

## Leveraging Sport Brands for pro-Social behaviors

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### Aim and Theoretical background

Social marketing strategies involves sport brands designed to enhance and extend pro-social behavior of the participant, especially a highly involved fan who sees pro-social behavior as a pro-team behavior (Filo, Funk, & O'Brien, 2009). According to research, the fan's desire to be affiliated with sport brand is a main motive for philanthropic behavior (Mahony, Gladden, & Funk, 2003). Hence, sport brands and charities might be aligned with together to generate donations to raise money and awareness for the cause (Stinson & Pritchard, 2013). As for the ability of sport brands to influence pro-social behavior, the positive socializing function of sport brands is largely rooted in involving individuals and identifying with them. However, it should be clarified which components leverage sport brands to foster individual philanthropic behavior and socialization among individuals. Therefore, this study aims to find these components.

### Methodology

Qualitative research was conducted to depict object of this research by consisting of 11 semi-structured interviews with academicians in sport brand and sociology who had done research in the sport brands area. The interview data consisted of 11 participants; 8 males and 3 females who were chosen using the snowball sampling technique. The interview transcriptions were coded using the Grounded theory methodology.

### Findings

The findings reveal two distinct aspects of meaning which factor into leveraging sport brands for individuals' pro-social behaviors. The first theme was hero worship that is rooted in the historical memory of ancient Pahlevani. And comradeship was the second theme emerged from data that is inspired along with the interactions and connection among participants in which individuals keep alive a spirit of solidarity through their involvement in sport brands. Findings showed these concepts as able to leverage the brand to influence individual pro-social behavior. It is hoped that this capacity of sport brands can be utilized to develop society effectively.

### References

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