



Effect of Consumers Beliefs than Propaganda through Sport on Promotion of Special Brand Value

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ABSTRACT

The aim of this study was to influence the beliefs of consumers towards advertising through sport (football) on enhancing brand equity in the province of Western Azerbaijan. Research in terms of data collection, survey and the method of research is descriptive. To achieve the goals of users research products and services 386 Irancell been exposed to advertising its soccer, For example, were considered. In this study, a combination of methods is used cluster sampling and available. To determine the sample size formula is used to measure the Cochran unlimited community. To analyze the data and test hypotheses and research model test structural equation modeling (SMS) and confirmatory factor analysis (CFA) was used. The results indicate a significant and positive impact beliefs product information, role and social image, hedonism, Utility for the economy, the attitude toward advertising through football and significant negative impact and cause harassment, materialism and false, the attitude toward advertising through football and significant positive impact on attitudes toward advertising through football was on the components of brand equity.

Keywords: Believe consumers through sports advertising, brand equity; Football

INTRODUCTION

Today, production is not enough product offering and companies to survive in a competitive environment, we must attract customers. Propaganda is considered part of successful marketing and especially drummer successful companies export, as well as improving the quality of its products for designing and implementing marketing systems are dynamic and highly effective. Propaganda companies helps their brand equity in accordance with previous studies and literature research Currently consists of four components of perceived quality, brand awareness, brand loyalty, facing the association, is heal. Today, companies are trying to loyal customers or new markets for its made adopt. One of the aspects that help customers to companies that vision takes shape your advertising practices. For advertising purposes, there are various tools and techniques and each of these tools and methods, advantages, disadvantages and appropriate enforcement mechanisms specific to their own [1].

For years, powerful advertising as a communication tool to promote products in the effort to achieve the goals Such as increased sales or strengthen brand equity used. Sometimes the question is really what the advertising on the customer do? Several studies consumer attitudes toward advertising to answer the question put to test, Understanding a person's attitude toward advertising is a good measure for determining advertising effectiveness, It is believed that a strong attitude toward advertising affect individual consumer behavior [2]. One of the solutions proposed by researchers to overcome the limitations of traditional advertising models offered Change is in the media and ad serving platform, One of the amazing advertising media that has been growing less attention in the studies of exercise. Advertising through exercise good platform to attract customers to provide. Sports because of its flexibility, wide being friendly, Advertising has become an important platform for many companies is, Mainly

amateur or professional people to watch sporting events are exposed to lots of Advertising. Advertising people greeted the day through exercise Because they play more sport to watch Advertising. Exercise changes in consumer attitudes toward advertising companies has positive effects on brand equity [3].

Advertisers are continually becoming an important communication tool for achieving important goals Such powerful brand image and increase sales of products. As technology advances and increasing competition for consumer attention, Ads included in the communication challenges negative attitudes toward advertising, there are chaotic. Based on previous research [4] while consumer attitudes toward advertising evolve at any moment is still negative and this negative attitude toward advertising is being spread to other mass media (multiple) is. The results of this study reveal beliefs influence factors that shape attitudes towards advertising through sport, company attention to these components is more and more evident. Each company is required to provide detailed information product, create a positive image of the product, Create a sense of joy and highlighting the economic utility of the product and reduce false sense of Advertising and materialism deem a nuisance factor in customers to help improve attitudes toward advertising and consequently a better attitude toward advertising through sports will benefit from improved brand equity So that customers loyal and aware of the quality of products whenever these products top brand evokes in your mind for they have. In recent years the growth of the sports industry has resulted in an increase in advertising through sport. This growth indicates that potentially some companies have realized the importance of advertising through sport [5]. Exercise is one of the most important advertising platform because advertising and devotion to a sport or sports teams can Resolves an initial negative reaction to a person's education to promote a positive attitude towards advertising Through the use of advertising elements such as customer favorite team or athlete is [6].

METHODOLOGY

Research in terms of data collection, survey of research methods, descriptive research. The population in this study due to the variables, all customers are Iran cell services in West Azarbaijan province which is exposed through sport (football) have been MTN and number of these people is unknown and unlimited and using Morgan table 386 is chosen. In order to measure the variables of product information from third item, image and social role of 2 items, Hedonism of 2 item 3 item nuisance factors, the desirability for Aqtsadaz 3 item, Materialism and falsification of 4 items from 2 item, all the items by Piven and James (2009) have been developed have been used. To measure attitudes toward advertising than 3 items developed by Buile et al. (2011) and to measure brand equity is also variable with a combination of 14 items by Buile et al. (2011), Aaker (1991) and Kimpacoren and Taker (2010) was developed. The data were collected through questionnaires that the study of literature, 37 items about beliefs influence consumers towards advertising through sport is detected. The content validity of the questionnaire approved by the professors of sport management and then its validity by Cronbach's alpha was 0.83 times. In order to analyze the data and test hypotheses Descriptive statistics of mean and standard deviation, and frequency and percentage and .. were used and to analyze the assumptions of tools confirmatory factor analysis and structural equation modeling was used.

Finding

The results of the demographic data in Table 1 are shown.

Table 1: Demographic variables

Variable	Age Range	Number	Percent
Sex	Man	386	100
	Woman		
Age	Low 30 age	236	61.13
	30-45 age	98	25.38
	Up 45 age	52	13.49
Education	Diploma and lower	89	23.05
	Know-how	33	8.54
	Masters	189	48.96
	Senior and higher	75	19.45

According to Table 1 as can be seen, age range for less than 30 years with 61.13 percent and the lowest frequency of 236 and more than 45 years of age with a frequency of 52 and 13.49 percent. The highest level of undergraduate studies with a frequency of 189 is 48.96 percent and the lowest level of education to associate with a frequency of 33 is 8.54 percent. Confirmatory factor analyses to determine the fit of the model to fit indices were different. In general, each of the indices obtained for model fitness model alone is not reason but these indicators will have to interpret.

Table 2: The relationship between the variables and assumptions

Assumptions(Relations)	correlation coefficient	level of significance	Test result
Product information with a Attitude to advertise	0.383**	0	Entity significant relationship
Social role with Attitude to advertise	0.231**	0.16	Entity significant relationship
Hedonism with Attitude to advertise	0.396**	0	Entity significant relationship
Nuisance factor with Attitude to advertise	-0.225**	0.18	Entity significant relationship
Utility for the economy with Attitude to advertise	0.194**	0.44	Entity significant relationship
Objectivism with Attitude to advertise	-0.134**	0.65	Entity significant relationship
False with Attitude to advertise	-0.116**	0.83	Entity significant relationship
Reputation with Attitude to advertise	0.181**	0.6	Entity significant relationship
Popularity with Attitude to advertise	0.161**	0.95	Entity significant relationship
Attitude to advertise with brand equity	0.462**	0	Entity significant relationship

** Significant at a confidence level 0.99, * Significant at a confidence level 0.95

Test hypotheses

First to examine the relationship between the variables of each hypothesis, the correlation coefficient was used. The results of the correlation coefficient are shown in Table 2. Relationships between all variables are significant. Given the significance of the relationship between the variables of the study hypothesis, the hypothesis of the study will be discussed.

Table 3: Test research hypotheses

Hypotheses	Statistics t	Coefficient of determination	Test result
Impact of product information on Attitude to advertise	2.53*	0.12	Confirmation hypotheses
Role and social image on Attitude to advertise	2.23*	0.07	Confirmation hypotheses
Hedonism impact on Attitude to advertise	4.18**	0.25	Confirmation hypotheses
Impact of harassment on Attitude to advertise	3.05**	-0.16	Confirmation hypotheses
Favorable impact for the economy on Attitude to advertise	1.33	0.22	Lack Confirmation hypotheses
Impact of materialistic	2.56*	-0.15	Confirmation hypotheses
Impact of false	2.14*	-0.23	Confirmation hypotheses
Impact of Reputation	3.13**	0.21	Confirmation hypotheses
Impact of popularity	1.43	0.16	Lack Confirmation hypotheses
Impact advertise on brand equity	3.55**	0.36	Confirmation hypotheses

** Significant at a confidence level 0.99, * Significant at a confidence level 0.95

The results of hypothesis testing based on structural equation shown in Table 3. T statistic assumptions with respect to the first, second, sixth and seventh in 95% and assumptions third, fourth, eighth and tenth were confirmed in 99%. But none of the assurances the assumptions of five and ninth in 95% and 99% is not significant and are rejected. So we can conclude that variable product information, role and social image, materialism and False in confidence 0.95, and hedonism, the nuisance factor and reputation in reliability 0.99 on Attitudes to advertise in confidence 0.99 Impact on brand equity. Favorable impact was not significant for the economy and the popularity of advertise.

According to The path can be concluded that impact of product information, role and social image, hedonism and reputation on attitudes toward advertising and the impact of advertising on attitude toward the brand equity of linear, positive and direct; that's mean number of independent variables at a rate of 1%, the dependent variable is the path coefficient% increase and conversely; For example, by improving the rate of 1% variable product information, To 95% improved attitudes toward advertising 0.12. Factors harassment, false and materialistic attitude to the promotion of linear, negative and direct; that's mean by increasing the independent variable, dependent variable decreases and vice versa; For example, with a decrease of 1% of ad interruptions, Probably 99% attitude toward advertising to 16/0 heals, Assumptions related to the other path coefficients can be interpreted in the same way. Coefficient of determination of the impact of all beliefs on attitude toward advertising against 0.37. This value indicates that the independent variables product information, role and social image, Hedonism, of harassment, materialism, false and reputation have together 0.37 advertise predict the dependent variable changes and the remaining 63% is forecast error. Coefficient to determine the effect on attitudes toward the advertised brand equity is also 0.21 that this shows that the attitude toward the ad could predict 21% of changing brand equity and the remaining 79% is the forecast error.

DISCUSSION AND CONCLUSIONS

The results of the analysis of data collected showed that beliefs product information, role and social image, hedonism, of harassment, materialism, false and the reputation of football promo significant impact on the

consumer's attitude to the whole advertisement. Operating beliefs harassment, materialism and false negative effect and beliefs product information, role and social image, hedonism and reputation, have a positive impact on attitudes toward advertising. Sections were also significant effects for the economy and the utility beliefs, Moreover, the results showed that the impact of advertising on attitude toward brand equity is significant. Accordingly, it can be concluded that by improving the seasoned intelligence, social imagery appropriate, More fun to weaken the annoying and irritating agents, reducing believe in materialism and consumerism, Observance the principle of honesty and, ultimately, the more well-known personalities in advertising through football Leading to a more positive and more favorable attitude towards the audience and people ranging from football and non-football advertising has and this positive attitude toward advertising as well as improvement in brand equity will follow.

- In the first hypothesis variable product data is positive and significant impact on the attitude toward the advertise that mean significant positive correlation between the variable product information and attitudes toward ads there. Variable high and acceptable product information on the status of the resulting effects on attitude toward the advertise.
- In the second hypothesis changing social role and image on attitude toward advertising has a significant positive impact on the confidence level of 95%. That is a positive correlation between social role and image and attitudes toward ads there. Changing social role and image in high standing and acceptability of the resulting effects on attitude toward the advertise.
- In the third sub-hypothesis hedonism variable on attitude toward the advertising and significant impact of the 99%. That's mean positive relationship between hedonism and attitudes toward advertise there. Variable hedonism in high standing and acceptability of the resulting effects on attitudes toward advertising is.
- The fourth sub-hypothesis variable nuisance factor and significant negative impact on attitude toward the advertising. That's mean negative correlation between the variables and attitude toward advertising is a nuisance factor. This factor is in the negative and weak.
- In the fifth hypothesis utility variable for the economy is positive and significant impact on the attitude toward the advertise. Thats mean A significant positive correlation between the economy and the utility's attitude toward advertising there. It is well located and operating in a positive place.
- In the sixth hypothesis materialism variable on attitude toward the advertising and significant influence of 99%. That's mean that is a significant and negative relationship between materialism and attitudes towards advertising is variable. This factor is in the negative and weak.
- In the seventh variable false hypothesis on the influence of attitude toward the advertising and significant at a confidence level of 95%. That's mean negative correlation between attitudes toward advertising is false. This factor is in the negative and weak.
- In the eighth hypothesis attitude toward the advertising is variable and significant positive impact perceived quality is 99%. That's mean significant positive correlation between attitudes toward advertising and perceived quality there. This Factors is well located and operating in a positive place.
- In the ninth hypothesis on the changing attitude toward promoting brand awareness is 99% and significant positive impact, that mean The significant positive correlation between attitudes toward advertising and brand awareness is variable. This Factor is well located and operating in a positive place.
- In Tenth hypothesis yet changing attitude toward brand association and significant impact of the 99%. That's mean A significant positive correlation between attitudes toward the ad and brand association there. This Factors is well located and operating in a positive place.
- In the eleventh hypothesis yet changing attitude toward brand loyalty and significant impact of the 99%. That's mean A significant positive correlation between attitudes toward the advertising and brand loyalty there. Loyalty to the brand in the high status and acceptability of the resulting effects on attitude toward the advertising.

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