

## عنوان مقاله:

The effects of brand special values & brand personality dimensions among sneakers users

## محل انتشار:

نشریه پژوهش در مدیریت ورزش و روانشناسی، دوره 3، شماره 4 (سال: 1394)

تعداد صفحات اصل مقاله: 5

## نویسندگان:

Mahboobeh Rouzbahani - *Department of Physical Education, Payame Noor University, Iran*

Hoorieh Nikdast - *Msc in Physical Education and Sport Science Ministry of Sports, Tehran, Iran*

Katayon Kamkari - *Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran*

Afsaneh Sharifi - *The teacher of nursing collage of Abadeh*

## خلاصه مقاله:

Background: The purpose of this study was survey the effects of brand special values & brand personality dimensions among sneakers users. Materials and methods: The (statistical) population is included all customers of sport stores in the Tehran. 184 questionnaires are distributed randomly, in Tehran for measuring the special value of brand is used form Washburn's 4 questions (2002). For measuring the brand personality dimensions was used Jones et al (2009) that they planed the new indexes for answering to the Aker's indexes criticisms (12 items). Content validity was determined by experts & its durability was determined by Cornbach's alpha coefficient, also other researchers were determined the durability & justifiability of these questionnaires. For analyzing the data was used deductive & descriptive statistics. In deductive statistics, firstly, was used Kolomogrov-Smirnov tests & then regarding to the normal data distribution was used Pearson's correlation coefficient & multi-stages regression. Results and Discussions: By using Spearman's correlation coefficient is specified that accountability component ( $r=0.32$ ,  $p\leq 0.05$ ) & emotional component ( $r=0.44$ ,  $p\leq 0.05$ ) have meaningful relationship with brand special values. The results of multiple regression analysis showed that just the emotional components have ability of forecasting the brand special values. Conclusion: Regarding to the current research results can be proposed to the manufactures & sellers of sneakers that .paying more attention to the emotional dimension why it caused to value to brand

## کلمات کلیدی:

Brand special value, brand personality, sneakers

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/765736>



