

The Effects of Athlete 's Endorser Credibility on Brand Image and Purchase Intention-A Case Study of Chien-Ming Wang ...

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ABSTRACT

The purpose of this study is to investigate the effect of athletes ' endorser credibility on brand image and purchase intention. According to the literature review, the endorser credibility variables are chosen as the following five aspects: attractiveness, dependability, professionalism, popularity, and exposure. Brand image variables of measurement are: functional, symbolic and experiential. We use structural equation model to analyze the effect of endorser credibility on brand image and purchase intention. The research subject of this study is the Major League Baseball star player Wang Chien-ming who endorse Acer computer. Questionnaire survey covers the entire island of Taiwan including the general public in Northern, Central and Southern regions. By questionnaire survey to collect data, a total of 265 copies of valid questionnaire were rendered. In terms of reliability analysis of every research aspect, the Cronbach ' s value is higher than 0.8 and the goodness-of-fit in confirmatory factor analysis of every research aspect is quite good, which show good reliability and validity of this study. Research results show: The most important aspects for endorser credibility are professionalism and exposure. Endorser credibility has positive effect on brand image and purchase intention. The goodness-of-fit of the entire estimation model reaches ideal level. The effect of endorser credibility on purchase intention is greater than the effect on brand image. The contribution of this study is to confirm that famous sports stars to endorse computer (non-sport product) has significant effect on promoting customers ' purchase intention and also to provide customers ' product selection and businesses ' endorser selection.

Keywords : endorser credibility ; brand image ; purchase intention

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