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The Effect of Brand Coolness and Brand Advocacy on the Brand Equity of Esteghlal Sports Club with the Mediating Role of Brand Love

Mohammad Bashokouh Ajirloo^{a*}, Mehrdad Naserpour^b

^a Associate professor of Business Management Department, Faculty of Social Sciences, Mohaghegh Ardabili University, Ardabil, Iran.

^b Ph.D. student in Business Management, Faculty of Social Sciences, Mohaghegh Ardabili University, Ardabil, Iran.

Abstract

The aim of the present study is to investigate the effect of brand coolness and brand friendliness on the special value of Esteghlal Sports Club brand with the mediating role of brand love. The research method is descriptive-correlational in nature, and in terms of purpose, it is classified as applied research. The statistical population of this study is the fans of Esteghlal Sports Club, so the population is considered unlimited, and based on Cochran's formula, 384 people were selected as the sample size. A 42-question questionnaire was used to collect information. The content validity of the questionnaire was confirmed by the relevant professors, the construct validity was confirmed by using factor analysis of structural equations, and its reliability was confirmed by Cronbach's alpha of 0.84 for the entire questionnaire. In addition, the study used the convenience sampling to collect the data. The collected data were analyzed based on structural equation modeling with AMOS26 software. The results showed that, in general, the coolness of the brand and the popularity of the brand had an effect on the special value of the brand with the mediating role of brand love from the point of view of Esteghlal club fans. Therefore, by creating a sense of comfort and coolness in the fans and favoring the brand, it creates the basis of love and good feeling towards the club's brand, products and services. and these factors increase the special value of the club's brand.

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Keywords: Brand composure, Brand advocacy, Brand equity, Brand love, Esteghlal Sports Club;

1. Introduction

In today's world, one of the main assets of any organization is its brand. Brand is one of the important communication tools in customer relationship management. Many researchers consider brand equity as a key indicator of marketing performance, a source of competitive advantage, and a vital part of business success

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* Corresponding Author.

E-mail Address: mohammadbashokouh@gmail.com

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