



The effect of perceived social justice on the tendency of personal sports brands to migrate to Iran

Poster Presentation

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Abstract

Introduction: This study aimed to "The effect of perceived social justice on the tendency of personal sports brands to migrate to Iran".

Methods: The research is descriptive in terms of the type of study and applied purpose and field data collection method.

Results: The statistical population of the study was medal-winning and elite athletes, coaches, and judges. Sampling In this study, 384 people were randomly selected as the sample size according to Krejcie and Morgan's table. The perceived social justice questionnaires of Niehoff and Morman (1993) and the tendency to emigrate of elite athletes were used to measure the data. The reliability of the questionnaires was estimated to be 0.75 and 0.82%, respectively. Data analysis in the descriptive and inferential statistics section used SPSS 22 software and the structural equation modeling method with Smart PLS software.

Conclusion: Finally, the results of the research showed that perceived social justice has a significant negative effect on the tendency of personal sports brands in Iran to migrate (Sig = 0.001, t = 5.359) with an impact factor ($\beta = -0.734$). Also, according to the results of the Pearson correlation test, there is a significant negative relationship between the dimensions of perceived social justice and the tendency of migration of personal sports brands (Sig = 0.001, r = -0.400). Based on the results between distributive justice (Sig = 0.001, r = -0.306), procedural justice (Sig = 0.001, r = -0.381) and interactive justice (Sig = 0.001, 0.348). = r) There was a significant negative relationship with the tendency to migrate personal sports brands in Iran; Considering the values of beta coefficients, it can be said that the effect of procedural justice ($\beta = -0.198$) is greater than the effect of interactive justice ($\beta = -0.151$) on the tendency of personal sports brands to migrate.

Keywords

Perceived social justice; Tendency to emigrate; Personal sports brands