

The Effect of Sport Consumer's Hostility on Purchasing Intention in Original and Copycat Brands

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Abstract

Purpose: The purpose of this study is to determine the situational and stable hostility of Ardabil sports consumers and its effect on the intention to buy in the original brands and Nike copycats.

Methods: This study was a descriptive cross-sectional study and the statistical population consists of all athletes of different disciplines in Ardabil. The sampling method was multi-stage and to determine the sample size, the Cochran formula of unlimited community was used and the sample size was 385 people. Moradi and Zarei (2011), and Jalilvand et al (2011) questionnaires were used to assess the purchase intention and by examining the tools of Klein et al (1998), Nijssen and Douglas (2004), Atenson and Klein (2005), Hassanzadeh and Meshbaki Esfahani (2015), questions related to hostility were prepared according to the historical memory and events of Iran. SPSS24 and Smart PLS3 software were used to answer the research questions.

Results: The results showed that in athletes, both situational and stable hostility have a negative and significant effect on the intention to buy the main Nike brand. In the case of the copycat brand, the effect of stable hostility on the intention to buy was positive and significant, but the situational hostility of athletes had no effect on their intention to buy Nike Copycat.

Conclusion: Situational and stable hostility of consumers towards the United States has a negatively the intention to buy the original Nike brand.

Keyword: Stable hostility, Situational hostility, Purchasing intention, Original brand, Copycat brand..

Introduction

A brand or brand name has a significant role in introducing the products and services of organizations and is in fact an intangible asset for organizations. Brands and their role in the world have increased to such an extent that many organizations, at great expense, try to introduce their brands to their customers in today's competitive market and offer their products or services from other similar products and services that our organization offers. (Ebrahimi et al, 2015). A brand is a complex symbol that encompasses a diverse range of ideas and features. Therefore, branding is the process of using a name, symbol, design, and experience that differentiates a company's products or services from competitors by presenting the image, belongings, and experiences related to the company (Mohammadkhani, 2018). A brand is a very important asset. Choosing a brand is a very important decision made by customers (Tomasevic et al, 2020). All over the world, all organizations, both public and private, need to have a brand name in order to be recognized and differentiate between the myriad of organizations (Rahimnia et al, 2016). Brands that offer a new product or service for the first time with creativity are the leading or main brands. In general, the leading brand is a brand that is better known than its competitors in the market and customers have understood its outstanding features (Ebrahimi et al, 2015). The high profitability of the main brands has caused many companies to think of providing a name and address for themselves in the market by imitating the leading brands. Such brands are known today as imitation brands (copies) (Lai and Zaichkowsky, 1999). Imitation is a common branding strategy that can destroy long-term investments in major brands bit by bit and cause major financial losses (Zaichkowsky, 2006; Mitchell and Kearney, 2002). Imitation strategy often occurs in two ways: imitation of the physical

feature and imitation of the theme. Imitation of the feature is possible in two ways. Feature imitation can occur by imitating the letters of the original brand name or by imitating the distinctive perceptual features of the design, appearance, and packaging of the original brand (Miceli and Pieters, 2010). Imitation of the theme can be influenced by copying the meaning of the brand name. Unlike feature imitation, content imitation is not limited to the original brand, but is indirectly related to the original brand through a higher-order meaning or through inferred attribute (Van Horen and Pieters, 2012). Counterfeit products are products that completely copy the leading brand, but the copycat brand imitates the original brand and imitates some of the features.

In recent decades, with the customer being at the center of most marketing concepts, the tendency to study human beings and their basic role in marketing and consumer behavior has been very prominent and significant (Mansouri et al, 2016). Consumer behavior includes the mental, emotional, and physical activities that individuals engage in when purchasing, using, and disposing of products and services that they use to satisfy their needs and desires. Consumer behavior includes knowledge and feelings that people experience and actions that they take in the process of consumption (Tavousi and Ardakani, 2017). The results of various studies show that there is a positive relationship between purchase intention and buying behavior. Researchers have considered the intention to buy as one of the stages of purchasing decision, which shows the reason for consumer behavior to buy a particular brand. The consumer's intention to buy not only arises from the attitude towards that brand, but also is formed by considering a set of brands (Shirkhodai et al, 2014). Intention to buy means to repeat the consumer's purchase of a particular brand after using the same brand or the customer's

belief in continuing to buy from a particular company in the future (Firoozian et al, 2020). Intention to buy can be defined as a predetermined plan for definitive purchase or future services. The intention to buy may not always lead to a purchase, because it affects the ability to do so (Zare and Ebrahimi, 2018). Intention to buy indicates that consumers are following cognitive needs, searching for information through the external environment, evaluating options and purchasing decisions, and the post-purchase experience. In addition, buying intent is a factor in predicting consumer buying behavior (Naderi et al, 2015). In marketing research, the effect of many factors on consumers' intention to buy imported products has been studied. Most of these studies have examined the effect of one or more factors on customers' intention to buy (Dehdashti et al, 2014). Numerous studies show the direct and negative impact of consumer hostility on the purchase of products and services of a particular country (Shin, 2001). Hostility arises when the consumer wants to choose between the products of foreign countries and must choose one or more countries from among the countries to buy based on the hostility he may have with different countries and the products of the country or countries with which he is hostile (Klein et al, 2002). War in and between countries, historical events of the past, regime change, and armed war not only affect the political and diplomatic relations of nations but also affect trade between countries (Yuce, 2014). Hostility is defined as an effective behavior in the consumer of unhappiness that tends to turn into an active hostility: an opposing attitude, history of conflict, overt or covert acts of violence or terrorism, political situations, religious, ethnic, and cultural differences are reasons why citizens of one country develop a sense of hostility towards another, and from this, they reject the consumption of products

or services that originate in that country (Abraham, 2013). Hostility is defined as an opposition to a particular country because of land disputes, economic events, diplomatic conflicts, regional and religious negotiations, and past or present military relations and thinking that influence consumer purchasing behavior. By defining and measuring hostility for the first time, Klein et al emphasize that when a consumer buys a product, hostility to the country of origin of the product has a direct impact on his decision to buy (Yuce, 2014). Consumers around the world subconsciously use the concept of "country of origin (main manufacturer)" as a criterion for the initial evaluation of foreign products. It is natural that consumers' favorable perception of a country leads to the attribution and connection of that perception to the products of that country. Therefore, this desirable and pleasant perception of the country of origin of production, in the initial evaluation of each product plays a facilitating and accelerating role in consumer decision making (Arami and Kheyri, 2017). Research on consumer hostility has shown that anger at a foreign country drives consumers to avoid goods made by that country. This is the effect of hostility and has nothing to do with product judgment: Hostility is related to the decision to buy and has nothing to do with judging the quality of the product. In other words, angry consumers do not tarnish or distort images of the products of the country in question, they just do not buy those products. In other words, hostility to a particular country creates a negative emotional value in the host country's society. This value may affect consumer-purchasing intentions for the products of the aggressor country (Arami and Kheyri, 2017). The political relations between Iran and the United States and the mutual positions of these two countries towards each other have led to hostility between the two countries in

recent years, which has affected trade, politics, economy, etc. Jung et al (2002) divided hostility into two dimensions, stable and situational hostility. Stable hostility is defined as hostility that creates a deep sense of hatred and hostility from events that occur, such as wars between nations (Koh, 2014). Lasting animosity is the result of difficult historical relations between the two countries. Such a hostile attitude towards an aggressor country can persist from one generation to the next (Ang et al, 2004). Situational hostility is defined as hostility that arises from situations that violate social norms through hostile actions (Koh, 2014). Situational hostility arises from contemporary political and economic events. When the impact of events diminishes, consumers' hostile attitudes toward the offending country may diminish (Ang et al, 2004). Baha'i and Pesyani (2009) in a study stated that bilateral political and military tensions and hostilities between the Iranian and American governments have not been transmitted to Iranian consumers. Fakhrmanesh and Ghanbarzadeh (2012) in their study showed that brand image has a positive effect on purchase intention and consumer hostility has a negative effect on purchase intention. Hassanzadeh and Meshbaki Esfahani (2016) conducted a study entitled Structural Model Test of the Impact of Customer Hostility on the Sanction of Pilgrimage and Tourism to Tehran and the United Arab Emirates in Tehran and concluded that persistent hostility and situational hostility have the greatest effect. Sustained hostility has a positive and significant effect on the lower evaluation of pilgrimage and tourist trips, and situational hostility has a great impact on strengthening nationalism. Bakhshan et al. (2016) in their research stated that the hostility of Iranian consumers (stable and situational) does not have a significant effect on the evaluation of US-made products. However, this hostility

has reduced their willingness to buy American-made products. Arami and Kheyri (2017) have conducted a study entitled "Investigation of the effect of hostility and ethnicity on consumer purchasing". The findings of this study indicate that consumer hostility has an effect on product judgment and purchasing. Consumer ethnicity also affects consumer hostility and buying behavior. Foreign companies' reputation affects consumer hostility. In addition, attitudes toward products of foreign origin affect product judgment, and ultimately product judgment affects willingness to buy and attempt to buy. Hostility and ethnicity have a negative and significant effect on the intention to buy) Meymandi and Bakhshandeh, 2015). The hostility of Iranian consumers does not affect the judgment of Arab products, but it can reduce their willingness to buy) Shahangian et al, 2019). Chinese are still reluctant to buy Japanese products due to the war and economic hardships they have endured from Japan (Klein et al, 1998). Dutch consumers, despite acknowledging the high quality of German goods, are reluctant to buy German goods, because Germany had occupied the Netherlands in World War II (Nijssen and Douglas, 2004). Ebrahimi (2020) by conducting a study entitled Consumer hostility towards the country of production and the image of the country of origin on the intention to buy, reached the conclusion that consumer hostility towards the country of production and the image of the country of origin on the intention to buy the product has a direct and meaningful effect. Kesic et al (2005) in a study entitled The Role of Nationalism in Ethnic Consumers and Hostility in the Post-War Country, Croats' Enmity with Bosnia and Herzegovina, Serbia, the United States and Western Countries, and the Civil War That Divided the Country They endorse Yugoslavia, arguing that such turbidity has had a negative

effect on the willingness to buy from those countries. Su (2006) in her study entitled Consumer Evaluation of Brand Imitation found that consumers who buy an imitation brand are strongly influenced by the price and image of the store. Abraham's (2013) transcultural study, which uses the model originally taken from the work of Klein, Ettenson, and Morris (1988), examines the relationship between consumer hostility and the mental involvement of purchase. Findings indicate that there is a positive and statistically significant relationship between consumer hostility and mental involvement in buying. Dimensions of hostility affect the social status of students and the social status of students affects purchasing behavior. In addition, consumer ethnocentrism also affects the intention to buy (Yuçe, 2014). Nisco et al. (2015) in a study entitled the effect of economic hostility on consumer racism and product images of the country. A bi-national study of German perceptions during the euro crisis found that economic hostility did not affect the perceived level of the product image but was negatively related to product acceptance. This study also supports the relationship between economic hostility and consumer ethnocentrism. In this way, consumers who feel angry about a foreign country prefer domestic products. Sweden et al (2018) showed that, although Chinese hostility towards Taiwan is moderate, it is a significant, negative effect on the willingness to buy. Gonzalez and Trelles-Arteaga (2021) in a study entitled Consumer ethnocentrism and the intention to buy in developing countries concluded that the degree of ethnicity in the consumer has a positive effect on the intention to buy a national product. In the present study, the Nike brand is considered as the main brand and the Nike imitation brand is considered as the copycat brand. Nike is one of the most memorable American brands that can be identified quickly and easily by looking at its

logo anywhere in the world. The brand is selling its products with more than 44,000 employees in 700 branches located in 120 countries. Also its famous sneakers, the company also sells a large volume of other products. One can safely say that the Nike brand is one of the most powerful brands in the world. The Nike brand also supplies sportswear to some of the world's most successful sports teams. What sets the Nike brand apart from its competitors is the brand's capital strength. This is how the world's top athletes such as Michael Jordan, Lionel Messi, Kobe Bryant, Maria Sharapova, etc. choose and support the Nike brand (Moharramzadeh and Fattah Modarres, 2017). Sports marketers seek to satisfy the needs and wants of customers and consumers in order to advance their goals. Therefore, marketers and manufacturers of sports products must have a good understanding of consumers and their purchasing process before any marketing activity. Considering the consumer behavior and definitions of consumer hostility, its effects on consumers' intention to buy can be considered. In this study, the United States as the number one enemy of Iran, the country of origin of the product is considered and Nike brand sports products from this country are examined to measure the willingness of consumers to buy.

Materials and Methods

This study uses a quantitative approach. A partial least square approach of the structural equation modelling technique (PLS-SEM) was employed to analyse the data collected. Structural equation modeling is a multivariate method with the aim of showing causality and based on path analysis with latent variables that have been widely used in behavioral sciences and management for multivariate data processing in the last decade (Ritchie et al, 2007). The statistical population of this research consists of all athletes in different sports in Ardabil. The

sampling method was multi-stage and to determine the sample size, the Cochran formula of unlimited community was used, taking into account the 95% confidence level, which obtained a sample size of 385 people. In this research, a library study was used to collect information about the research background, and a questionnaire was used to measure the variables according to the research objectives. To measure the intention to buy, the measurement tool provided by Moradi and Zarei (2011) and Jellilvand et al (2011) were used which includes questions a1 to a3 (for the intention to buy the original Nike brand) and questions b1 to b3 for Copycat brands. To measure hostility, consider that it is not possible to rely on a standard and uniform questionnaire to evaluate it in different countries, because hostility in one country depends on historical memory and current events in each country. Therefore, in this study, by examining the tools of Klein et al (1998), Nijssen and Douglas (2004), Atenson and Klein (2005), and Hassanzadeh, Meshbaki Esfahani (2015), according to the historical memory and events of Iran, questions related to hostility were prepared. questions c1 to c5

questions were considered to measure stable hostility and questions d1 to d7 were considered to measure situational hostility. A Likert-type scale was used to measure all statements, ranging from 1 (strongly disagree) to 5 (strongly agree).

Results

The data of the present study were performed in the form of an external model to measure the relationship between latent variables and questions in Smart PLS software and the initial external reflective model for the research variables was shown in the case of standard coefficients and significant coefficients. Then the model was confirmed using the homogeneity test. Since the test of homogeneity in reflective models refers to the centrality of the indicators on an angle, it means that all the questions together should measure a phenomenon and be so-called one-dimensional. According to Table 1, since the factor load of all questions except d7 is more than 0.7, so the question is removed from the model and the external reflection model of the research after correction and removal of the question is presented in Figures 1 and 2.

Table 1. Factor loads of the initial external reflection model

question	Factor loads	question	Factor loads
a1	0.930	c4	0.983
a2	0.948	c5	0.989
a3	0.923	d1	0.841
b1	0.935	d2	0.858
b2	0.929	d3	0.847
b3	0.948	d4	0.815
c1	0.838	d5	0.869
c2	0.989	d6	0.806
c3	0.976	d7	0.455

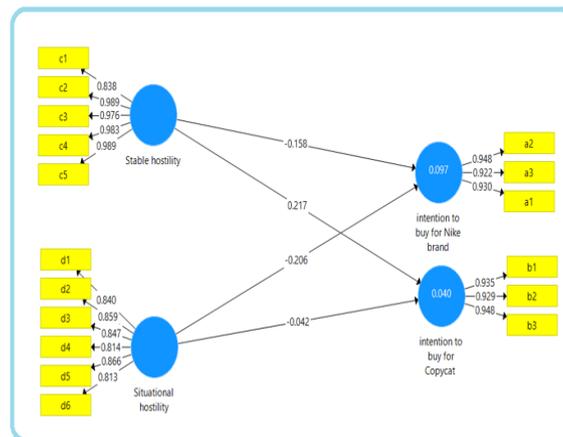


Figure 1: Modified external model in standard coefficients estimation mode

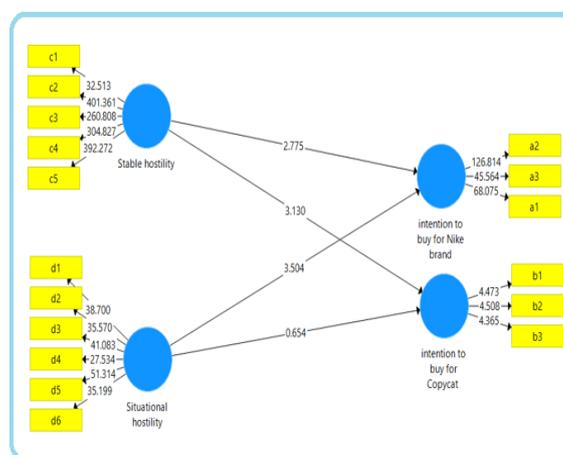


Figure 2: Modified external model in the significant state of coefficients

To determine the reliability of the internal consistency, Cronbach's alpha and composite reliability value (CR) was set above 0.7. Additionally, convergent and discriminant validity were carried out to assess the validity

of the construct. The average of variance extracted (AVE) was used to measure the convergent validity with the cut-off value of 0.5.

Table 2. Cronbach Alpha (CA), Composite Reliability (CR), and AVE

Variables	CA	CR	AVE
Situational hostility	0.917	0.935	0.706
Stable hostility	0.976	0.982	0.916
Intention to buy for Copycat	0.931	0.956	0.878
Intention to buy for Nike	0.927	0.953	0.871

To determine the convergent validity, four conditions of convergent validity were proved:

1. All factor loads are significant
Factor loads are correlation coefficients between latent and observed variables.

Which should be statistically significant in the first precondition of convergent validity. According to Table 3, all factor loadings are

significant at 99% confidence level and there is the first condition of convergent validity.

Table 3. Significance of factor load coefficients of the reflective external model

	T Statistics (O/STDEV)
a1 <- Intention to buy Nike brand	69.46
a2 <- Intention to buy Nike brand	132.92
a3 <- Intention to buy Nike brand	44.85
b1 <- Intention to buy an imitation brand	60.33
b2 <- Intention to buy an imitation brand	58.22
b3 <- Intention to buy an imitation brand	83.80
c1 <- Stable hostility	30.29
c2 <- Stable hostility	394.89
c3 <- Stable hostility	264.72
c4 <- Stable hostility	303.38
c5 <- Stable hostility	386.98
d1 <- Situational hostility	38.52
d2 <- Situational hostility	35.40
d3 <- Situational hostility	43.36
d4 <- Situational hostility	28.28
d5 <- Situational hostility	50.38
d6 <- Situational hostility	32.03

2. Factor load check test

According to Table 1, all factor loads in the model are above 0.7 and the model has the second condition of convergent validity.

3. Average variance extracted (AVE)

In 2005, Giffin and Stroop proposed an index called AVE, or Average variance extracted, to examine the convergence of the indices measuring a reflective variable. According to Table 2, the mean value of the extracted variance of all four variables is more than 0.5 and the third condition is established.

4. CR is larger than AVE

The reliability of Delvin Goldstein (CR) should be greater than the Average variance extracted for all variables. According to Table 2, this value for the reliability of Delvinstein in each variable is greater than the Average variance extracted, so the fourth condition of convergent validity is established. Because there are four conditions of convergent validity, the (external) reflective measurement model has convergent validity.

The structural or internal model of the present study expresses the relationships between

latent variables, ie in this model the effects of latent variables on each other and the significance of these coefficients of influence (path) are evaluated in the form of research

hypotheses. In Figures 3 and 4 structural model In the case of estimating standard coefficients and structural model in the case of significant coefficients are shown.

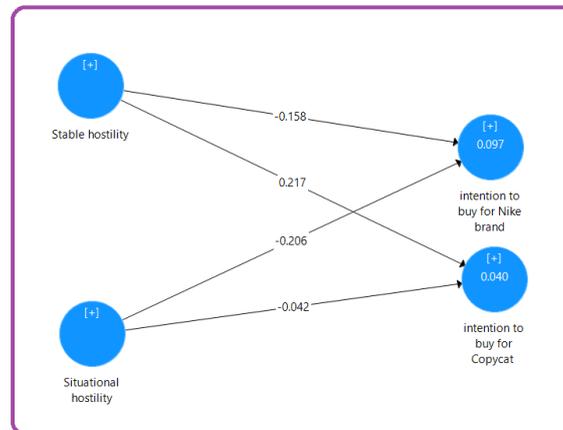


Figure 3: Structural model in the standard coefficient estimation mode

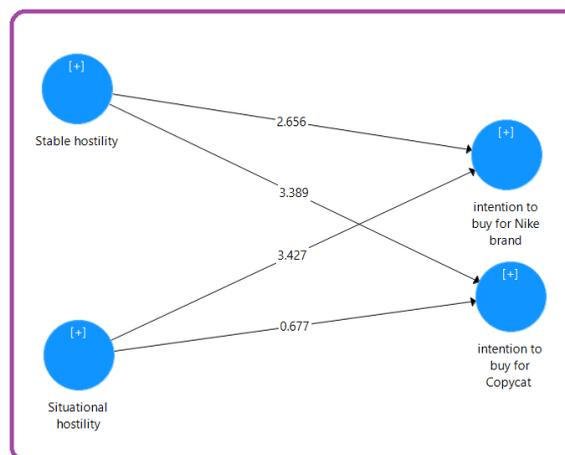


Figure 4: Structural model in the significant state of coefficients

Table 4. Test of Research Hypotheses

Result	T value	Path coefficient β	assumptions	
Significant	2.656	-0.158	H1	Stable hostility -> Intention to buy for Nike brand
Significant	3.427	-0.206	H2	Situational hostility -> Intention to buy for Nike brand
Significant	3.389	0.217	H3	Stable hostility -> Intention to buy for Copycat
Meaningless	0.677	-0.042	H4	Situational hostility -> Intention to buy for Copycat

Discussion

The first hypothesis of the research that persistent hostility of sports consumers

affects their intention to buy in major brands, according to table 4, because its T value is out of range ± 1.96 , It indicates that the null hypothesis is rejected and the research

hypothesis is significant, ie in the present example this effect is confirmed. On the other hand, the impact quality, which includes the intensity and direction of the impact, is reported by the beta coefficient in the present hypothesis, the variable of stable hostility of sports consumers - 0.158 affects the variable of intention to buy Nike brand. The direction of this effect is negative due to the beta mark, so it is predicted that in a larger sample of the same community, the hypothesis will be confirmed and the persistent hostility of sports consumers will have a negative and significant effect on the intention to buy the Nike brand. Therefore, the increasing hostility of sports consumers in Ardabil leads to a decrease in the intention to buy the Nike brand. Bakhshan et al (2016) in their study entitled the effect of hostility; ethnicity and mental norms of Iranian consumers on the evaluation and desire to buy American products concluded that the persistent hostility of Iranian consumers has reduced their desire to buy American products. Find. Fakhmanesh and Ghanbarzadeh (2012) believe that Iranian consumers tend to buy foreign clothing if they do not feel ethnocentric or hostile to the country of origin of the product or brand. Abraham (2013) also states that consumer hostility has a significant effect on the mental conflicts of their purchase. Yujeh (2014) believes that the dimensions of hostility affect the social and psychological status of students in Iran, Turkey and Azerbaijan and their social and emotional status affects their purchasing behavior. Hassanzadeh and Meshbaki Esfahani (2016) stated that lasting hostility has had a positive and significant effect on the lower evaluation of pilgrimage and tourist trips to Saudi Arabia and the United Arab Emirates. The results of this study with the results of studies of Bakhshan et al. (2016), Ebrahimi (2020), Meymandi and Bakhshandeh (2015), Hassanzadeh and Meshbaki Esfahani (2016), Fakhmanesh

and Ghanbarzadeh (2012), Abraham (2013), Yoojeh (2014), Nijsen and Douglas (2004), Sweden et al. (2018) and Klein et al. (1998) are consistent but differ from the Baha'i and Pesyani (2009) results. Given that, lasting hostility is the result of difficult historical relations between the two countries. Such a hostile attitude towards an aggressor country can persist from one generation to the next (Ang et al., 2004). Consumer hostility is focused on a particular country and evaluates consumer preferences for the products of that particular country (Baha'i and Pesyani, 2009). In this regard, it can be said that the Iranian people have known the United States of America as an arrogant and domineering superpower for decades, and its traces are openly and secretly in many tragic historical events such as wars, coups, They have seen conspiracies, assassinations, sanctions, sabotage and sabotage, and they have seen nothing but threats, coercion, hostility and hatred from its leaders. From the beginning of the victory of the Islamic Revolution until now, what has remained in the historical memory of the Iranians about the American behavior has been the continuation of malice and enmity. This continuous and uninterrupted process of hostility has led the Iranian people to an ingrained, subconscious belief and a common awareness that they should consider the United States as their enemy and distrust it. In other words, successive historical experiences have led Iranians to define their identity in conflict with American identity.

The second hypothesis of the research on the positional hostility of sports consumers has an effect on their intention to buy in the original brands. according to table 4 because its T value is out of range ± 1.96 . Specifies that the null hypothesis is rejected and the research hypothesis is significant, ie in the present sample, this effect is confirmed In the present hypothesis, the variable of situational hostility of sports consumers - 0.206 affects

the variable of intention to buy Nike brand and the direction of this effect is negative due to the beta sign, so it is predicted that in a larger sample of the same community, the hypothesis will be confirmed and the situational hostility of sports consumers intending to buy the Nike brand will have a negative and significant effect. Therefore, increasing the positional hostility of sports consumers in Ardabil leads to a decrease in the intention to buy the Nike sports brand. Bakhshan et al. (2016) in their study entitled the effect of hostility, ethnicity and mental norms of Iranian consumers on the evaluation and desire to buy American products concluded that the situational hostility of Iranian consumers has reduced their desire to buy American products. Find. These results are somewhat in line with the results of Shahangian et al. (2015), Bakhshan et al (2015), Ebrahimi (2020), Meymandi and Bakhshandeh (2015), Fakharmanesh and Ghanbarzadeh (2012), Arami and Kheiri (2017), Hasanzadeh and Meshbaki Esfahani (2015). Abraham (2013) and Yujeh (2014) are consistent but contradict the Baha'i and Pesyani (2009) results. The level of consumer hostility towards a particular country can be considered a key factor in assessing the quality of products and the intention to buy products produced in that country. Because situational hostility refers to negative feelings about a particular situation, current events that increase consumer hostility in turn reduce the desire to buy a particular country's products. The unilateral cancellation of the Barjam nuclear deal, the implementation of widespread and oppressive sanctions against Iran and the confiscation of Iranian property in the United States, the expulsion of Iranians from the United States and the denial of visas, are examples of creating and intensifying hostility of sports consumers towards It is an American country. Therefore, increasing the hostility of sports consumers in Ardabil leads

to a decrease in the intention to buy the Nike brand. Shahangian et al. (1398) believe that the structure of stable and situational hostility reduces the desire to buy Arabic products among Iranian consumers. However, in their study, the regression coefficient obtained shows that the negative impact of current events (situational hostility) on the intention to buy products of hostile countries is greater than the impact of historical conflicts (sustainable hostility). Therefore, the effect of situational hostility on the acceptance and intention to buy the product of the hostile country has a significant effect.

The third hypothesis of the research based on the persistent hostility of sports consumers has an effect on their intention to buy in Copycat brands, according to table 4 because its T value is out of range ± 1.96 I. In the present hypothesis, the variable of stable hostility of sports consumers by 0.217 affects the variable of intention to buy Copycat brands and the direction of this effect is positive due to the beta sign. Therefore, it is predicted that in a larger sample of the same community, the hypothesis will be confirmed that the persistent hostility of sports consumers will have a positive and significant effect on their intention to buy Copycat brands. Therefore, the increasing hostility of sports consumers in Ardabil leads to an increase in the purchase of the Nike imitation brand. Su (2006), in her study entitled Consumer Evaluation of Brand Imitation, found that consumers who buy an imitation brand are strongly influenced by the price and image of the store. It has also been concluded that for the customer, the factor of similarity of the imitation brand product does not matter when buying. These results are somewhat consistent with the results of studies by Nisco et al. (2015), Gonzalez and Trelles-Arteaga (2021), and Sarkar and Rouani (2017). The enduring hostility of Ardabil sports consumers as hatreds and enmities that are rooted in the political

history between Iran and the United States, causes that instead of Nike brand products, products similar to the same brand but produced in another country will be considered by consumers. And with the increase of this hostility, the number of purchases of Copycat brands will also increase, even though the quality of the imitation brand may not be desirable. Of course, Copycat brands have also been able to attract customers' attention by using imitation strategies and by imitating the names and identities of the original brands in the market. Nisco et al. (2015) stated that consumers who feel anger towards a foreign country prefer domestic products. Gonzalez and Trelles-Arteaga (2021) concluded that ethnicity in consumers in developing countries has a positive effect on the intention to buy national products. Sarkar and Rouani (2017) also state that the similarity of a private imitation label with a national brand has a significant effect on the purchase intention. There is an influential factor in buying the products of Copycat brands. In buying a Nike imitation brand, the effect of similarity of this brand to the main brand is a novelty, while the consumer has a high level of hostility towards the country assembling the Nike brand (USA), the purchase of Copycat brands can increase. Table 4 on the fourth hypothesis of the study on the effect of situational hostility of sports consumers on their intention to buy in Copycat brands shows that the variable of situational hostility of sports consumers Ardabil has no effect on the intention to buy the Nike imitation brand. These results are somewhat in conflict with the study of Hassanzadeh and Isfahani Meshbaki (2016). Since situational hostility has occurred under a certain situation, it has no effect on the intention to buy an imitation brand, so increasing or decreasing the situational hostility of sports consumers in Ardabil does not create a desire to buy an imitation brand. Of course, Hassanzadeh and

Isfahani Meshbaki (2016) state that with the increase of situational hostility, travel to domestic tourist and pilgrimage places and friendly countries becomes an alternative to travel to Saudi Arabia and the United Arab Emirates. Therefore, according to what has been said, it can be understood that sports consumers with situational hostility can consider imitation brand products as a replacement for the Nike brand, which does not exist among sports consumers in Ardabil, and they are reluctant to buy this type. Brands do not. But if the brand is an imitation of an Iranian product, it may positively affect their buying behavior.

Conclusion

In general, it can be concluded that many factors affect consumer behavior. Therefore, recognizing these factors and the extent and direction of their impact on consumer behavior can help managers in various industries to advance goals. Consumer hostility is an influential factor in consumer behavior and, by its nature, the desire to buy is one of the most important factors. Consumer animosity arises in different dimensions between the two nations and causes problems for the owners of some companies and producers. given that in today's world, brands have taken over global markets, and the Nike brand, as a sports brand made in the United States in clothing and sports equipment, is to some extent one of the world's leading brands. Hence it encourages many manufacturers around the world to compete and sometimes imitate and cheat to ride Nike for free without popularity. Therefore, Nike Copycat brands have been able to gain a lot of markets around the world. Most of these brands, which are assembled in China, are exported to Asian countries such as Iran, and we saw in this study that athletes in Ardabil are somewhat familiar with these brands and have bought them. Of course, hostility was also influential in their intention to buy them, and athletes who had a high

level of persistent hostility towards the United States had a high tendency to buy imitation Nike brands. For athletes, it has no effect on whether to buy Copycat brands. But the same athletes with high positional animosity buy the original Nike brand less.

Finally, according to the results of the first and second hypotheses, it is suggested that marketers of sports products pay attention to the role of Stable hostility and position in the intention to buy the main products and pay attention to the relevant limitations in planning for marketing and sales of this type of products. In addition, according to the results of the third hypothesis and the desire to buy Nike Copycat brands from other countries among consumers in Ardabil, sports marketers can take advantage of the opportunity.

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