

A Study on the Influence of Athlete's Endorsement on Brand Awareness and Willingness to Purchase

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ABSTRACT

The main purpose of this study was to investigate the influence of athlete's endorsement on brand awareness and willingness to purchase. The subjects were players of Sinon Bulls. This study investigated the influence of athlete's endorsement on brand awareness, the influence of corporation brand awareness on willingness to purchase, and the influence of athlete's endorsement on willingness to purchase.

Based on literature review, the four measurement variables for reliability of athlete's endorsement were: attraction, dependability, professions, and exposure; the two measurement variables for brand awareness were: brand recall and brand recognition. The questionnaires were distributed to the customers of Taiwan Fresh Supermarket of Sinon Group, who had seen endorsement of the market by players of Sinon Bulls. Based on convenience sampling, a total of 266 questionnaires were returned, and 16 were invalid, thus, the return rate was 93.98%.

This study used questionnaire survey and SEM to examine the model of this study. The analytical results indicated that good fitness of each variable in this model. The findings were as follows:(1) athlete's endorsement had a significantly positive influence on brand awareness; (2) brand awareness had a significantly influence on willingness to purchase; (3) athlete's endorsement had a significantly positive influence on willingness to purchase. Based on the above findings, it was concluded that when corporations chose to use athlete's endorsement, their brand awareness and consumers' willingness to purchase would be significantly improved. It was hoped that this study may provide corporations with references for choosing endorsement.

Keywords : athlete's endorsement、 brand awareness、 willingness to purchase

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