



## Factors affecting the branding of Iranian sportswear

### *Poster Presentation*

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### **Abstract**

**Introduction:** The aim of this study was to investigate the factors affecting the branding of sportswear in Iran.  
**Methods:** This research was a descriptive survey in terms of applied purpose and in terms of nature and form of implementation. The statistical population of the study was all students and graduates of physical education and sports sciences in the country in four levels of associate, bachelor, master, and a doctorate in all universities in the country, of which a sample of 384 people was selected using Morgan table. In this study, five questionnaires of sportswear branding, product quality perception, product differentiation, emotional value, and validation of a famous athlete were used to collect information to test the hypotheses, which was compiled based on a five-point Likert scale. The validity of the questionnaire was confirmed using the content validity method. To evaluate the reliability of the questionnaire, Cronbach's alpha coefficient was calculated. Cronbach's alpha coefficient was more than 0.7, which indicates that the questionnaire has good reliability. Skewness and elongation tests showed that the data followed a normal distribution. Structural equation modeling technique and LISREL software were used to test the hypotheses.

**Results:** As the results of testing, the research hypotheses showed that the value of product differentiation had a significant effect on the branding of Iranian sportswear; Product quality had a significant effect on the branding of Iranian sportswear; Emotional value had a significant effect on the branding of Iranian sportswear; The validation of a famous athlete had a significant effect on the branding of Iranian sportswear.

### **Keywords**

Branding; sports marketing; validation; quality; emotional value