

Consumer reaction to the expansion of their relationship with the brand image (Component quality, variety or selection and atmosphere) sports companies in the Iranian city of Ardabil

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Abstract

The aim of this study was to investigate the relationship between the consumer response to the brand image (Component quality, variety or selection and atmosphere) of sports brand in the Iranian city of Ardabil. The study of the purpose and the method was descriptive survey was conducted. The population consisted of citizens of the city of Ardabil, which have used at least one of the sports goods that According to the sports store Ardabil in 1395 were equal to 1400. Based on the sample table - Morgan attempted to determine the size and sampling of the 302 subjects were chosen. Data was collected using a questionnaire tools of consumer response to the brand extension (Kheyri and Zamani, 2015) and Sport company's brand image questionnaire (Mogimi and Ramezani, 2011) was content and face validity of the questionnaire approved by the professors of sport management And reliability of the questionnaires by Cronbach alpha consumer response to the brand extension 0.78 And for the sports brand's image questionnaire was 0.81. For statistical data analysis, descriptive statistics including frequency, mean, standard deviation and inferential statistics nonparametric test and Kolmogorov-Smirnov test was used for normality. Spearman correlation analysis method showed that consumer reaction to the brand expansion with various components, atmosphere and quality of components, there is a significant positive relationship. It can be concluded that the components of mental strategies and associated brand image in the consumer response to the brand extension in the minds of customers creates leading sports brand is expanding.

Keywords: consumer reaction, brand development, brand image

1. Introduction

Company's survival is guaranteed by the ability to create higher market value. Organizational performance by intangible assets such as quality, experienced personnel, corporate culture, knowledge and brand equity is determined. One of the most famous and most important marketing concepts that are widely today is considered by scholars brand equity online. Brand equity of the '90s as the most important area of research in consumer marketing / service was introduced (Ayyoubi Yazdi and Hossieni, 2009) [3]. Reputation or brand image perception is the target market, including features, benefits, Location of users, manufacturers and even marketing a product is. In other words, the concept of the idea and how people feel when they see or hear about the brand refers. Brand image of the customer solemn belief about the past and the past of a brand that tends to also show. The concept of combining the product of physical reality and beliefs and feelings about which there can be built and the tangible aspects of a product, brand image is the most important thing that most marketing strategies are focused on that and they tend to highlight (Javanmard and Soltanzadeh, 2009) [6].

Introduce and develop new products to market is one of the most costly strategy that has a high failure rate. Estimates the cost of this strategy, depending on the product is different. Many brand managers, while delivering new products to market expansion techniques are used. They argued that the comments on the original product brand imagery that is be transferred to the new product with the same brand. There are two forms of brand extension strategy to "brand existing products in the same product category is extended. They say

or the brand line extension product extends to the products of other classes. They say the brand extension brand extension of the same type of groups and different group's causes to companies in the commercialization of new products fail less. Of course, this strategy is not without risk because it may have changed in the meantime, consumers' attitudes and sales are subject to change and may undermine the brand image (Kheyri and Zamani, 2015) [7]. Brand image includes a variety of features. It features a range of features to permit real, conscious and unconscious in the fall. Brand image consists of features, advantages and attitudes are. Product and non-product-related features are divided. Features related to product attributes that affect the customer's product or service performance. These traits have a significant impact on product selection and services and to facilitate the purchase decision making process (Divandari *et al.* 2009) [4]. This study is now trying to the relationship between the consumer responses to the brand extension with now sports a brand image of the sport in the city of Ardabil perspective buyers pay. And researchers seeking is the question whether the consumer response to the brand expansion with Sport sporting goods company's brand image of perspective buyers in Ardebil there?

Technology has grown considerably in recent years and could bring in some industries to international standards; but in the meantime, some industries could remain in the competition. Sporting goods manufacturing industry is among the industries that little by little generation is facing extinction. However, the industry, is one of accelerating industrial development of any country, including Iran; because, firstly, there is increasing demand for sports goods industry that directly related to rising living standards and growing young

population. Secondly, the high number of employees at all levels of the industry, including downstream factories producing parts and raw materials, Distribution, maintenance and after-sales, constitute a large part of the workforce, society (Motaharnejad *et al.* 2014) [8]. Brand image, for many consumers suggests many meanings or feelings and can be in any category of goods or services sectors is of paramount importance. Consumer perception of a brand or a customer can also help to sell the product or service or sell a product to be considered as an obstacle to. In the world of customer today, people tend to introduce themselves through their play. Basically, a good brand image, immediately led to a strong feeling in the. This positive thought and often unique among other rival brands Consumers tend to consume goods that are very similar image and to judge the quality of the product from internal sources such as the unique characteristics of the product and external, such as price, quality and brand image use (Divandari *et al.* 2009) [4].

Thus, according to the brand image presentations can be an asset to any company's long-term and strategic which can help in the field of customer relationship and related issues such as customer retention and profitability behaviors affect him. Brand image a powerful tool in managing customer relationships is now which can be two ways to add value to the company, Prime consumers with advertising and informing attract, Then, as a reminder to keep current customers on the purchase of goods. Most manufacturers are finally aware of the fact that leverages the power is in the hands of companies that control consumer response to the brand extension and brand image are in the hands of your customers. Therefore, the importance and necessity of this research is that Open methods and consumer reaction to the brand image in Ardabil city studied.

2. Methodology

The study of the purpose and the method is descriptive survey was conducted through random. The study population consisted of residents of Ardabil that who have used at least one of the sporting goods store Sports Ardabil in 1395, according to figures from 1400 are. According to Morgan attempted to determine the size and sampling of the 302

people sampled. And then asked in the questionnaire were distributed among them in order to measure consumer response to the brand extension of questioning (Khabiri and Zamani, 2015) [7] which contains 10 questions that Kheyri and Zamani in their study reported the reliability 0.87. Scoring, 5 Likert scale from strongly disagree to strongly agree is and content and face validity of the questionnaire was reviewed and approved by the sports management and its reliability by using Cronbach's alpha was 0.78. To measure the athlete's brand image of companies in Iran from Moghimi and Ramazani(2011) That consists of brand, service, suitability has been used up. And scoring, Likert range from strongly disagree to strongly agree is intended. Brand sports management reviewed and approved by the validity and its reliability was obtained by Cronbach's alpha 0.81. For statistical data analysis, descriptive statistics including frequency, mean, standard deviation and inferential statistics nonparametric test and to normalize the data from the Kolmogorov - Smirnov test was used. Because the data were not normally smaller than 0.05 Spearman correlation coefficient to analyze the hypothesis and regression analysis was used to predict the most important aspects and using the software were analyzed spss 19.

3. Results

Table 1: Frequency distribution and percentage of subjects

		Abundance	Percent
Sex		178	58.9
		124	41.1
Total		302	100.0
Age	Fewer 30 year	78	25
	30-40 year	121	40
	40-50 year	101	34
	Up 50 year	2	1
	Total	302	100.0

Of the participants, 41.1% of the subjects of gender, women and 58.9% of the sample were male gender. Maximum sample including 40% aged between 40 and 30 years and above 50 years of age Minimum sample contained 0.01%.

Table 2: correlation matrix consumer response to the brand extension Quality components, variety or selection and atmosphere of the image of sports brand in the Iranian city of Ardabil

	correlation matrix	Quality components
Consumer reaction to the brand extension	The correlation coefficient	0.231
	Two-tailed significance level	0.000
	Abundance	302
Consumer reaction to the brand extension		Component variety or selection
	The correlation coefficient	0.388
	Two-tailed significance level	0.000
Consumer reaction to the brand extension		atmosphere of components
	The correlation coefficient	0.778
	Two-tailed significance level	0.000
	Abundance	302

To investigate the association between variable consumer response to the brand extension Component quality, variety or selection and atmosphere and brand image Sport the Spearman correlation method is used. Using Spearman correlation analysis indicate a significant positive relationship between

consumer response to the brand extension with Component quality, variety or selection and atmosphere is appropriate. Thus, we conclude that the consumer response to the brand extension Component quality, variety or selection and

atmosphere the image of sports brand in the Iranian city of Ardabil there is a significant positive relationship.

4. Discussion and conclusion

Results showed that consumer reaction to the with brand extension that image quality of sports brand in the Iranian city of Ardabil there is a significant positive relationship. And with these findings, the Kheyri and Zamani (2015) ^[7], Ali Hemmat (2014) ^[2] is consistent. In explaining the above findings we can say that with careful planning and by establishing a comprehensive system of quality control As well as the website through which the consumer can ask the quality of its products, Measures to improve the quality of their products and thus expand their product through consumers' satisfaction. Results showed that consumer reaction to the brand extension with Component or select a variety of sports brand image in the Iranian city of Ardabil there is a significant positive relationship. This finding Kheyri and Zamani (2015) ^[7], Ahmadvand and Sardari (2014) ^[1] is consistent. In explaining these findings can be said that the brand extension has a positive impact on consumer preferences to brand choice. Consumers who feel they are receiving services from a higher they prefer it over other alternatives and they take precedence over other similar brands there is also more likely that consumers will choose the brand of the company and make informed buying.

Results showed that consumer reaction to the brand extension with Sports atmosphere brand image components in the Iranian city of Ardabil there is a significant positive relationship. his finding Kheyri and Zamani (1394), Dehgani and Soltani (1392) is consistent. In explaining these findings can be said that the brand extension is very important for any company and creating, maintaining the proper position in the minds of customers is one of the most important goals of companies and to expand the company's brand development barley and spaces should be related to your brand and company, along with and to expand its work in the minds of customers And hence the atmosphere and space companies are one of the factors within the organization

5. References

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