

عنوان مقاله:

The Effect of Applying Guerrilla Marketing Techniques on the Emerging Sports Brand Equity

محل انتشار:

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نویسندگان:

Hossein Faridniya - M.S. Sport Management, University of Tehran, Tehran: Iran

Nasrin Azizian Kohan - Associate Professor of sport Management, University of Mohaghegh Ardabili, Ardabil, Iran

Hamed Kheirollahi Meidani - MSc Student of Sport Management, Department of Sport Management and Biomechanics, Faculty of Education Sciences and Psychology, University of Mohaghegh Ardabili, Ardabil, Iran

Fatemeh Behrooz Damirchi - Master of Sports Management, Faculty of Education and Psychology, University of Mohaghegh Ardabili, Ardabil, Iran

خلاصه مقاله:

Purpose: the purpose of this research is to investigate the effect of applying guerrilla marketing techniques on emerging sports brand equity. **Methods:** The research methodology is semi-experimental in terms of practical purpose and in terms of data collection method, and subjects were divided into two experimental and control groups, Data analysis was done by covariance technic. The data collection tool was Kim et al.'s (۲۰۰۳) Brand Equity Questionnaire. The statistical population included emerging and new sports brands, one of which was selected through available sampling. To present descriptive data, statistical frequency index, frequency percentage, and in inferential statistics section, the Kolmogorov Smirnov test was used to check the normal distribution of data. To check the homogeneity of variance, the Levene test was used, and the univariate test was employed to analyze the data and compare the average of the subject groups. The software used in this research is SPSSV۱۹. **Results:** According to the results of covariance analysis, the application of guerrilla techniques has a significant effect on the brand equity of emerging sports businesses (effect size = ۰.۳۱, $F = ۱۷.۱۱$). Also, the significance of research components such as brand image (effect size = ۰.۱۷, $F = ۸.۰۳$), perceived brand quality (effect size = ۰.۱۳, $F = ۵.۶۱$), brand loyalty (effect size = ۰.۱۸, $F = ۸.۳۹$) was also determined on emerging sports businesses. **Conclusion:** The results of the current research show .that the use of guerrilla marketing techniques has a significant impact on the special value of emerging sports brands

کلمات کلیدی:

Brand, Guerrilla Marketing, Brand Equity, Emerging Sports Brands

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