

عنوان مقاله:

Develop a paradigm model of the role of advertising On the desire of customers of sports products(With an emphasis on social media)

محل انتشار:

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خلاصه مقاله:

The aim of this study was to Develop a paradigm model of the role of advertising On the desire of customers of sports products (With an emphasis on social media).The method of the present study is qualitative and based on the data theory of the foundation, with a systematic approach. The statistical population of this study included ۱۵ sports media management specialists, and sports marketers, who were selected through targeted sampling based on a theoretical approach. Data collection continued until the theoretical saturation of the data, and ۱۵ semi-structured individual interviews were conducted. In order to analyze the data, three-step open, central and selective coding methods of Strauss and Corbin were used.The findings of the resulting paradigm model include the sections on causal conditions, strategies, interventional and contextual conditions, and their consequences. Causal conditions fall into two categories: social media potential and customer orientation. Interventional conditions, including internal and external constraints (usage constraints, and application constraints), and contextual constraints, include categories such as performance improvement, and the development of advertising effectiveness (individual and environmental factors).To develop effective advertising through social media, strategies such as branding and accreditation, customer engagement, and capacity building, to attract and retain customers, and to influence the desire of customers for sports products, need to be adopted. . Finally, the consequences of the process of developing a paradigm of advertising through social media, in order to influence the desire of customers for sports products, social and sociological development, marketing and economic development and shopping development, in the form of development, and socio-economic beliefs will be Was

کلمات کلیدی:

sports products :Social Media :Interventional conditions :fundamental data theory :core phenomenon

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<https://civilica.com/doc/1507730>

