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Investigating the conceptual model of the effect of perceived brand value on brand preference from the perspective of sports goods customers

Poster Presentation

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Abstract

Introduction: In today's world, the main asset of many organizations and companies is the brand of that organization. Powerful brand value allows companies to better retain customers, meet their needs more effectively, and maximize benefits. The aim of this study was investigating the conceptual model of the effect of perceived brand value on brand preference from the perspective of sporting goods customers.

Methods: The present research was applied in terms of purpose and descriptive in terms of method. Since data collection was done through community sampling, field research and analysis of community responses to questionnaire questions, it was of a survey or contextual type. The statistical population of the present study consisted of all customers of sports shoes in Tabriz. SPSSv25 software was used to analyze the data and Smart-PLS.3 software was used for modeling and path analysis.

Results: The findings showed that the perceived value of the brand and its components (brand loyalty, perceived brand quality, brand association, brand awareness and brand generalization) over brand preference and its components (clarity and appearance, brand creativity, attract attention, brand reputation and the principle of truth-telling) was effective from the perspective of sports brand customers in Tabriz. Finally, the main fit indices of path analysis status (path coefficients and t), Cronbach's alpha, combined reliability, convergent validity, divergent validity, Q2 criterion, R2 criterion, and SRMR and NFI index showed that the model has a good fit and the final research model was finally obtained based on the identified relationships between the variables.

Conclusion: In order to increase continuous commitment and brand preference among their customers, companies must increase their brand credibility with better brand quality, thereby preventing their customers from moving and moving towards competitors.

Keywords

brand; perceived value; brand preference; sporting goods

Reference

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