THE EFFECT OF BRAND CREDIBILITY ON CONSUMERS’ PERCEPTION ABOUT BRANDS
AND THEIR PURCHASING BEHAVIORS IN SPORT GOODS

Abstract
The present study was an attempt to explore the effect of brand credibility on consumers’ satisfaction, continuance loyalty and loyalty to a brand. The main sample of this descriptive –correctional research comprised Nike-sport-products consumers (N=171), selected through convenience sampling procedures. The outputs related to the relationship among the variables obtained by means of the EQS 6.1 and the Structural Equation Modeling statistics indicated that the proposed diagrammed model was appropriate. In other words, the obtained data fitted well with the proposed model. Results indicated that brand credibility significantly affects consumers’ perception about the brand and their purchasing behaviors. Accordingly, it is recommended that the sports-products companies should attempt to create positive images about their goods in the minds of their customers.

Key words: brand, credibility, satisfaction, commitment, loyalty, word