



Predicting activity involvement from brand personality in mountain climbing – hiking on Olympus

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Abstract

The present research aimed to investigate the prediction of engagement from brand personality dimensions in outdoor activities such as mountain climbing - hiking on Mount Olympus. Especially in the last 30 years, thousands of nature lovers from all over the world visit the legendary mountain, to admire its unfathomable natural beauty up close, to explore its slopes and plateaus and to "conquer" its peaks. To conduct the research, research data were collected from participants in the activity of: mountain climbing-hiking on Olympus. The total sample of the research was two hundred participants (N=200). Aaker's (1999) questionnaire was used to measure brand personality. To measure involvement, the scale of Kyle and Chick (2002) consisting of three factors was used: Attraction (3 questions), Centrality (3 questions), Self-expression (3 questions). To conduct the results, confirmatory factor analysis of the two scales of the questionnaires, and regression analysis were applied. Brand personality contributed significantly to the prediction of the dimensions of involvement. Specifically, the dimension "Attraction" was significantly predicted by the dimensions "Arouses excitement", "Specialized", "Genuine-Unique". "Centrality" was significantly predicted by the dimensions "Arouses excitement", "Dominant", "Genuine-Unique". The Self-Expression dimension from the Excitement dimension.

Key words: Brand personality, blending, recreational sports, mountaineering, Olympus, mountain tourism