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Review Article: Sports Brands

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ABSTRACT: Today, sports enthusiasts purchase from stores that sell all goods (clothing, sports equipment, etc.). Facing with a bunch of products that are of the same quality and shape, they make consumers' purchasing decisions, regardless of their characteristics, to the product brand. In fact, brands have become so important in consumer purchasing decisions that they are considered as the main asset of the company (organization). The importance and impact of the brand is that, although at first the utility of goods and services brings the brand to the attention of the mind, in the medium term with continued market presence, it is a brand that confirms the quality and acceptability of goods and services. Therefore, the purpose of the research was to investigate the theoretical and research foundations that have been made so far on sports brands.

Keywords: Brand, Consumer, Sporting Goods, Sports Equipment.

INTRODUCTION

The word brand derives from the word of brander, which means cauterize and burn. From a very long time ago, manufacturers used the name of the brand to differentiate their goods from other brands. The brand was a tool used by hijackers to name animals and other assets. Over time, people used the name of the brand in addition to naming goods and assets to name other personal property. For example: potters with a fingerprint, star, cross, circle etc., marked them on pots and pots of their own making. These marks indicate the originality of the product and conveyed important information about the manufacturer to the buyers, although commercial naming was far away, but major improvements have been made in the last century. The emergence of the Industrial Revolution and the expansion of transportation and the exchange of goods and services in the international arena has been the main driver of the development of business naming. American companies that lose half of their customers over five years, they annually see 130% of losses from their customers, these statistics show the challenges facing companies to grow in a competitive environment. An annual growth of 1% would require a 14% increase in sales to current and current customers (Sobhani, 2006). Brands provide a basis by which customers can identify and commit to a product or group of goods and services. From the point of view of the customer, a brand can be defined as all the experiences of an individual. Therefore, the purpose of this study was to investigate the theoretical and research foundations that have been made so far on sports brands.

The brand personality concept

Aaker (1997) stated that the brand image was brought to mind when naming the brand, while the brand personality refers to human features associated with a brand (Aaker, 1997). According to Keller and Richey (2006), the brand personality is reflected in the company's values and operations (Keller & Richey, 2006). The term of the brand personality is used to describe the human attributes that consumers can associate with brands (Aaker, 1997). According to Plummer (2000), human attributes such as trustworthy or unreliable, young or old, submissive or rogue can be applied to brands and their personality (Plummer, 2000). Mohammadian et al (2010) stated that attention should be paid to the fact that the personality of the individuals was determined by multi-dimensional factors such as traits, appearance and behavior, but the brand was determined by the nature of its non-objectivity, by benefits, price, mental image, distribution channels, and such cases was described (Mohammadian et al., 2010).

The brand image

Biel (1993) sees the brand image as a cluster of properties or association of meanings, which consumers associate with a name (Biel, 1993). A strong brand can be extended to new product categories and saves the cost of creating a brand new product. Consumer perceptions of a brand will spur purchasing decisions, and affect the market share of the organization. Therefore, the brand image of a strategic marketing tool is a powerful asset that generates more profit for the organization (Shin Kim, 2000). Personality and mental image are two different concepts, such that Plummer (2000) has identified brand personality as the relationship between the company and customers, but has introduced the mental image as consumer perceptions of brand personality (Mutmani et al., 2010). Biel (1993) believes that the brand image can be based on the product's intrinsic operations, feelings about the product and the company. These factors provide researchers and marketers with a framework to use a variety of grouping methods to describe brand affairs. For example, Biel (1993) categorized brand image components based on touch capabilities and operational and emotional aspects of the brand. The share of each of these factors on the brand image can be influenced by the product or service class. Visual images or descriptive words and phrases related to strong brands are easier to remember than weaker brands (Biel, 1993). Brand image is a reflection of consumer perception, of a brand and of what remains of a brand in mind. Keller (2003) also points out that branding, utility, power, uniqueness, and other brand affairs in brand equity are likely to affect consumer responses to brands. For other brand matters, the characteristics (description of the product and its features), interests and attitudes (which essentially form the overall assessment of the brand and form the basis for the use of the consumer) (Keller, 2003).

Brand identity

The concept of identity is an interpretive subject that recognizing its importance as the first intermediary between the organization and the customers of the organization is a necessity. Duncan (2006) states that identity involves identifying brand symbols, and its specific definition leads to brand identification (Ross & Harradine, 2010). Aaker (1997), in their studies, found the role of Brand Identity as an essential element in brand differentiation, which has become more important with increasing competitiveness. Some researchers such as Collin & Porras (1994) have argued that brand identity stability helps companies adapt to market changes (Silveira et al., 2011). In this regard, Alsem and Kostelijk (2006) have argued that brand identity is an underlying rock in the process of creating and maintaining relationships with customers, who are looking for special values and are attractive (Ross & Harradine, 2010). Harris and Chernatony (2003) believe that managers need to review brand reputation reviews to make sure brand identity has been successfully created. It should also be pointed out that managers often have a more positive image of their brand compared to consumers, and therefore there is a potential difference between brand identity and brand image (Ross & Harradine, 2010). Varied frameworks have been presented by various scholars to examine brand identity. For example, the brand identity model presented by Capcher (2008) is presented in terms of product type and market level, and the model provided by Harris and Chernatony is an alternative model. And its focus is on brand performance (Cho & Fiore, 2015). When it comes to Capcher's pattern, we find that this template consists of six strings: composition, personality, communication, culture, reflection and self-reflection that allow the organization to make its brand unique and unique.

Value of brand equity

Value of brand equity, which has become an important concept in marketing since 1980, is the added value created by the name brand (Keller, 2003). According to Keller (2003), the value of brand equity refers to a brand well known and is known in the consumer's minds as a unique and desirable form. Despite the different definitions of the brand equity, Keller and Aker (2003) have suggested that the brand's total brand value includes the various dimensions that form the basis of value provided to consumers. Keller (2003) states in his studies that creating a strong brand value is a gradual and multi-stage process that can be likened to a ladder. In this ladder, the final output depends on the success of the previous stage, which includes prominence, performance, illustration, judgment, and brand awareness (Gilaninia & Mousavian, 2010).

Brand feelings

Brand feelings are the emotional responsiveness of customers towards the brand. What kind of feelings is branded with? How does the brand affect the feelings of the customer about themselves and their relationship with others? These feelings can be mild or severe, or whether they are of a positive or negative nature. Six important types of creating brand feelings are as follows:

1. ***Cordiality***: Cordiality refers to a more relaxing way of emotion, determining which brand creates a sense of calm and security in one person. Consumers may have a feeling of affection, cordiality to brand.
2. ***Entertainment***: A sense of hobby is a happy feeling when it comes to entertaining, appetizing, cheerful, lively and entertaining consumers. For example, the Disney brand is a fun brand.
3. ***Arousal***: Arousal creates a greater sense of happiness in the person, the extent to which the person feels the stimulation and experience of something new and the person feels like life and excite, for example MT, creates such an emotion.
4. ***Security***: This is a time when a brand creates a sense of confidence, convenience, and self-reliance on people. For example, you can refer to Allstate Insurance.
5. ***Social confirmation***: Social acceptance occurs when a brand produces positive reactions to consumers. Mercedes is a brand that can be a sign of social acceptance for consumers.
6. ***Self-esteem***: Self-esteem occurs when consumers feel better than themselves. When consumers have a sense of pride, progress, or integrity. Brandy, like Tide, is able to make his brand to do the best for the family in many housewives (Keller, 2003).

Aker (1991) stated that the brand equity boosted the effectiveness of marketing programs and customer loyalty to the brand and this also reduced expenses and promotional costs. In his opinion, the brand equity is a multi-dimensional structure that includes the aspect of brand awareness, perceived quality, brand equity, and the behavioral dimension (brand loyalty). Aker has outlined the concept of the brand equity by combining attitudinal and behavioral aspects, with five dimensions for it: brand awareness, brand association, brand loyalty, perceived quality, and other proprietary brand features. Aker (1991) believes that the brand equity is valuable both for both the company and the customer, and the value created for the customer leads to an increase in value created for the organization (Gilaninia & Mousavian, 2010).

1. ***Brand awareness***: brand awareness, the potential buyers' ability to identify and remember that a brand belongs to a particular product category. The amount of reminder of the name, symbol and advertising slogan and brand features, brand identification, etc. are measured in this variable.

2. ***Brand association***: brand association is defined as a brand specific meaning for the customer, and is also an intangible asset of a brand. This variable is measured based on indicators such as brand personality, social responsibility and brand equity and so on.

3. ***Brand loyalty***: A situation that indicates the likelihood of a customer joining a rival brand, especially when the price of that brand or product features changes. This variable is measured by indicators such as the tendency to repeat brand purchasing, brand recommendation to others, brand commitment, and so on.

4. ***Perceived quality***: perceived quality is not the true quality of the product, but the customer's subjective assessment of the product and as customer perception is defined as the overall quality of a product or service. Indicators such as brand performance, employee behavior and service quality are measured in this variable.

5. ***Other proprietary assets***: Other brand-specific assets refer to such issues as patent and monopoly of the brand (Gilaninia & Mousavian, 2010).

By comparing the pattern of Aker (1996) and Keller (2003), it is clear that the chlorine pattern is more comprehensive. For example, Keller (2003) points out that brand responsiveness refers to how customers respond, as well as all marketing activities and all information sources around the brand. Brand responsiveness can be based on brand judgment and judgment (Keller, 2003) while Aker considers this dimension based on perceived quality and brand leadership. With regard to all of the above discussion, brand equity can be considered primarily on the basis of the cognitive, emotional and behavioral state of a consumer brand (Roy & Choo, 2011).

The creation of a competitive environment among organizations shows the need for in-depth studies of various brands. The brand's special value is twofold in terms of the space industry facing the country. Brand equity dimensions are one of the most important factors driving customers towards product use. Therefore, it is essential for organizations to be aware of their brand status, their competitors and the community's mentality. Creating customer loyalty by improving product quality in organizations can also be considered as a way to promote one of the most valuable intangible assets of the organization (brand equity) (Gilaninia & Mousavian, 2010).

Existing views on the brand

Aker (2003), in his book "Creating Strong Brands", introduced brand identification concepts as follows:

1. ***Brand as a product***: This view covers the dimensions, such as product features, quality, and the scope of products associated with a particular brand.

2. ***Brand as an organization***: This view focuses on the characteristics of the organization, and it includes innovation and organizational interest to customers. In this perspective, it also focuses on whether the organization has a global identity or to join local markets. By developing a relationship with customers, the local strategy can better understand their needs, while a global strategy refers to the brand's long-term sustainability and implies the future of that brand.

3. ***Brand as a person***: This view includes brand personality dimension. Brand personality is referred to as a collection of brand-related human attributes. These features can include gender, age, interest, and individual attention and so on.

4. ***Brand as a symbol***: Aker (2003) believes that a strong symbol can be the basis for identifying and brand identity and increasing brand recognition or brand awareness among customers. In his view, visual and objective methods such as illustrating a meaningful brand image can be the most effective ways of creating a brand symbol (Kazemirad, 2009).

CONCLUSION

The purpose of this research was to investigate the theoretical and research foundations on sports brands. According to the research, branding in sport can be considered as the most important tool for organizations to create and expand new business opportunities. When branding is used in sports, it means that a product or service, such as a sport (basketball, football, etc.) or an event (World Cup, Olympic) or a person (athlete), and Or an organization (club, federation) can be considered as a brand and sports consumer understands these factors in a variety of ways. Therefore, the key is to create a positive image in the mind of the sports client. Therefore, sports brand should be inspirational and symbol of certain values in the mind and mindset of the customer. Brand will increase the ability to recognize you among competitors, even in the sports industry where a large number of institutions are working. Therefore, any sport, manufacturer or service provider should find a way to distinguish itself from other competitors. In today's busy sports market, making this distinction gets harder day after day. The brand creates a positive sign among your competitors and distinguishes you among them. Strong brand also allows the organization to transfer this brand to new products or services, and introduces new products and services and earns more money. An organization with a stronger brand is more resistant to crises and can prevent sales or service delivery and lost customers at times of problems. A strong brand also allows the organization to have loyal customers who rely on brand and quality. Loyal customers are willing to pay more for the organization's products and services. Indeed, a strong brand is a proof of the merit of an organization for its customers. Strong brand, quality, positive image and credit give its customers gifts.

Conflict of interest

The authors declare no conflict of interest

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