

## Brand Management Model in Professional Football League

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**Abstract :** The study aims to examine brand image in Iran's professional Football League (2014-2015). The study was descriptive survey one. A sample of Iranian professional football league fans (N=911) responded four items questionnaire. A structural equation model (SEM) test with maximum likelihood estimation was performed to test the relationships among the research variables. The analyses of data showed three dimensions of brand image influenced on fan's brand loyalty of which the attitude was the most important. Benefits and attributes were placed in the second and third rank respectively. According to results, brand image plays a pivotal role between Iranian fans brand loyalty. Create an attractive and desirable brand image in the fans mind increases brand loyalty. Moreover due to, revenue and profits increase through ticket sales and products of club and also attract more sponsors.

**Keywords :** brand management, sport industry, brand image, fans

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