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EXPLAINING BRAND MODEL OF ATHLETIC ELITE HEROES

Seyed Ahad Hashemian and *Vahid Shojaei
Department of Sport Management, Sari Branch, Islamic Azad University, Sari, Iran
*Author for Correspondence

ABSTRACT
Introduction and Objective: Nowadays, one of the most effective methods of advertisement in marketing, is using the products validation by relying on human brands such as brand of famous athletes, therefore, the aim of this research is studying effective factors in branding elite athletes. ***Methodology:*** Statistical population of the present research were all athletic advocates in Mazandaran province, in 1393, that with regard to research variables were selected 300 person as samples. Tool of data collecting was questionnaire of brand image of Arai ,that it`s content and formal justifiability was considered by studying theoretical foundations and research history and also attention of connoisseur professors in this ground, and structure justifiability of the questionnaire was considered by Structural Equation Model (SME). Also stability of the research tool was calculated by using of Kronbach`s Alfa coefficient (α=0/96). ***Findings and Conclusions:*** The research results indicated that the brand model of athletic elite heroes was affected by three factors: Athletic performance with 0/92 factor load, appearance attractiveness with 96/0 factor load, and life style representable in market with 0/87 factor load.

Keywords: *Marketing, Advertising, Branding, Athletic Hero*

INTRODUCTION
In recent years, businesses are faced with economical, political and social crisis in the market and confidence reduction in customers toward businesses is the result of this crisis's. Managers of businesses and universities researchers introduced the modern economy and business's missing link as moral values and are introducing that as an important strategy for creating this missing confidence. Because customer_axial strategy is moving toward human spirit strategy that is focused on human values, therefore, in the economical crisis periods, attention to human spirit or beneficiaries values had find more relation with consumer's life. And with respect to this subject, the companies can separate themselves by their values (Kotler and colleagues, 2010).

Now, sport and health recreations in developed countries, is under observation as an important art and effective factor in development of national economy and is accounted one of most income generators industries in 21th century. Sport industry quickly becomes global and its territory is captured everywhere and take root in the entire world to billions of people benefit from it. Sport industry with having a stimulus factor such as big sport competitions, prepared the possibility of enjoyment of advertising opportunities and mediums ,that this subject itself caused creation of necessary ground for interaction between industry, business and sport (Elahi *et al.,* 1388).

One of the most important and effective factors that caused being useful of the relation between sport and economy ,is the subject of advertisement in concept of thought induction method, that this matter is accomplished for its development and expanding in the person or public opinions. Coordination of this concept in the economy field ,especially in marketing and selling goods or serving ,that is interpret as methods of exhibiting the characteristics of a goods or serving to the customer, is the manner that under it`s effect, his rational attitude changes to conditional attitudes, and increase his talent and possibilities for purchasing that goods or serving.

This matter in the past decades caused to managers of economic agencies grant extraordinary importance (or emphasis) for two parts of targets and advertisement benefits through exploiting from sport popularity. Economical agencies are exploiting from advertisement benefits such as; increasing the level of public culture, creating a closer relation with customers, attract satisfaction and customer confidence, and finally an important medium for make brisk to its economical life (Kazem, 1381).

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One of the very practical strategies in crisis condition is branding (or making brand). Branding is enumerate a strategy for creating distinction in the serving and manufacturing businesses and in the today`s world, not only businesses are looking for competition for acquisition the products market and services, but they perform many effort in creating harmony in customers subjective perceptions with themselves (Usakli and Baloglu). In one hand, today branding problem and brand management has found several followers for himself in marketing world. Many of theoreticians, managers and researchers have called the future world of the marketing, brand world and branding around activities Perhaps, no investment more than a powerful, valid and value maker name, wouldn`t dexterous for the organizations. Brands increasingly manifest many of their businesses as the main capital. Financial experts believe a brand concealed a value in itself that is more valuable than usual assets.

A good brand is following many profits for businesses, strengthening consumer`s preferences, increasing the emotions in consumers, increasing in confidence level and loyalty and preparing a basis for products differentiation. For creating a good brand personality in the market, the businesses should provide consumer`s expectations and demands, such as; their human and social values (Hamidi *et al.,* 1391). Today, manufacturers are designed and performed suitable advertising programs for consumers atone. At result, the manufacturers take into consideration the consumer as most important factor. The consumer`s behavior or his consuming pattern in a product or service should be parsed and resolution by traders, both before purchase and during purchase with all its variables, to reach to their purpose in the market with full awareness in it. Attention to consumer`s behavior in choosing and purchasing the goods and services include as an important factor for large companies, such that during the recent years, advertisement is more generalized by using the sports and popularity in Various sport stages (Moschis and Moore, 1999).

Modern world is an arena for successful attendance of the brands, which are inspiration in directioning sense and commitment in the society ,in addition to domination over markets ,amplification of confidence and consumer`s loyalty and creating value for their stakeholders. And by introducing the ideas and innovation in worldwide business, they are elevate their nation`s and state`s name.

Nowadays with respect to heavy rivalry environment and increasing changes, the companies are following to protect their market`s share, that this require to create and preserve the customer`s loyalty to the company products and services, this process is forming in the market level and in relation to its company brand (Ghitasi, 1390). For example, Haigh (2012) concluded in his researches that the effect of sport brands in customer's choice, innovating the other brands for gaining rivalry advantages, innovation of constant value, creating confidence for loyalty, and characterizing the effect of sport brands on customer's choice, must be considered, and creating the confidence sense in the customers, for the brand is necessary.

One of the targets of advertising is innovation of brand image or sentimental favorite tendency. In fact, buyer purchasing his necessary goods but he choices a brand or trade name. This choice is made by a series of concepts which advertiser sends to consumer, during a period of time and finally this choose causing priority on intellectual options.

American Marketing Association define trade name and mark so [a name is a term, mark, symbol, or design or a compound of them for recognition of goods or services from a seller or sellers group and their differentiation from their rivals (Kotler and Colleagues, 2006).

Researchers are applying various methods for creating this differentiations, such as; exploiting from human characteristics in brand, creating the value and identity and personality for the brand and human brands. In many of articles is used from "Human Brand (or Trade Name)" term (Tampson, 2006) for introducing human brands, but hasn`t been a definition from "Trade Name "Nowadays, professional sport is so commercial and include financial supporters of large companies, mediums and viewers.

Developing trade market is in form of a complex business structure. In this traded sport, the concept of "Athletic Endorsements "is created. Athletic endorsements need to sport industry for interesting the mediums and financial investors and financial supporters (Arai, 2013).

Athletic endorsements are original players in sport industry, for communication with other industries. In light of culture of modern mediums, athletic endorsements have been more than an athletic statue. This

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persons could be introduced as "social marks, carriers of cultural meanings and ideological values, that are indicative of persons intimacy and person personal mode and

Athletic endorsements are people who effectively performing complex and varied roles, in advertising organizations they are a pattern for youth and political characters ,not only as athletics, but as artists (Andrews and Jackson, 2011). IN athletic marketing researches, athletic grandees proved that endorsement is effective, yet, athletic endorsements are not include just as tools for advertisement or product`s validity, but those are as cultural products that can be sold as a "brand" (Gilchrist, 2005).

In an article with title of effect of endorsement in advertisement on brand image among Chinese teenagers, Chen & his colleague had found that most of teenagers record, appealing, happy and declaimer endorsements better in their mind. Also proportion among endorsements and brand image has most effect on advocate's attraction, encouragement to purchase and enhancing buyers self_confidence.

Likewise in an article with title of impressionability of famous athlete's endorsement, Peetz (2012) concluded that three factor, grace, cognition and consistency between product and endorser, are effective in advertisement impressionability by athletics. An example of in_house researches is accomplished by Rasooli and his colleagues(1390),in an article with title of power of athletics endorsement on athletics buying thought, that they concluded that most important components in endorsement dimension are consist of :1_Power of being dominant,2_Lovely personality,3_Athletic grace,4_Professional loyalty and,6_Personality type. In a research with title of effect of endorsement on athletics brand image, Mukherjee enounced twenty effective characteristics in endorsement, such as; endorser popularity, values(worths), bodily grace, proportion between idea and advertisement and... .

Now pursuiting the athlete`s trade name is conversed to a necessary work for athletic agents and managers in competence marked in professional sport (Arai, 2013). Parmentier and Fischer (2012) are categorized their findings in an article with title of "How athletics forming their brand?" in two section of professional personality with personal indexes factors and effort factor for being better, and section of medium personality with factors of creating observable public human signs and factor of creating opportunity for buyers awareness.

Arai (2013) in a research with title of athletic trade name`s image demonstrated that: model of athletics brand image include three dimension; athletic performance, attractive appearance and represent able in market life style. Athletic performance is consist of four dimension; athletic proficiency, competition mode (style), athletics morale and taking pattern. Attractive appearance consists of, physical attractiveness, symbol and body fitness. Life style representable in market is consists of life story, model, role, and effort for relationship.

In fact, understandable branding, is as a strategy for creating a athletic trade name and maximizing athletics' personal worth and exploitation from this worth (Storie, 2008). In an article with title of revision of the factors effective on the personality of athletic women`s brand, Fink & his colleagues founded that the factor of sexual attractiveness in women`s success in endorsement operation have minor effect relative to social factors, type of sport and fitness between sport and endorser. In his research with title of effect of disgrace of endorser athletics on purchase thought and buyer`s outlook, Graham (2012) concluded that endorser`s reputation and validity are effective in consumer`s outlook and purchase thought, so that unpopular athletics have a negative effect and well known athletics have a positive effect in products promotion.

Likewise, in Mazandaran province, there are national athletics that have global and Olympic titles in their work book and can be a suitable pattern for advertisement and endorsement on goods and products available in market. Hence, in this article we pay to surveying factors effective on branding the Mazandaran elite athletics.

MATERIALS AND METHODS
Research Methodology
Present research place in group of practical researches that it`s information is collected by scaling method but from view of method of research point, it is adhesion type, that analyze and interpret with operating

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analyze and by model of structural equations. Statistical population of the present research with reference to temporal and local scope, are all athletic pneumatics in Mazandaran in1393. In this investigation with reference to the questions and present variables in the research that are 13 variables and 54 questions, the sampling is performed. On the basis of different sources of the sample mass, it is better to it be 5 to 10 fold of variables number (Koozeh *et al.,* 1397). In this research, with reference to variables number, it is equal to 260 statistical samples. At result the number of 300 questionnaires was ready and lied for auditors question and among this number, 276 questionnaires had been collected and analyzed. The tool of collecting in the present research is interview and questionnaire. For collecting the needed information , with regard to literature of the subject and research history and with regard to the view of leader professor and also taking pattern from valid and standard samples, the researcher used from standard questionnaire, with consultation of leader professor. The questionnaire of this research consists of two sections:

a) General questions: In the general questions target is gaining responder's total and population information. This section consists of 5 questions and includes the cases such as; sex, age, education level, education place, and habitation place.

b)Specialized questions: The Arai questionnaire of athletic brand model includes 56 questions and 3 original indexes and 10 sub_group. Answers related to every question, is scored based on 7_choice Likert scale.

For justifiability evaluation of the research tool, was used from checking the theoretical bases and research history and also, scruting of the clear_sighted professor in this ground (content and formal justifiability), and for structure justifiability of the questionnaire was used from structural equations model. In determination of research tool`s stability, was used from Kronbach`s Alfa coefficient, that resulted coefficient for the total of the questionnaire and it`s sub_sets, is (α=0/96).

In this research for collecting data, number of needed questionnaire was given to samples members. After determination of regarded sample mass, in this questionnaire was cited the method of answering and needed cases for answering to the questionnaire. For answering the research questions and data analyzing in this research was used from methods of descriptive statistics such as; percentage, mean, tables and... .As well, was used from methods of deduction statistics, such as; model of structural equations (route analyze and second agent validity analyze) and one_sample Kolmogrov_Smirnov test, for determinate being normal of the data.

RESULTS AND DISCUSSION
Research Findings
A) Descriptive Findings

Table 1: Personal characteristics of research samples

Statistic Personal Characteristics		Number	Percentage
Sex	Male	168	60/9
	Female	108	39/1
Age	Below20	26	9/4
	21 to 30	141	51/1
	31 to 40	78	28/3
	Over than 41	31	11/2
Education	Diploma	51	18/5
	Associate	32	11/6
	Bachelor	133	48/2
	Master	58	21
	Doctoral	2	0/7

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The data presented in statistic table1 which are related to sex, are indicator of the 276 persons who answered to questions of the questionnaire, 168 persons were male (60/9 %) and 108 persons were female (39/1 %). Statistical data are related to responders age are indicator of that 276 persons answered to questionnaire`s questions, 26 persons have age below 20, 141 persons are between 21_30 years old, 78 persons are between 31_40 years old, 31 persons have age above 41 years old. Average age of the persons are checking, was accounted 30/21. In graph 2, exponent statistic is indicator of that most of responders were between 21_30 years old in age. Statistical data that are related to education level of the responders are indicator that 276 persons answered to the questions of questionnaire, that among them 51 persons had diploma, 32 persons had associate, 133 persons had bachelor, 58 persons had masters, and 2 persons had doctoral.

B) Deductive Findings
Bartlett`s test for questionnaire variables of brand model of athletic elite heroes before agent analyzing for confidence from data validities, must use from Keiser_ Meyer_ Olkin scale and Bartlett`s test. (KMO) studying the suffice of the samples. Above 0/7 data are suitable for agent analyzing. Data between 0/5 to 0/7 are suitable and data below 0/5 are unsuitable. Bartlett`s test should show the variables are related; if they haven`t any relation, the results of agent analyze hadn`t been trustworthy, and should be provisioned in questions and answers.

Table 2: KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	9654.818
	df	1431
	Sig.	.000

In table 2, Keiser_Meyer_Olkin scale (KMO), for suffice of the samples equals to 0/91, that show that sample amount in this research is suitable. Also the number of Burtlett`s test equals to 9654/818, that is meaningful in 0/000 level and is explanatory of relation between variables in this research.

Table 3: Standarded agent loads and meaningfulness level of model variables

Rank	Brand dimensions	Reagent in model	Dimension Factors	Reagent in model	Standarded agent load	T	P_value	Pc
1	**Athletic Performance**	AthPerform	**Athletic Expertise**	AthExper	0/76	_	_	0/92
			Competition Style	CompSty	0/71	12/61	*0/001	
			Sportsmanship	Spomansh	0/76	13/87	*0/001	
			Rivalry	Rivalry	0/86	14/50	*0/001	
2	**Appearance Attractiveness**	Attapper	**Physical Attractiveness**	PhysicalAtt	0/74	_	_	0/96
			Symbol	Symbol	0/91	13/46	*0/001	
			Body Fit	BodyFit	0/63	12/72	*0/001	
3	**Life style**	MlifStyl	**Life Story**	LifeStor	0/65	_	_	0/87
			Role Model	RoleModel	0/72	9/67	*0/001	
			Relationship Effort	RelationEff	0/78	10/34	*0/001	

*/**are meaningfulness in error level of 0/05 and 0/01.*

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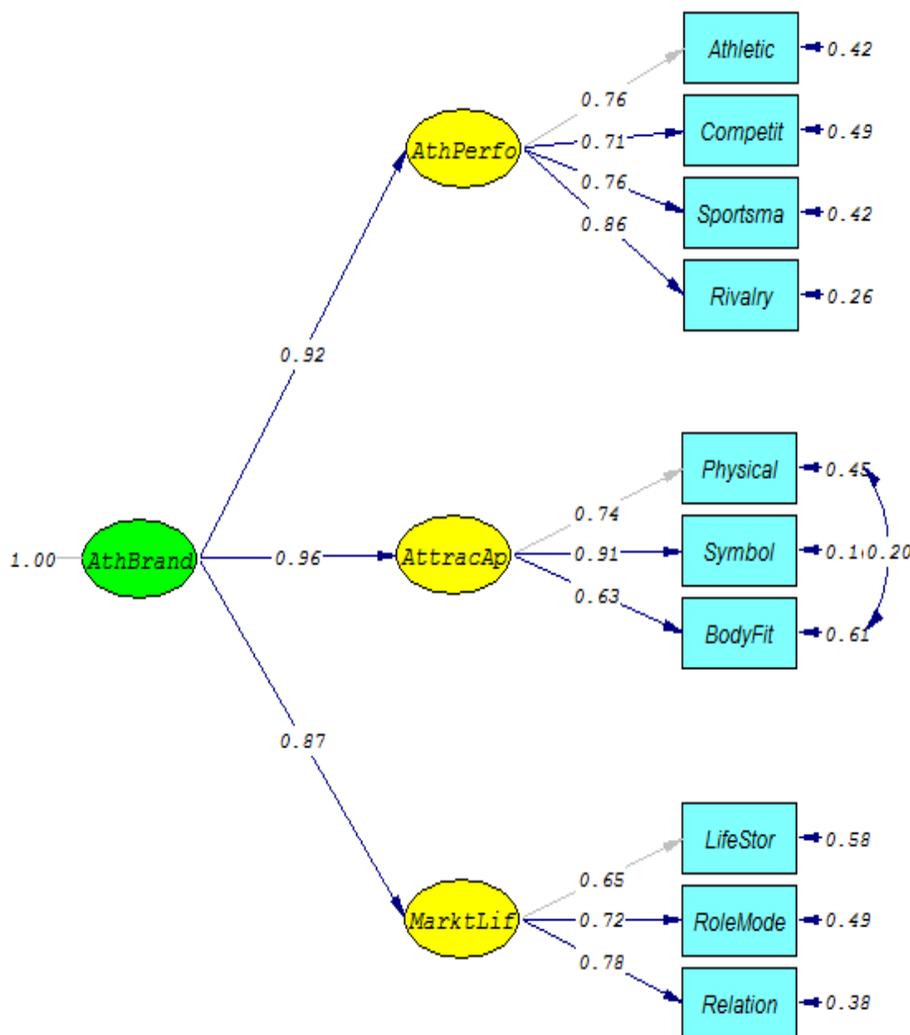
Figure 1: Validity agent analyze of total brand model of athletic heroes

With regard to figure 1 and table 3, the researcher resulted that brand model of athletic elite heroes is formed from three dimensions , that this dimensions are : 1- Athlete athletic performance with agent 0/92 , sub_component of athletic Expertise with route coefficient 0/76 , Competition Style with route coefficient 0/71, Sportsmanship with route coefficient 0/76 , Rivalry with route coefficient 0/86 , 2- Dimensions of athletic appearance attractiveness with agent load 0/96 , sub_component of Physical Attractiveness with route coefficient 0/74, symbol with route coefficient 0/91 , body fitness with route coefficient 0/63, 3- Dimensions of athletic Life style with agent load0/87, sub_components of life story with route coefficient 0/65 , role of athletic behavioral model with route coefficient 0/72 , Relationship Effort with route coefficient 0/78 , that all of them explaining brand model of athletic elite heroes .

All the coefficients between, each of sub_components and dimensions and also the coefficients between dimensions and brand of athletic elite heroes were bigger than 0/3 , and at result, they are meaningful and are settled in acceptable level.

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Table 4: Practice indexes of research model

Index

|	**Persian Equivalent**	**English Equivalent**	**Amount**	**Desired value**	**Status**
1	Chi_Square	X^2	74/70	_	_
2	Average root of residue squares	RMR	0/043	Below0/05	**Good**
3	Comparative Practice Index	CFI	0/98	Equal to or more than 0/90	**Good**
4	Increasing Practice Index	IFI	0/98	Equal to or more than 0/90	**Good**
5	Bentler Bount Index	NFI	0/98	Bigger than 0/90	**Good**
6	Goodness Practice Index	GFI	0/95	Bigger than 0/90	**Good**
7	Square Average Index	AGFI	0/9	Bigger than 0/90	**Good**
8	Average Root of Assessment Error`s Square	RMSEA	0.080	Less than 0/1	**Good**
9	Normalized Chi_Square	CMIN/DF	2/76	Between 2 and 3	**Good**

Results of table 4 are saying this subject that Chi_Square ratio indexes to freedom scale of CMIN/DF equals to 2/76, absolute practice index of RMR is lower than 0/05, comparative practice indexes of CFI and IFI are equal to 0/98, goodness practice index of GFI equals to 0/95 and index of RMSEA equals to 0.08 that are in acceptable level namely, the present research model has a desired practice and purposed agent structure is acceptable for it and has suitable practice. Chi_Square ratio to freedom scale is very dependent to sample mass and increasing the big sample of Chi_Square quantity more than what we can attribute to being false the model.

It is ideal to Chi_Square amount be in meaningful level bigger than 0/05 or Chi_Square amount divided to freedom scale be between 2_3 (Homan, 1384). Whatever average root amount of RMR residue squares be closer to zero, the model has better practice and is regarded as a suitable practice model in a criterion of amounts lower than 0/05.

Amount of CFI and IFI comparative practice indexes are variant between 0 and 1, and whatever this amounts be closer to 1, goodness of model practice with the observed data is more.

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Amounts equal or bigger than 0/90 are regarded as a suitable model`s criterion. Goodness index of AGFI frugal practice for models having good practice, is bigger than 0/90. Average root of RAMSA assessment error`s squares for good models with 0/05 and lower amounts and amounts bigger than 0/1 present the model`s weak practice (Homan, 1391).
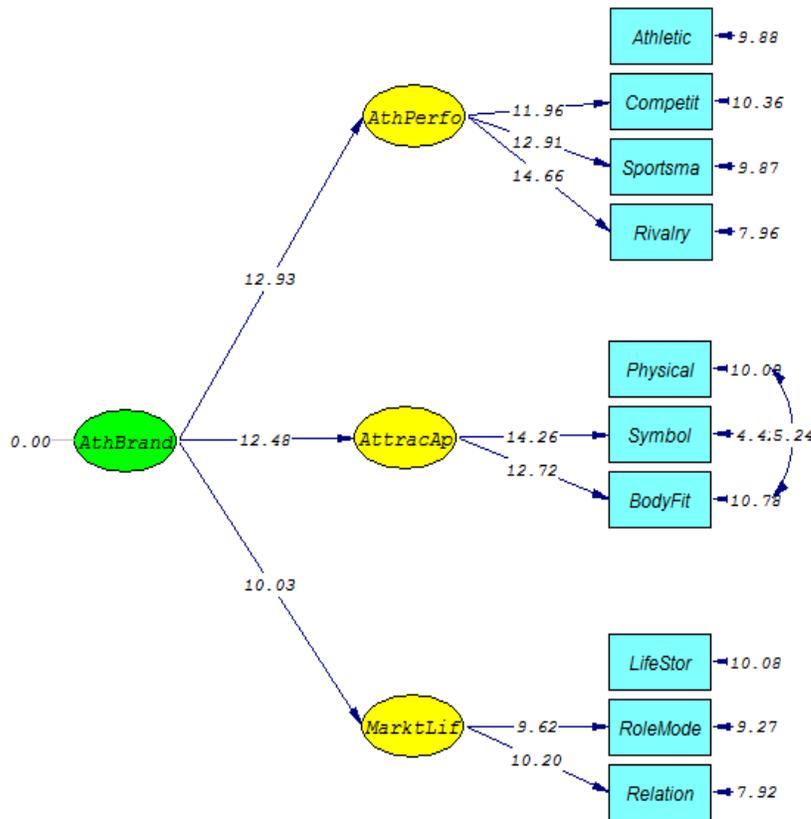
Chi-Square=74.70, df=27, P-value=0.00000, RMSEA=0.080

Figure 2: Analyzing the graph route of brand model of athletic heroes

Figure2 present T statistic amount of every sub_components and dimensions of brand model of athletic elite heroes, that T statistic amount in athlete athletic performance`s dimension equals to 12/93, in appearance attractiveness dimension equals 12/48 , and in life style representable in market equals 10/03, that is bigger than the number 1./95 . At result with 95% confidence we can say this dimensions are affective in the model of athletic elite heroes.

Discussion and Conclusion

Although it is accomplished many researches in brand and trade name`s ground, but hitherto, hadn`t performed widespread studies in athletics trade name and it`s structure and dimensions, then this research for filling this investigative split, attempted to present a model and criterion for applying athletics trade name, to definite athlete trade name, to recognize the dimensions of athlete trade name and effectiveness grounds for using from athletes trade name.

In many of researches is played to study the level of athletic endorsements effect on marketing and advertisement scope. But this research is searching to specify the effective factors on the athlete trade name and the rate of effectiveness of the athlete`s special brand, then in the research, the researcher

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attempt to introduce a conceptual framework from athletes`s exclusive trade name to develop marketing and advertisement scopes. With regarding the formal and justifiability validation of questionnaire by the experienced professors, the justifiability of the structure that resulted from below cases :{Validity agent analyze , Keiser_Meyer_Olkin (KMO) test results , and Bartlett`s test for specifying the data`s validity , agent analyzing by using the agent loads in Skurry diagram method , top internal homology resulted for 10 sub_scale in questionnaire of athlete brand image and also the questionnaire`s top stability that resulted by calculation of Kronbach`s Alfa coefficient , we can conclude the questionnaire of athlete brand image which is used for the first time in Iran have adequate validity and justifiability for using and can be used in Sport Management researches from it. Resulted conclusions from effective factors on brand of athletic elite heroes, showed that the athlete athletic performance is effective on brand image of athletic heroes with statistic 12/93 T, that those are in one direction with hen and his colleagues (2013), Petz and his colleagues (2012) Arai (2013) Mookerji (2009), Rasooli and his colleagues (1390) researches. Resulted conclusions from effective factors on brand of athletic elite heroes, showed that the athlete`s life style representable in market is effective on brand image of athletic heroes, with 10/30 T statistic, that it is in one direction with Fink and his colleagues (2014), Perpelkin and Dijang (2011), Arai (2013) and Rasooli and his colleagues (1390) researches.

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