

عنوان مقاله:

Comparing Brand Communication Model in Sports Shoes and Sports Clothing Industries

محل انتشار:

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خلاصه مقاله:

The purpose of this study was to compare the brand communication dimensions in the clothing and footwear industry. This research was descriptive-correlational and its statistical population consisted of consumers of footwear and sports clothing in Iran. The statistical sample was estimated according to the Cochran formula. Finally, ۳۷۹ questionnaires were used to analyse the data. The findings of this study showed that all the paths except for the effect of brand experience on satisfaction in both industries and the effect of experience on loyalty in the shoe industry was significant. The role of mediator of brand loyalty and satisfaction in all directions, except the path of brand experience to loyalty, has been confirmed in the sports shoes industry. Comparing the two proposed models, only trust path on .brand satisfaction, had a significant difference between the sports shoes industry and the sports clothing industry

کلمات کلیدی:

Brand Trust, Brand Awareness, Brand Experience, Brand Satisfaction, Brand Loyalty

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