



The effect of marketing intelligence index on sports equipment brand preference: A case study of athletes in East Azerbaijan province

Poster Presentation

Maryam Khodayari*; Farrokhlegha Najafzadeh

Department of physical education, Faculty of sport management, Islamic Azad University of Malekan, East Azarbaijan, Iran(khodayari.mrm@gmail.com)

Abstract

Introduction: Many researchers and company executives have come to the conclusion that the most valuable asset of a company to improve the marketing process is the brand. Neuromarketing is the offspring of both marketing and neuroscience. This amazing and emerging knowledge provides consumers and industry marketers with a mind map of consumers and leads to the subconscious discovery of the minds of sports consumers who are strongly influenced by it when shopping. Given the many issues and problems that plague various industries, the implementation of new marketing strategies, which also requires marketing intelligence, seems absolutely necessary. Since the issue of marketing intelligence is now a recognized need and a new topic, in this study we tried to examine the role of marketing intelligence index on the choice of sports brands by consumers.

Methods: Required data was gathered through a field study and conducting a survey among 120 athletes of East Azerbaijan Province, Iran. Marketing intelligence index in this study was a Likert spectrum index consisting of 14 items which evaluated the quality and marketing intelligence of the seller from the perspective of buyers.

Results: Based on the results of the study and considering the positive correlation coefficient of over 70% between the two variables of sports brand selection and marketing intelligence index, it can be said that there was a positive and significant relationship between these two factors.

Conclusion: The study's results indicate the high importance of marketing intelligence in selecting and purchasing sports products and brands, so marketing companies can increase this factor to achieve further expansion and success in the market.

Keywords

brand preference; East Azerbaijan; Marketing intelligence; Neuromarketing

Reference:

1. Cacciolatti, L. A., & Fearn, A. (2013). "Marketing intelligence in SMEs implications for the industry and policy makers", *Marketing Intelligence & Planning*, Vol.31, No.1, PP.4-26
2. Fleisher, C. S. (2008). "Using open source data in developing competitive and marketing intelligence", *European Journal of Marketing*, Vol.42, No.7/8, PP.852-866
3. Hammou, K.A., Galib, M.H., & Melloul, J. (2013). "The Contributions of Neuromarketing in Marketing Research", *Journal of Management Research*, Vol.5, No.4, PP.20-33
4. Lima Cruz, C.M., de Medeiros, J.F., Rodrigues Hermes, L.C., Marcon, A., & Marcon, E. (2016). "Neuromarketing and the advances in the consumer behaviour studies: a systematic review of the literature", *Int. J. Business and Globalisation*, Vol.17, No.3, PP.145-153