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Study of how foreign sports brand influence purchase intention of Chinese consumers

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Marketing

by

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ABSTRACT

This study discusses How Foreign sports brand Influence Purchase Intention of Chinese Consumers. The relationship between the five independent variables of motivation with psychological appeal, cultural value, brand association, executional format, and creative strategy and the purchase intention of the dependent variable. And how they interact with each other. This research will use online questionnaires to collect public opinion on cross-cultural advertising of foreign brands. Of course, this research will not achieve a completely comprehensive survey and the most perfect results, but through these studies we can also find some information and functions about cross-cultural advertising.

Keywords: Cross-cultural advertising, Foreign sports brands, Purchase Intention, Advertising.

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I. INTRODUCTION

This research aims to evaluate foreign sports brands' cross-cultural advertising in China, study the influencing factors they receive in China, and study the impact of these factors on the purchase intention of Chinese consumers. Cross-cultural advertising has been around for more than 40 years, but the purpose of this article is not to detail the growth and advantages of cross-cultural advertising (Whitelock and Rey, 1998). Cross-cultural advertising has become a common method used by many companies, covering all over the world. (Agarwal, 1995; Whitelock and Chung, 1989). The differences in advertising regulations between the two countries studied are obvious. The purpose of advertising is to make the audience better understand the product. On the other hand, by comparing advertisements, it can help provide consumers with more information and choices and increase competition between brands (Usunier, 1993). Cross-cultural advertising is an advertisement that spreads between different cultural territories. It can generally be divided into two categories: one is the cross-cultural advertising communication in the domestic field, that is, inter-ethnic, inter-ethnic and different subcultures within a country. Advertising communication activities: Second, the cross-cultural advertising communication in the international field is the flow of advertising information from one country to another. Due to the rapid development of international commercialization in today's society, there are many cross-cultural advertisements in the process of corporate marketing. Due to the different cultures of different nationalities and countries, there are many things to be aware of in the process of cross-cultural publicity. If not handled properly, it may cause huge losses. (Gilly, 1988)

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Cross-cultural advertising (in China)

International marketers often face how to transfer advertising information from one country to another. For multinational companies, the development of advertising is a complex issue. The decision these companies face is to standardize their information in each country or to personalize their information in each country. (Whitelock and Chung, 1998) . China has become the focus of this research. China is a traditional country with oriental culture (Hofstede, 1980). The Chinese society has undergone tremendous changes in the past three decades, but the cultural value of most consumers is still Eastern. Therefore, from the perspective of China, cross-cultural advertising issues can better identify representative views. Second, China is the second largest Internet market after the United States. By December 2007, China's Internet users reached 210 million. 69% of Chinese Internet users are under the age of 30 (CNNIC, 2008). In a sense, the Internet population is therefore the representative of many emerging markets. Third, in 2006, China's Internet advertising spending reached \$377 million, an increase of 44% over 2005 (CAA, 2006), and this trend is likely to continue.

2.2. The Theory of Planned Behaviour (TPB)

Planned Behavior Theory (TPB) is an extension of Rational Behavior Theory (TRA) (Fishbein and Ajzen 1975, Ajzen and Fishbein 1980). Both models are based on the premise that individuals make reasonable and reasonable decisions to participate in specific behaviors by evaluating the information available to them. Behavioral behavior depends on the individual's willingness to participate in the behavior (the individual's emphasis on behavior, the ease of execution of the behavior, and other important points of view) and whether the behavior determines his/her control within the scope of the behavior. In RA, the TPB model based on attitude, social support, self-efficacy and intention has achieved some degree of success in predicting and interpreting arthritis self-management (Strating *et al.*, 2006). Although there is no validated questionnaire, Ajzen (1991) gives a comprehensive guide to developing TPB components. One of the challenges measured by the Town Planning Board is the difficulty of conceptualizing and grasping attitudes.

2.3. Model

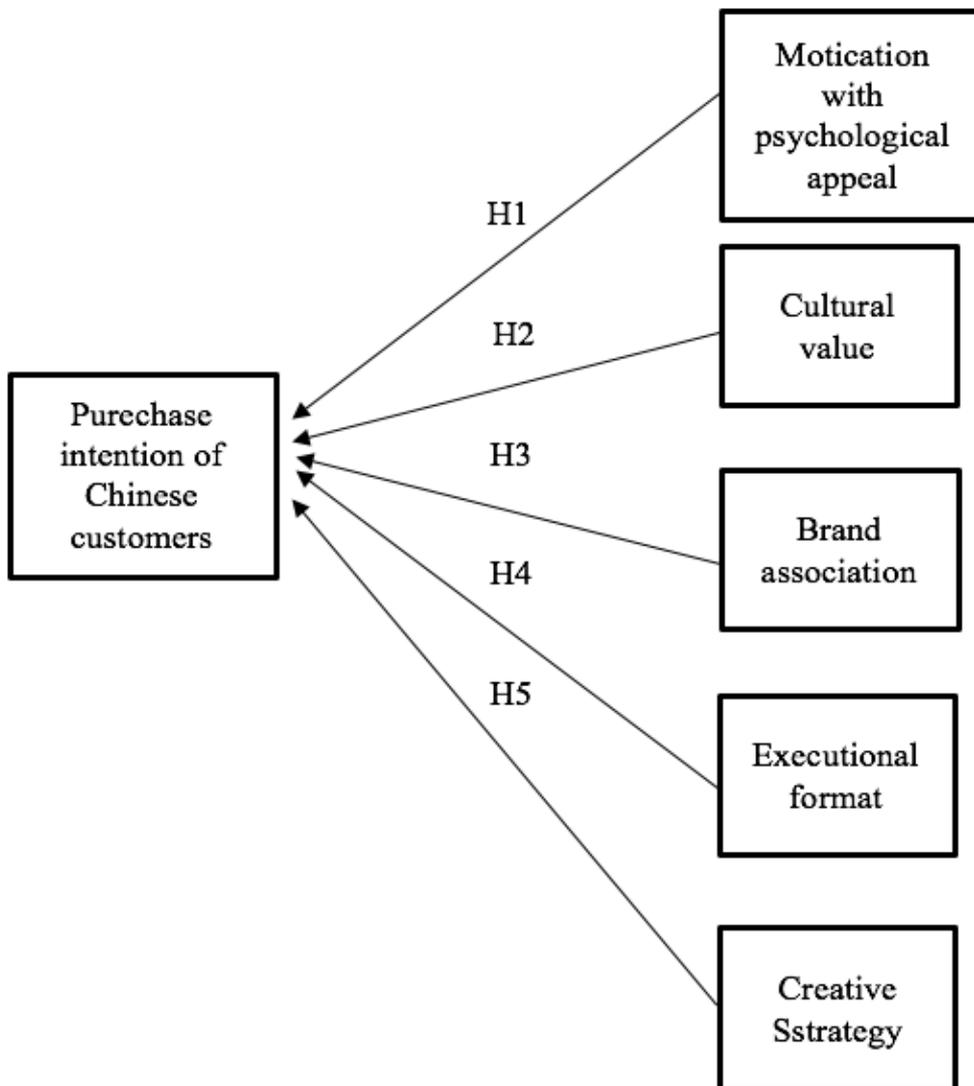


Figure 1: Model

2.4. Hypothesis

2.4.1. motivation with psychological appeal

Explicit statement of how the product will benefit the customer; use of emotion and appeals to self-interest in creating desires not previously readily apparent; “especially for you” framework. Emotional appeals are psychological triggers that make this unwavering loyalty possible. "...these ads use emotional appeal to attract people and make them feel sympathetic to these children." (Mutunga, 2017) The idea is not to persuade the audience to achieve their goals based on logic or use of facts. The huge population of 1.3 billion, coupled with the rapid economic development and the fastest development of the advertising industry, make

China an attractive consumer market that attracts international marketers (Chan and Chan, 2005). In order to succeed in the international market, marketers have realized the fact that they need to overcome the natural tendency of things from their own cultural perspective (O'Guinn, Allen and Semenik, 2008). Even advertising The goal is to promote standardized images in different countries, as well, because the “standardization” elements of advertising are not valued for their own value; rather, their value reflects the cultural value of consumers themselves (Zhou and Belk, 2004). In fact, a large number of advertising studies have shown that consumer responses to advertising appeal vary by culture (Chiou, 2002), and with culture. Respond. Values usually lead to good attitudes and behavioral responses (Belk, Bryce and Pollay, 1985).

H1: Adding more elements of Chinese culture will appeal Chinese consumers.

2.4.2. cultural value

There are two reasons for choosing this study in China and the United States. First, previous studies have shown that there are significant cultural differences between Eastern and Western countries, so it is reasonable to expect that the advertising appeal of the two countries will reflect different cultural values (Cheong, Y., Kim, K. and Zheng, L., 2010). For example, Belk et al. (1985) shows that, contrary to Western advertising, Eastern countries prefer advertising appeals with unique local values. Cheng and Schweitzer (1996) reported that Chinese TV commercials have more symbolic cultural values than utilitarian values, and American TV commercials also have symbolic and utilitarian values. In addition, Zheng, Phelps, Pasadeos, and Zhou (2007) found that Chinese magazine ads are more attractive than their American counterparts.

H2: Reflecting the cultural value of China is the key to product promotion.

2.4.3. Brand association

Aaker (1991) argues that brand associations and brand equity are closely related, as brand associations can enhance the memorable experience of a particular brand. According to Keller (1998), brand associations can be created by having associations of attitudes, attributes, and interests, respectively. Brand associations are acts as an information gathering tool (Osselaer and Janiszewski, 2001) to implement brand differentiation and brand extension (Aaker, 1996). James (2005) also discussed the effectiveness of associations to help promote brands and assets. In addition, Yoo *et al.* (2000) and Atilgan et al. (2005) pointed out that strong brand associations lead to higher brand loyalty.

H3: Strong brand associations lead to higher brand loyalty.

2.4.4. executional format

In the comparison between the United Kingdom and the United States, Weinberger and Spotts (1989) studied the use of information content in advertising and found that the

information between the two is different. They also studied the use of humor as an implementation method (Weinberger, M.G. and Spotts, H. E., 1989) and found 24% of ads in the US and 36% of ads in the UK have a sense of humor. Nevett (1992) also concluded that the information content and the executive format differ between the two countries.

H4: Cross-cultural advertising between different countries differs in the executive format.

2.4.5. creative strategy

Katz and Lee (1992) found differences in execution formats, and they found similarities in creative strategies (for the same product category across cultures). In other words, as early as 1975, Sorenson and Wiechmann suggested that the distinction between messaging and delivery methods is obvious. Information does not have to be influenced by cultural differences, but the execution of advertising will be affected. (Sorenson and Wiechmann, 1975)

H5. Advertising creative strategy receives cultural influence.

III. METHODOLOGY

3.1 Sample

In order to study the influence of Chinese consumers on cross-cultural advertising and purchase intentions of foreign sports brands, a quantitative research method is used here. Information was collected through online questionnaire surveys, and then the correlation was obtained by studying the relationship between the five variables motivation with psychological appeal, cultural value, Brand association, execution format, creative strategy and dependent variable motivation and psychological attraction. In order to ensure the reliability and comprehensiveness of the questionnaire, the people participating in the survey are from different provinces, different ages, and different Table 1 shows the basic information of the participants in percentages. The number of participants was 66, including 28 men and 38 women. More than 36% of the people's monthly income is 2001-3000RMB. Participants spend approximately 4-6 hours watching YouTube on a daily basis. About 54% of people often see ads on video applications.

Table 1. Profile of respondents

Items	Characteristics in %
Gender	Male: 42.42% Female: 57.58%

Age	Below 20: 6.06% 20-25: 56.06% 26-29: 24.24% 30 and above: 13.64%
On average, how many hours per day do you watch Youtube/Weibo?	Less than 1 hour: 24.24% 1-3 hours: 34.85% 4-6 hours: 27.27% 7-9 hours: 10.61% 10-12 hours: 3.03% 13 hours and above: 0%
What is the channel that you see the most ads?	TV: 22.73% Video apps: 54.55% Newspaper/magazine: 22.73%
Monthly Income	Below 2000: 10.61 % 2001-3000: 36.36% 3001-4000: 26.76% 4001-5000: 15.15% Over 5001: 12.12%

3.2 Measures

This article studied the relationship between one dependent variable and five independent variables. Through previous research, Purchase Intention (Chin et al., 2018; Sukato & Elsej, 2009). It is the dependent variable of this article. Through research and data analysis, we can finally see the cross-cultural advertising of foreign sports brands to Chinese consumers and Chinese consumers' desire to buy. Motivation with psychological appeal (Whitelock and Rey, 1998) and cultural value (Cheong, Y., Kim, K. and Zheng, L. 2010) and Brand association (Severi and Ling, 2013) and executional format (Koudelova and Whitelock, 2001) and creative strategy (Koudelova and Whitelock, 2001) are the five independent variables of this article. The survey of each factor consists of 3-5 questions. The level of consent used in this study is the Likert seven-point scale, which is commonly used in market research or academic research. Likert scale is a common scoring format for surveys. Respondents use five or seven levels to rank quality from high to low or best to worst. (Allen, I. E. and Christopher A. Seaman, C. A., 2007).

3.3 Reliability test

All data were collected from online questionnaires. After clearing invalid questionnaires, a total of 66 questionnaires need to be analyzed. Cronbach's alpha is used to study the level of redundancy and consistency. The value of alpha is 0-1 (Nunnally and excellent ($\alpha > 0.9$), good

($0.7 < \alpha < 0.9$), acceptable ($0.6 < \alpha < 0.7$), Poor ($0.5 < \alpha < 0.6$), unacceptable ($\alpha < 0.5$) (Kline, 2000; George & Mallery, 2003; Bhatnagar; *et al.*, 2014).

Table 2. Cronbach's Alpha (α) of each variable.

Variables	No. of Items	Cronbach's Alpha
Purchase Intention	4	0.896
Motivation with psychological appeal	5	0.955
Cultural value	5	0.961
Brand association	5	0.963
Executorial format	3	0.811
Creative strategy	5	0.957

By sorting and comparing the data, we can find that four of them are higher than 0.9, and the remaining two are between 0.8-0.9. Through the analysis of Cronbach's alpha, we can find that the six factors studied are very reliable, which also guarantees the reliability of our investigation.

3.4 Correlation test

According to data from 66 participants, the correlation between each two variables is shown in the table below. Pearson correlation was measured in this article. According to the correlation matrix table shown in the table below, the relationship between each variable is calculated by calculating the correlation between each variable. According to the recommendations of Evans (1996), the correlation strength is as follows: 1) .00-.19 "very weak", 2) .20-.39 "weak", 3) .40-.59 "moderate", 4) .60-.79 "strong" and 5) .80-1.0 "very strong".

Because Purchase Intention is the dependent variable in the study, we will analyze the correlation between the other five factors. The first is Motivation with psychological appeal. Its correlation with the dependent variable is 0.428, so the relationship between them is moderate. The second is Cultural Value. Its correlation value with the dependent variable is 0.323, which indicates that its correlation with Purchase Intention is weak. The third is the Brand Association, and its correlation value is 0.447, which indicates that its correlation with the dependent variable is moderate. The fourth is the Executorial Format, and its correlation with Purchase Intention is moderate because its value is 0.488. The last one is Creative Strategy. Its value with the dependent variable is 0.244, which shows that its relationship with the dependent variable is not very angry.

	Purchase intention	Motivation with psychological appeal	Cultural value	Brand association	Executio format
1					
.428**	1				
.000					
.323**	.225**	1			
.008	.070				
.447**	.412**	.230**	1		
.008	.001	.064		1	
.488**	.412**	.202**	.571**		1
.000	.031	.103	.000		
.244**	.279**	.354**	.176**		.310**
.049	.023	.004	.156		.002

Table 3. Correlation Table

3.5 Statistical Method

The following table uses SPSS calculations to obtain the P value for each independent and dependent variable relationship. The dependent variable is purchase intention. From this we can see five elements: "motivation with psychological appeal, cultural value, brand association, executorial format, creative strategy" and how they affect the dependent variable Purchase Intention. We learned that when P value is less than 0.05, the dependent variable and self The variables are positively correlated.

Table 4. Regression measurements

	β	T Statistics	P Values
Motivation with psychological appeal to Purchase Intention	0.428	3.792	0.000
Cultural value to Purchase Intention	0.323	2.731	0.008

Brand association to Purchase Intention	0.447	4.001	0.000
Executorial format to Purchase Intention	0.488	4.476	0.000
Creative strategy to Purchase Intention	0.244	2.011	0.049

IV. RESULT

4.1. Hypotheses Testing

According to the calculation of the above-mentioned P value, we can see that all five independent variables are positively correlated with the dependent intention purchase intention, so the following table illustrates whether the five hypotheses of this study hold. Established as "Supported". Not established as "Refused".

Table 5. Hypotheses testing

No.	Hypothesis	Results
1	<i>Adding more elements of Chinese culture will appeal Chinese consumers.</i>	Supported
2	<i>Reflecting the cultural value of China is the key to product promotion.</i>	Supported
3	<i>Strong brand associations lead to higher brand loyalty.</i>	Supported
4	<i>Cross-cultural advertising between different countries differs in the executive format.</i>	Supported
5	Advertising creative strategy receives cultural influence.	Supported

V. CONCLUSIONS AND IMPLICATIONS

5.1 Discussions

According to the above. Motivation with psychological appeal to Purchase Intention: ($\beta = 0.428$, $p = 0.000 < 0.05$); Cultural value to Purchase Intention: ($\beta = 0.323$, $p = 0.008 < 0.05$); Brand association to Purchase Intention: ($\beta = 0.447$, $p = 0.000 < 0.05$); Executional format to Purchase Intention: ($\beta = 0.488$, $p = 0.000 < 0.05$); Creative strategy to Purchase Intention: ($\beta = 0.244$, $p = 0.049 < 0.05$). We can find that the relationships between the five independent and dependent variables are all positively correlated so all five hypotheses are supported.

In this research, we mainly focus on five elements: "motivation with psychological appeal, cultural value, brand association, executional format, creative strategy" and how they affect the dependent variable Purchase Intention. The research theme is how foreign sports brand influence purchase intention of Chinese consumers. It was found in research that when foreign sports brands advertise, adding Chinese elements in cross-cultural advertising will be more attractive to Chinese consumers. And found that adding local culture to cross-cultural advertising will attract more local attention. And adding more Chinese culture to ads or products will make ads deepen the impression on Chinese consumers.

Of course, the execution format and creative strategy of advertising are also very important. Cross-cultural advertising should be based on the local cultural subject and should respect the local culture, otherwise the opposite effect will occur, and failed cross-cultural advertising will make the product fail in regional sales.

5.2 Managerial Implications

From this study, we can find that we find that there are more or less relationships between the five factors except the dependent intention, purchase intention, and the dependent variable. This also shows that Chinese elements also play a very important role in the production of foreign brand advertising. For an international brand to establish a foothold in the international market, the execution method and creative strategy of advertising are very important. According to different regions, specific advertising content and methods should be formulated in accordance with different local cultures and people's living habits.

China is now a very important part of the international market, so developing advertising strategies based on Chinese culture is a key link to attract Chinese consumers.

As a manager of the advertising department in a company, first of all, it is necessary to understand the history and culture of China, and to find out Chinese elements with high recognition and high universality. The correct inclusion of Chinese elements in cross-cultural advertising and products will deepen the impression of advertising and products in the hearts of Chinese consumers, which may bring higher economic benefits to the company.

5.3 Limitations and Future Research

Because cross-cultural advertising is a very broad and complex topic, although we are discussing the impact of foreign sports brands on Chinese consumers' desire to buy in this study, there are also many limitations. In addition to the five independent variables we discussed, there are certainly many related factors. Moreover, this study collected 66 valid questionnaires using online questionnaires, which is a relatively small sample. So there must be some errors in the results of the study. But the overall research direction is correct.

Since there are not many papers on this topic, there are significant limitations in collecting relevant information and data during research. The case used in the questionnaire was NIKE, which also shows that it does not represent all foreign sports brands.

In future research, research on related topics strives to have more research resources, which will make the research content more authoritative and the results obtained will be more accurate. More relevant elements should be added to future questionnaires, and hope that more participants will participate.

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APPENDIX

Questionnaire

Study of How Foreign Sports Brand Influence Purchase Intention of Chinese Consumers

1. Gender

Male

Female

2. Age

less than 20

20-25

26-30

more than 30

3. Monthly Allowance of students in RMB

less than 2000

2001-3000

3001-4000

4001-5000

5001 and above

4. On average, how many hours per day do you watch Youtube/Weibo?

oless than 1 hour

o1 to 3 hours

o4 to 6 hours

o7 to 9 hours

o10 to 12 hours

o13 hours and above

5. What is the channel that you see the most ads?

oTV

oVideo Apps

oNewspaper/Magazine



Figure 2. A pair of Chinese color matching NIKE AirMax 98 according to this advertisement with Chinese culture to answer the next question

6. Purchase Intention

	1	2	3	4	5	6	7
1. You would actively seek out to buy products which brand uses Chinese elements in ads.	<input type="radio"/>						
2. You consider buying the products which brand uses Chinese elements in ads. ◦	<input type="radio"/>						
3. Your willingness to buy the products which brand uses Chinese elements in ads.	<input type="radio"/>						
4. You are highly certain of buying products which brand uses Chinese elements in ads. ◦	<input type="radio"/>						

7. Motivation with psychological appeal

	1	2	3	4	5	6	7
1. Adding Chinese cultural elements to products will be more appealing to you.	<input type="radio"/>						
2. Adding Chinese cultural elements to ads will be more attractive to you.	<input type="radio"/>						
3. In the same product promotion, you will be more inclined to have products with Chinese cultural elements.	<input type="radio"/>						
4. You are more inclined to promote specific cultural elements for the region.	<input type="radio"/>						
5. You are particularly recognized about the culture you are in.	<input type="radio"/>						

8. Cultural value

	1	2	3	4	5	6	7
1. It is important that the product exhibits the cultural value	<input type="radio"/>						

of the region.							
2. Cultural value is one of the most important aspects of cross-cultural advertising.	<input type="radio"/>						
3. The embodiment of the cultural value in the advertisement determines whether you will tend to buy this product.	<input type="radio"/>						
4. The cultural value embodied in the advertisement reflects how much energy is put into promotion	<input type="radio"/>						
5. Product promotion reflects regional cultural values as a respect for local culture.	<input type="radio"/>						

9. Brand association

	1	2	3	4	5	6	7
1.Using Chinese color matching in products will make you remember the product.	<input type="radio"/>						
2.Using some details of Chinese elements in ads will impress you.	<input type="radio"/>						
3.For the same type of products, you will be more inclined to choose a brand with more Chinese elements.	<input type="radio"/>						
4.Most foreign sports brand ads will add Chinese elements.	<input type="radio"/>						
5.More Chinese elements will make you more loyal to this brand.	<input type="radio"/>						

10. Executional format

	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

1.You think that the Online or offline promotion of the ad doesn't matter.	<input type="radio"/>						
2.When advertising uses Chinese culture, we should have an in-depth understanding of Chinese cultural elements in advance.	<input type="radio"/>						
3.Different types of products have different ways of making advertisements for China.	<input type="radio"/>						

11. Creative strategy

	1	2	3	4	5	6	7
1. Cross-cultural advertising ideas should be based on local culture. ◦	<input type="radio"/>						
2. Advertising ideas that add to local culture will be more appealing to you.	<input type="radio"/>						
3. You will encounter cross-cultural advertising that infringes on local culture.	<input type="radio"/>						
4. Encountering good advertising ideas will make you feel good about the product.	<input type="radio"/>						
5. Duplication and obsolescence of advertising creativity can make you feel bored.	<input type="radio"/>						