

TAIWANESE COLLEGE STUDENTS' PURCHASE INTENTION TOWARD
CHINESE SPORTSWEAR BRANDS

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DEDICATION

For my dad, mother, sisters, and my wife, thank you for your never-ending patience and love. Without you, finishing this dissertation would not have been possible.

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ABSTRACT

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This research aimed to study factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands and also examined the usefulness of the Cognitive-Affective Model of Buying Intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands. Using structural equation modeling (SEM), the study found that normative influence positively affected brand consciousness, and brand consciousness also positively affected emotional value. Brand consciousness neutrally affected perceived quality. However, perceived quality and emotional value both negatively affected purchase intention ($PC = -0.5$ & -0.1 ; $p < .05$). Although the findings of this paper cannot be generalized to other consumer products or other segments of society, results revealed that college students in Taiwan are less likely to purchase Chinese sportswear brands due to quality concern and lack of an emotional connection. In conclusion, Chinese sportswear brands need to focus on increasing product quality and their brand's emotional attributes in order to be successful in the Taiwan sportswear market.

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CHAPTER I

INTRODUCTION

As a result of economic, cultural, and technological developments, sports and leisure have become increasingly more important in China. China reopened the economy to foreign trade and foreign investment in 1978 (Embassy of the People's Republic of China in Australia, 2014) from which the Chinese economy has grown considerably over the past decade. China had around 1,350 million inhabitants, according to the Population Reference Bureau (2012). Steenkamp and Hofstede (2002) indicated that population growth was motivating the leading sportswear brands of the world to enter into new markets and to attract new customers. Due to modernization in China, Chinese direct investors started to shift overseas, interacted with foreign firms, and were interested in all aspects of markets (Hanemann, Rosen, & Gao, 2016).

As economic growth continues, individuals begin to place increased importance and attention on health and living quality (HKTDC.com, 2014) and they begin to appreciate life by engaging in various outdoor activities, short trips out of cities, and travel to different countries (HKTDC.com, 2014). People also enthusiastically engage in all kinds of outdoor activities of high physical demand including baseball, soccer, hiking, biking, and long distance walking during leisure time. Moreover, consumers are willing to purchase high quality and fashion sense products. These two factors have attracted western companies to the Chinese market and western sporting good companies, such as Nike, ADIDAS, and Under Armour, are no exception. Additionally, domestic sporting

good companies in China, such as Li Ning, Anta, 361 Degree, and Peak, have subsequently grown. Wilson (2012) suggested that Asian markets, particularly within China and India, are seeing an increased demand in sportswear.

An increasing number of original equipment manufacturers (OEM) in China are beginning to develop their own brands. The Chinese sporting good market has especially thrived following the Beijing Olympic Games and Guangzhou Asian Games (Economist Intelligence Unit, 2011; Research In China, 2011). The Beijing Olympics was a turning point for the business of sport in China (Economist Intelligence Unit, 2011). China not only won 51 gold medals during the Beijing Olympics, but also built the Bird's Nest stadium, and the futuristic Water Cube aquatics center. The Beijing Olympics attracted 842 million viewers of the opening ceremony with 100 million Chinese watching the Olympic Games online (Economist Intelligence Unit, 2011). Considering the success of the Olympics, Chinese sport markets have risen. In fact, the Chinese sporting good industry grew by \$19.2 billion US from 2010 to 2011 (see Figure 1 on p. 3; Research In China, 2011). Based on Figure 1, estimate (E) indicated the rough calculation of value on 2010 Chinese sport markets and forecast (F) indicated the predicted value of Chinese sport markets in 2011, 2012, and 2013.

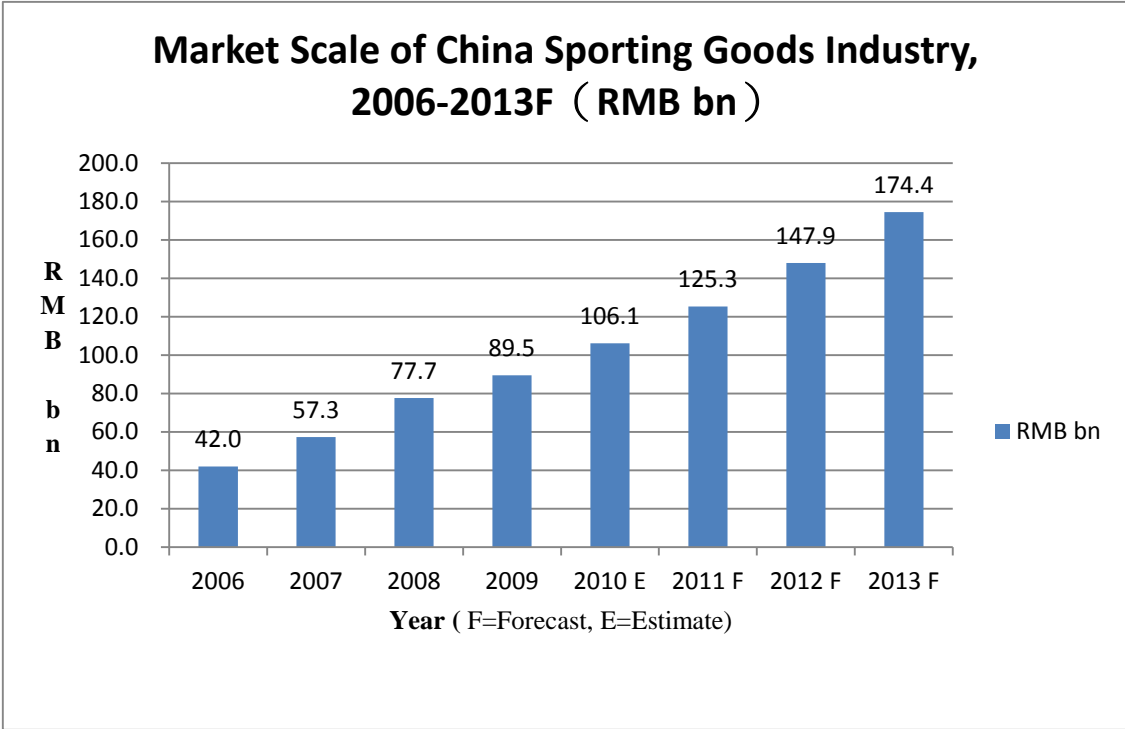


Figure 1: Market Scale of China Sporting Good Industry, 2006- 2013F (RMB bn)

The Sporting Goods Manufacturers Association’s (SGMA) State of the Industry Report (2013) indicated that in the United States (U.S.) wholesale sales of sporting good equipment, sports apparel, licensed merchandise, athletic footwear, and fitness equipment were \$77.3 billion in 2011. Moreover, “the U.S. athletic apparel market was the world’s largest sportswear market, accounting for 41% of total sales” (Wood, 2007, p. 1). Furthermore, research indicated not only were sportswear brands representative of the globalized consumer, but also sportswear brands were one of the most heavily branded areas in the global apparel market (Corbellini & Saviolo, 2009; Douglas, 2004; Ko et al., 2011). Many sportswear brands were consistently ranked as the most recognized global brands with Nike being ranked 25th and Adidas being ranked 60th (Interbrand, 2017).

Sports Business Daily (2012) revealed 57% of their revenue in 2011 stemmed from the international market and Adidas Group (2012) reported that 77% of their profit in 2011 came from international markets.

Sporting good brands are working to find new ways to enhance their products, cater to sports enthusiasts, and export to potential consumers. For instance, Nike has expanded its sporting good market to China and India (Sport Business Global, 2013). Similarly, Chinese sportswear brands such as Li Ning, Peak, and 361 Degree have expanded their reach into other markets. Peak sponsored seven countries in 20 events at the London Olympics, such as uniforms and shoes for the Opening and Closing Ceremony for the Olympic squads of New Zealand, Iraq, Slovenia, Algeria, Jordan, Lebanon, and Cyprus (ESPN, 2012). Shown in Table 1 are the promotion partners for Peak Sport while Table 2 on page 6 shows the sponsorship relationship with Chinese Sport Brands.

Table 1

The Lists of Promotion Partners with Peak Sport

Originations	Teams	Events
National Basketball Association (NBA)	Houston Rockets	The Stankovic Continental Champions' Cup
Fédération Internationale de Basketball (FIBA)	San Antonio Spurs	NBA Nation
Basketball Federation of Serbia	Miami Heat	
Basketball Australia Federation	Portland Trail Blazers	
Basketball Federation of Montenegro		

Originations	Teams	Events
Basketball Federation of Serbia		
Lebanese Basketball Federation		
Cameroon Basketball Federation		
German Basketball Federation		
Basketball New Zealand		
Côte d'Ivoire Basketball Federation		
Iceland Basketball Federation		
The National Olympic Committee of Slovenia		
The National Olympic Committee of Lebanon		
The National Olympic Committee of Jordan		
The National Olympic Committee of New Zealand		
The United States International University Sports Federation(USIUSF)		
Women's Tennis Association		

Table 2

The Lists of Sponsorship Relationship with Chinese Sport Brands

Athletes/Sports Teams/Clubs	Sports	Teams	Brands
Dwyane Wade	Basketball	Miami Heat	Li-Ning
Evan Turner	Basketball	Boston Celtics	Li-Ning
Chinese Basketball Association	Basketball		Li-Ning
Chinese University Basketball Association	Basketball		Li-Ning
National Basketball Association	Basketball		Li-Ning
Peng Shuai	Tennis		Li-Ning
Official Partner of Association of Tennis Professionals (ATP)	Tennis		Li-Ning
David Boudia	Diving	U.S.A. Diving Team-Olympic Champion Team	Li-Ning
Rajon Rondo	Basketball	Sacramento Kings	Anta
Kevin Garnett	Basketball	Minnesota Timberwolves	Anta
Luis Scola	Basketball	Toronto Raptors	Anta
Chandler Parsons	Basketball	Dallas Mavericks	Anta
Klay Thompson	Basketball	Golden State Warriors	Anta

As Table 2 shows, Li Ning did not only sponsor these athletes or sports teams; Li Ning also sponsored the London Olympics men's basketball teams including Spain and Argentina (ESPN, 2012). These examples indicated that Chinese domestic sportswear brands are growing rapidly and finding a place on the international stage. At the same time, Chinese domestic sportswear brands are trying to make inroads into the international sporting good market in order to acquire or approach more potential consumers.

According to Euromonitor International (2013), the global sportswear market grew by more than 7.5% in 2012. Also, the U.S. market for sportswear is by far the largest globally which is over three times higher in value than the second-ranked sportswear market in China. Furthermore, the sportswear industry has repeatedly grown since 2009 (Mintel, 2011). Ganguly (2012) indicated that revenues generated from sporting good, equipment, apparel, and footwear had increased 4.2% from 2010 and reached a total of US \$77.3 billion in 2011.

In order to expand their market, Chinese sportswear brands try to expand beyond their domestic market to reach new consumer markets overseas. Chinese sportswear brands particularly demand to be recognized internationally, where they have tried to establish their brand names through sponsorship, endorsement, and advertisement. A clear example of this is Li Ning's sponsorship of the National Basketball Association (NBA) all-star players Dwyane Wade and Evan Turner and the American triple jumper Christian Taylor (Li-Ning, 2013). According to Sport Business Global (2013), NBA all-star player Tony Parker left Nike to receive endorsements from the Chinese sportswear brand Peak. Klay Thompson and Dwight Howard also both left their prior American sponsorship company to receive endorsements from Chinese sportswear brands in 2015 (Bergman, 2017). Klay Thompson is endorsed by ANTA and Dwight Howard left Adidas's to be endorsed by PEAK (Bergman, 2017). As Nike and ADIDAS have successfully infiltrated the Chinese sports market, Chinese sportswear brands are looking to do the same abroad. See Table 3 on page 8 for a list of NBA players endorsed by Peak Sport.

Table 3

The List of NBA Players who Endorse Peak Sport

NBA Players	NBA Teams
Andrew Nicholson	Orlando Magic
Anthony Morrow	Oklahoma City Thunder
Beno Udrih	Memphis Grizzlies
Carl Landry	Sacramento Kings
Chase Budinger	Minnesota Timberwolves
George Hill	Indiana Pacers
Kyle Singler	Oklahoma City Thunder
Miles Plumlee	Milwaukee Bucks
Tony Parker	San Antonio Spurs
Dwight Howard	Houston Rockets

Additionally, Chinese sportswear brands want to expand their market considering the economic recession and the competition amongst domestic sportswear brands and foreign brands in China (Bain, 2017; Euromonitor International, 2013).

Therefore, Chinese domestic sportswear brands have sought global opportunities in Africa, the U.S., Taiwan, India, South Korea, and Singapore (Bain, 2017). For example, Taipei National Road Marathon was sponsored by Xtep which is a leading PRC-based fashion sportswear brand enterprise in China (Xtep International Holdings Limited, 2015). Taipei National Road Marathon attracted entries from 31 countries around the world and nearly 10,000 runners in Taiwan (Department of Sports of Taipei City, 2017). Xtep became the first sports brand sponsor from China. Not only did Xtep want to open a new market in Taiwan, but also Li Ning wanted to attract this new market for consumers. In 2011, Li Ning announced their badminton products would enter the Taiwan market. The 361 Degree sportswear brand also sponsored the 17th Asian Games in Incheon, South

Korea, building on its successful sponsorship in Guangzhou in 2016 (361 Degree International Limited, 2015). Chinese sportswear brands not only sponsored events and games in Taiwan, but also tried to connect with Taiwan's celebrities to endorse their brands. For example, 361 Degree asked Jam Hsiao, a famous Taiwanese singer, to endorse products in 2014 (PR Newswire, 2014). Moreover, Xtep hired artists Han Wang and Hansheng Ou in Taiwan to endorse its products (361 Degree International Limited, 2015). In recent years, trade and investment interactions between Taiwan and China have become very important due to geographical proximity, common heritages, and languages and labors feed and incentive policies. Additionally, Xtep CEO, Ding Shui Po, indicated that Taiwan is positioned as an important training ground for globalization (361 Degree International Limited, 2015).

Moreover, China and Taiwan also signed the Cross-Straits Economic Cooperation Framework Agreement in 2010. This agreement aided Chinese sportswear brands to move into the Taiwan market. Moreover, with the Cross-Straits Economic Cooperation Framework Agreement and globalization impacting higher education, more and more parents are willing to let their children get higher education degrees overseas. The number of students from China who attend Colleges or Universities in Taiwan increase every year. According to Horton (2017), there were 27,030 students from China to Taiwan in 2014. When comparing 2014 from 2013, the average annual increase was 5,400 Chinese students per year. Also, Taiwan began recognizing degrees from China in 2011. To successfully infiltrate in to Taiwan's sportswear markets, Chinese sportswear brands need to develop marketing strategies and understand consumers' behaviors.

In order to establish international market strategies, the best way is for Chinese sportswear brands to identify their target consumers and their respective behavior. The sportswear business in Taiwan is a very competitive field. In fact, there already exist many sportswear brands in Taiwan; for example, Nike, New Balance, Under Armour, Adidas, Puma, Columbia, Alleson, Champion, Oakley, Reebok, and others are competing to share the same market. “According to the 2010 Global Competitiveness Report released by the World Economic Forum, Taiwan ranks thirteenth overall on the global scale and seventh for innovation factors in sportswear markets.” (Lu, 2012, p. 51). Among all Asia-Pacific markets such as Australia, China, India, Japan, Singapore, South Korea, and Taiwan, the Taiwanese athletic shoe market ranked fourth and accounts for 6% of its total revenue (China 34.5%, Japan 31.9%, South Korea 6.9%, and the rest of Asia Pacific Nations 19.3%; Cheng, 2010). Experts predicted that Taiwanese footwear market revenue would increase by 1.6% by 2014 which equated to \$2.50 billion of its market value (Cheng, 2010). For this reason, developing market segmentation strategies can be particularly important for Chinese sportswear brands considering that market segmentation can provide an advantage to attract the right customers. Finding a target group, Chinese sportswear brands can more easily advertise their products, create specific products, and develop target marketing strategies for the groups.

Even though Chinese sportswear brands have used marketing strategies to enhance their brands’ image, consumer behaviors toward purchasing Chinese sportswear brands still have not been identified. According to Batra et al. (2000), consumers in developing countries have a positive attitude toward western countries. Based on Morton (2002) and

Bryck (2003), economic growth affected young consumers who have brand and fashion awareness in places such as China, India, and South Korea. In addition, according to Mintel's (2011) report, the young consumer segment represented a vital growth market for the sportswear industry. However, consumers from developed countries have a different attitude toward foreign brands and they seem to examine the degree of risk associated with purchasing a foreign product. Therefore, understanding consumer behavior is the most important element for success in any business (Baiocchi, Minx, & Hubacek, 2010; Barber & Almanza, 2006; Demby, 1973; Engel, Blackwell, & Miniard, 1993; Kotler, 2003; Pratt, 1974; Schiffman & Kanuk, 2004; Walters & Paul, 1970; Williams, 1982).

According to Kotler (2003), focusing to understand consumer behavior should be most fundamental and essential for any business. Furthermore, Hanna and Wozniak (2001), Schiffman and Kanuk (2004), and Solomon (1999) indicated the importance of understanding the consumer decision-making process or behavior. The consumers from developed countries, such as the U.S., have different factors which affect their purchase decisions than in developing countries such as China, India, and South Korea. Searching for internal and external information is a key factor of a consumer's decision-making process (Shaheen, 2008).

According to Blackwell, Miniard, & Engel (2001) internal information is considered information gathered from past experience or prior exposure to advertisement. External information may be gathered from reference groups such as peers or family members and/or the marketplace. Mintel (2011) indicated nearly half of consumers purchase

sportswear because of the approval of friends or family members and that teenagers and college students are highly likely to engage in purchase behaviors to seek the approval of friends or family members. This information also can help customers to assess quality, perceived risk, and aesthetics of items (De Klerk & Lubebe, 2006). In addition, the other factor which affects consumer's decision-making processes are brand names. Dodds, Monroe, and Grewal (1991) and Grewal, Krishnan, Baker, and Borin (1998) stated that brand name has a significant effect on buyers' perceived quality, value, and willingness to purchase.

Therefore, examination of intentions to purchase Chinese sportswear brands is an essential question for Chinese sportswear companies. The present study examines consumer intention to purchase Chinese sportswear brands. Specifically, this study used the Cognitive-Affective Model of Purchasing Intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands and the effectiveness of the Cognitive Affective Model of Buying Intention to predict consumers' consumption of sports merchandise.

Significance of the Study

Many authors have studied Western brands in China; however, little has been discovered about the potential for Chinese brands in international markets. Chinese sportswear companies have attempted to introduce their brands and products to international consumers, and hence examination of consumer intentions to purchase Chinese sportswear products is vital. Although the Cognitive-Affective Model of Buying Intention has been used extensively, it has not been used to study purchase intentions

toward Chinese sportswear brands/products. Moreover, research on Chinese sportswear brands is scarce in both the academic and practitioners literature. The finding of this paper serves as a guide to Chinese sportswear brands who have limited knowledge of international sportswear consumption. This study also helps to formulate marketing strategies as a result, on the basis of the different international sportswear markets.

Purpose

This research aimed to study factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands. Purchase intention was explained in terms of general consumer variables (i.e., normative influence and brand consciousness) and brand-specific variables (i.e., perceived quality and emotional value). This study also examined the usefulness of the Cognitive-Affective Model of Buying Intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands (Keller, 2001; Kumar, Lee, & Kim, 2009; Lee, Kim, Pelton, Knight, & Forney, 2008; Morris, Woo, Geason, & Kim, 2002; Petty, Wegener, & Fabrigar, 1997; Zajonc & Markus, 1982), and the effectiveness of the model to predict consumers' consumption of branded sports merchandise.

Chapter Summary

Because the Chinese economy has thrived over the past decade, consumers are more concerned with health and living quality than ever before. The Chinese economy has not only attracted western companies to the Chinese market, but also has stimulated the Chinese sporting goods industry to develop their own brands. Chinese sportswear brands want to expand their market to target international consumers. Therefore, the

main purpose of the study was to aid Chinese sportswear brands to determine purchase intentions from consumers. The main target focused on college/university students in Taiwan because of their purchase abilities and behaviors. The Cognitive-Affective Model of Buying Intention and past behavior was used in this study to determine or predict students' purchase intentions and behavior toward Chinese sportswear brands in order to aid the Chinese sporting good industries to refine their marketing strategies.

CHAPTER II

LITERATURE REVIEW

This research aimed to study factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands. This study also examined the usefulness of the Cognitive-Affective Model of Buying Intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands. The literature overview sought answers to the research objectives. The literature review includes the following topics: sports consumption, normative influence, emotional value, perceived quality, and purchase intention.

Sport Consumption

Sport consumption is any consumption of products associated with sports. According to Trail and Anderson (2005), sport consumption involves purchasing merchandise of a sport team, attending sport events, watching sport events on TV or via the Internet, reading sports news, playing sport videogames, etc. Measuring purchase intention is the most prevalent method to evaluate sport consumption behavior. However, high purchase intention does not ensure that purchase behavior will occur, rather high purchase intention means a higher possibility of purchase behavior will occur in the future.

The model of Sport Spectator Consumption Behavior (SSCB) developed by Trail, Anderson, and Fink (2000) is the only theoretical model proposed to predict sport consumption. Based on Trail, Anderson, and Fink (2000), motives, level of identification,

expectancies, confirmation or disconfirmation of expectancies, self-esteem responses, and the affective state of the individual could predict future sport spectator consumption behavior. These factors have either a direct or indirect effect on the factors in the model sequentially. Trail, Fink, and Anderson (2003) tested the model and found those factors could explain approximately 11% of the variance in sport spectator consumption intention. Therefore, this model was determined to be inadequate in explaining variance in consumption behavior.

Trail and Anderson (2005) systematically categorized factors influencing sports consumption into four aspects which include demographic aspects, psychographic aspects, environmental aspects, and past behavior. Some of the factors located within the four aspects are the factors of the SSCB and they have been proven to have either a direct or indirect effect on sport consumption such as motives, identification, expectancies, or affective state (Trail, Fink, & Anderson, 2003). Some factors associated with demographic aspects and environmental aspects also have statistical evidence on influencing sport purchase intention. Those factors that have empirical evidence to support their impact on sport purchase intention is introduced in the following paragraphs.

A multitude of demographic variables have been investigated concerning their impact on sport purchase intention. Some influential variables are age (Bennett, Ferreira, Lee, & Polite, 2009; Pan, Gabert, McGaugh, & Branvold, 1997), gender (Bennett et al., 2009; Pan et al., 1997), race (Armstrong, 2008; Armstrong & Peretto Stratta, 2004), and occupation (Zhang, Pease, Hui, & Michaud, 1995). For example, the research of Bennett

et al. (2009) investigated the impact of age and gender on brand use of spectators in an action game revealed that young males were more likely to purchase Mountain Dew. Also, research that examined the effect of race on sport attendance found that factors such as event's family appeal, entertainment, and promotions influenced consumers of color more than Caucasian consumers (Armstrong, 2008).

“Psychographic aspects are composed of cognitive aspects (motives, points of attachment, and expectancies), affective aspects (mood and satisfaction), and conative aspects (intentions to consume sport products or services)” (Trail & Anderson, 2005, p. 41470). As noted previously, only those factors that have statistical evidence of their impact on sports consumption would be introduced.

Motive is the first factor in the model of SSCB. Trail, Anderson, and Fink (2000) proposed nine varying motives to explain why people consume sport. They found most of these motives are based on social and psychological needs: vicarious achievement, acquisition of knowledge, aesthetics, social interaction, drama/excitement, escape (relaxing), family, physical attractiveness of participants, and quality of physical skill of the participants. They noted that people that consume sport could have more than one motive. Trail and James (2001) also tested the Motivation Scale for Sport Consumption (MSSC) that includes the nine factors. The model has been proven accurate and reliable for measuring the motivations of sport spectator consumption behavior.

Points of attachment are also called identification. Trail, Anderson, and Fink (2000) defined identification as “an orientation of the self in regard to other objects, including a person or group, which results in feelings or sentiments of close attachment”

(p. 165-166). According to the model of SSCB (Trail, Anderson, & Fink, 2000; Trail, Fink, & Anderson, 2003), identification directly affects expectancies of event spectators and indirectly influences other affective, cognitive, and behavior variables. Supporting the model, some researchers found that team identification not only affects fan purchasing behavior or game attendance but also influences both directly and indirectly their attendance intentions and other sport consumption intentions (i.e., merchandise and media; James & Trail, 2008; Levin, Beasley, & Gilson, 2008; Madrigal, 2000; Wann & Branscombe, 1993).

Expectation is another factor which is included in the model of SSCB (Trail, Anderson, & Fink, 2000; Trail, Fink, & Anderson, 2003). When attending sporting events, fans have different expectations about the event such as the product or service of the facility, the competitiveness of the match, the outcome of the event, and the performance of star players. Those expectations for the event may directly or indirectly influence fan's sport consumption. Based on the model of SSCB (Trail, Anderson, & Fink, 2000; Trail, Fink, & Anderson, 2003), expectancies could be directly influenced by individual motives and identification with teams and also indirectly affect fan consumer behavior.

Affective state is also one of the factors, which is composed of enjoyment and satisfaction and they are significantly correlated (Trail, Anderson, & Fink, 2000).

According to the model of SSCB (Trail, Anderson, & Fink, 2000; Trail, Fink, & Anderson, 2003), affective state is the closest influential factor to future fan behavior.

The higher one's affective state indicates an increased likelihood that the spectator feels

more positively about the event and the more likely the spectator is going to consume the sport in the future.

Environmental aspects have been categorized into three areas: (1) game attractiveness (e.g., athlete skills, team records, league standing, record-breaking performance, closeness of competition, team history in a community, schedule, convenience, and stadium quality), (2) marketing promotions (e.g., publicity, special events, entertainment programs, and giveaways), and (3) economic considerations (e.g., ticket price, substitute forms of entertainment, income, and competition of other sport events; Zhang, Lam, & Connaughton, 2003). Zhang et al. (2003) examined the association between those three factors and professional sport consumption, and they found that those factors were positively predictive of professional sport consumption including intentions of event attendance and TV viewing.

Indeed marketing efforts could be beneficial in increasing sport consumption. The results of several researchers also support the positive impact of marketing efforts on sport consumption (Kim, 2008; Shannon & Turley, 1997). Kim (2008) found that building a good relationship with fans (relationship marketing) significantly influenced fan's intention for attendance, media consumption, and licensed merchandise consumption. Shannon and Turley (1997) argued that in-arena promotions do affect both purchase intentions and purchase behavior of game spectators.

According to Meffert, Burmann, and Koers (2002), a brand is a distinctive picture of a product or service which is firmly anchored in the mind of the consumer. This mental image is comprised of affective, cognitive, and conative components and results

from both direct (e.g. purchase, usage) and indirect (e.g. advertising, promotion) experiences with the brand (Elliott & Wattansawan, 1998; Meffert et al., 2002). Brand image often influences consumers' purchase decisions. Thus, brand management should be a central focus of any enterprise (K. Miloch, 2010), not to mention sport industries. "Consumers purchase products which are most familiar to them. They often pay attention to well-established brands which have achieved a high-quality image" (Miloch, Kraft, Lee, & Ratten, 2012, p. 43). The strength of a brand is determined by the extent of three dimensions: brand awareness, brand association and brand equity (Bruhn, Hennig-Thurau, & Hadwich, 2004; Meffert et al., 2002; K. Miloch, 2010; Ross, 2006).

Brand awareness describes the ability of the consumer to identify a brand (K. Miloch, 2010). The goal of working strategically with brand awareness is to ensure that consumers hold strong and favorable association of the brand in their minds (Aaker, 1991; Keller, 1998). Brand awareness typically consists of multiple concepts: (a) perception, because the brand is perceived; (b) cognition, because that brand is cognitively evaluated; and (c) attitudes about the brand, after perceiving and evaluating of brand what consumer plan to act upon the brand (Aaker & Joachimsthaler, 2002; Grunig, 1993; Keller, 1993, 2003; K. Miloch, 2010). Thus, brand awareness is the pivotal point of the consumer-based approach.

Brand association is the greatest influence on consumer behavior (Trommsdorff, Asan, & Becker, 2004). "Once consumers become brand-aware, they begin to form brand associations" (Miloch et al., 2012, p. 44). Based on brand awareness, brand association can be formed. Unlike brand awareness, brand associations have a more important

influence on buyer behavior (Schilhanneck, 2008). For example, brand loyalty is behavior which is developing from brand awareness to brand association, then forming brand loyalty. When the consumer has a positive attitude towards a brand and repeatedly demands it, it can be called brand loyalty. Brand loyalty is based on previous experience of usage (Aaker, 1991; Bruhn et al., 2004; Meffert et al., 2002). Achieving a high degree of loyalty is an important goal in the branding process for any enterprise including sport industry and professional sport leagues.

Brand equity has been defined as the incremental cash flow resulting from a product with a brand name versus the cash flow that would result without a brand name (Shocker & Weitz, 1998). It also refers to “the added value a product gains based on its brand name” (Miloch et al., 2012, p. 42). Additionally, it has been consistently argued that favorable brand equity increases the probability of brand choice, customer retention, profit margins, willingness to pay premium prices, consumer search, marketing communication effectiveness, positive word-of mouth, brand licensing opportunities and brand extensions (Aaker, 1991; Keller, 1993; Miloch, 2010).

In today’s business climate, executives in professional sports are increasingly operating their sports clubs as brands to be managed. In fact, Gladden, Irwin, and Sutton (2001) contended that 2000 to 2010 will be the decade in which team management activities evolve from a focus on winning as a means of realizing short-term profits, to a focus on strategic management of the team brands as a means of realizing long-term appreciation in franchise value. Many examples of sport executives “managing their brand” are evident within the business of professional sport. For example, the NBA-

owned National Basketball Development League (NBDL) developed new team logos to help brand individual franchises and give those teams their own brand identities (Lombardo, 2006). The Philadelphia Phillies professional baseball team hired a private sports branding agency to develop a new brand identity for the team, as well as the ballpark in which the team plays home games (Berg, 2015). This acknowledgment of developing and managing strong brands is not restricted to teams and leagues but is also recognized among specific individual athletes and sport merchandise.

Esch, Langner, Schmitt, and Geus (2006) emphasized the significant influence of brand awareness on college students' athletic shoe purchasing behavior. They suggested that "brand awareness affects brand image and that both aspects of brand knowledge are direct determinants of current consumer purchase behavior. Brand association, in particular, exercises a strong direct influence on current brand-loyal purchase behavior" (Esch et al., 2006, p. 99). Bauer, Sauer, and Schmitt (2005) also indicated the adequacy of brand equity and brand awareness in team sport is highly important for economic success. Thus, purchase intention of sport merchandise needs to be developed based upon brand management. Establishing brand management is the most important milestone for both professional sport leagues, teams, and merchandise.

College Student Consumption

One of the most important and special market segments are young consumer groups; especially, college students (Miller, 1998). According to the Taiwan Ministry of Education and Statistic (2010), approximately 1.34 million Taiwanese students ventured off to one of 163 colleges in Taiwan. That was nearly 6% of the total population. The

overall annual expenditures of Taiwanese college students were New Taiwan (NT) \$78 billion (about U.S. \$2.6 billion; Lee, 2004). More importantly, Taiwanese college students' annual expenditures for sporting good is NT \$3.72 billion (approximately U.S. \$127 million; Liu, 2009). Therefore, an investigation aimed at understanding factors that influence purchase intention among Taiwanese college students when purchasing athletic shoes is warranted.

Considering not only the growing population of college students, but also the growing purchasing power of young consumer groups and easy access to credit cards (Schor, 1998) makes the college student market an even more attractive consumer group compared to other consumer groups. Based on MarketingCharts (2013), college students spend money on nondiscretionary spending such as tuition, living, and food and also spend a lot on discretionary spending such as automotive, clothing/shoes, cellphone/smartphone, entertainment, technology, personal care products, and cosmetics. For discretionary spending, college students in Taiwan spent approximately \$13.1 billion on clothing and shoes which was more than other items (MarketingCharts, 2013).

College students have different consuming behaviors than other consumer groups. College students have more time to engage in leisure activities outside the school because they not only have access to money from part-time jobs, federal grants, scholarships, or family money, but they also have more leisure time to participate in shopping activities than other age groups (Miller, 1998). According to recent studies, college students purchase behavior in Taiwan has changed (Shih, 2000; Tsao & Chang, 2010). Price, quality, age, and personalities are elements which may affect shopping behavior (Shih,

2000; Tsao & Chang, 2010). Liao (2007) and Chen (2002) indicated that 80% of college students in Taiwan will not only have resource income from parents but also have income through part-time jobs. Lau, Lee, and Chiu (2004) reported that 50.7% of college students work to purchase clothes and 62.8% of college students work to purchase computers or electronic devices. More than any other consumer group, college students are most likely compulsive and independent; moreover, college students are more likely to develop brand loyalty and engage in technology-related consuming behavior (Benezxa, 1995; Miller, 1998; Newswire Association, 1997; Roberts, 1998; Stanley, 1995). Based on Marx (1995), college students not only are more likely to develop brand loyalties; more often, the loyalties which they develop remained throughout their lifetime. Tsao and Chang (2010) also indicated the Taiwanese college students' purchasing behavior can be categorized into four main parts which are brand preferences, location, frequency, and the annual expenditures of purchasing sporting good. He also indicated college students are the primary consumers in the sales of domestic sporting good in Taiwan. Therefore, college students become an important target segment to focus on in order to understand consuming behavior and develop long-term marketing plans.

Normative Influence

Karahanna, Straub, and Chervany (1999) classified social influence into two types in which the first type of social influence is normative influence. Normative influence occurs when an individual's behavior or intent meets the expectation and anticipation of others. The second type of social influence is informational influence. Informational

influence occurs when an individual accepts information obtained through observation, such as displayed numbers, as an evidence of truth.

Bearden, Netemeyer, and Teel (1989) also indicated that the interpersonal influence construct included both informational as well as normative dimensions. Moreover, they defined informational influence as “one’s tendency to learn regarding products and services by either seeking information from others or observing others in terms of what they purchase or use” and defined normative influence as “the need to identify or enhance one’s image with significant others through the acquisition and use of products and brands and the willingness to conform to the expectations of others regarding purchase decisions” (Bearden et al., 1989, p. 474). Consumers may follow fashion to show their self-image and social status to conform to others’ expectations (Kaiser, 1998; O’Cass & McEwen, 2004). Consumers are likely to be impacted by normative influence such that consumers susceptible to normative influence care more about whether their purchasing decision is based on experts’ opinions than what impression this decision may have in others’ mind. For example, “Keeping up with the Joneses” is a typical example of susceptibility to normative influence (Bearden et al., 1989, p. 475).

Li (2013) proposed that normative influence can connect individuals’ with group expectations and that normative influence occurs in group environments and aims to maintain group harmony, help individuals earn positive appraisal from others, or win support of group members. Informational influence, instead, helps individuals to sift through all the evidence to find the part that is true and accept it. If one can obtain more

information, then this will help boost one's confidence and thereby influence the development of good behavior or attitudes. Munson, Cavusoglu, Frisch, and Fels (2013) believed that individuals relied on interactions with others to obtain information, and thus they would make appropriate decisions when they themselves faced problems. Therefore, informational influence helps individuals make appropriate decisions based on accumulated experience and others' behavioral patterns. In contrast, individuals are affected by normative influence when they find it difficult to make decisions and directly model following others' decision processes to derive their own decisions.

Under informational influence, when individuals face uncertainty and are unable to address it themselves, they observe others' opinions or behavioral patterns as the basis of their decisions as well as alter their own opinions, attitudes, or behaviors to find truth and solutions. Under normative influence, when individuals' ideas or opinions are not supported by the group, they tend to follow the group to seek the acceptance of group members and will alter their own attitude or behavioral patterns.

Consumers' susceptibility to normative influence as articulated by Arkin (1981) may serve as a predictor of self-presentation style, akin to the personality inventory. According to previous studies, susceptibility to normative influence can highlight issues related to standards, particularly in public settings. Those individuals who are more susceptible to normative influence are more easily persuaded to join consumer boycotts (Sen, Gurhan-Canli, & Morwitz, 2001). Compared to their peers who are less susceptible to normative influence, these people focus more on product attributes (Batra et al., 2001).

Predictive validity has been proven, and researchers of consumer behaviors have fully utilized this construct (Batra, et al., 2001).

Susceptibility to group norms impacts individuals' consumption status and tendency toward conspicuous consumption. This applies to the service sector because services are publicly visible. Fashion brands can convey social distinctions such as status and reflect consumers' social life, aspirations, and their affiliations (Levy, 1959; Solomon, 1986). The social role of fashion in developing countries is important because interpersonal relations are particularly important in developing countries (Ger, Belk, & Lascu, 1993).

“Normative influence” has been defined as rewarding norms, characteristics, and attributes conducive to group harmony (Deutsch & Gerard, 1955) or as a means to avoid punishment or receive rewards (Burnkrant & Cousineau, 1975) by people matching their beliefs and behaviors with the reference group (Park & Lessig, 1977). Therefore, normative influence reflects value expressive influence or utilitarian influence. Some scholars believe that status or conspicuous consumption is “the motivational processes by which individuals strive to improve their social standing through the conspicuous consumption of electronic products that confer and symbolize status both for the individual and surrounding significant others” (Eastman, Goldsmith, & Flynn, 1999, p. 45). In simple terms, consumers who exhibit such behaviors use their consumption decision and chosen product as a tool to improve their social image (O’Cass & Forst, 2002).

Schroeder (1996) found that consumers who indulged in conspicuous consumption were usually the most susceptible to normative influence. Marcoux, Filiatrault, and Cheron (1997) indicated that conspicuous consumption directly influenced interpersonal relations. Relevant studies have shown that these consumers are usually more susceptible to how their reference group perceives their decisions when making their own consumption selections (Batra et al., 2001; Piron, 2000).

Brand Consciousness

A brand is defined as a “name, term, sign, symbol, design, or combination of them that is used to identify the goods and services of a seller or group of sellers and to differentiate them from their competitors” (Kotler, 1996, p. 35). Rao and Ruekert (1994) believed that a brand name could provide consumers with information about quality of the product, thus representing product quality. Therefore, companies hope to convey to consumers, through their brand, the unique image, positioning, and any other information that differentiates them from their competitors.

Sproles and Kendall (1986) defined brand consciousness as the degree to which consumers preferred to purchase more expensive, well-known, and widely-advertised national brands. Brand consciousness affects consumer brand attitude as well as their choice of brand and actual purchase. As consumers need to choose from among many different products, brands can provide consumers with relevant information about the product and facilitate comparison with other brands. Therefore, a brand is one of the easiest ways for consumers to identify products (Ailawadi & Keller, 2004). In general, brands are the symbol of product quality (Magid, Cox, & Cox, 2006). Consumers with

brand consciousness prefer products with a brand name and shop for these products in upscale department stores and boutiques. They are also more likely to be persuaded by recommendations in commercials and advertisements.

Moreover, consumers pay attention to how popular particular brands are (Hafstrom, Gae, & Chung, 1992; Shim & Gehrt, 1996; Sproles & Kendall, 1986; Sproles & Sproles, 2005). As observed by the multinational comparative study conducted by Hafstrom, Gae, and Chung (1992), brand consciousness was one of the most identifiable decision-making styles for consumers in the US and Korea. Shim and Gehrt (1996) found that children were influenced by their parents' brand consciousness, which was more pronounced among Hispanics than Caucasians and Native Americans in the US. Accordingly, consumers with high brand consciousness would prefer nationally well-known brands (Fan & Xiao, 1998).

Extrinsic cues are an important basis and are frequently used to judge the quality of merchandise. When purchasing particular merchandise, consumers tend to use extrinsic cues, instead of intrinsic ones, to judge its quality (Richardson, Dick, & Jain, 1994). Consumers are more aware of nationally well-known brands; therefore, less-known brands tend to be overlooked by consumers. Magid et al. (2006) observed that brands represent the image and reputation of merchandise and that consumer would easily link merchandise with the image of its brand when purchasing nationally well-known brands. In brief, consumers with high brand consciousness will base their purchase decisions on brand recognition and give priority to nationally well-known brands.

Sproles and Kendall (1986) have explored the purchase decision-making styles of American consumers and identified eight of such styles. One style portrayed consumers with “brand consciousness” that preferred more expensive, well-advertised, and well-known national brands. Later, Durvasula, Lysonski, and Andrews (1993) as well as Fan and Xiao (1998) used the scales of Sproles and Kendall (1986) to study consumers in New Zealand and China, respectively.

Despite varied decision-making styles, consumers in both countries shared, among others, one purchase decision-making style, i.e., “brand consciousness.” Shim and Gehrt (1996) further defined brand consciousness as follows: “the degree to which a consumer was oriented toward purchasing well-known branded products” (p. 308). Consumers with brand consciousness would collect and enjoy the latest fashion, trends, and brands observed in the media as well as in celebrity news (Keum, Devanathan, Deshpande, Nelson, & Shah, 2004). Only consumers with brand consciousness or brand loyalty could distinguish genuine merchandise from counterfeits (Gentry, Putrevu, Shultz II, & Commuri, 2001). As a brand is the manifestation of an image built by manufacturers over a long period of time, products with high brand image are associated with a certain reputation for quality, function, reliability, and service. Therefore, brands could be used to indicate personality and project self-image (McWilliam & Chernatony, 1989).

Many studies have highlighted that consumers often use purchased and consumed merchandise as a means of self-expression (Belk, 1988; Erickson, 1996; Graeff, 1996). Consumers with high brand consciousness believe that brands are a symbol of image,

identity, and status that can reflect their personality. Hence, they will choose to purchase well-known brands. Nelson and McLeod (2005) found that brand consciousness did not correlate with age, gender, and ethnicity; however, one's brand consciousness could be influenced by the brand consciousness of parents and peers.

Jamal and Goode (2001) believed that brand consciousness and brand familiarity were related but different. Brand consciousness was based on personality traits, whereas brand familiarity was related to earlier brand experience. Furthermore, consumers with brand consciousness often care about how others view their purchase decision making. In other words, they are more sensitive to interpersonal normative influence (Batra et al., 2000; Clark, Zboja, & Goldsmith, 2007; Piron, 2000). For example, the higher a mother's brand consciousness, the more likely she would influence her daughter with consumption preferences and values that emphasize brand value and status recognition; with a heightened brand consciousness, the daughter would mostly care about how others (her mother, in particular) view her brand purchase behaviors. This would in turn lead to trust and habitual purchase of certain brands.

Moore, Wilkie, and Lutz (2002) found that with the influence of the mother's brand consciousness, the daughter—like her mother—also started attaching importance to the status symbol of brand, even to the degree of purchasing only branded products. Mandrik, Fern, and Bao (2005) have also proven that the identical brand preference between the mother and daughter were related to the brand name–quality schema.

Richardson, Dick, and Jain (1994) found that consumers tended to use extrinsic cues—such as brand, price, advertising, and packaging—instead of intrinsic cues—such

as design and content/composition—to judge the quality of store brands. Brands are one of the extrinsic cues that are frequently used to judge the quality of a product (Dodds et al., 1991; Rao & Monroe, 1989). As store brands with relatively simple packaging are sold only in proprietary retail stores and less frequently advertised nationally, their brand recognition and image are lower than national brands. Therefore, consumers with higher brand consciousness would prefer well-known brands (Shim & Gehrt, 1996; Sproles & Kendall, 1986).

Emotional Value

Sheth, Newman, and Gross (1991) compiled five consumption values to explain the reasons that consumers purchase, the types of products they purchase, and their selection of a brand. The five values included: functional value, social value, emotional value, epistemic value, and conditional value. Functional value refers to a consumer decision that is rooted in the physical functions or utility of a product itself. Social value refers to the effects and value of choosing the same thing as the group. Emotional value refers to a consumer decision that may be determined by the expression of the consumer's hopes. Epistemic value refers to a consumer decision that is determined by whether the product satisfies the consumer's curiosity and provides novelty and the pursuit of new knowledge. Conditional value refers to the decisions made when consumers face particular circumstances or conditions. When consumers select a product, they may be influenced by only one of the above five values. However, mostly, they are essentially influenced by at least two or even all five values. In this study, the focus was on the effects of emotional value on consumer behavior.

Emotional value is defined as the ability of a product, brand, or service to trigger consumers' feelings or alter their emotional state. Such products are commonly referred to as possessing emotional value. This type of value exerts considerable influence on the decisions of numerous consumers. Unplanned or impulse buying is often the result of the emotional value of a certain product (Sheth et al., 1991; Sweeney and Soutar, 2001). The pleasure gained from playing or using a service is an act performed for oneself and also involves emotional value (Holbrook, 1994). Sweeney and Soutar (2001) indicated that emotional value is a mechanism for service providers to potentially generate feelings or emotional characteristics. Simultaneously, Sweeney, and Soutar (2001) also found that emotional value is the strongest predictor of consumers' purchase intention in specific stores. They measured the following content: motivation research, personality, the marketing and promotional mix variable, nonverbal processing and hemispherical brain lateralization, and subliminal perception.

In developing countries, foreign brands are perceived to possess superior qualities, such as status and dignity, which strengthen the emotional rewards (such as happiness or well-being) resulting from the consumers' consumption of these brands (Bhat & Reddy, 1998; Kinra, 2006). Especially, Shen et al. (2002) found that consumers in developing countries, such as China, the Republic of Singapore, and Hungary, prefer imported products from western countries over domestically produced products because such imported products promise emotional satisfaction. Consumers believe that emotional value refers to their emotional reactions toward a brand (Supphellen, 2000).

Natural feelings toward brands can be mild or intense and negative or positive (Keller, 2001).

Perceived Quality

Definition of Perceived Quality

Garvin (1983) divided quality into two types: “product quality and perceived quality” (p. 26). Product quality is product- and manufacturing-based, while perceived quality is assessed from the consumers’ perspective. Parasuraman, Zeithaml, and Berry (1988) defined perceived quality as “the quality perceived by the customer” (p. 35), while Zeithaml (1988) believed that “quality is the consumer’s subjective judgment” (p. 33). Garvin (1983) had initially proposed perceived quality as “the specific evaluation on the level of excellence for a certain product by consumers” (p.16), while Zeithaml (1988) believed that perceived quality is an abstract concept, and he defined perceived quality as “consumers’ overall judgement about a product’s excellence” (p. 3).

The rationale behind the emphasis on perceived quality in marketing is due to its influence on consumers’ perceived value and purchasing decisions about products. Olson (1977) suggested that consumers will utilize information (intrinsic attributes and extrinsic cues) to develop a set of descriptive product concepts, which in turn will influence quality assessment and the final purchase decision. Monroe and Krishnan (1985) indicated that higher perceived quality by the consumers toward a product resulted in higher perceived value. Consequently, higher perceived value led to maximization of consumers’ purchase intention toward the product. Grunert, Bredahl, and Brunso (2004) believed that when purchasing products, consumers’ personal experiences and

information result in the formation of expectations in terms of product quality (i.e., perceived quality) which influence their purchasing behavior.

Perceived quality also influences product brand awareness. Aaker (1991) defined perceived quality as the level of awareness toward the overall quality of a certain brand, or consumers' subjective satisfaction toward the overall quality of the products or services of certain brands relative to other brands under specific aims. Aaker (1991) believed that quality affirmation is one of the primary strategic aims of businesses and that quality promotes product sales. Furthermore, consumers' opinions of product quality also influence their awareness regarding other aspects of the brand. Bhuian (1997) believed that perceived quality is the consumers' judgement and evaluation produced by the conformance of product specification or the excellence of supplementary product features. Therefore, it can infer that perceived quality is the result of subjective judgement by consumers toward a product. Hellier et al. (2003) stated that it is the customers' comprehensive evaluation of standard service processes. Judith and Richard (2002) concluded that brand loyalty and perceived quality of the product are relatively highly correlated and always be an aspect of consumer purchase behaviors. Furthermore, Monroe and Krishnan (1985) pointed out that higher perceived quality of consumers toward a product result in higher purchase intention. Garretson and Clow (1999) also pointed out that consumers' perceived quality toward a product influence their purchase intention.

Zeithaml (1988) believed that perceived quality is the consumers' overall assessment of product excellence. He defined perceived quality based on four aspects.

(1) Differences between perceived quality and objective quality:

Perceived quality is the consumers' overall judgement of a product's excellence, while objective quality is defined as the description of the actual technical superiority of the product.

(2) Perceived quality has a higher level of abstraction than product attribute:

Consumers' cognitive structure of product information is hierarchical. Product attributes are at the lowest level and perceived value is at the highest level, while perceived quality can be seen as the middle factor. Furthermore, product attributes are concrete features, while perceived quality is an abstract concept.

(3) Perceived quality is an assessment similar to attitude:

Perceived quality is the overall evaluation of a product, which is similar to attitude evaluation generated by the product.

(4) Perceived quality is evoked during product comparison:

Perceived quality is a relative concept evoked in consumers during comparisons. Consumers often evaluate product quality as high or low based on its relative value with other similar products. Consumers' perceived quality toward a product is derived from the excellence of product substitutes.

Aaker (1995) believed that there are primarily three reasons for the existent difference between perceived quality and objective quality:

(1) Consumers' prior impression will influence their judgment of quality:

Due to the influence of previous poor impressions of quality, consumers will be reluctant to believe the new claims related to the product and are not willing to spend time to confirm whether the product quality has improved.

- (2) Manufacturers' and consumers' awareness of importance in various dimensions of quality are subjective:

Manufacturers might believe that a certain dimension of quality might be the most important, thus emphasizing excellence with regard to the particular dimension of quality during manufacturing and sales. However, the consumers' emphasis may be on other dimensions of quality that the manufacturers may have neglected.

- (3) Incomplete information received by consumers:

Consumers are rarely able to receive all the necessary information to perform objective and optimal evaluations on products. Even with sufficient information, they may lack the time and motivation to perform further assessment. Consumers are only able to selectively seek out information that they believe are important in order to assess quality.

Lutz (1986) divided perceived quality into two types: affective quality and cognitive quality. Affective quality is the inferential assessment of low order information and final product evaluation. Bhuian (1997) believed that perceived quality is the consumers' judgement and evaluation based on the conformance of product specification or the excellence of supplementary product features. McKain (2005) proposed that consumers perform affective evaluation of a product's superiority based on their personal experience, while they will also rationally assess the product based on its utility.

The related definitions are arranged in the tables below:

Table 4

Definitions of Perceived Quality

Researcher	Year	Definition
Olson	1977	Consumers will utilize information (intrinsic attributes and extrinsic cues) to develop a set of descriptive product concepts, which in turn will influence quality assessment and final purchase decision.
Garvin	1983	The specific evaluation on the level of excellence for a certain product by consumers.
Monroe and Krishnan	1985	Perceived quality affects perceived value and the final purchase. Higher levels of perceived quality in consumers towards a product results in higher levels of perceived value, while higher perceived value leads to increased consumer purchase intention for the product.
Lutz	1986	Perceived quality can be divided into two types: affective quality and cognitive quality, of which affective quality is the inferential assessment of low order information and final product evaluation.
Aaker	1991/1995	The level of awareness toward the overall quality of a certain brand, or consumers' subjective satisfaction toward the overall quality of the products or services of certain brands compared to other brands under specific aims. In addition, there are three reasons for the difference between perceived quality and objective quality: consumers' prior impression will influence their judgment of quality; manufacturers and consumers have different awareness of importance in various dimensions of quality; and incomplete information received by consumers.
Judith & Richard	2002	Brand loyalty and product perceived quality are relatively highly correlated and will always accompany consumer purchase behaviors.
Grunert, Bredahl, & Brunso	2004	When purchasing products, consumers' personal experiences and information will lead to the formation of expectations in product quality, perceived quality, which will influence their purchasing behaviors
McKain	2005	Consumers will perform affective evaluation of a product's superiority based on their personal experience, while they will also be rationally assessing the product based on usefulness.

Measurement Methods of Perceived Quality

Based on Sousa and Voss (2002), quality is a philosophy that can significantly affect brand competitiveness. Garvin (1987) stated that quality governs the development of product. In general, product quality is a major factor in the development of a brand to sustain a competitive advantage. Garvin (1987) proposed eight dimensions for measuring product quality, including performance, features, conformance, durability, serviceability, aesthetics, and perceived quality. The definitions of each dimension can be found in the table below (See Table 5).

Table 5

The Eight Dimensions of Product Quality by Garvin (1987)

Dimension	Definition
Performance	Related to the product's primary functional characteristics.
Features	Supplementary features of products or services (special aspects or performance), features that supplement the basic functions.
Reliability	Includes the time of the first failure, the period between failures, and failure rate per unit time within a specified period; more relevant to durable goods.
Conformance	The degree to which the product's design and operating characteristics fulfill established standards.
Durability	The amount of use by consumers before the product begins to deteriorate and cannot be repaired.
Serviceability	Service ability, speed, courtesy and competence, and ease of repair
Aesthetics	How a product looks, feels, sounds, tastes, or smells
Perceived Quality	Quality inferred from images, advertising, and brand names, e.g., product image.
Quality	

Source: Garvin, D. A. (1987). "Competing on the Eight Dimensions of Quality," *Harvard Business Review*, Vol.65, November-December, 1987, p.101-109

Perceived quality can be defined as a consumer’s opinion of a brand for overall quality of products or service. Perceived quality is a perception from customers and is hard to measure. Therefore, Dodds, Monroe, and Grewal (1991) proposed four dimensions for measuring perceived quality, including the following: functionality, durability, reliability, and value. Detailed explanations are indicated in the table below:

Table 6

Four dimensions for measuring perceived quality by Dodds et al. (1991)

Dimension	Definition
Functionality	The ability of the product function to ensure stability during consumers’ purchase decision based on their personal experience and information.
Durability	Low malfunctioning rate and the ability to accurately fulfill service commitments.
Reliability	Evoking confidence and reliability in consumers, while also accurately fulfilling service commitments.
Value	Reliable and accurate fulfillment of consumer service demands

Source: Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers’ product evaluations, *Journal of Marketing Research*, 28(3), p. 307-319.

Brucks and Zeithaml (1991) proposed six dimensions of perceived quality that can be applied for different product types, namely, ease of use, functionality, performance, durability, service ability, and prestige. Sebastianelli and Tamimi (2002) believed that the dimensions for measuring perceived quality include the following: product performance and features, product reliability, product conformance and serviceability, and product appearance and image. McKain (2005) measured perceived quality through five

dimensions, including convenience, reliability, stability, guarantee, and dependability.

The different dimensions are elaborated in the Table 7.

Table 7

Five Dimensions of Perceived Quality by McKain (2005)

Dimensions	Definition
Convenience	The degree of convenience when using tangible products or services.
Reliability	The ability of tangible products or services to fulfill promises to consumers.
Stability	Stable reactions evoked by the products or service in consumers.
Guarantee	Professionalism of employees to gain the trust of the consumers.
Dependability	The degree of genuine attention paid to consumers when providing practical or customized services.

Source: McKain, S. (2005). What customers really want. Nashville, TN: Thomas Nelson.

Purchase Intention

Purchase intention is often regarded as a stage within the buying decision process, which is usually affected by perceived value or perceived quality. The discussion of the purchase intention concept and the measurement of its variables are presented below.

1. Purchase Intention Concept

Intention is defined as the probability of an individual's engagement in a particular behavior (Fishbein and Ajzen 1975). Therefore, purchase intention can be regarded as the probability of an individual's willingness to make a purchase. Dodds, Monroe, and Grewal (1991) and Zeithaml (1988) defined purchase intention as the possibility of a consumer to purchase a product. Xu, Summers, & Belleau (2004) defined

purchase intention as a certain transaction behavior of a consumer made after an overall evaluation of a product and as an emotional reaction that reflects the underlying attitude. Howard (1963) defined purchase intention as the probability of a consumer's plan to purchase a particular brand or product at a certain time. Besides viewing purchase intention from a probability perspective, some scholars believe that purchase intention is a continuous process. Whitlar, Geurts, and Swenson (1993) defined purchase intention as the percentage of an individual's consciousness regarding different product categories when making the actual purchase. Lankford and Howard (1993) suggested that purchase intention is a psychological state of a consumer when he/she plans and decides the number of products to buy at a specific period. Spears and Singh (2004) believed that purchase intention is a plan of an individual to purchase or consume a product and is an awareness of an individual in attempting to purchase a brand or product. Considering the various academic definitions, purchase intention can be regarded as either the possibility of a consumer to purchase a product or the decision making involved in making a purchase.

Purchase intention is an evaluation of an individual's choice in a particular brand category. When considering a brand, the desired brand will be used to measure the variable of purchase intention (Laroche & Sadokierski, 1994; Laroche, Kim, & Zhou, 1996; Mackenzie, Lutz, & Belch, 1986). Information gathering is also possibly related to purchase intention and one's willingness to purchase implies the belief that one will buy (Blackwell et al., 2001). Intrinsic information (such as brand familiarity and prior purchase experience) and extrinsic information (such as website information) searches

can possibly enhance consumer's intention of purchase or repeat online purchase (Blackwell et al., 2001).

2. Measurement of Variables in Purchase Intention

Zeithaml (1988) believed that perceived value directly impacts purchase intention, which can be measured with questions such as "will possibly purchase," "want to purchase," and "will consider purchasing" (p. 2). Some scholars think that purchase intention can be measured by time. Boyd and Mason (1999) believed that purchase intention is very high if an individual wants to make a purchase immediately, medium if the individual makes a purchase in a year, and very low if the individual makes a purchase much later.

In other words, the longer the individual waits to make the purchase, the lower their current purchase intention. In addition, sometimes, purchase behavior does not necessarily occur simultaneously with purchase intention. Newberry, Kleinz, and Boshoff (2003) suggested that when a consumer expresses strong purchase intention, two subsequent purchase situations arise: purchase decision follows purchase intention, and no actual purchase decision happens after purchase intention.

Biswas (1992) believed that a consumer possibly recommends others to make a purchase when he/she has a purchase intention himself/herself. Therefore, recommendations from others or receipt of related information can be used as measuring items for purchase intention. Swinyard (1993) suggested the use of product preference and the extent of whether a product is worth buying to measure purchase intention.

Besides, Schiffman and Kanuk (2000) used five dimensions to measure purchase intention: absolutely will, possibly will, not sure, possibly not, and absolutely not.

The Relationships between Each Variable

The Cognitive-Affective Model of Buying Intention

The cognitive-affective model aims to understand consumers' behavior toward purchasing intention. The price, brand, and country-of-origin are influential factors of cognitive and affective responses for consumers to purchase products (Li, Monroe, & Chan, 1994). Moreover, consumers do not only perceive cognitive cues but also perceive emotional meanings from products originating from another country (Verlegh & Steenkamp, 1999). Using the Cognitive-Affective Model of Buying Intention could investigate the direct influence of both perceived quality (cognitive component) and emotional value (affective component) on Taiwan college students' purchase intention (buying intention) toward a China sportswear brand.

Normative interpersonal influence → brand consciousness

Individuals are influenced by others in terms of development of attitudes, interests, norms, and purchase behavior. Based on Bearden, Netemeyer, and Teel (1989) these individuals conform to group norms or modify their judgments based upon others' evaluations. Moreover, susceptibility to interpersonal influence has been used as an important individual difference variable for the study of consumer behavior. Using normative interpersonal influence and brand consciousness as individual differences related to the Cognitive-Affective Model. Bearden et al. (1989) reported the development of an interpersonal influence scale consisting of two dimensions: informational and

normative dimensions. Because consumers are likely to wear clothing to display their image or social status to others and thus conform to the expectations of others (Kaiser, 1998; O'Cass & McEwen, 2004), the present study focused on the normative component.

College students, which are considered to be a collectivist society, tend to be group-oriented (Hofstede, 2001) and maintain interpersonal relationships by being in tune with the wishes and feelings of others (Albert, 1996). In collectivist societies, compared to individualist societies, consumers rely more on interpersonal relationships for information search or exchange. This information search or exchange is especially important regarding brand choice because, in a collectivist society, the positive experience with the brand could enhance belongingness to the group (Money, Gilly, & Graham, 1998).

Brand consciousness → perceived quality, emotional value

Many consumers form perceptions about a brand based upon quality (Doyle, 2001). Individuals interested in apparel brands tend to pay more attention to physical properties and features of the sportswear that include quality and fit (Kaiser, 1998). Also, quality has been associated with brand name (Maxwell, 2001). According to Jamal and Goode (2001), a brand-conscious consumer tends to place more importance on attributes, such as brand name and country of origin. This study examined the likelihood of Taiwan college students' willingness to purchase Chinese sportswear brands and finding out what facts can lead to purchases intention.

Perceived quality → emotional value

According to Babin, Darden, and Griffin (1994), it has been reported that utilitarian (functional) and hedonic (emotional) values are conceptually related. Specifically, product quality was a key component because perceived quality, reinforced by retail atmospherics, creates personal shopping value and encourages patronage (Darden & Babin, 1994; Wakefield & Baker, 1998).

Perceived quality, emotional value → purchase intention

Consumers may intend to purchase a particular brand because they perceive the brand to offer the right features, quality, or performance benefits. The perception of high quality may be closely linked to the differentiation and superiority of a particular brand and thus encourage them to choose that brand over competing brands (McConnell, 1968). While consumers may choose a particular brand based on quality, their brand purchase is increasingly driven by their emotional needs as well. Because emotional value is closely related to positive feelings from using the brand, it increases consumer intention to repurchase the brand (Stauss & Neuhaus, 1997; Yu & Dean, 2001). In other words, once a consumer is satisfied with the purchase of a brand, the consumer may tend to repurchase the brand even when provided with other options (Gobe, 2001). As Chinese sportswear brands establish their brand names through sponsorship, endorsement, and advertisement, this study examined how affectively China's brands have been established.

CHAPTER III

METHODS

In order to determine or predict college/university students' purchase intentions toward Chinese sportswear brands, the usefulness of the Cognitive-Affective Model was purposed (Keller, 2001; Kumar et al., 2009; Lee et al., 2008; Morris et al., 2002; Petty et al., 1997; Zajonc & Markus, 1982). Based on the Cognitive-Affective Model of Buying Intention, the normative interpersonal influence, brand consciousness, perceived quality, emotional value, and purchase was specifically discussed to predict students' purchase intentions. This model also assesses the effectiveness of consumers' purchase intention toward Chinese Sportswear Brands.

Hypotheses

It is hypothesized that normative influence, brand consciousness, perceived quality, and emotional value should positively influence the intention to purchase Chinese sportswear brands (see Figure 2). It is also hypothesized that normative influence and brand consciousness would be more strongly related to intentions than perceived behavioral control.

Hypothesis 1 (H1): College students in Taiwan who have a higher level of normative interpersonal influence will have a higher level of brand consciousness.

Hypothesis 2 (H2): College students in Taiwan who have a higher level of brand consciousness will perceive China sportswear brands to have higher quality.

Hypothesis 3 (H3): College students in Taiwan who have a higher level of brand consciousness will perceive China sportswear brands to have a higher emotional value.

Hypothesis 4 (H4): College students in Taiwan who perceive China sportswear brands to have higher quality also will perceive it to have higher emotional value.

Hypothesis 5 (H5): College students in Taiwan who perceive China sportswear brands to have higher quality will have a higher purchase intention toward the brand.

Hypothesis 6 (H6): College students in Taiwan who perceive China sportswear brands to have higher emotional value will have a higher purchase intention toward the brand.

Hypothesis 7 (H7): Background variables will have higher effect on normative influence, brand consciousness, perceived quality, emotional value, and purchase intention.

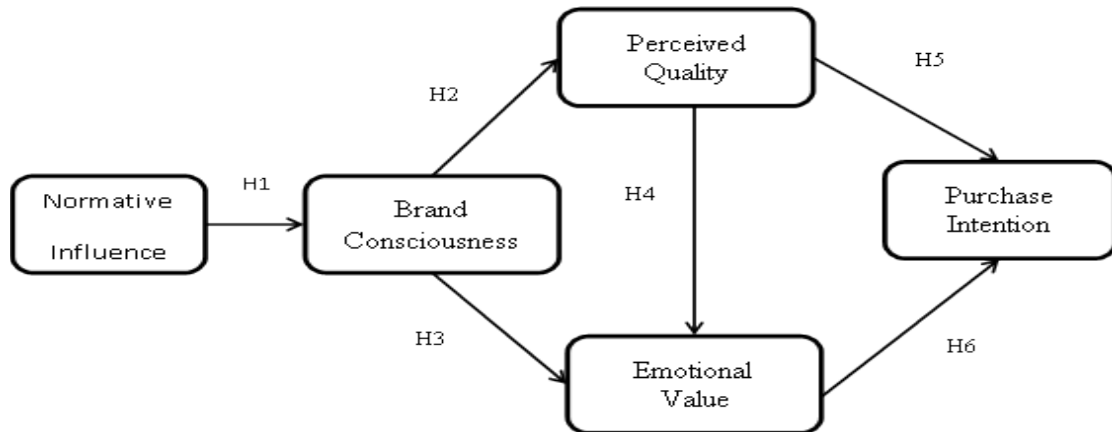


Figure 2. The proposed conceptual model and research hypotheses. *H= Hypothesis

Participants

The participants in this study were students entering the first-year class of 2015 in a college or university located in Taiwan. In order to make sure all participants were enrolled into the college or university, potential participants were invited by their instructors. Students were asked to complete questions on the measures contained within the study via an internet survey. All participants remained anonymous. The researcher provided an explanation of how the data was handled, analyzed, and used. In addition, participants were advised that completion of the questionnaire constituted their consent to participate in the study. According to Bentler and Chou (1987), structural equation modeling, also called SEM, is a suitable method for samples of more than 200 respondents. The number of units in the sample and in the variable is at a ratio of 10:1 or more. Therefore, the participants of this study will be expected at least 200 respondents.

Data Collection

This study was conducted using an online research technique. The advantages of online data collection include the potential to access a large and geographically distributed population and cost effectiveness (Lefever, Dal, & Matthiasdottir, 2007). The participants were students from colleges and universities in Taiwan. Participants were asked voluntarily to complete a research survey posted on a secure survey website, PsychData. PsychData is a web-based company dedicated to hosting social science related research, which is adopted by Texas Woman's University scholars for faculty use. Respondents were asked to answer questions that assess normative influence, brand

consciousness, perceived quality, emotional value, and intentions to purchase Chinese sportswear brands.

Instruments

The measures consisted of general consumer variables (i.e., normative influence and brand consciousness) and brand-specific variables (i.e., perceived quality, emotional value, and purchase intention). The scaled items used to measure the construct in the study were taken from previous studies. Each item in the scale was rated on a five point scale anchored by “Strongly Disagree” (1) to “Strongly Agree” (5).

All the items used to measure the constructs were adapted from prior studies, with modifications to fit them into the specific context of this study. Scale items for normative influence were adapted from Bearden et al. (1989); brand consciousness, from Shim and Kotsiopoulos (1993); perceived quality, from Dodds et al. (1991); emotional value, from Sweeney and Soutar (2001); and purchase intention from Lee et al. (2008). The measures used in this study were initially developed in the USA using American consumers.

A one page questionnaire was administered and, on average, took about 5 minutes for an individual to exercise his or her judgment on the items. On the whole, the questionnaire was easy to understand and jargon was avoided.

Table 8

Variables and Their Measures

Constructs	Items
Normative Influence	By buying the same brands as my friends, I achieve a sense of belonging. I buy the latest fashion when I am sure my friends like them. If other people see me using a product, I buy the brand they expect me to buy. I like to know what brands make a good impression on others. I achieve a sense of belonging by buying the same brands that others purchase. If I want to be like someone, I try to buy same brands that they buy.
Brand-Consciousness	It is important to buy well-known Sports brands. I try to stick to certain brands. I pay attention to brand name.
Perceived Quality	I consider Chinese Sports brands to be reliable. I consider Chinese Sports brands to be durable. I consider Chinese Sports brands to be of high quality.
Emotional Value	Using Chinese Sports brands make me feel good. Using Chinese Sports brands give me pleasure. Chinese Sports brands make me want to use it. Feel comfortable using Chinese Sports brands.
Purchase Intention	I intend to buy Chinese Sports brands frequently. I plan to buy Chinese Sports brands more often.

The questionnaire comprised of six constructs included 18 items (See Table 8).

The construct “Normative Influence” was measured by six items, “Brand Consciousness” by three items, “Perceived Quality” by three items, “Emotional Value” and “Purchase Intention” by four and two items respectively. Only relevant items were selected for this study. The reliability of the questionnaire was tested using Cronbach’s alpha.

Data Analysis

Pilot Study

A pilot study was conducted prior to the main study. The pilot study included validity and reliability analysis. A fundamental aspect of construct validity was the determination whether the items of a scale each contribute to its underlying theoretical construct. In particular, convergent validity was evidenced if the loading of each item on its posited underlying construct was greater than twice its standard error (i.e., significant; Anderson & Gerbring, 1988). This study used Explorative Factor Analysis to analyze construct validity of the survey data in which factor analysis explained the relationship between each factor. Bartlett's Test of Sphericity, and Kaiser-Meyer-Olkin (KMO) were calculated to determine the assumption of equal variance. SPSS 20.0 for Windows software was used calculate the KMO value.

For reliability analysis, the study used Cronbach's α , a commonly used estimate of reliability, to measure consistency. The study used composite reliability (CR) to measure the overall reliability of a collection of heterogeneous but similar items. On the basis of previous studies (Guilford, 1965), a CR greater than .7 indicated that data was of higher reliability. CR values between .7 and .35 indicated fair reliability, and values smaller than .35 mean that the data were unreliable and should be discarded. Fornell and Larcker (1981) suggested that, for reliability, CR should be greater than .6.

Main Study

The main study included a demographic profile of respondents, descriptive statistical analysis of factors, background variable, hypothesis testing, and model. For

demographic profile of respondents and descriptive statistical analysis of factors, the study used SPSS version 20.0 to compute the measures of central tendency (e.g., mean and standard deviation) for each factor (e.g., normative influence, brand-consciousness, emotional value, perceived quality, and purchase intention).

For background variables, the study used independent-sample t-Test (e.g., gender), and ANOVA to test the background variables of school location and shoe purchase per year.

For hypothesis testing and model, the data was analyzed using Structural Equation Modeling (SEM) in LISREL 20.0 (Bollen, 1990; Byrne, 1998; Joreskog & Sorbom, 1996; Wheaton, Muthen, Alwin, & Summers, 1977). SEM allows researchers to simultaneously test a set of interrelated hypotheses, by estimating the relationships between multiple independent and dependent variables in a structural model, rather than analyzing only one linkage at a time (Byrne, 1998). There are two approaches to SEM. Partial-least-squares-based SEM (PLS) employs the principal component estimation method to maximize the explained variance and is better suited to predictive applications. Covariance-based SEM (e.g., LISREL, AMOS, and EQS) comprises theory building and employs the maximum likelihood estimation method to test a model specified a priori against population parameters derived from the sample; this method is better suited for confirmatory research and model comparison. Given that LISREL is more commonly used for theory testing in communication research, and fits the study objectives, LISREL was used as the confirmatory analytical technique in this study.

In order to evaluate structural equation model, it required statistical approaches based on variables measured without error (Schermelleh-Engel, Moosbrugger, & Muller, 2003). However, there is no single statistical test that can evaluate a correct model given the sample data. Therefore, it is necessary to take multiple criteria into consideration and to evaluate model fit on the basis of various measures simultaneously. Therefore, different fit indices were employed to assess the model. These fit indices are model chi-square (χ^2), normed chi-square (χ^2/df), root mean square error of approximation (RMSEA), root mean square residual (RMR), normed-fit index (NFI), comparative fit index (CFI), goodness of fit index (GFI), and adjusted goodness of fit index (AGFI).

Model chi-square (χ^2) and normed chi-square (χ^2/df) are fundamental measures of fit indices to test model fit in SEM (McDonald & Ho, 2002). The chi-square (χ^2) value indicated differences between the sample and fitted covariance metrics (Hu & Bentler, 1999). The value of chi-square (χ^2) is recommended to be an insignificant result at .05 (Barrett, 2007). The normed chi-square (χ^2/df) assesses the model fit to minimize the impact of sample size (Tabachnick & Fidell, 2007). The normed chi-square (χ^2/df) is recommended an acceptable ratio from 2.0 (Tabachnick & Fidell, 2007) to 5.0 (Wheaton et. al., 1977).

The root mean square error of approximation (RMSEA) and root mean square residual (RMR) are classified as noncentrality-based indices. RMSEA represents how well a model fits a population noncentrality parameter (Steiger & Lind, 1980). Based on MacCallum, Browne, and Sugawara (1996), RMSEA values at or less than .08 indicated

a good fit. RMR is an overall badness-of-fit measure that is based on the fitted residuals. In principle, RMR values close to 0 suggest a good fit (Steiger & Lind, 1980).

Normed-fit index (NFI) and comparative fit index (CFI) are classified as incremental fit indices over the null model such as the model chi-square value (Bentler, 1990; Hair, Anderson, Tatham, & Black, 1998). NFI value is in a range between 0 and 1. If an NFI value is close to 1, the model is indicated in a good fit. CFI is a revised version of NFI (Bentler, 1990) which takes sample size into account (Byrne, 1998). The good fit value for CFI is at or more than .90 (Hu & Bentler, 1999).

The goodness-of-fit index (GFI) is to measure the relative amount of the variances and covariance. GFI value is in a range between 0 and 1. Values close to 1 indicate better fit. Adjust goodness-of-fit index (AGFI) is the adjustment for a bias resulting from model complexity and for the model's degrees of freedom relative to the number of observed variables. An AGFI value is in a range between 0 and 1. Values close to 1 indicate better fit (Steiger & Lind, 1980).

In this study, gender, student location, and number of shoes purchased were selected as the background variables. Based on the past literature, gender was one of the influences on consumers' purchasing intention (Barnes, 1992; Moosmayer & Fuljahn, 2010; Ross, Patterson, & Stutts, 1992). According to Peter and Olson (2008), environment was another influence for purchasing intention such as student location. Not only gender but also other personal factors influence consumer behavior such number of shoes purchased per year (Kotler & Keller, 2009).

Summary

This chapter mainly described the methods to be used to predict purchase intention. The variables are normative interpersonal influence, brand consciousness, perceived quality, and emotional value. The questions or research hypothesis were based on these variables. The research technique was conducted online in order to reach a larger group of participants. Scale items for normative influence were adapted from Bearden et al. (1989); brand consciousness, from Shim and Kotsiopulos (1993); perceived quality, from Dodds et al. (1991); and emotional value, from Sweeney and Sourtar (2001). The data was analyzed using Structural Equation Modeling (SEM) in LISREL 20.0 (Bollen, 1990; Byrne, 1998; Joreskog & Sorbom, 1996; Wheaton et al., 1977). SEM allows researchers to simultaneously test a set of interrelated hypotheses, by estimating the relationships between multiple independent and dependent variables in a structural model, rather than analyzing on only one linkage at a time (Byrne, 1998).

CHAPTER IV

RESULTS

The purpose of this research was to study the factors influencing Taiwan College students' purchase intention toward China sportswear brands. This study examined purchase intention and is explained in terms of general consumer variables (i.e., normative influence and brand consciousness) and brand-specific variables (i.e., perceived quality and emotional value) through data analysis. Also, the study examined the usefulness of the Cognitive-Affective Model of buying intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands (Keller, 2001; Kumar et al., 2009; Lee et al., 2008; Morris et al., 2002; Petty et al., 1997; Zajonc & Markus, 1982), and the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' purchase intention toward Chinese sportswear brands.

The first step of data analysis included validating the instrument, testing of validity analysis, and testing of reliability which was established via a pilot study. The second step of data analysis of the main investigation involved examining the participant demographic profile of respondents while the third step involved computing the measures of central tendency (e.g., mean, and standard deviation) for each factor (e.g., normative influence, brand-consciousness, emotional value, perceived quality, and purchase intention), descriptive statistical analysis of variables, Independent-sample t-Test (e.g. gender), and ANOVA to test the background variables of student location and shoe

purchase per year. The fourth step was to test hypotheses and assess the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' purchase intention toward Chinese Sportswear Brand via the Structural Equation Model (SEM) with LISREL.

Pilot Study

The questionnaire developed for this investigation was combined from prior studies (Bearden et al., 1989; Dodds et al., 1991; Shim & Kotsiopoulos, 1993; Sweeney & Soutar, 2001); however, the questionnaire was translated to traditional Chinese in order to serve the target participants. The pilot study was conducted prior to the main study. Fifty participants who were first-year college students in Taiwan were recruited for pilot study. Participants were recruited through college instructors. The participants did not report any problems to understand and answer questions. The validity and reliability of data from the pilot study fell into the acceptable range (Please see Tables 11 & 12 on p. 61 & 62). Therefore, no questions were modified or deleted. The questionnaire of the main study maintained the same number and questions as the pilot study.

Validity Analysis

This study used Exploratory Factor Analysis to analyze construct validity of the survey data in which factor analysis explained the relationship between each factor. Before using Exploratory Factor Analysis (see Table 10 on p. 60), Bartlett's Test of Sphericity, and Kaiser-Meyer-Olkin (KMO) were calculated to determine the assumption of equal variances. Using SPSS 20.0 for Windows software, the result of Bartlett's Test of Sphericity was significant (Bartlett's $\chi^2 = 2506.96$, $df = 153$, $p < .001$) with a KMO

value of .86. According to Cerny and Kaiser (1977), a KMO value of .86 is considered a meritorious value (see Table 9). Moreover, this study used Principal Component Analysis (PCA) and a Scree Plot (Cattell, 1996) to perform further analysis and successful reducing the 8 factors to 5 common factors. Based on Table 11 (on p.60), the variance of the five factors included (1) normative influence (19.84), (2) brand consciousness (17.84), (3) perceived quality (12.92%), (4) emotional value (10.20%), and (5) purchase intention (8.69%). The cumulative range was from .19 to .69.

Table 9

Interpretation of the Magnitude of KMO Value

KMO value	Interpretation
>0.90	marvelous
0.80~0.89	meritorious
0.70~0.79	middling
0.60~0.69	mediocre
0.50~0.59	miserable
<0.50	unacceptable

Source: Cerny, B. A. and Kaiser, H. F. (1977). A study of a measure of sampling adequacy for factor-analytic correlation matrices. *Multivariate Behavioral Research*, 12, 43–47.

Table 10

The Factor Analysis on the Pilot Study

	Factors				
	1	2	3	4	5
Factor 1: Emotional value					
Q17: Using Chinese Sports brands give me pleasure.	0.90	0.09	-0.03	0.21	-2.19
Q16: Using Chinese Sports brands make me feel good.	0.89	0.08	0.03	0.16	-0.11
Q18: Chinese Sports brands make me want to use it.	0.87	0.06	-0.03	0.26	-1.58
Q19: I feel comfortable using Chinese Sports brands.	0.85	0.09	-0.20	0.26	-0.25
Factor 2: Normative influence					
Q8: I achieve a sense of belonging by buying the same brands that others purchase	0.04	0.79	0.11	0.19	-0.04
Q4: By buying the same brands as my friends, I achieve a sense of belonging.	-0.01	0.76	0.02	0.29	-0.02
Q6: If other people see me using a product, I buy the brand they expect me to buy.	0.05	0.74	0.20	-0.07	-0.22
Q5: I buy the latest fashion when I am sure my friends like them.	0.11	0.69	0.26	-0.04	-0.22
Q9: If I want to be like someone, I try to buy the same brands that they buy.	0.22	0.62	0.23	-0.10	0.24
Q7: I like to know what brands make a good impression on others.	0.03	0.62	0.39	-0.08	0.12
Factor 3: Brand-consciousness					
Q12: I pay attention to brand name.	-0.01	0.14	0.86	0.02	0.07
Q11: I try to stick to certain brands.	-0.04	0.26	0.78	0.08	-0.05
Q10: It is important to buy well-known Sports brands.	0.00	0.33	0.77	-0.07	-0.01
Factor 4: Perceived quality					
Q15: I consider Chinese Sports brands to be of high quality	0.28	0.00	0.12	0.73	-0.14
Q14: I consider Chinese Sports brands to be durable.	0.38	0.06	0.11	0.72	0.08
Q13: I consider Chinese Sports brands to be reliable.	0.16	0.07	-0.17	0.63	-0.16
Factor 5: Purchase intention					
Q21: I plan to buy Chinese Sports brands more often.	-0.24	-0.07	-0.03	-0.17	0.79
Q20: I intend to buy Chinese Sports brands frequently.	-0.33	-0.07	0.05	-0.06	0.75

Table 11

The Total, Variance, and Cumulative of Factor Analysis

Factors	Total	Variance (%)	Cumulative (%)
Factor 1: Normative influence	3.57	19.84	19.84
Factor 2: Brand consciousness	3.21	17.84	37.68
Factor 3: Perceived quality	2.32	12.92	50.59
Factor 4: Emotional value	1.84	10.20	56.79
Factor 5: Purchase intention	1.56	8.69	69.48

In this study, the items used to measure the constructs were based on previous studies (Bearden et. al, 1989; Dodds et al, 1991; Shim & Kotsiopoulos, 1993; Sweeney & Soutar, 2001) in which each item is rated on five-point Likert scale anchored by “strongly disagree” (1) to “strongly agree” (5). Five scale items were adapted from Lee et al. (2008) which included normative influence, brand-consciousness, perceived quality, emotional value, and purchase intention.

Reliability Analysis

The reliability of the Pilot study utilized Cronbach’s alpha. Internal consistency was also used to interpret data, predict the value of the score, and determine the limits of the relationship among variables (DeVellis, 1991). The result of the Cronbach’s alpha for the pilot study included five factors: (1) Emotional value: $\alpha= 0.94$, (2) Normative influence: $\alpha= 0.87$, (3) Brand Consciousness: $\alpha= 0.73$, (4) Perceived quality: $\alpha= 0.95$, (5) Purchase intention: $\alpha= 0.95$ (see Table 12 on p.63). Based on Cronbach’s alpha value, a value higher than .6 is considered reliable (Nunnally, 1978); therefore, indicating that all five factors and their corresponding survey questions are reliable (see Table 12 on page 62).

Table 12

Instrument Reliability Results

	α if item deleted	Cronbach's α
Factor 1 : Emotional value		
Q16: Using Chinese Sports brands make me feel good.	0.94	
Q17: Using Chinese Sports brands give me pleasure.	0.90	
Q18: Chinese Sports brands make me want to use it.	0.92	
Q19: I feel comfortable using Chinese Sports brands.	0.92	0.94
Factor 2 : Normative influence		
Q4: By buying the same brands as my friends, I achieve a sense of belonging.	0.84	
Q5: I buy the latest fashion when I am sure my friends like them.	0.85	
Q6: If other people see me using a product, I buy the brand they expect me to buy.	0.85	
Q7: I like to know what brands make a good impression on others.	0.85	
Q8: I achieve a sense of belonging by buying the same brands that others purchase	0.84	
Q9: If I want to be like someone, I try to buy the same brands that they buy.	0.86	0.87
Factor 3 : Brand-Consciousness		
Q10: It is important to buy well-known Sports brands.	0.65	
Q11: I try to stick to certain brands.	0.68	
Q12: I pay attention to brand name.	0.60	0.73
Factor 4 : Perceived quality		
Q13: I consider Chinese Sports brands to be reliable.	0.94	
Q14: I consider Chinese Sports brands to be durable.	0.91	
Q15: I consider Chinese Sports brands to be of high quality	0.93	0.95
Factor 5 : Purchase intention		
Q20: I intend to buy Chinese Sports brands frequently.	0.95	
Q21: I plan to buy Chinese Sports brands more often.	0.90	0.95

Main Study**Demographic Profile of Respondents**

Data collection was conducted using an online research technique. Participants were students from colleges and universities in Taiwan who were asked to voluntarily complete a research survey posted on a secure survey website, PsychData. PsychData is a web-based company dedicated to hosting social science related research, which was adopted by Texas Woman's University scholars for faculty use. Respondents were asked

to answer questions that assess normative influence, brand consciousness, perceived quality, emotional value, and intentions to purchase Chinese sportswear brands.

According to the structural equation modeling (SEM), a suitable method for samples requires more than 200 respondents (Bentler & Chou, 1987) with the number of units in the sample and in the variable at a ratio of 10:1 or higher. For this reason, the participants of this study were expected to be at least 200 respondents. Considering the date with which IRB approval was obtained, the investigation timeline for this study began from November 28, 2016 and ended December 11, 2016. The total population was $N= 264$. After review of responses, all survey questions were completed and none of the surveys were removed.

The following is the participants' demographic information (see Table 13 on p. 64). Participants were 148 (56.1%) male and 116 (43.9%) female of first year undergraduate students. Student location was 89 (33.7%) in the North of Taiwan, 60 (22.7%) in the Middle of Taiwan, and 115 (43.6%) in the South of Taiwan. Considering shoes purchased per year, 221 (83.7%) participants purchased one to three pairs of shoes per year, 34 (12.9%) participants purchased four to six pairs of shoes per year, and 9 (3.4%) participants purchased seven or more pairs of shoes per year.

Table 13

Gender, Location, and Shoes Purchase Per Year

		N	Percent (%)
Gender	Male	148	56.1
	Female	116	43.9
Student location	North of Taiwan	89	33.7
	Middle of Taiwan	60	22.7
	South of Taiwan	115	43.6
Shoes purchased per year	1~3	221	83.7
	4~6	34	12.9
	7 or more	9	3.4

Descriptive Statistic Analysis of Factors

Normative influence. In Table 14 on p. 65, the mean and standard deviation of each survey question for the normative influence were presented and included purchasing the same brands friends will achieve as sense of belonging (3.1 ± 1.0), purchasing latest fashion to achieve recognition (2.6 ± 1.0), purchasing the brand which others expect (2.8 ± 1.0), to know what brands make good impressions (3.6 ± 1.0), achieving a sense belonging by buying the same brands as others (2.8 ± 1.0), and wanting to be like someone via purchasing the same brands they buy (2.9 ± 1.2). Considering the 5 point Likert scale, 3.6 indicated agree; however, 2.8 indicated neutral.

Table 14

Mean and Standard Deviation of Normative influence

	<i>M</i>	<i>SD</i>
Q4: By buying the same brands as my friends, I achieve a sense of belonging.	3.1	1.0
Q5: I buy the latest fashion when I am sure my friends like them.	2.6	1.0
Q6: If other people see me using a product, I buy the brand they expect me to buy.	2.8	1.0
Q7: I like to know what brands make a good impression on others.	3.6	1.0
Q8: I achieve a sense of belonging by buying the same brands that others purchase	2.8	1.0
Q9: If I want to be like someone, I try to buy the same brands that they buy.	2.9	1.2

Brand-consciousness. In Table 15 on p. 65, the mean and standard deviation of each question for brand-consciousness are presented and included purchasing well-known sportswear brands is important (3.2 ± 1.1), purchasing certain brands (3.4 ± 1.0), and paying attention to brand name (3.7 ± 1.0). Considering the 5 point Likert scale, 3.69 indicated agree. The scales on the brand-consciousness questions felled in a range of agree.

Table 15

Mean and Standard Deviation of Brand-Consciousness

	<i>M</i>	<i>SD</i>
Q10: It is important to buy well-known Sports brands.	3.2	1.1
Q11: I try to stick to certain brands.	3.4	1.0
Q12: I pay attention to brand name.	3.7	1.0

Perceived quality. In Table 16, the mean and standard deviation of each question for perceived quality were presented and include Chinese sportswear brands is reliable (2.1 ± 1.0), Chinese sportswear brands are durable (2.0 ± 1.0), and Chinese sportswear brands are of high quality (2.0 ± 1.0). Considering the 5 point Likert scale, 2.1 indicated disagree. The scales on the perceived quality questions felled in a range of disagree.

Table 16

Mean and Standard Deviation of Perceived Quality

	<i>M</i>	<i>SD</i>
Q13: I consider Chinese Sports brands to be reliable.	2.1	1.0
Q14: I consider Chinese Sports brands to be durable.	2.0	1.0
Q15: I consider Chinese Sports brands to be of high quality	2.0	1.0

Emotional value. Table17 on p. 67 the mean and standard deviation of each question for emotional value were presented and include using Chinese sportswear brands feels good ($2.5 \pm .9$), using Chinese sportswear brands give me pleasure ($2.4 \pm .9$), Chinese Sports brands make me want to use them ($2.4 \pm .9$), and feeling comfortable using Chinese sportswear brands. ($2.4 \pm .9$). Considering the 5 point Likert scale, 2.5 indicated neutral. The scales on the emotional value questions indicated in a range closer to disagree.

Table 17

Mean and Standard Deviation of Emotional Value

	<i>M</i>	<i>SD</i>
Q16: Using Chinese Sports brands make me feel good.	2.5	0.9
Q17: Using Chinese Sports brands give me pleasure.	2.4	0.9
Q18: Chinese Sports brands make me want to use it.	2.4	0.9
Q19: I feel comfortable using Chinese Sports brands.	2.4	0.9

Purchase intention. In Table 18, the mean and standard deviation of each questions for purchase intention were presented and include purchasing Chinese Sports brands frequently (3.0 ± 1.5) and planning to buy Chinese sports brands more often (3.1 ± 1.5). Considering the 5 point Likert scale, 3.13 indicated neutral. The scales on the purchase intention fell in a range of agree.

Table 18

Mean and Standard Deviation of Purchase Intention

	<i>M</i>	<i>SD</i>
Q20: I intend to buy Chinese Sports brands frequently.	3.0	1.5
Q21: I plan to buy Chinese Sports brands more often.	3.1	1.5

Summary of Factors

In Table 19 on p. 68, the summary of mean and standard deviation for five factors were presented. Normative influence was ($3.0 \pm .8$), brand consciousness was ($3.4 \pm .9$), perceived quality ($2.0 \pm .8$), emotional value was ($2.4 \pm .8$), and purchase intention was (3.1 ± 1.3).

Table 19

Mean and Standard Deviation of Five Factors

Factors	<i>M</i>	<i>SD</i>
Normative Influence	3.0	0.8
Brand Consciousness	3.4	0.9
Perceived Quality	2.0	0.8
Emotional Value	2.4	0.8
Purchase Intention	3.1	1.3

Background Variables

This session involved computing the measures of central tendency (mean and standard deviation) for each factor, ANOVA, and Independent-sample t-test. The following were divided into gender differences toward the five factors via Independent-Sample t-test, and student location and shoes purchase per year toward normative influence, brand-consciousness, perceived quality, emotional value, and purchase intention via a one-way ANOVA.

Gender. Based on an independent-sample t-test (see Table 20 on p. 69), there was no significant difference between genders toward normative influence, brand consciousness, perceived quality, emotional value, and purchase intention.

Table 20

Gender Difference toward Five Factors via Independent-Sample T-Test

	Gender	<i>M</i>	<i>SD</i>	t
Normative influence	Male	3.0	0.8	-1.8
	Female	2.9	0.7	
Brand Consciousness	Male	3.5	0.9	-1.4
	Female	3.3	0.8	
Perceived quality	Male	2.0	0.8	1.8
	Female	2.1	0.8	
Emotional value	Male	2.4	0.9	0.4
	Female	2.4	0.7	
Purchase intention	Male	3.1	1.3	-1.5
	Female	2.9	1.2	

Student location and shoes purchase per year toward normative influence.

Through a one-way ANOVA, there were no significant differences in normative influence between student location and shoes purchase per year (see Table 21 on p. 70).

Table 21

Student Location and Shoes Purchase per Year on Normative Influence via One-Way ANOVA

Factor	Groups	<i>M</i>	<i>SD</i>	F
Student location	(1) North of Taiwan	3.0	0.7	0.6
	(2) Middle of Taiwan	3.0	0.9	
	(3) South of Taiwan	3.0	0.8	
Shoes purchase per year	(1) 1~3	2.9	0.8	2.2
	(2) 4~6	3.1	0.9	
	(3) 7 or more	3.4	0.5	

Student location and shoes purchase per year toward brand-consciousness.

According to the one-way ANOVA, there were significant differences between shoe purchases per year toward brand-consciousness. For further comparison, significant difference increased from numbers of shoe purchase per year. However, there were no significant differences revealed between student locations toward brand-consciousness (see Table 22 on p. 71).

Table 22

Student Location and Shoes Purchase per Year toward Brand-Consciousness via One-Way ANOVA

Factor	Groups	<i>M</i>	<i>SD</i>	F	Post-hoc (Scheffe)
Student location	(1) North of Taiwan	3.5	0.9	1.1	
	(2) Middle of Taiwan	3.5	0.9		
	(3) South of Taiwan	3.3	0.8		
Shoes purchase per year	(1) 1~3	3.3	0.8	9.9*	(2)>(1)
	(2) 4~6	3.8	0.8		(3)>(1)
	(3) 7 or more	4.2	0.5		(3)>(2)

* $p < 0.05$

Student location and shoes purchase per year toward perceived quality.

Significant differences between student location and shoe purchase per year toward perceived quality were evidenced. For student location, participants from the South of Taiwan had higher perceived quality than participants from the North of Taiwan and participants from the Middle of Taiwan had higher perceived quality than both participants from the North and South of Taiwan (see Table 23 on p. 72). Although there showed a significant statistical difference between the Middle and South of Taiwan toward perceived quality, the evidence indicated only small difference in mean value.

For shoe purchase per year, numbers of shoes purchased also influenced perceive quality. Participants had higher perceived quality when they had less shoes purchased per

year. In other words, participants had lower perceived quality when they increased the number of shoes purchased (see Table 23).

Table 23

Student Location and Shoes Purchase per Year toward Perceived Quality via One-Way ANOVA

Factor	Groups	<i>M</i>	<i>SD</i>	F	Post-hoc (Scheffe)
Student location	(1) North of Taiwan	1.7	0.6	10.4*	(2)>(1)
	(2) Middle of Taiwan	2.2	0.8		(2)>(3)
	(3) South of Taiwan	2.2	0.8		(3)>(1)
Shoes purchase per year	(1) 1~3	2.1	0.7	5.5*	(2)>(3) (1)>(3)
	(2) 4~6	1.9	0.9		
	(3) 7 or more	1.3	0.4		

Note. * $p < 0.05$

Student location and shoes purchase per year toward emotional value.

According to Table 24 on p. 73, there were significant differences in emotional value based on student locations. Participants from the South and Middle of Taiwan had higher emotional value than participants from the North of Taiwan. However, there were no significant differences between shoe purchases toward emotional value.

Table 24

Student location and Shoes Purchase per Year toward Emotional Value via One-Way ANOVA

Factor	Groups	<i>M</i>	<i>SD</i>	F	Post-hoc (Scheffe)
Student location	(1) North of Taiwan	2.2	0.8	4.5*	(2)>(1) (3)>(1)
	(2) Middle of Taiwan	2.6	0.9		
	(3) South of Taiwan	2.5	0.8		
Shoes purchase per year	(1) 1~3	2.4	0.8	2.9	
	(2) 4~6	2.5	1.0		
	(3) 7 or more	1.8	0.8		

Note. * $p < 0.05$

Student location and shoes purchase per year toward purchase intention.

Based on Table 25 on p. 74, there were no significant differences between student location and shoes purchased per year toward purchase intention.

Table 25

Student location and Shoes Purchase per Year toward Purchase Intention via One-Way ANOVA

Factor	Groups	<i>M</i>	<i>SD</i>	F	Post-hoc (Scheffe)
Student location	(1) North of Taiwan	3.1	1.1	0.3	
	(2) Middle of Taiwan	3.2	1.2		
	(3) South of Taiwan	3.0	1.4		
Shoes purchase per year	(1) 1~3	3.1	1.3	1.7	
	(2) 4~6	2.8	1.4		
	(3) 7 or more	3.7	0.8		

*P<.05

Hypotheses Testing and Structural Model

The final step in data analysis was to test the hypotheses and assessment of the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' purchase intention toward Chinese sportswear brands using the structural equation model (SEM). The hypotheses (H1~H6) of the proposed model were tested via SEM. The fit index for collected data indicated an acceptable fit ($\chi^2 = 1712.48$ (d.f.= 847), p-value=.001; GFI= .97; AGFI= .94; CFI= .96; NFI= .94; RMR= .16; RMSEA= .076). The p-value of the chi-square is recommended to be larger than .05 to reflect statistical non significance. If the p-value is less than .05, it indicated the null hypothesis is not supported. CFI values range between 0 and 1, with higher values indicating a better fit (Bentler & Bonett, 1980). According to Hair et al. (1998), NFI is one of the original

incremental fit indices and a relative comparison of the proposed model to the null model with a range between 0 and 1. The model indicated a good fit when the NFI value is close to 1 (Bentler, 1990; Hair et al., 1998). A typical acceptable RMSEA value is below .10. Generally, RMSEA values below .08 represent a moderate fit while values less than .05 are considered a good fit (Hair et al., 1998). Based on these outcomes, the model is a good fit to predict consumers' purchase intention toward Chinese sportswear brand. Among the six hypotheses, one path (brand consciousness toward perceived quality) indicated a non-significant relationship due to $p > .05$, two paths (perceived quality and emotional value toward purchase intention) were not supported due to $PC = -0.5$ & -0.1 , and three paths (normative influence toward brand consciousness, brand consciousness toward emotional value, and perceived quality toward emotional value) were not supported due to $p < 0.05$ (see Figure 3 on p. 76).

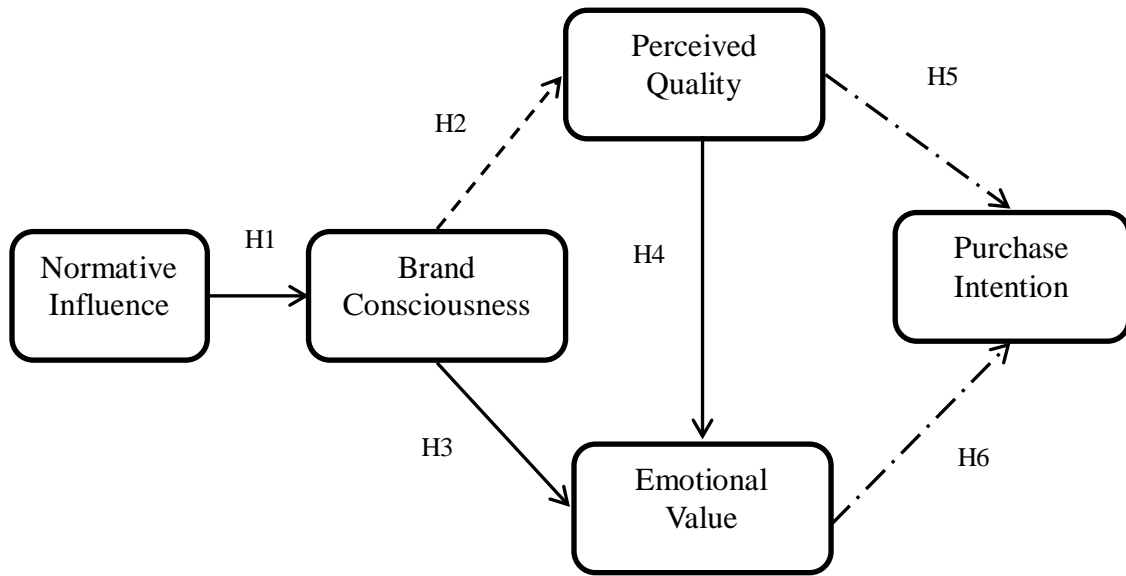


Figure 3: Result of SEM

- > No significant relationship
- · - · - ·> Negative significant relationship
- > Positive significant relationship

Table 26

Empirical Results of Hypotheses Testing

Hypothesis	Path	Path coefficient	p-value
H1	NI→BC	1.1*	< 0.05
H2	BC→PQ	0.3	0.07
H3	BC→EV	0.9*	< 0.05
H4	PQ→EV	0.2*	< 0.05
H5	PQ→PI	-0.5*	< 0.05
H6	EV→PI	-0.1*	< 0.05

*p<0.05

Table 27

Result of the Model

χ^2	1712.48
with d.f	847(p < .001)
χ^2/df	2.02
Goodness of Fit Index (GFI)	0.97
Adjusted Goodness of Fit Index (AGFI)	0.94
Comparative Fit Index (CFI)	0.96
Normed Fit Index (NFI)	0.94
Root Mean Square Residual (RMR)	0.16
Root Mean Square Error of Approximation (RMSEA)	0.076

CHAPTER V

DISCUSSION

The purpose of this study was to examine the factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands. This study examined purchase intention explained in terms of general consumer variables (e.g., normative influence and brand consciousness) and brand-specific variables (e.g., perceived quality and emotional value). Also, the study examined the usefulness of the Cognitive-Affective Model of Buying Intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands (Keller, 2001; Kumar et al., 2009; Lee et al., 2008; Petty et al., 1997; Morris et al., 2002; Zajonc & Markus, 1982).

The purpose of this chapter was to discuss the collected data, compare and contrast the findings with previous studies, present conclusions of the study, and make recommendations for future research. First, discussion and implications of the participant demographics, normative influence, brand-consciousness, perceived quality, emotional value, and purchase intention are presented. Second, the background variables (gender, student location, shoe purchase per year) toward the five factors (normative influence, brand-consciousness, perceived quality, emotional value, and purchase intention) were discussed along with their implications. Third, hypotheses and the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' purchase intention toward Chinese sportswear brands via the structural equation model were discussed.

Fourth, the implications and conclusions all of findings were discussed. Fifth, recommendations for future study were presented.

Demographics

The participants' demographics (age, student location, and shoes purchase per year) were discussed. Based on past studies (Taiwan Ministry of Education and Statistic, 2010; Lee, 2004; Liu, 2009; Miller, 1998), the highest purchase intention for sportswear brand consumer groups are young consumers; especially, college students from 19 to 24 year old (Statista 2013; Yang, 2009). For this reason, this study focused on college students and specifically first-year students. In this study, more than half of participants of first year college students were male who participated in the survey. The survey also evenly distributed from North to South of Taiwan. For the shoes purchased per year, participants indicated more than three quarter of total participants purchased 1 to 3 pair of sportswear shoes per year. This is a similar result to Chen (2002), more than who found 76% of Taiwanese college students purchase 1 to 3 pair of sportswear shoes per year.

Five Factors

The following discussion was divided by five factors which included normative influence, brand consciousness, emotional value, perceived quality, and purchase intention. This study sought to determine which factors influence purchase intention among Taiwanese college students. Based on the definition of normative influence, higher scores imply an individual's behavioral intent or the expectation and anticipation of others (Karahanna et al., 1999). In other words, normative influence is conformity based on one's desire to fulfill others' expectations and gain acceptance (Myers, 2008).

When asked if they like to know what brands make a good impression on others, participants were mostly agreeable. This result indicated that Taiwanese college students are highly likely to be impacted by normative influence. In other words, individuals' perceptions of products are strongly connected to group expectation (Chung & Li, 2013). In addition to normative influence, brand-consciousness also affects consumers' purchase intention, consumers' brand attitude, as well as their choice of brand and actual purchase. Based on the survey question, I pay attention to brand name, Taiwanese college students reported being mostly agreeable indicating that they paid attention to brand name when purchasing shoes.

However, with regard to Chinese sportswear brands college students in Taiwan reported lower quality perspectives and lower emotional value. The rationale behind the emphasis on perceived quality in marketing is due to its influence on consumers' perceived value and purchasing decisions about products. Product quality is product- and manufacturing-based, while perceived quality is assessed from the consumers' perspective. Based on the survey questions, results indicated lower means which indicated consumers had lower quality perspectives toward Chinese sportswear brands. Moreover, emotional value refers to consumer decisions that may be determined by the expression of the consumers' hopes. The mean of each question for emotional value presented disagreement which indicated that the connection between Chinese sportswear brands and emotional value is weak. In the other words, Chinese sportswear brands did not indicate the ability to trigger consumers' feelings or alter their emotions enough for them to purchase their products.

Purchase intention is regarded as the probability of an individual's willingness to make a purchase (Dodds et al., 1991; Zeithaml, 1988). Questions relative to purchase intention indicated that Taiwan students did not strongly agree or strongly disagree that they had purchase intentions and were instead neutral. Stated another way, the consumers did not have purchase intentions toward Chinese sportswear brands, but they also did not feel against.

In summary, Taiwanese college students are likely to be impacted by brand consciousness. However, they had likely to disagree on perceived quality and emotional value toward Chinese sportswear products. College students in Taiwan felt neutral on normative influence and purchase intention toward Chinese sportswear brands.

Background Variable toward Five Factors

This study also involved analysis of background variables (gender, student location, and shoes purchased per year) toward the five factors (normative influence, brand-consciousness, perceive quality, emotional value, and purchase intention). There was no significance between gender on the five factors (normative influence, brand consciousness, perceived quality, emotional value, and purchase intention) which means that gender difference did not affect purchase intention toward Chinese sportswear brands in this study. Based on this study, the result indicated no significant difference among both student location and shoe purchase per year on normative influence meaning that location and purchase amounts of per year had some conformity based on one's desire to gain acceptance. Also, no significant effects were revealed between student location and who purchased toward purchase intention.

However, significant differences in brand consciousness were demonstrated based on the number of shoes purchased per year to brand-consciousness in which subsequent post-hoc testing indicated that consumers who purchased 7 or more pair of shoes per year had higher brand-consciousness than consumers who purchased 4 to 6 pair of shoes per year and those who purchased 1 to 3 pair of shoes per year meaning that increasing purchase would also increase brand awareness. Furthermore, consumers who purchased 4 to 6 pair of shoes per year had higher brand-consciousness than consumers who purchased 1 to 3 pair of shoes per year. There were no prior studies that indicated a connection between multiple shoes purchases and increases brand-consciousness. One explanation for this is that consumers who purchased more pairs of shoes per year would pay more attention or spend more time to research the products or brands compared to consumers who only purchased a few pair of shoes per year. Therefore, consumers who purchase more shoes per year might also have increased their brand-consciousness. For the importance of these results, college students in Taiwan are likely to purchase well-known sportswear brands. It indicated Chinese sportswear brands did not develop their brand name enough to be recognized by Taiwanese consumers.

There also were significant results between student location and shoe purchase per year toward perceived quality. Considering the relationship between student locations and perceived quality, consumers from the Middle of Taiwan indicated higher perceived quality than consumers from the North and South of Taiwan and consumers from the South of Taiwan had higher perceived quality than consumers from the North Taiwan. There are two primary factors that contribute to these results. First, according to

Taiwantrade (2017), Taiwan's footwear Original Equipment Manufacturer (OEM) factories clustered in the Taichung, Changhua, and Kaohsiung areas of the Middle and South of Taiwan making Taiwan one of the two major shoe-making countries due to low labor cost and beautiful craft in the 1970s to 1980s. However, this prosperity has been overtaken by lower-labor-cost markets in other countries in recent years. These footwear manufacturers have transformed to a production line for smaller footwear manufacturers. Therefore, consumers from the Middle and South of Taiwan may hold higher perceived quality toward shoe products due to the fact that they had a higher population who worked in the footwear manufacturing industry. Second, consumers from the Middle of Taiwan may also hold higher expectations for perceived quality toward footwear products which may also be attributed to the China sportswear brand 361 Degree which established its' research and development team based in Taichung in the Middle of Taiwan (361 Degree International Limited, 2015). Therefore, consumers from the Middle of Taiwan reported higher level of perceived quality toward footwear products than consumers from the South and North of Taiwan.

The relationship between shoes purchased per year toward perceived quality was also significant reporting that consumers who purchase 1-3 pair of shoes per year had higher perceived quality than consumers who purchase 7 or more pair of shoes per year. Consumers who purchase 4-6 pair of shoes per year also had higher perceived quality than consumers who purchase 7 or more pair of shoes per year. There was also no prior research that discussed the effect of perceived quality on purchase quantity. Despite a lack of basis for this in the literature, one explanation for increased purchase quantities

and decreased perceived quality is that consumers who purchased 7 or more shoes per year may not value perceived quality considering they already own many shoes. In other words, quality may be less of a consideration for them as opposed to quantity and other factors might influence their decision making such as style, color, or fashion.

Alternatively, consumers who purchased fewer shoes per year may prioritize perceived quality and that may be the first thing to consider.

For the effect between student location and shoes purchased per year to emotional value, the effect to student location on emotional value presented significant results, while the effect between shoes purchased per year and emotional value indicated no significant effect. There were no prior studies to indicate the effect of location on emotional value. Although explanation for this cannot be derived from the previous literature, one possible explanation (as mentioned previously) due to the history of footwear production in the past decade (Compass Magazine, 1999; Taiwantrade, 2017) and that consumers from the Middle of Taiwan may hold higher emotional values compared to the South and North of Taiwan.

Hypotheses and Structural Model Evaluation

The third purpose of this investigation was to assess hypotheses and SEM effectiveness to predict consumer behavior toward sport merchandise. The following discusses each hypotheses individually followed by a discussion of the effectiveness of SEM to predict consumer behavior toward sport merchandise.

Normative Influence → Brand Consciousness

Hypothesis 1 indicated higher level of normative influence will have higher level of brand consciousness for consumers. Using SEM, the association between normative influence and brand consciousness was positive. Based on the results, hypothesis one was accepted. This result indicated that a higher level of susceptibility between normative influence and brand consciousness for college students in Taiwan and it suggested that consumers conformed to purchase well-known brands to fulfill the expectations of others or sought to achieve a sense of belonging (Bearden et al., 1989; Maxwell, 2001). Due to this study focusing on Chinese sportswear brands, results implied that Taiwanese college students had neutral to positive attitudes toward well-known Chinese sportswear brands. The results suggested that sense of belonging is the first important factor to affect consumers purchase intention. After a fulfilled sense of belonging, consumers will pay attention to brand name.

Brand Consciousness → Emotional Value, Perceived Quality

Hypothesis 3 indicated consumers who have higher levels of brand consciousness will also have higher emotional value toward Chinese sportswear brands. When using SEM to evaluate the association between brand consciousness and emotional value, the results were positive. This study demonstrated that Taiwanese college students' attitudes toward Chinese sportswear brands and emotional value had positive significant relationships which mean that when brand awareness increases, so does emotional value. However, there was no significant link between brand consciousness and perceived quality, indicating that college students in Taiwan, regardless of the level of their brand

consciousness, perceived Chinese sportswear brands quality was neutral. The result indicated when brand awareness goes up, there is not an increase in perceived quality. This result also presented the same as SEM evaluation. One possible explanation for no significant relationship between brand consciousness and perceived quality is that although consumers may hear or know of Chinese sportswear brands through sponsorship or advertising, a brand-conscious consumer tends to place more importance on brand name and country of origin (Jamal & Goode, 2001). For example, products from the US, England, countries in Europe, and Japan were considered higher quality (Kalicharan, 2014; Lee et al., 2008; Sengupta, 2014). In other words, products from China may often be seen as lower quality due to low labor cost and low cost materials (Bai, Law & Wen, 2008; Chandler, 2016). As the reason, choosing between familiar brands from western countries and unfamiliar brand from China, consumers may make their decision more toward familiar brands.

Perceived Quality → Emotional Value

For Hypothesis 4, consumers who perceive higher quality also had higher emotional value toward Chinese sportswear brands. Using SEM to evaluate the link between perceived quality and emotional value meaning that when positive quality is perceived, emotional value is increased. Babin, Darden, and Griffin (1994) reported that utilitarian (functional value) and hedonic (emotional value) are conceptually related. Specifically, product quality has been linked to perceived quality which is reinforced by retail atmospherics and creates personal shopping value and encourages patronage (Darden & Babin, 1994; Wakefield & Baker, 1998).

Perceived Quality, Emotional Value →Purchase Intention

Both Hypothesis 5 and 6 mentioned consumers have higher purchase intention toward Chinese sportswear brands due to higher perceived quality and higher emotional value. The relationship between perceived quality and emotional value toward purchase intention were negative. Contrary to the previous findings of a positive relationship between perceived quality and emotional value to purchase intentions (Kumar et al., 2009; Yoo, Donthu, & Lee, 2000), in this study negative relationships were found between these three variables. However, these findings were the same as the studies from Lee et al. (2008) and Kumar et al. (2009), but these studies did not provide the explanation of the results. There were several alternative explanations for negative relationships between emotional value to purchase intention and perceived quality to purchase intention. College students in Taiwan may not perceive a functional aspect of products from Chinese sportswear brand (Sheth et al., 1991) to purchase a product. Furthermore, college students in Taiwan may determine Chinese sportswear brands to not express their hopes through emotional value (Sheth et al., 1991).

Moreover, Chinese sportswear brands may be able to trigger their emotional state but not enough to generate action. For the negative relationship between perceived qualities and purchase intention, there were several alternative explanations. First, certain external factors might strongly influence their intention to purchase Chinese sportswear brands. As fashionable design and color, easy care, and comfort are important antecedents affecting the selection of Chinese sportswear brand products (Kim & Pysarchik, 2000). In addition to, price might also affect purchase intention. Due to the high price of Chinese

sportswear brands, consumers might compare the same price products of foreign sportswear brands such as Nike, Adidas, or Under Armour.

The way questions were asked in the survey could be an issue. In the survey, the question for purchase intention asked about intending to buy Chinese sportswear more frequently and planning to purchase Chinese sportswear brands more often. If participants had already purchased a Chinese sportswear brand and did not have plans to purchase again in the short period of time this might affect the way participants chose to answer these questions. For these reasons, college students' in Taiwan purchase intentions toward Chinese sportswear brand were low.

Implications and Recommendations

This study used the Structural Equation Model (SEM) as the framework for analysis. The benefit of using SEM is that it can simultaneously test a set of interrelated hypotheses, by estimating the relationship between multiple independent and dependent variables in a structural model, rather than analyzing only one linkage at a time (Bollen, 1990; Byrne, 1998; Joreskog & Sorbom, 1996). This study demonstrated the impact of affective components (normative influence, brand consciousness, perceived quality, and emotional value) on purchase intention for Chinese sportswear brands.

The behavior between consumers' actions toward purchase intention is complicated and yet is a critical factor in predicting consumer behavior. This study provided valuable strategic implications for Chinese sportswear brands and to foreign brands who wish to enter the Taiwanese market. These results suggested that consumers' external and internal factors construct consumer purchase intention (Fishbein & Ajzen,

1975). Using SEM as the model for analysis can help Chinese sportswear industries to focus potential external and internal factors on specific target groups. In this study, the relationships found using SEM presented that Chinese sportswear requires focusing more on perceived quality to increase the possibility of purchase intention. Also, it is valuable for sportswear brands to focus on enhancing emotional value to increase action toward purchase intention.

As previously mentioned, Chinese sportswear brands have sponsored many athletes and events in the last decade. However, Chinese sportswear brands did not leave a lasting impression on Taiwanese consumers especially within younger generations. Consumers may know the brand but may not be impressed by quality, fashion, or have not built up an emotional attachment with Chinese sportswear brands. Because of this, purchase intention indicated to be negative with regard for emotional value and perceived quality. The uniqueness about this study was that there had not been many studies focused on Chinese sportswear brands purchase intention; even though Chinese sportswear brands put effort to market their products via sponsor or celebrant endorsement to global market. However, it did not seem to draw much attention from consumers. This study aided ways to identify problems. This study also pointed out there had been many prior studies focused on marketing research from western countries products to eastern countries, but less study focused on eastern countries' products into western countries.

There are four primary recommendations for future researchers based on the results of this present investigation. First, the use of a student sample limits the

generalizability of the findings, as students represent only a subset of consumers and potential consumers. Therefore, it is recommended that future research utilize a sample that is more representative of the entire consumer population including other consumer groups. Second, because Chinese sportswear brands want to expand into international markets, a population in Taiwan cannot represent other countries' consumers and therefore, researchers may extend research through cross-cultural studies that can compare consumers' behaviors from different countries. Third, in order to provide a broader view of and offer better predictability, future research could also investigate other variables that impact consumers' attitudes toward products. Fourth, there are external factors which may be considered in future studies, such as acceptable price and purchase location (e.g., online purchase and in store purchase). Other possible external factors which may also affect consumer purchase intention are political problems and income.

Conclusion

In this study, the demographic age was 19 to 24. Using a student sample may not represent all consumers to be able to generalize findings. Even though this study had almost equal male and female participants, this sample was not able to represent the overall population in Taiwan. Because consumers will change based on their age and gender, their demand of purchase intention on products will also change based on their age and gender. In this study, consumers in different locations presented different perspectives on Chinese sportswear brands. Compared to the North of Taiwan, consumers from Middle and South Taiwan seem to pay more attention on product quality and the emotional connection between products. It was the interesting finding which related to

the history of Middle and South of Taiwan due to shoe factories and industry development in the past.

Based on this study, five factors (normative influence, brand consciousness, perceive quality, emotional value, and purchase intention) were evaluated and analyzed. The finding was college students in Taiwan were significantly impacted by normative influence. Also, brand consciousness was one factor for college students in Taiwan to be considered in order to form purchase intention. Emotional value, which emotional bonds between products and customers, was another significant factor for college students in Taiwan. In addition, customer perception of the overall quality was the other significant factor for college students to process their purchase intention. However, all these factors could not lead to purchase intention in order to perform action which indicated a gap between these factors or the effects between factors were fragile. Therefore, Chinese sportswear brands should focus more on building up their brand name to become as familiar as Nike and their quality.

Compared with Western sportswear brands, Chinese sportswear brands have much room to grow not only in the Taiwanese market but also in the international market. Even though Chinese sportswear brands have sponsored many worldwide events through celebrity endorsements, and advertisements, Chinese sportswear brands should focus to boost their image and reputation to influence consumer perceptions of product quality and to elicit positive emotional feelings as these increase purchase intention. Due to the market saturation in China for sportswear, there is an urgent need to develop new strategies for Chinese sportswear brand in order to expand their consumer base to include

international markets in order to survive. This study may provide a way to help. Based on the results, this study suggested the SEM was applicable to determine the consumers' behavior toward purchase intention.

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APPENDIX A

IRB Approval Letter



Institutional Review Board
Office of Research and Sponsored Programs
P.O. Box 425619, Denton, TX 76204-5619
940-898-3378
email: IRB@twu.edu
<http://www.twu.edu/irb.html>

DATE: November 22, 2016

TO: Mr. Chin-Hung Yu
Kinesiology

FROM: Institutional Review Board (IRB) - Denton

Re: *Exemption for Taiwanese College Students' Purchase Intention Toward Chinese Sportswear Brands (Protocol #: 19325)*

The above referenced study has been reviewed by the TWU IRB (operating under FWA00000178) and was determined to be exempt from further review.

If applicable, agency approval letters must be submitted to the IRB upon receipt PRIOR to any data collection at that agency. Because a signed consent form is not required for exempt studies, the filing of signatures of participants with the TWU IRB is not necessary.

Although your protocol has been exempted from further IRB review and your protocol file has been closed, any modifications to this study must be submitted for review to the IRB using the Modification Request Form. Additionally, the IRB must be notified immediately of any adverse events or unanticipated problems. All forms are located on the IRB website. If you have any questions, please contact the TWU IRB.

cc. Dr. David Nichols, Kinesiology
Ms. Gwendolyn M. Weatherford, Kinesiology
Graduate School

APPENDIX B

Recruitment Script for Instructors

Recruitment Script for Instructors

We are looking for volunteers to take part in a research study entitled, Taiwanese College Students' Purchase Intention toward Chinese Sportswear Brands. This research aims to study the factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands. Purchase intention will be explained in terms of general consumer variables (i.e., normative influence and brand consciousness) and brand- specific variables (i.e., perceived quality and emotional value). This study will also examine the usefulness of the Cognitive-Affective Model of buying intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands and the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' consumption of branded sports merchandise.

It would be greatly appreciated if you would pass this survey to your first year students and your students can be so kind to take 5-10 minutes to complete this questionnaire online and provide me your valuable ideas, thoughts, and opinions regarding this topic in two weeks. A reminder e-mail will also be provided for your students after the 1st week. Instructors may consider providing extra credit to those who complete the survey. Your participation is completely voluntary and the return of your completed questionnaire constitutes your informed consent to act as a participant in this research. There is a potential risk of lost off confidentiality in all email, downloading, electronic meetings, and internet transactions. Please click on the following link to the survey:
<https://www.psychdata.com/s.asp?SID=172939>. Please provide this link to your students. I would appreciate your assistance very much.

APPENDIX C
CONSENT TO PARTICIPATE IN RESEARCH

CONSENT TO PARTICIPATE IN RESEARCH

Dear Student:

You are invited to be a part of a research survey that will be used for my Ph.D. dissertation study entitled "Taiwanese College Students' Purchase Intention toward Chinese Sportswear Brands" at Texas Woman's University. We are asking first year college or university students 18 years or older for opinions on purchase intention toward Chinese Sportswear.

It would be greatly appreciated if you would be so kind to take 5-10 minutes to complete this questionnaire and provide your valuable ideas, thoughts, and opinions regarding this topic within two weeks. Your participation in this survey investigation will indeed help to enhance the validity of this study.

This research aims to study factors influencing Taiwan College students' purchase intention toward Chinese sportswear brands. Purchase intention will be explained in terms of the general consumer variables (i.e., normative influence and brand consciousness) and brand-specific variables (i.e., perceived quality and emotional value). This study will also examine the usefulness of the Cognitive-Affective Model of buying intention for predicting Taiwan college/university students' purchase intentions toward Chinese sportswear brands and the effectiveness of the Cognitive-Affective Model of buying intention to predict consumers' consumption of branded sports merchandise. Participation in this study is voluntary and participants may withdraw from the study at any time without penalty.

Confidentiality will be protected to the extent that is allowed by law. There is a potential risk of loss of confidentiality in all email, downloading, electronic meetings, and internet transactions. Participation is anonymous and no personally identifiable information will be obtained when participants sign in to the survey. Also, data will remain in aggregate form. Data will be maintained on the PI's password protected computer in a secured file and access to the Psychdata account is password protected known only to the PI and the Faculty Advisor. You should let the researchers know at once if there is a problem in completing the online survey.

If you have any questions about the research study please contact the researchers listed below: Chin-Hung Yu. There are two potential risks to participants that include loss of time and loss of confidentiality. If you have questions about your rights as a participant in this research or the way this study has been conducted, you may contact the Texas Woman's University Office of Research and Sponsored Programs at 940-898-3378 or via e-mail at IRB@twu.edu. Consent will be obtained upon clicking the following link <https://www.psychdata.com/s.asp?SID=172939> to complete the survey.

Sincerely,

PRINCIPAL INVESTIGATOR

Chin-Hung Yu
Ph.D. Candidate in Sport Management
Texas Woman's University
Tel: (940) 435-XXXX / +XXXXXXXXXXXX
E-mail:cyu@twu.edu

APPENDIX D

Survey Questions

Demographics questions:

Q1: What is your gender?	1. Female	2. Male	
Q2: Where is your school located at North, South, or Middle of Taiwan?	1. North of Taiwan	2. Middle of Taiwan	3. South of Taiwan
Q3: How many athletic shoes do you purchase per year?	1. 1-3	2. 4-6	3. 7 or more

Please indicate your opinion about the following statements using the scale below:

	Strongly Disagree 1	Disagree 2	Neither agree or Disagree 3	Agree 4	Strongly Agree 5
Normative influence questions:					
Q4: By buying the same brands as my friends, I achieve a sense of belonging.	1	2	3	4	5
Q5: I buy the latest fashion when I am sure my friends like them.	1	2	3	4	5
Q6: If other people see me using a product, I buy the brand they expect me to buy.	1	2	3	4	5
Q7: I like to know what brands make a good impression on others.	1	2	3	4	5
Q8: I achieve a sense of belonging by buying the same brands that others purchase	1	2	3	4	5
Q9: If I want to be like someone, I try to buy the same brands that they buy.	1	2	3	4	5
Brand-Consciousness questions:					

Q10: It is important to buy well-known Sports brands.	1	2	3	4	5
Q11: I try to stick to certain brands.	1	2	3	4	5
Q12: I pay attention to brand name.	1	2	3	4	5
Perceived quality questions:					
Q13: I consider Chinese Sports brands to be reliable.	1	2	3	4	5
Q14: I consider Chinese Sports brands to be durable.	1	2	3	4	5
Q15: I consider Chinese Sports brands to be of high quality	1	2	3	4	5
Emotional value questions:					
Q16: Using Chinese Sports brands make me feel good.	1	2	3	4	5
Q17: Using Chinese Sports brands give me pleasure.	1	2	3	4	5
Q18: Chinese Sports brands make me want to use it.	1	2	3	4	5
Q19: I feel comfortable using Chinese Sports brands.	1	2	3	4	5
Purchase intention questions:					
Q20: I intend to buy Chinese Sports brands frequently.	1	2	3	4	5
Q21: I plan to buy Chinese Sports brands more often.	1	2	3	4	5

Thank you for taking time out to participate in this survey. We truly value the information you have provided. Your responses are vital in helping us to enhance the validity of this dissertation.
Thank you for your help and time!

APPENDIX D

Curriculum Vitae for Doctoral Students

Chin-Hung Yu, PHD
cyutwu@gmail.com

EDUCATION

- **Texas Woman's University, Denton, TX** May 2017
PHD of Kinesiology(sport management)
- **Fu Jen Catholic University, Taiwan** June 2008
-Master of Physical Education (sport management)
- **Aletheia University, Taiwan** June 2006
- Sport Management

TEACHING AND RESEARCH INTERESTS

- | | | |
|--------------------------|-----------------------------|----------------------|
| ■ Sports Management | ■ Sports Marketing | ■ Sports Sponsorship |
| ■ Sport Event Management | ■ Sport Facility Management | ■ Branding |

PROFESSIONAL CERTIFICATION/LICENSURE

- | | |
|--|------|
| Certificate of Foundation Of Strength and Conditioning Instructor of YMCA Taiwan | 2016 |
| License of Class C Basketball Coach Of Chinese Taipei Basketball Association | 2016 |
| TRX Qualified Suspension Trainer | 2015 |
| Coaching Youth Baseball: The Ripken Way for Babe Ruth Baseball Coaches | 2015 |
| License of First Aid and AED of American Heart Association | 2015 |
| License of Class B Softball Judge of Taipei Softball Association | 2006 |
| License of Class C Basketball Judge Of Chinese Taipei Basketball Association | 2006 |
| The C Class Sport Facility Managers Certificate of Taiwan Society for Sport Management | 2006 |
| License of Sports First Responder of Taiwan Athletic Trainers Society | 2005 |

EMPLOYMENT

- | | | |
|---|----------------------------------|---------------------|
| Brainshare Marketing Service Co.,Ltd | Senior Consultant Taiwan | Feb.2017~ Present |
| Kun Shan University | Adjunct Instructor of Specialist | Feb.2017~ Present |
| Chinese Taipei Cultural Recreational Sports Association | Consultant | March.2016~ Present |
| Tainan University of Technology | Adjunct Instructor | Sept.2015~ Present |
| Chang Jung Christian University | Adjunct Instructor | Feb.2016~ June 2016 |
| Far East University | Adjunct Instructor | Sept.2015~June 2016 |
| Chia Nan University of Pharmacy & Science | Adjunct Instructor | Sept.2014~June 2016 |
| Yu Da University of Science and Technology | Adjunct Instructor | Aug.2014~June 2015 |
| National Taiwan Sport University | Adjunct Instructor of Specialist | Sept.2014~Jan. 2015 |
| RED BULL Taiwan | Event Project Advisor | Sept.2013~Jan. 2016 |

Texas Woman's University	Student Assistant	Jan 2011~July 2014
National Basketball Association, Taiwan	Project hire/ Event Assistant	July 2006-Feb.2008
		July 2008~Sept.2008
Starlike.co.Inc, Taipei, Taiwan	Internship –PR.& Promotion	June.2004~Jan.2006
	/Marketing	July.2007~Aug.2007
BROS Sports Entertaining	Internship	Sept. 2003~Feb.2004

TEACHING EXPERIENCE

- 2017 Spring: Human Resource Management in Sports and leisure, Adjunct Instructor, Undergraduate level, Kun Shan University, Taiwan.
- 2017 Spring: Sport Event Programming and Practice, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2017 Spring: Strategic Sport Sponsorship, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2017 Spring: Consumer Behavior, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2017 Spring: Health Club Operation and Management, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Fall: Specialized English in Sport, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Fall: Research in Sports, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Fall: Public Relations in Sports and leisure, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Fall: Sport Event Programming and Practice, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Fall: Leisure stadium facilities planning and management, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Spring: Specialized English in Sport, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Spring: Strategic Sport Sponsorship, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Spring: Sport Event Programming and Practice, Undergraduate level, Tainan University of Technology, Taiwan.
- 2016 Spring: MICE and Marketing, Adjunct Instructor, Undergraduate level, Far East University, Taiwan.
- 2016 Spring: Sports Events Management and Practice, Undergraduate level, Chia Nan University of Pharmacy & Science, Taiwan.
- 2015 Fall: Leisure Sports Communication, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2015 Fall: Marketing of Sports and Leisure Industry, Adjunct Instructor,

- Undergraduate level, Tainan University of Technology, Taiwan.
- 2015 Fall: Operation & Management in Theme and Amusement Parks, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2015 Fall: Public Relations in Sports and leisure, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2015 Fall: Marketing, Adjunct Instructor, Undergraduate level, Tainan University of Technology, Taiwan.
- 2015 Fall: MICE and Marketing, Adjunct Instructor, Undergraduate level, Far East University, Taiwan.
- 2015 Fall: Service Management in Recreation and Sports, Adjunct Instructor, Undergraduate level, Far East University, Taiwan.
- 2015 Fall: Research in Leisure Industry, Adjunct Instructor, Undergraduate level, Far East University, Taiwan.
- 2015 Fall: Statistic in Sport, Adjunct Instructor, Undergraduate level, Chia Nan University of Pharmacy & Science, Taiwan.
- 2015 Spring: Sport Facility Management, Adjunct Instructor, Undergraduate level, Chia Nan University of Pharmacy & Science, Taiwan.
- 2015 Spring: Project Planning and Presentation in Sport, Adjunct Instructor, Undergraduate level, Chia Nan University of Pharmacy & Science, Taiwan.
- 2015 Spring: Creativity Theory in Recreation, Adjunct Instructor, Undergraduate level, Yu Da University of Science and Technology, Taiwan.
- 2014 Fall: Sport Events Management, Adjunct Instructor of Specialist, Undergraduate level, National Taiwan Sport University, Taiwan.
- 2014 Fall: Statistic in Sport, Adjunct Instructor, Undergraduate level, Chia Nan University of Pharmacy & Science, Taiwan.
- 2014 Fall: Creativity Theory in Recreation, Adjunct Instructor, Undergraduate level, Yu Da University of Science and Technology, Taiwan.
- 2014 summer: Service Management in Recreation and Sports, Adjunct Instructor, Undergraduate level, Yu Da University of Science and Technology, Taiwan.
- 2014 Spring: KINS3713*01 Sport and Fitness Management(Sport in the Global Marketplace), Course Lecture , Undergraduate level, TWU, Denton, TX
- 2008Spring: Sport Marketing, Teaching Assistant, Undergraduate level, Fu Jen Catholic University, Taiwan.
- 2007Fall: Sport Management, Teaching Assistant, Undergraduate, Fu Jen Catholic University, Taiwan.

Dissertation

Taiwanese College Students' Purchase Intention toward Chinese Sportswear Brands

Master's Theses

Yu, C. H. (2008). A study of the behavioral intention of sports lottery betting in university students. Fu Jen Catholic University. Taipei Country, Taiwan

SCHOLARSHIP/CREATIVE ACHIEVEMENTS

Marquerite Ann & Mary Agnes Murphy Memorial Scholarship & Sanborn Scholarship

Publications

Hornng, R. L., Lin, K. H., & **Yu, C. H.** (2016, December). The Analysis of Recruitment & Selection of Hiring Process in The Sport Industry -A Case study of X Sporting Goods Retailer in South Taiwan, *Journal of KUAS(高應大體育)*, 15, 28-37.

Yu, C. H. (2016, April). Sport Facility in the Internet Age. *Taiwan Society for Sport Management*, 32, 20-30.

Chen, H. Y., **Yu, C. H.** (2015, April). Discourse on the Operational Model of the US Olympic Training Centers. *Physical Education Quarterly*, 44(1), 21-28.

Yu, C. H., Chen, C.C., & Cheng, C.C. (2014, July). Ticketing Strategy of Major League Baseball Spring Training-A Case Study of Cactus League. *TAMSUI OXFORD Journal of Sports Knowledge*, 11, 154-164.

Yu, C. H., Lin, H. C., Yang, C. W. (2014, March). A Study of Ticketing Strategy of Independent League Baseball-A case study of Sugar land Skeeters. *Journal of NTUE(北教大體育)*, 8, 36-41。

Yang, C. W , **Yu, C. H.** (2013) 。 Cultivation of Talent in Sport Industry—An Analytical Study of Practicum Courses infuse into the curriculum. *Taiwan Society for Sport Management* , 19 , 15-24.

Presentations at Professional Meetings

Jheng, J. J., **Yu, C. H.**, Chuang, Y. L. & Chuan, J. S. (2006). The College Student Recognition and Purchase Intention of Corporate Sponsors: Based from The MACOTO COBRAS team of Chinese Professional Baseball League. Paper presented at Conference, Tainan, Taiwan (Oral). ISBN 986-7176-27-8.

Yu, C. H. & KO, Y. H. (2007). Learning Satisfaction of Physical Education for Aletheia University. Paper presented at Conference, Taipei, Taiwan.

- Yu, C. H.**, Lee, S. H., Chen, C. W. & Chen, H. Y. (2007, September). The study on current situation of development in the relate department of physical education, sports, and leisure in Taiwan. 15th congress of the European Association for Sport Management, Torino, Italy.
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- Yu, C. H.**, Wang, C.Y. & Kao, T.Y. (2008) .Sport Industry Performance Appraisal Systems in Taiwan. Paper presented at Conference, Taichung, Taiwan (Poster).
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