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Branding and Sale of Sportswear in Iran: Based on Grounded Theory

Azam Norallah¹, Mohammad Ehsani², Rasoul Norouzi Seyed Hosseini³

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Abstract

The history of branding in Iran dates back to a few decades and its importance has recently been recognized by businessmen. The present study aims to add to the scientific aspect of branding, clarify the issue of branding, identify its principles and provide guidance for those making decisions in branding issues. Hence, the objective of this study is to provide a model for branding sporting sportswear in Iran. In the category of basic and data-based researches, this research is of mixed nature. This kind of study includes predetermined and emergent methods, open-ended and closed-ended questions, various forms of data, content and statistical analysis, and the final conclusions are based on the findings obtained from both qualitative and quantitative approaches. The present study was done using the exploratory tool compilation plan and based on it; the qualitative aspect of the research was done. Purposeful sampling and snowball sampling technique were used to perform in-depth interviews. A total of 15 interviews were conducted with experts. In fact, the sampling continued up to the step that the research reached to an adequate theoretical saturation. Based on the results, branding and sale of sportswear were classified into seven and eight levels, respectively. The findings include value creation, customer perception, online sales, accessibility, online payment conditions, displaying other customers' views and monitoring the sales. The research results also revealed all levels of recognizing the customer needs, competitors' activities, sportswear-related services, facilities, identification and pristine advertising that should be taken into consideration to brand Iranian sportswear.

Keywords: Sales Management; Grounded Theory; Branding; Sportswear.

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Introduction

Brand and branding are not new concepts in the sports world. However, Iranian sporting companies have paid attention to this issue in very recent years. Some companies have recognized the importance of branding, while some others consider it as synonymous with designing a logo or choosing a suitable name. In this regard, the companies have faced with problems and they are not so satisfied with branding-related activities. Given the recent studies conducted on the success of organizations with well-known brands and comparing them with Iranian companies, one can find some key points on the failure of branding in these companies, such as copying and imitation, lack of planning, rushing to branding, exaggerating about the sportswear, and lack of planning in advertising and advertising bombardment. Branding requires knowledge in this regard. Fortunately, the number of managers who have realized the need to invest in branding and develop their business brand has increased in Iranian market. It has increased the necessity for content production and scientific investigation of the branding process. If performed carefully, scientifically and experimentally, the process of branding will bring great financial success to the organization. It also makes the organization to do a thorough overview of its nature and activities. In this position, the brand is recognized as a strategic asset by most companies since they try to differentiate their products or services from those of their competitors in the competitive market by introducing their brand (Ebrahimi et al., 2015:6).

In addition, some companies tend to model the world's well-known brands to gain more profit and introduce a product at the global level by following the leading brands

(Sasongko, 2017: 12). Packing is one of the most effective marketing tools playing a major role in attracting the customers, since companies can attract the customers to their products by attractive and beautiful design of their products (Feyz and Salahshoor, 2010: 8). In addition, product packaging can make differentiate between products of different brands and can facilitate the distinction among the brands (Ghasemiet al, 2013:6). Sporting brands can display their country's industry capability, and thus, develop identity for themselves and provide a desired image along with the perception of value of their products at global markets. (Harith et al., 2014:17) stated that the packaging of products is vital in determining the consumer's acceptance of any product in the market. Brand name is also one of the fundamental selections, since it often plays the key role among brand elements (Clare, 2010:9). Customers often choose the name which is known for them (Kinuthia et al., 2012: 12) have stated that consumers trust the brands known for them and ignore the unknown brands. The customers' perception of the brands' name already known for them is more than the emerging brand names following the main brand. In contrast, in an article entitled "the factors affecting the selection of sporting products", (Pillai et al., 2015:21) did not report significant value for the brand name. (Taylor et al., 2016:13) concluded that customer trust plays a mediating role in the relationship between customer service quality and customer loyalty. In fact, service quality affects the customer loyalty through customer trust (Stafford, 2015: 11) found a positive relationship between customer trust, company image and perceived service quality and customer loyalty. (Onyas, 2017:23) argue

that loyalty to brand's name is the most important component, so that many branding researchers examine the factors, which can affect loyalty to sporting brands. (Lingling Liu et al., 2016: 16) emphasized on the extensive use of sports celebrities in advertisements to compete with luxury brands and to find the proper candidate for many important commercial brands.

Chan Kara et al., (2013: 5) argue that most of adolescents record interesting, happy, and eloquent verifiers better in their minds. Moreover, the match between the verifiers and the brand image has the highest effect on attracting fans, encouraging purchase, and enhancing the purchasers' self-confidence. Jawaid Sameen (2013:9) reported that the use of brand and its value has direct correlation with young people's purchase, and the use of advertising can influence young people's attitude and promote their attitudes towards purchasing. Stafford (2015) reported the effect of sporting brands on selecting the customers and creating other brands in order to gain competitive advantage and create a sustainable value should be considered and creating the sense of loyalty in customers is an essential fact. Carlson et al concluded that commercial brand names have impact on satisfaction, loyalty, and the beauty of the product.

Ali et al. (2017: 17) found the effects of mobile marketing of sportswear companies (Nike, Adidas and Puma) by making comparison of their fans/followers on internet and financial gains. In this study, it is found that mobile marketing helps create awareness and raise sales of company. Nike spends more on mobile marketing as compared to its both rivals and is also getting more profit and brand value than Adidas and Puma. Nike leads in digital market; the company has more fans and followers on

internet (Facebook, Twitter and Youtube). Adidas also made strategies for mobile marketing that helped them raise brand value and profit in recent years. Statistics show that Puma is relatively far behind in this race. The company should develop strategies better than its rivals to raise its enterprise value and to compete in the world market. Zahmat Doost and Asadi (2017: 8) evaluated the relationship between internal branding and service quality in East Azerbaijan sportswear manufacturing companies and showed that there was a positive and significant relationship between internal branding and service quality in East Azerbaijan sportswear manufacturing companies. In addition, product packaging can make differentiate between products of different brands and can facilitate the distinction among the brands (GholamiGhajari and Safiri, 2018: 5). Moreover, a positive and significant relationship was found between the internal branding (employee training, employee orientation, group sessions for employees, and holding briefing sessions for employees) and service quality. Although there are multiple sportswear workshops in Iran producing clothing, shoes, and bags, a few people have heard of them.

In recent years, the Forbes magazine introduced the list of world's most valuable brands in 2016. Three brands are among the top 100 brands in the world. Nike, an American company, producing sports equipment, is among the top eighteenth brands of world with a value of over \$ 86.2 billion and it is the leading sports brand in world. As the main rival of Nike, Adidas, a German Company, producing sporting clothing and equipment, ranks second with a value of \$ 7.1 billion. The third sports company, which has been able to rank among the top 100 brands in the world, is the

Japanese Uniqlo Company. It ranks 90th in this list, with a value of \$ 7 billion. In 2016, this Japanese company could rank among the top 100 brands in the world for the first time (Forbes magazine, 2016). Given the comparison of the world's leading brands and Iranian brands, the low income of domestic products due to the lack of scientific and rational process, and the gap in Iranian sporting sportswear brand this research was conducted to identify the factors affecting branding Iranian sportswear and products and introduce them to sports businessmen and branding agencies. This research aims to add to the scientific aspect of branding and clarify branding issue; also, it aims to identify branding principles and provide guidance for people who make branding decisions. Thus, the question asked in this research is “what is the optimal model for branding and selling Iranian sportswear in Iran?”

Methodology

This research is an explanatory one in terms of nature. It was conducted to expand knowledge with regard to branding and sale of Iranian sportswear. Hence, it is considered among the fundamental research. Here, the constructive process was used to analyze the data. The plan was derived based on the view of Kathy Charmaz (2000). The research population included faculty members in sport management, sociology, economics, and all people who had experience in sports products. Using a snowball sampling

technique, the first group was selected for interview. Then, the next groups were introduced for interview by the same group, and the sampling was continued up to the step that no new ideas were introduced and the research reached to theoretical saturation and adequacy. A total of 15 management and marketing experts were interviewed. Research tools included semi-structured questions developed by the researcher to create an intellectual context with regard to the subject using in-depth interview with the samples.

The data were analyzed using Glazer coding steps. The coding section represents an operational indicator in which the data are classified, conceptualized, and then, re-linked using new methods. The coding was performed in the first three steps: 1-Initial coding, 2-Conceptual coding and, 3-Category coding. In the initial coding, conceptual codes were extracted from the interviews after conducting each interview. In the category coding, conceptual codes were included in similar categories, each group was labeled and the main components were derived. In the third step, the derived categories were placed in the form of causal factors affecting the phenomenon; the contextual factors affecting the strategies, the confounding factors belonging to the phenomenon and affect the strategies, the created strategies, the outcomes obtained from strategies and also the central or axial categories in the paradigmatic model.

Results

Examples of analysis of key points of interview with IN-T-1 case

| Initial Code | Interview Text (key points) | Symbol |
|---------------------------|---|--------|
| Informing | We inform in the domestic market that this product is available | PT1 |
| An image of goods in mind | The good must gain the characteristics that reflect the quality over time | PT2 |

| | | |
|---|---|------|
| A combination of social, cultural and personality factors | The good should be a function of social, cultural, and personality characteristics | PT3 |
| Brand equity | The good should have more prominent characteristics than other brands | PT4 |
| Marketing mix | The good should use activities deriving from marketing mix (promotional) for a brand equity | PT5 |
| Customers loyalty | By using quality, emphasis on social, cultural and personality traits, loyalty differentiation is formed | PT6 |
| Mental loyalty | The customer may not be able to purchase our brand but like it mentally | PT7 |
| Behavioral loyalty | The customer purchases behaviorally | PT8 |
| Mass context | Production takes place on a mass context that is subject to a variety of economic, social, political, cultural, and technological conditions. | PT9 |
| Negotiation to remove the political barriers | There are politically some excuses and restrictions hinder take action at the international level, such as sanctions. | PT10 |
| Resolving economic factors | Economic factors are subject to the political factor, restricting the economic activities | PT11 |
| New technologies | The use of technology that in line with the use of e-marketing and commercial virtual businesses | PT12 |
| Gaining social trust | In the domestic market, the social trust in goods and products is low | PT13 |
| Evaluation system | All processes require feedback to take steps on the architecture or audit of the product based on the results of the feedback | PT14 |
| Paying attention to global standards | The quality of the goods should be in line with the accepted standards | PT15 |
| Needs assessment | The goods should be manufactured according to market need | PT16 |
| Strategy development | Long-term strategic outlooks for the good | PT17 |
| Management of experience gaining | The use of experiences and solutions of the world's most successful brands | PT18 |
| Use of opportunities | The use of opportunities, especially opportunities available in the cyberspace that can gain more market share | PT19 |
| Cooperation with a well-known brand | Working under a strong and prominent brand | PT20 |
| Establishment of knowledge-based centers | The presence of specialist staff and appropriate experts and their links to science production centers and academic centers | PT21 |
| Creativity | With increasing the creativity, the demand will also increase | PT22 |

The data analysis process was performed based on the Charmaz constructive method (2006) in four steps of initial coding, centralized coding, axial coding, and

theoretical coding. At the end of the four coding steps, the layers of the final model of the research were presented.

Table 1. Initial coding, conceptualization and categorization

| Marker | Initial Code | Concept | Categories |
|--------|---|------------------------|-----------------|
| P5 | Using well-known people and celebrities | Way of brand expansion | Brand expansion |
| P12 | A brand for all groups of people | | |
| P15 | Recognizing the audience | | |

| | | | |
|-----|--|---|---------------------|
| P5 | Using psychological principles in arranging sportswear | Clothing store arrangement and decoration | Store |
| P7 | Principal and harmonic used of colors | | |
| P9 | The match between store colors and type of clothes | | |
| P10 | Placing clothes exposed to the full sight of customers | | |
| P11 | Simplicity and attractiveness of store showcases | | |
| P12 | Placing the highly sold cloths at store showcases | | |
| P13 | Appropriate lighting and use of transparent colors in showcases | | |
| P14 | Inclusion of short information about type and details of cloth on the label of cloths | | |
| P15 | Division of store and allocation of stores' each area for one specific cloth | | |
| P5 | Match between store name and clothing brand in obtaining the customer confidence | The match between brand and clothing store name | |
| P2 | Influencing the demands by producing sportswear with specific characteristics | Sportswear characteristics | Differentiation |
| P5 | Determining sportswear position in a way that customer recognizes the difference between the given brand and that of competitors | | |
| P9 | Comparing the brand with the competitor's brand with the aim of emphasizing on company's brand characteristics | | |
| P11 | Permanent presence beside the customer | | |
| P4 | Paying special attention to demands of customer in making decision on new sportswear | Identifying the target market | New good production |
| P4 | Producing sportswear demanded by consumer | Idea generation | |
| P4 | Testing and primary production of sportswear | Experimental production of sportswear | |
| P7 | All of new proposed ideas cannot be converted to sportswear | Idea screening | |
| P4 | Creating marketing strategy, including market size evaluation, good demand, growth potential, and earnings estimation over years | Creating strategy for new sportswear | |
| P9 | New good with brand, packaging and price is ready to attract the space in mind of consumer | Testing new good market | |

| | | | |
|--------|---|---------------------------------------|---------------------|
| P12 | Presenting the sportswear in target market | Commercialization | |
| P15 | Producing sportswear for low-income or middle-income group of people | Attracting low-income group of people | |
| P1 | Discovering the reasons for more demand of competitor's good by consumer | Study of competitor's sportswear | Competitive factors |
| P3 | The view of companies for producing the idea to top management | | |
| P5 | Identifying the strengths and weaknesses of competitor and strategies and their marketing mix | | |
| P9 | Using high quality sportswear and promotional advertisement for threatening competitors | | |
| P7,P10 | Using specialized human resource | Specialized facilities | Facilities |
| P14 | Capital | | |

Centralized coding involves the arrangement of categories besides each other logically and linking them with other categories, validating the relations and filling the blanks with categories require modification and expansion (Charmaz, 2006). This step is, in fact, the most abstract level of coding, through which the relationships between the created categories

are described. In order to achieve the desired integrity in this step, it is necessary for the researcher to establish the main phenomenon and commit himself to it. The output of this step is theorizing.

In this section, the categories are combined and the content of each is placed in the form of centralized codes. The centralized coding is described in Table 2.

Table 2. Centralized coding

| Marker | Concept | Categories | Centralized Coding |
|--------------|--|-----------------------------|---|
| P4 | Recognizing the customer demand | Knowledge of need or demand | Components related to characteristics of sportswear |
| P6 | Sportswear designing based on market need and demand | | |
| P12,P15 | Demand conditions | | |
| P4 | Identifying the target market | | |
| P5 | Recognizing the boundaries of the customers | | |
| P15 | Attracting low-income group of people | | |
| P9 | Recognizing the competitors | Knowledge of competitors | |
| P1,P3,P5,P7 | Studying the competitors' sportswear | | |
| P1 | Market division | | |
| P2,P5,P9,P11 | Sportswear characteristics | | |
| P4 | Idea generation | | |

| | | | |
|--|--|--------------------------------|--|
| P4 | Experimental production of sportswear | Sportswear idea implementation | |
| P7 | Idea screening | | |
| P9 | Creating new sportswear strategy | | |
| P12 | Commercialization | | |
| P2,P3,P4,P5, P6, P7,98,P9,P10, P11,P12,P13, P14,15 | Sportswear quality | Sportswear service | |
| P1,P3,P4,P5, P6,P8, P9 | After-sale services | | |
| P11,P15 | The conditions to return or replace the sportswear | | |
| P5,P8, P10, P14,P15 | Sportswear designers | Providing facilities | |
| P7,P10,P14 | Specialized facilities | | |
| P5 | Creativity and dynamicity in environment | | |
| P9 | Observing the copyright law | | |
| P14 | The use of elite experts | | |
| P8 | Reducing the costs | | |
| P12 | Sharing the resources | | |
| P3,P5,P7,P9, P10 P13,P15 | Earning the credibility | | |
| P6 | Using the experience of successful brands | Introducing the sportswear | |
| P4,P7,P10,P11,P13 P14 | Message transfer | | |
| P6,P10,P12 | Promotion | Pristine advertising | |
| P7,P2,P11 | Honesty in advertising | | |
| P10,P3 | End of traditional advertising | | |
| P10,P12,P15 | Store advertisement | Sportswear expansion ways | Components related to sale of sportswear |
| P5,P12,P15 | Brand expansion way | | |
| P5,P7,P9,P10 ,P11 P12,P13,P14, P15 | Store arrangement | | |
| P5 | Match between brand and store name | | |
| P9,P12,P14,P15 | Customer-oriented method | | |
| P4,P6,P10,P15 | Granting agency | | |
| P3 | Stimulating the customers | | |

| | | | |
|------------|---|---|--|
| P9 | Recognizing different preferences and interests of purchasers | Customer understanding | |
| P11 | Lack of need for high investments | Online sale | |
| P6 | Brand registration in sites such as Google | Accessibility | |
| P6 | Online chat system in website | | |
| P11 | Creating trust by being accessible | | |
| P7 | Experience of convenient and fast purchase | Online payment conditions | |
| P12 | Designing the brand website adjustable to smart phone | | |
| P15 | Observing the views of other purchasers of sportswear | Displaying the views of other customers | |
| P10,P14,P9 | Monitoring the sales force performance | Monitoring the sale | |
| P6 | Sales force control and evaluation | | |
| P5 | Sales force reports | | |
| P2,p15 | Specialized human resource | | |
| P7,P15 | Moral behavior | | |

The data were classified after initial, conceptual, categorical and centralized coding. In fact, the aim of theorizing was to generate the theory, not simply to describe the phenomenon. In order to convert the analyses to theory, the classes need to be regularly linked. Theoretical coding (selective coding) based on the results of the two previous coding steps, is the main step of the theorizing. Accordingly, the axial class is systematically linked to other classes in which these relationships are provided within a narrative framework and the classes requiring improvement and development are modified (Danaiefaret, 2004 a: 25). In grouping the codes, the centralized codes derived from the interviews are grouped. Then, the created groups were compared with each other, so that the main groups and dimensions of each were identified and extracted. In addition, referring to the theoretical literature was very helpful in accurately grouping in this step.

Table 3. Theoretical coding of components related to sportswear and sales of sportswear

| Sportswear Components | Sportswear Sale Components |
|------------------------------|-----------------------------------|
| Knowledge of need and demand | Sportswear expansion ways |
| Recognizing the competitor | Value creation |
| Idea implementation | Customer understanding |

| | |
|--------------------------|-------------------------------------|
| Sportswear service | Online sale |
| Providing the facilities | Accessibility |
| Introducing sportswear | Online payment conditions |
| Pristine advertising | Displaying views of other customers |
| | monitoring on sales |

Based on the analysis of interviews through the constructive theory method, the components of sportswear include: Knowledge of needs: Understanding the needs of customer is the most important step in the production process. Customer will purchase a product when his or her needs have been met. Successful companies are always trying to identify the needs and demands of their customers. They research on the consumer and consider different groups of customers. Recognizing the competitor: it involves identifying the strengths and weaknesses of the competitor, their strategies and their marketing mix, finding the reason for more demand for more competitors' sportswear by the consumer. Idea implementing: Producing a product demanded by consumer, experimental production of product and selecting the best product based on customer views. Sportswear services: Performing the proper function, appropriate durability and price for each good, multi-functionality of sportswear and their power to meet the needs, ease of use, maintenance and repair of sportswear, safety and health of sportswear, providing new sportswear or services with a problem solving approach, and strengthening the strengths. Providing facilities: includes all specialized and up-to-date facilities, capital, experienced human resources and other related cases. Identifying sportswear: it

includes all activities for introducing sportswear to people and using items such as the use of famous and popular people. Pristine advertising: Providing real advertising to gain trust in the target market, advertising with creativity and innovation to stay in mind, as well as special promotional programs for every age group, lack of disturbing advertisement, advertising videos, advertising on bags and shopping bags and attractiveness in opening of the store.

Based on the analysis of interviews using constructive theory, the components of the sportswear sale include: Good expansion ways: It includes activities such as decor and arrangement of store, brand match with store name, customer orientation and granting agency. Value creation: brand names create a shortcut in the consumer decision-making process in a highly complex market environment. Facing with products which are similar in all aspects, consumers often select the brands known for them and they respect and approve these brands. It is argued that loyalty of customers is high for companies, whose brand has been approved. Given the cases such as entering to new markets and what was stated above, a value can be created for a brand. Understanding the customer: it involves recognizing the various preferences and interests of purchasers. Accessibility: Creating trust with accessibility, online chat system on the

website, and brand registration on sites like Google. Online payment conditions: designing brand website adjustable with Smartphone and experiencing the convenient and fast purchasing. Displaying the view of other customers: displaying the views of customers who have used the

sportswear. Sales monitoring: It includes reports received from sales forces including financial report, report of attracting new customers, report of customer's cutting the relation, report of customer's satisfaction as well as conducting survey research about customers' satisfaction of sellers.

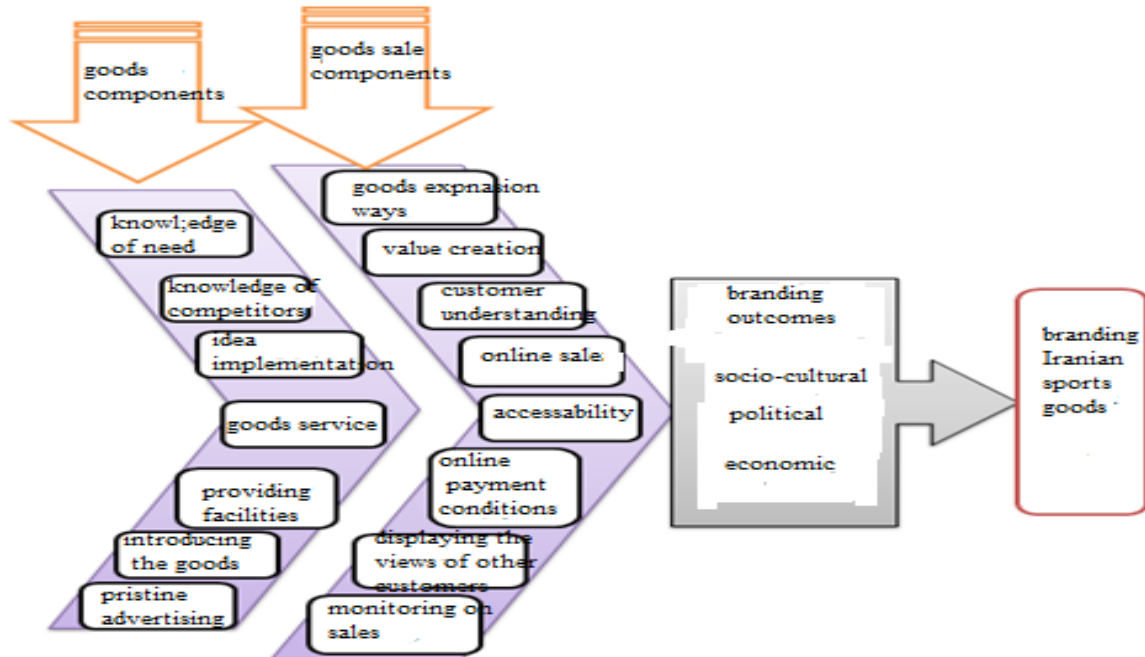


Fig. 1. Final model of sportswear branding and the sale of Iranian sports products

Discussion and Conclusion

Branding is an activity in which an image of brand is created in the heart and mind of the customer. In fact, the brand is the perception, which the customer has in his or her mind, due to the previous experiences of using the product. The customer is encouraged to purchase the product in branding. In Iran, most people consider the concept of brand and think that the brand is just a name or mark, while the brand's concept is so broad. In fact, trade name or mark is one the components of the brand. The goal of branding is to influence people's perceptions, and needs of people should be first recognized so that the created brand to remain in the minds. Understanding the needs of customers affects quality. argues that

consumers are not merely seeking for purchasing a product, but they also want to meet their needs or solve their problems. Based on the results of the research, understanding the customer needs is the most important step in the process of producing sportswear and even selling sportswear (Salar, 2006: 10). The customer will purchase the produced sportswear only when his or her needs have been taken into consideration. In order to satisfy customers in fully meeting of their needs, accurately identification of the demands, expectations, tendencies, abilities and their limitations in the purchase of sportswear is necessary. By achieving such information, the factors affecting the behavior of the consumer can be

identified well and used in adopting marketing decisions in companies (Izadi, Behzad & Hossein Deilami, 2015: 9). The second step related to the components of the sportswear is the knowledge of competitors. Knowledge on competitors, either directly or indirectly, is only a small part of the competitive research process.

This hard work is worth of obtaining information about competitors, such as brand position, producing process, material used in the production of sportswear, price and other important cases. The use the experienced and skilled design team, specialized facilities and up-to-date technology, the creativity and dynamism in the workplace, observing copyright law, and the use of successful brands are important in production of the required sportswear. The next step is the implementation of the idea or the creation of the sportswear required by people. In other words, objective concepts are given to the idea or sportswear at this step. This step involves a multi-step process. In the first step, the search for the idea of producing new sportswear should be done systematically rather than haphazardly. In the next step, the type of sportswear and markets should be identified exactly. The next step involves minimizing the number of collected ideas.

Screening the ideas is the first step of reducing the number of ideas. The main goal of screening ideas is to separate good ideas and excluding the weak ideas as far as possible, since the costs of creating new sportswear in the next steps increase. Hence, the company is only interested in developing ideas that can be turned into profitable sportswear. In the next step, the idea or good is tested and proper concepts are given to the idea. In the testing step, the sportswear are branded, packaged, and priced. Then, the

sportswear will be produced massively if receive good feedback from the customers. The quality of sportswear and after-sales services should be considered in order to achieve better success and high quality sportswear. In this regard, Darke and Chung (2005:23) concluded that low quality, especially when there is no guarantee of the sportswear' quality, results in reducing the value of the transaction. They also examined the youth's purchasing behavior in sports shoes and concluded that product quality is the most important element affecting the purchasing. Vamshikrishna (2008:6) argues that the reasons for using foreign sports sportswear from perspective of consumers are higher match between foreign sports sportswear and sports standards, high quality and durability of foreign sports sportswear. indicated that according to the producers' perspective, lack of competition among producers to provide better products, non-match between price and the characteristics of sports sportswear, the lack of proper communication between producers and sports centers, poor advertising in the media, inappropriate distribution of domestic sports sportswear, especially in the cities, were the most important reasons affected male customer's preference foreign in choosing sports sportswear. Introducing the sportswear to customers by using specialized and different ways is one of the important steps (Khodaparast et al., 2015: 19).

Companies make the consumers aware of brand through marketing activities and they create a good image of brand in their minds. In order to gain knowledge of brand, pristine and non-exaggerated advertising can be used. Advertising is one of the most obvious promotional activities playing major effect in creation of brand value from the consumers' perspective. The cost spent on advertising

leads to a positive view of the brand quality; also, brand knowledge is enhanced when the volume of advertising is high (Chattopadhyay et al., 2010:32). Widely use of sports celebrities in advertising to compete with luxury brands and finding a good candidate are important for many brands.

The second factor is the components related to sportswear' sale. Based on findings of the present study, they include the ways of sportswear expansion, value creation, customer perception, online sales, accessibility, online payment conditions, displaying other customers' views and monitoring the sales. Marketers have few seconds to draw attention of the people crossing in front of store. Nowadays, any seller waiting to purchase his sportswear by chance will not remain in the competition. Thus, producers and sellers of sports sportswear need to gain knowledge of their purchasing priority and take action in this regard. Jafarpour and Zavareh (2011: 23) concluded that the store image and sales promotion had a more positive and stronger effect than other elements on the brand value of the store. Nezami (2013:4) showed that

store image, rate of distribution, advertising and sales promotion had significant effect on brand equity. To evaluated the effect of brand equity on the Chinese clothing market. He found that the store image had a positive effect on brand value in China (Tong, 2006:18).

The skills of sales employees represent their ability to provide sales, to recognize the customer needs, to offer sales, knowledge about the sportswear, management, or the appropriate allocation of time, and the willingness to provide support for customer (Pettijohn et al., 2002: 19). The sales performance has become more important with the intensification of competition. While several factors affect the sales performance, researchers have classified these factors into five categories, including motivation, inherent sales talent, sales skills, role clarity, and individual, organizational and environmental variables. The results of studies suggest that sales skills are the second most important variable among the five variables that affect the sales performance (Rentz et al., 2002: 32).

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برندسازی کالا و فروش کالای ورزشی در ایران: مبتهی بر نظریه گرنرد تئوری

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چکیده

تاریخ برندسازی در ایران به چند دهه می‌رسد و صاحبان کسب‌وکار به‌تازگی به اهمیت فراوان آن پی برده‌اند. در این تحقیق سعی بر این است که به جنبه علمی برندسازی افزوده و موضوع برندسازی روشن و اصول برندسازی شناسایی شود و نیز برای افرادی که تصمیماتی مرتبط با برندسازی دارند راهنمایی باشد؛ بنابراین هدف از اجرای این تحقیق ارائه مدلی برای برندسازی کالا و فروش کالای ورزشی در ایران است. این تحقیق در دسته تحقیقات بنیادی و بر مبنای جست‌وجوی داده، دارای ماهیت ترکیبی است. این نوع از مطالعه اغلب شامل روش‌های از پیش تعیین شده و نوحاسته، سؤالات باز و بسته، شکل‌های مختلف داده‌ها، تحلیل محتوایی و آماری و نتیجه‌گیری نهایی براساس یافته‌های به‌دست‌آمده از دو رویکرد کیفی و کمی است. تحقیق حاضر با رویکرد طرح اکتشافی تدوین ابزار انجام شد که براساس این طرح جنبه کیفی تحقیق انجام شده است. جهت نمونه‌گیری برای انجام مصاحبه‌های عمیق از روش نمونه‌گیری هدفمند و فن نمونه‌گیری گلوله برفی استفاده شد. در مجموع ۱۵ مصاحبه با خبرگان و متخصصان انجام شد. در واقع نمونه‌گیری تا جایی ادامه یافت که پژوهش به اشباع نظری و کفایت رسید. نتایج نشان داد که برندسازی کالا به هفت سطح و فروش کالای ورزشی به هشت سطح دسته‌بندی می‌شود. مؤلفه‌های فروش کالا شامل ایجاد ارزش، درک مشتری، فروش آنلاین، دسترسی، شرایط پرداخت آنلاین، نمایش نظرات سایر مشتریان و نظارت بر فروش است. همچنین نتایج نشان داد که برای برندسازی کالاهای ورزشی ایرانی باید همه سطوح آگاهی از نیاز مشتریان، اطلاع از فعالیت‌های رقبا، خدمات مربوط به کالا، فراهم کردن امکانات، شناساندن و تبلیغات اصیل باید انجام گیرد تا در نهایت به برندسازی در تمامی ابعاد و سطوح منجر شود.

واژه‌های کلیدی: فروش کالا، روش کیفی، برندسازی، فروش کالا

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