

## **The Studying of Brand Management Dimensions on Sport Brand Management (Case Study of Zagros Kermanshah Province)**

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### **Abstract**

**Purpose:** The purpose of this study was to investigate the dimensions of brand impact on sports, economic and professional experts, managers and experts in Kermanshah province. **Method:** This is a descriptive-survey research. The statistical population consisted of 120 experts, managers and experts in sport and economic in Kermanshah province who were selected by random sampling. In this study, 87 experts including experts, managers and experts in two fields of sport and economics completed a researcher-made questionnaire assessing the dimensions of sport brand effectiveness. The measurement tool was a questionnaire of sport brand management whose reliability and validity were tested for this research. The Cronbach's alpha value for all factors is 7 or higher, indicating the appropriateness of the questions posed to assess each of the dimensions affecting sport brand management. SPSS software version 20 was used for data analysis. The results of the tests showed that all four sectors (managerial, economic, cultural and social) influenced sport brand management. **Results:** Finally, the overall summary of the tests shows that social media management brand with a mean of 3.09 and cultural management factor with a mean of 1.82 have the highest and lowest priority in influencing sport brand, respectively. **Conclusions:** The research results show that the social sector of the brand has a higher priority and microeconomic and macroeconomic indicators should be recognized.

**Keywords:** Brand, Sports brand, Brand management

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## **INTRODUCTION**

A brand is a bridge to the market for any kind of product or service that influences consumer buying behavior (Karbasivar & Yardel, 2011). As competition in the market intensifies, the value of a brand becomes even more important (Longwell, 1994). The Brand is the most important asset for many companies and the basis for competitive value and profit (Biswas, Biswas, & Das, 2006). Brands are often referred to as an organization's valuable asset. Building strong brand names is an important priority in many organizations because in general, building strong brand names offers competitive advantages because a strong brand attracts a new customer and retains current customers (Arai, Ko, & Ross, 2014). Until a few decades ago, goods were produced and consumed solely as manufactured goods without any personal view, but today, brands place great importance on their purchasing process. For this reason, industry researchers and managers place a high value on brand marketing activities (Bavarsad, Tavanbakhsh, & Ali Abadi, 2010). Increased competition in global markets and marketing costs has made it necessary to improve the effectiveness of marketing activities and strategies. The attractiveness of the Iranian market, the increasing competition between foreign and domestic goods, and the lack of adequate reviews of local brands in the Iranian market make the need for such research more and more in Iran (Asadollah, Hamidzadeh, Dorri, & Karimi, 2009).

In Iran, there has been limited research into the study of local brands. Therefore research the dimensions of brand personality, brand functions and advantages, current status and diversity of sports brands worldwide, country and region of Kermanshah and introduce the brand Zagros Famous and its capabilities to organize all commercial, economic and sports affairs of Kermanshah region and province to do so, Investigations are underway. Firstly, if one is aware of the brand equity among the audience and the distinctive capabilities of the Zagros brand name brand in the west of the country, especially Kermanshah province, it can be used for brand development. As a result, identify the dimensions that have the most impact on brand development and focus on these elements in sports marketing strategies for the marketing and supply of sporting goods and services and more resources can be devoted to it. Also, gaining knowledge about audience behavior, users and applicants of domestic

brands can contribute to a large share of the market in Kermanshah and the western part of the country and generate economic profits. Therefore, in this study, the brand name of Zagros Famous has been studied in Kermanshah for testing the brand. The main purpose of this study was to investigate the effect of brand management dimensions on sport brand in Kermanshah province (Case study of Zagros famous brand in a western country). Branding is a bridge to market any type of product or service with an impact on consumer buying behavior (Hassan & Rahman, 2013). As competition in the market intensifies, the value of an important brand becomes more important (Lee, Rhee, & Lee, 2003). In recent years, many companies have come to believe that one of their most valuable assets is the brand names of their products and services (Asadollah, Hamidizadeh, Dorri, & Karimi, 2009).

The brand is the most important asset for many companies, and the basis for competitive advantage and profit (Taghipourian, 2013). A brand is a term, a symbol, or a name that seeks to create a distinctive identity for a competitor's goods or services. The word brand is derived from the Scandinavian word "brand," meaning burn (Nazari, Dorange, & Afshar, 2016). Brands are often referred to as an organization's valuable asset. Making great brand names is an important priority in many organizations, because, building strong brand names creates competitive advantages; strong brand attracts a new customer and retains current customers (Mosabeiki, Bamdad, Khalili, Abbasinarinabad, & Mehdibeiraghdar, 2012).

In the sports arena, due to the industrialization and expansion of the sports trade, professional sport has always been an industry with high marketing potential and sports stars are regarded as popular cultural products that are highly regarded by sponsors, the media and Manufacturing organizations and companies are located (Summers & Morgan, 2008). Brand management is the application of marketing techniques to a particular product and product line. Brand management seeks to increase value for the customer and ultimately increase product sales. Marketers see brand management as a tool to increase customer quality and increase customer acquisition and loyalty.

One of the most important advantages of a brand for the company is that it can be added to the price of goods and services in a specific market without losing customers. Brand management is a tool for differentiation.

Brand value also refers to the amount of profit generated for the company. This increase in profitability can be a combination of increased sales and increased prices (Ahmadi, Khodami, & Taqwa Shawazi, 2008). A brand, a particular person or thing with a particular brand as a process has a human sense of that attribute or identity. In the past century, few investment firms have invested in product branding. Especially from the perspective of incorporating products of attitudes and alliances to include political groups, government agencies, humanitarian organizations and associations, and other areas that wanted to become famous in the minds of customers.

The sports industry is no stranger to this, and it has good sports companies such as Spalding and Brothers, and Raleigh cycling and football clubs such as Manchester United and Edmonton Eskimos. In the past two decades, however, teams and leagues have been astonishingly involved in the "branding game," employing specialist consultants to manipulate and design and redesign their brand and positions. To say that branding is the hottest game in the sports industry today is not unexpected. For decades, marketing scholars have analyzed the contemporary marketing process, including an analysis of the elements that constitute brand quality, such as brand loyalty, royalties, and Trademarks. David Aaker sees the brand as a symbol that is linked to several mental assets and commitments and is presented to identify and differentiate products (Aaker, 2018). Sports branding has been under investigation for the last decade, and so several specific variables for branding quality have been identified for the "properties" of the industry (teams, leagues, players, special events, venues). These include traditions, personalities, success stories, programs, environments, and media education (Arai, Ko, & Ross, 2014).

Doostar, Abadi, and Abadi et al. (2012) examined the impact of brand equity on a consumer's final purchase decision focusing on products with subjective conflict. The sample consisted of 400 buyers of food products consumed daily. The results showed that brand equity directly influences consumer purchase decisions. Moradi and Zarei (2011), the impact of brand equity on an intention to buy and brand preference was examined by the effects of adjusting the country of origin image for young Iranian consumers. Information was collected from Iranian students who had selected brand owners from laptops and mobile

phones. The results showed that brand equity had a positive effect on consumer preference and intention to buy, but the results did not support the country of origin image. Jalilvand, Samiei and Mahdavinia (2010) examined the impact of brand equity segments on consumers' intention to purchase based on the Aker conceptual framework in the automotive industry, concluding that brand awareness, brand association, brand loyalty and perceived quality had a significant impact. Consumers intend to buy products.

This article demonstrates that marketers should carefully consider brand equity segments when designing their brand strategies. In this study, the relationship between the four components of the brand equity model and purchase intention is clear. Khasawneh and Hasouneh (2010) examined the impact of a familiar brand on consumer behavior. They found that Jordanian consumers see the reputation of a branded product as an essential guide in their purchase decision. But on the other hand, no significant relationship was found between customer demographics and brand reputation. In the end, they found that most research participants thought that buying great brand products reflected a higher social status. Hanzaee and Asadollahi (2012) examined the impact of brand equity and brand preference on purchase intention. The results showed that there was a significant relationship between brand association, brand loyalty, and perceived quality with brand equity. There was a significant relationship between brand equity and brand preference and purchase intention. Still no significant relationship was found between brand awareness and brand equity in sports products in Iran.

Pouromid and Iranzadeh (2012) factors affecting the equity value of the Pars Khazar home appliance were evaluated based on the perspective of female consumers. The results show that family and company image has direct effects on brand awareness, brand association, and perceived brand quality. Brand reputation has a direct impact on brand awareness and perceived quality of the brand, and price has a direct impact on the perceived quality of the brand. Finally, brand awareness, association, and perceived quality have direct effects on brand equity. Taghipourian (2013), the brand equity dimensions, were evaluated and prioritized from the customer's perspective in the banking industry. The results showed that the level of brand equity of the National Bank was perceived by

customers as the highest priority for quality and the lowest priority for brand image. Haghghi, Afrasiabi, and Moetamedzadeh (2013) analyze and predict how ads affect brand equity in new ways with artificial intelligence (A case study of Pasargad Bank branches in Tehran). This study aimed to analyze and predict the influence of advertising promotion and price on Pasargad Bank's brand equity with its various dimensions, perceived quality, brand association, brand loyalty, and, ultimately, brand awareness. The results of this study show that the methods used to correctly predict the impact of advertising on brand equity. The results also show that promotional activities, as well as price promotion, are positively influenced by brand equity.

## **METHOD**

The present study is a descriptive survey; it is a cross-sectional study and the data collection, and field data are required. Using a questionnaire distributed among the sample population in the target population, the researcher tested four of his hypotheses. The present study was a descriptive survey and field study. It is about managing a sports brand in Kermanshah province and introducing a proprietary brand in sports in the province. Based on this, 120 experts, experts, and sports and economic managers were considered as the statistical population. Our sample in this study is 92 experts, experts, and sports and financial managers in Kermanshah province.

This research is a fractional description of a field of conditions where the answer to the research question (whether the importance of sporting brand is recognized at Kermanshah level and Famous Zagros brand name is recognized in sport and economic community) is descriptive and applied. The purpose of this study is to explore the relationship and interaction between variables, and to investigate the trait and attribute in terms of the variables examined in real life. Survey research is also considered. Questionnaires were used for data collection. The validity of this questionnaire has been confirmed by economics, business, marketing, and sport management specialists.

Cronbach's alpha for this questionnaire was also reported in the study with the appropriate amount, and the final model was approved. The statistical method that will be used in this research is descriptive and inferential with the help of SPSS software. In this study, descriptive, inferential, and non-parametric statistics were used. Descriptive statistics

(mean, percent, standard deviation, graph, and tables) were used to organize and summarize raw scores and to describe sample sizes. Cronbach's alpha method was used to determine the reliability of the tool, and the explained variance average calculation method was used to assess convergent validity. Fisher's correlation coefficient, Pearson's Z test, and U Mann-Whitney test were used to determine the relationship between the four groups.

## **RESULTS**

Findings In terms of gender, 47 males and 40 females were included in the study, of which 87% were male and 54% female. Also, by age, the highest number of samples was between 31- 40, and the smallest number was 51 or higher. Approximately 68% were under 40 years old, and 32% were over 40 years old, which indicates that most research subjects are young. In terms of service history, the highest number of samples was between 11-15 years, and the lowest number was less than five years. About 73% of the participants had more than ten years of experience, indicating sufficient work experience.

The education level had the highest number of postgraduate students (36) and the highest number of diplomas (11). Approximately 13% had a diploma, 28% a bachelor's degree, 41% a master's degree, and 18% had a doctorate. Therefore, most of the subjects had a university degree. Educational status the number of those studying physical education is 60, and those who study non-physical education are 27. Of these, 68% were educated in physical education and 31% in non-physical education. According to the table below, the Kolmogorov-Smirnov (KS) test was used to examine the claims made about the natural distribution of the data, indicating the natural distribution of data in all four segments. Therefore, parametric tests should be used.

**Table 1:** Brand Management, Brand Economic Management, Brand Cultural Management, Brand Cultural Management, Social Brand Management

Routers	Average	Standard deviation	Test value	df	T observed	Significance level
Influence of brand management on sports brand						
Brand management	3/73	0/55	3	86	56/48	0/001
The Effect of Brand Economic Management on the Average Brand Sporting Brand						
Brand economic management	3/92	0/46	3	86	71/61	0/001
The Impact of Brand Cultural Management on the Average Sporting Brand						
Brand cultural management	4/03	0/48	3	86	70/12	0/001
The Impact of Brand Social Management on the Average Sporting Goods Brand						
Brand social management	3/61	0/42	3	86	70/85	0/001

- Brand management affects the sports brand.

As can be seen in the table above, the mean of the respondents to the first hypothesis questions was 3.73 ( $p = 0.001$  and  $t = 56.48$ ) higher than the theoretical mean (3 medians of answers), and this difference is significant. Therefore, the hypothesis confirmed by the respondents is that brand management influences sport brand.

- Brand economic management affects the sports brand.

As can be seen in the table above, the mean of the respondents to the second hypothesis was 3.92 ( $p = 0.001$  and  $t = 71.16$ ) higher than the theoretical mean (3 medians of answers), and statistically significant. Therefore, the hypothesis is confirmed. In other words, in the opinion of the respondents, brand economic management has an impact on the sports brand.

- Brand cultural management has an impact on the sports brand.

As can be seen in the table above, the mean of the respondents to the third hypothesis questions was 4.03 ( $p = 0.001$  and  $t = 70.12$ ) higher than the theoretical average (3 median of answers) and this difference was statistically significant. Is. Therefore, the hypothesis is confirmed. In other words, from the respondents, brand cultural management has an impact on the sports brand.

- Social brand management affects the sports brand.

As shown in the table, the mean of the respondents to the third hypothesis was 3.61 ( $p = 0.001$  and  $t = 70.85$ ) higher than the theoretical average (3 medians of answers), and this difference was statistically significant. Therefore, the hypothesis is confirmed. According to the respondents, brand social management has an impact on the sports brand.

The results of the above table show that from the perspective of the sample selected, social media management brand with a mean of 3.09 and cultural management factor of the brand with an average rating of 1.82 have the highest and lowest priority, respectively, on sport brand influence.

## **DISCUSSION**

Consumers now face more commercial messages than ever before. Few of these messages are of consumer interest and fewer of them are actively processed by consumers and audiences; in other words, audiences are now heavily involved with commercial messages. On the other hand, competition among companies to gain more market share and attract loyal customers has often increased their profits from customers. Therefore, different companies are taking various steps to increase the effectiveness of their business messages, including investing in crucial areas for consumers. Other companies today, rather than focusing solely on profitability and selling their goods to the demands of the audience, have gone even further and are more invested in the community than consumers want (Malekakhlagh, Akbari, & Alehtaha, 2016).

Based on the ability of brands to simplify customer decision making, reducing risk, and defining their expectations is extremely valuable. On the other hand, achieving brand added value requires creating a brand that is sufficiently aware of the customers and can build a profound, positive and unique relationship with them and evolve based on that relationship (Ramezani Nejad, Asayesh, Abdoli, & Karkan, 2018). Create brand equity for a range of sporting goods and services, including disciplines, teams, clubs, as well as products such as apparel, equipment and footwear that have trademark-dominated attributes and markets to sustain the life of organizations and providers Sporting goods and services, as well as establishments producing and supplying sporting goods, are highly critical in a competitive environment. However, given that each sporting goods and services can be used in many ways, for

example, sports, sports products, and services, as well as sports markets, have multiple contexts to meet the demands of sports and non-sports. Demand for sporting goods is highly segmented, while some products can only be used for one sport (such as surfboards). Sportswear and some shoes often have multiple uses or can be worn during general activities that do not include sports.

Therefore, the size and market target of the products, services, and sports markets, in general, is somewhat more significant than that of the specialized sports sector and focuses solely on specialized sports goods. Since casual clothing is the dominant fashion trend, leisure activities or activities are part of the desire for prosperity. Since any sporting goods can be used in any way, the use of sportswear can be divided into two categories. The first group is a sports performance section designed to meet the specific sporting needs of athletes at all levels of performance, while the other is a sports style for customers looking for the latest fashion trends.

## CONCLUSIONS

As a result, the impact of managerial, economic, social, and cultural dimensions of the brand on sport brand management necessitates that in all four domains, managers of sports organizations, institutions, and complexes pay close attention to the economic, social, and cultural activities of the sports brand. The research results show that the social sector of the brand has a higher priority than the other influential parts of the sports brand. Accordingly, microeconomic and macroeconomic indicators should be recognized, and their impact on the sports brand should be investigated and expanded.

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