The Influence of Emerging Technologies on Brand Loyalty and Purchase Intentions for Sponsored Products in Sports Advertising

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ABSTRACT

This study investigates the interplay between employing these emerging technologies in sports sponsorship advertising, brand loyalty, and consumer purchase intentions. Data was collected through an online survey utilizing a 5-point Likert scale questionnaire distributed via convenience sampling to 200 sports fans, with 120 complete responses received. By employing structural equation modeling, the research unveiled compelling findings. The analysis revealed that emerging technologies significantly directly impact sports fans' brand loyalty and purchase intentions. Moreover, brand loyalty acts as a potent mediating force, indirectly enhancing the influence of emerging technologies on purchase intentions. Notably, over 33% of the effect of emerging technologies on purchase intentions can be attributed to the mediating role of brand loyalty. These insights underscore the synergistic relationship between cutting-edge technologies, consumer allegiance, and buying behaviors within the sports industry. The study provides valuable guidance for sports brands and sponsors, enabling them to leverage emerging technologies strategically, cultivate brand loyalty, and drive sustained purchasing intentions among their target audiences. By harnessing the power of AR, VR, and immersive social media experiences, sports brands can create captivating and engaging experiences that resonate with fans, fostering a deeper emotional connection and heightened brand affinity. This, in turn, can translate into increased brand loyalty and a greater propensity for fans to purchase products or services associated with their beloved sports teams or athletes.

Keywords: Emerging Technologies, Purchase Intention, Sports Sponsors

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INTRODUCTION

Sports sponsorship has become a cornerstone marketing strategy for brands seeking to boost brand equity and cultivate customer loyalty [1]. This approach taps into sports' emotional connection and popularity, allowing brands to forge positive associations with their target audience [2]. By aligning themselves with a sport or team that resonates with their customers, brands can create a halo effect, imbuing their products with the positive attributes of the sponsored entity. Additionally, sports sponsorships offer the potential to increase brand visibility, reach a wider audience, and establish brand credibility [3], ultimately differentiating themselves from competitors. Sport has been an

important advertising platform for many companies, providing organizations with higher reach or accessibility due to its flexibility. People's attitudes towards products and brands are based on their attitudes towards advertising. This attitude is shaped by specific advertisements through sports and the attitudes of those who believe that advertising plays a role in the decision to purchase specific goods [4].

Companies are increasingly embracing sponsorship, particularly through high-profile events like sports or celebrity endorsements, to build brand personality [5]. The burgeoning investment in sponsorship by sports clubs and leagues exemplifies this trend. This necessitates them to demonstrate the value proposition to sponsoring firms. Interestingly, global spending on sports sponsorship is expected to grow steadily by 4% annually, reaching an estimated £35 billion in 2019. Moreover, overall sponsorship funding is projected to increase by 6% year-on-year from 2020 to 2024, reaching a cumulative total of £48 billion by the end of the period [6]. Sports advertising is linked to two major themes: advertising of a sports entity and advertising of commercial and business entities through sports. Advertising of a sports entity is when a sports entity decides to promote its products and services. For example, this could include advertising a professional club's tickets in a newspaper, selling sportswear and equipment with a club's brand, or advertising clubs to attract sponsors. The second theme in sports advertising is advertising through sports, which means that non-sports organizations decide to use sports to sell their products and services. For example, banks and other organizations may advertise in sports arenas to increase their customer base. Sport offers a unique and potent platform for brands to connect with consumers [7]. Recognizing the internet's power as a marketing tool and the substantial investments already made in sponsorships, sports teams seek to optimize online partnership practices [8]. One key strategy is demonstrating the increased brand awareness and purchasing intent sponsorship fosters among fans [9]. The recent emergence and critical role of online technologies in propelling the global sports industry, coupled with the rapid evolution and significance of sport sponsorship, presents both sports officials and marketing professionals with the opportunity to proactively create and leverage sponsorship contracts that deliver competitive marketing benefits online and offline [10]. However, the success of this strategy hinges on several factors, including the compatibility between the brand and the sponsored entity, the effectiveness of the activation strategy, and the chosen metrics for measuring success [11]. To amplify the impact of sports sponsorships, brands must go beyond mere logo placement. Engaging fans and crafting positive experiences are crucial, and it is where virtual and augmented reality technologies shine [12]. These immersive technologies transform the sponsorship landscape by offering unforgettable experiences that strengthen brand equity and loyalty [13].

Virtual Reality (VR) lets fans enter a simulated world, whether a virtual courtside seat or a training session alongside their favorite athletes. This is achieved by wearing a headset that tracks their movements, blurring the lines between reality and the virtual [14]. Augmented Reality (AR), on the other hand, seamlessly overlays digital information into the real world. Imagine fans pointing their phones at the field and seeing interactive stats or exclusive content appear – that's the power of AR [15]. Both VR and AR have the potential to create lasting memories and foster deeper connections with brands, ultimately leading to a loyal and engaged fanbase (Shin, 2020). Also, Social media has become an increasingly vital component of brand activation strategies within sports sponsorships [16]. A common reason for social media advertising or marketing is companies' desire to build their brand through utilizing social media's communication advantages [17]. The communication portion of social media enables companies to inspire word of mouth among people, with the help of people sharing information about brands or products [18].

From a sponsor's perspective understanding consumer purchase intention is critical. Not only does it predict future sales, but it also helps sports entities justify partnerships and negotiate future deals. While not directly reflecting actual purchases, purchase intention reflects a crucial step in the decision-making process [11]. Effective advertising plays a significant role in fostering and strengthening purchase intention. Compelling ads can elevate brand awareness, cultivate positive brand perceptions, and elicit emotions in viewers. These factors, in turn, can increase the desire to purchase products or services associated with the sponsor [19]. However, the purchase decision-making process extends beyond the influence of advertising alone. The growing prevalence of shopping via new technologies, now ingrained in the routines of many consumers, highlights the complex interplay of various factors impacting purchase intention. These factors include attitudes,

perceived peer expectations (subjective norms), and a sense of control over buying behavior (perceived behavioral control). Therefore, marketing strategies utilizing new technologies must go beyond product promotion [20].

Choudhary and Sahu [2] emphasize that virtual and augmented reality technologies can positively impact brand equity and brand loyalty in the context of sports sponsorship. Nguyen and Vu [21] express that involvement with a sponsored event, sponsor-event congruence, and attitudes toward the sponsor affected purchase intention positively. Koronios and Dimitropoulos [22] argue that online digital technologies have proved to be an important aspect of branding as well as international sport sponsorship since they can interact with customers on a global scale through an abundance of digital platforms. The assimilation of online digital technologies has altered sports are created, promoted, delivered, and consumed.

Businesses prioritize fostering brand loyalty, which directly influences purchase intention. Loyal customers advocate through positive word-of-mouth and brand support and demonstrate their commitment through repeated purchases and the intention to repurchase. New technologies amplify these benefits, allowing brands to create engaging content, share real-time experiences, co-create with customers, and introduce new ideas, ultimately building stronger relationships and driving sustained purchase intention [23]. Understanding the influence of new technologies in sports sponsorship advertising on user purchase intention, with brand loyalty as a potential mediator, is essential for multiple stakeholders in the sports ecosystem. The ever-changing digital landscape necessitates continuous research and exploration to optimize marketing strategies. Evaluating the effectiveness of emerging technologies like VR, AR, and interactive platforms allows sponsors to identify the most impactful tools for reaching and engaging their target audience. This research can also highlight how these technologies influence brand loyalty, a crucial factor in customer purchase decisions. Understanding how new technologies shape brand perception and connection, sponsors can develop targeted campaigns that capture attention and foster long-term customer relationships. By demonstrating the effectiveness of utilizing new technologies in advertising, sports organizations can attract more lucrative sponsorship deals, ultimately contributing to the financial health of the sport and its athletes. In conclusion, researching the interaction between new technologies, brand loyalty, and purchase intention in sports sponsorship advertising offers valuable insights that benefit individual sponsors and the entire sports ecosystem.

Therefore, this study hypothesizes that:

1- Emerging Technologies have an impact on brand loyalty.
2- Brand Loyalty has an impact on user's purchasing intentions.
3- Emerging Technologies have an impact on user's purchasing intentions.
4- Emerging Technologies impact users' purchasing intentions with the mediating role of brand loyalty.

MATERIAL AND METHODS

This study is applied in its purpose, descriptive in its methodology, and relies on a survey-based approach for data collection. The survey questions were developed by drawing inspiration from previous research studies in the field of sports sponsorship, such as the works of Alexandris and Tsiotsou [24] and Koronios et al [25]. The social media marketing aspects were based on the research conducted by Kim and Ko [26], while for augmented reality, the study by Bulearca and Tamarjan [27] was consulted. Additionally, the measurement of purchase intention was adopted from the work of Bolton and Drew [28] Existing scales from the aforementioned studies were adapted to define the measurement items for each sub-dimension, with suitable alterations and modifications implemented as required.

Existing scales from the aforementioned studies were carefully adapted to define the measurement items for each sub-dimension. Suitable alterations and modifications were implemented and required to ensure relevance to the specific context of sports sponsorship and the Iranian market.

The target demographic traits of people who exhibit a strong affinity and self-identification with one or more sports-related brands including Irancell, Hamrah-e Aval, and Majid. Irancell and Hamrah-e Aval, major telecommunications companies in Iran, have been prominent sponsors of various sports events and teams, particularly in football. Majid, a popular Iranian sports brand, has also a strong

presence in manufacturing and sponsoring sports equipment and apparel across multiple sports. These brands represent a mix of service-based (telecommunications) and product-based (sports equipment) companies, allowing for a comprehensive examination of brand loyalty and purchase intentions across different sectors within sports sponsorship. To assess brand attachment before inclusion in the study, potential participants were pre-screened using a brief questionnaire that measured their level of engagement with and emotional connection to specific sports brands. This pre-screening process ensured that the sample consisted of individuals with a demonstrable attachment to sports brands.

According to Moradi & Miralmasi's [29] suggestion of a minimum sample size of 5 to 15 observations per variable in structural equation modeling, the minimum required sample size was estimated to be 90 people (5 × 18 variables). However, to enhance statistical power and account for potential non-responses or incomplete data, an online questionnaire using a 5-point Likert scale was distributed through convenience sampling to 200 sports fans. The questionnaire was disseminated through various channels including popular social media platforms (Instagram, Telegram, and Twitter), sports fan forums, and fan club mailing lists of the targeted brands. Ultimately, 120 complete questionnaires were returned, yielding a response rate of 60% and exceeding the minimum recommended sample size by 33%.

To ensure the instrument's quality, the questionnaire's validity was assessed through item cross-loadings, convergent validity, and average variance extracted (AVE). Additionally, composite reliability and Cronbach's alpha were employed to evaluate reliability. The detailed results of these analyses are presented in the Results section.

RESULTS

Demographic information of the participants is presented in Table 1. in terms of gender distribution, males constituted the highest frequency with 68 participants. Age-wise, the most prevalent group was 21 to 30 years old, comprising 59 individuals. Regarding educational level, participants with a bachelor's degree represented the largest cohort at 58. Among social media platforms, Instagram was the most utilized, with 67 participants indicating its use. Concerning daily social media engagement, the category was 'between 4 and 8 hours,' reported by 69 participants.

Table 1. Demographic information of the participants

Variable	Class	Frequency	Percentage
Gender	Female	52	43.33
	Male	68	56.66
Age	Under 20	31	25.83
	Between 21 and 30	59	49.16
	Between 31 and 40	22	18.33
	Above 40	8	6.66
Educational Level	Under High School	9	7.5
	High School Diploma	32	26.66
	Bachelor's Degree	58	48.33
	Master's Degree	21	17.5
Digital Platforms Utilized in Social Media	Instagram	67	55.83
	YouTube	32	26.66
	Twitter	21	17.5
Daily engagement with Social Media	4 hours or less	28	23.33
	Between 4 and 8 hours	69	57.5
	8 hours or more	23	19.16

This research employed a variance-based SEM approach Partial Least Squares (PLS) for model testing. This method facilitates the concurrent evaluation of theoretical concepts and their measurement instruments. PLS involves two key model tests: the measurement model assessment and the structural model assessment. The former focuses on establishing the validity and reliability of the measurement tools, while the latter examines the research hypotheses and the postulated relationships

between latent variables. This section will first delve into the measurement model assessment results and the structural model assessment results.

Measurement Model Test

Table 2 presents the calculated values for extracted average variance (AVE), composite reliability (CR), and Cronbach's alpha.

Table 2. Indices of mean-variance extracted, composite reliability, and Cronbach's alpha

Research Variables	Cronbach's Alpha	Composite Reliability	Variance Extracted
AR	0.846	0.907	0.765
Brand Loyalty	0.720	0.840	0.637
Purchase Intention	0.900	0.937	0.832
Social Media	0.898	0.937	0.831
VR	0.892	0.933	0.822

The table reveals that all items exhibited composite reliability, as their values exceeded the recommended threshold of 0.7. This indicated internal consistency within the scales. Additionally, Cronbach's alpha coefficients for all latent variables surpass the 0.7 benchmark, further supporting the questionnaire's reliability. Proceeding to the analysis of Cross-Loadings, the results confirmed that no item required removal, demonstrating its suitability for measuring the intended constructs.

Discriminant validity is also assessed through the Average Variance Extracted (AVE). The AVE criterion stipulates that a variable should account for more variance in its construct than in other constructs within the model. Fornell and Larcker [30] posit that a variable's AVE should exceed its shared variance with any other latent variable. This implies that the square root of a variable's AVE should surpass its correlations with other latent variables. In a correlation matrix, this is evident when the diagonal elements (square roots of AVEs) are greater than the off-diagonal elements (inter-construct correlations). As Table 3 illustrates, no inter-construct correlation equals or exceeds the square root of the AVEs, thereby satisfying Fornell and Larcker's criterion. This demonstrates that each construct is distinct, affirming the model's discriminant validity.

Table 3. Correlation Matrix

	VR	Brand Loyalty	Emerging Technologies	Purchase Intention	Social Media	AR
VR	0.875					
Brand Loyalty	0.763	0.798				
Emerging Technologies	0.863	0.789	0.891			
Purchase Intention	0.746	0.775	0.815	0.912		
Social Media	0.812	0.736	0.768	0.711	0.912	
AR	0.826	0.761	0.779	0.752	0.833	0.906

Table 4 presents the heterotrait-monotrait ratio of correlations (HTMT). As recommended by Henseler, Ringle, and Sarstedt [31], the HTMT values should not exceed 0.85 to establish discriminant validity [32]. The results indicate that all the HTMT values are below this threshold, further corroborating the discriminant validity of the model.

Table 4. Heterotrait-Monotrait Ratio (HTMT) Results

	VR	Brand Loyalty	Emerging Technologies	Purchase Intention	Social Media	AR
VR						
Brand Loyalty	0.763					
Emerging Technologies	0.823	0.797				
Purchase Intention	0.846	0.821	0.788			
Social Media	0.835	0.804	0.812	0.801		
AR	0.726	0.772	0.780	0.795	0.830	

In summary, the measurement model demonstrated satisfactory individual item reliability and convergent and discriminant validity. These validations provide a robust foundation for the structural models.

Table 5 presents the commonality validity index, calculated as the ratio of the sum of squared errors (SSE) to the sum of squares of observations (SSO), for each latent variable block. This index reflects the variance in the observed data as explained by the measurement model.

Table 5. Index of Construct Cross validity

Research Variables	SSO	SSE	Q² (=1-SSE/SSO)
AR	750.000	345.878	0.539
Brand Loyalty	750.000	470.198	0.373
Purchase Intention	750.000	343.712	0.542
Social Media	750.000	402.373	0.464
VR	750.000	397.013	0.471

A positive value for the commonality validity index (Q^2) of each latent variable indicates an adequate measurement model. As shown in Table 2, all Q^2 values are positive, confirming the model's sufficient quality.

Structural Model Assessment

Following the measurement model evaluation, the research proceeds to the structural model
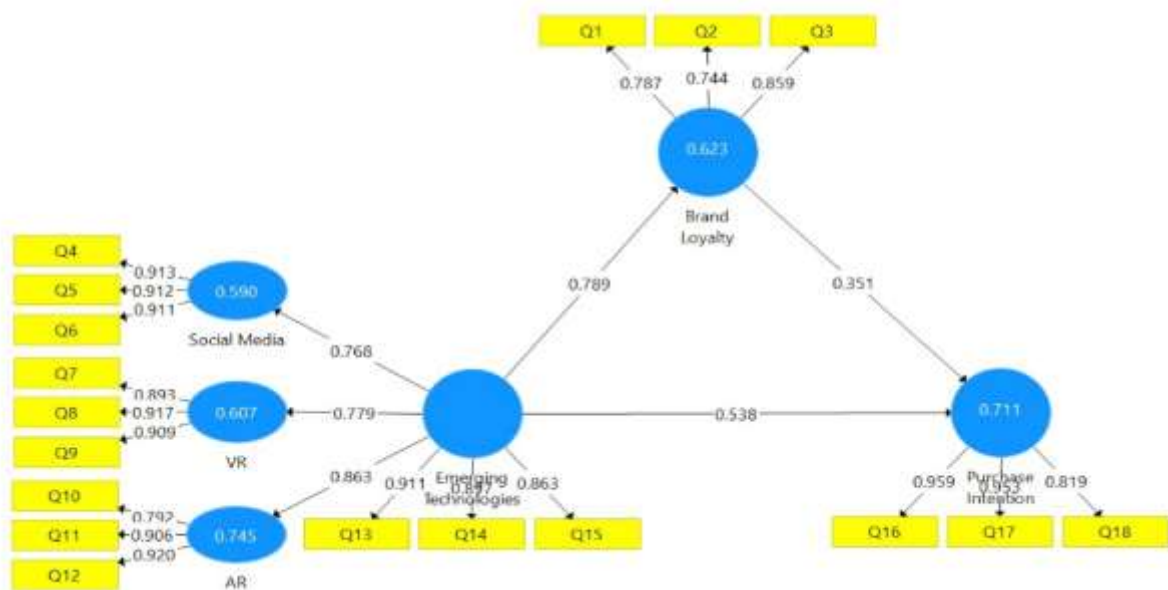
assessment. Figures 1 and 2 present the data analysis results generated from the software. The t-value index was employed to assess the significance of the hypothesized causal relationships between the variables.

Figure 1. Path coefficients and factor loading of the variables

Within PLS software, the t-value is an indicator of the strength and significance of the relationships between the variables. This value plays a crucial role in determining the hypotheses' validity. If the t-value exceeds 1.64, 1.96, and 2.58, it suggests that the corresponding hypotheses are supported at 90%, 95%, and 99% confidence levels, respectively. In simpler terms, t-values greater than 1.96 are considered statistically significant at the 0.05 level (5% chance of error), while values above 2.58 indicate significance at the 0.01 level (1% chance of error).

Figure 2. t- values for testing the significance of path coefficients and factor loadings
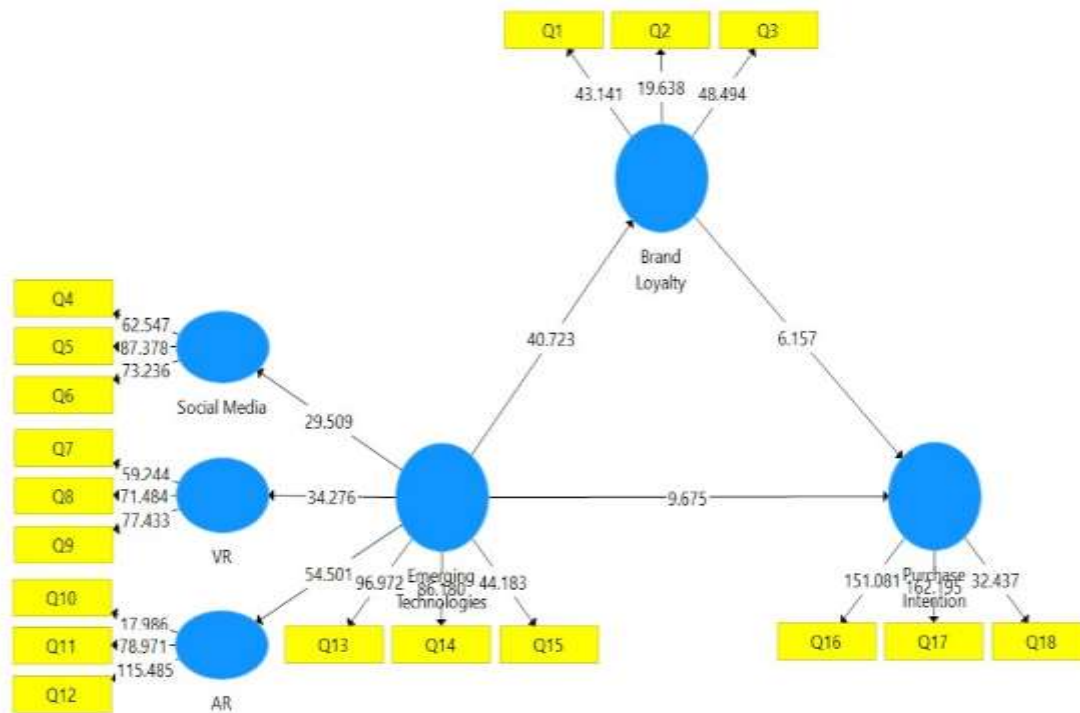

Table 6 presents the path coefficients, standard deviations, t-values, and significance levels for all paths in the model investigating the impact of employing new technologies in sports brand sponsors' advertisements on fans' purchase intention.

Table 6. Original Sample and T Statistic value

Research Variables	Path Coefficient	S. D	T-statistic	Sig.
Brand Loyalty → Purchase Intention	0.353	0.057	6.157	0.000
Emerging Technologies→ Brand Loyalty	0.789	0.019	40.723	0.000
Emerging Technologies→ Purchase Intention	0.539	0.056	9.675	0.000

According to Table 6, research findings based on the significance of paths, the variable of emerging technologies with a path coefficient of 0.539, and the variable of brand loyalty with a path coefficient of 0.351 have a significant effect on fans' purchase intentions. All of these paths are significant at a level of 0.05, and the path coefficients are in good condition, confirming the conceptual model designed.

The variance accounted for (VAF) measure was used to assess the strength of the indirect effect mediated by the variable. VAF ranged from 0 to 1, with values closer to 1 indicating a stronger

indirect effect. This quantifies the proportion of the total effect that can be attributed to the indirect pathway.

Using formula (1), the VAF in this study was calculated as 0.339. This value suggests that over 33% of the influence of emerging technologies on purchase intentions can be indirectly explained by the mediating effect of brand loyalty.

$$VAF = \frac{a \times b}{(a \times b) + c} \quad (1)$$

Based on the results obtained from the composite reliability, extracted variance, model determination coefficient, and model goodness index, the model drawn in the path analysis has appropriate empirical-theoretical assumptions and has good fitness. Therefore, the model of employing new technologies in sports brand sponsor advertisements on fans' purchase intentions was confirmed.

Figure 2 shows the model's multiple determination coefficient (R²) of 0.71. These values fall within the acceptable range, considering that 0.19, 0.33, and 0.67 are generally regarded as weak, moderate, and strong R², respectively. This implies that the independent variables explain 71% of the variance in the dependent variables.

To further assess the model's overall fit, the goodness-of-fit index (GOF) was employed, which is presented below.

$$GOF = \sqrt{average\ (Commonality) \times average\ (R2)}$$

Where is equal to the square product of the average shared values and average determination coefficients. The values for this index are generally interpreted as follows: 0.01 indicates weak fit, 0.25 indicates moderate fit, and 0.36 indicates strong fit. In the present study, the GOF value was:

$$GOF = \sqrt{0/78 \times 0/71} = 0/744$$

Based on the composite reliability, extracted variance, model determination coefficient (R²), and goodness-of-fit index (GOF) values, the proposed path analysis model demonstrated good alignment with both theoretical and empirical assumptions, indicating its robust fit.

DISCUSSION AND CONCLUSION

The findings of this study shed light on the pivotal role that emerging technologies play in shaping consumer purchasing intentions, with brand loyalty acting as a critical mediating force. Through an in-depth examination, it became evident that the adoption and effective utilization of cutting-edge technological solutions by brands can significantly influence consumers' propensity to make purchases. Remarkably, this impact is amplified by the level of brand loyalty exhibited by customers, as those who demonstrate strong allegiance to a particular brand are more receptive to embracing the innovative technologies introduced by that brand. This intricate interplay between emerging technologies, brand loyalty, and purchasing decisions unveils a strategic pathway for organizations to leverage in driving sales and cultivating customer relationships.

Emerging technologies, such as augmented reality (AR), virtual reality (VR), and social media have ushered in a paradigm shift in how brands engage with consumers and foster loyalty. Javornik (2016) highlights the impact of AR's media characteristics on consumer behavior [33]. Casaló et al. (2008) underscored the role of trust, satisfaction, and communication in virtual brand communities, which are increasingly important in the digital age [34]. These cutting-edge solutions offer brands unprecedented opportunities to deliver immersive, interactive, and personalized experiences that resonate with their target audience. In particular, AR and VR enable brands to transport consumers into captivating digital realms, blurring the lines between the physical and virtual worlds and creating lasting impressions that solidify brand affinity. Social media platforms have empowered brands to cultivate vibrant online communities, facilitate direct and transparent communication, and foster a sense of belonging among consumers. Through these channels, brands can co-create content, gather valuable insights, promptly respond to customer needs, and strengthen the emotional bonds that underpin loyalty. As these emerging technologies continue to evolve and become more ubiquitous, their ability to shape consumer perceptions, preferences, and brand allegiances will intensify, presenting forward-thinking organizations with a potent arsenal to cement enduring brand loyalty.

Brand loyalty exerts a profound influence on the purchasing intentions and behaviors of sports users. When consumers forge a deep-rooted emotional connection and allegiance to a particular sports brand, they shape their buying decisions substantially. Pourazad, Stocchi & Pare (2020) state that Consumers' emotional connection and allegiance to a sports brand significantly influence their purchasing decisions [35]. This connection is often formed through athletes' perception of human brands, leading to emotional attachment and increased spending on team-related products [36]. Highly loyal fans and consumers are more inclined to prioritize purchases associated with their beloved brand, whether it is merchandise, event tickets, or endorsed products. This unwavering commitment transcends mere transactional motivations and is driven by the desire to align with the brand's identity, values, and success. Loyal consumers actively seek opportunities to support and celebrate the brand to which they are devoted, perceiving their purchases as a tangible expression of their loyalty and pride. Consequently, sports organizations that cultivate a fervent and devoted fan base can leverage this emotional bond to drive consistent purchasing behaviors and create a reliable revenue stream. Brand loyalty serves as a powerful catalyst, compelling sports enthusiasts to make purchases that may supersede practical considerations, as emotional attachment takes precedence over purely rational decision-making processes.

The proliferation of emerging technologies has reshaped the landscape of consumer purchasing intentions in the sports industry. Cutting-edge innovations, such as augmented reality (AR), virtual reality (VR), and immersive social media experiences, have unlocked new avenues for sports brands to captivate and engage their audiences, consequently influencing their purchasing decisions. Neumann et al (2017) state the significant influence of AR and VR on consumer behavior and purchasing decisions in the sports industry [37]. AR and VR technologies, in particular, have revolutionized the way fans experience sports events, allowing them to be transported to the heart of the action, virtually try merchandise, or even step into the shoes of their favorite athletes. These immersive experiences not only heighten the emotional connection with the sport, but also create a sense of novelty and exclusivity, driving fans to purchase products or services that enable them to relive those exhilarating moments. Moreover, social media platforms have emerged as powerful catalysts for sports brands to showcase their offerings, foster community engagement, and leverage influencer marketing, all of which can significantly influence purchasing intentions among tech-savvy sports enthusiasts. As these emerging technologies continue to evolve, their ability to shape consumer perceptions, preferences, and, ultimately, purchasing decisions within the sports realm will only intensify.

In conclusion, this study underscores the profound influence of emerging technologies on consumer purchasing intentions, with brand loyalty playing a crucial mediating role. As organizations embrace cutting-edge solutions, such as augmented reality, virtual reality, and immersive social media experiences, they unlock a potent pathway to captivate and engage their audiences. These technologies foster a sense of novelty, exclusivity, and emotional connections, driving consumers' desires to make purchases. However, the extent to which these purchasing intentions are actualized is significantly amplified by consumers' brand loyalty levels. Highly loyal customers are more receptive to adopting innovative technologies introduced by their preferred brands, reinforcing their purchasing propensity. To fully capitalize on this dynamic interplay, businesses should prioritize strategic investments in emerging technologies that align with their target audience's preferences and deliver truly immersive and personalized experiences. Concurrently, fostering brand loyalty through consistent delivery of exceptional products and services, transparent communication, and customer-centric initiatives should remain the cornerstone of their operations. By seamlessly integrating emerging technologies with robust brand loyalty initiatives, organizations can unlock a virtuous cycle of customer engagement, satisfaction, and sustained purchasing behaviors, thereby solidifying their market positioning and long-term success.

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تاثیر فناوری‌های نوظهور بر وفاداری به برند و قصد خرید محصولات در تبلیغات ورزشی

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چکیده

این مطالعه به بررسی تعامل بین استفاده از این فناوری‌های نوظهور در تبلیغات حامیان مالی ورزشی، وفاداری به برند و قصد خرید مصرف‌کنندگان می‌پردازد. داده‌ها از طریق یک نظرسنجی آنلاین با استفاده از پرسشنامه مقیاس لیکرت ۵ امتیازی که به روش نمونه‌گیری در دسترس بین ۲۰۰ طرفدار ورزشی توزیع شد، جمع‌آوری گردید که ۱۲۰ پاسخ کامل دریافت شد. با استفاده از مدل‌سازی معادلات ساختاری، پژوهش یافته‌های قانع‌کننده‌ای را آشکار کرد. تحلیل‌ها نشان داد که فناوری‌های نوظهور به طور مستقیم تأثیر قابل توجهی بر وفاداری به برند و قصد خرید طرفداران ورزشی دارند. علاوه بر این، وفاداری به برند به عنوان یک نیروی میانجی قدرتمند عمل می‌کند که به طور غیرمستقیم تأثیر فناوری‌های نوظهور بر قصد خرید را افزایش می‌دهد. قابل توجه است که بیش از ۳۳٪ از تأثیر فناوری‌های نوظهور بر قصد خرید را می‌توان به نقش میانجی وفاداری به برند نسبت داد. این بینش‌ها رابطه هم‌افزایی بین فناوری‌های پیشرفته، وفاداری مصرف‌کننده و رفتارهای خرید در صنعت ورزش را برجسته می‌کند. این مطالعه راهنمایی ارزشمندی برای برندهای ورزشی و حامیان مالی فراهم می‌کند و به آنها امکان می‌دهد تا از فناوری‌های نوظهور به صورت استراتژیک استفاده کنند، وفاداری به برند را پرورش دهند و قصد خرید پایدار را در میان مخاطبان هدف خود افزایش دهند. با بهره‌گیری از قدرت واقعیت افزوده، واقعیت مجازی و تجربیات غوطه‌ور رسانه‌های اجتماعی، برندهای ورزشی می‌توانند تجربیات جذاب و درگیرکننده‌ای ایجاد کنند که با طرفداران همراه شود و ارتباط عاطفی عمیق‌تر و تمایل بیشتر به برند را تقویت کند. این امر به نوبه خود می‌تواند به افزایش وفاداری به برند و تمایل بیشتر طرفداران برای خرید محصولات یا خدمات مرتبط با تیم‌های ورزشی یا ورزشکاران محبوب خود منجر شود.

کلیدواژه‌ها: فناوری‌های نوظهور، قصد خرید، حامیان مالی ورزشی.

نویسنده مسئول: وجیهه جوانی، دانشیار گروه مدیریت ورزشی، دانشکده تربیت بدنی و علوم ورزشی، دانشگاه تبریز

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