The Influences of Message's Trust on Brand Identification on Badminton Consumer   Using Word-of-Mout

E-mail: 345483@ mail.dyu.edu.tw

ABSTRACT

More and more consumers often search for other people's experience for the certain product through internet to reduce the risk and uncertainties when buying the new products. The aim of this research will to investigate how the message trust could influence badminton racket's consumers on brand identification, and how much does the word of mouth effect the consumers, respectively they are word of more by orally and word of mouth through internet. The research subjects are adults aged over 20 in Kaohsiung city and play badminton as their favor sport and are capable in consumption, Questionnaires were utilized as the instrument, and were sent in badminton facilities in Kaohsiung city by the convenient surveying. There were 580 questionnaires delivered with a total of 555 copies retuned valid, and the statistical package of SPSS 12.0 was used for reliability analysis, correlation analysis, regressing analysis and MANOVA. The result are as the following: 1. there are more male badminton consumers in the sample, and the occupation of subjects are more as business service and students, and partners are mainly those who also play badminton; 2. a positive correlation among message trust, WOM, and brand identity during badminton rackets consumption; 3. it was concluded that the consumers' attitude on brand identity of badminton rackets will be subject to different types of word of mouth interference, the similar effects was also found on message trust.

Keywords : Message's Trust   Word-of-Mouth   Brand Identification

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