

Identification of Factors Affecting on Athletes Affiliation to Brand of Sports Gyms in Rasht

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Today, organizations act differently in their practices and practices to achieve competitive advantage. In today's highly competitive market environment, goods and services alone are not enough to attract a new market or even to maintain current markets and customers, the emotional and emotional aspect of products is the key distinction of the final choice of the product and the price consumers are willing to pay, The focus is on the development and promotion of trademarked goods that meet the consumer's emotional and emotional needs. Several factors are effective in order for customers to be affiliated with the brand of a product or service. Accordingly, the purpose of this research is to identify the factors affecting the emotional attachment of athletes to the brand of sports gyms in Rasht. For this purpose, 343 bodybuilding athletes in Rasht were ed randomly 10 gymnasts clubs in Rasht. To collect information, a researcher-made demographic questionnaire, a questionnaire on affective affective factors and an emotional affiliation questionnaire were used. Path analysis, correlation coefficient and regression analysis were used to analyze the data using AMOS software. The results showed that the quality of service, satisfaction, trust, price, and brand attributes are effective on affective affinity, and among these variables is the effect of service quality, trust, price and satisfaction. Therefore, it is necessary to consider these issues in order to establish emotional attachment to athletes by clubs.

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