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A Study on the relationships among perceived value, team identification and purchase intention of team-licensed apparel - the perspective from Taiwan

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Background

Licensed sport merchandise has been revealed to be a lucrative business worldwide. Recent studies have attempted to deepen our understanding of the factors that affect the sales of team-licensed merchandise (Kwon & Armstrong, 2002; Kwon & Trail, 2003; Kwon, Trail, & James, 2007). Among the factors that are believed to influence purchase intention of team-licensed merchandise, perceived value and team identification have been viewed as antecedents of purchase intention in previous studies. However, Kwon et al., (2007) argued that perceived value plays a mediating role in the relationship between team identification and purchase intention of team-licensed apparel. Kwon and his colleagues conducted the study in the US using student samples. Whether the findings are applicable to Asian context may be questionable. Therefore, the researchers attempted to replicate the study to investigate the relationships among perceived value, team identification and purchase intention of team-licensed apparel to examine if different results are found in the Asian context.

Objective

The purpose of the current study was to investigate the role of perceived value as a mediator in the relationship between team identification and purchase intention using team apparel of one of the franchises in the Chinese Professional Baseball League (CPBL). Specifically, this present study was to examine if perceived value mediates the relationship between team identification and purchase intention.

Methods

Two hundred and forty five spectators in the CPBL games were recruited using convenience sampling in the current study. Questionnaire contains three pages and took about 3 minutes for subjects to complete. The survey questionnaires were administered during two of the CPBL games in May 2009. The items used in the present study were modified from Kwon's work (2007). Five-point Likert scale was used in the current study with 1 referring to strongly disagree and 5 standing for strongly agree. Confirmatory factor analysis revealed satisfactory construct validity of the scale; Cronbach's alphas were demonstrated to be satisfactory as well. Structural equation modeling along with LISREL 8.51 was performed for data analysis.

Results and Conclusions

The results revealed that the model fits the data well. Team identification positively influences perceived value; perceived value also positively affects purchase intention. Additionally, team identification positively influences purchase intention. More specifically, perceived value partially mediates the relationship between team identification and purchase intention. The findings in the current study differ slightly from Kwon's work. The findings provide sport marketers with managerial implications. For example, professional sport franchises should pay attention to the perceived quality of the licensed merchandise in addition to forming spectators' identification with the team. In other words, sport organizations should be aware of the fact that perceived value of team-licensed apparel plays a critical role in the process of consumer's purchase decision making. Finally, it would be better if more spectators in more CPBL games are sampled to further confirm the findings.