

Brand Loyalty of Sporting Audiences.

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Introduction:

Important part and vital role in human life, it has recently increased the importance of sporting events has become a major commercial area, where one of the attractive capital roads that have large profits.

And the beginning of the relationship between sports and business in 1870, when the tobacco companies printed cards for baseball players into cigarette packs in order to promote their products.(2 :4) (11 :14)

And from here emerged the brand as one of the important intangible assets of the organizations, it should ensure more than ever on its brand value under intense competition, it is the most important ingredient that works to highlight and give the brand a competitive edge is essential linkages in the mind of the consumer. (6: 56) (15: 6) (22: 29)

And Juneja Aaker ,D.A(1991) that there are many dimensions influencing brand value and consumer purchase decisions and perceived quality, brand image, brand identity, brand loyalty. So to maintain loyalty to the brand that is the privilege of a product or service as a result of the presence of certain ideas about the product in the minds of customers, which is reflected in the trends in consumer purchasing decision.(16: 432) (5: 373)

Problem to research:

As a result of economic openness on economic environment changes and developments continuously, as many brands market, increasing competition, and hence the organizations must look for everything new to increase brand loyalty and link them to the mind of the beneficiaries, and the researcher found that the sporting event is one of the most important trends that will attract a large audience, and football is one of the most popular forms of mathematical content, but rather a community of more than the number of Sports fans as a mass sport simplified.

Hence, the researcher noticed the lack of activating the role and impact of the commercial impression Aunt at public sporting event which will reflect negatively on the

blockbuster Almstron on investment and care in the field of sports

The researcher also noted that the number of investors from the records of the Alexandria Chamber of Commerce estimated 1430 investor, noting that those who have concerns sponsored various sports events and promotion of their products and services through 89 investor only equivalent to 6.22, this percentage is a little inconsistent with contemporary management thought what happens globally for sporting events.

As the researcher two exploratory administrators investing companies and invested in sport referring their findings to a connection between the brand and the loyalty of a sporting event.

Hence, the researcher access to the studies which emanated from the brand was one of the most important results they stressed the importance and value of the brand and its role in attracting the attention of the beneficiaries, and the presence of a strong relationship between perceived quality and loyalty towards the brand, increasing the degree of consumer loyalty for the brand to increase the confidence in the .

Research questions:

1. What is the impact of demographic variables in brand loyalty among sporting event audience?
2. What is the relationship between the dimensions of brand loyalty and her audience at the sporting event?
3. What is the dimensions of commercial Aunt and loyalty among the public impact of the sporting event?

The importance of research:

Search includes the interpretation of the results and conclusions and recommendations and the reference to the originality and contemporary Find the current terms of being accompanied by:

- The global trend in the field of sports economics, the most research trends in the world in recent years.
- Represents an attractive entrance for businessmen to invest in the sporting event by brand.

- Represents a new direction and investment in the Aoualgmehor brand through sports event.

Research objectives:

The search is designed to identify the dimensions of brand and loyalty to a sporting event through:-

1. Demographic variables (age, sex, geographical distribution, education level, income level), to a sports event.
2. Dimensions of brand and loyalty to a sporting event (a personal brand-image-brand-aware quality-awareness brand).

Research hypotheses:-

1. There are significant moral difference between variable loyalty to a brand of product or service and between demographic variables (age, sex, geographical distribution, education level, income level), to a sports event.
2. There is no statistically significant relationship between the dimensions of brand loyalty to the brand with a sports event.
3. There is a statistically significant effect of dimensions of brand loyalty in a sporting event.

Action research:

Research methodology:

The researcher used descriptive survey and studies of the relevance of the research.

Society and sample search:

The research community:

Is all public sporting event of all age levels, educational and living and all the provinces, in the Egyptian Premier League football 2009/2010.

Sample search:

Given the difficulty of accounting for the research community, the researcher adopted a simple random sample, the sample size was determined in accordance with the rules of statistics. (15: 112) in view of the fact that the number of independent subsidiary and dependent variables in this research 9 variables can accept 45 single, as a minimum, however, to improve the results the sample search 210 table (1) annex (1).

Search variables:-independent variables: demographic variables for a sporting event in terms of (age – sex – geographical distribution – level of education, level of

income). In addition to the researcher chooses the sample (AaKer) dimensions of brand personality and perceived brand quality and links to brand awareness brand dependent variable: determined dependent variable in loyalty to the brand.

Data collection instruments:-

Form questionnaire:

The researcher preparing a questionnaire to identify brand loyalty among sporting event audience included the form number (5) axes so as follows:

The first axis: Personal Brand

The second axis: mental picture of the brand

The third axis : perceived quality of the brand

Axis IV: awareness of the brand

Axis V: brand loyalty

As well as conducting scientific transactions of validity and reliability of access Blain to rationing scientific research to be valid for the application, and included a questionnaire form of two parts: the first part of the questionnaire related variables Aldemwagraver audience sporting event, the second part of the questionnaire related model Aaker to measure brand dimensions.

The scientific transactions of the questionnaire:

First: the sincerity of questionnaire A. certified content: by viewing the number of professors of business administration and sports management and investors.

B-certified configuration: table (2) annex (2).

Table (2) values of correlation coefficients indicated a correlation function at the level of statistical significance (0.01) between axes study each other and between them and the College class of the questionnaire indicating the configuration of the application questionnaire.

C-certified internal consistency: Table (3) annex (2).

Shown in table (3) there is a statistically significant correlation of all terms into its spine and tabular correlation came when the level indication (0.01) value (0, 286) and that value demonstrate the sincerity of the internal consistency of the questionnaire.

Second: surely the questionnaire the researcher with factor of stability of alvalkernbakh to verify the reliability and clear Brook (12). Table (4) annex (2).

Shown in table 4, the transactions of the stable axes of the questionnaire (0.8) tkribaotdl high stability coefficient,

and standard stability coefficient and (0.815) is the value of the coefficient of reliability of the questionnaire and (making) which shows the calculated stability factor matched with standard stability coefficient, which indicates the high stability of the questionnaire.

To verify the hypothesis i: moral differences exist between variable loyalty to a brand of product or service and demographic variables to a sporting event and validate this hypothesis the researcher test analysis of variance test for indication direction of Shaivism differences. Table (5): (13) there are significant differences in the degree of loyalty to the brand with a sports event depending on age shown in table (5)

Presentation and discussion of the results:

Table (5):

analysis of variance for the variable of loyalty to the brand with a sports event depending on age (n=210)

Source of variation	Sum of squares	Degrees of freedom	Medium boxes	The value of ' p '	The indication
Between groups	6, 284	2	3, 142	16, 99**	0, 01
Within groups	38, 287	207	0, 185	-	-
Total	39, 624	209	-	-	-

Value indexed when ' p ' (2, 207) and level indication (0.01) (4, 605)

Table (6):

test for indication direction of Shaivism differences of brand loyalty to a sporting event, depending on the age (n= 210)

m	Age	n	Arithmetic mean	1	2	3	In comparison	The critical value of Shaivism
1	Less than 18 years.	73	2, 394				M1-m2	0, 168
2	18-35 years.	86	2, 689	0, 304*			M1-m3	0, 192
3	36 more.	51	2, 095	0, 299-*	0, 603-*		M2-m3	0, 186

Function at the level indication (0.05)

-There are significant differences in the degree of loyalty to the brand with a sports event depending on the different geographical and illustrated by table (7)

Table (7):

analysis of variance for the variable of loyalty to the brand with a sports event depending on geographical distribution (n = 210)

Source of variation	Sum of squares	Degrees of freedom	Medium boxes	The value of ' p '	The indication
Between groups	6, 285	3	2, 095	14, 179	0, 01
Within groups	30, 584	207	0,148		
Total	36, 869	209			

Value indexed when ' p ' (3, 207) and level indication (0.01) (3 782)

Table (8):

test for indication direction of Shaivism differences of brand loyalty to a sports event, according to geographical distribution (n = 210)

M	Geographical distribution	n	Arithmeti c mean	1	2	3	4	In comparison	The critical value of Shaivism
1	Giza, Cairo	85	2, 794	-				M1-M2	0, 152
2	The cities of lower Egypt.	70	2, 589	0, 205-*	-			M1-M3	0, 189
3	The Canal cities.	35	2, 245	0, 549-*	0, 344-*	-		M1-M4	0, 234
4	Cities level.	20	1, 954	0, 840-*	0, 635-*	0, 291-*	-	M2-M3	0, 195
-	-	-	-	-	-	-	-	M2-M4	0, 239
-	-	-	-	-	-	-	-	M3-M4	0, 264

Function at the level indication (0.05)

There are significant differences in the degree of loyalty to the brand with a sports event depending on education level and shown in table (9)

Table (9):

analysis of variance for the variable of loyalty to the brand with a sports event depending on education level (n-210)

Source of variation	Sum of squares	Degrees of freedom	Medium boxes	The value of ' p '	The indication
Between groups	4, 258	2	2, 129	14, 552	0, 010
Within groups	30, 284	207	0, 146		
Total	34, 542	209			

Value indexed when ' p ' (2, 207) and level indication (0.01) (4, 605)

Table (10):

test for indication direction of Shaivism differences of brand loyalty to a sporting event, depending on the level of education (n-210)

M	Level of education	N	Arithmetic mean	1	2	3	In comparison	The critical value of Shaivism
1	High school or equivalent.	51	2, 164	-			M1-M2	0, 164
2	Bachelor or postgraduate studies.	91	2, 624	0, 460*	-		M1-M3	0, 173
3	Without qualified	68	2, 399	0, 235*	0, 225-*	-	M2-M3	0, 150

Function at the level indication (0.05)

-There are significant differences in the degree of loyalty to the brand with a sports event depending on income level and shown in table (11)

Table (11):

analysis of variance for the variable of loyalty to the brand to a sports event, depending on the income level (n-210)

Source of variation	Sum of squares	Degrees of freedom	Medium boxes	The value of ' p '	The indication
Between groups	8, 563	2	4, 282	28, 056	0, 010
Within groups	31, 589	207	0, 153		
Total	40, 152	209			

Value indexed when ' p ' (2, 207) and level indication (0.01) (4, 605)

Table (12):

test for indication direction of Shaivism differences of brand loyalty to a sporting event, depending on the income level (n-210)

M	Income level	N	Arithmetic mean	1	2	3	In comparison	The critical value of Shaivism
1	Low.	67	2, 361	-			M1-M2	0, 150
2	Average.	103	2, 684	0, 323*	-		M1-M3	0, 191
3	High.	40	2, 142	0, 219-*	0,542-*	-	M2-M3	0, 179

Function at the level indication (0.05)

There are significant differences in the degree of loyalty to the brand to a sports event, depending on the type and is illustrated by table (13)

Table (13):
arithmetic mean and standard deviation of the degrees of loyalty to brand depending on the variable type (n = 210)

M	Sex	N	Arithmetic mean	Standard deviation	The value of ' v '	The indication
1	Male	183	2, 541	0, 88	2, 44	0, 05
2	female	27	2, 251	0, 498		

Value indexed when ' v ' degrees of freedom (208) and level indication (0.01) 2 576 when the level indication (0.05) 1.96

It is clear from the statistical analysis that the highest values tended to favor males due to the researcher that this result is consistent with the traditions of Egyptian society, in addition to the freedom enjoyed by males for males than females in Eastern societies.

And make sure the results of the Aker JL Aaker, J study. L 1997 that as the kind of demographic characteristics (sex) of the effects on the brand and Alu her.

Shown in tables (5):(13) that ' v ' calculated value is greater than the value indexed when the level indication (0.05) indicating a statistically significant difference of demographic variables.

The second assumption: there is no relationship between the dimensions of brand loyalty to the brand with a sports event

To validate this hypothesis the researcher calculates Pearson's correlation coefficient between degrees of dimensions of brand loyalty to the brand in a sporting event as described in table (14)

Table (14)
shows the Pearson correlation coefficients between the dimensions of brand loyalty and loyalty to the brand in the public sports event (n-210)

M	Search variables	Brand loyalty	Personal brand	The mental image of the brand	The perceived quality of the brand	Brand perception
	Brand loyalty	1				
2	Personal brand	0, 733	1			
3	The mental image of the brand	0, 604	0, 691	1		
4	The perceived quality of the brand	0, 428	0, 491	0, 637	1	
1	Brand perception	0, 517	0, 488	0, 659	0, 671	1

The value of the correlation coefficient table when the level indication (0.01) 0.182

Shown in table (14) a statistically significant correlation between loyalty to the brand and each of: personal brand (0.733, correlation with the degree of confidence of 99), the mental image of the brand (0.604, correlation with the degree of confidence of 99), the perceived quality of the brand (correlation coefficient the confidence 0.428 99) methods of brand perception, (0.517 correlation degree trust of 99)

The third assumption: there is a statistically significant effect of dimensions of brand loyalty in a sporting event the researcher to validate this hypothesis in two ways:-

First calculate the average percentage of which was to determine the degree of loyalty to the brand with a sports event.

(A) for the first axis: personal brand

Table (15)

arithmetic mean and standard deviation, and the values of ' v ' to denote the average percentage differences of the first axis (n-210)

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
6	Vary your loyalty to brand sporting event according to:-							
6/1	Visibility.							
	6/1/1-simple.	2, 51	0, 95	7, 78*	83, 67	6	Approval	high
	6/1/2-realistic.	2, 63	0, 98	9, 32*	87, 67	2	Approval	high
	6/1/3-does not contain precise forms.	2, 06	0, 81	1, 07	68, 67	11	To some extent	Medium
6/2	Compatibility:.							
	6/2/1-reflecting the activity of its owner.	2, 41	0, 88	6, 75*	80, 33	8	Approval	high
	6/2/2-consistent with the traditions of the community	2, 61	0, 98	9, 02*	89, 67	1	Approval	high
6/3	Credibility:							
	6/3/1-no similarity with other flags.	2, 48	0, 94	7, 40*	82, 67	7	Approval	high
	6/3/2-trusted brand reputation.	2, 55	0, 82	9, 72*	85, 00	5	Approval	high
6/4	Competitiveness:							
	6/4/1-value you have.	2, 28	0, 84	4, 83*	76, 00	9	To some extent	Medium
	6/4/2. distinguished from other competition.	2, 58	0, 97	8, 66*	86, 00	3	Approval	high
	6/4/3-innovative.	2, 09	0, 59	2, 21*	69, 67	10	To some extent	Medium
	6/4/4-attractive draw attention.	2, 57	0, 86	9, 60*	85, 67	4	Approval	high

V ' tabular value at the level indication (0.05) 1.96

Shown in table (15) there are significant differences in the level indication (0.05) between the calculated average and average corporate (2) two degrees to the calculated average of the values of the ' v ' is above the tabular value at the level indication (0.05), as indicated in the table (24) that the terms (6/1/3), (6/4/1) (6/4/3) were rated as average by (68.67), (76.00), (69.67) respectively, followed by high ranking first place gateway (6/2/2) and then (6/1/2), as a percentage of average (89.67), (87.67) respectively, either gateway (6/4/2), (6/4/4) as a percentage of average (86.00), (85.67) respectively.

The researcher believes that companies must be concerned with simply design their own brand to align with society and its traditions are easy to understand and

configure image for her, so enjoy the excellence of other competitors, and should not be similar with other brand, and ensure their loyalty and increase sales and demand for its services. And in this regard reaffirms Samia Abdel Halim Mohamed Seddik (2003) that the brand should be clear, not vague, and are characterized by simplicity and complexity. (6: 57)

And the results of the study, Lin, c., Wang, z(2000) (23) & Mason Muhammad Qutb, Faten Farouk Atris (2007) (12) & Hans. H , Bauer & Nicola . E, Sauer (without)(20) that the brand and reputation of the organization is an effective link between the product and the recipients, as well as between recipients and organization that provides the service. And seen

Table (16)

the arithmetic mean and standard deviation, and the values of ' v ' to denote the average percentage differences of the second axis ' mental image of the brand of sports gmhoralhaddh (n = 210)

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
7	Influenced by the mental image of the brand associated with the sports event to raise the level of your loyalty to the brand	2, 45	0, 68	9, 59*	81, 67	3	Approval	High
8	Contribute to sporting events in easily recognized brand.	2, 51	0, 79	9, 36*	83, 67	2	Approval	High
9	The mental image of the brand associated with the event have determined:-							
	9/1-before a sporting event.	2, 39	0, 84	6, 73*	79, 67	6	Approval	high
	9/2-during the sporting event..	2, 54	0, 87	8, 99*	84, 67	1	Approval	high
	9/3-after a sporting event	2, 37	0, 59	9, 09*	79,00	7	Approval	high
10	The mental image of the brand associated with sporting event feel:							
	10/1-reassurance.	2, 36	0, 74	7, 05	78, 67	8	Approval	High
	10/2-fraud protection.	1, 51	1, 09	6, 51*	50, 33	15	Ghirmwawk	Low
11	Focus of interest during the sporting event on:							
	11/1-sports event.	2, 18	0, 73	3, 57*	72, 67	10	To some extent	Medium
	11/2-brand.	1,94	0, 91	0, 96-	64, 67	13	To some extent	Medium
	11/3-both.	2, 41	0,82	7,25*	80,33	5	Approval	high
12	Affected by the mental image of the brand associated with my sports event:							
	12/1-event type.	2, 44	0,76	8, 39*	81, 33	4	Approval	high
	12/2-the size of the event.	2, 24	0, 59	5, 89*	74, 67	9	To some extent	Medium
	12/3-direction towards the event.	1, 98	0, 82	0, 35-	66,00	11	To some extent	Medium
	12/4-venue.	1, 78	0, 69	4, 62-*	59, 33	14	To some extent	Medium
	12/5-the importance of the event.	2, 54	0,84	9, 32*	84, 67	1	Approval	high
	12/6-emotions about the event	1, 95	1, 08	0, 67-	65, 00	12	To some extent	Medium

Shown in table (16): the existence of significant differences when the level indication (0.05) between the calculated average and average corporate (2) two degrees, with the largest values of tabular values at the level indication (0.05). Indicated in the table (16) that statements (11/1, 11/2, 12/2, 12/3, 12/4, 12/6) followed by a percentage of the average between (74.67: 59.33) estimates the average, either the term (10-2) came with low loyalty as a percentage of average (50.33), highly appreciated came first (12-5) and (8), and (7) as a percentage of average (84.67), (83.67) (81.67) respectively. And the researcher attributed these results to the importance of the event and its impact on the public,

the more confident viewers sports event and their loyalty to him in their minds the brand image associated with the event.

And in this regard reaffirms Aaker J. L (1997) on sporting events, one of the main effects on consumers and on the configuration of the mental image of the brand (13: 348) and confirms the mourning pillars Jeffrey Randall (2003) that the institutions that support the brand and its image to ensure its survival and continuity in the competition variants. (3: 20) and seen through the results table (16) that there is a correlation between mental image of brand and loyalty to a sporting event.

Table (17)

the arithmetic mean and standard deviation, and the values of 'v' to denote the average percentage differences of the third axis 'perceived quality brand among sports 'gmhoralhaddh (n ° 210)

M	Phrases	Arithmeti c mean	Standard deviation	The value of 'v'	%For the average	Order	Trend	Appreciation
13	Quality is the fundamental criterion for choosing a brand.	0, 58	2, 39	9, 74*	79, 67	4	Approval	high
14	Influenced by the quality of the brand by sports event on your loyalty to her.	0, 91	2, 64	10, 19*	88, 00	1	Approval	high
15	The level is determined by your loyalty to a brand associated with the sports event through:-							
	15/1-brand reputation	1, 05	1, 98	0, 28-	66, 00	6	To some extent	Medium
	15/2-only sporting event.	1, 11	1, 76	3, 13-*	58, 67	10	To some extent	Medium
	15/3-both.	0, 84	2, 51	8, 80*	83, 67	2	Approval	high
16	Price plays a key factor when possessive brand products or services associated with the event.	1, 21	1, 46	6, 47-*	48, 67	11	Ghirmwaw k	Low
17	Usually I don't care when possessive brand products or services associated with a sports event and not affect my loyalty to them.	0, 65	2, 38	8, 47*	79, 33	5	Approval	high
18	Influenced by the quality brand for you:-							
	18/1-quality of product or service.	0, 75	2, 45	8, 69*	81, 67	3	Approval	high
	18/2-ways that are getting their product or service.	1, 07	1, 89	1, 49-	63, 00	8	To some extent	Medium
	18/3-brand reputation.	0, 85	2, 38	6, 48*	79, 33	5	Approval	high
	18/4-related event only.	1, 01	1, 88	1, 72-	62, 67	9	To some extent	Medium
	18/5-ways posted.	0, 73	2, 39	7, 74*	79, 67	4	Approval	high
	18/6-link to my profile.	0, 98	1, 92	1, 18-	64, 00	7	To some extent	Medium
	18/7-differentiate the brand from other brands competition.	0, 62	2, 38	8, 88*	79, 33	5	Approval	high

Shown in table (17) the existence of significant differences when the level indication (0.05) between the calculated average and average corporate (2) two degrees, with the largest values of tabular values at the level indication (0.05). Indicated in the table (26) that the terms (15-1, 15-2, 18-2, 18/4, 18/6) followed by a percentage of the average between (66.00: 58.67) estimates the average loyalty, amabarh (16), came with a low percentage of average (48.67), while other high-valued expressions of loyalty, first term (14) c for medium (88.00) and II (15/3) as a percentage of average (83.67) then came (18/1) (18/5) (17), (18/3) (18-7) by Percentage of average ranged from (81.67: 79.33).

And the researcher agrees with the sample in the presence of a strong correlation between perceived quality and

loyalty to the brand, because the choice of tag on product quality which is reflected in the quality, relevance and reputation of service and methods posted and linked to a sporting event where it makes the consumer tolerate the high price versus the perceived quality of the product. And confirms Keller, k. L (1998) to upgrade product quality stems not only from the functional characteristics of the product anmavi diversity and quality of service (21: 178), the organizations that characterize the product to convince beneficiaries and quotation.(4: 2) (17: 106) (24: 348) illustrate the results table (26) there is a correlation between the perceived quality of brand and loyalty to a sporting event.

Table (18)

the arithmetic mean and standard deviation, and the values of ' v ' to denote the average percentage differences of axis IV (n-210)

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
19	Increase your understanding of the brand for sports event through:							
	19/1-newspapers and magazines.	2, 38	0, 71	7, 76*	79, 33	15	Approval	high
	19/2-displays large sporting event.	2, 41	0, 68	8, 74*	80, 33	13	Approval	high
	19/3-various major roads..	2, 33	0, 51	9, 38*	77, 67	17	Approval	high
	19/4-the means of transport for the transport of parties involved in the event (players – the technical-administrative staff).	2, 38	0, 66	8, 34*	79, 33	15	Approval	high
	19/5-on public transport	1, 59	1, 03	5, 77-*	53, 00	18	Ghirmwawk	Low
	19/6-tools and various devices in a sporting event.	2, 52	0, 86	8, 76*	84, 00	11	Approval	high
	19/7-the cups and medals for the event.	1, 52	1, 11	6, 27-*	50, 67	19	Ghirmwawk	Low
	19/8-identity card for the technical and administrative and media..	2, 39	0, 87	6, 50*	79, 67	14	Approval	high
	19/9-tickets for a sporting event.	2, 56	0, 84	9, 66*	85, 33	7	Approval	high
	19/10-the flags distributed to the audience for a sporting event between the event and the brand	2, 53	0, 77	9, 97*	84, 33	10	Approval	high
	19/11-on the uniforms of (players – administrative – technical).	2, 55	0, 81	9, 84*	85, 00	8	Approval	high
	19/12-clothes for the media team are designed to link the sports event and brand	2, 59	0, 98	8, 72*	86, 33	6	Approval	high
	19/13-gifts in kind acquired by the public.	2, 64	0, 98	9, 46*	88, 00	4	Approval	high
	19/14-through branded badges, and sporting event together.	2, 61	0, 99	8, 93*	87, 00	5	Approval	high
	19/15-the use of posters and pamphlets linking sports event and brand	2, 38	0, 56	9, 83*	79,33	15	Approval	high
	19/16-twavrmtioat-brand and the activities of its owner.	2, 44	0, 87	7, 33*	81, 33	12	Approval	high
	19/17-the distribution of brochures on sports event and brand.	2, 54	0, 99	7, 90*	84, 67	9	Approval	high
	19/18-announcement by celebrities in the media (TV, radio) of the brand and its various activities.	2, 65	0, 97	9, 71*	88, 33	3	Approval	high
	19/19-to provide a group of presentations about the product or service to the public.	2, 37	0, 55	9, 75*	79, 00	16	Approval	high
	19/20-the distribution of sample products from the companies at some public event.	2,52	0, 88	8, 56*	84, 00	11	Approval	high
	19/21-providing free tickets through the product to attend a sporting event as gifts during the purchase of the product.	2, 37	0, 73	7, 34*	79, 00	16	Approval	high
	19/22-Organization of meetings and conferences of the brand shows with the participation of some players, journalists and representatives of the participating teams..							
	19/22/1-before a sporting event.	2, 41	0, 81	7, 34*	80, 33	13	Approval	high

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
	19/22/2-on the sidelines of the event.	2, 68	0, 99	9, 95*	89, 33	1	Approval	high
	19/23-design a website sporting event brand together.	2, 67	0, 91	10, 67*	89, 00	2	Approval	high
	19/24-Contracting with mobile operators to send spam to the public include the relationship between the event and the brand	2, 68	0, 98	10, 06*	89, 33	1	Approval	high

Shown in table (18): the existence of significant differences when the level indication (0.05) between the calculated average and average corporate (2) two degrees, with the largest values of tabular values at the level indication (0.05). Indicated in the table (27) to words (19/5, 19/7) came with a low average arithmetic (53.00, 50.67), while high-valued first phrases (19-22/2, 19/24) by the average arithmetic (89.33) of terms, then (19/23), then (19-18). The researcher believes that the confidence of the public in sponsors and sports event itself supports the understanding of the importance of product and brand, as well as conferencing increases public confidence and loyalty and value and credibility.

And confirms the Ambler, t (1997) the use of celebrities to advertise their brands a basic effects used in building brand loyalty. (14: 97) or phrases (19/13, 19/14 19/10, 19/20, 19/19, 19-21) the sample results ranging from research by an arithmetic average between (79.00: 88.00). The researcher believes that the package of deals as gifts and product samples, makes the product continuously in

the minds of consumers and increases its credibility and then succeed in strengthening public loyalty to the brand. I mad Haddad warns about Jeffrey Randall (2003) that lure consumers by providing some additional performances than the beneficiary attached to your product or service and keep their loyalty to her. (3: 282)

And on the results of the sample search on phrases (19/12, 19/9, 19-11, 19-17, 19-6, 19-16, 19-2, 19/8, 19/15, 19/1, 19/4, 19/3) ranged between median proportion (77.67: 85.33). The researcher believes that diversity in the ways of the advertising of the product and use the brand increase awareness gmhoralhaddh sports brand, he sees before him, associated in his mind with the brand.

It enables the Organization of brand promotion and advertising of their products, are key factors to stimulate sales and drew the attention of the consumer and the product. (10: 68, 70), seen through the results table (18) that there is a correlation between brand awareness and loyalty in a sporting event.

Table (19)

arithmetic mean and standard deviation, and the values of ' v ' to denote the average percentage differences of axis v (n-210)

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
20	I have interest in obtaining products or services brand associated with the event.	2, 71	0, 97	10, 61*	90, 33	1	Approval	high
21	I will wait until I get the brand products or services associated with the event in case of non-availability of markets.	2, 69	0, 88	11, 36*	89, 67	2	Approval	high
22	I have to change the brand associated with the event and accept the other brand.	1, 42	1, 05	8, 00-*	47, 33	6	Ghirmwawk	Low
23	do not think of changing the brand associated with the event and accept the other brand.	2, 69	0, 79	12, 66*	89, 67	2	Approval	high
24	satathr much if products or services brand associated with the event.	2, 58	0, 63	13, 34*	86, 00	4	Approval	high
25	I advise non-fans to purchase products or services brand associated with the event.	2, 69	0, 82	12, 19*	90, 33	1	Approval	high
26	talk positively about the brand associated with the event.	2, 66	0, 97	9, 86*	88, 67	3	Approval	high

M	Phrases	Arithmetic mean	Standard deviation	The value of ' v '	%For the average	Order	Trend	Appreciation
27	if I've ever had a problem with the brand associated with a sporting event, I give myself another chance.	2, 51	0, 87	8, 49*	83, 67	5	Approval	high

Shown in table (19): the existence of significant differences when the level indication (0.05) between the calculated average and average corporate (2) two degrees, with the largest values of tabular values.

Indicated in the table (19) that the term (22) came as a percentage of average (47.33), followed by high-ranked first and second (20, 25, 21, 23) by the average arithmetic average (90.33, 90.33, 89.67, 89.67) respectively, and then came (26), (24), (27) as a percentage of average (88.67), (86.00), (83.67) respectively and the researcher's opinion is in line with the views of the sample in the previous statements that public confidence in the sports event A large space is of interest, increases the degree of loyalty to the brand and cautious in judging them in times of crisis it does not accept the change, because it is part of a sports event, it dominates his thinking and have the conversation with the people around him and thus be a vehicle for propaganda and advertising for the product or service the brand service.

Govers confirms.C Pascale and Mugge Ruth (2004) & Mohamed Ibrahim abedad (2004) the emotional link between the consumer and the product makes it difficult to indispensable or moves to another product. (18: 35)(9:37) and emphasizes ajwa, and singular Karreman (2005) the image and reputation of the brand development ready to wait before sentencing the Organization in times of crisis. (7: 144) and seen through the results table (19) that there is a correlation between the dimensions of brand and loyalty to the brand to a sports event

Secondly the researcher to validate the hypothesis above in another way:

the researcher used multiple regression analysis to test how the gradual Regression and Stepwise regression coefficient selection box or correlation coefficient and illustrated by table (20).

Table (20)

gradual decline to test the effect of dimensions of brand loyalty for the brand at a sporting event (n-210)

Models	Test ' p '		The correlation coefficient R	The coefficient of determination, R2	The percentage of contribution %	Static equation	Test T		
	The value of ' p '	The moral level					The regression coefficient B	The value of T	The indication
The first form	386, 203	0, 01	0, 710	0, 504	50, 4	2, 445			
Brand perception							0, 225	19, 652	0, 01
The second form	273, 605	0, 01	0, 769	0, 591	8, 7	2, 273			
Brand perception							0, 133	9, 138	0, 01
Personal brand							0, 149	8, 964	0, 01
Model III	199, 825	0, 01	0, 783	0, 613	2, 2	2, 227			
Brand perception							0, 114	7, 686	0, 01
Personal brand							0, 113	6, 288	0, 01
The mental image of the brand							0, 075	4, 388	0, 01
Model IV	155, 389	0, 01	0, 789	0, 622	0, 9	2, 186			
Brand perception							0, 083	4, 618	0, 01
Personal brand							0, 107	5, 983	0, 01
The mental image of the brand							0, 065	4, 011	0, 01
The perceived quality of the brand							0, 061	3, 025	0, 01

*Indexed ' p ' value at the level indication (0.01) (4 605)

** The value ' T ' table when the level indication (0.01) (2 058) shows a table (20) steady power four models due to the high value of the calculated ' p ' stood (155.389) of the four models as a whole and all results were statistically significant at the level of function (0.001) worth (4 605) it is clear from the above that there is a statistically significant positive effect of dimensions of loyalty to brand loyalty for the brand at a sporting event. And also the most influential dimensions of brand for sports event on the degree of loyalty to the brand in a sporting event is clarified by the following forms:

The first form: ' insert after ' brand recognition methods, correlation coefficient R equals (.710) and the coefficient of determination, R² equals (0.504), any brand recognition techniques to interpret the changes in the level of loyalty to a sporting event, a contribution rate (50.4).

The second form: ' enter the following personal brand ' in this form has been added to a personal brand to brand awareness and methods led to the high correlation coefficient R as (0.769), and the coefficient of determination R² to become (0.591) that add a personal brand to brand recognition methods has led to an increase in the proportion of interpreting changes in loyalty to the brand in a sporting event with a contribution of (8.7).

Model III: ' enter after the mental image of the brand ' in this form has been added to the image to a personal brand awareness methods led to the high correlation coefficient R as (0.783) and the coefficient of determination R² to become (0.613), this indicates that the addition of the mental image of the brand to brand perception methods and adding brand personality has led to an increase in the proportion of interpreting changes in loyalty to the brand in a sporting event, a contribution rate by (2.2).

Model IV: ' enter after the perceived brand quality ' has been added to the perceived brand quality to a personal realization methods, the mental image of the brand and the high correlation coefficient R as (0.789) and also the high coefficient of determination R² to become (0.622) meant that add perceived brand quality has led to an increase in the proportion of interpreting changes in loyalty to the brand in a sporting event by a contribution amount (0.9).

- The researcher through statistical analysis of regression coefficients were positive indicating a correlation between the dimensions of brand and loyalty to the brand in a sporting event.
- The researcher can express the regression equation for the dimensions of brand and loyalty to a sporting event as follows:

Loyalty to the brand in the public sports event 2, 186+ (0.083 brand awareness methods)+ (0.107 personal brand)+ (0.065 image brand)+ (0.061 perceived brand quality).

And interpret that equation as follows:-

consistency equation 2, 186.

-To increase brand awareness methods with one standard will increase the level of loyalty in the public sports event by (0.083) degree standard when you install the remaining three factors. As increasing personal brand with one standard, the higher the level of loyalty by (0.107) degree standard when isolating the other three factors relationship to level of allegiance to the flag. -And also in the mental image of the brand with one standard combined with high degree of loyalty by (0.065) degree standard when isolating the other three factors relationship to level of allegiance to the flag

. -High quality-aware brand by one standard accompanied by high level of loyal fans by (0.061) degree standard when isolating the other three factors the level of allegiance to the flag.

-The researcher believes that there is a strong relationship the more positive brand dimensions to a sporting event where the more predictable degree of loyalty to a brand of product or service and that personal branding is the most impact on loyalty to the brand for sports event.

And the results of a study confirm Ahmed Kamal Mahmoud (2008) (5) the strength of the brand of sports organization are derived through loyalty and personal branding and awareness. As both the Qahtan Al-Abdali, Bashir al-allaq (2012) personal brand loyalty creates the recipient towards the product and ensure continued access to the product and make it easier for the Organization to advertise the product.(8: 52)

Conclusions:

the study found:

The first part of the questionnaire:-the level of loyalty varies and is affected by demographic variables where significant statistically differences between variable loyalty to a brand of product or service and between demographic variables for a sporting event.

As for the second part of the questionnaire:-

First: personal brand with a sports event statistically significant relationship exists between brand personality and variable between her loyalty to a sporting event.

- different degree of loyalty of a sports event to the brand in accordance with its agreement with the traditions of the society, real, distinct from other competition, attractive draw attention.
- **Theme II:** the mental image of the brand with a sports event there is a relationship between a variable image of brand and loyalty to a sporting event. 1 sporting events contribute to easily recognize the brand.
- **Theme III:** the perceived quality of the brand with a sports event statistically significant relationship exists between the variable quality-aware brand and the loyalty of a sporting event.
- affected by the quality of the brand by sports event a loyal public.
- **Axis IV:** understanding the brand with a sports event togdalakh between variable perception of brand and loyalty to a sporting event.
- design a website sporting event brand together.
- **Track 5:** brand loyalty among audience event statistically significant relationship exists between the variable dimensions of brand and loyalty to a sporting event.
- the four models explaining the effect of the dimensions of brand for sports event on the degree of loyalty to the public.
- find the regression equation for the effect of the dimensions of brand and loyalty to a sporting event.
- more dimensional impact on loyalty to a sporting event is a personal brand.

Recommendations:

1. the relation between event and investors, and to increase their awareness of the importance of brand and its role in influencing their loyalty and their SPV.
2. a brand design creates a distinctive in the minds of the public about the brand thus affecting their loyalty.
3. the study of demographic variables and associate with the properties of the service awalmntg to balance between them to improve the brand.
4. the form or brochure to take advantage of different investment companies of the brand and its role in raising the level of loyalty to a sporting event.

5. companies should care about the dimensions of brand personality and brand for priority according to the equation above.

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