

The Influence of Sales Promotion, Perceived
Product Quality and Hedonic Perception on
Consumers' Purchase Intention - The Moderating
Effect of Brand Awareness

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Quality and Hedonic Perception on Consumers' Purchase
Intention - The Moderating Effect of Brand Awareness

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Awareness

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DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 18587 words.

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DEDICATION

I wish that this research project will be dedicated to my families. Throughout the entire process of this research, my families support, motivate and encourage me, therefore I can complete my research project.

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PREFACE

In order to complete the master degree studies, in the final year of Master of Business Administration students are required to implement a research project of MKMA 25106. The title of research project is “The Sales Promotion, Perceived Product Quality and Hedonic Perception on Consumers’ Purchase Intention - The Moderating Effect of Brand Awareness”.

The main purpose of this study is to figure out the factors that affecting the attitude towards sporting products of consumers and their purchase intention in Taiwan. Researchers have investigate three main independent variables such as sales promotion, perceived product quality and hedonic perception which have influence to affect consumer’ attitude towards sporting products. Also the brand awareness acts as the role of moderating effect that will affect the correlation between attitude towards sporting products and purchase intention.

During the process of conducting the research, researchers take several previous main studies as the basic reference. Because of the insufficient research and the limited information from these prior researches, researchers can have an opportunity to do the further investigation in term of the sporting markets in Taiwan. As a consequence, it is important to understand the different factors affecting customers’ attitude towards sporting products and purchase intention. Hence, this study can help different parties in developing better understanding on various customers’ attitude towards sporting products and most importantly, to provide the useful information for sports company to formulate more stable and utility strategies to attract consumers.

ABSTRACT

Because of the growth in exercise trend in Taiwan, not only for people who have begun to view the sports activities as an important issue and pay more attention on health and living in a higher quality life. Based on this trend, the sports markets in Taiwan have seized an opportunity to establish their markets. Therefore, the main purpose of this research is to examine the vital factors that will affect the consumer's attitude towards sporting products and their purchase intention in Taiwan. This research used online survey to distribute to 300 respondents and enrol them participating in the questionnaire.

The result revealed that sales promotion, perceived product quality and hedonic perception have a positive significant relationship to the consumers' attitude towards sporting products. Also, the brand awareness has influence the correlation between consumers' attitude towards sporting products and purchase intention. Therefore, according to the result, this research not only can provide important information of consumers' attitude towards sporting products for enterprises such as how do consumers they view the sporting products which are in the sales promotion or how do sporting companies they strengthen their brand image and store image to allow consumers aware of their brand when their brand shows up in front of them, but also help them to build up a greater competitive marketing strategy throughout the sports markets.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Chapter 1 has introduced the entire study through dividing it into research background, problem statement, research objectives, research questions, and significance of the research. Lastly, this chapter briefly summarized the research on each of chapter before concluding it.

1.1 Research Background

Nowadays, due to the growth in exercise trend in Taiwan, people begin to treat these kinds of activities as an important issue and pay more attention on health and living quality (HKTDC.com, 2014). Based on prior study, residents in Taiwan have a higher sports consciousness, they would rather engage in the activities that can enhance and strengthen their health (Chen & Huang, 2012). For example, people will participate in various outdoor activities such as jogging, hiking, and biking of physical exercise during leisure time, take the short vacation to go out of cities and travel to others countries (HKTDC.com, 2014). Most importantly, people are more enthusiastically to go to the gym to workout. This can tell that Taiwanese residents started to spend more time on promote a better living quality. As a result, sports and leisure activities have become more important in Taiwan. In other words, the sports industries have gradually developed and formed, and turned into a new trend market in Taiwan (Yu, 2011).

According to Yeh (2001), sporting industries described as the set of tangible products like sporting shoes and intangible products like the service that can meet the

consumers' demand on sporting products, and they can be substituted by other products. Steenkamp and Hofstede (2002) figured out that the sporting brands people in Taiwan tend to purchase were Nike, ADIDAS, and Under Armour. To respond this trend, these foreign sporting brands could enter to Taiwan market because the government of Taiwan interacted with these foreign firms which were interested in these sporting markets in Taiwan (Hanemann, Rosen, & Gao, 2016). As a result, these sporting brands of world seized an opportunity and established lots of stores in Taiwan where can be seen in many shopping areas, like shopping malls and the popular night markets. Moreover, sports and leisure industries have been changed due to current lifestyle of Taiwanese residents, the reason is that people nowadays not only buy the sporting products for exercise use but are more likely to buy high quality and fashion sense products (Chang, Chen & Liu, 2012). For instance, consumers are willing to wait in line and spend whole day in order to purchase a limited edition with fashionable and famous brand sneakers or desire in obtaining the products that endorsed by sports stars (Ying, Lin & Hsu, 2014). Therefore, the sports and leisure industries have led to do the prosperous research and development of sports products (Pink, 2008). To be specific, the sporting products have been designed and created to meet consumers' need.

In addition, in a competitive sporting market, industries need to organize the strategies to draw consumers and need to understand the decision making of consumer. This is because it is basic and essential for any business to understand consumers' behavior (Kotler, 2003). Also, sporting industries need to form a plan to attract the new consumers and potential consumers as well as retain existing consumers. For example, sporting industries in Taiwan used the strategy of athlete endorsement to attract consumers such as famous NBA players Lin is the spokesperson of Adidas in Taiwan (Wu, 2013), moreover than that, the stores of different foreign sporting brands frequently use sales promotions to draw customers. The reason is that it is one of the key plans in increasing sporting store traffic (Valette-Florence, Guizani, & Merunka, 2011). As a consequence, to maintain and build the relationship with consumers, sporting industries not only formulate the tactics but also broaden brand name, brand logo as well as brand image of these sporting industries by building with function of fashion and utility (Brown, 2009; Lee & Ho, 2011). Meanwhile, sporting industries

need to connect with this exercise trend to create another new world for sports and leisure industry to increase the consumers' desire in purchasing sporting goods in sports and leisure industries (Chang, Chen & Liu, 2012).

1.2 Current Situation of the Intention to Purchase Sporting Products

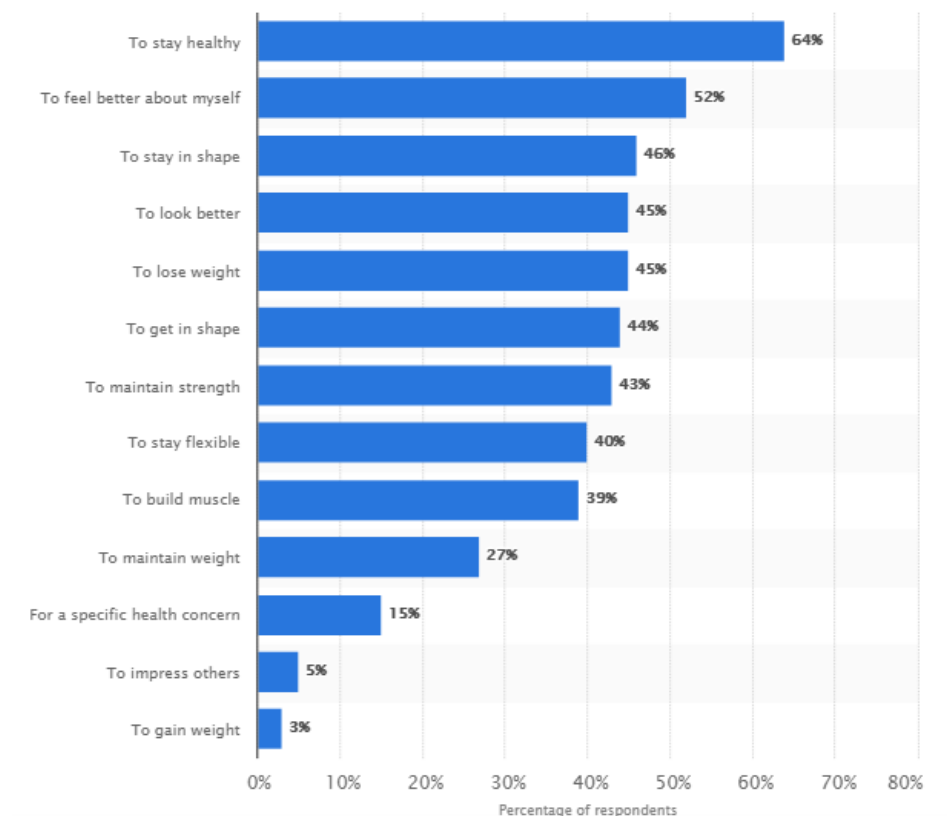


Figure 1.1: The personal goals of people Taiwan who pay more attention on exercise in 2018.

Source: The Statistical Portal, 2019

In Taiwan, there are many reasons for people to do exercise. Figure 1.1 above demonstrates the reasons why people go exercise in Taiwan in 2018. First of all, it can show that 46% of people go to exercise for staying in shape. Secondly, people with 52% thought that they would feel better for themselves during or after exercise. Moreover, the most reason that people love to go exercise was staying healthy, with 64% of people. Based on this result, it can prove that most people in Taiwan have focused more on exercise for spending more time on keeping body in health.

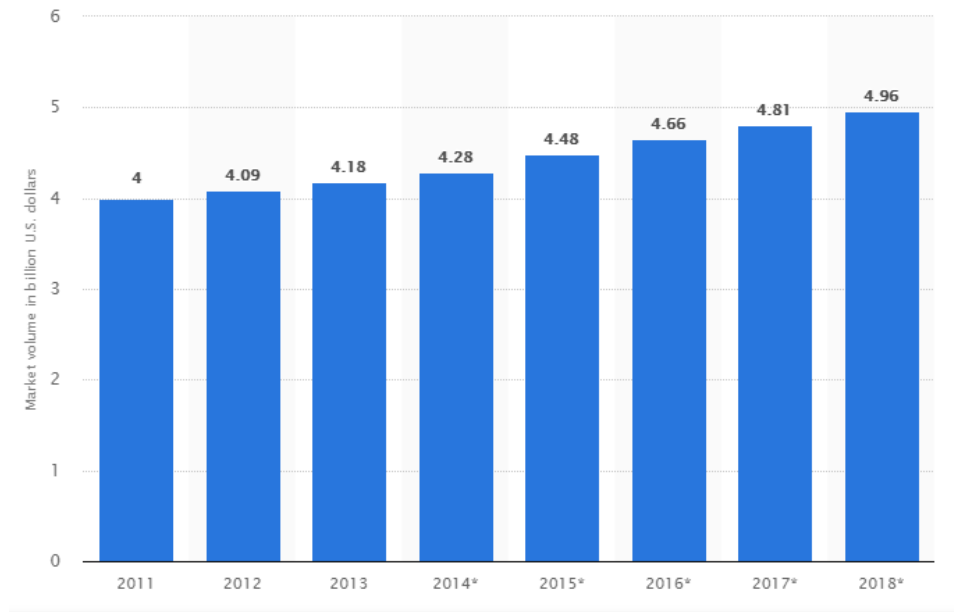


Figure 1.2: Market demand of sporting goods in Taiwan from 2011 to 2018 (in billion U.S. dollars)

Source: The Statistical Portal, 2019

When the trend of physical exercise has risen during these days in Taiwan, and people desire for purchasing sporting products with utility and fashion appearance so that they can not only for doing exercise but catching up with fashion trend. Referring to the Figure 1.2, it represents the market demand of people on sporting goods in Taiwan. Through this figure, it can tell that there is an increment from 2011 to 2018. To describe it further, people cost 4 billion U.S. dollars on sporting products by 2011 and up to 4.96 billion U.S. dollars in 2018. As a result, the figure clearly said that the demand of sporting products of people in Taiwan are growing

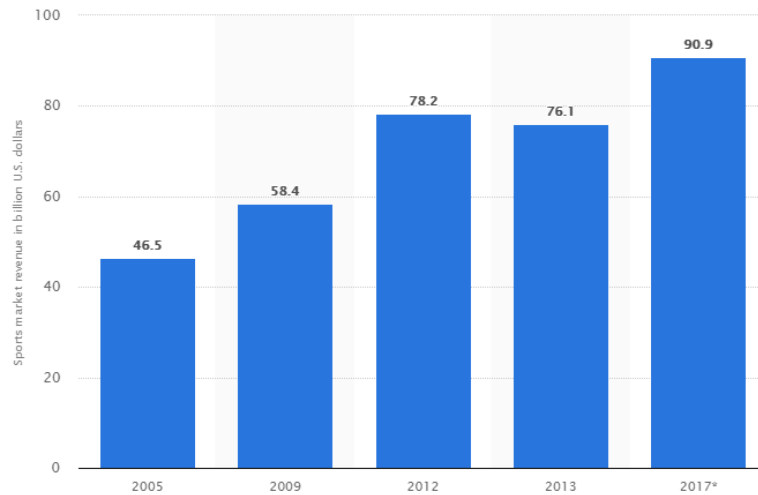


Figure 1.3: Total revenue of sporting market in Taiwan from 2005 to 2017 (in billion U.S dollars)

Source: The Statistical Portal, 2018

The Figure 1.3 depicts the revenue that generated through sporting market in Taiwan from 2005 to 2017. It can show that sporting market generated revenue of around 91 billion U.S. dollars in 2017. In other words, the market demand of sporting goods had obviously growth and had reached the highest revenue in 2017. Therefore, this figure can further understand the need of sporting goods for people in Taiwan also allow sporting industries to know the importance of sporting market in Taiwan, and draw up the strategies to increase their sales.

1.3 Problem Statement

This research has carried out because of the sporting markets have risen during these days. Most importantly, the sporting products are one of the most frequently purchased items in Taiwan. According to prior studies, there are many studies have do the researches on consumers' attitudes and behaviors toward products such as the products of organic products and apparels in Taiwan. Those researches based on the decision making process which including some attitudes or behaviors of buying and using products. The concept of consumers' attitudes and intentions are not fresh to audiences and researchers, which means that doing research on consumers' behaviors and consumers' attitudes basically understand the influential factors on purchasing decisions (Ramezani & Sali, 2016). Also, based on pervious researches, which have explored the factors of marketing that influence consumers' purchase intention (Filo, Lock, & Karg, 2015), such as demographics (Bennett, Ferreira, Lee, & Polite, 2009), brand equity (Underwood, Bond, & Baer, 2001; Watkins, 2014), motivators and constraints (Kim & Trail, 2010), reference group such as gender of the sports fans (Farrell, Fink, & Fields, 2011), and type of sports consumers (Sun, Youn, & Wells, 2004). The result shows that reference group is one of the important factors that have effect on the purchase intentions of sports consumers (Hoonsopon & Puriwat, 2016).

However, there were several studies in conducting some factors that will directly affect the consumers' attitude towards sporting products or moderate the correlation between attitude towards sporting products and purchase intention (Chiu, Lee & Won, 2014). Most research studies examined the consumers' attitude affect the purchase intention (Li & Zhang, 2002). Nevertheless, little studies do the investigation on sales promotion and hedonic perception that will affect consumers' attitude towards sporting products on purchase intention. Furthermore, brand awareness would be adopted to play a role as a moderating effect to influence consumers' attitude towards sporting products on purchase intention because brand awareness is a very important aspect towards purchase intention (Lee, Lee and Wu, 2011), and there are few studies have done. As a result, through the huge number of consumers in Taiwan are desiring for sporting goods, also the sporting markets have broaden wisely in Taiwan, further investigation is needed to understand and figure out what the influential factors

directly affect consumers' attitude towards sporting products on purchasing intention.

1.4 Research Question

1. What are the factors that affecting the consumer attitude towards sporting products and purchase intention?
2. How are the relationships between sales promotion, perceived product quality, hedonic perception and consumer attitude towards sporting products of the purchase intention?
3. Is there a relationship between consumer attitude towards sporting products and the purchase intention?

1.5 Research Objectives

1.5.1 General Objective

The fundamental objective of the study is to determine the factors that affecting the customer attitude towards sporting products and purchase intention. In order to figure out the result, researchers will examine three factors that affect attitudes towards sporting products which are sales promotion, perceived product quality and hedonic perception.

1.5.2 Specific Objective

1. To examine the relationship between sales promotion, perceived product quality, hedonic perception and the consumer attitude toward sporting products.
2. To analyze the relationship between the customer attitude towards sporting products and the purchase intention.
3. To analyze how the brand awareness affect the relationship between attitude

towards sporting products and purchase intention.

1.6 Significance of the Study

To take the women and girls' apparels as an example, the market demand of clothing for women and girls was considered as one of the popular categories that consumers purchased in Taiwan (Silverman, 2000). To date, the sporting market plays an important role in Taiwan due to the market demand and the sales of sporting market are continuing growing (Mullin, Hardy, & Sutton, 2000). Therefore, it is vital investigation for next generation sporting businesses to deeper know the value of markets in attracting new customers, and further understands interaction between consumers and sporting products.

Consumers' participation is important for sporting industries, without this, the market of sports which is valuable to consumers would not be generated. The purpose for this study is to find out the factors that affect consumers' attitude towards sporting products on purchasing intention. In order to differentiate and generate the revenue on the sporting products compare with other competitors, it is important to figure out the reason why consumers purchase sporting products. In other words, it is vital to investigate the behaviors of consumers, their attitude and their intention towards sporting products. From doing this process, company can deeper know how to formulate the strategies to draw customers. As a consequence, conducting this research will help marketers to excavate the factors that influence consumers 'attitude towards sporting products on purchasing intention. Hence, this study comes up with new ideas for the conclusions of many literatures, with comprehensive analysis in factors that can affect consumers' attitude towards sporting goods on purchasing intention.

Most importantly, the result of this study will contribute to sporting industries, sports markets as well as the sporting stores by providing more completed information of the behaviors and attitudes of consumers towards sporting products so that they can draw up and modify their marketing techniques and strategies to communicate with consumers, attract consumers and generate the store's sales. Also it can help them to

understand the consumers' behavior and then figure out the direction of how do businesses effectively increase their sports market demand in the future because of the methods that this research adopts, such as the manners of statistical, analytical methods and techniques to obtain the useful data. Therefore, throughout this research study, it can further help marketers to demonstrate their strength to maintain competitiveness within their competitors by identifying and analyzing the trend of sporting markets to meet consumers' need.

1.7 Chapter Layout

Chapter one presents the fundamental topic and specifically concentrates on the research of the study. In chapter one, readers can easily understand the introduction with the focus in the study and provides readers in a brief summary of research background. Problem statement is going to identify the variables that will be determined in the study. Following the research objective, questions, significance of study and hypothesis, which will develop to overcome the problem statements.

Chapter two is going to provide readers the literature review with existing literatures. It focuses on relevant subject area with explicitly review, opinion and comment from published information. With the relevant concepts and theories from reported work, researchers can accelerate the establishment of better conceptual framework to identify the relation between the variables in the problem statements.

Following is chapter three, methodology research is tested out via research design, data collection methods, sampling design, operational definitions of constructs, measurement scales, and methods of data analysis. The methodology research shows a discussion in detail management and analysis of collecting data for the study. Furthermore, sampling design, descriptive test, reliability test, Pearson correlation, multiple regression, homogeneity test and scale measurement are also included to conduct in this study.

Chapter four gives readers about the details of findings and the results on the data collected from the survey. The collected data is analyzed and applied in research

questions and hypotheses. Starting with a presentation and descriptive analysis like demographic information referring to the study population and sample while inferential analysis is used to determine the association among variables.

Chapter five gives readers a brief of the entire study. In chapter five, underlines the linkage from chapter one to chapter four, and concludes the conclusion of the study that includes summary description of the entire descriptive, inferential analyses and the results of hypotheses testing. Moreover, at the end of chapter five provides the suggestions to limitations and recommendations of the study for future expansion on the research.

1.8 Conclusion

To conclude in chapter one, readers can further understanding the definition of the sporting products and the influential factors that have impact on the consumer attitude towards sporting products on purchase intention, and readers can deeper knowing background of research. This problem statement of this research is to figure out the lacking research on factors of affecting attitude towards sporting products and their purchasing intention. The following chapter provides the detailing of literature review with existing literatures. On the other hand, chapter two also includes in recommended conceptual framework and discussing relationship between the variables which are determined.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Chapter two will be discussed with the literature review by using the previous studies and findings in terms of the research topic to support the relevant variables and theoretical framework. Besides, an outline of the proposed dependent variable, independent variables and moderating variables will be developed with the past studies. Lastly, a proposed conceptual framework and hypothesis development for each independent variable will be formulated and developed by providing the prior studies and researches.

2.1 Reviews of Relevant Intention to Purchase Theoretical Models

2.1.1 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is a widely applied model which indicated the processes by which attitudes and beliefs in showing a variety of behaviors. (Conner & Sparks, 1996; Godin & Kok, 1996). Figure 2.1 details that the prediction of consumer's perception affected an individual's decision to implement a particular behavior (Ajzen, 1991). Moreover, TPB theory is highly related to the health psychological, health behavior and the pro-environmental behavior (Zemore & Ajzen, 2014).

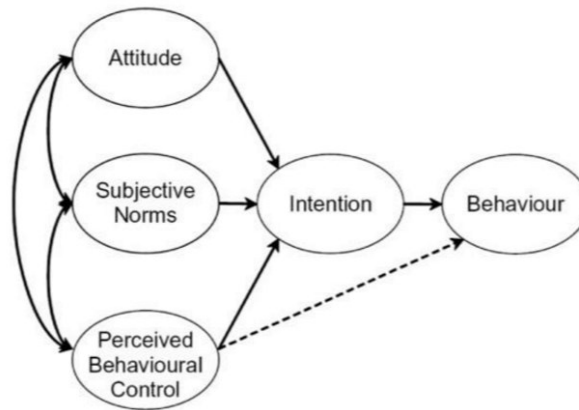


Figure 2.1: Theory of Planned Behavior

Source. From Ajzen, I. (1991). The theory of planned behavior: *Organizational behavior and human decision processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T).

TPB is the most suitable theory in understanding the relationship between intentions and behaviors when consumer is choosing the products (Kim, Njite, Hancer, 2013). The reason is that consumer based on the intention in making decision to show the behavior which influenced by attitude (Ajzen, 1991). Besides, according to Hagger, Chatzisarantis, and Biddle in 2002 suggested that the TPB can accurately predict purchase intention and behavior. Therefore, TPB can be used to measure the relationship between attitude toward sporting products and the purchase intention (Jackson, Smith, and Conner, 2003). Hence, this research will be used the TPB theory to explain and define the motivation or attitude of consumer in purchasing intention on sporting products. This study would like to measure few types of factors in attitude that will impact consumer's behavior.

Referring to the previous study, TPB can be used to apply the behavior of consumer who chooses sporting products (Cunningham and Kwon, 2003). The reason is that there are three main variables in TPB theory. First variable is attitudes toward behavior (ATB) which stated that behavior and behavior intention is influenced by an individual internal evaluation. The second variable is subjective norms (SN) which is the important voice from others. To be specific, behavior would be affected by the community of purchasers such as the perspective from friends and family. Lastly, the third variable is perceived behavioral control (PBC) that demonstrated the satisfaction from the consumer behavior (Ajzen, 1991). Therefore, based on these three variables,

can be further defined the factors that influence the consumer's purchase intention or decision on sporting products.

2.1.2 Modified Theory of Planned Behavior

Because of the world changed nowadays, the structure of TPB theory is different now. According to Figure 2.2, Nittala (2014) used it to explain their framework based on TPB theory. The Figure 2.2 illustrated that TPB theory can be not only used to measure the attitude, subjective norm and perceived behavioral control but also the other factors from external environment which are affected by others parties.

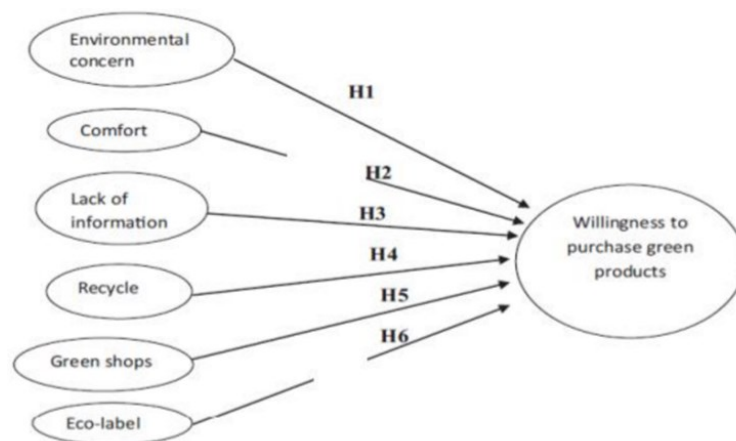


Figure 2.2: Concept of Willingness to Purchase Green Products

Source. From Nittala (2014). *Green Consumer Behavior of the educated segment in India*. Journal of International Consumer Marketing, 26(2): 138-152, DOI: 10.1080/08961530.2014.878205

2.2 Consumer Attitude and Purchase Intention Theory

According to Ajzen (1991) and Chen (2007), the behavioral intention could be known as the purchase intention. Hence, Figure 2.3 below is the conceptual model of TPB that was applied on the further theory framework which was adopted by the research of Chiu, Lee and Won (2014) and mainly conducted the study of Consumer behavior toward counterfeit sporting goods. It shows the factors that affect the attitude and lead to the purchase intention. Therefore, purchase intention on counterfeit sporting products was based on the factors which were individual's attitude.

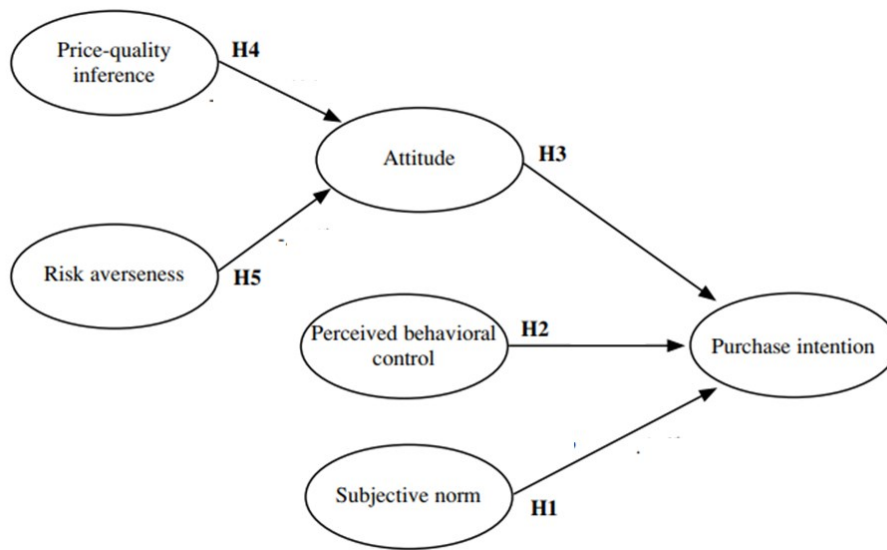


Figure 2.3: Conceptual Model

Source. From Chiu, W., Lee, K. Y., & Won, D. (2014). *Consumer behavior toward counterfeit sporting goods*. *Social Behavior and Personality: an international journal*, 42(4), 615-624.

In addition, previous studies had revealed that there were some factors that influence consumers' attitudes, such as price, quality, risk, materialism, and brand consciousness (Phau, Teah, & Lee, 2009). According to prior study, factors of consumer's attitude influences purchase intention were often used by many researchers (Ramezani & Sali, 2016). However, Chiu, Lee and Won (2014) did not find that sales promotion and hedonic perception are the factors that affect consumers' attitude towards sporting products on purchase intention. Also, brand awareness would be adopted to influence consumers' attitude towards sporting products on purchase intention. The reason is that brand awareness is a very important aspect towards purchase intention (Lee, Lee and Wu, 2011). Therefore, there is a necessary to conduct the research to figure out the strongest influence of consumer's attitude on purchase intention towards sporting products. As a result, sales promotion, perceived product quality, hedonic perception and attitude are the independent variables and the moderating variable such as brand awareness would be studied in this research model.

2.3 Proposed Theoretical Framework

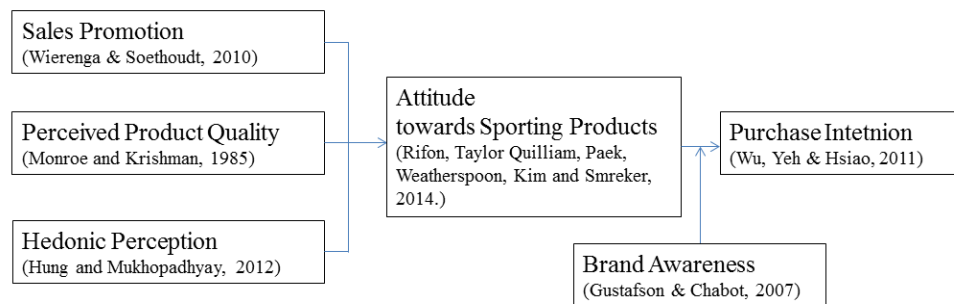


Figure 2.4: The influence of sales promotion, perceived product quality and hedonic perception on purchase intention towards sporting products- The moderating effects of brand awareness.

Figure 2.4 described the proposed theoretical framework for this research. This framework is modified and adopted from the article which named as “The influence of sales promotion, perceived product quality and hedonic perception on purchase intention towards sporting products- The moderating effects of brand awareness”. In addition, the framework combines with the theory of planned behavior and the edited framework of previous study (Chiu, Lee and Won, 2014). This research proposed a direction to investigate the association of independent variables, dependent variable and moderating variables when measuring the consumer’s attitude on purchase intention towards sporting products. There are four independent variables which are sales promotion, perceived product quality, hedonic perception and attitude that are used to measure purchasing behavior against sporting products. Meanwhile, brand awareness served as the moderating variable which moderates the relationship between attitude towards sporting products and purchasing intention. As a result, there are five hypotheses would be developed and tested for the relationship of each variable in the proposed framework for this research.

2.4 Hypotheses of the Study

H1_o: There is no significant negative relationship between sales promotion and attitude towards sporting products.

H1_A: There is a significant negative relationship between sales promotion and attitude towards sporting products.

H2_o: There is no significant positive relationship between perceived product quality and attitude towards sporting products.

H2_A: There is a significant positive relationship between perceived product quality and attitude towards sporting products.

H3_o: There is no significant positive relationship between hedonic perception and attitude towards sporting products.

H3_A: There is a significant positive relationship between hedonic perception and attitude towards sporting products.

H4_o: There is no significant positive relationship between attitude towards sporting products and purchase intention.

H4_A: There is a significant positive relationship between attitude towards sporting products and purchase intention.

H5_o: Brand awareness has no affect the relationship between attitude towards sporting products and purchase intention.

H5_A: Brand awareness affects the relationship between attitude towards sporting products and purchase intention.

2.5 Empirical Reviews of influence of Customer attitude on Purchase intention

2.5.1 Customer's Purchase Intention

According to previous studies, customer's intention bases on various consumer response behaviors (Ha and Lennon, 2010). Other study defined that customer's intention will lead to purchasing behavior (Bai, Law, & Wen, 2008). Referred to number of research studies, which have figured out that customer's intention plays an important role in purchasing behavior, measuring, and decision making processes (Ladhari, Brun, and Morales, 2008). In other words, once the consumers make a decision to buy the product, their mind will be trigger by their intention. To be specific, their behavior will be driven by the physiological motivation that fosters their respond which allow them to fulfill their need (Kim and Jin, 2001). Therefore, the customers' purchase intention is used to forecast the demanding of recent products for operation, production schedule management, advertising and costing policy (Morwitz, Steckel, & Gupta, 2007). Also, according to Huang and Su (2011), customer's purchase intention can be stated as a part of a consumer's cognitive behavior that makes a person have an expectation to purchase any product, which means that, when the value of a product perceived by consumers is higher, their intention to purchase it is higher (Kimery & McCord, 2002).

2.5.1 Sales Promotion

In a sporting store, price and special promotions are the attractive strategies that have been used to draw consumers (Grewal, Monroe, and Krishnan, 1998; Lichtenstein and Bearden, 1989). The reason is that it is one of the key plans in increasing sporting store traffic (Valette-Florence, 2011). Generally, promotions are used to impact customers directly in various ways and lead them to retine purchasing decision (Doyle & Saunders, 1985). Sales promotion can be divided into three ways such as price, monetary, and non-monetary promotion (Kotler, 2000). Each of different promotion can lead to different impacts on profitability and sales (Kim & Hyun, 2011). For example, sporting stores often use monetary such as short-term price discounts

and sometimes non-monetary like premiums and coupon packages to get a stronger and quicker buyer response (Kotler & Keller, 2006; Shih, 2010).

Compared with monetary promotion, non-monetary promotion can enhance the product quality in the long-term, as well as strengthen brand relationship with customers (Tong & Hawley, 2009). This is because consumers have a negative attitude effect towards the sporting store where is offering monetary promotion (Montaner & Pina, 2008). The reason is that the consumers evaluate the quality of the product based on the price (Kim & Hyun, 2011). To be specific, sporting stores offer the decrease prices or more quantities of products to consumers will result in the negative attitude of their mind towards the products quality. Although monetary can improve the sales in short period, it cannot provide the guarantee to consumers about the products quality (Kotler, 2000).

Sporting stores frequently use promotions especially monetary promotions such as price discounts to increase store traffic and stimulate purchase. However, it will lead to consumers have a negative attitude influence on perceptions of quality on products (Blattberg and Neslin, 1990). If a consumer purchases a product on price discounts, they often generate the negative fact that the products are on price discounts because it is a poorer quality products (Dodson, Tybout, and Sternthal, 1978). Therefore, the following hypothesis will be developed below:

H1: There is a significant negative relationship between sales promotion and attitude towards sporting products.

2.5.2 Perceived Product Quality

Based on previous study, product quality defined as consumers evaluate the quality that achieves the customers' expectations (Vanessa, 2007). According to Kotler (2000), product quality is the summation of all the distinctive features of a product that have an ability to satisfy consumer's both explicit and implicit needs. In other words, the product quality will deliver the specific characteristics to match consumers' individual needs. For example, some consumers prefer fashion design to functional design, and

they will concentrate on the quality of external appearance of the products.

Perceived product quality is the consumers' subjective satisfaction toward the overall quality of the certain products (Aaker, 1991), which means that consumers will measure whether the overall quality of the products match their perception. The reason is that consumers frequently choose the products that the quality is attracting them. Referring to Garretson and Clow (1999), consumers' perceived product quality influences their attitude towards the products. When consumers assess the quality of product to be high and they feel positive attitude towards the products (Oliver, 2010). To evaluate the quality of products with functions, materials, appearance and so on, is the standard processes of consumers' comprehensive evaluation (Hellier, Geursen, Carr, & Rickard, 2003). Therefore, it can extrapolate that perceived quality is the result of subjective judgment by consumers toward a product. Referring to McKain (2005), when consumers perceived higher quality toward the sporting product, will result in higher perceived value. As a result, higher perceived value will lead to the positive attitude towards the sporting product. Grunert, Bredahl, and Brunso (2004) believed that when choosing sporting products, consumers' past experiences and information result in the formation of expectations regard with product quality which influence their attitude towards sporting products. Also, Han (2013) believed that, perceived product quality is the major cognition dimensions that contribute to increase the positive attitude towards sporting products. Therefore, the following hypothesis will be developed below:

H2: There is a significant positive relationship between perceived product quality and attitude towards sporting products.

2.5.3 Hedonic Perception

Hedonic is the fun or pleasure triggered from people intrinsically motivated behaviors such as playing and attending the leisure activities that bring to people a happy emotion (Brown & Venkatesh, 2005). In other words, hedonic emotion is people who perceive external things that bring them fun, pleasurable, and enjoyable (Venkatesh, 2012). When a product, brand or service that drives consumers' feeling into excited or pleasurable moment, called hedonic perception (Sweeney & Soutar, 2001). Consumers believe that how well the hedonic level they perceive based on their reactions toward a product (Supphellen, 2000). Simultaneously, Sweeney and Soutar (2001) also figured out that hedonic perception is the strongest emotion of consumers when shopping in specific stores. The reason is that the hedonic feelings of personal emotions can be intense and positive toward the products, brands or store (Keller, 2001). Yoo and Chung (2002) revealed that the hedonic perception of shopping is not triggered by the products consumers want to purchase, but through the consumer's personal motives to visit a store for entertainment and emotional satisfaction. Consequently, consumers who shop in a physical store will generate the higher hedonic perception from their personal emotion (Nicholson, 2002).

On the other hand, numerous papers showed that there is an influence of hedonic perception on consumer attitude towards sporting products (Van Der Heijden, 2004; Thong, 2006). The reason is that consumers tend to have hedonic emotions during the consumption experience of a sporting product (Havlena & Holbrook, 1986; Holbrook & Hirschman, 1982). This means that hedonic emotion arises because the past experience allows consumers connect with a sporting product. As a result, if a sporting product distributes a hedonic moment to consumers that they perceived to be high, the higher positive attitude is induced toward a sporting product (Mathwick, 2001). Accordingly, consumers have a greater attitude towards a sporting product when it can provide higher hedonic values for consumers (Ryu, 2010). Therefore, the following hypothesis will be developed below:

H3: There is a significant positive relationship between hedonic perception and attitude towards sporting products.

2.5.4 Attitude towards Sporting Products on purchase intention

Based on Gremler and McCollough (2002), consumer's attitude towards a product is defined as how well consumers have a favorable behavior towards a certain product based on their measurement of the product. Consumers' attitude is an important factor that will influence consumers' purchase intention on any products (Chaniotakis, 2010). Wang and Kan (2002) also mention that when consumers have positive attitude to a product, they will generate the purchase intention. It has been believed by Gadenne (2011), an individual's actions can be predicted by their attitudes and result in purchase intention.

There was an evidence with the study of attitude towards sporting products would further lead to purchase behavior (Chi, Yeh & Chiou, 2009). According to Silverman (2000) who had reported that sporting products is one of the most popular categories that customer purchases the most. This is because exercise is one of the important ways to keep your body in shape and healthy, therefore, sporting products are considered as an essential item in every individual's life (HKTDC.com, 2014). For example, people need to suit up to prevent to get injury when they go to exercise. Furthermore, sporting products also is an additional function in this modern world. Not only it serves as a basic exercise need, it also symbolizes an individual taste in sporting products (Mandhachitara, 2008). The reason is that people nowadays not only to purchase products for needs, but for popularity, creativity, and fashion (Chang, Chen & Liu, 2012). As a result, people cannot ignore sporting products in their life because it is functional equipment and fashionable for their life. Grunert, Bredahl, and Brunso (2004) believed that when consumers purchasing sporting products, their individual experiences and attitude will lead to influence their purchasing behavior. To be specific, people who had negative experience towards a product would induce a negative attitude for future purchase. On the other hand, when consumers they knew the quality matched the price, and then a positive attitude is aroused (Jarvala, 1998). As a consequence, customer's attitude towards sporting products is positively related to purchase intention (Wu, Yeh & Hsiao, 2011). Therefore, the following hypothesis will be developed below:

H4: There is a significant positive relationship between attitude towards sporting products and purchase intention.

2.5.5 Brand Awareness

Referring to Miloch (2010), brand awareness is the ability that consumer can identify and recognize a brand. According to Keller and Lehmann (2006), every scientist and researcher is aware of the importance of brand awareness as plays an important concept in consumer's perception. This is because brand awareness will allow the consumers to go through the shopping process (Reynolds & Phillips, 2005). Rao and Ruekert (1994) believed that brand awareness could allow consumers induce the information about name, logo, characteristics and so on of the product, and representing the specific product. Also, previous studies have supported the notion that brand awareness is an important component that can strengthen a brand (Nevin and Houston, 1980). Therefore, as Keller (2007) defined, in order to enhance the relationship with consumers and manage the store brands properly, the companies need to formulate the strategies which are designed to reinforce and enhance the brand name. In other words, when consumers can recognize the product, brand logo or brand name, it means that the brand has successfully delivered to consumers' mind. The reason is that recognizing is the key factor in brand awareness (Kim & Hyun, 2011; Valette-Florence, Guizani, &Merunka, 2011).

According to Kamins and Marks (1991), consumers will have a higher purchase intention with a familiar brand or the brand they can quickly identify it. The reason is that, compare to less-known brand most consumers recognize the well-known brand and will have higher purchase intention towards them (Hsu, 2000). Many researches have proved that consumers pay more attention on how popular particular brands are (Hafstrom, Gae, & Chung, 1992; Shim & Gehrt, 1996; Sproles & Kendall, 1986; Sproles & Sproles, 2005). As consumers need to choose from among many different products, brands can provide consumers with relevant information about the product and generate the comparison with other brands. Therefore, a brand is one of the easiest ways for consumers to identify products (Ailawadi & Keller, 2004). More specifically, Buckley (1991) found a link between brand awareness and purchase

intention towards a product. Moreover, Magid (2006) observed that consumers' purchase intention towards a product based on their brand recognition towards a product and give priority to well-known brands. Hence, they will choose to purchase well-known brands (Nelson and McLeod, 2005).

Moreover, Rao and Monroe (1988) found that brand awareness moderated the consumers' attitude towards sporting products and would influence the purchase intention. Judith and Richard (2002) also figured out that brand awareness of the product highly affects the correlation between the attitude towards product and consumers' purchase intention. This is because brand awareness affects consumers' attitude towards sporting products as well as their choice of brand and actual purchase (Peng, 2006). In other words, consumers would purchase the less-known sporting products that they have a positive attitude towards it, however the brand awareness such as familiar brand, well-known brand or the sporting brand of products they can identify the products, consumers would feel confident with the product and implement the purchase intention towards it (Broadbridge and Morgan, 2001, Chaniotakis, 2010). Therefore, the following hypothesis will be developed below:

H5: Brand awareness will affect the relationship between attitude towards sporting products and purchase intention.

2.6 Conclusion

In this chapter, literature has been reviewed and formed the conceptual framework, and hypotheses development has been specified. In literature review, many previous journals and studies were used to discuss and support the relationships between sales promotion, perceived product quality, hedonic perception and consumer attitude towards sporting products, as well as the relationship between attitude and purchase intention. Besides, brand awareness defined as the moderating variable to influence the relationship between consumer attitude towards sporting products and purchase intention. Moreover, the model of TPB conceptual framework had been proposed to relate the independent variables and dependent variable. Additionally, hypothesis development has been developed to study whether there is significant effect within the

relationship of each independent variable and the dependent variable. The following chapter will discuss the research techniques and methods used for this study.

CHAPTER 3

METHODOLOGY

3.0 Introduction

In chapter three, majority of research methods have been selected to analyze the connection among the variables. Research methodology will be described in terms of research design based on the purpose of the research and data collection method which consist of primary data and secondary data. Besides, the process of sampling design such as target population, sampling frame, location, elements, measurements, technique and size were constructed as well as the instrument to conduct research which includes questionnaire and pilot test. The scaling technique, data processing, analyzing of the data and data analysis methods will be explained by construct measurement for the study.

3.1 Research Design

Research design can be explained in many ways. According to Akhtar (2016), research design could gather up and combine all elements in a research project as a type of structure and form a plan of the research work. It is a blueprint for collection, measurement, and analysis of data, which based on the research question of the study (Sekaran & Bougie, 2016). Besides, research design is known as the types of common research methods that provide specific direction for procedures in a research study, which are qualitative, quantitative and mixed methods (Creswell, 2014). The reason is that it provides the plan of action and ensures that the problem of this study could be accurately solved by the collected information (Zikmund, Babin, Carr & Griffin, 2010). On the other hand, the classification of research purpose can be divided into exploratory, descriptive, correlation and multiple regression analysis (Sekaran &

Bougie, 2016). In this study, quantitative research will be implemented for the purpose of this research.

3.1.1 Quantitative Research

Leedy and Ormrod (2001) described that quantitative research is specific in its surveying and experimentation, the reason is that it builds upon existing theories. According to Sekaran and Bougie (2013), the purpose of using quantitative research is to conduct hypothesis testing by collecting information through the distribution of questionnaire to the target respondents. Moreover, the methodology of a quantitative research maintains the assumption of an empiricist paradigm (Creswell, 2003). In other words, hypotheses need to be developed before the research begins. Therefore, quantitative research involves the collection of data, so that information can be quantified and subjected to statistical treatment in order to support or refute “alternate knowledge claims” (Creswell, 2003).

This study attempts to figure out whether the attitudes of consumers’ towards sporting products affect their purchasing intention. It also defines whether the brand awareness influences the process in their decision to purchase sporting products. In this research, the researcher plans to seek the quantify opinions, attitudes and behavior of the exact population of consumer towards sporting products. Therefore, quantitative research method has been chosen to carry out this research. The reason is that quantitative research is necessary in collecting numerical data to measure the different factors that affecting consumer attitudes towards sporting products on purchase intention.

The sources of information for this research are gathered by the utilization of instrument, for example the customization of questionnaire that containing closed-ended question, which allows the data turning to b in numbers or statistical forms. The mathematically based methods are used to analyze the data, especially statistics. In addition, the numerical data are used to analyze hypotheses testing in order to determine the relationship of sales promotion, perceived product quality, hedonic perception to attitude towards sporting products as well as the relationship between consumer attitude towards sporting products and purchasing intention. As a

consequence, to collect data and make an accurate conclusion for this research, quantitative research is the most appropriate method for this study.

3.1.2 Descriptive Study

Descriptive research is designed for researchers to get and understand the clear overall information about their population that they wish to collect data from them (Saunders, Lewis, & Thornhill, 2012). To be specific, descriptive study includes a precise illustration on individual's characteristic, events or situations such as groups, organizations, or environments. By using the questionnaire of demographic, the characteristics of consumer who purchases sporting products can be illustrated, such as gender, age, race, marital status, highest education level, occupation, and household income are generated from Section A so that the consumers' profile about sporting products in a market can be examined. In order to justify current practice and develop theories accurately, this approach is used to establish a clear picture on different consumer attitudes towards sporting products that lead to buying intention.

3.2 Data Collection Methods

According to Hox and Boeijie (2005), data collection bases on “the pros and cons of collecting primary data for a specific study and reusing research material that was originally collected for a different purpose than the study at hand”. Both primary and secondary data are fundamentally important in covering every form of the study.

3.2.1 Primary Data

Primary data is the information that obtained directly from the researchers at first hand for a particular purpose of study (Sekaran & Bougie, 2013). According to Zikmund (2000), the usage of primary data is able to obtain the newest information referring to the research purpose. There are plenty of advantages can be obtained through primary data. The collection of primary data is believed to be effective and efficient, which enhance the accuracy of the result. As a result, the researchers can have more in-depth information from consumers in the context of the research study, although it may be

more expensive and time consuming (Haley, 2003). The primary data can be obtained through questionnaire survey, interview and/or observation. As questionnaire survey is the most common method for researchers to gain quantitative information, thus questionnaire survey will be used as primary data in this research. Based on previous study, questionnaire can be defined as “the main tool to gather opinions, perceptions and descriptions from respondents and to make the data more comparable and responsive for analysis” (Zikmund, 2003). This is due to the fact that questionnaire is an efficient, effective and accurate tool to collect the data and assess the information in a large population.

In this study, primary data are collected through online questionnaire. By using the questionnaire survey method, it helps in getting the latest information and feedback from the respondents as well as time-consuming when the applicable data are collected. As the respondents are in large amount, questionnaire is the effective and efficient manner to reach the data accurately.

3.2.2 Secondary Data

Referred to Sekaran and Bougie (2013), secondary data is information related to historical data that is being collected and recorded from the published or compiled sources to support a research study. It consists of various sources such as textbooks, scholarly books, article, journals, and online information databases. However, one research stated that secondary data might not be dependable, as other researchers have sampled the data based on their research (Gripsrud, Geir, Olsson, Ulf Henning, Silkoset & Ragnhild, 2004). There are still several advantages of obtaining the secondary data, which are easily available, save time and cost effective (Zikmund, 2003). This is due to that the data is confirmed through the previous researches and have been stored digitally so that researchers could refer it to support the study. Secondary data save the time by eliminating many activities in the primary data collection such as the sampling, data processing, data cleaning and others.

There are various sources of secondary data to access the related data and information such as the Internet search engine (Google), online information databases, online and

published journals or articles, scholarly books and et cetera.

3.3 Sampling Design

In designing the sampling, few steps are important to be involved such as sampling frame, sampling location, sampling elements, sampling technique and sampling size. According to Sekaran and Bougie (2013), sampling is defining the target population which is the process of choosing the right individuals, objects, or events as representatives for the entire population.

3.3.1 Target Population

Based on Burns and Grove (2010), target population is defined as the entire aggregation of respondents that meet the designated set of criteria. In other words, the target population needs to be in the same group and have the similar things.

As this research is focusing on purchasing sporting sports, therefore the target population for this research is individuals who have bought sporting products regardless of demographic information such as their ages, occupations, highest qualification of education and e cetera. For example, ages of respondents would be targeted in 20 and above 20 as well as purchasing sporting products with past and current experience. Referring to Taiwanese Demographic Profile (2018), populations in Taiwan are about 23.57 million people. However, the group of populations in this research has chosen in a smaller range of geographical segmentation, where is in Taichung, Taiwan only.

3.3.2 Sampling Frame and Sampling Location

Referring to Sekaran and Bougie (2013), sampling frame as total number of components from which the sample is being selected in the population. From this research, the sampling frame is unidentifiable due to the implementation of non-probability sampling. On the other hand, the sampling location of this research is selected to be in college where is in Taichung city such as some popular universities Tunghai University, Feng Chia University and Providence University, and the area where is near these universities. This is because it is too difficult for researchers to

collect the large sample of population of people who purchase sporting products in Taichung because of limited resources, time and budget. As a result, online survey of Google Forms is a tool to use in collecting data because it provides high conveniences to the researchers. Researchers ask the administration staffs of each these universities who are in charge of their school's website for accessing the university's website to put the link of online survey to ask students and allow students to fill out this survey. On the other hand, researchers ask the sporting stores where are near these universities for helping providing the online survey for customers who are shopping at their stores.

3.3.3 Sampling Elements

The item of analysis in a population is known as sampling element. In other word, the researchers must ensure that they can communicate with every single person in a target population. The target respondents to be participated in the online survey are from a wide range of individuals who have purchased sporting products, including self-employed, professionals, students, housewives and et cetera. As the survey is also aimed to include individuals of various age groups, thus the participation of public is required. The target respondents are not restricted to any demographic groups, given that they have past or current experience in purchasing sporting products. These sampling elements refer to researchers to obtain responses accurately and explore various forms of responses across a diversified range of respondents.

3.3.4 Sampling Technique

Based on Zikmund (2003), there are two major types of sampling technique which are probability and non-probability sampling. According to Sekaran and Bougie (2013), there is an equal opportunity or possibility for the elements in the population of probability sampling to be selected as sample subjects, while for nonprobability sampling, elements in the population are not likelihood to be selected as subjects.

In order to obtain the relevant data, probability sampling has been adopted for this research. This is due to that it will not waste time for researchers to divide the large

population into the subpopulation as well as take unnecessary steps before selecting the groups of the population. Therefore, during the data collection as mentioned on sampling location, researchers will allocate the online-questionnaire to some famous universities' website and the sporting stores where near these colleges as possible to allow college students and consumers to ask them to fill out the online – questionnaire. Through this method, it will reduce the bias while compare to other sampling involved. In other words, researchers would have an easy access in drawing relationships or networks related to the research study. Also, the process of data collection will be more efficient.

3.3.5 Sampling Size

Sample size is the total number of elements that included in the research studies (Malhotra & Peterson, 2006). Sekaran and Bougie (2013) stated that the ideal sample size should be larger than 30 respondents but not more than 500 respondents for research purposes. In regards to this, to prevent some mistakes of result from online – questionnaires that retrieve from respondents, a total of 320 respondents have been determined as the sample size for this study, and it is expected to obtain the completed online questionnaires from at least 300 respondents.

3.4 Research Instrument

3.4.1 Questionnaire Design

A questionnaire design consists of questions which are clear and understandable for respondents. Therefore, respondents can easily and quickly select the most suitable answer in terms of their individual opinions. Also, it is a useful and convenient tool for researchers to collect the data and compute the result.

The questionnaire of this research is designed in English and is distributed through online to respondents who have prior knowledge and experience to purchase sporting products. Before starting in answering the questions, a short introduction of the purpose in the research study are mentioned in the cover letter of the questionnaire. Specifically, the questionnaire involved two sections which are Section A and Section

B. Section A is the demographic profile of the respondent, such as gender, age, highest qualification of education and occupation. On the other hand, section B includes list of measurement items regarding the factors affecting consumer attitude towards sporting products on purchasing intention which act as the variables for this research study. Such as sales promotion, perceived product quality and hedonic perception. Also, questions in term of consumer attitude towards sporting products and purchase intention are included in Section B in order to determine whether there is an impact on consumer attitude towards sporting products and could purchase intention. In Section B, a five-point Likert scale questions are included in the questionnaire to understand the level of the importance that respondents towards the aspects discussed. By using Likert scale questions to the questionnaire, respondents can express or rank the statements in terms of how important they are for the respondents. In other words, this would allow researchers to tap on a concerned variable based on the responses over a number of items. As a result, it allows researchers to figure out the influence of independent variables towards the dependent variable.

3.4.2 Pilot Test

Porta (2008) defined that pilot test is a technique and system on a small scale trial that can be used on a huge scale. To be specific, pilot study is utilized to improve the quality of the questionnaire before accessing the actual questionnaire survey as well as minimize errors for the concerned items. In this research pilot study, 30 sets of questionnaire were allocated to respondents who have purchased sporting products and residing in Taichung. Upon collecting and receiving feedbacks from the pilot study respondents, the contents of questionnaire needed to be adjusted and modified such as correcting typing errors and grammar errors, giving clearer instructions as well as strengthening the structure of the questions regardless to the research context. By doing this method, the reliability, validity and accuracy of the questionnaire are generated, and lead to a better understanding in analyzing consumer attitude towards sporting products on purchase intention.

Based on Gill and Johnson (2010), the total range of Cronbach's Alpha is from 0 to 1. If the value is less than 0.6, it will be considered as inadequate. Meanwhile, the coefficient range from 0.7 to 0.9 is adequate for nearly all instruments (McMillan & Schumacher, 2001). Moreover, if the value of coefficient alpha is 0.9 or above 0.9 which serves as a high reliability for particular instrument. Table 3.1 below demonstrates the result of Cronbach's Alpha Reliability Analysis for pilot test which is processed by SPSS version 17:

Table 3.1: Pilot Test Reliability Study

Construct	Alpha Coefficient	Number of Items
Sales Promotion	0.909	4
Perceived Product Quality	0.851	5
Hedonic Perception	0.911	5
Attitude towards Sporting Product	0.895	3
Brand Awareness	0.876	4
Purchase Intention	0.913	5

Source: Developed for the research

3.5 Constructs Measurement (Scale and Operational Definitions)

3.5.1 Scale Measurement

Measurement is the form of number that refers to the idea of grouped data, whereas scale defined as the distinction of how items differ from each other on the variables of interest (Sekaran & Bougie, 2013) Therefore, scale of measurement can be regarded as a classification that describes the nature of information within the numbers assigned to variables. There are four type of scale measurement such as nominal scale, ordinal scale, interval scale and ratio scale. However, only three scales would use in this study to divide the type of the data such as nominal scale, ordinal and interval scale.

3.5.1.1 Nominal Scale

According to Sekaran and Bougie (2013), using nominal scale in the research can assign different subjects in different groups or categories. This scale of the questionnaire is used in Section A in order to measure the demographic profile of the respondents such as gender, age, highest qualification of education and occupation which requires respondents to select only one answer. The Figure3.1 below is one of the examples in using nominal scale in this research.

<p>Gender ↵</p> <p><input type="checkbox"/> Male ↵</p> <p><input type="checkbox"/> Female ↵</p>

Figure 3.1: Example of Nominal Scale

Source: Developed for the research

3.5.1.2 Ordinal Scale

Ordinal scale is defined as a measurement where the data are in order of ranking and

does not show the interval's value between rankings (Sekaran & Bougie, 2013). Thus, this allows subjects to be arranged in a particular order because of some concept possess. In Section A of the questionnaire, respondents' demographic profile such as age and income are measured using ordinal scale. The Figure 3.2 below presents one of the examples in using ordinal scale in this research.

f) Monthly household income, <input type="checkbox"/> Below TWD 10,000, <input type="checkbox"/> TWD 10,000 – TWD 18,000, <input type="checkbox"/> TWD 18,000 – TWD 25,000, <input type="checkbox"/> TWD 25,000 – TWD 30,000, <input type="checkbox"/> Above TWD 30,000
--

Figure 3.2: Example of Ordinal Scale

Source: Developed for the research

3.5.1.3 Interval scale

Interval scale based on a mechanism that used to indicate and measure the order or the distance in units of equal range, meanwhile the zero point is not regarded as an absence (Saunders et al., 2012). Generally, a Likert scale is classified to be an interval scale which serves as a measuring tool. From the questionnaire of this research, a five-point Likert scale of questions is applied in the Section B based on the dependent and independent variables. By using the Likert scale, it allows respondents select agreed or disagreed of level statement in the questionnaire. Figure 3.3 shows one of the examples of using Likert scale in this research.

Purchase Intention on Sporting Products						
27	I intend to buy sporting products when there is a promotion.	1	2	3	4	5
28	I intend to buy sporting products which are possessed highly product quality.	1	2	3	4	5
29	I intend to buy sporting products when there is hedonic perception through me.	1	2	3	4	5
30	I intend to buy sporting products when I am in a positive attitude towards sporting products.	1	2	3	4	5
31	I intend to buy sporting products that I can recognize them.	1	2	3	4	5

Figure 3.3: Example of Likert Scale

Source: Developed for the research

3.5.2 Origin of Construct

Table 3.2 below illustrates literatures measure construct that are adapted from varieties resources.

Table 3.2: Origin of Construct

Construct	Adapted From
Sales Promotion	Kim & Hyun, 2011; Shih, 2010
Perceived Product Quality	Oliver, 2010; Han, 2013
Hedonic Perception	Venkatesh et al., 2012; Ryu et al., 2010
Attitude towards Sporting Products	Gadenne, 2011; Wu, Yeh & Hsiao, 2011
Brand Awareness	Valette-Florence, Guizani, &Merunka, 2011; Chaniotakis et al., 2010

Source: Developed for the research

3.5.3 Operational Definition

Table 3.3 below demonstrates the different measurement for each constructs and has applied in the questionnaire.

Table 3.3: Operational Definition

Variables	Questions
Sales Promotion	If sporting products offer__ (free sample/bonus pack/price discount/ coupon), it will distribute the conception of lower quality on products.
	I seldom give a try for sporting products which offer __ (free sample/bonus pack/price discount/ coupon) because they would be considered as unsold inventories.
	I seldom buy sporting products that offer __ (free sample/bonus pack/price discount/ coupon) because I am afraid of the detective

	products.
	Sporting products offer __ (free sample/bonus pack/price discount/ coupon) because the styles are usually out of date. It will allow me do not want to buy it.
Perceived Product Quality	When I shop in sporting products, I will focus on quality of goods.
	It is important that sporting products possessed highly quality than good looking.
	It is important that sporting products are designed for matching ergonomics with highly quality.
	I think sporting products have clearly stated the materials which are not threatened to environment.
	I think quality is an important criterion when I buy sporting products
Hedonic Perception	When I see the advertisement of sporting products, I feel happy in that moment.
	When I shop at the sport store, I feel happy in that moment.
	When I try different sporting products, I feel happy in that moment.
	When there is a new style for sporting products, I feel excited and happy in that moment.
	When I touch sporting products, I feel happy in that moment.
Attitude towards sporting products	The sporting products are likeable to me.
	The sporting products are attractive to me.
	The sporting products are appealing to me.
Factors affect attitude towards	If sporting products offer sales promotion, I would have a positive attitude toward sporting

sporting products	products.
	I think highly product quality will lead to a positive attitude towards sporting products.
	When I have happy emotion, I would have positive attitude towards sporting products.
	When I recognize the particular sporting products/brands, I would have positive attitude towards the sporting product.
Brand Awareness	Some characteristics of the particular sporting products/brands come to my mind quickly if I have positive attitude towards the sporting product.
	I can quickly recall the particular symbol or logo of sporting products if I have positive attitude towards the sporting product.
	I know how the particular sporting products look like if I have positive attitude towards the sporting product.
	I can recognize this brand among competing brands if I have positive attitude towards the sporting product.
Purchase Intention on Sporting Products	I intend to buy sporting products when there is a promotion.
	I intend to buy sporting products which are possessed highly product quality.
	I intend to buy sporting products when there is hedonic perception through me.
	I intend to buy sporting products when I am in a positive attitude towards sporting products.
	I intend to buy sporting products that I can recognize them.

Source: Developed for the research

3.6 Data Processing

According to Zikmund, Babin, Carr, and Griffin, (2013), data processing is a process of collecting primary data and converting it into useful and valuable information before further analysis of these data. To be specific, it would analyze the facts and figures of the collected data through charts, diagrams, tables as well as reports. Therefore, questionnaire checking, data editing, data coding, data transcribing, data cleaning and data analysis are the process involved in this section.

3.6.1 Questionnaire Checking

The first stage of data processing is questionnaire checking, which is to check the integrity assessment and quality of content in the questionnaire by taking the high accuracy of data (Malhotra, 2006). The questionnaire needs to be designed with clear, simple and easy for respondents to understand because data checking is used in avoiding spelling errors, misunderstanding of sentences and others (Zikmund, Babin, Carr & Griffin, 2010). At this stage, questionnaires are checked immediately by few researchers after the respondent return the questionnaires to the researchers in order to avoid repeating mistakes from the same researcher. Generally, to maintain the data consistency and improve data accuracy, mistakes and errors should be detected and avoided at the earlier stage so that corrective action can be taken effectively and efficiently.

3.6.2 Data Editing

Data editing is the following step after data checking. According to Zikmund, Babin, Carr, and Griffin (2013), data editing often defined as the actions that taken to check and adjust data to improve the wholesomeness and readability of the result. The data editing include removing unnecessary questions, rearrange sequences of the questions and modifying (if any) grammar mistakes (Saunders, Lewis, & Thornhill, 2012). As online survey questionnaire is used for this research, certain setting has been created in order to control respondents from skipping any questions. It is better than distribute questionnaire to every respondent directly because researchers do not need to check

all the questionnaires to make sure there are not incomplete answers in the questions. Therefore, it is convenient and useful to use online survey questionnaire to enhance the comprehensiveness of the questionnaire.

3.6.3 Data Coding

Data coding is the process of using a representation to assign numerical scores or group adjusted data (Zikmund, Babin, Carr, & Griffin, 2013). To be specific, it is the process by using numbers to interpret verbal data that are transferred into variables or categories. It would help researchers to convert the data more easily into Statistical Package for Social Science (SPSS) by using the numerical data. For example, some questions of demographic in section A of the questionnaire have been labeled and coded. For example, demographic question such as gender, whereby 'Male' is labeled as '1' and 'Female' is labeled as '2'. Also, the measurement of likert scale in section B applied in coding form such as "Strongly Disagree" as 1, "Disagree" as 2, "Neutral" as 3, "Agree" as 4 and "Strongly Agree".

3.6.4 Data Transcribing

Data transcribing is the process of transferring and transcribing the coded data from initial statement of questionnaire into another form of result (Malthorta, 2006). This process of transcribing makes data accessible to researchers or applications and can be used for further analysis. To be specific, researchers use the key punching method to transfer the coded data from questionnaires to the system directly. After the data has been recorded, the system is then able to run the data automatically. Whole of this action is finished by statistical software, SPSS Statistics (or known as Statistical Package for the Social Sciences).

3.6.5 Data Cleaning

Data cleaning is the final step in processing the data. Data cleaning is more comprehensive and detailed stage than the data checking, which is used to check, detect and take corrective action on omission of the response (Malthorta, 2006). In this

process, SPSS software generates out-of-range value for each variable. To be specific, it can analyze and identify the incorrect value that has been developed in each of the responses and help researchers to find out the problem easily and prevent the incorrect of data. Therefore, researchers are required to reverse the process in moving backwards to the edited and coded questionnaires to find out the mistakes.

Moreover, missing value occurs when the respondents with ambiguous or unknown in answering questions. When missing responses are detected from the system, researchers are required to trace back the data that has been keyed to check the errors. However, if the value of the variable is unknown, researchers can select to replace it with a neutral value or use list wise deletion or pairwise deletion as the treatment of omission. From this research, neutral value would be used as a solution in solving the omission.

3.7 Data Analysis

In this research, SPSS Statistics software is used to conduct descriptive analysis, reliability analysis and inferential analyses. This statistical software is commonly used in business-related studies. The reason is that researcher needs to define and understand whether the dependent variable is significantly associated with independent variables. Following are few methods that show how data are being described, how reliability and hypotheses are being tested.

3.7.1 Descriptive Analysis

Descriptive statistics shows several grouped data in a straightforward and understandable manner which summarized from a large numbers of responses. Based on Zikmund, Babin, Carr, and Griffin (2013), descriptive analysis often defined as the elementary transformation of data in a way that describes the basic characteristics such as central tendency, distribution, and variability. Mean, median, mode, variance, range, and standard deviation are widely applied for descriptive statistics. Besides, the table, pie chart and bar chart would be displayed to get the clear picture on the data and information that are collected before. By using this analysis, it summarized the demographic information of the respondents which

gives researchers a better insight and understanding on the sample. It also makes the interpretation of data at ease as all of the raw data were transformed into a better form.

3.7.1.1 Frequency Distribution

According to Katzer, Cook and Crouch (1998), frequency distribution is a table that describes how frequently each value of a variable occurs in a set of scores. Generally, frequency distributions are calculated in percentage and generally used to interpret the demographic information in Section A. The reason is that frequency distribution table clearly displayed the highest frequency of the result.

3.7.1.2 Frequency Analysis

In frequency analysis, researchers would key in all the data into SPSS system, and then frequency distribution table with numerical value are developed in SPSS. The frequency table consists five columns, which are answer, frequency, percentage, valid percentage and cumulative percentage. Moreover than that, it is easy to understand to use pie chart in analyzing the data. Therefore, the frequency analysis is used to analyze the demographic data with nominal scale which are shown in Section A.

3.7.2 Scale Measurement

In this study, scale of measurement is used to test the reliability and validity of the questionnaire. Furthermore, it also helps researchers to measure the degrees of data free from errors and yields to consistent results (Saunders, Lewis, & Thornhill, 2012).

3.7.2.1 Internal Reliability Test

Reliability analysis presents the degree of consistency of the data collected (Tavakol & Dennick, 2011). The reliability analysis is performed on every variable, and Cronbach's Alpha would be the best suitable measure to calculate the averaging coefficient results from combination of all variables that

influencing consumer's purchase intention in clothing on social commerce sites. (Zikmund, Babin, Carr, & Griffin, 2013). The table below shows the level of strength for the Cronbach's Alpha in which the higher number is the coefficient, and more reliable in the result. The components of the research are determined by conducting Cronbach Alpha below.

Table 3.4: Cronbach's Alpha Strength of Association

Alpha Coefficient	Strength of Association
≥ 0.9	Excellent
$0.8 \leq \alpha < 0.9$	Very Good
$0.7 \leq \alpha < 0.8$	Good
$0.6 \leq \alpha < 0.7$	Moderate
< 0.6	Poor

Source: Hair, J. F., Babin, B., Money, A. H. & Samouel, P. (2007). Essentials of Business Research Methods, USA: John Wiley & Sons.

3.7.3 Inferential Analysis

Inferential analysis is the essential quantitative methods that are used to analyze the hypotheses of this study. It can also be used to check the reliability of an argument and explain the research phenomenon. Therefore, Pearson's Correlation Coefficient analysis and Multiple Regression analysis would be conducted in this research.

3.7.3.1 Pearson Correlation Matrix

Referring to Saunders, Lewis, and Thornhill (2012), correlation is one of the methods that use to investigate the correlation between those variables. On the other hand, it also measures the linear relationship bases on strength and direction between two variables. According to Segaran (2007), the Pearson's Correlation Coefficient analysis can be described by r-value. It can present from -1 to $+1$, when the cosine varies from zero to one in a single quadrant. To be specific, if correlation coefficient is positive, r-value will show a perfect positive linear relationship with dependent variable. Whereas, if correlation coefficient is negative, r-value will show zero as no relationship with dependent variable.

Furthermore, P-value is used to determine statistical significance in a hypothesis testing. When P-value is less than 0.05, it means that there is strong evidence to reject null hypothesis (HO) and accept alternative hypothesis (HA), whereas, when P-value is more than 0.05, it interprets strong evidence to accept null hypothesis (Ho) and reject alternative hypothesis (HA).

Table 3.5 below illustrates the positive or in negative value of the Pearson's Correlation.

Table 3.5: Pearson Correlation Study

Correlation Coefficient	Strength of Correlation
$1.00 = r $ *	Perfect Correlation
$0.60 \leq r < 1.00$	Strong Correlation
$0.40 \leq r < 0.60$	Moderate Correlation
$0.00 < r < 0.40$	Weak Correlation
$0.00 = r$	No correlation

Source: McSeveny, A., Conway, R., Wilkes, S., & Smith, M. (2009). *International Mathematics for the Middle Year 5*.

3.7.3.2 Multiple Linear Regression

Multiple Regression Analysis could help the researcher to investigate simultaneously on the effect of more independent variables on a dependent variable in this research (Zikmund, 2013). For example, it allows researchers to identify the most significant impact of independent variable such as sales promotion, perceived product quality and hedonic perception on dependent variable like purchasing intention on sporting products. . Below are the relationships between the variables that are determined by the equation.

$$\text{Equation: } Y = \alpha + \beta_1 SP + \beta_2 PPQ + \beta_3 HP + e$$

Where,

Y= Consumer Intention towards Sporting Products

SP= Sales Promotion

PPQ= Perceived Products Quality

HP= Hedonic Perception

α = Constant Intercept/ Y-intercept

β s = Regression Coefficients

e = Error

3.7.3.3 Homogeneity Analysis (Levene's Test)

Referring to Tanbakuchi (2009), homogeneity analysis is used to tested the null hypothesis that there are the few same characteristics in different populations

Through this test, researcher can measure whether there are any significant difference in the mean for the male and female in purchasing intention towards sporting products.

The hypothesis for the Levene's Test are shown below:

H_0 : Group and sample come from populations with the variance are equal.

H_A : Group and sample come from populations with the variance are unequal.

Based on Levene's test, if the significant value is greater than α 0.05 level, H_0 is failed to reject. Therefore, group and sample come from populations with the variance

are equal.

3.8 Conclusion

This chapter has carried out the various methods that used to collect relevant data and information for the study. Researcher have provided research design, data collection method, sampling design, research instrument, scale of measurement, data processing and data analysis in this chapter as well as the tools used in conducting and processing the data that have further detailed. Researcher will present the outcome of analysis and description of the questionnaire results that developed by the SPSS software in the following chapter.

Chapter 4

DATA ANALYSIS

4.0 Introduction

Chapter 4 presents the results and interpretations of respondents' data by collecting 300 sets of questionnaires that distributed through the Internet. The SPSS software version 21 used to analyze a total of 300 responses that were acquired. In order to present an accurate interpretation that collected through the data, frequency analysis, descriptive analysis and inferential analysis are included to explain the results that are analyzed the relevant to research questions and hypotheses.

4.1 Frequency Analysis

The information in section A of the questionnaire which obtained through 300 respondents is regarding the demographic profile such as their gender, age, marital status, highest education level, occupation, monthly household income has been analyzed and illustrated as shown below.

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender

Table 4.1: Gender

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	95	31.7	31.7	31.7
Female	205	68.3	68.3	100.0
Total	300	100.0	100.0	

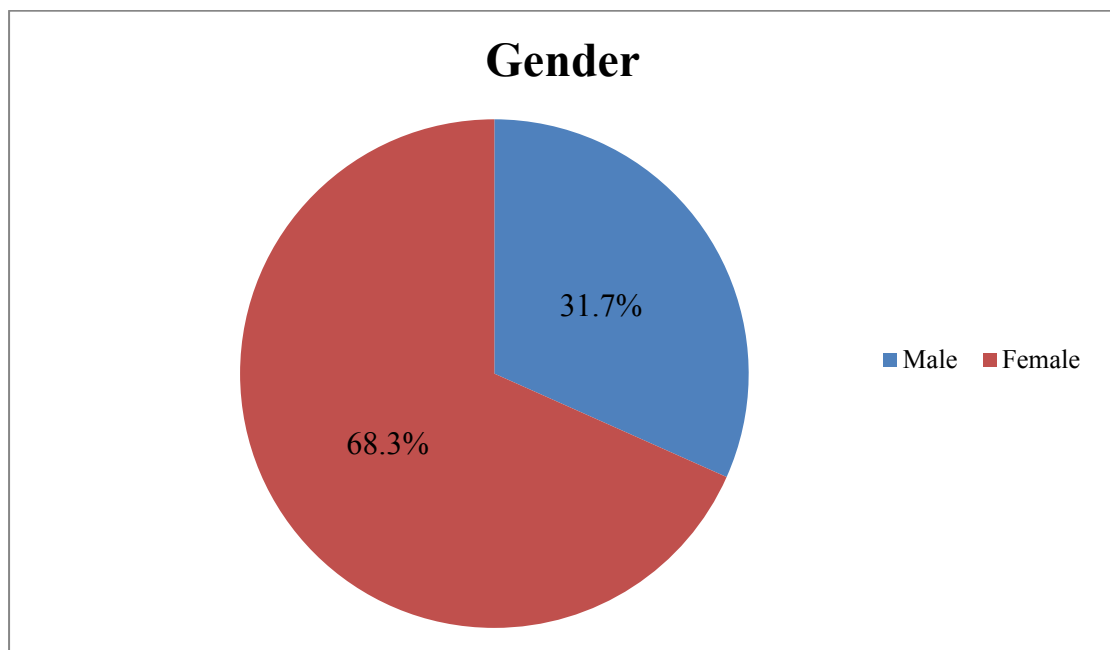


Figure 4.1: Gender

Based on Table 4.1 and Figure 4.1, they give information regarding the percentage of respondents' gender who has responded the online survey. In general, it shows that there are 31.7% of male from the respondents and 68.3% of female from the respondents who participate in this research. To be specific, there are 95 males and 205 females who are included in 300 respondents to answer the online survey.

4.1.1.2 Age

Table 4.2: Age

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
21-30 years old	94	31.3	31.3	31.3
31-40 years old	69	23.0	23.0	54.3
41-50 years old	54	16.7	16.7	71.0
51-60 years old	41	13.7	13.7	84.7
Above 60 years old	46	15.3	15.3	100.0
Total	300	100.0	100.0	

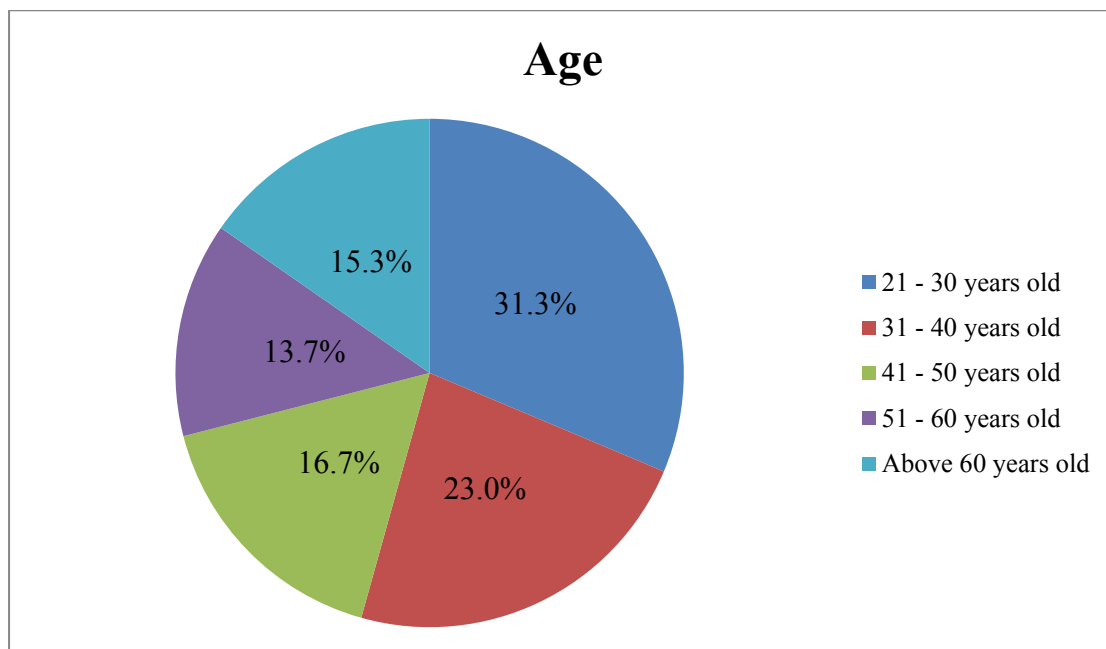


Figure 4.2: Age

The results generated for respondents' age which are produced by different five stages of age are shown in Table 4.2 and Figure 4.2. First of all, the majority of respondents who aged between 21 to 31 years old are referred to 31.3%. The second largest percentage of age is 31 to 40 years old with 23.0%. Lastly, respondents who aged between 41 to 50 years old, 51 to 60 years old and above 60 years old follow closely with 16.7%, 13.7% and 15.3%, respectively.

4.1.1.3 Marital Status

Table 4.3: Marital Status

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Single	153	51.0	51.0	51.0
Married	147	49.0	49.0	100.0
Total	300	100.0	100.0	

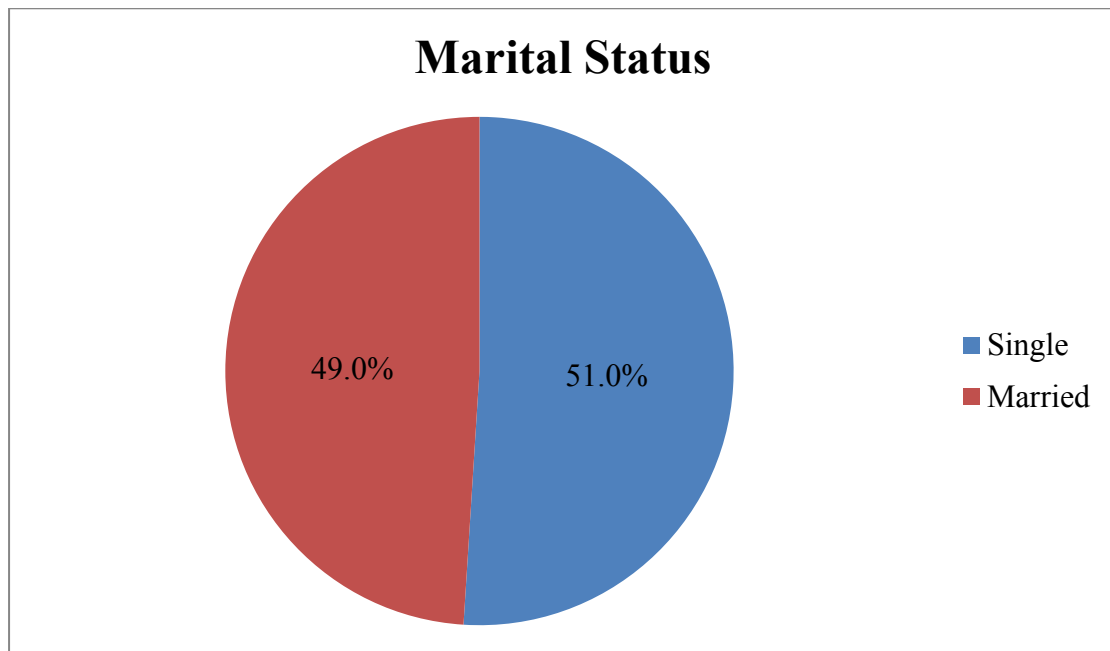


Figure 4.3: Marital Status

The Table 4.3 and Figure 4.3 indicated the marital status of respondents. Overall, it can clearly be seen that percentage of respondents' single status is 51.0%, and 49.0% of respondents are referred to married status.

4.1.1.4 Highest Qualification of Education

Table 4.4: Highest Qualification of Education

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Basic and Secondary Level	82	27.3	27.3	27.3
Senior High School Level	37	12.3	12.3	39.7
Bachelor Degree	105	35.0	35.0	74.7
Master Degree	63	21.0	21.0	95.7
Doctoral Degree	13	4.3	4.3	100.0
Total	300	100.0	100.0	

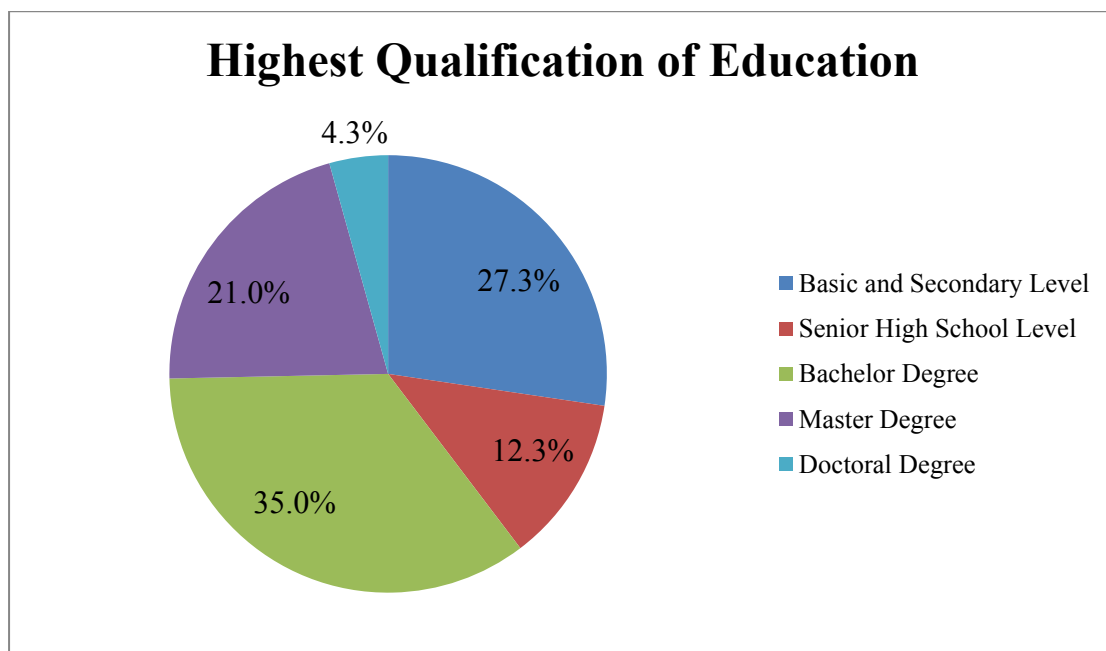


Figure 4.4: Highest Qualification of Education

Table 4.4 and Figure 4.4 exhibit the highest qualification of education for respondents. Looking at the data in more detail, it can show that most respondents have bachelor degree as the highest qualification of education with 35.0%. The second highest percentages for qualification of education that respondents possessed are basic and secondary level with 27.3%. Following the master degree is described as the third largest percentages of respondents' highest qualification of education with 21.0%, and 12.3% of respondents have senior high school level. Finally, the least respondents have doctoral degree with only 4.3%.

4.1.1.5 Occupation

Table 4.5: Occupation

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Student	74	24.7	24.7	24.7
Housewife	45	15.0	15.0	39.7
Employee	141	47.0	47.0	86.7
Self-employed	31	10.3	10.3	97.0
Unemployed	4	1.3	1.3	98.3
Retired	4	1.3	1.3	99.7
Other	1	0.3	0.3	100.0
Total	300	100.0	100.0	

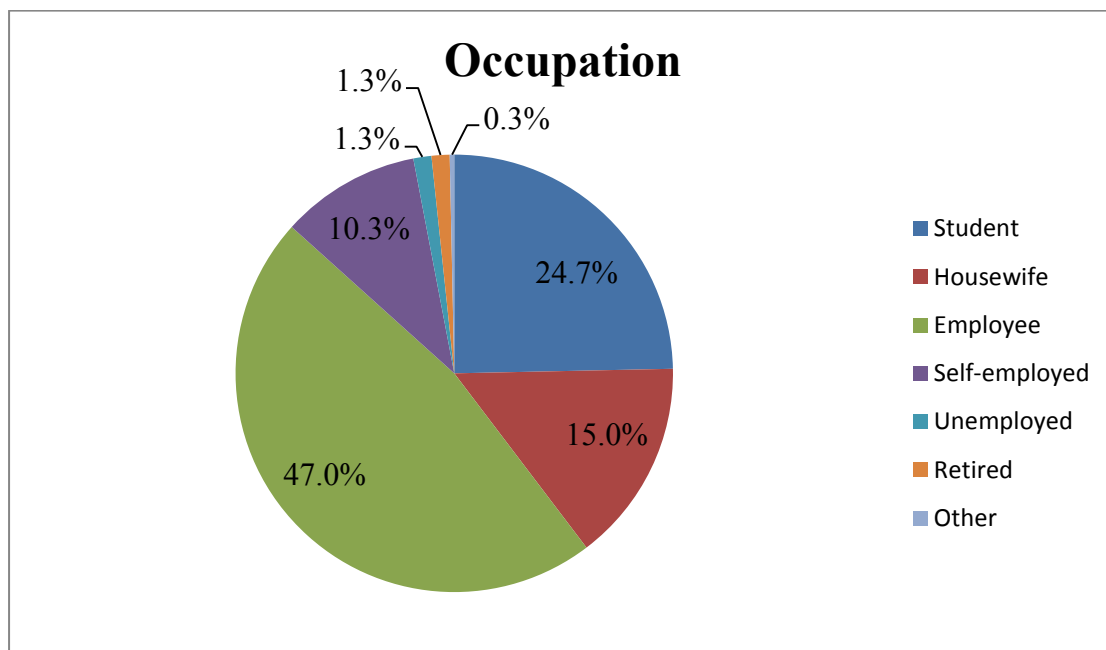


Figure 4.5: Occupation

Table 4.5 and Figure 4.5 provided give information in term of the percentage of respondents' occupation. Generally, it is evident that most respondents work as employee with highest percentage of 47.0%. Following the student is second highest percentage of respondents' occupation with 24.7%. Furthermore, there are 15.0% of respondents are housewife and 10.3% of respondents are self-employed. The occupation of respondents who are unemployed and retired regard as the same percentage with only 1.3%. Lastly, there is 0.3% of the respondent is with other

occupation.

4.1.1.6 Monthly Household Income

Table 4.6: Monthly Household Income

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Below TWD 10,000	105	35.0	35.0	35.0
TWD 10,001 to TWD 18,000	70	23.3	23.3	58.3
TWD 18,001 to TWD 25,000	52	17.3	17.3	75.7
TWD 25,001 to TWD 30,000	32	10.7	10.7	86.3
Above TWD 30,001	41	13.7	13.7	100.0
Total	300	100.0	100.0	

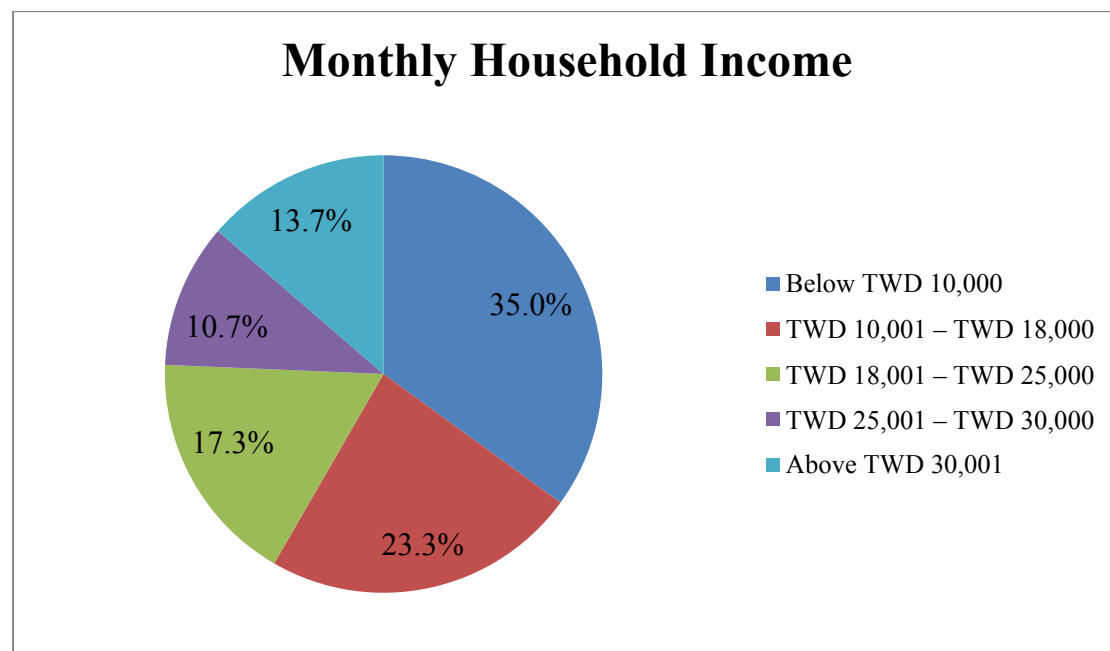


Figure 4.6: Monthly Household Income

Table 4.6 and Figure 4.6 illustrate the monthly household income of respondents. To be specific, it can be seen that the most monthly household income that respondents earn is below TWD 10,000 with 35.0%. The second highest percentage of monthly household income with 23.3% is between TWD 10,001 to TWD 18,000. Moreover than that, respondents who generate household income in a month between TWD 18,001 to TWD 25,000 and above TWD 30,001 follow closely with 17.3% and 13.7%,

respectively. Lastly, there are 10.7% of respondents who earn the money between TWD 25,001 to TWD 30,000.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

Table 4.7: Respondent Demographic Profile

N=300	Range	Min	Max	Mean	Medium	Mode	Standard Deviation	Variance
Gender	1	1	2	1.68	2.00	2	0.466	0.217
Age	4	1	5	2.59	2.00	1	1.439	2.069
MS	1	1	2	1.49	1.00	1	0.501	0.251
HQE	4	1	5	2.63	3.00	3	1.211	1.466
Occupation	6	1	7	2.54	3.00	3	1.122	1.259
MHI	4	1	5	2.45	2.00	1	1.410	1.987

Where,

Min= Minimum

Max= Maximum

MS= Marital Status

HQE=Highest Qualification Education

MHI= Monthly Household Income

The Table 4.7 presents the descriptive analysis of respondent demographic profile. Mean for gender of 300 respondents is 1.68 with 0.466 for standard deviation. The maximum value is 2 and minimum value is 1, therefore the range is 1. The variance is 0.217. While the value for medium and mode are same with the number of 2.00.

Mean for age of 300 respondents is 2.59 with 1.439 for standard deviation. The maximum value is 5 and minimum value is 1, therefore the range is 4. The variance is 2.069. While the value for medium and mode are 2.00 and 1 respectively.

Mean for marital status of 300 respondents is 1.49 with 0.501 for standard deviation. The maximum value is 2 and minimum value is 1, therefore the range is 1. The variance is 0.251. While the value for medium and mode are same with the number of 1.00.

Mean for highest qualification education of 300 respondents is 2.63 with 1.211 for standard deviation. The maximum value is 5 and minimum value is 1, therefore the range is 4. The variance is 1.466. While the value for medium and mode are same with the number of 3.00.

Mean for occupation of 300 respondents is 2.54 with 1.122 for standard deviation. The maximum value is 7 and minimum value is 1, therefore the range is 6. The variance is 1.259. While the value for medium and mode are same with the number of 3.00.

Mean for monthly household income of 300 respondents is 2.45 with 1.410 for standard deviation. The maximum value is 5 and minimum value is 1, therefore the range is 4. The variance is 1.987. While the value for medium and mode are 2.00 and 1 respectively.

4.3 Reliability Test

Table 4.8: Reliability Test

Construct	Alpha Coefficient	Number of Items
Sales Promotion	0.929	4
Perceived Product Quality	0.890	5
Hedonic Perception	0.824	5
Attitude towards Sporting Product	0.887	3
Brand Awareness	0.884	4
Purchase Intention	0.922	5

Reliability analysis is used to measure the consistency of the results when tested repetitively. The key of Cronbach's Alpha is to clarify how strength related to each variable. According to Santos (1999), if there is a higher value of Cronbach Alpha, there will be the higher reliability in variable. Table 4.8 provides the results regard as the value of Cronbach's Alpha on each variable for this research.

Based on the Table 4.8, the value of Cronbach's Alpha each independent variable such as sales promotion is 0.929 with total of 4 items, perceived product quality is 0.890 with total 5 items and hedonic perception is 0.824 with total 5 items. On the other hand, the value of Cronbach's Alpha for attitude towards sporting products is 0.887 with total of 3 items and purchase intention is 0.922 with total of 5 items. Furthermore, the value of Cronbach's Alpha for brand awareness is 0.884 with total of 4 items. Follow back to Table 3.4 in last chapter, the reliability of this research can be confirmed that each of the variables has a coefficient of Cronbach's Alpha with the value more than 0.8. In generally, all of the variables have high and good strength reliability for the research due to all the value of variables is more than 0.8.

4.4 Pearson Correlation Analysis

Table 4.9: Correlation Analysis

N	SP	PPQ	HP	AT	BA	PI
SP	1					
PPQ	0.745**	1				
HP	0.685**	0.821**	1			
AT	0.708**	0.791**	0.802**	1		
BA	0.648**	0.784**	0.734**	0.786**	1	
PI	0.664**	0.766**	0.741**	0.797**	0.834**	1

Where,

SP= Sales Promotion

PPQ= Perceived Product Quality

HP= Hedonic Perception

AT= Attitude towards Sporting Products

BA= Brand Awareness

PI= Purchase Intention

There are three equations in this research. Attitude towards sporting product is the dependent variable in the first equation while sales promotion, perceived product quality and hedonic perception are the independent variables. However, in the second equation, attitude towards sporting product is the independent variable and purchase intention will be the dependent variable. Lastly, brand awareness becomes the moderating variable, and attitude towards sporting products and purchase intention remain as the dependent variable and independent variable in the third equation.

As a result, all of the independent variables are positively correlated and significant with the dependent variable since the P value is less than 0.05. In the first equation, sales promotion, perceived products quality, hedonic perception have the significant high positive correlated with the attitude towards sporting product with the r value of 0.708, 0.791, 0.802, respectively. While in the second equation, the attitudes towards sporting product and brand awareness also have the high positive correlation with the purchase intention since their r value are 0.797 and 0.834.

4.5 Inferential Analyses

In regression analysis, there are three equations will be tested. The first equation is multiple regression analysis, the second equation is simple linear regression analysis and the third equation is moderator regression analysis.

4.5.1 Multiple Regression Analysis

In the first equation attitude towards sporting products as the dependent variable while sales promotion, perceived products quality and hedonic perception as the independent variables. Table 4.10, Table 4.11 and Table 4.12 below indicate the result of multiple regression analysis.

Table 4.10: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845 ^a	0.713	0.710	0.48885

a. Predictors: (Constant), Sales promotion, Perceived Product Quality, Hedonic Perception

b. Dependent Variable: Attitude towards Sporting Products

In Table 4.10, the R Square value is 0.713 which means that there are about 71.3% of the dependent variable (attitude towards sporting products) can be described by the independent variables (sales promotion, perceived product quality and hedonic perception).

Table 4.11: ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	176.040	3	58.680	245.548	0.000 ^a
Residual	70.737	296	0.239		
Total	246.777	299			

a. Predictors: (Constant), Sales promotion, Perceived Product Quality, Hedonic Perception

b. Dependent Variable: Attitude towards Sporting Products

$H_0: \mu_1 = \mu_2 = \mu_3$

H_A : Not all the population means are equal.

Table 4.11 above is ANOVA which has showed that the significant value is less than α alpha 0.05 level with value of 0.000. Therefore, H_0 is rejected, group mean or variances are significant difference at α 0.05 level.

Table 4.12: Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	0.059	0.136		3.218	0.667		
SP	0.201	0.049	0.196	4.538	0.000**	0.428	2.337
PPQ	0.339	0.069	0.299	4.923	0.000**	0.262	3.811
HP	0.460	0.061	0.421	7.581	0.000**	0.313	3.192

a. Dependent Variable: Attitude towards Sporting Products

** . Significant at the 0.05 level.

Where,

SP= Sales Promotion

PPQ= Perceived Product Quality

HP= Hedonic Perception

AT= Attitude towards Sporting Products

Equation (1): $AT = 0.059 + (0.201) SP^{**} + (0.339) PPQ^{**} + (0.460) HP^{**} + e$

Generally, hedonic perception is the most influence independent variable among three variables, the reason is that it has the highest standardized beta coefficients with the value of 0.421. Based on the result of multiple regression analysis in Table 4.12 above, sales promotion, perceived product quality and hedonic perception interpret that there are the significant positive relationship with attitude towards sporting products. The reason is that all of their P- value regard with 0.000 which is less than significant value of 0.05.

On the other hand, unstandardized beta coefficient of sales promotion, perceived product quality and hedonic perception are 0.201, 0.339 and 0.460, respectively. To be specific, this can be described that when there is a unit increase of sales promotion, an increase of 0.201 units in attitude towards sporting products. Also, if there is the increase of each unit in perceived product quality, will lead to the increase of 0.339 units in attitude towards sporting products. Furthermore, when hedonic perception

increase in each unit, attitude towards sporting products will increase by 0.460 units.
customer satisfaction towards organic food will increase by 0.174 units.

Multicollinearity Test

H₀: Error terms are no multicollinearity.

H_A: Error terms are multicollinearity.

Based on the multicollinearity test of Table 4.12, it shows that the VIF values in this study are less than 5. Therefore, H₀ is failed to reject. There is no multicollinearity error in this study and the variables in the model are adequate and fit.

4.5.2 Simple Linear Regression Analysis

The simple linear regression analysis has conducted in the second equation which is the attitude towards sporting products as the independent variable and purchase intention as the dependent variable. Table 4.13, Table 4.14 and Table 4.15 below describe the result of simple linear regression analysis.

Table 4.13: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.797 ^a	0.636	0.635	0.49244

a. Predictors: (Constant), Attitude towards Sporting Products

b. Dependent Variable: Purchase Intention

In Table 4.13, the R Square value is 0.636 which means that there are about 63.6% of the dependent variable (purchase intention) can be described by the independent variables (attitude towards sporting products).

Table 4.14: ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.174	1	126.174	520.313	0.000 ^a
Residual	72.264	298	0.242		
Total	198.438	299			

a. Predictors: (Constant), Attitude towards Sporting Products

b. Dependent Variable: Purchase Intention

$H_0: \mu_1 = \mu_2$

H_A : Not all the population means are equal.

Table 4.14 above is ANOVA which has showed that the significant value is less than α alpha 0.05 level with value of 0.000. Therefore, H_0 is rejected, group mean or variances are significant difference at α 0.05 level.

Table 4.15: Result of Simple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	0.948	0.118		8.011	0.000		
AT	0.715	0.031	0.797	22.810	0.000**	1.000	1.000

a. Dependent Variable: Purchase Intention

** . Significant at the 0.05 level.

Where,

AT= Attitude towards Sporting Products

PI= Purchase Intention

Equation (2): $PI = 0.948 + (0.715) AT^{**} + e$

The result of simple regression analysis in Table 4.15 above defined that the p- value

of attitude towards sporting products has the significant positive effect with purchase intention with value of 0.000 which is less than the significant value of 0.05. Meanwhile, unstandardized beta coefficient of attitude towards sporting products is 0.715. To be specific, there is an increase of 0.715 units in purchase intention while each unit of attitude towards sporting products increases.

4.5.3 Moderated Regression Analysis

In the third equation, attitude towards sporting products remain as the independent variable and purchase intention remain as the dependent variable, however, brand awareness becomes the moderated variable to influence the relationship between attitude towards sporting products and purchase intention. By using moderated regression analysis, below is the result that interprets through Table 4.16 and Table 4.17.

Table 4.16: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.797 ^a	0.636	0.635	0.49244
2	0.865 ^b	0.749	0.747	0.40989
3	0.870 ^c	0.757	0.754	0.40386

a. Predictors: (Constant), Attitude towards Sporting Products

b. Predictors: (Constant), Attitude towards Sporting Products, Brand Awareness

c. Predictors: (Constant), Attitude towards Sporting Products, Brand Awareness, Moderator

d. Dependent Variable: Purchase Intention

According to Table 4.16, R square changed, the value of R square is 0.757 and this shows that there are about 75.7% of dependent variable (purchase intention) can be described by the independent variables (attitude towards sporting products) and moderating variable (brand awareness). This also shows that when the brand awareness becomes the moderating variable, the percentage to explain also increases.

Table 4.17: Result of Moderated Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 Constant	3.569	0.280		125.544	0.000		
AT	0.650	0.280	0.797	22.810	0.000**	1.000	1.000
2 Constant	3.569	0.240		150.829	0.000		
AT	0.302	0.038	0.370	7.861	0.000**	0.382	2.619
BA	0.443	0.038	0.543	11.538	0.000**	0.382	2.619
3 Constant	3.619	0.280		128.580	0.000		
AT	0.267	0.390	0.328	6.781	0.000**	0.352	2.841
BA	0.410	0.390	0.503	10.463	0.000**	0.355	2.815
Moderator	-0.063	0.200	-0.119	-3.150	0.002**	0.573	1.745

a. Dependent Variable: Purchase Intention

** . Significant at the 0.05 level.

*. Significant at the 0.10 level

Where,

AT= Attitude towards Sporting Products

PI= Purchase Intention

BA= Brand Awareness

Equation (3): $PI = 3.619 + (0.267) AT^{**} + (0.410) BA^{**} - 0.063 (AT*BA)^{**} + e$

Table 4.17 illustrated that brand awareness has significant moderate on the attitude towards sporting products and purchase intention. This is because the P-value of 0.002 is below 0.05 level. Meanwhile, unstandardized beta coefficient of attitude towards sporting products is -0.063 which means that there is a decrease of 0.063 units in the purchase intention when each unit of attitude towards sporting products and purchase intention increase.

4.6 Hypothesis Testing

Table 4.18: Test of Significant

Hypothesis	Supported/Rejected
H1 _A : There is a significant negative relationship between sales promotion and attitude towards sporting products.	Supported
H2 _A : There is a significant positive relationship between perceived product quality and attitude towards sporting products.	Supported
H3 _A : There is a significant positive relationship between hedonic perception and attitude towards sporting products.	Supported
H4 _A : There is a significant positive relationship between attitude towards sporting products and purchase intention.	Supported
H5 _A : There is a significant positive relationship between attitude towards sporting products and purchase intention.	Supported
H6 _A : Brand awareness affects the relationship between attitude towards sporting products and purchase intention.	Supported

4.6.1 Sales Promotion

H1₀: There is no significant negative relationship between sales promotion and attitude towards sporting products.

H1_A: There is a significant negative relationship between sales promotion and attitude towards sporting products.

Reject H1₀, if p value < 0.05.

According to the Table 4.12, the significant value of sales promotion is 0.000, which is below p-value of 0.05. Therefore, H1₀ is rejected and H1_A is accepted. The result shows that there is a negative significant relationship between sales promotion and attitude towards sporting product.

4.6.2 Perceived Product Quality

H2₀: There is no significant positive relationship between perceived product quality and attitude towards sporting products.

H2_A: There is a significant positive relationship between perceived product quality and attitude towards sporting products.

Reject H2₀, if p value < 0.05.

Basing on the Table 4.12, the significant value of perceived product quality is 0.000, which is below p-value of 0.05. Therefore, H2₀ is rejected and H2_A is accepted. The result shows that there is a significant positive relationship between perceived product quality and attitude towards sporting product.

4.6.3 Hedonic Perception

H3₀: There is no significant positive relationship between hedonic perception and attitude towards sporting products.

H3_A: There is a significant positive relationship between hedonic perception and attitude towards sporting products.

Reject H_{3O} , if $p \text{ value} < 0.05$.

Referring to Table 4.12, the significant value of hedonic perception is 0.000, which is below p -value of 0.05. Therefore, H_{3O} is rejected and H_{3A} is accepted. The result shows that there is a significant positive relationship between hedonic perception and attitude towards sporting product.

4.6.4 Attitude towards Sporting Products

H_{4O} : There is no significant positive relationship between attitude towards sporting products and purchase intention.

H_{4A} : There is a significant positive relationship between attitude towards sporting products and purchase intention.

Reject H_{4O} , if $p \text{ value} < 0.05$.

According to the Table 4.15, the significant value of attitude towards sporting products is 0.000, which is below p -value of 0.05. Therefore, H_{4O} is rejected and H_{4A} is accepted. The result shows that there is a significant positive relationship between attitude towards sporting products and purchase intention.

4.6.5 Brand Awareness

H_{5O} : Brand awareness has no affect the relationship between attitude towards sporting products and purchase intention.

H_{5A} : Brand awareness affects the relationship between attitude towards sporting products and purchase intention.

Reject H_{5O} , if $p \text{ value} < 0.05$.

Basing on the Table 4.17, the significant value of brand awareness is 0.000, which is below p -value of 0.05. Therefore, H_{5O} is rejected and H_{5A} is accepted. This shows that brand awareness affects the relationship between attitude towards sporting products and purchase intention.

4.7 Conclusion

Generally, Statistical Package for the Social Sciences Version 21 (SPSS) software is used as the major tool in analyzing the data in this chapter. First of all, the pie charts are conducted to analyze the results of the frequency analysis. Secondly, descriptive analysis for the respondent's demographic profile interprets by central tendencies measurement of constructs such as mean, median, mode, variance and standard deviation, minimum value, maximum value and range. Moreover, reliability test, Pearson correlation analysis, and inferential test such as the simple linear regression analysis, multiple regression analysis and moderated regression analysis's results have been described and determined the relationship between the independent, moderating and dependent variables, as well as residual diagnosis such as multicollinearity test also have been analyzed.

CHAPTER 5

DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 presents the results and findings in term of the research outcome and summarizes and discuss the statistical analyses refer to the previous Chapter. Furthermore, the managerial implications, limitations of the study and recommendations for future research also have included in this Chapter.

5.1 Summary of Statistical Analyses

According to the result that generated in Chapter 4, the statistical analysis describes that most of the respondents are female aged between 21 to 30 years old, singled, bachelor degree and employed with the monthly household income level of below TWD 10,000. Through the result of age segment, it shows that the young girls and women will have higher interest on purchasing sporting products (Bradish, 2001). This is because young women and girls they treat sports as fun, they thought that sports bring the social aspect for them and thus they prefer to buy sporting goods (Bush, 2005). For marital status, there are 153 respondents with 51% who are single and this result can be agreed by the previous research from Harris (2008) stated that the single people are more likely to have higher interest on sporting products or purchasing sporting products. The reason is that Kwon and Trail (2001) single people have more time to engage different athletic activities and would be attracted by the sport's specific attributes or elements.

According to Bennett and Henson (2003), people who have possessed the higher education would contribute more intention on purchasing sporting products. This can

be found that the higher education in the result shows that 105 respondents with 35% of the segment are Bachelor Degree holder. Also, respondents who are employed and with below TWD 10,000 become the targeted segmentation by sport marketers, this is because Braunstein and Zhang (2005) reported that most college students who work in a part- time job would purchase sporting goods at least once during a month. Especially spend money on the sporting goods for which advertising and sports celebrity endorsements.

In the reliability test that generated from Chapter 4, the researchers figured out that all the variables in the questionnaire for this research such as sales promotion, perceived product quality, hedonic perception, attitude towards sporting products, purchase intention and brand awareness are showing the highly reliability of the Cronbach Alpha value with above 0.80.

According to the last Chapter, three independent variables such as sales promotion, perceived product quality and hedonic perception of sporting products have the positive relationship to the customer attitude towards sporting products. Meanwhile, when customer attitude towards sporting products becomes independent variable, it also shows that the positive relationship to the purchase intention. On the other hand, when brand awareness served as moderated variable, it is significant correlated to attitude towards sporting products and purchase intention on sporting products.

From the result in Chapter 4, through the first equation that tested by multiple regression analysis, the result presented that 71.3% of the attitude towards sporting products is explained by sales promotion, perceived product quality and hedonic perception of sporting products. The p-value of sales promotion, perceived product quality and hedonic perception of sporting products are below 0.05, which means that there are positive significant effect on attitude towards sporting products in the alpha level of 0.05. At the same time, sales promotion has a stronger influence on attitude towards sporting products.

In the second equation, simple linear regression has used to test the relationship between attitude towards sporting products and purchase intention. The result

interprets that 63.3% of the purchase intention on sporting products organic is explained by the attitude towards sporting products. And the p-value is 0.000 which is below 0.05. This indicates that attitude towards sporting products has positive significant effect on purchasing intention on sporting products.

On the other hand, the moderated regression analysis has been used to test the third equation. The result shows that 75.7% of purchase intention can be described by the attitude towards sporting products and moderating variable such as brand awareness. Moreover, brand awareness has significant moderate on the attitude towards sporting products and purchase intention. This is because the p-value of 0.002 is below 0.05 level.

5.2 Discussions of Major Findings

5.2.1 The Relationship between Sales Promotion and Attitude towards Sporting Products

H1_A: There is a significant negative relationship between sales promotion and attitude towards sporting products.

According to the result generated in Chapter 4, there is a strong relationship between sales promotion and attitude towards sporting products, which with the r-value of 0.708. In addition, the p-value of sales promotion is significantly supported at 0.000 value, which is lower than 0.05. Hence, H1 is supported for this research.

In generally, the result can be agreed by the earlier studies (Montaner & Pina, 2008), they stated that consumers have a negative attitude effect towards the sporting store where is offering monetary promotion. The major reason is that the consumers will assess the price whether is matching the products quality (Kim & Hyun, 2011). To be precisely, when sporting stores provide the discount on price or more quantities of products for consumers will lead to the negative attitude of their mind towards the products quality. This is because consumer will compare the previous price and the promotion price to think about why there is the huge range of the price discount, and

result in they have a doubt on the quality of products (Kotler, 2000). Therefore, the higher range of the price discount on sporting products will lead to consumers generate the negative fact that the products are on price discounts because it is a poorer quality products (Dodson, Tybout, and Sternthal, 1978).

5.2.2 The Relationship between Perceived Product Quality and Attitude towards Sporting Products

H2_A: There is a significant positive relationship between perceived product quality and attitude towards sporting products.

Based on the result, there is a strong relationship between perceived product quality and attitude towards sporting products, which with the r-value of 0.791. In addition, the p-value of perceived product quality is significantly supported at 0.000 value, which is below 0.05. Hence, H2 is supported for this research.

The result is supported by McKain (2005), who defined that when the products distribute the higher quality to consumers will result in consumers perceived the higher value towards sporting products and finally lead to the positive attitude towards the sporting product. Furthermore, the result also can be approved by Han (2013), who believed that perceived product quality is the major cognition dimensions for consumers to increase the positive attitude towards sporting products. This is because when consumers assess the quality of product such as functions, materials, appearance and so on to be high and they feel positive attitude towards the products (Oliver, 2010). Besides that, Wu, Yeh, and Hsiao (2011) also stresses that consumers should focus on product quality instead of focus on low price on the sporting products. This is because when perceived higher quality to the sporting products and then purchasing and using it, consumers will generate positive attitude towards sporting products.

5.2.3 The Relationship between Hedonic Perception and Attitude towards Sporting Products

H3_A: There is a significant positive relationship between hedonic perception and attitude towards sporting products.

Referring to the result, there is a strong relationship between hedonic perception and attitude towards sporting products, which with the r-value of 0.802. In addition, the p-value of hedonic perception is significantly supported at 0.000 value, which is below 0.05. Hence, H3 is supported for this research.

The result can be supported by Mathwick (2001), who had indicated that when consumers obtained more joyful moment from the specific sporting products, the higher positive attitude is induced toward a sporting product. Moreover, consumers prefer to shop in sporting store to imagine themselves into the atmosphere of the sports in order to have excited and happy mood to experience the products, because strong physical environments provide social interaction, product evaluation, and sensory stimulation for consumers and these would make consumers have a greater attitude towards a sporting product (Nicholson, 2002). This also can be agreed by Ryu (2010) who stated that consumers have a positive attitude towards sporting products when they feel that the products can provide higher hedonic values for them.

5.2.4 The Relationship between Attitude towards Sporting Products and Purchase Intention

H4_A: There is a significant positive relationship between attitude towards sporting products and purchase intention.

According to the result, there is a strong relationship between attitude towards sporting products and purchase intention, which with the r-value of 0.797. In addition, the p-value of attitude towards sporting products is significantly supported at 0.000 value, which is below 0.05. Hence, H4 is supported for this research.

Based on previous studies (Grunert, Bredahl, & Brunso, 2004) who supported the result from this research and mentioned that consumers' attitude towards sporting products will lead to influence their purchasing behavior. The reason is that people view sporting goods as a necessary buying item because people treat exercise is one of the important ways to keep your body in shape and healthy, therefore, sporting products are essential item in every individual's life (HKTDC.com, 2014). Furthermore, consumers' attitude towards sporting products not only become as a basic exercise need, also can identify an individual taste in sporting products (Mandhachitara, 2008). This shows that the sporting products become an additional function in this modern world. The reason is that people nowadays not only to purchase products for needs, but for popularity, creativity, and fashion (Chang, Chen & Liu, 2012). Therefore, people will have positive attitude towards sporting products and then generate the purchase intention. The reason is that people cannot ignore sporting products because it is functional equipment and fashionable for their life.

5.2.5 The Influence of Brand Awareness to Affect the Relationship between Attitude towards Sporting Products and Purchase Intention

H5_A: Brand awareness affects the relationship between attitude towards sporting products and purchase intention.

Base on the result, there is a strong effect of brand awareness to influence relationship between attitude towards sporting products and purchase intention, which with the r-value of 0.834. In addition, the p-value of brand awareness is significantly supported at 0.002 value, which is below 0.05. Hence, H5 is supported for this research.

According to the prior studies, some people would purchase the unknown brand sporting products which have a positive attitude towards it, however, the other brand of sporting products that have come out and can be recognized by consumers, they would feel confident with the product and implement the purchase intention towards it (Broadbridge & Morgan, 2001; Chaniotakis, 2010). Furthermore, some people have the higher identification and knowledge to the specific brand of sporting products, conversely, would result in negative attitude towards sporting products and do not want to purchase it. The reason is that the previous experience that consumers have met. For instance, if the atmosphere, quality, advertising or sales promotion of the store that provide and distribute to consumers are not feel good for them, it will definitely impact consumers' attitude, their future purchase as well as the brand image (Vahie and Paswan, 2006). To be specific, when consumers have a great attitude towards sporting product and ready for implementing the purchase behavior, suddenly, they recognize this brand and then lead to the negative impact on their attitude and do not purchase it.

Therefore, the result can be approved by Judith and Richard (2002), who figured out that brand awareness of the product affects the correlation between the attitude towards product and consumers' purchase intention. The reason is that the different kinds of situation and information that perceived by consumers would cause in different brand awareness of consumers to affects consumers' attitude towards sporting products as well as their choice of brand and actual purchase (Keller, 2008).

5.3 Implications of the Study

5.3.1 Managerial Implications

The major implication of this study is to help sporting companies aware the importance of the sporting markets in Taiwan and formulate the strategies to respond and meet consumers' need. Referring to the result from Chapter 4, the findings illustrated that hedonic perception and perceived product quality are the main determinants in fostering positive consumers' attitudes towards sporting products. Besides that, brand awareness also is the main factors to influence consumers' attitude towards sporting products and lead to whether to purchase sporting products. Therefore, marketers, practitioners or enterprises of sports products can base on these determinants to form the better strategies in the market. To take hedonic perception as an example, the display of sporting store can be decorated to make consumers feel happy. To be specific, the store can install a bright light or decorate the wall with the yellow or green color that can generate the joyful atmosphere to the sporting store. This is because Carroll (2012) stated that the better atmosphere of the sporting store is one of the successful factors to enable consumers to implement the purchase behavior.

On the other hand, to capture consumers' heart products quality is one of the important factors that can influence consumers' attitude towards the products and affect the purchase intention (Dubrovski, 2001). For instance, sporting company can use the environmentally friendly materials to manufacture the products (Boulouta & Pitelis, 2014) to attract specific consumers who view the environment as the vital issue. Besides that, the sporting products can be designed for both fashion and function. It can not only be used to exercise but with the great taste for consumers (Chang, Chen & Liu, 2012). Hence, sporting company should enhance the quality of the products so that consumers will have the re-purchase to the products.

As a consequence, to retain consumers, sporting companies should deploy more resources to defensive different sporting markets (Patterson, 2004). In other words, marketers, practitioners or enterprises of sports products should deeper understand the real thoughts and real needs of consumers, and then build the strong brand image to

establish in consumers' mind. The reason is that when sporting marketers or companies have successfully distributed the brand image to consumers' mind will also enhance the awareness of consumers toward the sporting brand. However, sporting companies also need to consider others determinants such as sales promotion, as it can increase the store traffic in short-term. Therefore, sales promotion can be one of the useful strategies that apply in the sporting market (Shih, 2010). In other words, with distinctive features of the brand can divide companies' own brand with other competitive brands (Hsieh, Pan, & Setiono, 2004).

5.4 Limitations of the Study

After conducting this research, there are several limitations encountered by researchers and have to be identified and listed down for the researchers to get more complete information and learn from it.

5.4.1 Limited Sample Size

This research conducted with the limited small sample size in 300 respondents. It is insufficient and impossible to illustrate the entire population of people who have consumed and purchasing the sporting products because of the limited range of population. Meanwhile, it needs a wider sample size to make sure the distribution of the population that can be represented more accurate to the data as statistical test for the research. On the other hand, it is difficult to find a meaningful relationship if the sample size is small. The reason is that this research use online survey for respondents to fill in the form. As a consequence, the sample size probably will affect the reliability of the research which cannot successfully describe the entire population who has the intention in purchasing sporting products. Therefore, it is necessary for future research to broader and targets a larger population group to make the research more credibility.

5.4.2 Insufficiency and Accuracy of the Response

To distribute the online survey, researchers put it on the social media site such as

Facebook, Instagram and Line, and also cooperate with some sporting stores like Nike and Adidas in Tunghai night market to ask for consumers to answer the online survey. However, there are many people who are interested or consumed in purchasing sporting products do not use these social media sites will not know this survey, such as older people probably will not include in this research. Furthermore, some respondents are not sure about their opinions, or do not clearly understand the question will fill in the mark of 3. Moreover, some people just go through the question and fill in the marks will also make the survey more incorrect. The reason is that they do not think further and deeper, just answer the question without thinking. Therefore, through these reasons that mentioned above, the accuracy of the survey will lead to an uncertain result to the research.

5.5 Recommendations for Future Research

To make this research more useful and contributive in the future, researchers provide some recommendations that figured out through the progress of this research.

First of all, this study must have to increase the sample size of population groups as mentioned previously. The reason is that the sample size in this study only for 300 respondents, it is necessary for future research to increase the amount of the sample size to analyze and test in order to gain more accurate result for the study. In the future, the targeted area should broaden the range to Taipei and Kaohsiung or other cities. This is because there are remain lots of people in other cities who did not participate in this research.

Secondly, to do the relevant research it is also require more time and apply for more funds to conduct this research. For example, researchers would face the problem of doing the research in other cities because the identity of researchers is students. Researchers would rather conduct the study in nearest city such as Taichung due to the time and funds restriction. Therefore, online survey is a best method to distribute to respondents although it will reduce the accuracy of the result.

Moreover than that, this study can add more influential factors for future relevant research. To be specific, there are many factors that will affect consumer's attitude towards sporting products and purchase intention especially sales promotion, this research only investigate the strategy of sales promotion that sporting stores used the most. Hence, for the future research, it can be further figured out what kinds of the sales promotion that consumers can accept and implement it to attract more consumers.

To conclude in these several recommendations, to do the further investigation on the relevant research, it not only needs to aim for more amount of the sample size of the population groups but also needs to acquire more time and require more funds for the further discussion of this research. Furthermore, it is kindly to suggest that future research can discuss deeper about which of the sales promotion will influence

consumers' attitude towards sporting products and purchase intention. Therefore, data collected from the research will improve the validity of the analysis and make the result more correctness.

5.6 Conclusion

In conclusion, Chapter 5 summarized the statistical and inferential analyses. Also, it provides a better understanding on how the attitude of consumer towards sporting products on purchase intention by supporting evidences. Followed by this research, it can be proved that brand awareness served as a good moderator which has an influence to alter the consumer's attitude towards sporting products and then affect their purchase intention. Also, implication of the independent variable such as sales promotion, perceived product quality and hedonic perception in consumer's attitude are figured out that they play as the important role to affect consumer's purchasing intention. In limitations, the difficulties that researchers faced are discussed. Along with recommendations are provided and identified to enhance for future research. In generally, this study provides the deeper information of consumer's behavior to sporting companies so that they can not only understand what do consumers like and set up likeable and attractable strategies to draw consumers but generate the store revenues.

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APPENDIX

1. Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

Title of Research:

The influence of Sales Promotion, Perceived Product Quality and Hedonic Perception on Consumers' Purchase Intention - The moderating effects of brand awareness.

Dear respondent,

This is a student from Tunghai University (THU) in Taiwan who is pursuing Master of Business Administration (MBA) of University Tunku Abdul Rahman (UTAR) in Malaysia. We are now conducting a survey entitled "The influence of Sales Promotion, Perceived Product Quality and Hedonic Perception on Consumers' Purchase Intention - The moderating effects of brand awareness".

Your participation for this research project is fully voluntary. It is importantly noted that the questionnaire of project will be used for a research purpose only. All the information and data provided will be treated strictly confidential as well as the individual information which will not be identified in this report. It would spend approximately **ten (10) minutes** to complete this questionnaire. Your contribution of effort and time taken for this work are highly appreciated.

Thank you again for your valuable time and participation.

Sincerely,

Gu Yi Chen

SECTION A: DEMOGRAPHIC PROFILE

a) Gender

- ☐ Male
- ☐ Female

b) Age

- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 51-60 years old
- ☐ Above 60 year-old

c) Marital status

- ☐ Single
- ☐ Married

d) Highest Qualification of Education

- ☐ Basic and Secondary Level
- ☐ Senior High School Level
- ☐ Bachelor Degree
- ☐ Master Degree
- ☐ Doctoral Degree

e) Occupation

- ☐ Student
- ☐ Housewife
- ☐ Employee
- ☐ Self-employed
- ☐ Unemployed
- ☐ Retired
- ☐ Other, please specify: _____

f) Monthly household income

- ☐ Below TWD 10,000
- ☐ TWD 10,001 – TWD 18,000
- ☐ TWD 18,001 – TWD 25,000
- ☐ TWD 25,000 – TWD 30,000
- ☐ Above TWD 30001

SECTION B:

Please **CIRCLE** the number to describe how much you agree or disagree with each of the following statements. Indicate your answer by using the following scale of 1 to 5.

Where: **1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree**

Sales promotion						
1	If sporting products offer__ (free sample/bonus pack/price discount/ coupon), it will distribute the conception of lower quality on products.	1	2	3	4	5
2	I seldom give a try for different sporting products which offer __ (free sample/bonus pack/price discount/ coupon) because they would be considered as unsold inventories.	1	2	3	4	5
3	I seldom buy sporting products that offer __ (free sample/bonus pack/price discount/ coupon) because I am afraid of the detective products.	1	2	3	4	5
4	Sporting products offer __ (free sample/bonus pack/price discount/ coupon) because the styles are usually out of date. It will allow me do not want to buy it.	1	2	3	4	5
Perceived product quality						
5	When I shop in sporting products, I will focus on quality of goods.	1	2	3	4	5
6	It is important that sporting products possessed highly quality than good looking.	1	2	3	4	5
7	It is important that sporting products are designed for matching ergonomics with highly quality.	1	2	3	4	5
8	I think sporting products have clearly stated the materials which are not threatened to environment.	1	2	3	4	5
9	I think quality is an important criterion when I buy sporting products	1	2	3	4	5
Hedonic perception						
10	When I see the advertisement of sporting products, I feel happy in that moment.	1	2	3	4	5
11	When I shop at the sport store, I feel joyful in that moment.	1	2	3	4	5
12	When I try different sporting products, I feel excited in that moment.	1	2	3	4	5
13	When there is a new style for sporting products, I feel excited and happy in that moment.	1	2	3	4	5

14	When I touch sporting products, I feel happy in that moment.	1	2	3	4	5
Attitude towards sporting products						
15	The sporting products are likeable to me.	1	2	3	4	5
16	The sporting products are attractive to me.	1	2	3	4	5
17	The sporting products are appealing to me.	1	2	3	4	5
Brand awareness						
18	Some characteristics of the particular sporting products/brands come to my mind quickly if I have positive attitude towards the sporting products.	1	2	3	4	5
19	I can quickly recall the particular symbol or logo of sporting products if I have positive attitude towards the sporting products.	1	2	3	4	5
20	I know how the particular sporting products look like if I have positive attitude towards sporting products.	1	2	3	4	5
21	I can recognize this brand among competing brands if I have positive attitude towards sporting products.	1	2	3	4	5
Purchase intention on sporting products						
22	I intend to buy sporting products when there is a promotion.	1	2	3	4	5
23	I intend to buy sporting products which are possessed highly product quality.	1	2	3	4	5
24	I intend to buy sporting products when there is hedonic perception through me.	1	2	3	4	5
25	I intend to buy sporting products when I am in a positive attitude towards sporting products.	1	2	3	4	5
26	I intend to buy sporting products that I can recognize them.	1	2	3	4	5