

The Influences of Sport Products ' Brand Image and Sport Involvement on Purchase Intention – Using Channel Type as...

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ABSTRACT

The aim of this study was to explore the influences of brand image and sport involvement on sport products purchase intentions. More importantly, this research used channel type as the moderator to further understand the relationships between brand image & purchase intentions, and sport involvement & purchase intentions. The questionnaire survey was implemented by using stratified sampling method and answered by Taoyuan County elementary schools ' teachers. A total of 500 questionnaires were distributed, and 494 valid questionnaires were collected. The valid response rate was 98.8%. Descriptive statistics, reliability analysis, factor analysis and regression analysis were used to analyze the data. This research has discovered that brand image influences customers ' purchase intentions. In other words, higher the brand image perceived, more purchase intentions from consumers. When the sport involvement is positive, customers express higher purchase intentions. In addition, channel type acted as the moderator between the brand image and purchase intentions. Similarly, channel type influences the relationship between sport involvement and purchase intentions. Last, the conclusion of this study will provide some practical recommendations for firm owners.

Keywords : brand image、 sport involvement、 purchase intention、 channel type

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