

The Influences of Advertising Endorser, Brand Image, Brand Equity, Price Promotion, on Purchase Intention- The Mediating Effect of Advertising Endorser

Dr. Hsin Kuang Chi, Nanhua University, Taiwan
Dr. Huery Ren Yeh, Shih Chien Univesrity, Kaohsiung, Taiwan
Ming Wei Huang ,Graduate Student, Nanhua University, Taiwan

ABSTRACT

Advertising endorser play a key role on information transmission between manufacturers and consumers. Its purpose is to draw consumers' attention and interest in order to achieve the object of communication with consumers. This research is mainly in the discussion of the influences of endorser, brand image, brand equity, price promotion on purchase intention, and the results of the study are as follows : (1) brand equity has a significant influence on endorser, (2) brand image has a significant influence on endorser, (3) endorser have a significant influence on purchase intention, (4) price promotion has a significant influence on brand equity, (5) price promotion has a significant influence on purchase intention, (6) advertising endorser mediates the relationship between brand image and purchase intention, and (7) advertising endorser mediates the relationship between brand equity and the purchase intention.

Keywords: *Endorser, Brand Image, Brand Equity, Price Promotion, Purchase Intention*

INTRODUCTION

Advertising endorser is one of promotional strategies which are often seen in daily life. Its purpose is to use a famous, professional and attractive endorser to catch consumers' eyesight in a short time and increase purchase intention and brand awareness. Patzer (1983) finds that an attractive endorser can make consumers have better preference and buying intention, and a reliable endorser can influence brand image, brand equity and purchase intention. Advertising is the most common marketing strategies used by businesses. It often uses a spokesperson to endorse a product and a brand. In addition, advertisement can attract consumers' attention, raise brand awareness, and build unique brand image. If a business can select product spokespersons carefully to match up with product attributes, it can produce a model effect to a brand. For example, the baseball legend, Michael Jordan means a positive brand value to NIKE. Blackston (1992) believes that brand equity is an interactive function between brands and consumers. Zajonc and Markus (1982) also pinpoints that exposure effect means a repetitive exposure effect on a marketing object. When a product receives a high exposure rate through an advertising endorser, a consumer will create more positive attitudes on it. Therefore, the purposes of the study are to explore whether advertising endorser has an effect on brand image and purchase intention, whether advertising endorser has an effect on brand equity and purchase intention, and whether price promotions have an effect on brand equity and purchase intention.

Advertising Endorser

Using advertising endorser to promote a product is a very popular marketing strategy. According to Federal Trade Commission (FTC), any advertising message reflects spokespersons' or endorsers' opinion, belief, character, and experience that make consumers believe is called endorsement. Advertising endorsers are often seen on TV, newspaper, magazine, or direct mail advertisements in daily life. The idea is to use endorsers' popularity to endorse a product and make consumers produce reliability on the product. Researches also found that the reliability of advertising spokespersons is one of critical factors to influence purchase intention, and the higher the reliability is, the higher the positive advertising and brand attitudes are (Laffery & Goldsmith, 1999). An advertisement can catch consumers' attention and increase brand awareness (McCracken, 1989), and transfer consumers' feelings onto the product and

produce a good impression. (Biswas et al., 2006). If spokespersons can express a positive attitude on the advertised product, it will create an intensive preference to consumers and connect the product with the spokespersons (Chen & Chang, 2001).

In addition, Ohanian (1990) considers that a reliable advertising message consists of professionalism, reliability, and attractiveness, and professionalism is the most important factors on purchase intention. Professionalism is defined as that advertising endorsers hold expertise which can persuade consumers to buy products (Desarbo & Harshman, 1985; Wynn, 1987; Ohania, 1990; Goldsmith, Laffery, & Newell, 2000). Reliability means that advertising endorsers are trustable and accessible which they can make consumers have confidence to a product (Desarbo & Harshman, 1985; Wynn, 1987; Ohania, 1990; Miciak & Shanklin, 1994). Attractiveness represents that advertising endorsers can catch consumers' attention to a product (Joseph, 1982; Desarbo & Harshman, 1985; Ohania, 1990; Miciak & Shanklin, 1994; Goldsmith, Laffery, & Newell, 2000). Ohanian (1990) further indicates that only when a celebrity endorser has a profound professional knowledge and experience can he or she endorse a product effectively.

Brand Image

Brand image indicates that consumers have a particular brand belief to a product (Kotler, 2000). Brand image is the most important intangible asset in a company. It can make a distinct from competitors' products. For instance, Nike uses "Swoosh" as a symbol to present its unique product features completely. Farquhar (1989) points out that a brand can not only be identification but also be added value to a product. According to Chernatony and McWilliam (1989), the meaning and function of brand image can be illustrated as follows: (a) brand image is an identifiable design, (b) brand image is a consistent promise and guarantee of quality, and consumers can feel the consideration and added value before and after purchase, (c) brand image is a self image reflection and a symbol to consumers themselves and others, and (d) brand image delivers a relative product information to assist consumers making purchase decisions. In sum, brand image is unique product recognition. It provides a certain level consumers satisfaction and guarantee and increase purchase intention. Brand image is a trademark which can distinguish a product and a service from competitors, and it is a name, a design, and a color to present a company.

Dobni and Zinkhaml (1990) believe that brand image is a consumer's basic perception, and he or she will set up a subjective judgment on a brand no matter it is sensational or emotional. Moreover, brand image is a brand association and a combination of brand node and informational node in a consumer's memory (Keller, 1993). A brand with good image can acquire consumers' preference and buy a product because it makes them feel safe and trustable. Kamins and Marks (1991) suggest that if consumers have a good and preferable brand image to a product, they will have higher purchase intention, and if a product is familiar to consumers, they will have more confidence to buy it (Laroche, Kim, & Zhou, 1996). In addition, researches suggest that brand image is often discussed in three dimensions: functional benefits, symbol benefits, and experience benefits. Functional benefits are intrinsic advantages and correspond to on product-related attributes that satisfy the consumers' basic needs (Park, Jaworski, & MacInnis, 1986; Wang, 1997; Park, Millberg, & Lawson, 1991; Keller, 1993). Symbol benefits are added benefits and reflect on non-product-related attributes that satisfy consumers' internal needs and self-concepts (Park, Jaworski, & MacInnis, 1986; Keller, 1993; Aaker, 1996; Wang, 1997). Experience benefits are how it feels to use a product or a service and correspond to product-related and non-product-related attributes that bring subjective satisfaction to consumers (Park, Jaworski, & MacInnis, 1986; Keller, 1993; Wang, 1997).

Brand Equity

When the term "brand equity" emerged in 1980, it made brand marketing become more popular and received high attention to many organizations in the market. According to American marketing Association (AMA), brand is the sum of a name, symbol, and design that help consumers to identify one seller's products or services, and it makes differences with those of other sellers. Brand is an explanation to a physical object, and it is very abstract which exists with a product (Kim, 1990). Brand equity evaluation can be measured from the viewpoints of manufacturers, distributors, and consumers (Farquhar, 1990). Brand equity, brand image, and brand personality are often used interchangeably (Kim, 1990). In addition, Keller (1993) suggests that brand equity can be defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand (p.1)", and Keller further proposes three important

concepts: (a) consumers brand knowledge is an associative network memory model that composes brand awareness and brand image (i.e., a set of brand associations), (b) the differential effect means when consumers face identical marketing activities, they will use their brand knowledge to evaluate the differences, and (c) consumers' reaction to marketing activities is recognition, preference, and action. Furthermore, Lassar, Mittal, and Sharma (1995) believe there are five important considerations to define brand equity: "(1) brand equity refers to consumer perceptions rather than any objective indicators, (2) brand equity refers to a global value associated with a brand, (3) the global value associated with brand stems from the brand name and not only from physical aspects of the brand, (4) brand equity is not absolute but relative to competition, (5) brand equity positively influences financial performance" (p.12). Aaker (1991) considers that brand equity consists of brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets which are a set of assets to create value. Because each asset is so important to customers and manufacturers, managers have to understand how brand value is produced in order to attain more effective management. Brand equity will also influence brand loyalty. Brand loyalty refers that consumers are willing to repurchase a product (Beatty & Kahle, 1988; Aaker, 1991; Liu, 2002; Lo 2003; Fang, 2004).

To sum up, brand equity can be measured in four dimensions: brand loyalty, brand awareness, perceived quality, and brand associations. Brand awareness means that consumers chose to buy a familiar and well known brand (Aaker, 1991; Keller, 1993; Cobb-Walgren, Ruble, & Donthu, 1995; Liu, 2002; Lo, 2003; Fang, 2004). Perceived quality indicates that consumers have an overall recognition and a subjective satisfaction to a brand (Martin & Brown, 1990 ; Aaker, 1991; Lassar, Mittal, & Sharma, 1995; Cobb-Walgren, Ruble, & Donthu, 1995; Chen & Chang, 2001; Fang, 2004). Brand association signifies that anything that is associated with brand is impressed deeply in consumers mind (Aaker, 1991; Lassar, Mittal, & Sharma, 1995; Cobb-Walgren, Ruble, & Donthu, 1995; Fang, 2004).

Price Promotion

Price promotion is often used in marketing strategies. Its purpose is to stimulate consumers buying intention, regular price, and sales amount (Mulhern & Padgett, 1995). Businesses must prod consumers to buy a product or a service immediately by using a lot of promotional activities because consumers are often affected by internal and external environments (Kotler, 2000). In addition to price reduction, there are many other ways in promotion activities. Beem and Shaffer (1981) divided promotional inducements into three types: (1) providing inducements equalize product itself, e.g., buy one get one, (2) providing inducements relate to price, eg., coupons and discounts, and (3) providing inducements do not relate to price, eg., premiums, contests and sweepstakes. Kotler (2000) also categorizes sales promotions into consumer promotion, trade promotion, and sales force promotion. Consumer promotion encourages consumers to use trials to buy more products. Trade promotion induces retailers to stock new products and keeps higher inventories in low seasons. Sales force promotion stimulates middlemen to increase their stocks and develops new sales locations. Davidson (1987) assumes that the timing of inducement can be either immediate or delayed. Immediate inducements mean when consumers take action they can receive inducements right away, and delayed inducements mean when consumers take action they can receive inducements in a period time. Quelch (1989) divides sales promotion tools into promotional packages, premiums and bonus packs, rebates and coupons, mailing gifts, and mileage bonus. Promotions packages refer price deduction to a consumer. Bonus packs can make consumers feel adding value to products. Rebates and coupons will postpone price reduction inducements. Mailing gifts and mileage bonus are to delay the adding value of products.

In additional to immediate and delayed inducements, Shimp (1997) considers inducements can also be focused on marketing objectives including and divides sales promotion tools into (a) immediate inducements such as sample uses, instant coupons, and display coupons and (b) delayed inducements such as mailing coupons and free gifts, (c) immediate incentives such as price deductions, bonus packs, and gifts, (d) delayed incentives use such as coupons for other products and rebates, and (e) delayed intensity such as contests and rewards. Inducements can also be classified into monetary and nonmonetary inducements (Campbell & Diamond, 1990). Moreover, price promotion can be measured in four dimensions: (1) immediate price deduction means that price reflects on product and consumers can understand the message of price reduction directly (Davidson, 1987; Quelch, 1989; Aaker, 1996; Shimp, 1997). (2) instant adding value refers that consumers can fell installment benefits by using products first and paying after (Davidson, 1987; Quelch, 1989; Aaker, 1996; Shimp, 1997), (3) delayed price deduction signifies a direct price promotion that consumers

can obtain cash backs when their purchases achieve certain amounts (Davidson, 1987; Quelch, 1989; Aaker, 1996; Shimp, 1997), and (4) delayed adding value indicates members can enjoy a free or discount repair charge (Davidson, 1987; Quelch, 1989; Aaker, 1996; Shimp, 1997).

Purchase Intention

Engel, Blackwell and Miniard (1995) suggest that the most recognized consumer purchase decision-making model can be divided into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. Purchase intention evaluates consumer purchase possibility to a product (Dodds, Monroe, & Grewal, 1991; Schiffman & Kanuk, 2000). The higher the purchase intention is, the more purchase willingness is. Zeithaml (1988) also indicates that perceived value will influence purchase intention, and the higher the perceived value, the higher the purchase intention. Chi, Yeh, and Yang (2009) find that perceived quality will mediate the effects between brand awareness and purchase intention. Chi, et al. (2009) points out when a product has a well known brand name, it can win consumers' preferences and increase their purchase intention. Thus, businesses ought to build a brand and promote its brand equity through sales promotion, advertising, and other marketing activities. Engel, et al. (1995) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that consumers make all decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop.

Brand Equity, Advertising Endorser, and Purchase Intention

Aaker and Keller (1990) identify that when a product has high brand awareness and brand image, a price reduction can receive better consumer attentions and purchase intentions. From past studies in brand attitude and brand awareness, researchers found that exposure effect can increase brand value. Anand (1988) testifies that exposure effect is one of important factors in change of consumers' preferences and attitudes, and Laroche (1996) also confirm that exposure effect will impact brand knowledge, brand attitude, brand awareness, purchase intention, and confidence. Thus, an advertising spokesperson often emerges on TV commercials, Newspapers, or Magazines advertisements to endorse products. In addition, McCracken (1989) argues that consumers process advertising messages from their impression on endorsers and make decisions, and endorsers' image will transfer to brand image that makes celebrity endorsements function so well. Atkin and Martin (1983) find celebrity endorsements can receive better advertising affection on endorsed products. Kamins (1989) suggests that when advertising endorsers and products are highly fitted, it will have better brand attitude and consumer purchase intention.

Aaker (1991) proposes that brand equity will influence consumer purchase intention, and consumers will buy a brand product at a high price or buy a brand product continuously when a product has high brand equity. It indicates brand equity and purchase intention are a positively related. Martin and Monroe (1994) also point out that consumer perception will affect price fairness under sales promotion. Consumers will compare sales price from internal references or compare the price paid by others for the same product, and if they find a discrepancy, perceived price inequity is more likely to result and influence purchase intention (Martin & Monroe, 1994). Chen (1998) concludes that brand equity will be affected by sales promotions, and different promotion tools are significantly related to brand equity. Miciak and Shanklin (1994) pinpoint that celebrity endorsers can acquire consumers' recognition, and endorsers' popularity is believed to be an important source to change consumers' preferences, attitudes, and purchase intentions.

RESEARCH METHODOLOGY

Research Framework

According to research purposes and literature reviews, the study proposes the research frame as shown in Figure 1. Brand equity, brand image and sales promotion are the independent variables, and advertising endorser is the mediating variable.

Research Hypotheses

H1: Brand equity will significantly affect advertising endorser.

H2: Brand image will significantly affect advertising endorser.

H3: Advertising endorser will significantly affect purchase intention.

H4: Sales promotion will significantly affect brand equity.

H5: Sales promotion will significantly affect purchase intention.

H6: Advertising endorser will mediate the relationship between brand image and purchase intention.

H7: Advertising endorser will mediate the relationship between brand equity and purchase intention.

Figure 1. Research Framework

Research Design and Instrument

The study designs fifty-three questions in six parts including advertising endorser, brand image, brand equity, price promotion, purchase intention and individual information to collect data. The measuring scale adopts a 7-point Likert scale from 7 to 1 representing strong agree, agree, somewhat agree, no opinion, somewhat disagree, disagree and strong disagree. The measurements of advertising endorser were referred from the study of Ohanian (1991), Chou and Yu (2004), Park, Jaworski and MacInnis (1986), brand image was referred from the study of Chu (1999), and Lu(2004), brand equity was referred from the study of Aaker (1991), Fang (2004) and Huang (2002), price promotion was referred from the study of Aaker (1996), Quelch (1989), Chen (2004), Chan (2005), and purchase intention was referred from the study of Zeithaml (1988), Chen (2004), and Wu (2006).

Sampling

The study first enacted a pilot test, and the Cronbach's α was all over 0.7. Then, 300 questionnaires were dispatched to consumers shopping in 3C hypermarket retailers where they locate in Chiyi, Tainan, Koahiong, Pingtung from August 8, 2008 to September 26, 2008. Excluding invalid questionnaires 85, totally 215 copies were collected. The effective response rate was 71.7%.

RESEARCH ANALYSIS AND RESULT

Factory Analysis and Reliability Analysis

The study uses principal component analysis with Varimax rotation to extract major factors. The item will be extracted, when the eigenvalues are greater than 1 and the cumulative explained variance exceed 60% (Wu, 2000). As a result, three factors were extracted in advertising endorser including reliability, attractiveness, and specialty. The cumulative explained variance is 76.833%. Two factors were extracted in brand image including symbolic image and functional image. The cumulative explained variance is 65.401%. Two factors were extracted in brand equity including loyalty and popularity and perceived quality. The cumulative explained variance is 60.601%. Three factors were extracted in price promotion including immediate price reduction and delayed value adding, instant value adding,

delayed price reduction. The cumulative explained variance is 72.731%. In addition, the cumulative explained variance for purchase intention is 77.184%.

Table 1: Factor Analysis and Reliability

Variables	Items	Rotation Sums of Squared Loadings (Cumulative, %)	Cronbach's α
Advertising Endorser (AE)			
AE-Reliability	3	28.188%	0.9015
AE-Attractiveness	3	52.986%	0.8088
AE-Specialty	3	76.833%	0.7932
Brand Image			
BI-Symbolic image	5	34.633%	0.8359
BI-Function image	4	65.401%	0.8397
Brand Equity (BE)			
BE-Loyalty and popularity	8	37.191%	0.8954
BE-Perceived quality	4	60.601%	0.8063
Price Promotion (PP)			
Immediate price reduction and delayed value adding	6	28.345%	0.8674
PP-Instant value adding	3	50.996%	0.9083
PP-Delayed price reduction	3	72.731%	0.8634
Purchase Intention	5	77.184%	0.9256

Regression Analysis

The study uses simple regress analysis to examine the relationship among brand equity, brand image, advertising endorser, price promotion, and purchase intention. As shown in Table 3, brand equity ($\beta=0.584$, $p<0.001$) and brand image ($\beta=0.552$, $p<0.001$) significantly and respectively affect advertising endorser. In addition, advertising endorser ($\beta=0.638$, $p<0.001$) significantly affects purchase intention. Brand equity ($\beta=0.571$, $p<0.001$) and purchase intention ($\beta=0.575$, $p<0.001$) are significantly and respectively affected by price promotion. Therefore, H1, H2, H3, H4, and H5 are supported.

Table 3: Regression Analysis

Dimensions/Variables	β	R^2	t	F	Sig.
Brand equality to advertising endorser	0.584***	0.341	10.503	110.318	0.000
Brand image to advertising endorser	0.552***	0.301	9.661	93.334	0.000
Advertising endorser to purchase intention	0.638***	0.404	12.082	145.985	0.000
Price promotion to brand equity	0.571***	0.323	10.160	103.234	0.000
Price promotion to purchase intention	0.575***	0.327	10.254	105.254	0.000

* $p<0.05$, ** $p<0.01$, *** $p<0.001$

Mediating Test

The study follows Baron & Kenny (1986, p.1177) suggestions to examine the mediating effects in three steps: (1) the independent variable must be shown to affect the dependent variable in the first equation, (2) second, the independent variable must affect the mediator in the second equation; and (3) the mediator must affect the dependent variable in the third equation. If these conditions all hold in the predicted direction, then the effect of the independent variable on the dependent variable must be less in third equation than in the second. Perfect mediation holds if the independent variable has no effect when the mediator is controlled.

In order to test hypothesis six (H6) whether brand image will affect purchase intention through advertising endorser, the study first let brand image be the independent variable, and advertising endorser be the dependent variable. The results show that brand image (symbolic image and functional image) is significantly and positively affected to reliability, attractiveness and specialty ($\beta = 0.519$, $p<0.001$, $\beta= 0.426$, $p<0.001$; $\beta=0.499$, $p<0.05$; $\beta=0.223$, $p<0.05$, $\beta= 0.259$, $p<0.001$, $\beta= 0.320$, $p<0.001$). Step 2, brand image is the dependent variable, and purchase intention is the

independent variable. The results indicate that brand image (symbolic image and functional image) is significantly and positively affected to purchase intention ($\beta= 0.644, p<0.001$; $\beta= 0.477, p<0.001$). Moreover, advertising endorser (reliability, attractiveness, and specialty) is significantly and positively accounted for purchase intention ($\beta= 0.485, p<0.001$; $\beta=0.471, p<0.001$; $\beta= 0.248, p<0.001$). Step3, the study regresses with purchase intention on brand image by adding mediating variable, advertising endorser. Advertising endorser (reliability, attractiveness) is significantly and positively accounted for purchase intention ($\beta=0.207, p=0.000<0.05$; $\beta=0.345, p=0.000<0.05$; $\beta=0.199, p=0.000<0.05$; $\beta=0.384, p=0.000<0.05$) brand image (symbolic image and functional image) is significantly and positively affected to purchase intention. The results demonstrate that β value of purchase is less than in the second model ($\beta=0.536, p=0.000<0.05$; $\beta=0.544, p=0.000<0.05$; $\beta=0.621, p=0.000<0.05$; $\beta=0.330, p=0.000<0.05$; $\beta=0.391, p=0.000<0.05$; $\beta=0.443, p=0.000<0.05$) (See Table 4). Therefore, hypothesis six is supported.

Table 4: Regression of Brand Image and Advertising Endorser on Purchase Intention

Variables		Model 1			Model 2		Model 3		
		Advertising Endorser			Purchase Intention	Purchase Intention	Purchase Intention		
		Reliability	Attractiveness	Specialty					
Image Brand	Symbolic	.519* (.000)	.499* (.000)	.259* (.000)	.644* (.000)	--	.536* (.000)	.544* (.000)	.621* (.000)
	Functional	.426* (.000)	.223* (.000)	.320* (.000)	.477* (.000)	--	.330* (.000)	.391* (.000)	.443* (.000)
Endorser Advertising	Reliability	--	--	--	--	.485* (.000)	.207* (.001)	.345* (.000)	--
	Attractiveness	--	--	--	--	.471* (.000)	.199* (.001)	.384* (.000)	--
	Specialty	--	--	--	--	.248* (.000)	.087 (.107)	.107 (.094)	--
Adj. R ²		.293	.245	.104	.433	.301	.469		
F		45.251	35.726	13.467	82.663	31.664	38.831		
d.f.		(2.212)	(2.212)	(2.212)	(2.212)	(3.211)	(5.209)		

*p<0.05, **p<0.01, ***p<0.001

In addition, in order to test hypothesis seven (H7) whether brand equity (loyalty and popularity and perceived quality) will affect purchase intention through advertising endorser, the study first let brand equity be the independent variable and advertising endorser be the dependent variable. The results show that brand equity is positively affected to reliability, attractiveness, specialty ($\beta= 0.495, p<0.001, \beta= 0.485, p<0.001; \beta= 0.510, p<0.001, \beta= 0.401, p<0.001; \beta= 0.283, p<0.001, \beta= 0.485, p<0.001$). Second, the study tests whether brand equity affects purchase intention and whether advertising endorser affects purchase intention. The results signify that brand equity and advertising endorser are positively affected to purchase intention ($\beta= 0.708, p<0.001; \beta= 0.680, p<0.001; \beta=0.485, p=0.000<0.05; \beta=0.471, p=0.000<0.05; \beta=0.248, p=0.000<0.05$). Third, the study regresses with purchase intention on brand equity by adding mediating variable, advertising endorser. The results demonstrate that advertising endorser (reliability, attractiveness) and brand equity are positively affected to purchase intention, and β value of the regression decreases ($\beta= 0.619, p<0.001; \beta= 0.632, p<0.001; \beta= 0.693, p<0.001; \beta= 0.582, p<0.001; \beta= 0.586, p<0.001; \beta= 0.663, p<0.001$). Thus, H7 is supported that advertising endorser will mediate the relationship between brand equity and purchase intention (See Table 5).

Table 5: Regression of Brand Equity and advertising endorser on Purchase Intention

Variables		Model 1			Model 2		Model 3		
		Advertising Endorser			Purchase Intention	Purchase Intention	Purchase Intention		
		Reliability	Attractiveness	Specialty					
Brand Equity	Loyalty and Popularity	.495* (.000)	.510* (.000)	.283* (.000)	.708* (.000)	--	.619* (.000)	.632* (.000)	.693* (.000)
	Perceived Quality	.485* (.000)	.401* (.000)	.485* (.000)	.680* (.000)	--	.582* (.000)	.586* (.000)	.663* (.000)
Advertising Endorser	Reliability	--	--	--	--	.485* (.000)	.179* (.001)	.203* (.000)	--
	Attractiveness	--	--	--	--	.471* (.000)	.148 (.008)	.236* (.000)	--
	Specialty	--	--	--	--	.248* (.000)	.052 (.308)	.061 (.246)	--
Adj.R ²		.280	.260	.087	.573	.301	.583		
F		42.703	38.508	11.203	144.390	31.664	60.811		
d.f.		(2.212)	(2.212)	(2.212)	(2.212)	(3.211)	(5.209)		

*p<0.05, **p<0.01, ***p<0.001

CONCLUSION AND SUGGESTION

The purposes of this study is to understand whether advertising endorser will affect consumer purchase intention, and whether price promotion will influence brand equity and consumer purchase intention. The results reveals that (1) brand equity has a significant influence on advertising endorser, (2) brand image has a significant influence on advertising endorser, (3) advertising endorser has a significant influence on purchase intention, (4) price promotion has a significant influence on brand equity, (5) price promotion has a significant influence on purchase intention, (6) advertising endorser mediates the relationship between brand image and purchase intention, and (7) advertising endorser mediates the relationship between brand equity and the purchase intention. The study also suggests that the reliability and attractiveness of advertising spokesperson bring the most influence power to consumer purchase intention. For example, Acer Corporation uses Chien-Ming Wang, the world famous pitcher in the New York Yankees as an advertising endorser in 2008. As a result, the company has successfully made its customers' average age reduce 3.5 years old and sales increase 10 percent. Therefore, advertising endorser can create topics from marketing campaigns and connect brand with consumers because a brand will imprint on consumers mind and transfer their feelings on a product. In addition, people often see advertisements on TV or from Newspapers. Sellers hope to use popularity, specialty, and attractiveness of an advertising endorser to catch consumers' eyesight in a short and increase brand awareness and purchase intention. NIKE uses Michael Jordan as an advertising endorser and produces a series of products. When his fans see any product which is related with him, they will buy it. From this view, one can understand the importance of the reliability and attractiveness of an advertising endorser. Accordingly, it is suggested that sellers should use a highly reliable endorser (e.g. an idol or a famous athlete) to endorse their products to increase consumers' purchase intention.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Aaker, D. A. (1996). Measuring brand equity across product and markets. *California Management Review*, 38(3), 102-120.
- Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27-41.
- Anand, P., Holbrook, M.B., & Stephens, D. (1988). The Formation of affective judgments: The cognitive affective model versus the independence hypothesis. *Journal of Consumer Research*, 15, 386-391.
- Atkin, C., & Martin, B. (1983). Effectiveness of celebrity endorsers. *Journal of Advertising Research*, 23(1), 57-61.
- Baron, R. M. & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical consideration. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.

- Beatty, S. E., & Kahle, L. R. (1988). Alternative hierarchies of the attitude-behavior relationship: The impact of brand commitment and habit. *Journal of the Academic of Marketing Science*, 16, 1-10.
- Biswas, D., Biswas, A., & Neel, D. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions. *Journal of Advertising*, 35(2), 17-31.
- Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: concepts, methods, and strategies*. Englewood Cliffs, N.J.: Prentice Hall.
- Beem, E. R., & Shaffer, H.J. (1981). Triggers to Customer Action-Some Elements in a Theory of Promotional Inducement. *Marketing Science Institute*, 81-106.
- Blackston, M. (1992). Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 5(6), 79-83.
- Campbell, L., & Diamond, W. D. (1990). Framing and sales promotion: the characteristics of a good deal. *Journal of Consumer Marketing*, 7(4), 25-31.
- Chan, K. C. (2005). *The influences of price promotion, and celebrity endorser on brand equity and willingness to purchase*. Unpublished master thesis, Tatung University, Taiwan.
- Chen, C. H. & Chang, Y. W. (2001). The impact of brand associations on brand equity. *Journal of management*, 18(1), 75-98
- Chen, J. L. (1998). *The effect of sales promotion on brand equity*. Unpublished master thesis, National Yunlin University of Science and Technology, Taiwan.
- Chen, Y. F. (2004). *The effects of price promotion, perceived value and store image on consumers' purchase intention- A case of 3c chain home appliances in greater Taipei*. Unpublished master thesis, Aletheia University, Taiwan.
- Chernatony, L. D., & McWilliam, G., (1989). The varying nature of brands as assets: Theory and practice. *International Journal of Advertising*, 8(4), 339-350.
- Chi, H. K., Yeh, H. R. & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: the mediating effect of perceived quality and brand loyalty. *Journal of International Management Studies*.4(1),135-144.
- Chou, C. L., & Yu, C. C. (2004). The impact of celebrity spokesperson's perceived image on advertisement. *Journal of Communications Management*, 5(3), 45-60.
- Chu, C. H. (1999). *The influences of promotional advertising, brand image and consumers shopping orientation on advertising effect*. Unpublished master thesis, Tung Wu University, Taiwan.
- Cobb-Walgren, R., & Donthu (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25-40.
- DeSarbo, W. S., & Harshman, R. A. (1985). Celebrity-brand congruence analysis. In Leigh, J.H., & Martin, Jr. C. R. (Eds.), *Current issues and research in advertising* (pp.17-52). Ann Arbor, MI: The University of Michigan.
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17, 110-119.
- Davidson, J. H (1987). *Offensive marketing: How to make your competitors follow*, (2nd ed.). England: Gower Publishing Company Limited.
- Dodds, K. B Monroe, & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319.
- Engel, J. F. Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*, (8th ed.). New York: Dryden Press.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2001). *Consumer behavior*, (11th ed.). Forth Worth: Dryden.
- Fang, P. Y. (2004). *A Research of relationships among recreation satisfaction, brand commitment and brand equity of theme park*. Unpublished master thesis, Chaoyang University of Technology, Taiwan.
- Farquhar, P. H. (1990). Managing brand equity. *Journal of Advertising Research*, 30(4), 7-12.
- Freiden, J B. (1984). Advertising spokesperson effects: An examination of endorser type and gender on two audiences. *Journal of Advertising Research*, 24, 33-41.
- Goldsmith, R. E., Lafferty B. A., & Newell, S J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43-54.
- Huang, W. J. (2002). *Relationships among image strategy, brand equity and customer lifetime value-an empirical study on coffee chain stores type*. Unpublished master thesis, Chung Yuan Christian University, Taiwan.
- Joseph, W. B. (1982). The credibility of physically attractive communication: A review. *Journal of advertising*, 11, 15-24.
- Kim, P. (1990). A perspective on brands. *Journal of Consumer Marketing*, 7(4), 20-30.
- Kotler, P. (2000). *Marketing management: Analysis, planning, implementation, and control*, (10th ed.). New Jersey: Prentice-Hall.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer based brand equity. *Journal of Marketing* 57, 1-22.

- Kamins, M. A., & Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar and unfamiliar brands. *Journal of the Academy of Marketing Science* 19(3), 177-185.
- Kolter, P. (2000). *Marketing management*, (11th ed). New Jersey: Prentice-Hall.
- Kamins, M. A., Brand, M. J., & Hoeke, S. A. (1989). Two-sided versus one-sided celebrity endorsements: The impact. *Journal of Advertising*, 18(2), 4-11.
- Lafferty, B. A., & Goldsmith, R. E.. (1999). Corporate credibility's role in consumer's attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad. *Journal of business Research*, 44(2), 109-116.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19.
- Laroche, M., C. Kim, and L. Zhou. (1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37(2), 115-120.
- Liu M. F.(2002). *A study on the determinants of store brand equity*. Unpublished master thesis, Tamkang University, Taiwan.
- Lo, H. H. (2003). *A study on the determinants of theme park brand equity*. Unpublished master thesis, Nanhua University, Taiwan.
- Lu, W. C. (2004). *Brand attitude formalization through brand elements and spokesperson: The case of ladies' fashion industry*. Unpublished master thesis, Ming Chuan University, Taiwan.
- Martin, G. S., & Brown, T. J. (1990). In search of brand equity: The conceptualization and measurement of the brand impression construct. In Childers, MacKenzie, Leigh, Skinner, Lynch Jr, Gatignon, Fisk and Graham, (Eds). *Marketing Theory and Applications*, 2, 431-438.
- Martin, M., & Monroe, K. B. (1994). Perceived price fairness: A new look at an old construct. *Advances in Consumer Research*, 21, 75-78.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321.
- Mulhern J. F., & Padgett , D. T. (1995). The relationship between retail price promotion and regular price purchases. *Journal of Marketing*, 59, 83-90.
- Miciak, A. R., & Shanklin, W. L. (1994). Choosing Celebrity Endorsers. *Marketing Management*, 3, 50-60.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers perceived expertise: Trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Patzer, G.L. (1983). Source credibility as a function of communicator physical attractiveness. *Journal of Business Research*, 11(2), 229-241.
- Park, C. W., Joworski, B. J. & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing Research*, 22, 135-145.
- Park, C. W., Millberg, S. & Lawson, R. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *Journal of Consumer Research*, 18, 185-193.
- Quelch, J. A. (1989). *Sales promotion management*. Englewood Cliffs, N.J.: Prentice-Hall, INC.
- Schiffman, L.G., & Kanuk, L.L. (2000). *Consumer behavior*, 7th ed. Prentice Hall.
- Shimp, T. A. (1997). *Advertising, promotion, and supplemental aspects integrated marketing communications*, (4th ed.). Harcourt Brace, Chicago: Dryden Press
- Wang, D. K. (1997). *The relationship of brand concept image, advertising strategy, and brand equity*. Unpublished master thesis, Tung Wu University, Taiwan.
- Wu, C. H. (2006). *The moderating effect of brand evaluation on the relationship between the spokesperson's credibility and purchase intentions-The case of consumers in Chinese region*. Unpublished master thesis, Dayeh University, Taiwan.
- Wu, W. Y. (2000). *Business research methods*. Taipei : Hwatai.
- Wynn, G. W. (1987). The effects of a salesperson's credibility on other salespersons and sales manager. In Hawes, J. M., & Glisan, G. B. (Eds.). *Developments in marketing science*, 10, 353-358.
- Zajonc, R.B., & Markus, H. (1982). Affective and cognitive factors in preferences. *Journal of Consumer Research*, 9, 123-131.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.