



The Role of Color in the Brand Commitment of Sporting Good's Consumers: Mediating Role of the Brand Equity

Soodabeh Rahmati¹, Hamid Reza Safari Jafarloo^{2*}, Mohammad Sadegh Afroozeh³

¹MSc Sports Science Department, Human Sciences Faculty, Jahrom University, Jahrom, Iran.

²Associate Professor, Sports Science Department, Human Sciences Faculty, Jahrom University, Jahrom, Iran.

³Assistance Professor, Sports Science Department, Human Sciences Faculty, Jahrom University, Jahrom, Iran.

ABSTRACT

Purpose: Color is commonly regarded as the primary symbol that elicits customers' attraction, interest, or aversion. This research examines brand characteristics concerning color: Brand Commitment and Brand Equity.

Methodology: The statistical population consisted of all customers of sports shopping stores in Jahrom City. Due to the uncertainty of the number of the statistical population, 384 questionnaires were distributed by convenience sampling, 300 of which were analyzable. The Color questionnaires based on Haji Hassani et al. (2018), the Brand Equity questionnaire (Aaker & Keller, 1990), and the Brand Commitment questionnaire (Momen, 2014) were used for data collection. The face and content validity of the questionnaires was confirmed by sports management professors who were experts in sports marketing, and Cronbach's alpha coefficient confirmed the reliability of the questionnaires. Cronbach's alphas of questionnaires achieved 0.89 for color, 0.92 for brand equity, and 0.87 for brand commitment. PLS software was used for fitting and testing the hypotheses using structural patterns.

Findings: The results showed that color directly and significantly affects brand equity and commitment (Path coefficient = 0.50, t-value = 7.96). The mediating role of brand equity value on the role of color in brand commitment in sporting goods buyers is also confirmed (Path coefficient = 0.84, t-value = 6.50). The model fit analysis also showed that the proposed model has a goodness of fit (GOF = 0.57). According to the research findings, manufacturers and sports executives must always consider the importance of color, which is far more than its aesthetic aspect, in choosing a practical and comprehensive brand strategy.

Originality: Color in sports is presented as a unique symbol that often affects the biases of sports fans and excites them. According to this issue, the effect of color on the brand of sports goods was investigated in this research, which has been given less attention in the reviewed literature.

Keywords

Brand Attitude
Brand Commitment
Brand Strategy
Sports Branding
Symbol

Article type

Original Article

Received: 2023/07/30

Accepted: 2023/11/11

How to cite this article:

Rahmati, S., Safari Jafarloo, H. R., & Afroozeh, M. S. (2023). The Role of Color in the Brand Commitment of Sporting Good's Consumers: Mediating Role of the Brand Equity. *Sports Business Journal*, 3(4), 29-48. <https://doi.org/10.22051/sbj.2023.44525.1114>



1. Introduction

In contemporary society, advertising is considered the most effective way to convey the message of commercials to its audience (Kim & Jun, 2016), and one of the most influential and decisive issues in advertising is color (Singh & Srivastava, 2011). Color is the spirit of advertising and the first symbol for attracting or repelling customers. Color is called a silent seller, which should attract the customer at first sight and help in the purchase process (Mohammadi Far, 2012). A customer expresses their opinion about a product in less than 90 seconds, and about 90-62% of cases, color was the only decision-making factor (Singh & Srivastava, 2011). Colors leave a unique frame in the human mind, and therefore, the wise use of color can differentiate between competitors' products (Jin et al., 2019). Often, color attention is limited to aesthetic issues, technical issues, and harmony, and little attention is paid to its psychological and marketing effects (Mohammadi Far, 2012). Psychologists categorize colors into warm colors (yellow and red) and cold colors (blue and green), which can be used in a variety of ways according to different situations and contexts (Hamidavi, 2014).

Brand is one of the most essential areas in which color can have a great variety, which plays a vital role in the growth or decline of their products and services (Jin et al., 2019). As the most important visual component of communication, color is the basis of the brand's visual identity (Ghasemi, 2015). Chang and Lin (2010), in an article entitled *The Effect of Color Characteristics on the company's brand*, have confirmed that color influences every aspect of branding and advertising (Chang & Lin, 2010). Color can effectively implement the goals of a Lego, which are communication and marketing, and significantly impact the audience's purchase decision and attitude (Huang et al., 2008). The brand in marketing consists of elements that help it to be recognized in the target society (Walsh et al., 2012).

Along with the choice of a brand name, the choice of color is also considered an essential component in recognizing a brand's identity and communicating with the brand image (Abril et al., 2009). Color is one of the elements of brand design that can improve people's understanding of the brand and, as a result, of the relevant organization or product and help differentiate the brand from competitors (Walsh et al., 2012). Color conveys the brand's meaning and creates brand identity, advertising, packaging, distribution, and design (Lieven et al., 2015). In examining the dimensions of color in marketing and brand design, the importance of color for the audience (such as the bias of fans on a particular color), the attractiveness of color (such as the use of colors according to their philosophy), and color compatibility (such as using the right color combination with Paying attention to the cultural and age conditions of the audience) are three influential components that have been the focus of researchers (Haji Hasani et al., 2018). Different color classes in the brand design can affect the perception and preferences of the brand, especially among different genders (Lieven et al., 2015). For example, Klink (2003) states that women are often more receptive to bright colors than men in brands. Using color as an aesthetic stimulus can influence individuals' psychology through embodied and referential meaning (Labrecque et al., 2013). Embodied meaning pertains to the biological predisposition that leads individuals to

physiologically respond to specific colors (e.g., red evokes a heightened sense of arousal). On the other hand, referential meaning refers to the learned associations between colors and corresponding concepts or definitions (Wang et al., 2022).

In the first studies on color in marketing, Cutler and Hocker (1974) showed that sound, size, shape, scent, and color can attract attention, convey messages, and create emotions that increase the likelihood of buying. Singh (2006) believes that color affects customers' feelings and can affect their patience and enjoyment of shopping. In a new research, Haji Hasani et al. (2018) concluded that product preferences and color matching significantly affect customers' intention to buy clothes. Also, (Hamidavi, 2014) showed that color is a powerful marketing tool that substantially impacts customers' willingness to accept.

In business and advertising, brand is one of the essential areas in which color can have a great variety, playing an important role in the growth or decline of their products and services (Jin et al., 2019). As the most important visual component of communication, color is the basis of the brand's visual identity (Ghasemi, 2015). Chang and Lin (2010), in an article entitled The Effect of Color Characteristics on the Company's brand, have confirmed that color influences every aspect of branding and advertising (Chang & Lin, 2010). Color can effectively implement the goals of a Lego, which are communication and marketing, and significantly impact the audience's purchase decision and attitude (Huang et al., 2008). The brand in marketing consists of elements that help it to be recognized in the target society (Walsh et al., 2012).

Along with the choice of a brand name, the choice of color is also considered an essential component of recognizing a brand's identity and communicating with the brand image (Abril et al., 2009). Color is one of the elements of brand design that can improve people's understanding of the brand and, as a result, the relevant organization or product and help differentiate the brand from competitors (Walsh et al., 2012). Color conveys the brand's meaning and creates brand identity, advertising, packaging, distribution, and design (Lieven et al., 2015). In examining the dimensions of color in marketing and brand design, the importance of color for the audience (such as the bias of fans on a particular color), the attractiveness of color (such as the use of colors according to their philosophy), and color compatibility (such as using the right color combination with Paying attention to the cultural and age conditions of the audience) are three influential components that have been the focus of researchers (Haji Hasani et al., 2018). Different color classes in the brand design can affect the perception and preferences of the brand, especially among different genders (Lieven et al., 2015). According to Klink (2003), women tend to be more receptive to bright colors in brands than men.

Studies show that people remember only 10% of what they hear and 20% of what they read, while they remember 80% of what they see. Also, marketing research indicates that 80% of visual information is conveyed to people by color. The use of color attracts more attention and increases communication through visual and copying of components by the brain (Lohse & Rosen, 2001). Like other communication methods, color conveys a meaningful message to the audience by stimulating all the senses. Hoegg and Alba (2007) found that using different colors also affects the perceived taste, and each color induces a type of taste in the consumer and stimulates part of the taste. In their experiments, participants perceived a considerable difference in the taste of two completely identical

samples of orange juice with different colors. In addition to the fact that color plays a significant role in creating communication and messaging, it has been used as an emotional, cultural, ethnic, and national symbol in different societies. Research shows that color can have different meanings according to age, gender, culture, and industry, impacting feedback or attracting their opinion. As a result, people make decisions and choices. For example, among young people, red symbolizes love; for older people, it is associated with danger, violence, and revenge. Color can sell products. Also, as an effective marketing tool, it significantly impacts customers' purchase decisions. In other words, 85% of the reason for a customer's purchase decision is based only on its color (Hemphill, 1996). When it is difficult to differentiate products based on their tangible qualitative characteristics, or even when the offered goods and services are similar, buyers react differently to the image (Keller, 1993).

A part of people's qualitative evaluation of the brand is based on color, so the judicious use of color can arouse customers' desires. Also, brand color can be an effective tool to help make the final purchase decision, identify the product's position on the shelf, provide the possibility to identify the product, and provide information about the contents. Ridgway and Myers (2014) also investigated the influence of personality traits on color choice. They stated that green often shows male characteristics such as stoutness, roughness, and stubbornness, while red shows leadership, hard work, success, and trust. Yellow shows coolness, imagination, and uniqueness; pink shows tenderness, youth, and fashion. The psychology of colors can be constructive in choosing the right color for a brand according to different cultures (Ridgway & Myers, 2014). Maroto and De Bortoli (2001) consider red, black, and blue colors to represent love, power, and peace in most cultures and state that in choosing a brand or product, these colors represent uniqueness, expensiveness, and high quality (Maroto & De Bortoli, 2001).

Labrecque et al. (2013) state that the color and shape of the brand, especially matching the package's color with the brand's characteristics, can affect consumers' purchase intention. Keimasi and Khoshnevis (2017) also concluded that in addition to the high image of the brand, observing the appropriate color creates a good feeling, which also improves the brand's image. Recent research has shown that brand color can also affect brand association (Jin et al., 2019) and brand loyalty (Jin et al., 2019; Liang et al., 2019). Sun and Kim (2023) investigated sustainability and brand equity, with the mediating role of brand color and brand gender. In this study, the green color was proposed to symbolize stability and brand equity, although the brand's gender (female or male) can affect this issue. Rodriguez (2023) states color psychology can influence many branding decisions and ultimately motivate a customer to buy a particular brand. Brand identity, recognition, and awareness originate from the relationship between color and brand. Colors are often used in logos and branding to communicate customers' emotions. The effects of colors on branding are essential because they shape how marketers brand products and how consumers interact with them. Color modifications, as one of the brand elements, are widespread among sports logos and brands (Williams et al., 2021).

Non-product-related brand traits like color can primarily affect fan arrogances and behavior (Bauer et al., 2008). It has also happened in sports that some teams only emphasize changing the logo's color, such as Phoenix Suns, which changed its logo's color

(Williams et al., 2021). According to Hynes (2009), colors are often one of the most critical factors in consumers' brand attitudes and today, well-known brands have logos with unique colors. According to Williams et al. (2021), color modification in sports logos significantly affects fans' brand loyalty, which indicates that the brand's color plays a vital role in the relationship between fans and their loyalty in sports. Perhaps the reason for this can be the strengthening of brand association and, as a result, the increase of brand knowledge among consumers.

In some cases, the color change in brands is mistakenly considered a minor modification, while based on studies, changing the logo's color should be regarded as a revolutionary strategy that can positively or negatively affect brand equity and consumer commitment. Brand colors should be considered a valuable resource for sports brands, especially regarding brand management. Phoenix Suns and Utah Jazz were among the sports brands that used this strategy to rebrand. Of course, this case in Iran can be shown to famous sports teams, for example, the Esteghlal team is always renowned in blue color, and the Persepolis team in red color among their fans, and the change of color for these teams gives a big blow to the history and identity of these clubs. Using color as an aesthetic stimulus can influence individuals' psychology through embodied and referential meaning (Labrecque et al., 2013). Embodied meaning pertains to the biological predisposition that leads individuals to physiologically respond to specific colors (e.g., red evokes a heightened sense of arousal). On the other hand, referential meaning refers to the learned associations between colors and corresponding concepts or definitions (Wang et al., 2022).

So, the literature review showed that, since brands are one of companies' most important intangible assets, color might help companies succeed in the market and increase brand equity and commitment. Brand equity value has long been an essential and influential issue in brand management and refers to customer response (Sarker et al., 2021). Brand equity is the brand's popularity and reputation, leading to greater profitability. Although a definition of brand equity is not universally accepted, the latest research on its literature defines it by four main elements: perceived quality, brand communication, brand awareness, and brand loyalty (Chi et al., 2020).

The concept of brand equity is more than the confidence or liking that consumers have for a brand. This confidence or interest slowly leads to a positive image, superior perceived values, and increasing consumer commitment or loyalty (Rodríguez-Molina et al., 2019). Brand equity refers to the additional value that a specific brand brings to a company's products (Rojas-Lamorenna et al., 2022). Put simply, it is the impact of brand knowledge on consumer response to the brand's marketing efforts (Keller, 1993; Rojas-Lamorenna et al., 2022). Branding aids consumer decision-making by serving as a distinguishing factor that influences choices based on past experiences and the perceived credibility of the brand (Sasmita & Mohd Suki, 2015). Brands with high levels of brand equity are likely to have higher profit margins, more effective communication strategies, and more significant influence on consumer preferences and purchase intentions (Buil et al., 2016).

Research has shown that there is a direct relationship between increasing brand equity with company profitability (Liu, 2020), market and customer growth (Wang et al., 2008),

trust (Ebrahim, 2019), purchase intention (Liu et al., 2020) and positive word-of-mouth communication (Sun & Kim, 2023). Aaker (1992) also states that brand equity is a set of assets and liabilities associated with a name and symbol that add or subtract to the value created by a product or service for the company or its customers. He classifies brand equity into five areas: brand awareness, brand association, perceived brand quality, brand loyalty, and the desire to expand the brand (Aaker, 1992). Brand equity is a distinct and positive effect that recognition of that brand has on the consumer's reaction to the product or service, and it has many achievements for the company, including brand commitment (Kimpakorn & Tocquer, 2010).

Commitment to a brand is a psychological dependence on all brand components, including color, which causes a lasting desire and commitment to that brand (Alavi & Khodadadeh, 2017). Commitment is a fundamental aspect of relational marketing, as it pertains to the willingness of customers to maintain a long-term relationship with a supplier. Specifically, commitment represents customers' emotional attachment to a brand or product, resulting in continuous usage of the product or service (Bodaghi Khajeh Noubar et al., 2020). Committed consumers engage in a relationship with a brand through their purchasing, use, and experience of that brand. This commitment is an interactive process between consumers and brands, treating them equally. According to Kim et al. (2008), brand equity can be established through customer satisfaction, trust, and commitment in the relationship, ultimately enhancing the reputation of hospitals. Zhang et al. (2014) researched brand community and discovered that brand equity significantly impacts commitment and value creation. Momen et al. (2015) expresses two types of continuous and emotional commitment concerning the brand. Passionate commitment, which is indicative of an emotional connection with the brand and is formed based on shared identity and values with the brand (Pring, 2007), and continuous commitment, the desire to have a constant relationship with the brand, which is rooted in transportation, economic and psychological costs and lack of alternative factors (Fullerton, 2003). Even though some studies in non-sports fields, such as the leather industry or the market, show that brand equity and brand commitment have a relationship (Altaf et al., 2022; Kim et al., 2023), or some new studies in sports point to brand equity (Asgari, 2023; Jaber, 2023; Kiani & Nazari, 2022) but study that examines this relationship in the field of sports was not found, and the need for more studies in this field is evident. Especially in the current research, color is considered an influencing factor in these two variables in sports goods brands.

Due to sports' turbulent and exciting environment, sports brands inherently follow the feelings and perceptions of fans and can be affected by visual elements, especially color. A simple example can be seen in determining the color of clothes, logos, flags, etc., sometimes creating a lot of commotion and discussions in this field. Through color, a sports brand can create a compelling visual identity, establish strong relationships with a target market, and position itself among competitors. Research that directly deals with the issue of color in sports branding was not found. Still, in some close studies on the issue of color in sports marketing, Armstrong (2008) research showed that color can be effective in sports events according to various cultural factors and cause different consumption behaviors. Also, Breuer and Rumpf (2015) state that although the competition in attracting

viewers' attention to sponsorship signs in sports communication has become an increasing issue in sponsorship-related marketing research, it still does not address how sponsorship signs are created enough. Based on this study, it was found that both color and animation significantly affect the attention of sports viewers. The role of color in marketing and branding is highly significant (Breuer & Rumpf, 2015). Brand names, logos, packages, and other visual elements utilize iconic colors to enhance a brand's connection, recognition, and recollection. These colors symbolize the unique identity of each brand (Sun & Kim, 2023). It seems that the contrast or fit of the color and sports environment can decrease or increase the attraction of people to a sports brand, which requires more research in this field. Despite the many investigations that exist in the area of color in the brand, according to the literature review, it seems that this field has been less concerned in sports studies. Therefore, the current research seeks to investigate the role of color in brand commitment with the mediating role of brand equity in sports goods buyers in Jahrom City. Figure 1 shows the conceptual model of the research.

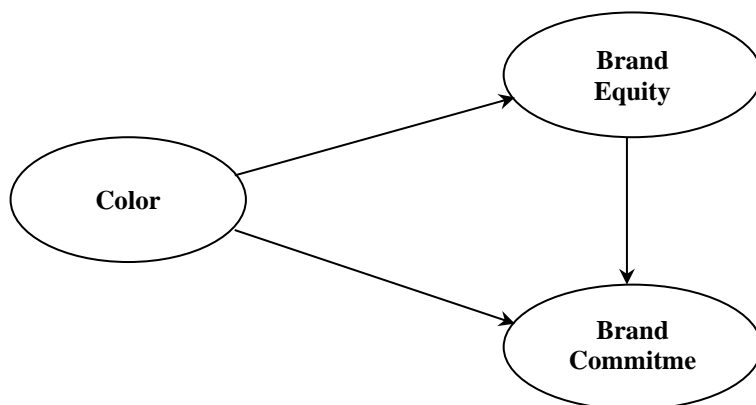


Figure 1. The research conceptual framework.

2. Methodology

This research is practical in terms of purpose and descriptive correlation in terms of method. The study's statistical population was all the buyers of physical sports products in Jahrom city; their number was unlimited. So, according to Morgan's table, the number of samples was 384; finally, 300 questionnaires could be analyzed. Convenience sampling was used to collect data. The data collection tool included three questionnaires. First, the questionnaire on color based on (Haji Hasani et al., 2018) included 12 questions and three dimensions (importance of color, attractiveness of color, and appropriateness of color). Second, Momen et al. (2015)'s brand commitment questionnaire has eight questions, including two dimensions (Emotional commitment and continuous commitment). Third, the Brand Equity Questionnaire of Aaker and Keller (1990) had 32 questions and five dimensions (brand loyalty, perceived brand quality, brand association, brand awareness, and willingness to expand the brand). The reliability of the questionnaires was determined and confirmed using Cronbach's alpha Test and Composite Reliability. Cronbach's alphas

of questionnaires achieved 0.89 for color, 0.92 for brand equity, and 0.87 for brand commitment. Confirmed values were reported in the findings section (Table 2). The face and content validity of the questionnaires were confirmed by seven sports management professors who were experts in sports marketing. Nike, Adidas, Reebok, New Balance, Puma, and Under Armour were among the most influential brands investigated in this research. Also, after collecting the information from the completed questionnaires and considering the non-normality of the data, using SPSS software and PLS modeling software, the data were subjected to statistical analysis.

3. Results

The statistical sample of this research included 174 women (58%) and 126 men (42%). The most frequent age category of the respondents was between 21 and 30 years old (163 people), and the most frequent occupation status of the respondents was student, with 90 people (30%). Most of them were studying at the undergraduate level. After students, athletes, and sports coaches, 74 people (24%) accounted for the highest percentage of sports equipment users. The first step examines factor loadings, reliability (Cronbach's alpha and Composite reliability), and validity (Convergent and Divergent). In the second section, the model fit (measurement, structural, and overall model) and then the results of research hypotheses are given. Table 1 shows the factor loadings. They are related to the reflexive variables listed in the corresponding column of that variable. If this value is above 0.4, we do not need to remove it from the model.

Table 1. Coefficients of factor loadings of research variables.

Variables	Sub variables	Question No.	Loading factors
Color	Importance of color	1	0.735
		2	0.815
		3	0.814
		4	0.691
	Attractiveness of color	5	0.728
		6	0.824
		7	0.795
		8	0.758
		9	0.763
		10	0.733
	Appropriateness of color	11	0.799
		12	0.785
		13	0.614
		14	0.763
15		0.755	
16		0.816	
17		0.823	
Brand Equity	brand loyalty	18	0.845
		19	0.858
		20	0.840
		21	0.754

Variables	Sub variables	Question No.	Loading factors
	perceived brand quality	22	0.840
		23	0.812
		24	0.866
		25	0.837
		26	0.868
		27	0.847
		28	0.809
	brand awareness	29	0.800
		30	0.834
		31	0.832
		32	0.873
		33	0.848
	brand association	34	0.844
35		0.812	
36		0.824	
37		0.740	
38		0.874	
39		0.893	
willingness to expand the brand	40	0.833	
	41	0.780	
	42	0.798	
	43	0.842	
	44	0.837	
Brand commitment	Emotional Commitment	45	0.777
		46	0.750
		47	0.808
	Continuous Commitment	48	0.828
		49	0.859
		50	0.833
		51	0.895
		52	0.926
		53	0.890

In this factorial model, all the questions are higher than the 0.4 criteria and show the questions' appropriateness. Cronbach's alpha and composite reliability were used to confirm the reliability of the measurement tool. The overall reliability of the questionnaire is 0.931, which was obtained after experts' opinions (content validity), convergent validity, and divergent validity. The more details are given in [Table 2](#).

Table 2. Cronbach's alpha, composite reliability, and convergent validity.

Variables	Composite reliability	Alpha level	Sub-variable	Composite reliability	Alpha level	AVE
Color	0.903	0.893	Importance of color	0.927	0.898	0.684
			Attractiveness of color	0.896	0.848	0.634
			Appropriateness of color	0.874	0.817	0.731
Brand equity	0.899	0.927	Brand loyalty	0.875	0.810	0.653
			Perceived brand quality	0.815	0.702	0.638

Variables	Composite reliability	Alpha level	Sub-variable	Composite reliability	Alpha level	AVE
Brand commitment	0.886	0.879	Brand association	0.925	0.869	0.634
			Brand awareness	0.866	0.821	0.731
			Willingness to expand the brand	0.909	0.834	0.753
			Emotional commitment	0.909	0.896	0.667
			Continuous commitment	0.875	0.859	0.696

According to the values of Cronbach's alpha, the composite reliability reported in Table 2, as can be seen; all variables have Cronbach's alpha value and composite reliability above 0.7, indicating the model has good reliability.

Table 3. Discriminant validity based on Fornell-Larcker Criterion Matrix.

Fornell-Larcker criterion	Color	Brand commitment	Brand awareness	Brand loyalty	Perceived brand quality	Importance of color	Attractiveness of color	Emotional commitment	Continuous commitment	Brand association	Appropriateness of color	Brand equity	willingness to expand the brand
Color	0.725												
Brand commitment	0.228	0.838											
Brand awareness	0.554	0.229	0.826										
Brand loyalty	0.493	0.127	0.613	0.796									
Perceived brand quality	0.405	0.106	0.671	0.581	0.788								
Importance of color	0.558	0.125	0.657	0.484	0.491	0.808							
Attractiveness of color	0.278	0.794	0.322	0.197	0.232	0.240	0.834						
Emotional commitment	0.512	0.284	0.755	0.614	0.651	0.466	0.379	0.816					
Continuous commitment	0.429	0.126	0.632	0.785	0.643	0.509	0.252	0.642	0.855				
Brand association	0.370	0.399	0.531	0.469	0.421	0.405	0.483	0.544	0.484	0.805			
Appropriateness of color	0.507	0.156	0.729	0.734	0.658	0.569	0.227	0.701	0.745	0.479	0.883		
Brand equity	0.392	0.101	0.584	0.503	0.688	0.529	0.111	0.454	0.566	0.291	0.616	0.869	
willingness to expand the brand	0.424	0.180	0.721	0.623	0.629	0.561	0.262	0.634	0.705	0.513	0.838	0.584	0.868

Based on the results obtained in Table 3, the relationship of a structure with its indicators is given in comparison to the relationship of that structure with other structures. Divergent validity is acceptable if the AVE root value (values placed on the primary diameter) for each construct is greater than the shared variance between that construct and other constructs in the model, all of which are met.

Based on Table 4, the criterion value of R2, which is used to connect the measurement part and the structural part of the structural equation model, it is given that it indicates confirmation that an exogenous variable has an introjected variable.

Table 4. Coefficients of Determination (R^2).

Variables	Coefficient of Determination	Variables	Coefficient of Determination
Brand awareness	0.746	Importance of color	0.545
willingness to expand the brand	0.698	Attractiveness of color	0.812
Emotional commitment	0.885	Appropriateness of color	0.713
Continuous commitment	0.530	Brand loyalty	0.582
Brand commitment	0.283	Perceived brand quality	0.700
Brand equity	0.257	Brand association	0.672

The redundancy index calculates the quality of the structural model. The purpose of this index is to check the ability of the structural model to forecast by Blindfolding. The most famous and well-known measure of this ability is the Stone-Geisler Q2 index, and based on this criterion, the model should predict the indicators of the reflective endogenous variables. Regarding the predictive power index, three values of 0.02, 0.15, and 0.35 are introduced as the weak, medium, and strong criterion values (Henseler et al., 2015). Q2 values above zero indicate that the observed values are well reconstructed and the model has predictive ability. Therefore, based on Table 5, the section related to the predictive power factor of the structures has been estimated at a powerful level.

Table 5. Index (predictive power of the conceptual model) Q^2 .

Variables	Predictive power of the conceptual model
Brand commitment	0.438
Brand equity	0.514
Color	-----

The last step in structural equation modeling analysis is to examine the overall research model. The goodness of fit index (GOF) was used to check the comprehensive research model. This index is used to measure the overall performance of the model. The limits of this index are between zero and one, and three values of 0.01, 0.25, and 0.36 represent weak, medium, and strong values for GOF, respectively. The GOF index for the research model is equal to 0.57, which indicates the general desirability of the research models.

Table 6. Significance of path coefficients at the 95% confidence level.

Confirm/reject	A significant amount	Path coefficient	Relationships
Confirm	7.962	0.506	Color and brand equity
Confirm	6.506	0.845	Color and brand commitment
Confirm	7.506	0.554	Brand commitment & Brand equity

Based on the significant results of the path coefficients that investigate the direct relationship of each variable, the effect of all relationships has been modeled.

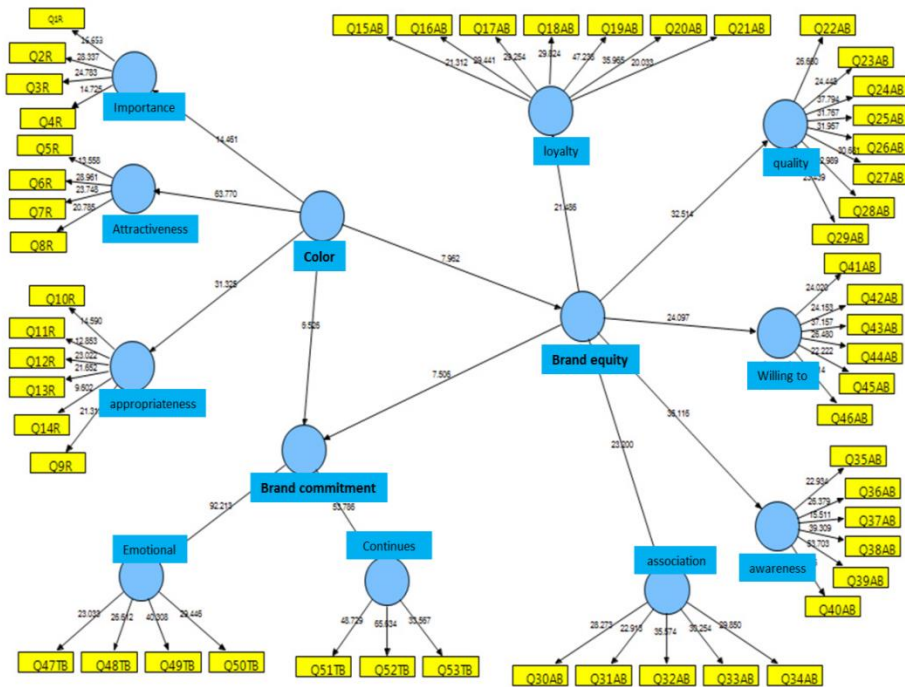


Figure 2. T-value statistic for testing research hypotheses.

Finally, the Sobel test was used to investigate the influence of the mediator variable. In the Sobel test, a value that is obtained exceeds 1.96; the significance of the mediator of a variable can be confirmed at the 95% confidence level.

Table 7. Mediating hypotheses of the research

Mediating hypotheses	A significant value of Sobel	Result
Color → brand equity → brand commitment	5.73	Confirmed

4. Discussion and conclusion

Many businesses strive to reinforce their corporate and brand identity with a unique symbolic meaning to help consumers identify their products among a variety of products in today's crowded marketplace and to create images associated with that brand in their minds (Jin et al., 2019). One of the most critical factors that can influence this issue is color. Because this issue has not been addressed in the literature related to sports brands, this research aimed to model the effect of color on brand commitment with the mediating role of brand equity in the buyers of sports goods in Jahrom City.

According to the findings, the dimensions of color significantly contribute to explaining the brand equity among the buyers of sporting goods in Jahrom City. In line with these findings, Garber and Hyatt (2003) considered color as a carrier of brand value due to the creation of a visual association. Color is a product's most prominent and meaningful visual feature that can be seen at first glance. It makes it a convincing, visible

sign to create values such as giving identity, meaning, or novelty to an object or idea. [Lieven et al. \(2015\)](#) also considers the elements of a brand design, such as size and color, along with the brand's shape, name, and font, to be the most critical factors for creating a deep understanding of brand quality, which ultimately, according to [\(Aaker, 1992\)](#), causes the brand equity of the brand. [Ridgway and Myers \(2014\)](#) state that the color matching of products can make consumers feel good and, according to the age or gender of these consumers, increase their willingness to expand this brand, which ultimately causes brand equity in different strata.

[Sondoh Jr et al. \(2007\)](#) also believe that brand image components, such as color and design, can strengthen brand loyalty among consumers, ultimately creating brand equity in the audience's minds. This loyalty can be seen in the brand of many sports teams whose fans are unwilling to buy competing brands because of their commitment and love for this brand. Of course, this value and loyalty to color are sometimes related to the critical role that color plays in a personal space, evoking a memory or a good feeling in people [\(Mortazavi Far et al., 2017\)](#). As one of the most important visual components of communication, color is the basis of the brand's visual identity [\(Ghasemi, 2015\)](#). Sporting goods manufacturers should keep in mind that color reflects everything that a logo, packaging, product, environment, and marketing communications are trying to achieve, and therefore, in all these cases, the appropriateness and attractiveness of color should be used. Color can significantly impact the purchase decision and the audience's attitude toward a product because a part of people's qualitative evaluation of the product is based on color. Therefore, its judicious use can lead to arousing the desires of customers.

On the other hand, the study showed that the dimensions of color affect the commitment to the brand among the buyers of sporting goods in Jahrom City. Among the related research, we can mention [\(Walsh et al., 2012; Walsh, 2005\)](#) and [\(Das et al., 2019\)](#), who considered the role of color in brand commitment to be necessary. Also, [Gencay and Kurakucuk \(2005\)](#) found that the color combination is the most attractive in Turkish professional football clubs, which causes customers to be attracted to and loyal to these clubs [\(Gencay & Kurakucuk, 2005\)](#). In explaining the results, it should be said that the brand is not only for recognizing a product but also helps to differentiate it from competitors in the market, increasing the importance of customer commitment to the brand. According to scholars, commitment to a brand creates a kind of psychological dependence concerning brand elements, which makes a person permanently attached to that brand [\(Alavi & Khodadadeh, 2017\)](#).

Among the brand elements, color can be very decisive, considering that it is directly involved with people's mental and emotional states [\(Haji Hasani et al., 2018\)](#). Color is closely related to consumer behavior and can influence communication when direct and specific verbal expression is complicated [\(Labrecque et al., 2013\)](#). Color is a visual language that can produce the most information quickly for the sense of sight, the most potent human mind [\(Bottomley & Doyle, 2006\)](#). Even color plays a vital role in re-designing brands, and it is possible that buyers do not have attachment and commitment to that brand as they did in the past [\(Walsh, 2005\)](#). Part of the pleasure of a sports brand is related to its attractiveness and matching color, which makes buyers always look for a particular brand because of this pleasure. Often, the color of products is one of the

things that buyers discuss with others and defend in most cases, creating more commitment in them. At the same time, it should be noted that many consumers are unwilling to change the color of the products they buy so quickly due to cultural, religious, and environmental issues, and with a pleasant experience in one color, they try to repeat it or colors that match it.

In another research finding, the results of the Sobel test showed that color can indirectly affect buyers' commitment to sports goods brands through brand equity. In confirmation of this finding, [Jin et al. \(2019\)](#) believe that color in marketing creates a competitive advantage, and by creating competitive values compared to competitors, consumers' dependence on goods or services increases. Color, as one of the most essential components of design, makes a good feeling in customers and increases the quality of the product in their eyes ([Panigyrakis & Kyrousi, 2015](#)). Considering the critical role of color in the brand, the results obtained from this research show the relationship between color and commitment to the brand based on the appropriateness of the perception of the color used in a particular brand. In other words, when the color matches the sports product, it leads to commitment to the brand. From further parallel research, we can refer to Hun [Jin et al. \(2019\)](#)'s study, which concluded that the subcategories that make up the structure of color fit are strongly related to the components of the brand name.

All components, including brand naming and attitude, positively affect automatic brand recognition. Therefore, manufacturers can increase the value of the brand, attract the commitment of customers, and improve their sales against competitors by observing the appropriateness of the color of their product with the type of product, sales conditions, or the suitability of colors together, such as cold and warm or dark and light. Factors such as culture, religion, friend's recommendation, and individual interest are often influential in observing the appropriateness of product color, which manufacturers should pay attention to because any brand that follows these factors better has more customer acceptance and finds an exceptional value among them. The value each brand has for customers can improve that brand's position in customers' eyes. By arousing interest, color can increase the desire to buy the product and improve the business by increasing the effectiveness of advertising to remove brand ambiguity and even generate new revenue.

In general, the results showed that the dimensions of color include proportion, attractiveness, and importance of color directly or indirectly. Influencing brand equity, including loyalty, association, awareness, perceived quality, and willingness to extend the brand, affects the continuous and emotional commitment of the brand. In other words, color has an essential place in the brand's value and loyalty to the brand among the buyers of sports goods in Jahrom city. According to the obtained results, it can be suggested that every Jahrom seller of the brand in sports should provide a variety of sports goods, especially in color. The sports stores of Jahrom city should pay more attention to the customers' tastes in choosing different colors, and by creating contexts for the sports good's consumers of this city, they can generate a commitment to brands in various colors among their customers, which in the long run will lead to They sell more. Almost all the brand influence and product sales process is completed as soon as a customer moves towards the product with his favorite color spectrum. Sports producers of Jahrom should never forget the importance of color, which is far more than its aesthetic aspect, in

choosing a practical and comprehensive strategy for the brand. Customers get the first understanding and recognition of the brand with the help of color, which is one of their essential criteria in choosing a brand or sports product. In the end, considering that every brand can have a correct image of its impact on the audience through appropriate colors, it is necessary to do more detailed research on different color spectrums and variables in the future. Because this research was not focused on a specific brand, it is possible to research popular sports brands and compare them. Also, since this research was limited to the city of Jahrom, it is possible to study this theme on a broader scale. Considering that this research was limited to a quantitative method, it is possible to use qualitative methodologies to identify more components and develop related concepts.

Disclosure statement and funding

The authors declare no potential conflicts of interest. The present study received no financial support from any organization or institution.

Acknowledgment

We would like to give special thanks to all the participants in this study.

References

- Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, 13(4), 27-32. <https://doi.org/10.1108/eb039503>
- Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27-41. <https://doi.org/10.1177/002224299005400102>
- Abril, C., Gavilan, D., & Avello, M. (2009). Influence of the perception of different types of store brands on consumer typologies and satisfaction levels. *Innovative Marketing*, 5(4), 75-82. <https://www.businessperspectives.org/index.php/component/zoo/influence-of-the-perception-of-different-types-of-store-brands-on-consumer-typologies-and-satisfaction-levels>
- Alavi, S. M., & Khodadadeh, S. (2017). Investigating the Effect of Brand Identification on Successful Brand Extension: Analyzing the Role of Brand Love, Brand Commitment, and Brand Loyalty. *Sport Management Studies*, 8(40), 187-208. . [In Persian]. <https://doi.org/10.22089/smrj.2017.910>
- Altaf, M., Saleem, I., Mustafa, F., & Anwar, F. (2022). The buy-in benchmark in Islamic banking: combined effect of brand role clarity and employee brand commitment towards employee brand equity. *Journal of Islamic Marketing*, 13(10), 2028-2046. <https://doi.org/10.1108/JIMA-08-2019-0170>
- Armstrong, K. L. (2008). Consumers of Color and the " Culture " of Sport Attendance: Exploratory Insights. *Sport Marketing Quarterly*, 17(4), 218-231. <https://www.proquest.com/openview/0a85f841ebf7535b30eeafe6519ee67d/1?cbl=28711&pq-origsite=gscholar>
- Asgari, M. H. (2023). Co-creation of Customer Brand Value-Based and Temporal Risk of Online Brand Communities in Sportswear Industry. *Sports Business Journal*, 3(2), 27-47. [In Persian]. <https://doi.org/10.22051/sbj.2023.43172.1079>
- Bauer, H. H., Stokburger-Sauer, N. E., & Exler, S. (2008). Brand image and fan loyalty in professional team sport: A refined model and empirical assessment. *Journal of Sport Management*, 22(2), 205-226. <https://doi.org/10.1123/jsm.22.2.205>

- Bodaghi Khajeh Noubar, H., Kalejahi, H., & Rostamzadeh, R. (2020). Impact of social media marketing activities on brand equity and brand commitment in the leather industry. *International Journal of Business Excellence*, 20(2), 191. [In Persian]. <https://doi.org/10.1504/IJBEX.2020.105346>
- Bottomley, P. A., & Doyle, J. R. (2006). The interactive effects of colors and products on perceptions of brand logo appropriateness. *Marketing Theory*, 6(1), 63-83. <https://doi.org/10.1177/1470593106061263>
- Breuer, C., & Rumpf, C. (2015). The Impact of Color and Animation on Sports Viewers' Attention to Televised Sponsorship Signage. *Journal of Sport Management*, 29, 170-183. <https://doi.org/10.1123/jsm.2013-0280>
- Buil, I., Catalán, S., & Martínez, E. (2016). The Importance of Corporate Brand Identity in Business Management: An Application to the Uk Banking Sector. *BRQ Business Research Quarterly*, 19(1), 3-12. <https://doi.org/10.1016/j.brq.2014.11.001>
- Chang, W.-L., & Lin, H.-L. (2010). The impact of color traits on corporate branding. *African Journal of Business Management*, 4(15), 3344. <https://academicjournals.org/journal/AJBM/article-full-text-pdf/CF287D320855>
- Chi, H.-K., Huang, K.-C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52, 101728. <https://doi.org/10.1016/j.jretconser.2018.12.012>
- Cutler, M. S., & Hocker. (1974). Securities and Real Estate: Where the Twain Meet. *Sec. Reg. LJ*, 2, 48. <https://heinonline.org/HOL/LandingPage?handle=hein.journals/secregl2&div=6&id=&page=>
- Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment?: A mediated-moderation model of brand passion and perceived brand ethicality. *Journal of Business Research*, 95, 479-490. <https://doi.org/10.1016/j.jbusres.2018.05.026>
- Ebrahim, R. (2019). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(3), 1-22. <https://doi.org/10.1080/15332667.2019.1705742>
- Fullerton, G. (2003). When Does Commitment Lead to Loyalty? *Journal of Service Research*, 5(4), 333-344. <https://doi.org/10.1177/1094670503005004005>
- Garber, L. L., & Hyatt, E. M. (2003). Color as a tool for visual persuasion. In *Persuasive imagery* (pp. 313-336). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781410607256-21/color-tool-visual-persuasion-lawrence-garber-eva-hyatt>
- Gencay, O. A., & Kurakucuk, S. (2005). Colors and cultural interactions in the Turkish sport clubs. *The Sport Journal*, 8(2). [https://thesportjournal.org/article/colors-and-cultural-interaction-s-in-the-turkish-sport-clubs/#:~:text=The%20fact%20that%20the%20white,yellow%20comes%20sixth%20\(8.96%25\).](https://thesportjournal.org/article/colors-and-cultural-interaction-s-in-the-turkish-sport-clubs/#:~:text=The%20fact%20that%20the%20white,yellow%20comes%20sixth%20(8.96%25).)
- Ghasemi, M. (2015). *Investigating the effect of color on the visual identity of logos in financial institutions*. [Master Thesis, University of Tehran]. Tehran, Iran. [In Persian].
- Haji Hasani, F., Sadeghpour, A., & Alavi, S. M. (2018). Investigating the Effect of Apparel Color Dimensions on Customer Purchase Intention: An Analysis on Customer Gender Differences. *Journal of Business Management*, 10(3), 659-672. [In Persian]. <https://doi.org/10.22059/jibm.2018.234046.2651>
- Hamidavi, E. (2014, December 17). *The use of color psychology in marketing and its impact on advertising success and brand design*. International Conference on Business Development and Excellence, Tehran, Iran. [In Persian]. <https://civilica.com/doc/330820>

- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-04>
- Hemphill, M. (1996). A Note on Adults' Color–Emotion Associations. *The Journal of Genetic Psychology*, 157(3), 275-280. <https://doi.org/10.1080/00221325.1996.9914865>
- Hoegg, J., & Alba, J. W. (2007). Taste perception: More than meets the tongue. *Journal of Consumer Research*, 33(4), 490-498. <https://doi.org/10.1086/510222>
- Huang, K.-C., Lin, C.-C., & Chiang, S.-Y. (2008). Color Preference and Familiarity in Performance on Brand Logo Recall. *Perceptual and Motor Skills*, 107(2), 587-596. <https://doi.org/10.2466/pms.107.2.587-596>
- Hynes, N. (2009). Colour and meaning in corporate logos: An empirical study. *Journal of Brand Management*, 16(8), 545-555. <https://doi.org/10.1057/bm.2008.5>
- Jaberi, A. (2023). Developing the Brand Equity of Football Clubs: The Partial Role of Identity Distinction, Identity Attractiveness, and Fan-Team Identification (Case Study: Iranian Premier Football League). *Sports Business Journal*, 3(4), -. [In Persian]. <https://doi.org/10.22051/sbj.2023.42889.1073>
- Jin, C., Yoon, M., & Lee, J. (2019). The influence of brand color identity on brand association and loyalty. *Journal of Product & Brand Management*, 28(1), 50-62. <https://doi.org/10.1108/JPBM-09-2017-1587>
- Keimasi, M., & Khoshnevis, M. (2017). Using ZMET technique for exploring current and ideal brand image. *Quarterly Journal of Brand Management*, 4(3), 29-48. <https://doi.org/10.22051/bmr.2018.21880.1563>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>
- Kiani, M. S., & Nazari, L. (2022). Investigating Brand Equity in Sports Product Advertisements and Recommending it to Consumers. *Sports Business Journal*, 2(2), 169-181. [In Persian]. <https://doi.org/10.22051/sbj.2022.41652.1050>
- Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand equity in hospital marketing. *Journal of Business Research*, 61(1), 75-82. <https://doi.org/10.1016/j.jbusres.2006.05.010>
- Kim, S., & Jun, J. (2016). The impact of event advertising on attitudes and visit intentions. *Journal of Hospitality and Tourism Management*, 29, 1-8. <https://doi.org/10.1016/j.jhtm.2016.04.002>
- Kim, Y., Hur, W.-M., & Lee, L. (2023). Understanding customer participation in CSR activities: The impact of perceptions of CSR, affective commitment, brand equity, and corporate reputation. *Journal of Retailing and Consumer Services*, 75, 103436. <https://doi.org/10.1016/j.jretconser.2023.103436>
- Kimpakorn, N., & Tocquer, G. (2010). Service brand equity and employee brand commitment. *Journal of Services Marketing*, 24(5), 378-388. <https://doi.org/10.1108/08876041011060486>
- Klink, R. R. (2003). Creating Meaningful Brands: The Relationship Between Brand Name and Brand Mark. *Marketing Letters*, 14(3), 143-157. <https://doi.org/10.1023/A:1027476132607>
- Labrecque, L. I., Patrick, V. M., & Milne, G. R. (2013). The marketers' prismatic palette: A review of color research and future directions. *Psychology & Marketing*, 30(2), 187-202. <https://doi.org/10.1002/mar.20597>
- Liang, W., Ye, Y., & Bao, M. (2019). *Research on the Influence of Brand Fit on Brand Emotion and Brand Loyalty* International Conference on Applications and Techniques in Cyber

- Security and Intelligence ATCI 2018, Cham. https://link.springer.com/chapter/10.1007/978-3-319-98776-7_125#citeas
- Lieven, T., Grohmann, B., Herrmann, A., Landwehr, J. R., & van Tilburg, M. (2015). The effect of brand design on brand gender perceptions and brand preference. *European Journal of Marketing*, 49(1/2), 146-169. <https://doi.org/10.1108/EJM-08-2012-0456>
- Liu, C.-H. (2020). Integration of different perspectives of culinary brand equity. *Journal of Hospitality and Tourism Management*, 45, 152-161. <https://doi.org/10.1016/j.jhtm.2020.08.007>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*, 29(6), 783-801. <https://doi.org/10.1108/JPB-11-2018-2106>
- Lohse, G. L., & Rosen, D. L. (2001). Signaling quality and credibility in yellow pages advertising: The influence of color and graphics on choice. *Journal of advertising*, 30(2), 73-83. <https://www.jstor.org/stable/4189180>
- Maroto, J., & De Bortoli, M. (2001). *Web site localization*. Proceedings of the European Languages and the Implementation of Communication and Information Technologies (Elicit) conference, University of Paisley, Scotland. <http://www.globalpropaganda.fresa.net/articles/TranslatingColours.pdf>
- Mohammadi Far, Y. (2012). *The Psychology of Colors in Marketing and Sales*. Rasa Publications. [In Persian].
- Momen, M., Gharache, M., & Ghanbarzadeh M, R. (2015). The Role of Affective Commitment and Continuance Commitment on Customer Perception of the Intention to Repurchase. *Journal of Business Management Perspective*, 14(24), 87-101. [In Persian]. https://jbmp.sbu.ac.ir/article_96207.html?lang=en
- Mortazavi Far, S. R., Farzan, F., & Alamtalab Poshtiri, S. S. (2017). The Role of Body Image in Selecting the Color of Sports Apparel (a Case Study: Academics of Mazandaran University). *Sport Psychology Studies*, 6(22), 87-98. [In Persian]. <https://doi.org/10.22089/spsvj.2017.3472.1358>
- Panigyrakis, G. G., & Kyrousi, A. G. (2015). Color effects in print advertising: a research update (1985-2012). *Corporate Communications: An International Journal*, 20(3), 233-255. <https://doi.org/10.1108/CCIJ-12-2011-0072>
- Pring, I. (2007). Forum - Going underground: how ethnography helped the Tube tunnel to the heart of its brand. *International Journal of Market Research*, 49(6), 693-705. <https://doi.org/10.1177/147078530704900604>
- Ridgway, J., & Myers, B. (2014). A study on brand personality: consumers' perceptions of colours used in fashion brand logos. *International Journal of Fashion Design, Technology and Education*, 7(1), 50-57. <https://doi.org/10.1080/17543266.2013.877987>
- Rodríguez-Molina, M. A., Frías-Jamilena, D. M., Del Barrio-García, S., & Castañeda-García, J. A. (2019). Destination brand equity-formation: Positioning by tourism type and message consistency. *Journal of Destination Marketing & Management*, 12, 114-124. <https://doi.org/10.1016/j.jdmm.2019.03.010>
- Rodríguez, S. (2023). *Marketing: Color Psychology in Branding*. [Presented to the University Honors Program California State University, Long Beach]. <https://scholarworks.calstate.edu/downloads/c821gr716>
- Rojas-Lamorena, Á. J., Del Barrio-García, S., & Alcántara-Pilar, J. M. (2022). A review of three decades of academic research on brand equity: A bibliometric approach using co-word analysis and bibliographic coupling. *Journal of Business Research*, 139, 1067-1083. <https://doi.org/10.1016/j.jbusres.2021.10.025>

- Sarker, M., Mohd-Any, A. A., & Kamarulzaman, Y. (2021). Validating a consumer-based service brand equity (CBSBE) model in the airline industry. *Journal of Retailing and Consumer Services*, 59, 102354. <https://doi.org/10.1016/j.jretconser.2020.102354>
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, 43(3), 276-292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Singh, N., & Srivastava, S. K. (2011). Impact of Colors on the Psychology of Marketing — A Comprehensive over View. *Management and Labour Studies*, 36(2), 199-209. <https://doi.org/10.1177/0258042x1103600206>
- Singh, S. (2006). Impact of color on marketing. *Management Decision*, 44(6), 783-789. <https://doi.org/10.1108/00251740610673332>
- Sondoh Jr, S., Omar, M., Wahid, N., Ishak, I., & Harun, A. (2007). The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. *Asian Academy of Management Journal*, 12(1), 83-107. <https://www.semanticscholar.org/paper/The-effect-of-brand-image-on-overall-satisfaction-a-Sondoh-Omar/b493cb4f99ea1711e544b776381aa0e5ef5b352a>
- Sun, M., & Kim, J. (2023). Sustainability and Brand Equity: The Moderating Role of Brand Color and Brand Gender. *Sustainability*, 15(11), 8908. <https://doi.org/10.3390/su15118908>
- Walsh, M., Winterich, K., & Mittal, V. (2012). Do Logo Redesigns Help or Hurt Your Brand? The Role of Brand Commitment. *Journal of product & brand management*, 19(2), 76-84. <https://doi.org/10.1108/10610421011033421>
- Walsh, M. F. (2005). *Consumer response to logo shape redesign: The influence of brand commitment*. [PhD Thesis, University of Pittsburgh]. http://d-scholarship.pitt.edu/9746/1/mfwalsh_dissertation.pdf
- Wang, H., Wei, Y., & Yu, C. (2008). Global brand equity model: combining customer-based with product-market outcome approaches. *Journal of product & brand management*, 17(5), 305-316. <https://doi.org/10.1108/10610420810896068>
- Wang, Y., Wang, T., Mu, W., & Sun, Y. (2022). What is the glamor of black-and-white? The effect of color design on evaluations of luxury brand ads. *Journal of Consumer Behaviour*, 21(4), 1-14. <https://doi.org/10.1002/cb.2030>
- Williams, A., Son, S. W., Walsh, P., & Park, J. (2021). The Influence of Logo Change on Brand Loyalty and the Role of Attitude Toward Rebranding and Logo Evaluation. *Sport Marketing Quarterly*, 30(1), 69-81. <https://doi.org/10.32731/SMQ.291.032021.06>
- Zhang, J., Shabbir, R., Pitsaphol, C., & Hassan, W. (2014). Creating Brand Equity by Leveraging Value Creation and Consumer Commitment in Online Brand Communities: A Conceptual Framework. *International Journal of Business and Management*, 10(1), 80-91. <https://doi.org/10.5539/ijbm.v10n1p80>



اثر رنگ بر تعهد به برند در خریداران کالاهای ورزشی: نقش میانجی ارزش ویژه برند

سودابه رحمتی^۱، حمیدرضا صفری جعفرلو^{۲*}، محمدصادق افروزه^۳

^۱ دانشجوی کارشناسی ارشد گروه علوم ورزشی، دانشکده علوم انسانی، دانشگاه جهرم، جهرم، ایران.

^۲ دانشیار، گروه علوم ورزشی، دانشکده علوم انسانی، دانشگاه جهرم، جهرم، ایران.

^۳ استادیار، گروه علوم ورزشی، دانشکده علوم انسانی، دانشگاه جهرم، جهرم، ایران.

چکیده

هدف: رنگ معمولاً به عنوان یک نماد اصلی است که باعث جذب، علاقه یا بی‌بازاری مشتریان می‌شود. در این تحقیق ارتباط رنگ با دو ویژگی برند یعنی تعهد به برند و ارزش ویژه برند مورد بررسی قرار گرفته است.

روش: روش تحقیق مطالعه حاضر، توصیفی-همبستگی بود که به صورت پیمایشی انجام شد. جامعه آماری را کلیه مشتریان فروشگاه‌های ورزشی شهرستان جهرم تشکیل می‌داد. با توجه به نامشخص بودن تعداد جامعه آماری، تعداد ۳۸۴ پرسشنامه به روش در دسترس توزیع شد که ۳۰۰ پرسشنامه قابل تحلیل بود. برای جمع‌آوری داده‌ها از پرسشنامه رنگ (بر اساس مطالعه حاج حسینی و همکاران، ۱۳۹۷)، پرسشنامه ارزش ویژه برند (آکرو کله، ۱۹۹۰) و پرسشنامه تعهد به برند (مومن، ۱۳۹۳) استفاده شد. روایی صوری و محتوایی پرسشنامه‌ها توسط اساتید مدیریت ورزشی و بایایی پرسشنامه‌ها هم از طریق ضریب آلفای کرونباخ مورد تأیید قرار گرفت. آلفای کرونباخ برای پرسشنامه رنگ ۰/۸۹، برای ارزش ویژه برند ۰/۹۲ و برای تعهد به برند ۰/۸۷ به دست آمد. برای برازش و آزمودن فرضیه‌ها با استفاده از الگوهای ساختاری، از روش حداقل مربعات جزئی با استفاده از نرم‌افزار پی‌ال‌اس استفاده شد.

یافته‌ها: نتایج نشان داد که رنگ تأثیر مستقیم و معناداری بر ارزش ویژه برند و تعهد به برند دارد (۰/۵۰ = ضریب مسیر، $t\text{-value}=7/96$). همچنین نقش میانجی ارزش ویژه‌ی برند در نقش رنگ روی تعهد به برند در خریداران کالاهای ورزشی مورد تأیید است (۰/۸۴ = ضریب مسیر، $t\text{-value}=6/50$). بررسی برازش مدل نیز نشان داد مدل ارائه شده پژوهش از برازش مطلوبی برخوردار می‌باشد ($GOF=0/57$). با توجه به یافته‌های تحقیق، تولیدکنندگان و مدیران ورزشی در انتخاب استراتژی موثر و جامع برای برند، باید اهمیت رنگ، که به مراتب چیزی بیش از جنبه زیبائشناختی آن است، را همواره در نظر داشته باشند.

اصالت و ابتکار مقاله: رنگ در ورزش به عنوان یک نماد منحصر به فرد ارائه می‌شود که اغلب بر تعصبات طرفداران ورزش تأثیر گذاشته و آنها را به هیجان می‌آورد. با توجه به این موضوع، در این تحقیق تأثیر رنگ در برند کالاهای ورزشی مورد بررسی قرار گرفت که در ادبیات بررسی شده کمتر به آن توجه شده است.

کلیدواژه

استراتژی برند

برندسازی ورزشی

تعهد به برند

سمبل

نگرش به برند

نوع مقاله

پژوهشی اصیل

تاریخ دریافت: ۱۴۰۲/۰۵/۰۸

تاریخ پذیرش: ۱۴۰۲/۰۸/۲۰