

# Journal of New Studies in Sport Management

Journal homepage: <https://jnssm.uk.ac.ir/>

Vol 2 Issue 1/ February 2021/82-94



Online ISSN: 2717-4069

## Comparing Brand Communication Model in Sports Shoes and Sports Clothing Industries

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Doi: 10.22103/jnssm.2020.16705.1011

### ARTICLE INFO

#### Article history:

Received: October 2020

Accept: December 2020

Online publish: February 2021

#### Keywords:

Brand Communication

Sport consumers

Sport Industry

Sport Shoes

Sport Clothing

### ABSTRACT

The purpose of this study was to compare the brand communication dimensions in the clothing and footwear industry. This research was descriptive-correlational and its statistical population consisted of consumers of footwear and sports clothing in Iran. The statistical sample was estimated according to the Cochran formula. Finally, 379 questionnaires were used to analyse the data. The findings of this study showed that all the paths except for the effect of brand experience on satisfaction in both industries and the effect of experience on loyalty in the shoe industry was significant. The role of mediator of brand loyalty and satisfaction in all directions, except the path of brand experience to loyalty, has been confirmed in the sports shoes industry. Comparing the two proposed models, only trust path on brand satisfaction, had a significant difference between the sports shoes industry and the sports clothing industry.

### Introduction

The sports industry is one of the most important, competitive, and attractive industries in the world. Sports clothing section in sport industry, play a significant role in implementation and development of sports fields and it is highly welcomed worldwide (Farid Fathi, 2015). The latest statistics related to sports clothing in the world shows that in 2017, both Nike and Adidas sports brands were at the

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forefront of this market (2.8% and 1.8%, respectively) (Statista, 2018). Since the sports clothing market gains a considerable percentage of the overall market share of clothing, the study of consumers in this market segment will be strongly useful for the clothing manufacturers and researchers (Keshkar et al., 2013). In addition, the sports shoes industry is not an exception in this regards, so that the survey of the global shoes industry in 2017 also indicated the leading status of Adidas and Asics Sport brands in this industry (Statista, 2018). One of the capabilities necessary for success in the competition is the acquisition of marketing knowledge and skills in economic firms. To achieve this goal, one of the most famous marketing concepts that has been investigated by academics and marketing agents over the past decade is the brand. The brand is a bridge the market of any type of product or service by providing a reason and impact on consumer's purchasing behaviour (Hassan & Rahman, 2013). Hence, effective marketing communications have a great influence on brand awareness and the formation of a positive image of the brand (Buil et al., 2013).

When purchasing the products, the consumers face many decisions in relation with the product, its purchase, and application. The researchers of consumer behaviour attempt to perceive how these decisions are made (Hanzaee & Rouhani, 2013). Various parameters influence the purchase and consumption of a product, which brand preference at the time of purchase is one of the most important of these. Hellier Phillip et al. (2003) defined brand preference as the extent of optimality of the current company's services compared to other companies' services perceived by the customer. They also defined brand preference as a bias that a customer has in relation to a particular brand. In marketing, brand preference is defined as the consumers' tendencies toward a brand that originates from their own perceptions and beliefs. In other words, brand preference is the consumer behavioural tendencies toward a particular brand (Bakhshizadeh et al., 2017).

Many factors influence the brand's preference for consumers. In the current research, since the manufacturing companies in sports sector are considered, some factors and dimensions will be regarded that will affect consumer behaviour when purchasing a product. Therefore, brand trust, brand experience, and brand awareness are tested as independent variables and brand satisfaction and brand loyalty are tested as mediator variables. Brand satisfaction is one of the factors that affect brand preference. Customer satisfaction is the outcome of purchase of the goods or products that is obtained from comparison of gains and costs with the expected results. Customer satisfaction is defined as the pleasant feeling in the customer that is developed following receiving the product or services (Ziviar et al., 2012). Customer satisfaction is defined as the feeling or attitude of a customer towards a product or service after its use (Jamal & Naser, 2002). Satisfaction is the sense of desirability or undesirability, which is determined by comparing the performance of the received product or service(s) with his expected performance of the product or service (expectations). By definition, consumer satisfaction with the brand is the collective outcome of consumer's perceptions, evaluations, and psychological reactions when experiencing a product or service. The advantages of customer satisfaction with the brand is increasing transactions, tendency to increase the purchases, reduction of sensitivity to prices, and transaction cost (O'Sullivan & McCallig, 2012).

Customer satisfaction leads to customer loyalty, and makes the customer loyal to his interested brand (Belaïd & Temessek Behi, 2011). Brand loyalty creates such benefits as barriers to entry of competitors, the ability to better respond to competitive threats, higher sales and revenue, and less customer sensitivity to competitors' marketing efforts. Therefore, the loyalty sources and the processes through which it is created is a major concern in marketing literature (Matzler et al., 2008). Generally, brand loyalty is a profound commitment to purchase a product (service) that is consistently preferred in the future, which results in the repeated purchase of a brand (Ha et al., 2011). Therefore, it is expected that this variable positively influences brand preference. Considering different research findings (Table 1), brand trust, experience, and awareness also may affect brand satisfaction and ultimately brand loyalty.

Brand trust is the average tendency of the consumer to the pre-determined performance of the brand (Chinomona et al., 2013). Brand trust has cognitive and emotional dimensions. The cognitive dimension denotes credibility, and includes perceived confidence in the brand-related information, and its ability to eliminate consumer needs. The emotional dimension specifies integrity of brand,

which is shaped through consumer's evaluation about brand stimuli toward his character (Belaid & Temessek Behi, 2011). When the customers face extensive and continuous advertisements of a brand, the trust is unconsciously formed in them (Buil et al., 2013). Brand trust has positive and significant impact on brand loyalty, and brand loyalty causes that customers of the brand do not prefer other brands (Dib & Alhaddad, 2014; Mishra & Datta, 2011). In marketing literature, trust is a prerequisite for developing relationship with the customers, and influence purchase behaviour of consumers (Hong & Cho, 2011).

Brand experience includes emotional, behavioural, and cognitive reactions stimulated by the generators related to the brand such as design, identity, packaging, communication, and the environment in which the brand is supplied (Brakus et al., 2009). Brand experience plays a basic role in creating consumer's loyalty toward the brand, and this mentality can influence the consumer behaviour and his decision through trust, satisfaction, and loyalty (Hematyar & Saeidnia, 2016). The brand experience is different from evaluation, participation, attachment, and pleasure of the brand's consumer. Consumer pleasure is recorded through stimulation and a positive effect in the consumer's mind, and it can be considered satisfaction effect (Oliver, 1997). Brand experience occurs only after consumption, does not require surprise, and can occur in unexpected and expected cases (Sahin et al., 2011).

In addition, intangible advertisement of the brand influences unconsciousness of consumer, and increases the awareness about the brand (Hanzaee & Rouhani, 2013). Brand awareness influence customers' loyalty and customers' decision through affecting formation and promotion of brand connections in the brand image, which are developed through various investigations in the mind (Asadpour, 2011). Brand awareness can be identified according to its depth and its breadth. The depth of brand awareness relates to the ease of brand recalling in the mind. A brand that can easily be remembered has a deeper level of awareness compared to a brand that is not easily recognized. The breadth of the brand relates to a range of brand purchasing and application situations, in which the brand element comes to mind. The breadth of brand awareness largely depends on the organization of brand and product knowledge in memory (Keller, 2008).

Respected to the recent situation which is due to US sanctions on Iran, it causes shrinking the markets, but the foreign opponents have left the markets and the new markets environment make a good opportunities and motivations for internal producers. Therefore, it is necessary for brands to change their behavior respected to the sanction's and paying more attention to marketing specially the consumer behavior for better selling the products. In other hand, internal producers have to improve the quality of their products to compete against foreign opponents and it cause to consumers prefer the Iranian products and brands. Finally, it is expected that in post-corona and post-sanction period internal producers can obtain more share of sport products market and prevent currency outflow.

Considering above mentioned facts as well as this fact that gaining more markets and variability of customers beside providing higher range of options for them, is critical to achieve success and survival of manufacturers in today competitive world, the companies are bound to study behaviour of consumers and the effective factors on the consumers' behaviour. One of the main issues in this regards is attention and focus on the brand and investigation of its relationship with the consumer behaviour. Considering growing significance of this subject in recent years, many studies have been conducted in relation with the different dimensions of brand. However, there are rare numbers of studies that simultaneously study different dimensions of brand within a single research. Thus, current research investigates different dimensions of brand in sports shoes and clothing industries. In fact, this study addresses effect of brand dimensions on brand preference at the time of purchasing products of sports companies. In addition, current work with studies the mediator role of brand satisfaction and loyalty in this relationship, and compares research models in sports shoes and clothing industries in order to investigate whether brand trust, experience and awareness influence preference of purchasing products and services of sports shoes and clothing industries through satisfaction and loyalty. Ultimately, in order to answer the research question, it is investigated that whether there is difference between brand dimensions in two complementary sports shoes and clothing industries (which most companies invest and produce products in both industries). To this end, some minor questions are

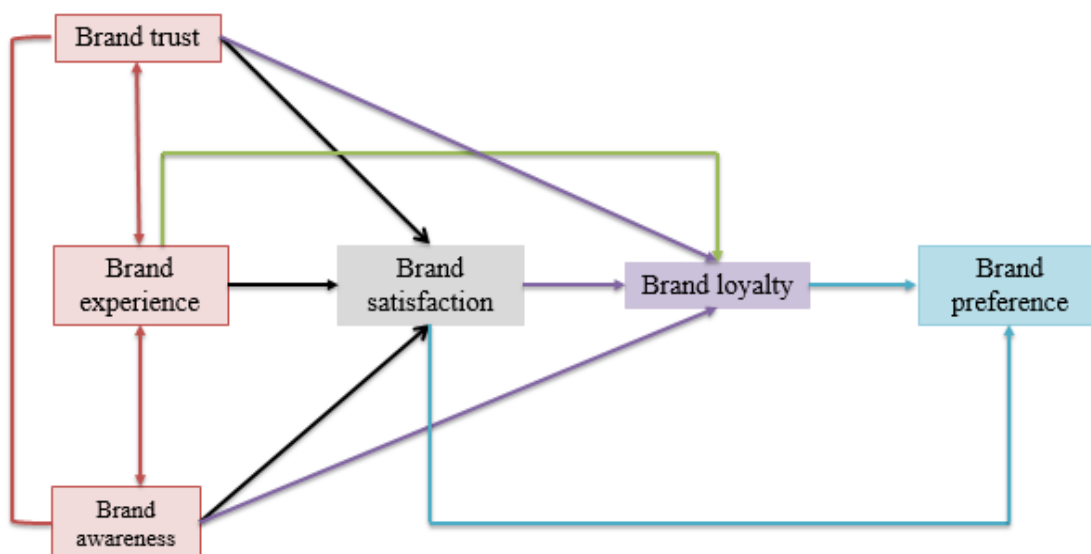
also raised, that are provided along with the relationships between variables in the form of Table and Figure 1 based on the previous research findings. Since achievement of new solutions and use of proper trust making for the brand as well as creating awareness among consumers and brand experience in orientation of manufacturing companies of brand is significantly important, results of the current research may provide appropriate information for the present and potential managers and actors in sports industry for development of their product and entry to new markets so that they can adopt suitable strategy in their future decision-making.

In order to achieve the research goals, the relationships and effect source of research variables are given in Table 1.

**Table 1.** Findings of Studies Relevant to the Research Variables

| Variable     |   |              | Source 1                       | Source 2                       |
|--------------|---|--------------|--------------------------------|--------------------------------|
| Satisfaction | → | Trust        | (Putri et al., 2019)           | (Pourmorad & Najafzadeh, 2015) |
| Satisfaction | → | Experience   | (Saragih et al., 2019)         | (Riasma et al., 2018)          |
| Satisfaction | → | Awareness    | (Hanafi et al., 2019)          | (Esmailpour & Barjoei, 2016)   |
| Loyalty      | → | Trust        | (Carrizo-Moreira et al., 2017) | (Dib & Alhaddad, 2014)         |
| Loyalty      | → | Experience   | (Riasma et al., 2018)          | (Moodi et al., 2015)           |
| Loyalty      | → | Awareness    | (Rivera et al., 2019)          | (Kim et al., 2018)             |
| Loyalty      | → | Satisfaction | (Wajid et al., 2020)           | (Kalashi et al., 2019)         |
| Preference   | → | Satisfaction | (Tsai et al., 2015)            | (Chinomona et al., 2013)       |
| Preference   | → | Loyalty      | (Kalashi et al., 2019)         | (Sanayei et al., 2015)         |

Research conceptual model is formulated and provided in Figure 1 based on the research findings regarding current research variables (Table 1), and the hypotheses are analyzed statistically considering the research conceptual model.



**Figure 1.** Research Conceptual Model

## Method

Current research is a descriptive- correlation research based on Structural Equation Modelling (SEM). Research statistical population included consumers of sports shoes and clothing in Iran. Cochran formula<sup>†</sup> was used for estimating statistical sample size. To this end, at first, 30 questionnaires were distributed and primary variance was calculated and entered into the formula and sample size was calculated. For the purpose of ensuring that some of the questionnaires may not be returned or cannot be used, the researchers have distributed questionnaires more than the estimated amount, values of which are presented in Table 2.

**Table 2.** Information Related to Estimation of Sample and Number of Questionnaires

| Initial variance | Sample estimation | Distributed | Returned | Usable |
|------------------|-------------------|-------------|----------|--------|
| 0.241            | 373               | 400         | 388      | 379    |

Cluster sampling method was used in the first stage. For this purpose, the country was divided into five local areas of West, East, North, South and Center. According to the estimation of the above table, 80 questionnaires were allocated to each area, and the questionnaires were distributed randomly among the consumers of sports shoes and clothing in each area. Researcher-made questionnaires, adopted by the standard questionnaire were used to collect data, that reference and reliability of which are presented in Table 3. To test the normality of data, skewness and Kurtosis were used, with the results showing the critical values of each of the variables less than 2.58, which indicates that the distribution of data is normal. The validity of the questionnaires was also evaluated using the ideas of six management professors and sports marketing specialists. Data analysis was performed using path analysis and bootstrap analysis and Amos version 24 software.

**Table 3.** Values Related to Source of Questionnaires and their Reliability

| Questionnaire      | Reference                 | Number of items | Cronbach's alpha | Skewness | Critical ratio | Kurtosis | Critical ratio |
|--------------------|---------------------------|-----------------|------------------|----------|----------------|----------|----------------|
| Brand trust        | Balster (2004)            | 7               | 0.779            | -0.410   | -1.893         | -0.005   | -0.011         |
| Brand experience   | Sahin et al. (2011)       | 7               | 0.870            | -0.071   | -0.326         | -0.423   | -0.987         |
| Brand awareness    | Yu et al. (2000)          | 4               | 0.979            | -0.670   | -2.093         | -0.847   | -0.956         |
| Brand satisfaction | Sahin et al. (2011)       | 5               | 0.785            | -0.329   | -1.521         | -0.455   | -1.051         |
| Brand loyalty      | Ebrahimipor et al. (2019) | 14              | 0.926            | -0.298   | -1.376         | -0.442   | -1.020         |
| Brand preference   | Heidarzadeh et al. (2014) | 8               | 0.929            | -0.089   | -0.413         | -0.399   | -0.783         |

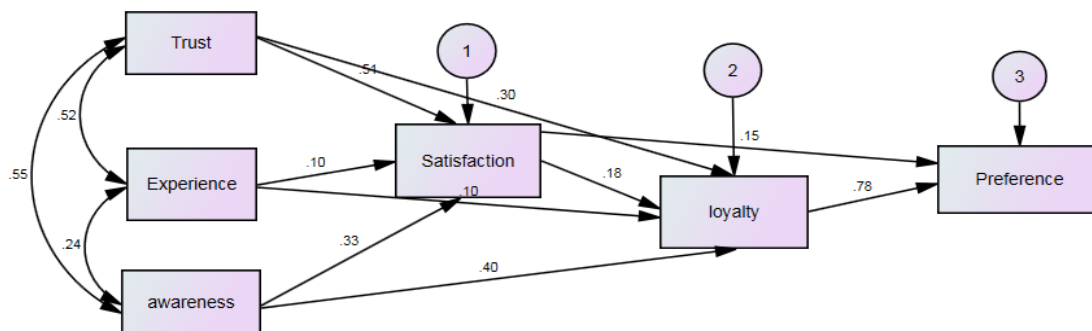
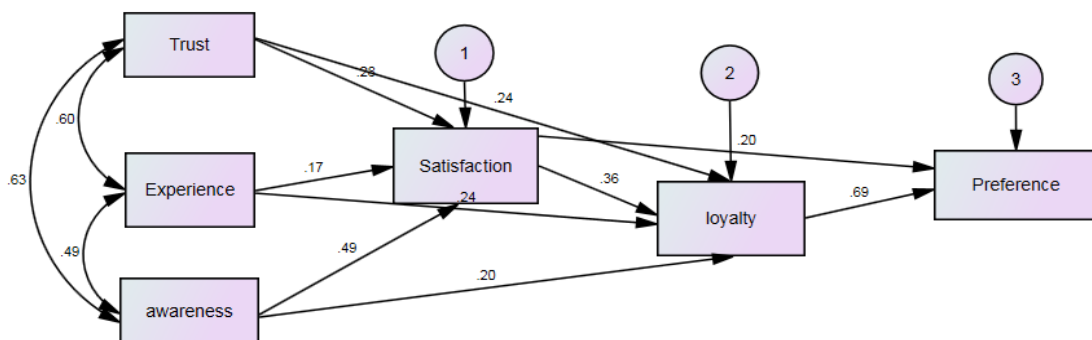
## Results

As observed in Table 5, and considering final output of model, all model indexes are confirmed. In general, if the value of GFI, NFI, IFI, CFI, RFI is larger than 0.9, the model is well fitted. Also, if the ratio of Chi square to degree of freedom, which is the most important statistics in determining the fit of the model, is less than 3, then the model has a good fit. The RMSEA value is also acceptable if it is less than 0.08.

$$†. n = \frac{Z^2_{\alpha/2} \times S^2}{d^2}$$

**Table 4.** Model Fit Indexes

|                                                 | Value | Criterion  | Interpretation |
|-------------------------------------------------|-------|------------|----------------|
| Goodness of fit index (GFI)                     | 0.979 | Above 0.90 | Optimal fit    |
| Incremental fit index                           | 0.992 | Above 0.90 | Optimal fit    |
| Normed Fit Index (NFI)                          | 0.985 | Above 0.90 | Optimal fit    |
| Comparative fit index                           | 0.992 | Above 0.90 | Optimal fit    |
| Root Mean Square Error of Approximation (RMSEA) | 0.079 | Below 0.08 | Optimal fit    |
| Normed chi square/degree of freedom             | 2.245 | Below 3    | Optimal fit    |

**Figure 2.** Results Related to Testing Research Model of Sport shoes (Standard Coefficient)**Figure 3.** Results Related to Testing Research Model of Sport Clothing (Standard Coefficient)

Now that the final model is confirmed, results of investigation of research hypotheses are given in Table 5.

**Table 5.** Results for Path Analysis of the Research Model

| Hypothesis         |   |                    |          | Impact factor | Error value | T value | Significance | Result    |
|--------------------|---|--------------------|----------|---------------|-------------|---------|--------------|-----------|
| Brand trust        | → | Brand satisfaction | Shoes    | 0.510         | 0.200       | 6.986   | 0.001        | Supported |
|                    |   |                    | Clothing | 0.275         | 0.228       | 2.782   | 0.005        | Supported |
| Brand experience   | → | Brand satisfaction | Shoes    | 0.096         | 0.088       | 1.526   | 0.127        | Rejected  |
|                    |   |                    | Clothing | 0.167         | 0.109       | 1.895   | 0.058        | Rejected  |
| Brand awareness    | → | Brand satisfaction | Shoes    | 0.333         | 0.052       | 5.170   | 0.001        | Supported |
|                    |   |                    | Clothing | 0.494         | 0.069       | 5.404   | 0.001        | Supported |
| Brand satisfaction | → | Brand loyalty      | Shoes    | 0.179         | 0.070       | 2.103   | 0.035        | Supported |
|                    |   |                    | Clothing | 0.355         | 0.089       | 3.890   | 0.001        | Supported |
| Brand trust        | → | Brand loyalty      | Shoes    | 0.258         | 0.185       | 3.616   | 0.001        | Supported |
|                    |   |                    | Clothing | 0.242         | 0.181       | 3.008   | 0.003        | Supported |
| Brand awareness    | → | Brand loyalty      | Shoes    | 0.403         | 0.045       | 5.928   | 0.001        | Supported |
|                    |   |                    | Clothing | 0.204         | 0.062       | 2.446   | 0.014        | Supported |
| Brand experience   | → | Brand loyalty      | Shoes    | 0.101         | 0.069       | 1.656   | 0.098        | Rejected  |
|                    |   |                    | Clothing | 0.245         | 0.084       | 3.516   | 0.001        | Supported |
| Brand satisfaction | → | Brand preference   | Shoes    | 0.146         | 0.046       | 2.585   | 0.010        | Supported |
|                    |   |                    | Clothing | 0.203         | 0.088       | 1.998   | 0.046        | Supported |
| Brand loyalty      | → | Brand preference   | Shoes    | 0.784         | 0.056       | 13.907  | 0.001        | Supported |
|                    |   |                    | Clothing | 0.694         | 0.090       | 6.812   | 0.001        | Supported |

The most primary criterion for measuring relationship between variables in the model is t significance values. If it is larger than 1.96, it indicates the correctness of the relationship between the variables. Thus, the research hypotheses are supported at 0.95 confidence level. Also, the significance value refers to the same issue, and if it is less than 0.05, the relationship between the variables is accepted at a confidence level of 0.95. Therefore, according to this statistics, all the research hypotheses are supported, except the impact of experience on brand satisfaction in both industries and impact of experience on loyalty in the shoes industry.

In the following, in order to investigate significance of mediator effects, bootstrap test in Amos software is used. This test specifies that if the indirect impact of independent variable on dependent variable through mediator variable is significant or not. Results of this test are given in Table 6.

Out of seven two-way paths in the current research with brand satisfaction and brand loyalty as mediator variables, six two-way paths were supported, and the mediator role was rejected in one of the paths (brand experience on brand loyalty).

**Table 6.** Bootstrap Test Results to Examine the Effect of Mediator Variables

| Mediator           |   |                  |          | Upper limit | Lower limit | Impact factor | Significance | Pattern  | Role    |
|--------------------|---|------------------|----------|-------------|-------------|---------------|--------------|----------|---------|
| Brand experience   | → | Brand loyalty    | Shoes    | 0.065       | 0.001       | 0.017         | 0.093        | Simple   | -       |
|                    |   |                  | Clothing | 0.131       | 0.007       | 0.059         | 0.045        | Simple   | Partial |
|                    | → | Brand preference | Shoes    | 0.187       | 0.023       | 0.106         | 0.036        | Multiple | Full    |
|                    |   |                  | Clothing | 0.357       | 0.137       | 0.245         | 0.001        | Multiple | Full    |
| Brand trust        | → | Brand loyalty    | Shoes    | 0.170       | 0.027       | 0.091         | 0.005        | Simple   | Partial |
|                    |   |                  | Clothing | 0.173       | 0.029       | 0.098         | 0.001        | Simple   | Partial |
|                    | → | Brand preference | Shoes    | 0.466       | 0.279       | 0.380         | 0.018        | Multiple | Partial |
|                    |   |                  | Clothing | 0.397       | 0.168       | 0.291         | 0.001        | Multiple | Partial |
| Brand awareness    | → | Brand loyalty    | Shoes    | 0.130       | 0.019       | 0.060         | 0.036        | Simple   | Partial |
|                    |   |                  | Clothing | 0.272       | 0.074       | 0.175         | 0.001        | Simple   | Partial |
|                    | → | Brand preference | Shoes    | 0.478       | 0.307       | 0.411         | 0.001        | Multiple | Partial |
|                    |   |                  | Clothing | 0.486       | 0.254       | 0.364         | 0.001        | Multiple | Partial |
| Brand satisfaction | → | Brand preference | Shoes    | 0.253       | 0.039       | 0.140         | 0.038        | Simple   | Partial |
|                    |   |                  | Clothing | 0.357       | 0.131       | 0.246         | 0/001        | Simple   | Partial |

Mediating or indirect impact occurs when impact of one independent variable is transferred on the dependent variable through mediator variable. If the independent variable does not directly affect the dependent variable, but its effect on the mediator variable and the effect of the mediator variable on the dependent variable is affected, in this case the mediator variable is the full mediator variable. Nevertheless, if the independent variable both directly and indirectly through the mediator affects the dependent variable, in this case the mediator variable is the partial mediator variable. In addition, the patterns containing the mediator variable are divided into simple and multiple types. In a simple pattern, there is only one mediator variable and in a multiple pattern more than one mediator variable (Azizi, 2013).

Considering above mentioned facts, mediator variables of brand satisfaction and brand loyalty are regarded as a full mediator variable for impact of brand experience variable on brand preference, and in other paths, they are partial mediator variable. The overall pattern of all mediator variables is of multiple pattern type.

Finally, in order to answer the main research question and compare two models, following equations were used. First, the coefficients of each paths were entered into equation 1 and their values were calculated.

Equation (1)

$$r' = (0.5) \log_e \left[ \frac{1+r}{1-r} \right]$$

Following calculation of  $r'$  for the paths, they were compared in pair-wise way through Equation 2, and subsequently Z values were determined.

Equation (2)

$$Z = \frac{r'_1 - r'_2}{\sqrt{\frac{1}{n_1 - 3} + \frac{1}{n_2 - 3}}}$$

As the final stage, significance or non-significance of Z values were calculated as on-line<sup>‡</sup>, and results of each path are given in Table 7.

**Table 7.** Comparison of Sport shoe and Cloth Models

| hypotheses         |   |                    |          | r' value | Z statistics | Significance | Result    |
|--------------------|---|--------------------|----------|----------|--------------|--------------|-----------|
| Brand trust        | → | Brand satisfaction | Shoes    | 0.563    | 2.11         | 0.017        | Supported |
|                    |   |                    | Clothing | 0.282    |              |              |           |
| Brand experience   | → | Brand satisfaction | Shoes    | 0.096    | -0.048       | 0.317        | Rejected  |
|                    |   |                    | Clothing | 0.196    |              |              |           |
| Brand awareness    | → | Brand satisfaction | Shoes    | 0.346    | -1.29        | 0.099        | Rejected  |
|                    |   |                    | Clothing | 0.541    |              |              |           |
| Brand satisfaction | → | Brand loyalty      | Shoes    | 0.181    | -1.30        | 0.097        | Rejected  |
|                    |   |                    | Clothing | 0.371    |              |              |           |
| Brand trust        | → | Brand loyalty      | Shoes    | 0.307    | 0.432        | 0.333        | Rejected  |
|                    |   |                    | Clothing | 0.247    |              |              |           |
| Brand awareness    | → | Brand loyalty      | Shoes    | 0.427    | 1.473        | 0.070        | Rejected  |
|                    |   |                    | Clothing | 0.207    |              |              |           |
| Brand experience   | → | Brand loyalty      | Shoes    | 0.101    | -0.963       | 0.168        | Rejected  |
|                    |   |                    | Clothing | 0.250    |              |              |           |
| Brand satisfaction | → | Brand preference   | Shoes    | 0.147    | -0.244       | 0.365        | Rejected  |
|                    |   |                    | Clothing | 0.206    |              |              |           |
| Brand loyalty      | → | Brand preference   | Shoes    | 1.056    | 1.316        | 0.094        | Rejected  |
|                    |   |                    | Clothing | 0.856    |              |              |           |

<sup>‡</sup> . . <https://www.fourmilab.ch/rpkp/experiments/analysis/zCalc.html>



Results of table indicate that the difference between values of the paths in models of sports shoes and clothing industries is not significant except for impact of brand trust on brand satisfaction. Significant difference between impacts of brand trust on brand satisfaction indicates that consumers of sports products have different behaviors toward products produced by the companies which are active in two different industries.

### **Discussion and Conclusions**

The importance of the brand concept in customers' purchasing is so significant that some experts refer to it as a critical reason that motivates customers to purchase the brand over the time. In fact, the key features of the product that are perceived by the customer leads to brand selection. Therefore, recognizing the factors affecting this choice and examining the brand's specific characteristics has become more important and requires a variety of research (Karamian et al., 2015). Many companies are now entering new markets in order to maximize profits, and they attempt to utilize their brand privileges as much as possible in this regard. However, it should be noted that the factors affecting brand preference are different in the two sports shoe and clothing industries. As a result, the current study aims to compare brand communication in the sports shoes and clothing industries to examine the effect of brand dimensions on brand preference when purchasing. Therefore, according to this statistics, all the research hypotheses are supported, except the impact of brand experience on brand satisfaction in both industries and impact of experience on loyalty in the shoes industry. In justifying research findings, it can be stated that since brand experience means internal (emotional, affection, and cognitive) response of consumer and his behavioral response to the brand stimuli, and these stimuli include design, packaging, brand identity, and similar concepts (Qahri Shirinabadi et al., 2015), it seems that several factors cause lack of impact of brand experience on brand satisfaction in both sports shoes and clothing industries. Brand satisfaction is the sense of desirability or undesirability, which is determined by comparing the performance of the received product or service(s) with his expected performance of the product or service (expectations) (O'Sullivan & McCallig, 2012). As a result, fake brands, the lack of entry of high quality (first class) products into the country and entry of smuggled products and, consequently, lack of supervision of the pricing process of products cause unconventional prices for them, and the consumer feels that he receives very low performance versus the high cost paid.

Because the consumer satisfaction with a brand is collective outcome of consumer's perceptions, evaluations, and psychological reactions when experiencing the product or service consumption (O'Sullivan & McCallig, 2012). In addition, in describing non-significance impact of brand loyalty in shoes industry it can be stated that in shoes industry, there is a principle that products of this industry are consumed for a longer period of time with higher prices compared to clothing, thus, considering the cases mentioned in previous section such as fake brand, lack of entry of high quality products to country, it can be said this finding is acceptable.

Research findings showed that all the research hypotheses are supported, except the impact of brand experience on brand satisfaction in both industries and impact of experience on loyalty in the shoes industry. It can be described in the way that since brand experience is related to the individual emotions and feeling in an intangible way, it is not able to create sense of satisfaction in consumers. Satisfaction is considerably shaped through use of products in a tangible way. Thus, the perception of that a product can meet our needs does not lead to the satisfaction, and satisfaction should be investigated in a deeper way. In addition, regarding insignificant impact of brand experience on brand loyalty in shoes industry it can be stated that in this industry, products are consumed for a longer period of time compared to the clothing, thus brand experience along cannot influence brand loyalty in consumers. Findings regarding mediators indicated that mediator variables of brand satisfaction and brand loyalty are regarded as a full mediator variable in relationship between brand experience and brand preference, and they are partial (simple and multiple) mediator in other paths. In fact, brand satisfaction and brand loyalty have mediator role in all dimensions. However, this mediator role can be specifically investigated in relationship between brand experience and brand preference.

Based on theoretical foundations and review of literature, no research has been conducted up to now on impact of brand experience on brand preference. Thus, this path was not tested. However, the mediator role of satisfaction and loyalty in this relationship should be noted out. When individuals have positive feelings toward a specific sports brand and these feelings are strengthened in more tangible conditions, i.e., practical use of brand, brand satisfaction and brand loyalty is formed. In this case, brand satisfaction and brand loyalty in combination with brand experience may have considerable impact on brand preference. The brand experience is different from pleasure of the brand by the consumer. Consumer pleasure with the brand can cause satisfaction through stimulation and a positive effect in the consumer's mind (Oliver, 1997). Hence, it can be concluded that the higher brand experience is positive, satisfaction with the brand and pleasure of consumption it is increased. In addition to brand experience impact on customer satisfaction, brand experience also plays a critical role in creating brand loyalty in consumer (Hematyar & Saeidnia, 2016). In this regard, it can be noted that when consumers receive a positive brand experience they become more familiar with the brand. The background to this familiarity and the repetition of the deal with the brand is the positive characteristics of that brand. In fact, brand experience involves emotional, behavioral, and cognitive responses stimulated by brand-related generators (Brakus et al., 2009). Thus, when loyal brand features are perceived and consumers respond to those features, loyalty also comes about. It should also be noted that brand experience only occurs after consumption (Sahin et al., 2011). Therefore, when brand use occurs, the brand experience is created, and the pleasant feeling of the brand's experience brings satisfaction and loyalty to the brand. As a result, brand experience is expected to have a positive impact on brand preferences through brand loyalty and brand satisfaction. In fact, brand loyalty is regarded as a deep commitment for purchasing a preferred product (service) in a continuous way in the future, which results in repetition of purchasing a brand (Ha et al., 2011). It causes that the consumer prefers a brand with which he has good experience and positive reaction over other brands. Brand preference is result of an experience that leads to satisfaction and loyalty in customers.

In the following, other parts of findings are examined. Our major goal is comparing brand communication model in sports shoes and clothing industries. Research findings indicated that there is significant difference between path values of brand trust on brand satisfaction in models of sports shoes and clothing industries. Significant difference between impacts of brand trust on brand satisfaction indicates that consumers of sports products have different behaviors toward products produced by the companies which are active in two different industries. In marketing literature, trust is an essential prerequisite for building relationships with customers and has an impact on consumer purchasing behavior (Hong & Cho, 2011). Since sport shoes are recognized as a necessary commodity in sport and in everyday life, it can be concluded that it is more consumed. Therefore, the person in the shoe industry trust in the brand that better meets his needs. Perhaps brand guarantee for the manufactured products is one of the main reasons of more trust in shoes industry and its impact on individuals' satisfaction. It can be justified that in shoes industry, it is ensured that products have optimal performance and there are more reliable after-sale services compared to clothing industry. It should be noted that this case should also be considered in clothing industry; however, impact of brand trust on brand satisfaction is higher in shoes industry. Following recommendations are made based on research findings for identifying and improving behavior of sports products' consumers.

- Recognizing feelings and perceptions of audiences of sports fields, formulating policies and conducting measures that leads to simulation of these factors. It can be effective in increasing experience with the brand.
- Regarding brand trust, it is suggested that the brand owners consider adequate guarantee for their products.
- Regarding brand awareness, brand owners can apply such measures as extensive medial promotion and different ways of advertising leading to increased awareness of audience toward the brand.

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