



A Study on the Brand Image Cognition and Purchase Intention of College Students' Basketball Shoes

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Abstract: The purpose of this study is to analyze the relationship between basketball shoe brand image perception and purchase intention among basketball participants. This study focuses on participants in basketball sports on campus, using a convenient sampling method. After statistical analysis, the following findings were found: 1. Basketball participants, mostly male students and players aged 2-3 years, mainly purchase Nike basketball shoe brands. In terms of brand image, participants rated 'I think the brand's basketball shoes are comfortable to wear' as the highest. 3. In terms of willingness to purchase, 'If I still need basketball shoes, the likelihood of purchasing the brand is high' is the highest among participants. 4. Basketball participants' brand image of basketball shoes has a predictive effect on their purchase intention. Based on the above results, this study proposes suggestions for future marketing strategies for basketball shoe salespeople.

Keywords: Basketball, Sports participation, Basketball shoes, Brand image, Purchase intention.

1. INTRODUCTION

In recent years, with the rise of the domestic leisure sports trend, not only has the sports population been increasing year by year, but also has brought about a trend of buying sports shoes. In this situation of high product similarity and homogeneity, brands have become an important basis for identifying products. And how to generate consumer willingness to purchase a brand among numerous brands depends on how the brand is evaluated in the minds of consumers. Each consumer will have an attitude, cognition, and preference towards their brand evaluation, which in turn affects their purchase intention (Chang, Wang, & Lin, 2022). Nowadays, consumers not only purchase the functional value of the product itself, but also the extended ancillary value, with the brand being the most important part of the ancillary value. Therefore, in the sports goods market, sports manufacturers are quite committed to managing their brands, hoping to give them a different image and connotation, which is also an important indicator of whether consumers will purchase their products. Among them, whether the brand message conveyed by sports manufacturers can be correctly received by consumers is an undeniable issue for manufacturers. Since basketball is one of students' favorite sports, and students are the main consumer group of sports shoes, this study mainly explores college students' brand image and purchase intention of basketball shoes. It is hoped that the results of the analysis can provide sportswear sellers with reference for marketing planning. Based on the above background and motivation, the research objectives of this study are as follows: (1) Analyze the perception and purchase intention of basketball players towards the brand image of basketball shoes. (2) Analyze the predictive effect of basketball participants on the brand image perception and purchase intention of basketball shoes.

2. LITERATURE REVIEW

Aaker (1991) pointed out that a brand is a distinctive name or symbol, such as a logo, trademark, or packaging design, aimed at empowering distributors to sell a product or service that can be recognized as distinct from other competitors' products or services. From a marketing perspective, Kotler (1996) proposed six meanings of a brand: (1) Attribute: The brand product itself provides functionality; (2) Benefits: The assistance and benefits provided to consumers; (3) Value: The value that brings consumers payment and psychological feelings; (4) Culture: Brand integration manufacturing culture; (5) Personality: If a brand is seen as a person, they have their unique personality; (6) User: Consumers'

perception of the brand reflects the product's usage characteristics. Brands are not only the logo that identifies a company, but also are the first-line experience media (Schmitt, 1999). The first impression of a consumer's interest in a product or purchase behavior comes from the consumer's impression of the brand. Establishing a good brand image is a marketing element for any company to strengthen its relationship with customers (Sekaran & Bougie, 2016), because it will not only have a certain impact on customers' psychology, but also determine whether customers want to. One of the main reasons for repurchase (Putro & Rachmat, 2019). As for the connotative factors that measure the aspects of brand image, Park, Jaworski and MacInnis (1986) based on different customer interests, divided brand image into three aspects: functional (emphasis on quality and service), symbolic (emphasis on brand status), and self-worth, etc.), experiential (emphasis on product diversification and cognitive needs, etc.), and Biel (1992) divided brand image into three factors: corporate image, product image, and user image. Image can be divided into three categories, namely brand image, store image, and corporate image (Stern, Zinkhan, & Jaju, 2001), and brand image can be defined from five directions, including general definition, symbolism, meaning or message, personalization, and cognition or psychology. However, regardless of which definition is followed, it includes two levels. Firstly, brand image is a gestalt construct, and secondly, Brand image is the process of mutual transmission between brand stimulation and consumer perception. Shabbir, Khan, and Khan (2017) proposed that brand awareness has a major impact on consumers' purchasing decisions. Consumers usually obtain brand awareness through valuable marketing methods. If the brand awareness is higher, the brand or product will become more popular among consumers. The possibility of choice is greater.

Schiffman and Kanuk (2000) define purchase intention as the possibility of consumers purchasing a certain brand of product. The so-called purchase intention refers to a consumer's tendency to purchase a specific product or service in the future (Michaelidou & Christodoulides, 2011). Zeithaml, Berry, and Parasuraman (1996) proposed that consumers' willingness to purchase products can be divided into "likes" and "dislikes." When consumers have a preference for a certain brand, they will easily purchase the brand, and The number of re-consumption and brand purchases will also increase relatively, so the relationship between the brand and consumers will be closer. Hollis (2005) found that by strengthening brand awareness, consumers can develop a favorable impression and trust in the brand, which in turn generates purchase intention and even loyalty. For example, Hu (2019) studied consumers who had purchased Under Armor-related products and found that brand image was moderately correlated with purchase intention, and brand image had a positive impact on purchase intention. Lin and He (2020) studied UNIQLO consumers in Taichung City and Tainan City in Taiwan, and found that the higher the brand image, the easier it is to increase purchase intention, among which young consumers have the strongest purchase intention. Yeh's (2021) research results found that there is a significant correlation between the perceived brand image of table tennis sneakers and purchase intention among billiards participants in Kaohsiung City.

3. METHOD

3.1. Subjects and Sampling

This study took college students who participated in basketball leisure sports at four universities in southern Taiwan as the research subjects, and was conducted using convenience sampling. A total of 700 questionnaires were sent out in this study, and 642 questionnaires were returned, with the effective questionnaire rate being 91.71%.

3.2. Questionnaire

The questionnaire for this study is divided into three parts. The first part is the brand image scale, which is to understand the basketball participants' perception of the brand image. The scale has 15 questions in total. Mainly quoted from Chang, Wang, and Lin (2022) with reference to Park, Jaworski, and MacInnis, (1986) brand image concept, the sports shoe brand image scale was developed, which is divided into functional, symbolic, and experiential 3 factors, with a total of 12 items. The second part is the purchase intention scale, which is to understand the influence of basketball participants on future purchase intentions of basketball shoes. The scale has 7 questions in total. This part of the scale mainly refers to the research scale used by Ting, Goh, and Isa, (2016) to study the purchase intention of counterfeit goods, and the wordings of the items were modified to fit the context of this study. The above scales are all measured using a five-point Likert scale, ranging from strongly agree (5 points),

agree (4 points), average (3 points), disagree (2 points), to strongly disagree (1 point). The third part is the basic information of the subjects, including: gender, playing age, the brand of sports shoes purchased, and the source of information on basketball shoe products.

3.3. Statistical Procedures

The statistical analysis steps for the valid questionnaires recovered in this study include: (1) Analyze the gender, playing age, basketball brand of basketball participants, and basketball shoe product information sources based on frequency distribution and percentage. (2) Analyze basketball participants' perception of basketball shoe brand image using the mean and standard deviation. (3) Use t-test and One-way ANOVA to analyze the differences in brand image and purchase intention among basketball players of different genders and playing ages. (4) Use multiple regression to analyze the brand image of basketball shoes and predict the purchase intention of basketball shoes.

3.4. Reliability Analysis of Research Scales

Since the scales cited in this study all have good validity, Cronbach's α reliability was used to measure the reliability of each scale. The results of the analysis show that the α value of the brand image scale in this study is .93; the α value of the purchase intention scale is .97. The above results show that each scale in this study has a high degree of reliability.

4. RESULT

4.1. Analysis of Personal Background Variables of Basketball Participants

The analysis results in Table 1 show that among the 642 questionnaires collected in this study, 535 (83.3%) were male and 107 (16.7%) were female. As for the basketball shoe product information source, 278 people (43.3%) have the most people with 2-3 years of playing experience. In terms of brand, Nike is the most popular choice at 252 people (39.3%). In terms of the source of basketball shoe product information, the majority of people choose Nike (39.3%). The largest number of people obtained information about sneaker brands, with 207 people (32.2%).

Table1. Personal background analysis table of basketball participants

Variables	Frequency	%
Gender		
Male	535	83.3%
Female	107	16.7%
Playing experience		
1 year (including less than 1 year)	72	11.2%
2-3Years		
3-4 Years	278	43.3%
4-5 Years	90	14%
5-6年Years	175	27.3%
6 years (including more than 6 years)	3	0.5%
	24	3.7%

Table2. Analysis of Basketball Shoe Brands for Basketball Participants

Brand	Frequency	%
Adidas	101	15.7%
Nike	252	39.3%
Reebok	178	27.7%
Converse	63	9.8%
Under Armour	15	2.3%
Kappa	16	2.5%
Other	17	2.6%

Table3. Analysis of Information Sources of Basketball Shoe Products

Information Sources	Frequency	%
Family, friends, and classmates	119	18.5%
Coach	50	7.8%
Introduction of sales personnel	105	16.4%
Newspapers and magazines	66	10.3%
network information	207	32.2%
Professional player influence	41	6.4%
Other	51	7.9%

4.2. Analysis of Basketball Participants' Perception of Basketball Shoe Brand Image

The results analyzed from Table 4 show that basketball participants have the highest brand image of basketball shoes, which is "the brand's basketball shoes are comfortable to wear (M=4.13)," followed by "the brand's basketball shoes are very durable (M=4), and" the brand's basketball shoes have good grip and can increase explosive power when moving (M=3.99).

Table4. Analysis of Participants' Cognition of Basketball Shoe Brand Image

Items	Mean	SD
2. The brand's basketball shoes are comfortable to wear	4.13	.72
1. The brand's basketball shoes are very durable	4.00	.88
3. The brand's basketball shoes have good grip and can increase explosive power when moving	3.99	.83
5. There are many styles of basketball shoes products from this brand	3.92	.88
4. The brand's basketball shoes are of high quality	3.88	.96
6. Wearing the brand's basketball shoes makes me feel that they are worth the money	3.84	.87
9. Feeling happy wearing this brand of basketball shoes	3.80	.95
12. The brand's basketball shoes have good brand awareness	3.79	.88
11. Wearing this brand of basketball shoes is in line with fashion trends	3.78	.97
7. Wearing basketball shoes from this brand can make me more charming	3.73	.91
8. Wearing this brand of basketball shoes allows me to unleash my athletic prowess	3.71	.91
10. Wearing this brand of basketball shoes can increase my frequency of playing in the future	3.70	.95
15. Because endorsement by world-renowned players makes me prefer the brand	3.64	1.00
13. The brand's basketball shoes are a leading brand	3.59	.96
14. Wearing this brand of basketball shoes can serve as a symbol of social status	3.35	1.10

4.3. Analysis of Differences in Brand Image and Purchase Intention among Basketball Participants

4.3.1. Gender

The results of the t-test analysis in Table 5 show that basketball participants of different genders have significant differences in the "functionality" ($t=8.45, p<.01$), "empiricism" ($t=3.92, p<.01$), and symbolism ($t=2.72, p<.01$) of basketball shoe brand image cognition. The analysis results showed that male participants were higher than female counterparts. There is also a significant difference in the "purchase intention" factor ($t=7.93, p<.01$), which is higher in males than females.

Table5. Summary of t-test analysis results for different gender

Factors	Variable	Mean	SD	t	Sig
	Male	20.37	2.88	8.45*	.000
	Female	17.83	2.57		
	Male	19.03	3.46	3.92*	.000
	Female	17.63	2.91		
	Male	18.32	3.48	2.72*	.007
	Female	17.34	2.95		
	Male	27.45	3.89	7.93*	.000
	Female	24.14	4.21		

* $p<.01$

4.3.2. Different Playing Experience

Table6. One-way ANOVA for basketball participants of different playing experience

Factors		Sum of Squares	df	Mean Square	F	Sig	Post-hoc comparison
Functional	BG	119.445	5	23.889	2.70*	.020	3>2,4
	WG	5613.859	636	8.827			
	Total	5733.304	641				
Experiential	BG	60.273	5	12.055	1.035	.396	
	WG	7408.998	636	11.649			
	Total	7469.271	641				
Symbolic	BG	236.611	5	47.322	4.13*	.001	4,5>1,3
	WG	7281.216	636	11.448			
	Total	7517.827	641				

* $p<.05$

The results of one-way ANOVA in Table 6 show that there are significant differences in the "functional" ($F=2.70, p<.05$) and "symbolic" ($F=4.13, p<.05$) of brand image among basketball participants of different years of play. In addition, there is a significant difference in the "purchase intention" ($F=3.37, p<.05$). After post hoc comparison, the results showed that in terms of "functional", those who had played for 3-4 years were significantly higher than those who had played for 2-3 years and 4-5 years. In terms of "symbolic", those who have played for 4-5 years and 5-6 years are significantly higher than those who have played for less than 1 year and 3-4 years. In terms of "purchase intention", those who have played for 4-5 years and over 6 years are significantly higher than those who have played for less than 1 year and 2-3 years.

4.3.3. Regression Analysis of Basketball Shoe Brand Image on Purchase Intention

This study takes purchase intention as the criterion variable and sports shoe brand image as the predictive variable, using a stepwise regression analysis method. The analysis results found that it has a sense of comfort ($t=4.74, p<.05$), can increase explosive power during movement ($t=5.39, p<.05$), high-quality ($t=2.01, p<.05$), has a variety of product styles ($t=-2.28, p<.05$), feels value for money ($t=2.70, p<.05$), allows me to play my sports level ($t=3.97, p<.05$), feels happy ($t=4.28, p<.05$), line with fashion trends ($t=-2.30, p<.05$), with good brand awareness ($t=3.25, p<.05$), being a leading brand ($t=2.86, p<.05$), being a symbol of social status ($t=3.08, p<.05$), and being endorsed by world-renowned players ($t=2.08, p<.05$), these seven variables can explain that basketball participants' intention to purchase sports shoes reached 54.2%.

Table 7. Regression Analysis Results of Brand Image on Purchase Intention

Variables	B	Std Error	Beta	t	Sig
Comfortable	.910	.192	.160	4.74*	.000
Can increase explosive power during movement	.863	.160	.173	5.39*	.000
High quality	.318	.158	.074	2.01*	.045
Multiple product styles	-.357	.156	-.076	-2.28*	.023
Feeling value for money	.436	.162	.093	2.70*	.007
Let me unleash my athletic prowess	.617	.155	.137	3.97*	.000
Experience joy	.703	.164	.162	4.28*	.000
Fashionable	-.396	.172	-.084	-2.30*	.022
Having good brand awareness	.484	.149	.114	3.25*	.001
It's a leading brand	.400	.140	.093	2.86*	.004
Can serve as a symbol of social status	.381	.124	.102	3.08*	.002
World renowned player endorsement	.294	.142	.071	2.08*	.038

$R = .736$ $R^2 = .542$ 調過的 $R^2 = .531$ $F = 49.36^{**}$

5. CONCLUSION AND SUGGESTION

5.1. Conclusion

- Student basketball participants' brand image of basketball shoes is between ordinary and satisfactory. Among satisfied with "the brand's basketball shoes feel comfortable to wear", "the brand's basketball shoes are very durable", "the brand's basketball shoes have good grip and can increase explosive power when moving", "the brand has a variety of basketball shoe products", and "the brand's basketball shoes are of high quality".
- The willingness of student basketball participants to purchase basketball shoes is between average and satisfactory, with a high likelihood of purchasing the brand if I still need basketball shoes. When my friends around me wear basketball shoes of different brands, I will continue to support that brand's table basketball shoes. "And" If friends want to purchase basketball shoes of the same nature, I will recommend that brand's billiards shoes.
- There is a significant positive correlation between the brand image of basketball shoes and the purchase intention of students' basketball participants. A good brand image of basketball shoes will affect the purchase intention of participants.

- The brand image of basketball shoes can effectively predict the purchase intention of basketball participants, with the most predictive factors being "the brand's basketball shoes feel comfortable to wear", "the brand's basketball shoes are very durable", and "the brand's basketball shoes have good grip and can increase explosive power when moving".

5.2. Suggestion

- From the results, it can be seen that the majority of students are male (which is related to the proportion of men and women participating in basketball) and have played for 2-3 years, and they mainly purchase Nike basketball shoe brands. As for the majority of basketball shoe brand information comes from online sources, it is recommended that relevant units have a deep understanding of the basketball sports trends of this group, as well as their purchasing needs for basketball shoe brands, and plan suitable solutions to enable students to choose brands more effectively and conveniently. In addition to increasing their willingness to purchase, the brand image of basketball shoes can also be used to enhance their thinking and interaction with basketball participants about their willingness to purchase basketball shoes, in order to promote an increase in satisfaction with the brand image. This will contribute to students' physical and mental health, academic learning, life adjustment, personality shaping, interpersonal harmony, and other development, with its positive and positive significance and value.
- From the overall research results, it can be seen that basketball participants have a positive impact on satisfaction. Therefore, it can be seen that when college students purchase basketball shoes, their brand image and purchase intention can improve satisfaction. Basketball shoe purchase intention and brand image are important factors that affect satisfaction. Therefore, it is recommended that relevant units attach importance to and combine students' interests and hobbies in the planning of basketball shoe brands, and provide more practical participation in quality, image, experience, and other motivations. They also provide diverse basketball shoes, high-quality basketball shoes, etc., so that students can better choose and experience basketball shoes, promote students to have more high-quality choices, and meet their needs for basketball shoes.

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