

## The Effect of Brand Identifiability Stimuli of Sports Clubs on Loyalty and Intention to Buy Sponsoring Companies' Products

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**Abstract:** Sponsorship activities have rapidly emerged as a prominent form of marketing communication aimed at effectively reaching target customers. In contemporary marketing strategies, sponsorship is increasingly recognized as a valuable tool for achieving corporate objectives. This research aims to examine the impact of brand identification stimuli from sports clubs on customer loyalty and the intention to purchase products from sponsoring companies. This study adopts a descriptive-survey methodology, focusing on fans of sports clubs in Mazandaran Province. The sample was determined to be 400 individuals, utilizing Cochran's formula for determining sample size in populations with an infinite number of members. A targeted non-random sampling technique was employed. A researcher-developed questionnaire was designed based on a comprehensive review of existing literature. The validity of the questionnaire was affirmed by ten professors in sports management, and its reliability was validated through Cronbach's alpha coefficient. To assess the normality of data distribution, the Kolmogorov-Smirnov test was conducted, with subsequent data analysis performed using SPSS software. The findings reveal a significant relationship between the four dimensions of brand identity associated with volleyball and football clubs and the sense of belonging fans experience toward their clubs. Furthermore, this sense of belonging influences fans' attitudes and behavioral intentions regarding the products and services offered by their preferred clubs' sponsors. The study recommends that sports marketing managers and club administrators consider the social interests of fans and facilitate the formation of specialized clubs to foster interaction among supporters. Such initiatives could enhance customer engagement and help achieve marketing objectives. Consequently, it is imperative for managers to develop a nuanced understanding of the relationships and experiences fans share with their favorite teams, enabling the establishment of long-term and sustainable relationships.

**Keywords:** brand identification, self-definition needs, club membership, sports sponsorship, consumer purchase intention

## **1. Introduction**

The sports industry can be broadly categorized into two main sectors: the sports service industry and the sports goods production industry. Collectively, these sectors encompass a range of activities, including entertainment, sports fitness, the organization of competitive sports events, and the integration of sports with other industries. These dimensions serve as indicators of the overall development of the sports industry (Tarighi et al.,2021).In contemporary society, sports and its multifaceted aspects have garnered significant attention across various domains. The sports industry represents a unique market where the services offered are intrinsically linked to sports in diverse ways (Tarighi and Shirdel,2022). Each brand within this industry evokes specific attributes and associations in the minds of consumers. Factors such as athletes, coaches, sporting venues, and other elements related to teams and clubs contribute to the formation of a distinctive identity and personality for these entities, which resonates deeply with their fans (Tarighi, Sheikh, and Salehi,2022).

The primary objective of club management is to cultivate brand relationships, enhance fan loyalty, and effectively manage fan behaviors to establish an emotional connection between the club brand and its supporters, thereby securing a competitive advantage (Tarighi, Ahmadi, and Salehi,2022). Sports fans exhibit a variety of behaviors to demonstrate their support for their favorite clubs. Commercial brands that officially sponsor these sports teams aim to attract and foster relationships with the fans of those clubs (Tarighi, Kerami, and Salehi,2021).

Communication between sports teams and their fans is a critical dimension of professional sports, garnering significant attention in contemporary research and studies. The unique relationship between professional sports teams and their fans encompasses various phenomena, including the identification and connection that fans feel with their teams. This bond often leads fans to incorporate their favorite teams into their self-concept, using the identity of the team as a means of self-definition. From a commercial perspective, managing the relationship between the team and its fans is crucial for fostering fan loyalty, which in turn can enhance revenue through ticket sales and merchandise (Black and Willats,2017).

The affiliation of fans with their clubs offers numerous benefits, particularly in terms of increasing revenue and attracting reputable sponsors. When fans demonstrate commitment to a club, there is a corresponding rise in ticket sales for matches and merchandise related to the club. Ultimately, a club that boasts a larger fan base and audience garners greater media attention, which in turn attracts sponsors. Securing reliable sponsors is crucial for clubs, as it not only boosts their income but also enhances their reputation through the credibility associated with the sponsoring companies.

The widespread acceptance of sporting events and the recognition of influential athletes as opinion leaders have created opportunities for various organizations and companies to support these events both financially and non-financially. They engage in commercial exchanges with prominent athletes or well-known coaches, who serve as endorsers of products and services. This strategy broadens their audience reach and amplifies the impact of their promotional efforts. In today's competitive landscape, where various production and service industries face complex challenges, the connection with popular sports clubs holds significant value for companies and commercial brands. As consumers navigate an overwhelming influx of information, leveraging sports as a distinctive and appealing medium for communication can provide substantial advantages for major global corporations (Ko and Lee,2019).

The significance of discussing sports as a key source of income and a powerful promotional and advertising tool for various manufacturing and service industries is underscored by the rapid growth of the sports industry and the expansion of sponsorship activities globally (Kocharska et al.,2020). Historically, marketers assessed the effectiveness of sponsorship primarily through quantitative indicators, such as sales figures and stock prices. However, recent studies have shifted focus, recognizing the vital role of attitudinal indicators in evaluating sponsorship outcomes. Researchers now consider a range of behavioral and attitudinal results as byproducts of sponsorship, which include media visibility, brand awareness, associations with identity and image, brand loyalty, purchase intentions, and positive word-of-mouth marketing (Baudt and Seguin,2021). These insights highlight that the impact of sponsorship extends beyond immediate financial

gains, affecting consumer perceptions and behaviors in more nuanced ways.

Sports marketing itself represents the specialized application of marketing principles and processes in relation to both sports products and non-sports products, often through financial support within the sports domain (Tarighi, Talebi, and Salehi,2022). This holistic approach to sports marketing not only enhances brand visibility and equity but also fosters deeper connections with consumers through the emotional appeal and community ties associated with sports.

Brands serve as the central mechanism for generating profit and are regarded as the cornerstone of the modern economy (Tarighi et al.,2021). Each brand possesses its own unique personality, with brand names that effectively define and distinguish their identity and objectives. Such brands that present a relatable and approachable image are more likely to cultivate rich and beneficial relationships with their customers (Sajadi et al.,2015).In the sports industry, brand development should be centered around concepts that resonate meaningfully with the members of the target market (Malki, Hosseini, and Tarighi,2020). The value of a brand grows through customer loyalty, positive perceptions, the capability to attract new customers, the potential to command higher prices, ease of market entry, and the ability to deter new competitors (Tarighi and Sajjadi,2022). Moreover, increased managerial efficiency, aesthetic appeal, and the ideological impact of “branding” compel marketing researchers to continually reassess and refine the theory and complexities surrounding this multifaceted construct (Tarighi et al.,2021).

Successful and robust brands possess two key human-like attributes: heart and intellect. Such brands can effectively engage both the emotions and rational thinking of consumers (Sajadi et al.,2012). By connecting a brand with events through sponsorship, companies can capture consumer interest and attention through activities that hold significance for their audiences. Sponsorship helps to mitigate media clutter and confusion, facilitating an environment where a brand can communicate clearly and effectively with its intended audience, allowing it to differentiate itself from competitors.

Sponsoring events can encompass a variety of domains, including sports, arts, culture, and entertainment; however, sports remain the most prominent area for sponsorship efforts, with

approximately 75% of sponsorship activities dedicated to this sector (Minghan and Oslovin,2013). This strong focus on sports reflects the capacity of this industry to engage audiences and generate significant brand affinity.

The brand identity of sports teams is significantly influenced by the level of information, knowledge, and awareness possessed by their audience and consumers. A sense of belonging and connection to a brand emerges from an understanding of the organization’s identity and characteristics (Abola,2016). Within the framework of social identity, the process of social categorization allows individuals to interpret their environment and identify with others who share similar attributes. By aligning their social identity with a specific group, individuals can define themselves through their membership in that group.

For brands, particularly in the sports sector, having a clear and positive identity is crucial as it enhances customer support and loyalty. Sports clubs, as brands, should project a favorable image so that customers can leverage their association with the brand to define and express themselves (Hogg,2016).Loyalty, in this context, reflects the likelihood of a customer remaining with a brand rather than switching to a competitor, especially in response to changes in price or product features. Customer loyalty is measured through various indicators, including willingness to repurchase the brand, likelihood of recommending it to others, and overall commitment to the brand (Qasmian Sahibi et al.,2017). These indicators signal the strength of the relationship between the brand and its consumers, highlighting the importance of fostering and maintaining a strong brand identity to promote sustained loyalty.

Research by Philo et al. (2015) in their study titled "Consequences and Consequences of Belonging to a Club and the Image of a Sponsor" demonstrated that sports sponsorship can significantly alter consumers' perceptions and reactions toward the sponsoring company. This shift in attitude leads to positive feelings towards the sponsor, ultimately increasing consumers' willingness to purchase the sponsor's products. Similarly, Qajar and Kalate Sifri (2019) explored the impact of fan identification and loyalty on the brand promise of Esteghlal Football Club in Tehran. Their findings revealed that identifiability plays a significant role in fostering loyalty and is impactful on various constituents of brand promise.

Furthermore, a study by Qatavar and Seljooghi (2018) investigated the influence of brand personality on sports team fan loyalty through the lens of team identity. Their results underscored the importance of brand personality and the clarity of team identity in driving fan loyalty, with notable effects on both attitudinal and behavioral loyalty. Despite the extensive research surrounding brand identity, there have been comparatively few empirical efforts to identify the factors that affect brand identifiability and how this, in turn, influences other variables such as brand loyalty and repurchase intention. Most existing marketing research tends to focus on areas like advertising, often neglecting critical topics related to purchase intention. Exploring the relationships between brand identification, loyalty, and purchase intention has the potential to bridge the gap between branding literature and consumer behavior, providing valuable insights that enhance our understanding of these dynamics (Kocharska et al., 2020). Addressing these areas could lead to more comprehensive marketing strategies that effectively leverage brand relationships to drive consumer behavior.

To optimize their marketing investments, companies must thoroughly understand the various dimensions of sponsorship as a strategic marketing tool. Given the relative scarcity of research on sponsorship particularly within specific national contexts the researcher aims to explore both the attitudinal outcomes (such as loyalty) and behavioral outcomes (like purchase intention) stemming from sponsorship, along with the factors that influence these outcomes. The research goals are twofold:

1. Identifying the Relationship Between Drivers of Identification and Club Identification: This objective seeks to uncover the key factors that drive consumer identification with sports clubs. By understanding what influences fans' sense of belonging to a club—such as emotional attachment, community engagement, or brand values—companies can better tailor their sponsorship strategies to resonate with their target audience.
2. Investigating the Relationship Between Club Identification and Sponsorship Outcomes: This aim focuses on examining how the identification with a sports club impacts the effectiveness of sponsorship. It looks into how strong identification may enhance consumer loyalty towards the sponsoring brand and influence their purchase intentions. Understanding this link can provide insights into how sponsorship

can be leveraged effectively to boost brand loyalty and drive sales.

Through this investigation, the researcher intends to contribute valuable insights into the role of sponsorship in marketing strategy, allowing companies to make more informed decisions and maximize the return on their investments in sponsorship partnerships.

## 2. Materials and Methods

The current research employed a descriptive-survey design to investigate the relationship between club identification and sponsorship outcomes among fans of sports clubs in Mazandaran province.

### Statistical Population and Sample Size

The statistical population consisted of all fans of sports clubs in Mazandaran province. Given the extensive nature of this population, an infinite sample size was assumed. To determine a manageable sample size, Cochran's formula for infinite populations was utilized, resulting in a final sample size of 400 participants.

### Questionnaire Development

A researcher-made questionnaire was developed based on a thorough review of relevant literature and sources. The validity of the questionnaire was established through the expertise of ten professors specializing in sports management, who provided feedback and endorsement of the content. To assess the reliability of the questionnaire, Cronbach's alpha test was conducted, yielding satisfactory results that confirmed its reliability.

### Sampling Method

A non-random sampling method was employed, specifically using a purposive sampling approach. This method allowed the researcher to deliberately select participants who were knowledgeable about or had a strong affiliation with sports clubs in the region.

### Data Analysis

To determine the normality of the data distribution, the Kolmogorov-Smirnov test was applied. Subsequent data analysis was conducted using SPSS (Statistical Package for the Social Sciences), which facilitated the processing of the collected data and the execution of relevant statistical tests to explore the relationships outlined in the research objectives.

This methodological framework provided a systematic approach to understanding the dynamics of club identification and its effects on sponsorship outcomes, contributing valuable insights to the field of sports marketing.

### 3. Results

The current research involved the distribution of 400 questionnaires to fans of volleyball and football teams. The demographic analysis of the respondents revealed the following results:

- Gender Distribution: A significant majority of the sample (78%) were men, while 22% were women.
- Marital Status: The majority of respondents (78.5%) were single, with the remaining participants being married.
- Age Distribution: The most prevalent age group among the respondents was between 20 and 25 years old, accounting for 47.25% of the sample.
- Educational Attainment: A considerable portion of the respondents (45%) held postgraduate degrees, indicating a well-educated sample.

- Income Levels: About 40% of the respondents reported an income range between one and a half to two million.

- Frequency of Attendance: Most fans (38.25% of respondents) indicated that they attend games or events to support their team once a month.

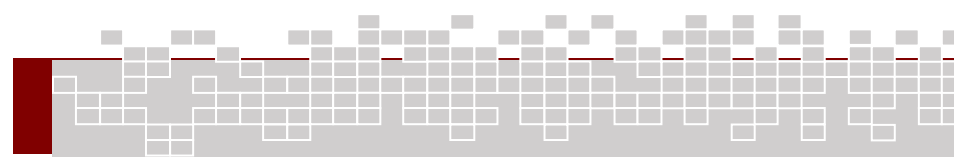
This demographic profile provides valuable context for the study, illustrating the characteristics of fans engaging with sports teams in Mazandaran province. The results will inform further analysis of the relationship between club identification, sponsorship outcomes, and consumer behavior within this specific demographic.

Table 1: Frequency percentage of age, gender, degree, field of study

	Explanation	percent
gender	man	3/78
	woman	8/21
marriage	single	5/78
	Married	5/21
age	20 to 25	0.47
	25 to 30	0.39
	30 to 35	0.11
	35 to 40	0.03
	40 years and above	0.00
Degree	diploma	29%
	post graduate	45%
	bachelor	24%
	Master's degree	2%
	Ph.D	0
income	Less than 800	4%
	800 thousand to 1 million	5%
	1 million to 1.5 million	26%
	1.5 million to 2 million	40%
	Above 2 million	25%

Table 2: Reliability of questionnaires and normality of research variables

Variable	Reliability		being normal	
	Number of items	Cronbach's alpha coefficient	Kolmogorov Smirnov statistics	Sig. (2-tailed)
The similarity between the identity of the club and the fan	4	0.721	0.440	0.990
Distinguishing the identity of the club	4	0.714	0.626	0.828
The prestige of the club's identity	4	0.736	0.487	0.972
Identity from the club	6	0.778	0.751	0.625
Intention to buy	3	0.706	0.464	0.982
Loyalty	5	0.771	0.539	0.934



#### 4. Discussion and Conclusion

This research investigated the role of brand identity drivers of sports clubs in influencing loyalty and the intention to purchase products from sponsoring companies within the country's sports industry. The findings indicate that several key factors—specifically, the similarity between the identity of the club and the fan, loyalty, purchase intention, and the differentiation of the club's identity—have a positive and significant effect on the club's identifiability. Notably, the research also concluded that the prestige factor does not significantly impact identifiability.

The results highlight that the similarity between fans' identities and those of sports clubs positively influences the acceptance and recognition of the club's identity. This finding suggests that when fans perceive a strong alignment between their personal values and the identity of the sports club, they are more likely to embrace the club as part of their own identity. This connection can enhance the attractiveness of the club's identity, fostering a deeper emotional bond between fans and the club.

Understanding the characteristics and preferences of fans is crucial for sports clubs. By actively engaging in research to comprehend their fan base, clubs can tailor their branding strategies to resonate more closely with fan identities. This alignment can create an environment where fans feel a strong desire to connect with the club, ultimately leading to increased loyalty and support. The closer the fans' perceptions of their own personalities are to their perceptions of the club's identity, the more likely they are to develop a sense of belonging to that team. These findings are consistent with previous research, such as that conducted by Stockberger et al. (2012) and Ku (2019), which also emphasized the importance of identity alignment in fostering fan loyalty and engagement. Both studies support the idea that the emotional and psychological connections formed through shared identities can significantly influence consumer behavior in the sports context.

Moreover, the positive relationship between loyalty and purchase intention suggests that loyal fans are more inclined to support brands associated with their clubs. This underscores the potential for sponsorship strategies that leverage these identity connections to drive consumer purchasing behavior. Brands that successfully align their messaging and offerings with the values and identities of sports fans can enhance

their market presence and achieve better commercial outcomes.

In contrast, the finding that the prestige factor does not significantly affect club identifiability suggests that mere status or recognition may not be sufficient to establish a strong connection with fans. Instead, clubs may need to focus on fostering genuine relationships and shared values with their fan base, rather than relying solely on their prestige.

The findings of this research further indicate that distinguishing the identity of sports clubs positively influences fans' identification with those clubs. The results demonstrate that the differentiation of a club's identity, along with the unique characteristics that set it apart, plays a significant role in fostering fan affiliation. Clubs that possess distinctive traits—such as unique records, a specific cheering style, or longstanding rivalries—are more likely to attract and retain fans. This differentiation is critical in a competitive sports landscape, where fans have numerous options for their allegiance.

Previous studies support this hypothesis, suggesting that the power of differentiation can surpass other consumer stimuli, such as similarity and prestige, in influencing fan loyalty and identification. The unique attributes of a club can create a compelling narrative that resonates with fans, thereby enhancing their emotional connection and commitment to the club. This aligns with the findings of Katz et al. (2020), Koo (2019), and Qajari and Kalate Sifri (2018), who all emphasize the importance of distinctiveness in fostering fan loyalty and engagement.

Conversely, the research also revealed that prestige does not positively impact fans' identification with the club. The results suggest that the prestige associated with volleyball and soccer league clubs does not significantly affect how fans identify with their teams. This is particularly relevant for fans of newly established clubs, who may prioritize other factors over traditional notions of prestige and credibility. Interestingly, some clubs that lack historical prestige have successfully attracted large fan bases, demonstrating that factors such as successful performance and the recruitment of star players can compensate for a lack of established reputation. This phenomenon indicates that fans may prioritize the current performance and the excitement generated by star players over historical prestige. This finding is consistent with the research

conducted by Stockberger et al. (2012) and Cho and Lee (2010), which suggests that contemporary success and the overall experience of attending games can outweigh the significance of a club's historical prestige.

The findings of this research further demonstrate that identification with sports teams has a positive effect on loyalty toward sponsoring products. When a brand or company aligns itself with a sports event or club, the positive attributes associated with that club—such as strength, success, and attractiveness—are often transferred to the sponsoring brand. This phenomenon is particularly significant given the deep emotional connections fans have with their teams. Fans who feel a strong affiliation with their team tend to experience the team's successes and failures as personal victories or losses, which cultivates a profound sense of loyalty.

This loyalty is not only long-term but also deeply ingrained, leading fans to feel a financial and emotional obligation to support their team. As a result, the commitment and attachment fans develop towards their teams can extend to the sponsors associated with those teams. This transfer of positive attitudes from the team to the sponsor means that fans are more likely to view the sponsoring brand favorably, thus enhancing brand loyalty. The findings align with the research of Jazni and Baftani (2015) and Philo et al. (2015), which emphasize the importance of team identification in fostering consumer loyalty to brands.

Moreover, the research indicates that team identification positively influences consumers' purchase intentions. When fans identify with a sports club, their sense of belonging and alignment with the club's identity influences their attitudes toward the club and its sponsors. This identification leads fans to attribute the outcomes of the club's performance to themselves, further reinforcing their emotional investment. When fans perceive that the primary goal of sponsors is to support the club's progress and success, they are likely to develop a favorable attitude towards the sponsors and their products.

This relationship between team identification and purchase intention underscores the critical role of attitudes in shaping consumer behavior. Positive attitudes towards a sports club can significantly influence fans' intentions to purchase products from sponsoring companies. For sponsors, it is essential to communicate their commitment to supporting the development of sports and clubs, as this alignment

can enhance their brand image and foster consumer loyalty. The findings are consistent with the research of Jazni and Baftani (2007) and Alexandris and Tisso (2007), which highlight the importance of perceived alignment between sponsors and the interests of fans.

### **Recommendations for Sports Marketing Management**

Given the confirmed significance of identifiability in influencing fan responses to companies' marketing strategies, it is critical for sports marketing managers and club executives to prioritize enhancing fan identification. The research indicates that higher levels of identifiability in sports clubs lead to more favorable outcomes for marketing initiatives aimed at engaging fans and promoting products associated with the club.

Key Strategies for Enhancing Fan Identifiability:

1. **Strengthening Brand Identity:** - Clubs should focus on cultivating a unique and relatable brand identity that resonates with their fan base. This could include emphasizing the club's history, values, and community ties, which can foster a deeper emotional connection with fans.
2. **Engaging Fan Experiences:** - Offering immersive experiences at games and events that allow fans to connect with their team on a personal level can enhance their sense of belonging. This could include fan meet-and-greets, behind-the-scenes access, or special events that celebrate fans' contributions to the club's success.
3. **Interactive Marketing Campaigns:** - Implementing marketing campaigns that encourage fan involvement—such as social media challenges, voting on team merchandise designs, or opportunities to feature fan stories—can strengthen identification with the club and its brand.
4. **Community Involvement:** - Clubs can enhance their identifiability by engaging in community outreach and development initiatives. Supporting local causes or participating in charitable events can align the club with fan values and interests, thereby increasing loyalty and sense of identity.
5. **Leveraging Sponsorships:** - Marketing managers should strategically choose sponsors whose values align with the club's identity. Establishing partnerships that reinforce the team's goals and contribute to the fan experience can enhance the overall brand perception and increase consumer loyalty to sponsor products.

6. Tailored Promotions: - Developing marketing promotions that reflect the club's identity and cater to fan preferences can foster a stronger connection between fans and the products being marketed. This includes customized merchandise, loyalty programs, or exclusive offers tied to the club's achievements.

### Conclusion

In summary, the research emphasizes the critical role that brand identity drivers play in shaping fan loyalty and purchase intentions in the sports industry. By understanding and enhancing the similarities between fans' identities and those of sports clubs, organizations can cultivate stronger emotional connections with their audience, leading to greater loyalty and increased sales of sponsor products. These insights can guide sports clubs and sponsors in developing effective marketing strategies that resonate with fans, ultimately driving engagement and commercial success.

In conclusion, this research highlights the critical role of brand identity differentiation in shaping fan identification and loyalty within the sports industry. While factors such as similarity and prestige may influence fan behavior, the unique characteristics of a club appear to have a more profound impact on attracting and retaining fans. Clubs that effectively leverage their distinct attributes can foster stronger emotional connections with their supporters, enhancing loyalty and engagement.

Moreover, the findings suggest that while prestige may traditionally be viewed as an important factor in fan identification, its relevance is diminishing, particularly for newer clubs. This shift underscores the importance of performance, player recruitment,

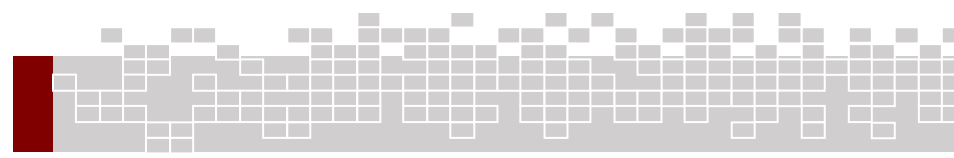
and the overall fan experience in cultivating a dedicated fan base. Sports organizations can benefit from these insights by focusing on differentiation strategies that resonate with fans, ultimately driving greater loyalty and commercial success.

In conclusion, the research highlights the significant impact of sports team identification on consumer loyalty and purchase intentions toward sponsoring products. The emotional bonds that fans form with their teams not only enhance their loyalty to the team but also extend to the brands associated with those teams. This underscores the importance for sponsors to cultivate a positive relationship with sports clubs and to communicate their commitment to the success of these clubs. By doing so, they can leverage the strong emotional connections fans have with their teams, ultimately driving brand loyalty and increasing purchase intentions. This research provides valuable insights for sports organizations and sponsors aiming to develop effective marketing strategies that resonate with fans and enhance their engagement with both the club and the sponsoring brands.

In conclusion, enhancing identifiability among sports club fans is crucial for maximizing the effectiveness of marketing programs and achieving corporate goals. By positioning their brands to align closely with fan values and fostering a strong sense of belonging, sports marketing managers can create a more engaged and loyal fan base. As the research highlights, investing in the identification process not only benefits the clubs but also aligns with marketing objectives, ultimately contributing to sustained commercial success.

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## بررسی تأثیر محرک های هویت پذیری از برند باشگاه های ورزشی بر وفاداری و قصد خرید محصولات شرکت های حامیگر

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**چکیده:** فعالیت های حامیگری به عنوان یکی از انواع ارتباطات بازاریابی برای رسیدن به مشتریان هدف به سرعت در حال رشد است. امروزه استفاده از فعالیت های حامیگری به عنوان ابزاری ارزشمند در جهت دستیابی به اهداف بازاریابی شرکت ها مطرح شده است. هدف از انجام این تحقیق بررسی تأثیر محرک های هویت پذیری از برند باشگاه های ورزشی بر وفاداری و قصد خرید محصولات شرکت های حامیگر می باشد. این تحقیق از نوع توصیفی پیمایشی است. جامعه آماری تحقیق تمامی طرفداران باشگاه های ورزشی در استان مازندران بود. حجم نمونه بی نهایت و اندازه نمونه برابر با ۴۰۰ نفر بود. برای محاسبه حجم نمونه از فرمول کوکران برای جوامع نامحدود استفاده شد. روش نمونه گیری غیر تصادفی در دسترس هدفمند بود. پرسشنامه محقق ساخته ای با مطالعه منابع تهیه شد. روایی پرسشنامه توسط ده تن از اساتید مدیریت ورزشی تایید گردید و پایایی پرسشنامه نیز با استفاده از آزمون آلفای کرونباخ تایید شد. برای تعیین نرمال بودن توزیع داده ها از آزمون کولموگروف اسمیرنوف استفاده شده است. تجزیه و تحلیل داده ها با استفاده از SPSS انجام شد. نتایج تحقیق ارتباط میان ۴ بعد هویت برند باشگاه های والیبال و فوتبال و تعلق طرفداران به باشگاه را از طریق نیازهای خود تعریفی طرفداران، تأثیر تعلق طرفداران به باشگاه ها بر نگرش و نیت رفتاری آن ها نسبت به محصولات یا خدمات شرکت های حامی باشگاه محبوبشان را مورد تأیید قرار می دهد. پیشنهاد میشود به مدیران بازاریابی ورزشی و مدیران باشگاه ها با توجه بر منافع اجتماعی طرفداران و تشکیل باشگاه های ویژه مخصوص آنها بمنظور ایجاد فرصت تعامل مشتریان با یکدیگر می تواند برای مدیران و برای نیل به اهداف بازاریابی آنان مثمر ثمر باشد. لذا مدیران باید تلاش کنند تا درک درستی از روابط و تجارب طرفداران با تیم های محبوب خود داشته باشند تا بتوانند بر این اساس روابط بلند مدت و پایداری با آنها برقرار کنند.

**واژه های کلیدی:** هویت برند، نیازهای خودتعریفی، تعلق به باشگاه، حامیگری ورزشی،

قصد خرید مصرف کننده

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این نماد به معنای مجوز استفاده از اثر با دو شرط است یکی استناد به نویسنده و دیگری استفاده برای مقاصد غیرتجاری.

