



The Relationship between Brand Identity Transfer and Sport Commitment with the Mediating Role of the Effect of Promotional Tools from the Perspective of Sport Consumers in the Iran Premier League

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Abstract

The present study is aimed at investigating the relationship between brand identity transfer and sport commitment with the mediating role of the effect of promotional and advertising tools from the perspective of consumers in the Iran Premier League. A total of 500 individuals from the sports services consumers in the league completed a researcher-made questionnaire on the effectiveness of promotional and advertising tools and brand identity transfer, and the Scanlan's standard questionnaire on sport commitment. The sample was selected in a completely random and voluntarily manner. To determine the validity of the questionnaires, they were submitted to the supervisors. The study findings showed that there is a significant relationship between brand identity transfer and sport commitment and their dimensions with the mediating role of the effect of promotional and advertising tools from the viewpoint of consumers. In addition to confirming the findings of other researchers, the study results showed that can increase and re-engage consumers through brand identity transfer using the effectiveness of each promotional and advertising tool.

Keywords: Brand identity, Sport commitment, Promotional and advertising tools, Sport Consumers, Iran Premier League.