap foreign manufactured goods. The incorrect culture of "foreign goods being better" and the weakness in consuming domestic products are among

the factors that can be considered as factors of inclination. Consumers pointed to goods made abroad (Ganjali et al., 2015).

To grow and survive in economic competition, companies and organizations should pay special attention to customer orientation and increase their relationship with buyers of goods. In new business processes, obtaining customer satisfaction has a significant and vital place in companies' goals. Senior managers know that their success in achieving company goals depends on customer satisfaction. On the other hand, it cannot be said that all customers have the same role in the company's success. Therefore, satisfying key customers will be more sensitive. On the other hand, service quality is one of the variables directly related to customer satisfaction (Bahrami et al., 2022).

Therefore, considering the internal and external situation of Iran's economy, including heavy economic sanctions on the one hand and issues. They include the unemployment crisis, the need to pay serious attention to domestic production, including sports goods, and investing in expanding these productions inside the country doubled (Askarian et al., 2019). In fact, with the existence of foreign manufactured goods, significant damage is done to the country's economy, which is considered an excellent challenge for domestic products. Therefore, in this research, factors affecting the willingness to buy Iranian sports products (domestic brands) have been discussed, and finally, the ranking of these factors has also been discussed. As a result, we should consider what factors can increase the desire of customers to buy domestic brand sports products.

In this dynamic market, the consumer expects the producer to offer the best qualities at the most reasonable prices, and whether the product is sports or non-sports, it does not matter if it cannot meet the consumer's needs. It will not be requested. Due to the unique internal and external situation of Iran's economy and the day-by-day increase in the import of foreign sports goods and heavy economic sanctions, and the preference for foreign brands over domestic brands, etc., cause concerns in the industry. Production of domestic sports products. Arrangements should be made to expand investment and increase the production of sports products in domestic sports brands to overcome these concerns. The review of previous studies showed that limited research had been done regarding domestic sports brands and the factors affecting the purchase of domestic sports brands.

Considering there has been little research on domestic sports brands, we are trying to identify and rank the factors that increase customers' desire to buy sports products from domestic brands. The results of this research can be helpful for producers and suppliers of domestic sports products.

2. Theoretical background

In research entitled "Development of the paradigm model of the role of advertising on the desire of customers for sports products," they concluded that the implementation of the development process of the paradigm model of advertising through social media to influence the desire of customers for sports products, social development and economic development and development of purchase and socio-economic beliefs in the form of action (Bahrami et al., 2022).

Chung and Welty Peachey (2022) showed that brand experience affects golfers' uncertainty about other brands. In other words, when consumers experience sensory, emotional, behavioral, and intellectual interactions with a brand, doubts about the brand will decrease. Interestingly, brand experience does not influence golfers' satisfaction (Chung & Welty Peachey, 2022).

Mazhari et al. (2021) showed that brand love, packaging, and price positively and significantly affect repurchase intention. Therefore, sportswear manufacturing companies should pay special attention to the love of the brand, packaging, and cost of their products. And based on that, strengthen the emotional connection and interest between customers and products so that in this way, customers have a sense that their favorite brands have commitment and loyalty, and finally become customers' intention to buy again and achieve a more significant share of the market than other brands (Mazhari et al., 2021).

Ghasemi Siani et al. (2021) showed that emotional advertising significantly affects attitudes toward advertising and the intention to purchase sports products. The results also showed that logical appeals are more effective for beneficial sports products and emotional appeals are more effective for hedonic sports products. However, there was no significant effect for gender as a moderating variable (Ghasemi Siani et al., 2021).

Adam et al. (2021) suggested that Adidas should improve its shoes' quality at lower prices to increase loyalty. Also, to compete in today's comfortable shoe industry, Adidas shoes should pay more attention to variables such as brand awareness and loyalty. This is because this survey ultimately shows brand awareness and loyalty. Therefore, it can directly or indirectly improve consumer purchasing decisions (Adam et al., 2021).

Savadi (2019) presented 12 strategies in four psychological, validation, cultural and unconscious stimulation categories. Most of the techniques were related to the psychological category. Also, six consequences were identified for sports advertisements based on emotions in sports products produced in Iran. The most important consequences that result from the extracted strategies are attracting people to see sports advertisements, long-term impact on people's minds, and more desire for domestically produced sports products. Also, more loyalty of people to domestically produced products due to the variety of cultural advertisements, unconscious imagery in the customer's mind, and the association of the sports product and, ultimately, the sale of more sports products are domestically produced (Savadi, 2019). Namazi et al. (2020) argued that raising the quality of sports goods, advertising, and the culture of appropriate use, organizing sports companies, donating commemorative plaques in competitions and online shopping are the main components of encouraging athletes to buy domestic sports goods (Namazi et al., 2020). Keshkar et al. (2016) showed that among the features of packaging, the essential feature is the design of sports shoe packaging, which plays a role in persuading athletes to buy shoes, while the feature of informing is the least important. Among different groups of athletes, design and maintenance features are more important in women than men and athletes with under-diploma education more than bachelor athletes in persuading them to buy sports shoes (Keshkar et al., 2016).

3. Methodology

Current research is applied in terms of purpose and descriptive survey in terms of strategy, and its data has been collected. This research also seeks to identify and rank factors affecting the increase in customers' desire to buy sports products from domestic brands. The statistical population of this study also includes customers, sellers, producers, athletes, and sports coaches in Mashhad. Therefore, the size of the statistical population was large and uncertain, so a random cluster sampling method was used. Due to the total population, this research's statistical sample was selected by emphasizing Morgan's sample size table for 384 people.

This study is used to express the theoretical foundations of library resources (articles, theses) and to identify and identify the factors affecting the purchase of domestic brand sports products first by interviewing experts and sports marketing experts as well as sports experts. This study collected the necessary information and was used in the next step after the researcher -made the questionnaire. After collecting the questionnaires, SPSS^{v23} software was used to organize and analyze the collected data. Two descriptive statistics and inferential statistics were used to analyze information. The data use descriptive statistics (frequency, percentage, and percentage), and inferential statistics use the skewness & kurtosis test to determine the expected data and the Friedman test to rank these factors.

4. Results

In the descriptive statistics section, there are eight questions related to the demographic characteristics of the subjects, which include variables such as gender, marital status, age, level of education, job status, history of sports activities, and the amount of money spent on buying products. Sports and choosing the type of brand purchased by the respondents were asked. According to the descriptive findings of the research for the gender variable, most respondents are men at 57.7%, and the least respondents are women at 42.2%. For the marital status variable, most respondents are married 57%, and the lowest are single 43%. Related to the age group of the respondents, the highest frequency is related to the age group of 26 to 35 years, with 39.3%, and the lowest frequency is associated with the age group above 56 years, with 6.8%.

Regarding the respondents' level of education, the highest frequency is related to the post-baccalaureate degree and above, with 31.8 percent, and the lowest frequency is associated with the diploma degree, with 9.1 percent. For the occupational status of respondents, the highest frequency is related to employees with fixed income, at 31.8%, and the lowest is about students, at 9.1%. For the history of sports activity of the respondents, the highest frequency is related to five years and above, with 34.9%, and the lowest frequency is connected to one to two years, with 18.8%. For the money spent on sports products by the respondents, the highest frequency is related to purchases of less than 500 thousand tomans per year, with 32.3%. The lowest frequency is related to purchases of more than 5 million tomans per year, with 7%. For Choosing the type of brand purchased by the respondents, the findings show that 60.7% of Iranian brand sports goods customers and 39.3% of customers prefer foreign sports goods. The variables were

investigated in the skewness and kurtosis test, and considering that the amount of skewness and kurtosis of the factors is between +2 and -2, the normality of the distribution of the variables is confirmed [Table 1](#).

Table 1. Kurtosis and skewness test results.

Factors of willingness to buy domestic brand	Skewness	Kurtosis
Loyalty to domestic brands	-1.01	0.74
Product prices	-1.18	1.17
Product Quality	-1.15	1.6
Product appearance and packaging	-0.61	0.09
Fashion and a variety of products	-0.59	-0.37
Brand awareness (advertising)	-0.34	0.7
Social Factors	-0.43	-0.33
Easy access to products	0.59	0.42

[Table 1](#) shows that the value of observed skewness for the variables "loyalty to the brand of domestic production" is equal to -1.01, "price of products" is equal to -1.18; "quality of products" is equal to -1.15; "appearance and packaging of products" are equal to -0.61; "fashion and product variety" is equal to -0.59, "brand awareness (advertising)" is equal to -0.34; "social factors" is equal to -0.43 and "easy access to products" is equal to 0.59. Also, they are in the range (of +2 and -2). It means that the variables are standard, and their distribution is symmetrical. Also, the observed kurtosis value for the variables "locally produced brand loyalty" are equal to 0.74, "product price" is equal to 1.17, "product quality" is equal to 1.6, "product appearance and packaging" is equal to 0.09, "product fashion and variety" is equal to 0.37. -, "brand awareness (advertising)" is equal to -0.7, "social factors" is equal to -0.33, and "easy access to products" is equal to 0.42 and they are in the range (+2 and -2). The results show that the distribution of the variables has a standard curve. Friedman's test has been used to organize, prioritize, and rank factors affecting customers' willingness to buy domestic brand sports products. Here, first, the descriptive results and then the inferential effects are examined:

The descriptive results of Friedman's test are as follows: 8 factors affecting the willingness to buy sports products with a domestic brand have been mentioned, summarized in [Table 2](#).

Table 2. Descriptive results of the Friedman test.

Factors of willingness to buy domestic brand	mean	Std. Deviation	Mean Rank
Product Quality	4.14	0.66	5.63
Product prices	3.90	0.92	5.04
Product appearance and packaging	3.83	0.83	4.88
Loyalty to domestic brands	3.80	0.90	4.60
Fashion and a variety of products	3.72	0.92	4.40
Social Factors	3.64	0.91	4.20
Brand awareness (advertising)	3.56	0.97	3.97
Easy access to products	3.38	0.64	3.28

The results of the Friedman test showed that a higher average rating and more influential factor is the quality of sports products, with a mean rank of "5.63". The price

of sports products with a mean rank of "5.04" have the highest rank. Easy access to products, with a mean rank of "3.28" and the factor of brand awareness (advertisements), with a mean rank of "3.97" have the lowest ratings. The results of the Friedman test are shown in [Table 3](#):

Table 3. The results of Friedman's inferential test.

Research question	N	Chi-Square	df	.Sig
Factors affecting the increase in the desire to buy domestic brand sports products	384	248.943	7	0.000

The value of the significance level is equal to 0.000, so the observed difference between the weighted average of the factors affecting the increase in the desire to buy domestic brand sports products is statistically significant. In other words, there is a considerable difference between the average ratings of factors affecting the willingness to buy domestic brand sports products. The average ratings are not the same but, in the order, listed in [Table 2](#).

5. Discussion and conclusion

Various factors can also affect the purchase of sports products, especially since the effect of these factors can encourage the customer to buy domestically produced sports products. Therefore, accurate planning and reliable investment in this field can play a significant role in the success and progress of production workshops and centers that provide sports products. In this article, we identify and rank the factors affecting the willingness to buy domestic sports products, which can be very important to manufacturers.

[Namazi et al. \(2020\)](#) showed that the statistical population covered the quality of sports products, the prices of sports products, the appearance and packaging of sports products, and the components of purchasing domestic brand sports products ([Namazi et al., 2020](#)).

Product quality was the first and most important factor in buying domestic brand sports products in the research community. In this regard, [Namazi et al. \(2020\)](#) in their research on "Developing a Model of encouraging athletes to buy domestic sports goods," concluded that enhancing the quality of sports goods is the main component of encouraging athletes to buy domestic sports goods. Also, [Ramezaninejad et al. \(2018\)](#) concluded that price, quality, design, and nationalism models were designed to use the brand and had a positive and significant relationship. Therefore, it can be said that it is in line with the present study of the quality of the product.

Product prices can be the second most influential factor in buying domestic brand sports products in the research community; In this context, [Mazhari et al. \(2021\)](#) and colleagues, in their research on "Providing the Model of Brand Love, Packaging and Price on the intention to buy customers from the sports apparel industry" concluded that the brand love, packaging and price The intention to repurchase has a positive and significant impact. So, the price also affects the intention of re-purchasing customers, which results in the present study. [Adam et al. \(2021\)](#) suggested that the Adidas brand must increase the quality of shoes to increase loyalty. To improve their own at lower prices, the price

component is one of the most critical factors in the present study's results. Ramezanijad et al. (2018) concluded that factors (price, quality, design, and nationalism model) were a desire to use a brand. It had a positive and significant relationship. Therefore, its results are in line with the present study (Ramezanijad et al., 2018).

Packaging Sports Products is another influential factor in the purchase of domestic brand sports products in the present study, in this field and colleagues, in their research on "providing the model of brand love, packaging and price. Customers' intention to repurchase from the sports apparel industry" failed that packaging also had a positive and significant effect on the intention of re-purchasing; Therefore, it can be said that it is relatively consistent with the packaging and appearance of the products of this research and the present study. Also, on the packaging of sports products, Keshkar et al. (2016) in their research on "The role of sneakers' packaging as a media in encouraging different athletes to buy sneakers," is the most crucial feature of packaging products that package sneakers packaging in encouraging athletes to buy shoes, they have pointed out that the present study also followed the results.

Loyalty to the domestic brand can be another influential factor that affects the purchase of domestic brand sports products in the researched society. In the same context, Dorsazan et al. (2021) concluded that the results of consumer ethnocentrism and consumer nationalism variables were able to directly affect the amount the preference of domestic brands over foreign ones among students have a significant effect. Therefore, the result of the present research regarding loyalty to the domestic brand can be considered consistent with the results of the investigation by (Dorsazan et al., 2021). Also, Ghobadi et al. (2021), in his research on the topic of "analysis of factors affecting the development of sportswear brand" concluded that diversity in production, selection of target market, strategic planning, design according to market needs, and ranking of sportswear in vertical development. And the use of new technologies in the production of goods is also effective in the horizontal development of domestic sportswear brands. Therefore, concerning the variety of products, the findings are also in line with Qobadi's research.

In general, the findings of the present study showed that, the practical factors for increasing the desire to buy sports products include quality of sports products, price of sports products, appearance and packaging of sports products, loyalty to the domestically produced brand, fashion, and variety of products, social factors, easy access to products and advertising of products. The findings are in line with the research conducted in this field, there is a relative similarity between the components and indicators identified for the factors affecting the purchase of sports products with other components of other researchers, and this similarity is more in the field of features because it is quality, price, advertising, and brand loyalty. Various factors can influence the purchase of sports products, especially since these factors can encourage the customer to buy domestically made sports products. Therefore, careful planning and investment in this field can play a significant role in the progress and success of production workshops and centers providing sports products.

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عوامل موثر بر افزایش تمایل مشتریان محصولات ورزشی نسبت به خرید از برندهای داخلی

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کلیدواژه

آگاهی از برند
ترجیحات مصرف‌کننده
قیمت
کیفیت
عوامل اجتماعی
مد
وفاداری به برند

نوع مقاله

پژوهشی

چکیده

هدف: این پژوهش برای شناسایی و رتبه‌بندی عوامل موثر بر افزایش تمایل مشتریان محصولات ورزشی شهر مشهد بر خرید از برندهای داخلی انجام شده است.

روش: پژوهش حاضر از نظر هدف، کاربردی و به صورت میدانی می‌باشد که جامعه آماری آن شامل مشتریان، فروشندگان، تولیدکنندگان، ورزشکاران، مربیان ورزشی در شهر مشهد می‌باشد. به دلیل نامحدود بودن جامعه آماری، با تاکید بر جدول حجم نمونه مورگان برای جامعه نامحدود، ۳۸۴ نفر انتخاب شد. برای تعیین و شناسایی عوامل موثر بر خرید محصولات ورزشی برند داخلی در مرحله اول با انجام مصاحبه از صاحب نظران و متخصصان بازاریابی ورزشی و نیز مطالعه پیشینه، به جمع‌آوری اطلاعات لازم پرداخته شد. سپس، با ساخت یک پرسشنامه محقق ساخته شده و جمع‌آوری پرسشنامه‌ها از نرم‌افزار SPSS 23 برای سازماندهی و تحلیل داده‌ها استفاده شد. از آزمون فریدمن برای رتبه‌بندی عوامل پدیدار شده استفاده شد.

یافته‌ها: در این پژوهش عواملی که بیشترین تاثیر در خرید محصولات ورزشی برند داخلی دارند شامل کیفیت محصولات با میانگین رتبه‌ای «۵.۶۳»، قیمت محصولات با میانگین رتبه‌ای «۵.۰۴»، ظاهر و بسته‌بندی محصولات با میانگین رتبه‌ای «۴.۸۸»، وفاداری به برند تولید داخل با میانگین رتبه‌ای «۴.۶۰»، مد و تنوع محصولات با میانگین رتبه‌ای «۴.۴۰»، عوامل اجتماعی با میانگین رتبه‌ای «۴.۲۰»، آگاهی از برند (تبلیغات) با میانگین رتبه‌ای «۳.۹۷» و دسترسی آسان به محصولات با میانگین رتبه‌ای «۳.۲۸» بودند.

اصالت و ابتکار مقاله: در این مقاله ما عوامل موثر بر تمایل به خرید محصولات ورزشی داخلی را شناسایی و رتبه‌بندی نمودیم که می‌تواند برای تولیدکنندگان محصولات ورزشی از اهمیت بالایی برخوردار باشد.

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