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# *The Relationship between Brand Special Value on Brand Preferences and Consumer Purchase Intent from the Vision of Consumers of Sportswear*

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### ABSTRACT

The present study aimed to study the relationship between brand special value on brand preferences and Consumer purchase intent from the vision of consumers of sportswear. The statistical population included athletes they have more than five years, experience in sport and because of the unlimited society, according to Morgan table 386 people were selected as sample. Measuring instruments consisted of a questionnaire (self-made) of Sports Brand special value and Sport Brand Preference. The validity evaluated by ten experts of sports management and its reliability was confirmed by Cronbach's alpha test and was calculated 0.88. To analyze research data Kolmogorov-Smirnov test in addition to descriptive statistics, Pearson correlation and structural equation model was used. The results showed that the four dimensions of brand special value have significant effect on the sports brand preference and brand preferences influence significantly the decision to buy. According to the results, it is necessary to sports brand owners, to increase its market share and changing consumer buying behavior, by changing its brand special value, change consumer shopping preferences and their view to products.

**Keywords:** *Brand special value, Brand preferences, Decide to buy.*

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### INTRODUCTION

Marketing managers as a long time are looking for a framework that determine systematically their resource allocation strategies. Satisfaction and customer retention, are key rings profitability and growth of market share, and both factors are fundamentally link to resource allocation strategies. Managers for succeed, need to external performance metrics, which will enable them to assess their marketing efforts (Wood et al, 1999). In the literature on consumer behavior is one of the key words that recently has gained increasing attention, customer perceived value. This value arises from contrast between what the customer receives, and what loses to take advantage. In other words, customer perceived value, are defined overall judgment of customer about the benefits received and missed. Values play an important role in predicting customer behavior and repurchase in future and make consumer preferences (Li et al., 2009). Focus on the customer value, rather than customer satisfaction, is because of value is worth better than satisfaction could explain customer loyalty (Serto and Bourdi, 2007). Marketers believe that the shopping experience for customers is a combination of functional value and emotional value. Functional value, stem to usefulness and efficiency of goods and reflect the pattern of information on consumer behavior. In contrast, the emotional value of shopping experience, reflect the values of mental and emotional purchase, and includes pleasure or shopping frenzy to break from daily activities and have more personal and more subjective aspects. Research shown that between the value of the purchase and marketing of important results including satisfaction, positive word of mouth, plan to repurchase and customer loyalty is a positive relation (Carpenter and Moore, 2009). Customers, evaluate the costs and benefits, through the simultaneous estimation of emotional value and functional value. The role of these two values, has proven to explain the different shopping behaviors (Allard et al, 2009). The concept of brand special value as a core concept in marketing has emerged about two decades ago. Brand special value, related to a portion of the value of the product is dedicated to the brand. Based on management view, brand

special value is the added value that gives a brand to a product. Aaker (1991) as well as knows brand special value a collection of assets and liabilities related to a brand. Therefore, increasing the value of a brand include increasing the quality of a product. Brand special value can be examined from three perspectives: business, industry and the consumer. From company's visibility, brand special value, increasingly cash flow is achieved by the brand. From the perspective of the industry, brand special value is leverage (about adoption and diffusion) that achieved by the brand and from perspective of the consumer, generally refers to something that has value. Brand image, is the concept of logical or emotional of consumers to a particular brand, especially when it is difficult to differentiate between products on the basis of quality characteristics, it can plays an important role in customer buying behavior (Mishra and data, 2011). That is the reason of the importance of brand special value as an asset in many industries, and strong brands, leading to increased trust of the clients in purchasing their product or service, and enabling them to better understand and visualize the intangible factors. Brand prestige, brings long-term profitability, improve cash flow, customer willingness to pay higher prices, increasing stock price, better positioning in purchase decisions and mergers, sustainable competitive advantage and better marketing position for the company. From the perspective of brand management, brand value is largely due to the perceived value by the customer and ultimately affect customer buying preferences and intention (Chen and Chang, 2008). Delivering value to the customer, in many commercial markets, is the ongoing consideration for management and value concept is one of the most important foundations for managers. Knowing the customer value created for the organization will be in what position is also crucial. Knowing the value generated at the client, is placed in what position is also crucial for the organization. Customer perceived value is a function of quality and price. This means that customers value of goods and services by these factors understand. Therefore, it is essential to create value for customers, because higher levels of customer satisfaction and value, leads organization toward a stronger competitive position and market share because of loyal customers (Ulaga & Chacour, 2011). Today, companies with strong business creation and use of the brand entered different areas have been competition. Sports sewing industry has been no exception, and because of the advent of powerful commercial brand in the industry, competition is taking shape increasingly. The willingness of consumers to buy authentic brand of clothing brand, is also becoming more inclusive. For these reasons, need to examine the factors influencing the preferred brand by consumers is necessary.

In this regard, research findings McGregor and et al (2000) in examined buyers of brands, showed that emotional evaluation of companies in many cases, the criterion for brand preferences. Grinblatt and Keloharju (2001) concluded that buyers, prefer accessible and reliable brands in India to other brands. Lillian and FAO (2006) in study of buyers of stocks in China concluded that investors buy shares of companies that are commensurate with their wealth and their reliability. Liu and et al (2014) have examined the role of brand in perceived quality of the relationship between corporate social responsibility and brand preferences. Their findings show that not only affects corporate social responsibility on brand preferences, but the effect is adjustable through perceived quality. Polonsky and Jones (2012) also perceived the complexity of the issue of social responsibility when constructing the brand. Their findings show that corporate social responsibility is part of a strategy for Sport brands and is effective on brand preferences and consumer buying behavior. Ho et al (2011) in their study showed that there is a significant relation between quality and brand satisfaction and brand preferences. Omar et al (2010) have reported in their study that quality of services and brand attitude has an important impact on brand preferences. Also Hiller et al (2003) believe that brand value and customer satisfaction have a significant impact on brand preference and increase decided to buy the brand. Also, Lee and Kim (2010) showed that services quality and brand value, is predicted brand preferences and buying behavior of consumers. Findings of Kong and et al (2010) also indicate the brand value and quality of service and its role to brand preferences.

According to previous research and the importance of the sports industry, we can see that today loyalty and brand special value, brand preferences can affect each other, and customers prefer to purchase, the valuable brands of them sights. This research aimed to investigate the impact of brand special value on brand preferences and purchase intentions were customers in the sportswear industry.

### **METHODOLOGY**

This study is descriptive correlational study. The study population, involving athletes has over five year experience in sport that are sports apparel buyers, and according to the unlimited society based on Morgan table, 386 individuals were selected as sample. Measuring instrument consisted of a questionnaire made by the researcher for sport brand value and sport brand preferences that was designed based on the Likert scale. The validity of instrument evaluated by ten experts of sport management and was approved and its reliability was calculated by Cronbach alpha test (0.88), which represents the high reliability of the questionnaire. To analyze research data descriptive statistics in addition to Kolmogorov-Smirnov test, Pearson correlation and structural equation model were used. Statistical software of SPSS\_21 and LISREL for data analysis were used.

### **FINDING**

To describe the variables in the population, tests of mean, median and standard deviation were used and results were presented in Table 1.

Table 1. Describing variables of research

Variables	Mean	Median	standard deviation
Knowledge Value	3.25	3	0.458
Attitudinal Value	3.54	3.45	0.874
Communicational Value	3.01	2.99	0.598
Functional Value	3.45	3.48	0.698
Brand Preference	2.98	2.90	0.587
Consumer purchase intent	2.89	2.56	0.453

According to Table 1 can be seen that all variables are at a mean above average. Attitudinal Special value also has the highest mean score among the variables.

Kolmogorov-Smirnov test to check the distribution of research data was used, and according to the normal distribution of data of the research, to investigate the correlation between variables Pearson correlation coefficient was used.

Table 2. Pearson correlation coefficient test

	Knowledge Value	Attitudinal Value	Communicational Value	Functional Value	Brand Preference	Consumer purchase intent
Knowledge Value	-					
Attitudinal Value	0.77	-				
Communicational Value	0.69	0.74	-			
Functional Value	0.87	0.59	0.70	-		
Brand Preference	0.85	0.75	0.89	0.74	-	
Consumer purchase intent	0.71	0.66	0.79	0.66	0.80	-

According to Table 2 and the results of Pearson correlation can be seen between all variables, is established significant positive correlation. And the research output is as follows.

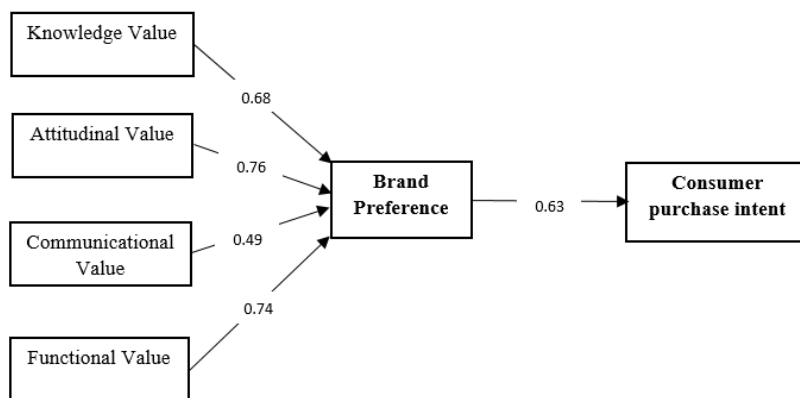


Figure 1. Output model of relationship of variables

Table 3. Goodness of Fit Index for conceptual model

Goodness of Fit Index	Index Values	Accepted Domain	Result
Chi square	35.95	-	Accept
Significant	0.0001	-	
Degrees of freedom	13	-	
Chi square on degrees of freedom	2.76	<2	Accept
RMSEA	0.063	<0.06	Accept
Goodness of fit	0.98	<0.9	Accept
Adjusted Goodness of Fit	0.95	<0.9	Accept
Fitting Comparison	0.99	<0.9	Accept

According to Table 3 the research model is fitting, and significantly can show the impact of variables.

**CONCLUSION**

The present study aimed to investigate the effect of brand value on brand preferences and purchasing behavior of consumers. The results showed that the brand value has significant effect on the brand preferences of consumers. In the sports industry,

today successful brands will have a higher value than other brands and do more effective advertising to compete with other sports brand. Sports brands in the apparel sector, has a large variety, and for the ability to compete and maintain market share, should increase the value of their brands in the vision of consumers and improve services quality and develop satisfaction of customer, and enhance their brand value. McGregor and et al (2000), Ho et al. (2011) and Omar and et al (2010) in their study pointed to the satisfaction of the quality of services that increasing brand value and led to brand preference and more purchase. Grinblatt and Keloharju (2001) and Liliand and Fao (2006) in their study point out, on the impact of access and trust on brand preferences which indicates need to increase brand value and should be considered brand preferences, availability of consumers and brand trust and with increasing confidence in customers, its market share increased competition. Moreover, the findings Kong and et al (2010), Lee and Kim (2010) and Hiller et al (2003) also emphasized the importance of quality of services and customer satisfaction and brand preference and quality and satisfaction and trust, is factors influencing brand value and thus, increases preferred brand over the other brands which available in the market and therefore increase decided to purchase by consumers, and will increase the company's market share.

The results of the analysis of the second hypothesis showed the significance of the impact of the attitudinal value, on the preference of the brand. Attitudinal special value, is the effectiveness of the different components of the marketing mix in the perception of consumers. This hypothesis implies that the components of the marketing mix, affected consumers feel and have been prefer brand to another brands.

Research findings also imply that knowledge special value, on brand preferences. With increasing knowledge and consumer awareness of the brand and its capabilities and promoting services and products, more consumers will be encouraged to use products and as a result will change consumers purchasing behavior and more purchase will be done. Advertising and ads, with the aim of increasing brand the value of knowledge in the customer, more customers than awareness whit brand, and market share will increase.

Research findings also imply that communicational special value, with brand preference. If customers connect with brands, and affiliate whit brand, and to have confidence in the quality and services of brand, will increase buying preferences of brand by customers. Communication when, befor to and after buy with our customers, and create a sense of cooperation and communication with consumers, led to feeling satisfaction and trust of customers, will be a sense of belonging to the brand. According to the social and sporting activities, this issue becomes more valuable sports brands and sports brand owners need to constantly communicate with their customers and ensure their satisfaction of the products.

The hypothesis of brand preferences, with functional special value performance was also approved. The results show, products must be designed for the needs of the consumer, and according to the needs of different segments and customer preferences, they produce the required products, and essential services according to customer requirements, should be provided. The purpose of purchase, is eliminating the need and purpose of the brand, is eliminate consumer needs by offering products and services. Therefore, products, after careful assessment of market needs and customers and consumers, produce, and with eliminating needs of our customers, increase their satisfaction and thereby lead to further purchase and recommend products to others is word of mouth marketing. Today, people need to sports apparel, is very wide, and sports brand owners can select part of the market and offer their services to suit the needs of clients, and succeed in their industry.

According to the development of sports industry in the recent years and increase sports apparel customers more than past, recommended to sports brand owners to increase their market share, and changing consumer purchasing behavior, by changing brand value and their brand preferences consumers and modify their view to products.

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