

# A study on the relationship between international sports brand image and purchase intention : 以彰化縣國中生為例 / 楊鴻

楊鴻毅、杜強國

E-mail: 354851@mail.dyu.edu.tw

## ABSTRACT

The research subject of this study are the junior high school students in Changhua county, and the purpose is to explore the relationships among international sports brand image, endorser credibility and purchase intention. According to the relevant literature and documents, the brand image variables of the measurement are: functional, symbolic and experiential; the endorser credibility variables are attractiveness, expertness, trustworthiness and exposure. By questionnaire survey to collect data, a total of 465 copies of valid questionnaire were rendered. Descriptive statistics, t-test, Pearson correlation analysis, one-way ANOVA and regression analysis were used to analyze the data and test the hypotheses. In terms of reliability analysis of every research aspect, the Cronbach 's value is higher than 0.8, which shows the good reliability. The main research results show : 1. Brand image has positive effect on purchase intention. Symbolic image is the most significant. 2. Endorser credibility has positive effect on brand image partially. . Trustworthiness is the most significant. 3. Endorser credibility has positive effect on purchase intention partially. Trustworthiness is the most significant. 4. The idol as an endorser has significant differences on brand image, endorser credibility and purchase intention. According to the results of this study, some suggestions for the company and future studies are proposed. 1. When selecting a star as the endorser, the company can survey different groups of customers to find out the suitable one in correspondence with the trait of the product or the spirit of the brand. 2. The company can make a contract with National Teachers ' Association or its branches, giving teachers membership discount on the price in the hope that they are willing to purchase the sporting goods at the shop. The more frequently the sporting goods appear on campus, the better the exposure effect of the brand performs. 3. In addition to launching big contests, the company ought to sponsor local sports events to expand the sports atmosphere. It can not only uplift the brand image but also help junior high school students cultivate the habit of playing sports, in the meanwhile enhancing their need of sporting goods.

Keywords : brand image、endorser credibility、purchase intention

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