

The Analysis of Components of Brand Bravery in Customers of Sports Products (Case Study: Majid Brand)

Received: 2022-03-17

Vol. 3, No.4. Authmn .2022, 29-42

Accepted: 2023-01-21

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Abstract

Purpose: The purpose of this study was to analyze the components of brand bravery in customers of the sports products of the Majid brand.

Methods: The method of the present study was applied in terms of purpose and had a descriptive-survey nature. Therefore, using the method of 10 to 15 times the number of items, 360 people were selected as a statistical sample. After distributing 400 questionnaires and removing incomplete questionnaires, 362 of them were selected and entered into the software for statistical analysis. In order to collect data, the standard brand bravery questionnaire (Jain et al., 2020) was used, which was translated into Persian and analyzed for validity in the target population. In order to confirm the validity of the instrument, exploratory and confirmatory factor analysis was used.

Results: Based on the results, it was found that the average score of brand bravery and all its components indicate a favorable situation so their average score was more than 3. Also, there is a priority between the components of brand bravery, according to that the most important priority from the viewpoint of consumers was "enduring", "fearless", "determined", "bold", "altruism", "gritty" and "courage" are the second to seventh priority.

Conclusion: Finally, the results indicate that the brand bravery questionnaire in sports is a multidimensional scale and can be used as a research tool in other non-clinical sports communities.

Keywords: Brand bravery, Brand advocacy, Consumer-brand identification, Scale development, Validation.

Introduction

"Believe in something, even at the cost of sacrificing everything." This iconic slogan is one of Nike's most popular advertising campaigns, as well as one of the most controversial, in the presence of Colin Kaepernick, a former player of the United States National Football League. He is known for starting protests against racism and social injustice after refusing to stand for the national anthem during one of the NFL pre-season games. Therefore, when Nike signed a multi-year contract with this athlete, the patriotic fans of this brand considered this a wrong step by this company. The move prompted people to set fire to their Nike shoes, demonstrating their moral boycott of Colin Kaepernick. However, Nike has stood firm in its decision and beliefs, even if it has led to harassment (Jain et al., 2020). This much-talked-about event at the time sparked a debate among marketers as to whether brands should convey their goals through advertising. Brands such as Nike and PandG are known for expressing their views on socio-political issues that sometimes require tolerating the force of consumer power. In various studies, consumer reactions to such activities by brands have been studied (Abitbol et al., 2018; Mukherjee & Althuizen, 2020) and the positive results of organizational social support have been shown (Dodd & Supa, 2015; Park & Jiang, 2020) in which brands have taken a firm stand on divisive issues. However, Nike's example is not merely a supportive act or a demonstration of its creative recklessness, but a unique aspect of its identity that includes upholding core values and resisting social pressures. However, is this desirable for brands that only expect simple results such as consumer satisfaction and loyalty? Despite strong reactions to Kaepernick's campaign, Nike saw a 31 percent increase in online sales of its products and an increase in in-store visits (Edison Trends, 2018). It is clear that consumer expectations of brands are evolving. Recognizing that consumers tend to have a

human relationship with brands (Fournier, 1998), they use them to express their ideas (Belk, 1988; Hogg et al., 2000) and prefer brands that are compatible with them. (Aacker, 1999; Sirgy, 1982). It can be interesting to know if consumers can look for brands that are not hesitant about their values and beliefs. Recently, many companies, large and small, have issued statements in solidarity with the "Black Lives Matter" movement in the United States. It is worth considering whether the consumer perceives these actions of the brand as a coercive act or goodwill by that brand that reflects the identity of that brand. This question is more important now than ever because the world is going through a state of emergency. In these uncertain times imposed on us by the global outbreak of the coronavirus, large corporations are under the microscope to respond to this crisis. Some brands have risen to the occasion and welcomed new patterns of responsibility, empathy, and agility. Some of them took bold and short-term measures to meet the new needs of the market. For example, the LVMH brand launched a product line for face masks and disinfectant fluids (Schultz, 2020). Some brands have tried to differentiate themselves from others by taking more responsibility for the crisis and expressing a desire to be useful, to serve, and not just to sell and make effective decisions. This global epidemic has allowed brands to actively participate and demonstrate the importance of their goals to consumers while resisting this turmoil. According to Kapferer (2012), leading brands are driven by personal goals and clearly show their identity that is resistant to change. Having a goal and gaining motivation through it is one of the vital aspects of brand identity that reflects the culture, positioning, core values, and personality of the brand (Kapferer, 2012; Harris & de Chernatony, 2001; de Chernatony, 2002). Brands such as Nike and LVMH represent emerging types of such brands that remain loyal to their original identity and do not conform to standard norms of brand

behavior. In order to better understand this unique feature of the personality of these brands, in this study, the "brave" brand is introduced as a new brand archetype that originates from the distinctive brand identity.

The Oxford Dictionary defines bravery as the quality of being brave. In today's dynamic world, brands are constantly confronted with situations that often require them to be brave, from taking a stand on controversial issues to responding to changing market needs. In psychology for a long time, brave with a willingness to sacrifice (Lord, 1918), concern for others (Oliner, 2003), moral excellence (Walker et al., 2010), honest behavior (Walker & Frimer, 2007), and courage (Jayawickreme & Di Stefano, 2012; Dunlop and Walker, 2013). However, in the literature and the brand's background, there is no explicit reference to a brave personality, its characteristics, whether or not it can attract the consumer's attention. Some recent research has looked at actions similar to Nike's Kaepernick campaign under brand activism (Mukherjee and Althuizen, 2020) and corporate social/political support (Frynas et al., 2017; Kim et al., 2019; Hoffman et al., 2020; Park & Jiang, 2020). The corporate social responsibility literature also covers some of the concepts of the brand by discussing the voluntary activities of the brand to fulfill its obligations to various stakeholders, communities, and society (Coombs & Holladay, 2011; He & Harris, 2020). However, the researchers could not agree on a structure that would show these brand activities as a sign of brand identity and its impact on positive brand outcomes. While marketers are trying to create different brand identities, the marketing and brand literature makes no clear reference to bravery, which means that it is not clear what brave brands are and what their characteristics are. Therefore, to conceptualize brand bravery, one should refer to the psychological literature that has examined personality traits related to the bravery and use the grounding theory to identify traits related to brand bravery. Ancient

psychologists have defined bravery as the desire to sacrifice one's life to save the lives of others (Lord, 1918). Subsequently, a series of studies were conducted to find explanations for such remarkable brave actions, which led to different perspectives. London (1970) observed that brave people have a greater sense of adventure and are dependent on a role model. Then, Oliner (2003) found that brave people have a high sense of self-efficacy and are concerned about the well-being of others. Walker & Frimer's (2007) self-efficacy persona is characterized by increased motivation and honest behaviors. Walker & Hennig (2004) also conducted a series of qualitative studies to identify 67 characteristics of a brave person (eg, heroism, fearlessness, fearlessness in the face of danger). Walker et al. (2010) also identified personality traits associated with moral excellence along with bravery and compassion. Then, Dunlop & Walker (2013), based on the personality profile of brave individuals, found that mastery, the need for personal growth, and the basic elements of life, such as salvation and basic benefits, are essential traits that lead to unique bravery. In classifying personality strengths and virtues, bravery is defined as the ability to cope with problems and challenges (Ruch & Proyer, 2015; Martínez-Martí & Ruch, 2017). Theoretically, some aspects of bravery, as discussed in the psychological literature, overlap with the concept of heroism. Existing research has defined bravery as having a commitment to the primary goals and well-being of others and a willingness to sacrifice to achieve their goals (Franco et al., 2011; Franco & Zimbardo, 2006; Becker & Eagly, 2004). Bravery has been studied in the context of courage and heroism by rescuing the weak (such as Oskar Schindler, who saved more than a thousand Jews during World War II) (London, 1970; Jayawickreme & Di Stefano, 2012; Dunlop & Walker, 2013). Bravery, as it happens, has been identified as a trait of heroism (Peterson & Seligman, 2004;

Seligman, 2002; 2011; Jayawickreme & Di Stefano, 2011; Kinsella et al., 2015; 2017). Due to the lack of accurate lexicography and consistency in conceptual analysis, heroism, and bravery, despite the historical and philosophical distinction between the two concepts, are used interchangeably in academic and public discourse. The closest reference to brand bravery in marketing and branding is the archetype of the "hero" brand, presented by Pearson & Mark (2001), in which he develops model 12 of Carl Jung's (1938) archetype to examine the brand's storytelling practices. They defined and identified brands by analyzing the archetypes of brand personality in their book, *Heroes and Rebels*. Pearson & Mark (2001) describe the character of the heroic brand as a brand that does not shy away from taking difficult action and demonstrates its skills in a way that makes the world a better place. Brands such as Nike have been discussed to refer to heroic and personal characteristics that welcome challenges (Smith, 2016). Smith (2016) considered brand benevolence and philanthropy of the organization as a natural indicator of the archetype of heroism and mentioned being brave as one of the sub-archetypes of heroism. In this regard, it can be argued that brave brands develop the idea of proving value through brave actions.

Brave brands must differentiate themselves from others by taking appropriate action. "Living with what you believe in is even more important than generating revenue for brands," said Charles Trevail, CEO of Interbrand Global. In this regard, Smith & Milligan (2011) cite examples of brands that have acted bravely in their business. These brands have shown that the goal, before the profit, should be beyond the expectations of customers, and to distinguish themselves from others by having the boldness to think and act. Barth & Kemp-Robertson (2018), in their book *"Contagious Commands: Ten Steps to Brand Bravery,"* suggest that brands should be risk-averse, challenge the rules, and differentiate themselves from others.

Hence, brave brands have the courage to change the future and not give in to what lies ahead. Marketers believe that "being brave" requires moving away from the clichés of marketing stereotypes in communication strategy and at the basic level of creative brainstorming (Adams, 2018). Experts also cite marketing for social purposes as an aspect of the brand's true bravery. Marc Pritchard, CEO of PandG Brand, points out the importance of being brave for marketing leaders such as corporate marketing executives who need to maintain their values and build trust in their teams (Adams, 2018).

In this regard, Forster Communications (2020) reported that bravery has many faces. Brands through the sharing of their experiences showed how we need to behave individually to act bravely; what the necessary conditions are for bravery to thrive; and why bravery is especially important in sustainability. Squarespace (2021) stated people are much more willing to spend their money on products and services whose narrative is meaningful to them. Those brands have the bravery of making this world a better place and enriching people's lives. Also, Brands in motion (2022) suggested now more than ever, the times are calling for bold, brave action, and the pressure on brands to deliver is at an all-time high. In the past two years, the number of people who expect brands to create stability rose by 30%. At the same time, consumers and B2B decision-makers have grown more skeptical—and even cynical—about purpose washing than ever. Consumers see through empty statements and expect brands to make committed investments to help a world in crisis.

Considering the characteristics discussed, consumers consider a brand to be brave, if that brand accepts challenges (enduring), pays attention to charity and better things (altruism), adheres to its core values (determined), Challenges the existing norms (bold), do not be afraid to take risks (fearless), accept their

mistakes easily (courage) and be innovative and disobey the norms of that industry (gritty). However, the existence of scattered definitions of bravery in psychology, and the lack of reference to it in brand and consumer research, shows that there is no convergence in the definition of bravery in the literature, and this requires a clear understanding. Therefore, in the present study, an attempt has been made to analyze the components of brand bravery and to validate its tools in the field of sports. This has been done by examining and analyzing the opinions of consumers of Majid brand sports products in Iran.

Materials and Methods

The method of this descriptive-survey research is applied in terms of purpose and the data of which were collected in the field. The present study population includes all consumers of Majid sports brands in the country. Due to the uncertainty of their exact number, the method of 10 to 15 times the number of questionnaire items was used to determine the sample size. 360 people (15 times the number of items) were selected as a sample. Researchers distributed 400 questionnaires online and in person. After collecting them and removing incomplete questionnaires, 362 questionnaires that were completed correctly were selected and entered into the relevant software for statistical analysis.

Data collection tools include the standard questionnaire of brand courage (Jain et al., 2020) which has 24 items and 7 components of altruism (items 1 to 5), bold (items 6 to 9), courageous (items 10 and 11), determined (Items 12 to 15), enduring (items 16 to 18), fearless (items 19 to 21) and recklessness gritty

(items 22 to 24) and is based on the Likert 5 value range (strongly disagree=1, disagree=2, no opinion=3, agree=4 and strongly agree=5). The content validity of the Brand Bravery Questionnaire was also confirmed by 15 professors in the field of sports management after being translated into Persian.

The construct validity of the research tool was also examined using exploratory and confirmatory factor analysis tests. Finally, the reliability of this questionnaire in a pilot study of 30 people was 0.92. In order to analyze the research data, descriptive statistics and inferential statistics such as the Kolmogorov-Smirnov test to check the normality of the data, one-sample t-test, W. Kendall test to prioritize components, and the second exploratory factor analysis were used. The software used in this research includes SPSS version 24 and LISREL version 8.80.

Exploratory factor analysis with orthogonal rotation was used to identify the internal structure of the tool and its related factors. Seven factors were obtained by combining multiple criteria. The first criterion was to determine the factors based on the eigenvalue. In this study, factors with eigenvalues greater than 2 were selected using the KMO criterion. The second criterion was the selection of factors based on the screen test. In this test, a graph is formed of eigenvalues and principal components and the jump point for rotating and determining the number of factors is where the slope of the line changes. Another criterion was the use of the variance descriptive criterion, whereby the seven factors identified in this study explained 81.9% of the variance (Table 1).

Table 1. Bartlett and Kaiser-Meyer and Olkin test results

Value	Assumption
0.817	Quantity of Kaiser-Meyer and Olkin (Sample Size Adequacy)
8420.004	
276	Degrees of freedom
0.001	Bartlett's Test of Sphericity
	Significance level

Based on the results of Table 1, it is found that all the required assumptions regarding the use of factor analysis are met. The Kaiser-Meyer and Olkin test is an indicator of sample adequacy. Based on the above test, it is possible to determine the degree of attribution of the variables to each other (factor causality) and thus their suitability for factor analysis and determine the suitability of each variable

individually. Since its value is 0.817, the judgment is excellent. Then, in Bartlett's Test of Sphericity, the assumption of correlation between questions is examined. Given the chi-square value and significance level ($P= 0.001$, $X^2= 8420.004$), it is concluded that there is a correlation between the questions, hence the continuation and use of other factor analysis steps are expressed.

Table 2. Results of the contribution of variance of each factor to the 7-factor model of brand bravery

The squares of the extracted loads			Factor Name	Factor number
Percentage of cumulative variance	Percent of variance	Total variance		
15.82	15.82	3.79	Factor 1 (altruism)	1
29.32	13.49	3.23	Factor 2 (bold)	2
41.87	12.55	3.01	Factor 3 (courageous)	3
53.34	11.47	2.75	Factor 4 (determined)	4
63.64	10.30	2.47	Factor 5 (enduring)	5
72.44	8.79	2.11	Factor 6 (fearless)	6
81.09	8.65	2.07	Factor 7 (gritty)	7

Table 2, shows the eigenvalues, factor variances, and percentages of their cumulative variance. The prediction power of this model

based on the sum of the variance of the seven factors is 81.09%.

Table 3. Results of Principal Components Analysis with Varimax Rotation on Factor Loading of Brand Bravery Questions

Factors							Questions
Factor 7	Factor 6	Factor 5	Factor 4	Factor 3	Factor 2	Factor 1	
						0.77	1
						0.85	2
						0.71	3
						0.50	4
						0.48	5
					0.63		6
					0.74		7
					0.77		8
					0.78		9
				0.65			10
				0.48			11
			0.73				12
			0.49				13
			0.49				14

				0.75				15
				0.74				16
				0.50				17
				0.81				18
	0.66							19
	0.81							20
	0.59							21
0.70								22
0.58								23
0.83								24
8.65	8.79	10.30	11.47	12.55	13.49	15.82	Percent of variance	
			81.09				Percentage of cumulative variance	

The results of the factor analysis presented in Table 3, show that brand bravery questions account for 81.09% of the total variance. The percentages of variance for factor 1 are 15/82, for factor 2 are 13/49, for factor 3 are 12.55, for factor 4 are 11.47, for factor 5 are 10.30, for factor 6 are 8.79 and for factor 7 are 8/65. The factor loadings of the questions indicate that the factor loadings of all questions are within the acceptable range. The following will describe the status of the components under

investigation on the basis of the spectrum measured.

After identifying the factor loads of the research items by exploratory analysis, using confirmatory factor analysis, the construct validity of the questionnaire was examined (Figure 1). The values of RMSEA, GFI, NFI, and CFI indices were also 0.070, 0.90, 0.96, and 0.96, respectively, which confirm the appropriateness of the dimensions of brand courage in sports (Table 4).

Table 4. Tests and indicators of the structural model of the first stage of the Brand Bravery in Sports Questionnaire

Model	X ² /df	CFI	NFI	GFI	RMSEA	P-Value
Brand Bravery	1.44	0.96	0.90	0.94	0.70	0.001

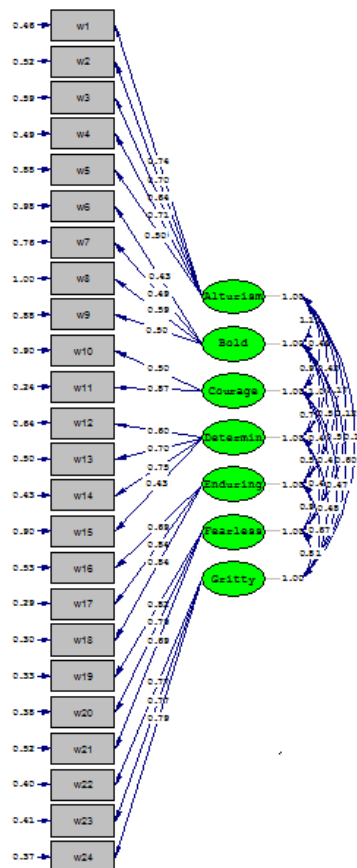


Figure 1. Confirmatory factor analysis of the brand bravery questionnaire in sports in standard mode (first stage)

Results

In this section, the findings of the research questionnaire are reported. The results of the first part of the questionnaire showed that in terms of age, 59.4% of participants were under 20 years (215 people), 16.9% of them were 21-30 years (61 people), 13.8% of them 31-40 years (50 people) and 9.9% were over 41 years old (36 people). From an educational perspective, 59.4% of participants have a diploma and postgraduate degree (215 people), 9.9% have a bachelor's degree (36 people), 21.0% have a master's degree (76 people) and 9.7% have a doctorate degree (35 people). In terms of income, 77.6% of participants were less than 3 million Tomans per month (281

people), 11% between 4 to 5 million Tomans per month (40 people), 8.3% between 6 to 10 million Tomans per month (30 people) and 0.3% had more than 10 million Tomans per month (11 people). In terms of gender, 16.9% were female (61) and 83.1% were male (301).

Also, in order to determine the normality of data distribution, the Kolmogorov-Smirnov test was used. The results showed that the distribution of data related to variables and components of research is normal and parametric tests can be used.

Then, in order to evaluate the level of brand bravery, a one-sample t-test was used, the results of which are shown in Table 5.

Table 5. One-sample t-test to determine the role of brand bravery score in sports

Variable	Mean	T Statistic	P-value
Altruism	3.28	7.73	0.001
Bold	3.36	9.05	0.001
Courageous	3.23	5.06	0.001
Determined	3.41	10.81	0.001
Enduring	3.52	12.92	0.001
Fearless	3.39	9.44	0.001
Gritty	3.24	5.53	0.001
Brand Bravery	3.35	10.25	0.001

As can be seen in Table 5, the average score of brand bravery and all its components indicates a favorable situation, so their average score was more than 3. Also, considering the significant levels, all of which are less than 0.01, it can be

said that there is a significant difference between the average of brand bravery and all its components with the hypothetical average (3 based on the questionnaire range).

Table 6. Mean Ranks and Priorities of Brand Bravery Components

Variable	Mean Ranks	Priority	Chi-Square	DF	P-Value
Enduring	4.40	First			
Fearless	4.23	Second			
Determined	4.17	Third			
Bold	4.07	Fourth	73.941	6	0.001
Altruism	3.81	Fifth			
Gritty	3.70	Sixth			
Courage	3.61	Seventh			

As can be seen in Table 6, because the level of significance of the W. Kendall test is less than 0.01, it can be said that there is a significant priority among the components of brand bravery, the most important priority of which is the component of "enduring" and the components of "fearless", "determined", "bold", "altruism", "gritty" and "courage" are in the second to seventh priorities.

Finally, according to the significant values for the 7 components of brand bravery in sports because they are in the range (-1.96 to 1.96) and according to the Lisrel output that you will

see below, the amount of degree of freedom is calculated (14). The amount of GFI, NFI and AGFI components in the model under study were 0.94, 0.91, and 0.95, respectively. Also, the value of the RMSEA index should be less than 0.08, which is 0.072 in the model. According to the indicators and outputs of LISREL software, it can be said that the data are consistent with the model and the indicators presented indicate that in general, the proposed model is a suitable model and the so-called experimental data are well matched (Figures 2 and 3).

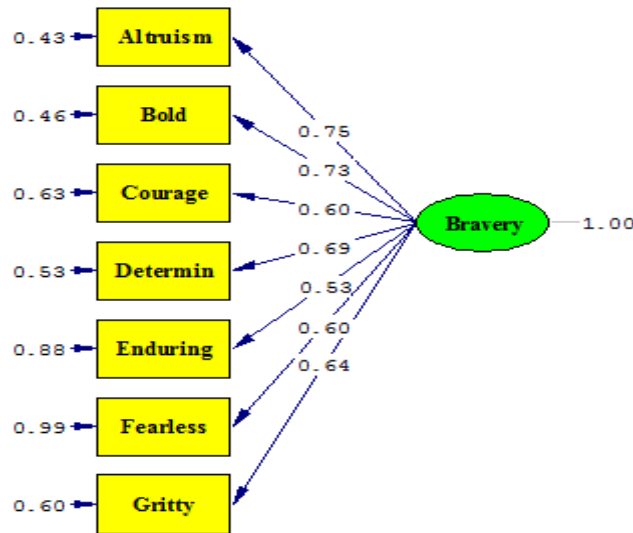


Figure 2. Confirmatory factor analysis of the brand bravery questionnaire in sports in standard mode (second stage)

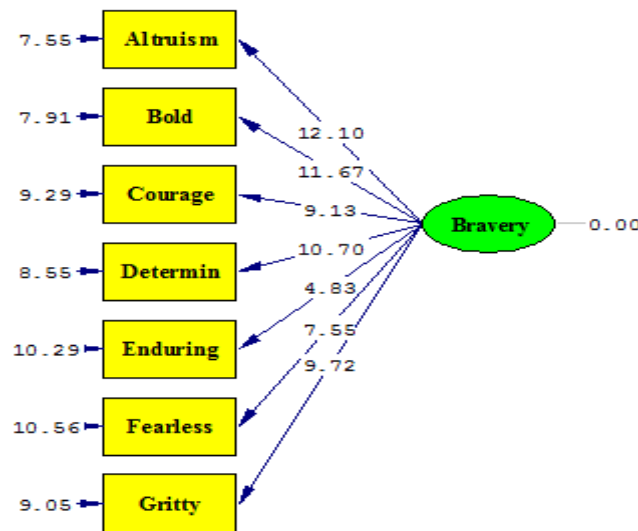


Figure 3. Confirmatory factor analysis of brand bravery questionnaire in sports in T-value state (second stage)

Discussion

In the present study, the components of brand bravery were examined. If a brand has the characteristics of altruism, boldness, courage, determination, enduring, fearlessness, and gritty, it can be considered a brave brand. The Nike brand is one of the bravest brands in the world, which has the characteristics of courage, determination, and fearlessness. Nike's advertising campaign and its creative gritty reinforce this perception. In other studies, subjects reported that brands such as Mahindra

and Tata were brave brands because of their altruistic efforts. Brands like Maggi and Nokia are known for their gritty and enduring in the aftermath of failure. The KFC brand is considered brave because of its boldness. Many other brands that are not afraid and try their luck for innovation and change themselves according to market needs are also considered as brave brands. In general, this study provides a comprehensive understanding of the concept of brand bravery by conceptualizing brand bravery and developing a valid scale that measures the strengths and importance of brand

bravery.

In this regard, the research findings show that the component of enduring, from the perspective of consumers of Majid brand in Iran, is the first priority of these people and they have introduced this component as the main reason for the brand's bravery. This means they believe that the Majid brand has stood up to its big competitors and even in times of crisis of Covid 19 disease, it has been able to continue to produce and supply its products both domestically and internationally, as based on the interview presented, the brand has succeeded in producing sportswear for 35 countries at the 2020 Tokyo Olympics (Farhikhtegan Daily, 2021).

Also, by doing such things, it becomes clear that this brand has the ability to challenge itself and does not shy away from competing with major and reputable brands in the field of sportswear production and always achieves goals in any situation, especially in difficult conditions, does not give up and does his best to achieve them.

The second priority of consumers of Majid brand products in relation to its bravery is the component of the fearlessness of this brand. As it is clear, this brand has no fear of entering new areas and has expanded its activities in the field production and distribution of sportswear in various fields. Also, this brand has set new boundaries in its business and has progressed with full courage and has shown that if you have courage and fearlessness, you can compete with world-famous brands and even overcome them in some cases and with activities in the international arena, it turns out that this brand is very brave in taking risks and is always trying to try new ways to enter different fields of sports.

In this regard, the third priority of consumers of the Majid brand in Iran in relation to the bravery of this brand is a component of determination. Despite the fact that the world

has been severely affected by the Covid 19 epidemic in the last two years, as a result, many sports manufacturers have been closed for a long time, which has left many sports manufacturers unable to sustain themselves and their activities, but Majid brand has continued its path with determined and has refused to surrender to foreign powers. The brand has always tried to challenge the status quo, is steadfast, and does not give up its values, and the spirit of this brand, despite failures and facing difficult conditions, has always been unshakable.

Then, it was found that the fourth priority of consumers of Majid brand products in the country in terms of considering this brand bravery has been a component of bold. With a little care, it is clear that this brand has taken a different path from its competitors in the country and in addition to the domestic market, has a special focus on the foreign market, which has also led to its success. Also, due to the limitations regarding the supply of raw materials for the production of the product in the country, this brand has always coped well with the limitations and has overcome them. In this regard, it can be said that Majid brand has always been unyielding during its years of activity and even if there are very high costs in its field of work, it has not left its activity and therefore it can be said that it has always been honest with itself and this honesty led to be considered a brave brand in the minds of its consumers.

The fifth priority for the Majid brand to be brave from the point of view of its consumers in the country is the component of altruism. The brand has proven to be socially responsible and uses sustainable business practices to achieve its goals. One of the latest examples of this is the preparation of clothes related to the game in honor of the two deceased football players of the country, namely Mehrdad Minavand and Ali Ansarian, at the end of the game, the former player of the national team,

Mr. Khodadad Azizi, thanked the owner of the brand, Mr. Majid Saedifar, for the immediate preparation of the clothes for this game. Also, this brand has shown that it has been active in charity and has been steadfast in this regard, and it can be said that it has always acted beyond its own interests and strives to benefit others. The brand has shown that it has no fear of formulating its strategies in a way that benefits the whole community and always tends to recreate itself for a specific reason, all of which show the brand's bravery.

In this regard, the sixth priority for the bravery of the Majid brand from the perspective of the surveyed consumers has been a component of gritty. The brand has been able to prove its gritty by breaking existing stereotypes and producing world-class quality products and penetrating the top international sports arenas. The brand has proven to be innovative and disobeys industry norms, and has even been rebellious in some cases, which is a sign of gritty and therefore of the brand's bravery.

Finally, consumers of Majid sports products in Iran have introduced the component of courage as the seventh and last component in order to be brave. These people have stated that the company is not afraid to express its flaws and mistakes and accepts them easily, something that may be less seen in other domestic sports brands, and shows the bravery of this brand to accept its mistakes if they occur.

Also, the structural model of brand bravery and its components show that this brand has a good amount of all 7 components necessary to be considered a brave brand, and therefore, it can be said that Majid brand, from the perspective of consumers of sports products in Iran is considered a brave brand that can be considered as a role model for other domestic brands and the strategies of this brand can be used to achieve success and achieve their goals.

Conclusion

Therefore, according to the research findings, it

can be said that having the components of brand bravery is very important for all new or old brands, and especially these brands should be able to show their bravery to their consumers in certain circumstances (like during the covid-19 pandemic) and thus be able to gain a special place for themselves in their hearts. Also, it is recommended to conduct similar research on other sports brands so that new solutions can be found by comparing their results with the results of the current research.

Acknowledgment

We would like to thank all the respected consumers who helped the research team in conducting this research.

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