

CREATING CONSUMER-BASED BRAND EQUITY
IN THE CHINESE SPORTS SHOES MARKET:
Measurement, challenges and opportunities

A thesis submitted for the degree of Master of Science in
International Marketing

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Summary

Abstract

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research. Developing and properly managing brand equity has been emphasized as an important issue for most firms. Along with Chinese sportswear sector fast growth, the competition of sportswear market is fierily and fragmented due to numerous brands vying for consumer attention. This project is using sports shoes as example to understand and comprehend the effects promotional activities and dimensions brand equity on consumer based brand equity creating in Chinese sportswear market. The main method adopted in this study was quantitative and objective. A total of 84 Chinese respondents between 21 to 36 years old evaluated 5 brands of sports shoes. The results show that, four dimensions of brand equity (brand awareness, brand association, perceived quality and brand loyalty) have significant effects on brand equity; store image have positive influence on brand equity dimensions, whereas celebrity endorsement have not influence on brand equity dimensions.

Keywords: *brand equity, dimensions of brand equity, promotional activities, sports shoes, China.*

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1. Introduction

1.1 Background

Along with a rapidly growing economy, rising incomes and an enormous population, China has been appreciated as one of the most attractive consumer markets in the world (Brewer, 1997 cf. Tong and Hawley, 2009). Meanwhile, with a growing interest in sports among its consumers, China is viewed its sportswear marketing rapidly promising (Asiamoney, 2006 cf. Tong and Hawley, 2009). According to Business Wire (2010), by the end of 2010, Chinese sportswear retail market is expected 124.20 billion RMB (Chinese currency), and its sportswear items sales grew by 233.2% between 2004 and 2010 due to increasing purchasing power associate with a wider section of the population and strong increases in average incomes.

However, accompanied the Chinese sportswear sector fast growth, the competition of sportswear market is fierily and fragmented due to numerous brands vying for consumer attention (Tong and Hawley, 2009). Moreover, deposit the international brands are enjoying strong sales growth and good reputation, with more and more Chinese domestic brands emerge, domestic brands are looking forward to raise their game against the global brands, and the completion is hotting up (Li, 2009). Recently, the competition of sportswear market is shifting from price to brand building, particularly, the branding and product image are becoming increasingly significant to Chinese customer (The economist, 2003). Hence, brand equity is recognized as an essential part that assisting sportswear marketers or companies gain competitive advantage and make management decision (Tong and Hawley, 2009).

Brand equity is one of the most important concepts in marketing science, and it has well-recognized as one of the most valuable intangible assets by most firms (Erenkol and Duygun, 2010; Hao *et al.*, 2007, Wang *et al.*, 2008). Brand equity is incremental utility and value endowed to a product or service by its brand name (Keller, 2003; Park and Srinivasan 1994; Yoo *et al.*, 2000; Marinova *et al.*, 2011). High brand equity

can lead customers into a positive or strong brand association; gain or increase their cash flow to the business, as well as make products differentiation in order to lead to competitive advantages (Yoo *et al.*, 2000; Aaker, 1991; Keller, 1993; Marinova *et al.*, 2011).

If the sportswear marketers or firms could better understand the importance of brand equity, and then they would better gain competitive advantage, loyal their customers. Therefore, this paper is mainly to investigate the relationship between selected promotional activities toward brand equity dimensions and creation of brand equity, thereby providing a conceptual framework for deeply understanding consumer based brand equity related to Chinese sportswear market.

1.2 Research purpose

Sports style and the growth population of interest consumer in sports have a growing influence in the clothing and footwear market in China (Tong and Hawley, 2009).

Competition is the most fundamental factor that directly affects the brand emergence and growth. Today, the competition is fiercely in Chinese sportswear market due to the threat of new entrances and rivals. The brand companies always try to outperform their competitors to grab a greater share of market, thus, an appropriate marketing strategy is necessary. Here, brand equity is a concept in marketing field which plays an important role that affects developing business for a brand company. Hence, this paper seeks to examine the effects promotional activities and dimensions brand equity (brand awareness, brand association, perceived quality and brand loyalty) on consumer based brand equity creating in Chinese sportswear market. The finding of this paper will help sportswear marketers or companies to create positive brand equity in order to increase develop their future's business growth and profit.

1.3 Research objective

The objective of this project is to explore and measure the effects of promotional activities and dimensions of brand equity on consumer based brand equity theoretically and empirically.

Therefore, the objectives of this study are threefold:

1. Deeply understanding of the brand equity concept employ in marketing.
2. Measure and examine the effectiveness of brand equity dimensions, i.e., brand awareness, brand association, perceived quality and brand loyalty on consumer based brand equity creating.
3. Measure and examine the effectiveness of six selected promotional activities, i.e., advertising, word of mouth, sales promotion, celebrity endorsement, store image and event sponsorship effect on the dimensions of brand equity.

Additionally, the finding and implication of this research will recommend for sportswear brand companies a strategy for building consumer-based brand equity in Chinese market.

1.4 Research problem

This project is focused on the factors effect on consumer based brand equity creating:

- The effects of brand equity dimensions on consumer brand equity
- The effects of various promotional activities on dimensions of brand equity.

Meanwhile, the managerial implications will be defined based on the analysis of the relationships between consumer based brand equity and its dimensions and promotional activities using.

1.5 Structure of the paper

This paper will start with a brief background of Chinese sportswear industry, as well as we introduce the importance of consumer based brand equity towards sportswear industry. Moreover, the research problem, research purpose and the research objective are also presented in the introduction part.

After having a general idea, the literature review will be conducted in theatrical framework part. The theory discussion will be based on brand equity dimension and its selected promotional activities on consumer based brand equity relationship.

Methodology part will discuss the chosen research approach and method in this study. By clarifying the assumption of this paper, the method that will be used in this paper is quantitative and objective; and therefore the analytical approach will be applied. By using questionnaire survey, the collected data will be used in the empirical analysis and discussion.

Subsequently, by using SPSS as statistical method, the collected data will be analyzed. Based on the data analysis, it will be clear discussed the relationship between consumer based brand equity and its dimensions and selected promotional activities.

Finally, a conclusion will summarize the findings and discuss the implications for the future study.

2. Literature review

2.1 Conceptual framework

This project aims to investigate the relationship between brand equity and promotional activities using of the dimensions of brand equity. Figure 1, illustrates the conceptual framework of brand equity, which extends Aaker's (1991) model by integrating Yoo *et al.*'s (2000) framework.

Table 1: Conceptual framework of this research



According to Aaker's (1991) definition: (a) brand equity creates value for both the customer and the company, (b) value for the customer increases the value for the firm, (c) brand equity involves of multiple dimensions. We extend our conceptual framework in two ways. Firstly, we are setting brand equity in separate constructs: brand equity, between the dimensions of brand equity and the value for the customers and the firm. The construct of brand equity reveals how individual dimensions are related to brand equity; hence, by setting separate constructs, are can clearly comprehend each construct's contribution to brand equity (Yoo *et al.*, 2000). This extension has been addressed in previous studies i.e., Yoo *et al.*, (2000) and Marinova *et al.*, (2011). Secondly, we modify Yoo *et al.*'s (2000) framework that applies promotional activities instead of marketing efforts (Marketing mix model) as

antecedents of brand equity, assuming that these are more relevant and have a significant impact on brand equity.

To clarify, the main task of project is to investigate the linkages of antecedent (promotional activities) dimensions of brand equity, and brand equity.

2. Brand equity

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research (Kim *et al.*, 2006). Developing and properly managing brand equity has been emphasized as an important issue for most firms (Hao *et al.*, 2007). Because, it can help firms to gain or increase their cash flow to the business, and make products differentiation in order to lead to competitive advantages (Yoo *et al.*, 2000; Aaker, 1991). Thus, brand equity is been appreciated as one of the most valuable intangible assets by most firms (Hao *et al.*, 2007).

Brand equity is incremental utility and value endowed to a product or service by its brand name (Keller, 2003; Park and Srinivasan 1994; Yoo *et al.*, 2000; Marinova *et al.*, 2011), and it is considered as a source of competitive advantage by many firms (Chen and Tseng, 2010). This added value may be revealed in how customers consider, feel and act with the respect to a brand, as well as the prices, market share and profitability that the brand commands for the company (Kotler and Keller, 2006).

Aaker (1991) proposes that, brand equity is “the set of assets (and liabilities) linked to a brand’s name and symbol that adds the value provided by a product or service to a firm and /or that firm’s customers.” From the firm’s perspectives: we can argue that a positive brand equity affects a firm’s future profit and long term cash flow, the willingness of consumers to pay premium prices, any merger and acquisition decision, marketing communication effectiveness, stock prices, long-term sustainable competitive advantage and the marketing success of a firm (Aaker, 1991; Yoo and

Donthu, 2001; Chen and Tseng, 2010). However, from customers' point of view: a strong brand can enhance customers' trust in purchasing a product as well as enable customers to better imagine and comprehend intangible products (Chen and Tseng, 2010). In summary, brand equity not only creates value for the firm, but also creates value for the customers. (Aaker, 1991)

2.3 Customer-based brand equity

Marketers and researchers apply different approaches to investigate brand equity (Kotler and Keller, 2006). These various approaches can be classified into three main perspectives i.e., customers-based perspective, financial perspective and combined perspective (Keller, 1993).

The customers-based brand equity is a study of brand equity from the customers' perspective (Xu and Chan, 2010), and it can be described as different brand knowledge such as customers association, familiarity, which are affect customer' reaction to the marketing of a brand (Keller, 1993; Tong and Hawley, 2009). Customer-based brand equity occurs when customers are familiar with a brand and hold some brand associations in their memory such as favorable, strong and unique (Wang *et al.*, 2008).

However, the financial brand equity has a “focus on the financial value of brand equity from a company's point of view” (Yoo, 1996). Chen and Tseng (2010) further explain that the financial perspective is based on “the incremental discounted future cash flows that result from a branded product's revenue over the revenue of an unbranded product”. This perspective aims to analyses sales income, market share and premium, as well as firm's value, hence, is also can be considered as the perspective of an enterprise (Li *et al.*, 2011).

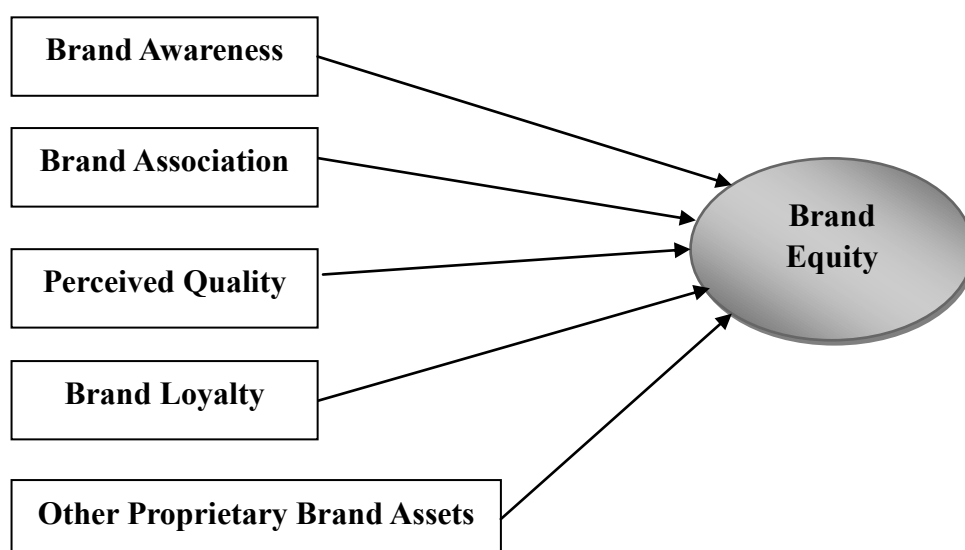
Moreover, the combined brand equity integrates both customer-based and financial

brand equity. Customers-based brand equity plays an important role for the successful brand management of a firm. Positive customers-based brand equity can “lead to greater revenue, lower cost and higher profit” (Keller, 1993 cf. Tong and Hawley, 2009). Therefore, in this research, customers-based brand equity will be explored and applied for investigation.

2.4 The relationship between brand equity and brand equity dimensions

Brand equity is considered as multidimensional concept and a complex phenomenon (Tong and Hawley, 2009). Aaker (1991) proposes that brand equity consists of five dimensions: brand loyalty, brand awareness, brand association, perceived quality and other brand propriety assets such as patents, trademark and channel relationship. Alternatively, Keller (1991) argues that, it composes of two components: brand awareness and brand image. His conceptualization is same as two of Aaker’s brand equity dimensions, which are dependent on brand knowledge.

Table 2: Dimensions of brand equity



Source: Aaker, D (1991)

Considering the above given definitions, we believe that brand awareness, brand association, perceived quality and brand loyalty as common dimensions of brand equity, which perspective has been adopted by other researchers (Tong and Hawley, 2009; Yoo *et al.*, 2000; Chen and Tseng, 2010; Erenkol and Duygun, 2010). Positive brand equity implies that customers have a lot of positive and strong associations relate to the brand, high quality perception and can lead to brand loyalty (Yoo *et al.*, 2000). Hence, this study will adopt Aaker's (1991) model.

2.4.1 Brand awareness

Brand awareness is the first and fundamental attribute of customer brand equity; and sometimes it is underestimated component of brand equity (Aaker, 1991; Aaker, 1986; Tong and Hawley, 2009). Brand awareness is defined as “the ability of a buyer to recognize or re call that brand is a member of certain product category” (Aaker, 1991). Keller (1993) found that it composes of both brand recall and recognition. He further (Keller 1993, p3) explains that brand recognition “relates to consumer’ ability to confirm the prior exposure to the brand when given the brand as a cue”. However, brand recall is “related to consumer’ ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue”. (Keller, 1993, p3) For a new or niche brand, the important issue is recognition; on the other hand, for a well-known brand, recall and top-of-mind is more sensitive and significant (Aaker, 1986).

Beside, brand awareness affects customers to make their decision, particularly for low-involvement packaged goods and strengthens brand performance in the market (Huang and Sarigöllü, 2011). Hence, marketers should concentrate on brand management and appropriate tactics to build and maintain customers’ brand awareness by enhancing connection between a product and its customers, so as to influence customer brand selection (Wang *et al.*, 2008; Xu and Chen, 2010).

In summary, “brand awareness precedes building brand equity” in the consumer mind set (Huang and Sarigöllü, 2011); it affects customers’ perception and attitudes, as well as it influences customer’s brand choice and brand loyalty (Aaker, 1986). Based on this, the following hypothesis is formulated:

H1a. Brand awareness has a significant positive effect on consumer-based brand equity (brand equity).

2.4.2 Brand association

Brand association is another important component of brand equity. It is described as “anything linked in memory to a brand” and brand image is as seen as “a set of associations, usually related in some meaningful way” (Aaker, 1991). Keller (1993) defined brand associations as “impressions based on other information that is related to impressions created by the brand in the minds of consumers and that include the brand’s meaning for the consumers”. Based on prior research, Xu and Chen (2010) found that the related association (impression) link could be a product, country of origin, firm, competitor, seller, or users with particular demographic or lifestyle characteristic. However, the association to a brand might be stronger when it is based on numerous experiences or exposure to communications, rather than few (Aaker, 1991; Marinova *et al.*, 2011).

Erenkol and Duygun (2010) propose that brand associations help communicators to easier deliver an idea of a product or service to consumers or communicate thoughts related to the brand, but also provide brand differentiation and positioning. Furthermore, brand association creates value for the firm as well as for its customers by assisting to process information, distinguishes the brand, creates positive attitudes and feeling, provides a reason to purchase a brand and forms the basis for brand extensions (Aaker, 1991; Tong and Hawley, 2009).

Brand association, which is the outcome of high brand awareness, is positively relate

to brand equity, since it is viewed as “a sign of quality and commitment”, leading customers to familiarizes purchasers with a brand, as well as “helping them consider it at the point of purchase” (Aaker, 1991; Tong and Hawley, 2009; Marinova *et al.*, 2011; Yoo *et al.*, 2000). Building positive brand associations may lead to the formation of a positive brand image, which is a conceptual antecedent to enhanced brand equity (Aaker, 1991; Faircloth *et al.*, 2001). Thus, the flowing hypothesis is posited:

H1b. Brand association has a significant positive effect on consumer-based brand equity (brand equity).

2.4.3 Perceived quality

Perceived quality is one of the main dimensions of brand equity; it is “the core construct” in the study to measuring brand equity (Aaker, 1996). Perceived quality is defined as “the consumer’s subjective judgment about a product’s overall excellence or superiority” (Zeithaml, 1988). That is, perceived quality is not the real quality of product, but the consumer’s subjective assessment of that product (Zeithaml, 1988; Erenkol and Duygun, 2010). “Personal product experience, unique needs, and consumption situation” can be affecting the consumer’s subjective evaluation of quality (Yoo *et al.*, 2000).

Aaker (Aaker, 1991 cf. Erenkol and Duygun, 2010) points out the values that perceived quality provides for the firms, which include:

- “- Establishing reasons for purchase for the customers.
- Differentiating the brand from competitive brands and positing the brand.
- Making it possible to change high prices
- Attracting the interest of distribution channel member
- Making it possible for the brand to grow.” (p. 97)

In summary, perceived quality is a component of brand value, which leading consumers to select a particular brand rather than another competing brand (Yoo *et al.*, 2000). Hence, we believe that high perceived quality will increase brand equity, and the following hypothesis is proposed:

H1c. Perceived quality has a significant positive effect on consumer-based brand equity (brand equity).

2.4.4 Brand loyalty

Aaker (1991) states that, brand loyalty is “a measure of the attachment that a customer has to a brand” (p. 91). Subsequently, Oliver (1979) explains brand equity as “a deeply held commitment to rebury or re-patronize a preferred product or service consistently in the future, deposit situation influences and marketing efforts having the potential to cause switching behavior” (p. 392) Thus, brand loyalty is believed to be the most important brand equity dimension, which results in above three given brand equity dimensions-i.e. brand awareness, brand association and perceived quality (Tong and Hawley, 2009).

Consequently, brand loyalty is different from other brand equity dimensions, because it is associated with usage experience (Aaker, 1991) Moreover, brand loyalty reduces uncertainty as well as saves costs of seeking new relational exchanges with other brand (Erenkol and Duygun, 2010). Brand loyalty makes consumers buy a brand routinely and resist switching to other competing brand (Yoo *et al.*, 2000).

As a result, (brand) loyalty is a concept that firms emphasize, since it may create or sustain a customers' patronage over the long-term (Marshall, 2010), thereby increase brand equity. Based on this definition and argument, the following hypothesis is formulated:

H1d. Brand loyalty has a significant positive effect on consumer-based brand equity

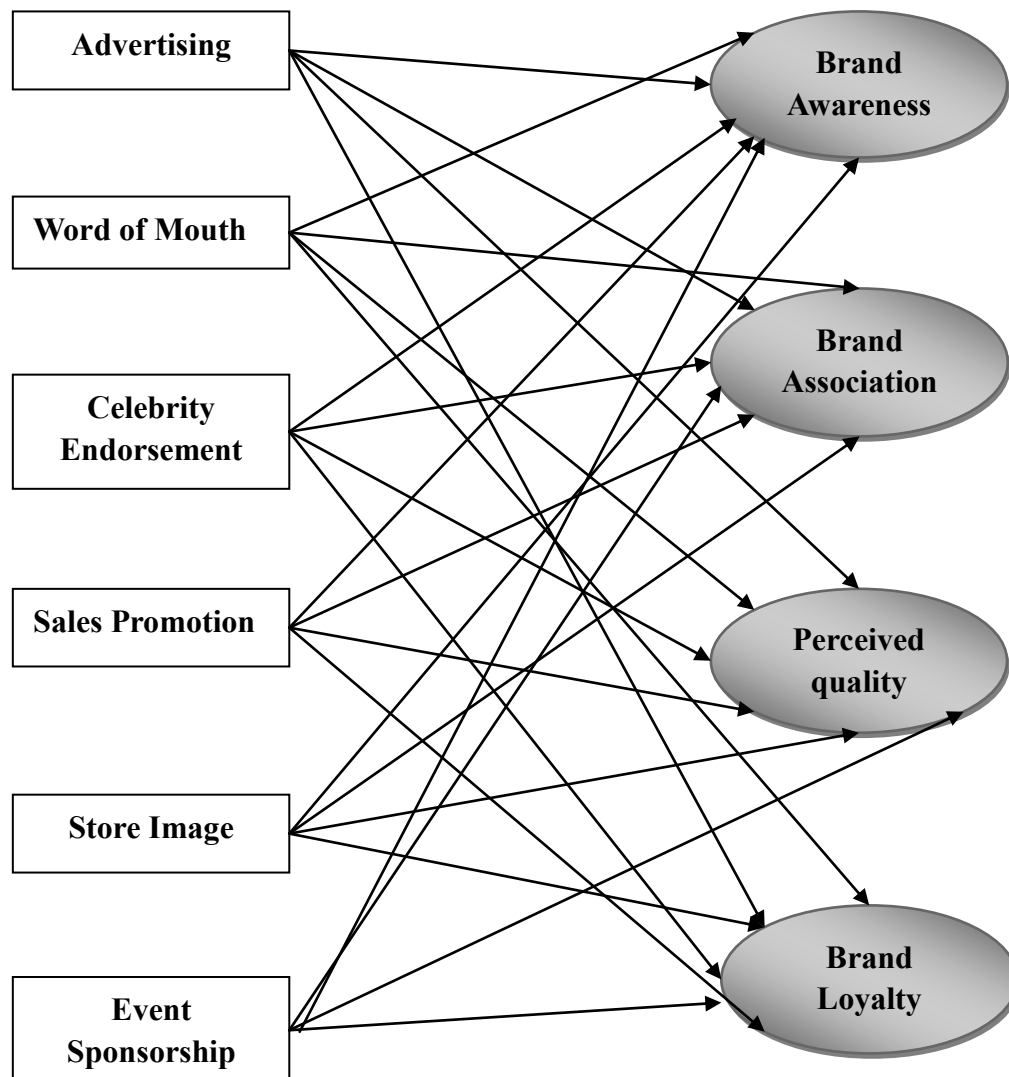
(brand equity).

2.5 Effects of promotional activities on brand equity dimensions

Brand equity is seen as the outcome of long term marketing efforts operated to build a sustainable, differential advantage relative to competitors (Doyle, 1990 cf. Yoo, 1996). Yoo (1996) suggests, any marketing actions will affect on customers' brand knowledge e.g., psychological perception, which is result in a positive or negative impact on brand equity. Moreover, According to Keller (1993, P.8) "a brand is said to have a positive (negative) customer-based brand equity if consumers react more or less favorably to the product, price, promotion, or distribution of the brand than they do to same marketing mix element when it is attributed to a fictitiously names or unnamed version of the product or service"

Thus, this study will select the following 6 promotional activities which can affect on the perceptions of consumers as well as brand equity; they are (figure 3): advertising, word of mouth, celebrity endorsement, sales promotion, store image, and event sponsorship. These selected activities are represented as the most popular marketing activities that marketers apply frequently in China when marketing products and services.

Table 3: Structural model: effects of promotional activities on brand equity dimensions



2.5.1 Advertising

Advertising is non-personal communication and promotion of ideas, goods or services by an identified sponsor by various media (Kotler and Keller, 2006, Nelson, 2010).

Therefore, it is viewed as a crucial determinant for brand image, along with the

physical characteristics of the brand, the price charged and the satisfaction that is derived from the brand” (Nelson, 2010).

Advertising can create long-term brand image for a product (service) or trigger quick sales (Kotler and Keller, 2006). Consequently, based on past research (Aaker, 1991; Batra *et al.*, 1995; Keller, 1993; Rossiter and Percy, 1987; Yoo *et al.*, 2000 ; Krishnan and Chakravarti, 1993; Huang and Sarigöllü, 2011), it can argue that, advertising can create and increase brand awareness by exposing brands to customers, as well as it strengthen the brand's likelihood of being included in consumers' mind set, thereby enhancing the market performance of a brand.

Aaker (1991) proposes that, brand equity is the long-term outcome of advertising spending rather than sales promotion. Brand’s advertising exposes product to consumers more frequently, and thus can develop their high or positive brand awareness and stronger association, but also their perception of high brand quality (Tong and Hawley 2009; Yoo *et al.*, 2000; Cobb-Walgren *et al.*, 1995). Advertising is also can create strong brands and make unshakeable consumer loyalty to the brand (White, 2000 cf. Nelson, 2010). Yoo (1996) summarizes this by arguing that, advertising expenditure has positive effects on all elements of the brand knowledge such as, brand awareness, perceived quality, strong association, brand loyalty and brand equity. Thus, we hypothesize that:

H2a. Advertising has a significant positive effect on brand awareness.

H2b. Advertising has a significant positive effect on brand association

H2c. Advertising has a significant positive effect on perceived quality

H2d. Advertising has a significant positive effect on brand loyalty

2.5.2 Word of Mouth

Word of mouth (WoM) is argued to be an informal tool of communication between private parties in which evaluation of a product or service takes place (Mazzarol *et al.*,

2007; Lim and Chung, 2011). Compared with other promotional activities, WoM is a low-cost and reliable way of spreading information or experiences regarding products or services, thus it is believed as a key issue in information or experience diffusion in consumer markets as well as shaping consumer's expectation (Lim and Chung, 2011).

WoM is different from traditional marketing communication, because it is initiated by loyal customers who are committed to a brand or shared information or experiences in order to help others to make brand selection (Xu and Chan, 2010). WoM is a transmitting tool, which has a greater influence than other marketing activities such as print advertising, personal selling and radio advertising. (De Bruyn and Lilien, 2008). Xu and Chan (2010) believe that WoM is more trustworthy, since it is not “perceived as marketing”, and “the information from relevant others (such as friends and relatives) is taken as evidence of reality, supporting or adding to what the consumers already believe the about some salient aspects of product and service” (Lim and Chung, 2011).

However, WoM in general has both positive and negative assessment on product or service perception (Lim and Chung, 2011). Positive WoM increases probabilities of purchasing, whereas negative WoM causes the dissemination of complaints, and has a damaging effect (Xu and Chan, 2010). Positive WoM affects the evaluation of a brand product (Xu and Chan, 2010), and it implies that customers have favorable and clear brand awareness of a product, strong association, a high quality perception, and are loyal to it. Thus, it can be hypothesized that:

H3a. Word of Mouth has a significant positive effect on brand awareness.

H3b. Word of Mouth has a significant positive effect on brand association

H3c. Word of Mouth has a significant positive effect on perceived quality

H3d. Word of Mouth has a significant positive effect on brand loyalty

2.5.3 Celebrity endorsement

Celebrity endorsement is a common communication tool in nowadays marketing (O'Mahony and Meenaghan, 1997/1998). McCracken (1989) defines celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". To date, firms invest large amounts of money to align themselves and their products with famous celebrities in the belief that they will draw attention to the endorsed products or services, and transfer image values to these products or services by virtue of their celebrity profile and engaging attributes. (O'Mahony and Meenaghan, 1997/1998)

Firms invite a celebrity to endorse their brand; they expect the brand will be acquired from customer's awareness of a celebrity, which could include perceived quality, educational value and a positive image (Tong and Hawley, 2009).

In particular, Chinese people tend to adopt reference groups as influencer, e.g. sports or pop music celebrities, which have a favorable effect on customers' attitudes and behavior (Hchu and Yang, 1972 cf. Tong and Hawley, 2009). Hence, we hypothesize that:

H4a. Celebrity endorsement has a significant positive effect on brand awareness.

H4b. Celebrity endorsement has a significant positive effect on brand association

H4c. Celebrity endorsement has a significant positive effect on perceived quality

H4d. Celebrity endorsement has a significant positive effect on brand loyalty

2.5.4 Sales promotion (price and non-price)

Sales promotion is seen as temporary incentives to encourage the trial or use of a product or service (Tong and Hawley 2009; Delvecchio *et al.*, 2006). It includes short-term price reduction, premium (free gift with purchase), coupons package, cents-off and price deal and refunds, that firms have utilized frequently in order to make a stronger and quicker buyers response (Kotler and Keller, 2006; Shih, 2010).

Kotler and Keller (2006) outline three benefits of sales promotion tools: “(1) gain attention and lead the consumer to the product (Communication); (2) incorporate some concession, inducement, or contribution that gives value to the consumer (incentive); (3) they include a distinct invitation to engage in the transaction now (invitation).”

Sales promotion in general can be classified into two types, as such: price promotion and non-price promotion (Tong and Hawley, 2009). Price promotion can gain attention and obtain short-term financial profit (Yoo *et al.* 2000). Many scholars (Yoo *et al.* 2000; Delvecchio *et al.*, 2006; Shih, 2010) agree with that, price promotion may have a negative influence on brand's quality and image, because, from the long-term, price reductions reflect as low quality brand image to the consumers (Yoo *et al.* 2000). However, Chinese people are different from Westerners, they are more price-conscious and less brand sophisticated, and they enjoy price promotion, such as beginning and end-of-season sales promotion (Schmitt *et al.*, 1994 *cf.* Tong and Hawley, 2009). Compare with price promotion, non-price promotion (such as premium, coupons package and etc.) can enhance brand image in the long-term, as well as strengthens brand relationship with customers (Tong and Hawley, 2009). Non-price promotion can “bring some computable economic saving” as well as add value of “excitement and immeasurable” to a brand (Tong and Hawley, 2009). Hence, in the context of China, we argue that, both price promotion and non-price promotion will have a positive effect on the dimension of brand equity:

H5a. Sales promotion has a significant positive effect on brand awareness.

H5b. Sales promotion has a significant positive effect on brand association

H5c. Sales promotion has a significant positive effect on perceived quality

H5d. Sales promotion has a significant positive effect on brand loyalty

2.5.5 Store image

Store image refers to the way in which the store “is perceived by shoppers and defined in shoppers’ mind”, and is part of a retailer’s personality (Martineau, 1958; Cornelius *et al.*, 2010). Bloemer and De Ruyter, (1997) define store image as a combination of consumers’ perceptions of a store on different characteristics or attributes. Cornelius *et al.* (2010) believe that store image is the basis of consumers’ objective and subjective perceptions learned over time. “High quality or high reputation stores will result in high brand loyalty and high brand awareness by signaling high quality brands and stimulating word-of-mouth communication” (Yoo, 1996 p49).

Store image may indirectly influence brand equity, since it effects product associations on the basis of the association related to the retail store in consumers’ mind (Keller 2002). Store image has significant positive effects on perceived quality; a favorable store image can attract more attention, contacts and potential customer visits (Shih, 2010, Yoo, 1996). Thus, a brand through a good image store will build favorable brand awareness, brand association, high quality perception than a store with bad image. Hence, we hypothesize that:

H6a. Store image has a significant positive effect on brand awareness.

H6b. Store image has a significant positive effect on brand association

H6c. Store image has a significant positive effect on perceived quality

H6d. Store image has a significant positive effect on brand loyalty

2.5.6 Event sponsorship

To date, corporate sponsorship is considered an increasingly visible instrument in the marketing communication mix (Javalgi *et al.*, 1994). Event sponsorship, which includes sports, music, and cultural events, has become an effective communication tool for building or enhancing brand awareness, brand image, corporate image, and directly stimulating products’ sales, it also can inspire customers’ loyalty (Javalgi *et al.*, 1994; Henseler *et al.*, 2011; Tong and Hawley, 2009).

Based on research of International Events Group (2011), Henseler *et al.*, (2011) indicate that, “68% of sponsorship money is invested in sport”. Hence, sport sponsorship is viewed a most popular device for the management of brand image, brand personality, and other brand equity dimensions (Henseler *et al.*, 2011).

Particularly, in China, event sponsorship is viewed as among the most important marketing activities. Music and sport events are considered as the most effective promotional activities in building and enhancing favorable link between consumers and brand image (Tong and Hawley, 2009). Based on this, we formulate the following hypothesis:

H7a. Event sponsorship has a significant positive effect on brand awareness.

H7b. Event sponsorship has a significant positive effect on brand association

H7c. Event sponsorship has a significant positive effect on perceived quality

H7d. Event sponsorship has a significant positive effect on brand loyalty

2.6 Summary of literature review

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research. Developing and properly managing brand equity has been emphasized as an important issue for most firms. Brand equity can be classified into three main perspectives i.e., customers-based perspective, financial perspective and combined perspective

Moreover, brand equity is considered as multidimensional concept and a complex phenomenon. According to Aaker (1991) that, brand equity consist of five dimensions: brand loyalty, brand awareness, brand association, perceived quality and other brand propriety assets. Brand awareness is defined as “the ability of a buyer to recognize or re call that brand is a member of certain product category”, and it is

considered as the first and fundamental attribute of customer brand equity. Beside, Brand association is described as “anything linked in memory to a brand” and brand image is as seen as “a set of associations, usually related in some meaningful way”, it is the outcome of high brand awareness, is positively relate to brand equity. Subsequently, perceived quality is not the real quality of product, but the consumer’s subjective assessment of that product; it is “the core construct” in the study to measuring brand equity. However, brand loyalty is different from other brand equity dimensions, because it is associated with usage experience, as well as it results in three given brand equity dimensions-i.e. brand awareness, brand association and perceived quality. Brand loyalty is a concept that firms emphasize, since it may create or sustain a customers' patronage over the long-term, thereby increase brand equity.

Brand equity is seen as the outcome of long term marketing efforts operated to build a sustainable, differential advantage relative to competitors, any marketing actions will affect on customers’ brand knowledge.

Advertising is the most popular marketing activities, it can create long-term brand image for a product (service) or trigger quick sales, as well as it may positive effects on all elements of the brand knowledge. Compared with others, Compared with other promotional activities, Word of mouth is a low-cost and reliable way of spreading information or experiences regarding products or services thus it is believed as a key issue in information or experience diffusion in consumer markets as well as shaping consumer’s expectation. Further, firms invite a celebrity to endorse their brand; they expect the brand will be acquired from customer’s awareness of a celebrity, which could include perceived quality, educational value and a positive image. However, Sales promotion is seen as temporary incentives to encourage the trial or use of a product or service that firms have utilized frequently in order to make a stronger and quicker buyers’ response. In the context of China, both price promotion and non-price promotion are considered as have a positive effect on the dimension of brand equity. Consequently, a brand through a good image store will build favorable brand

awareness, brand association, high quality perception than a store with bad image.

In China, event sponsorship is viewed as among the most important marketing activities, it has become an effective communication tool for building or enhancing brand awareness, brand image, corporate image, and directly stimulating products' sales, it also can inspire customers' loyalty.

3. Methodology

3.1 Methodological approach for creating business knowledge

In the area of business study, there are many different methodological approaches (such as Arbnor and Bjerke¹, Burrell and Morgan²) that have been created by business researchers. Burrell and Morgan (1979) and Arbnor and Bjerke (1997) employ different viewpoints from which they create their paradigmatic assumptions. According to Burrell and Morgan (1979), there are four philosophical assumptions which present different ways for study e.g., ontology, epistemology, human nature and methodology. Meanwhile, Arbnor and Bjerke (1997) explore other four as such, conception of reality, and conception of science, scientific ideals, ethical and esthetical aspects.

Arbnor and Bjerke develop their assumptions based on philosophy; and they suggest the knowledge is root from people's education. However, Burrell and Morgan's assumptions is roots in philosophy and social studies, and the knowledge is achieved from observation and participation.

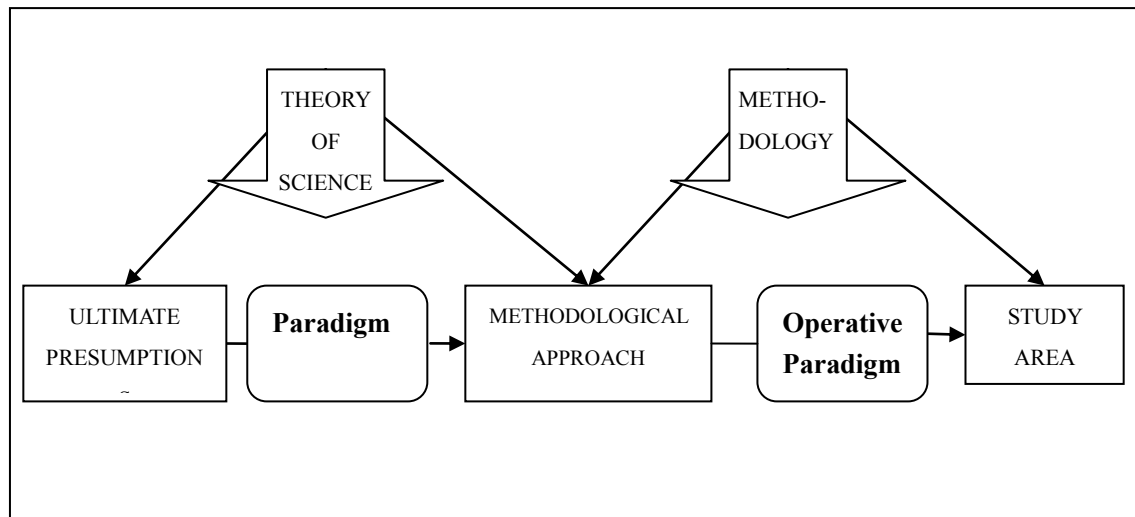
In this project, the approach of methodology will be based on Arbnor and Bjerke's business research methodology. According to Arbnor and Bjerke a methodological approach "has a double relation in that it encompasses certain ultimate presumptions at the same time that it provides the framework for a more concrete approach, that is, the framework for the development of the operative paradigm". Besides, they further motioned that a paradigm as a bridge between ultimate presumptions assumptions and the methodological approach, as well as the operative paradigm are connect the methodological approach with the study area and they are related with the ultimate

¹ Arbnor, I and Bjerke, B., (1997) Methodology for creating business knowledge. Sage Publications, 2nd ed.

² Burrell, G. and Morgan, G., (1979) Sociological Paradigms and Organisational Analysis: elements of the sociology of corporate life, London: Heinemann.

assumptions and paradigm (Arbnor and Bjerke, 1997).

Table 4: Methodology approach



Source: Arbnor and Bjerke (1997)

3.2 Social science paradigm

Arbnor and Bjerke (1997) have defined that a paradigm is “an important part of language developed by theorist of science to describe the relation between ultimate assumptions and the piratical use of methodology approaches”. Theorists of sciences apply the paradigm concept to illustrate the basic philosophical conceptions that are really significant to practical research, consulting and study (Arbnor and Bjerke, 1997). Arbnor and Bjerke (1997) have developed six paradigms depended on following four assumptions such as:

Conception of reality: refers to the research paradigm from philosophical perspective, for instance, how reality is constructed. Whether reality exists in itself or people can mediate.

Conception of science: refers to knowledge obtained through education; it gives the information about the concepts and beliefs which researcher has.

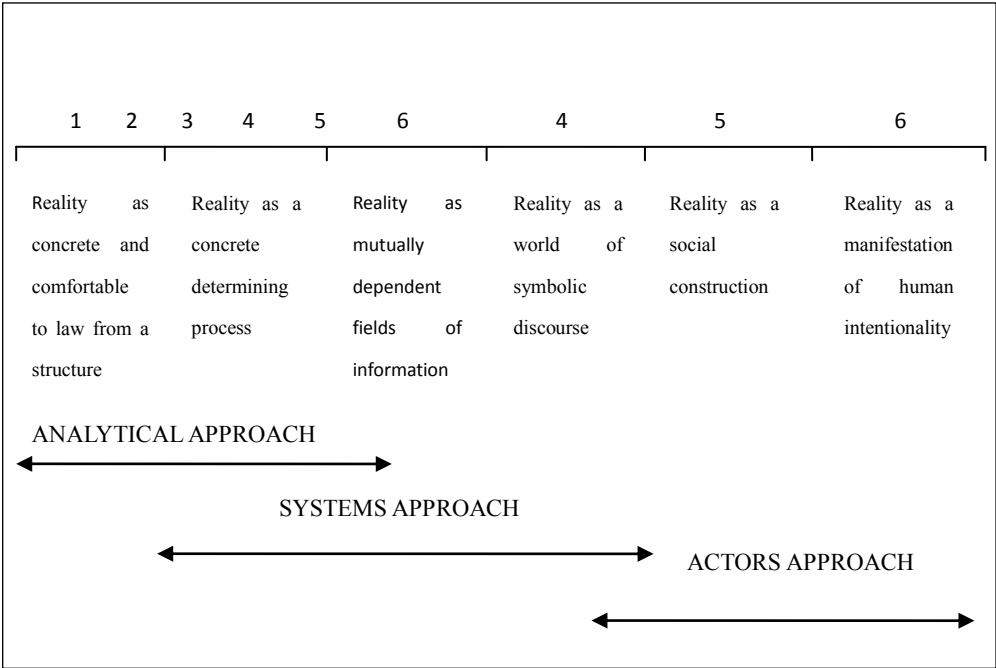
Scientific ideals: refers to the desires of the researchers, the achievement of researchers.

Ethical and aesthetic aspects: refers to a researcher claim is morally suitable or not, beautiful or not and so on.

From the above root assumptions, Arbnor and Bjerke have categorized six paradigms which include:

- “Paradigm 1: Reality as concrete and comfortable to law from a structure independent of the observer
- Paradigm 2: Reality as a concrete determining process
- Paradigm 3: Reality as mutually dependent fields of information
- Paradigm 4: Reality as a world of symbolic discourse
- Paradigm 5: Reality as a social construction
- Paradigm 6: Reality as a manifestation of human intentionality” Arbnor and Bjerke (1997)

Table 5: Three methodological approaches relate to paradigmatic categories.



Source: Arbnor and Bjerke (1997)

3.3 Assumption of this project

Conception of reality:

As introduction has noted, rapidly economy growth, rising incomes and a huge population, China is recognized as one of the most attractive consumer markets in the world. As well as growth interest in sport among its consumers, the sportswear marketing is fast promising.

However, the competition of sportswear market is fierily due to numerous brands vying for consumer attention. Under this circumstance, the sportswear brand marketers (companies) require to employ an appropriate marketing strategy in order to develop their future business's growth and profit. Hence, brand equity is believed as a one of important concepts in marketing area that many brand marketers or managers are often applied.

Marketing scholars have been studying extensively marketing strategy, particularly brand management for many years; they suggest that brand equity is most the essential issue for the marketing strategy. Today, many sportswear brand (marketers) companies have aware the importance of developing the brand equity since it can help them to gain competitive advantage and make management decision.

Thus, we believes that reality as "concrete and comfortable to law from a structure independent of the observer" in this project. The reality as "consumer based brand equity)" is considered as independent of observer, it can be viewed as an external and objective phenomenon that can be measured and observed. That is, brand equity dimensions and its promotional activities effect on create consumers based brand equity is seem as a reality that will be measured by quantitative method through structured questionnaire survey.

Conception of science:

The purpose of this project aims to examine the factors effects on creating consumers based brand equity theoretically and empirically. As well as this paper aims to understand that brand equity is an important concept in marketing field that affects developing business, since it can gain the competitive advantage and so on. Hence, the knowledge is based on prior scholars' study and academic materials; by building up a conceptual model, it can be deeply understand and comprehend the relationship between brand equity and its dimensions.

Scientific ideal:

This project aims at study the consumer based brand equity from the objective point of view. Based on author's many years' college study and academic knowledge, this project start with a literature review to discuss and explain consumer based brand equity theoretically.

Moreover, this project will adopt quantitative method as empirical study to explain the chosen subject. The mainly quantitative method is including questionnaire survey and statistics procedure (SPSS) such as descriptive analysis, factor analysis and regression analysis to measuring the relationship between brand equity and its dimensions.

Ethical and aesthetical aspect:

The finding and implication of this research will help sportswear brand companies or marketers for corporate strategy in order to for creating successful consumer based brand equity in Chinese market.

Deposit the statistic procedure is abstract and difficult, and it is a big challenge to the author, however, is still interesting to investigate in this project. Especially, the skill of SPSS (statistical package for the social sciences) will give author a very helpful advantage in future career.

3. 4 Three methodological approaches

Arbnor and Bjerke (1997) state that in social science, there are three methodological approaches for creating knowledge as such: *Analytical approach*, *Systems approach* and *Actors approach*.

Analytical approach

Analytical approach is the oldest of three methodological approaches, and it origins in classic analytical philosophy. The knowledge developed through the analytical approach depends on the independence of observer, is based formal logic that is represented by specific judgments that are independent of individual subjective experiences. However, these judgments can be verified and falsified hypotheses (Arbnor and Bjerke, 1997). Analytical approach assumes reality is objective. Beside, its assumption about the quality of reality is that reality has a “summative character”; as such, “the whole is the sum of its parts”. Once a researcher gets to know the different parts of the whole, the parts can be added together to get the total picture. (Arbnor and Bjerke, 1997)

The Systems Approach

Today, the system thinking has been perceived is the main point of view in business area, and it is very frequent in business to attempt a rather holistic approach to problems. The systems approach views reality is objectively accessible which is different from the perspective of the analytical approach’s assumption, and the reality is considered that “the whole differ from the sum of its parts” (Arbnor and Bjerke, 1997). The knowledge development of systems approach is based on systems principle. The individual parts will be explained and (sometimes) understood regarding systems characteristics. That is, systems approach explains and understands *parts* “through the characteristics of the whole” (Arbnor and Bjerke, 1997).

The Actors Approach

The actors approach, however, is completely different from the analytical approach since assumes that reality is a social construction (subjective). The actor approach seen reality as “the whole is understood by the characteristics of its parts”. The knowledge of this approach is according to individuals, the whole is understood through actors’ finite provinces meaning. “Actors approach is not interested in explanations, but rather it is interested understanding social wholes” and “it directed at reproducing the meanings that various actors associate with their acts and the surrounding context” (Arbnor and Bjerke, 1997).

Approach of this project

As stated above, the reality of this project is identified as objective. The reality is recognized as concrete and comfortable to law from a structure independent of the observer; therefore, the analytical approach will be considered the most appropriate approach for this study.

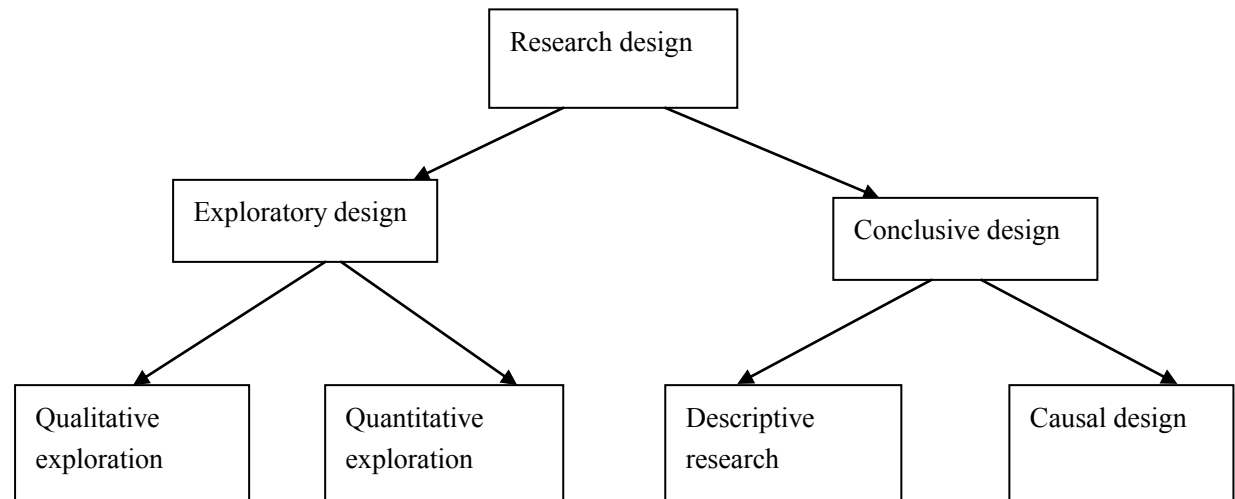
According to the analytical approach characteristics, it depends on the independence of observer. Based on the individual parts i.e., dimensions of brand equity (brand awareness, brand association, perceived quality and brand loyalty) and promotional activities (advertising, word of mouth, celebrity endorsement, sales promotion, store image and event sponsorship), the “whole picture” as consumer based brand equity will be summarized. Furthermore, by using analytical approach, it also can help for verify and falsify our given hypotheses.

3.5 Research design

A research design is a framework for conducting a marketing research project. It specifies the details of the procedures necessary for obtain the information needed to structure or solve marketing research problems. A good research design not only lays the foundation conducting project, but also will ensure the marketing research project is conducting effectively and efficiently (Malhotra and Birks, 2006). Otherwise,

research design may be generally classified two types of design as such exploratory design and conclusive design (Malhotra and Birks, 2006).

Table 6 A classification of marketing research design.



Source: Malhotra and Birks (2006)

3.6 Exploratory VS conclusive research

Exploratory research is a type of research design, which might be characterized by a flexible and evolving approach understand marketing phenomena that are inherently difficult to measure. Moreover, it has as its primary objective to a provision of insights into, and comprehension of, the problem situation confronting the researcher (Malhotra and Birks, 2006). Parasuraman (1991) states exploratory research is intended to develop initial hunches or insight and to provide direction for any further research needs. He also indicates the main purpose of exploratory is to shed light on the nature of a situation and identify any specific objectives or data needs to be addressed through additional research.

Conclusive research is a research design that characterized by the measurement of clearly defined marketing phenomena. It designed to assist the decision-maker in determining, evaluating, and selecting the best course of action to take in a given

situation (Malhotra and Birks, 2006). Furthermore, Conclusive research intended verify insight and to aid decision markets in selecting a specific course of action, sometimes also known as confirmation research is to help decision market choose the best course in situation (Parasuraman, 1991).

According to above theoretical argument, both research designs, we have chosen the conclusive research design that will be utilized throughout the marketing research in this paper in order to deep understanding marketing phenomena in terms of relationship between brand equity and its dimension. For the reason that, conclusive design not only can estimate the percentage in specified population exhibition a certain form of behavior, but also can determine the degree to marketing variables are associated (Malhotra and Birks, 2006). Besides, the objective of exploratory research is to understand phenomena of marketing, whereas conclusive is measure the marketing phenomena. Hence, the exploratory will not apply, since this project is to measure and examine the relationship.

By using conclusive research, it can be test specific hypotheses in order to measure the significant factors that affect consumer based brand equity building. This project is base on empirical study, therefore, the data analysis will adopt quantitative method, and the data collection will be used questionnaire survey technique. (See table 7 the differences between exploratory and conclusive research,)

Table 7: Differences between exploratory and conclusive research

Items	Exploratory	Conclusive
Objective	To provide insights Understand of the nature of marketing phenomena	To test specific hypotheses and examine relationships To measure
Characteristic	Information needed may be loosely defined Data analysis can be qualitative or quantitative.	Information needed is clearly define Data analysis can be quantitative
Method of data collection	Expert survey Pilot survey Quantitative exploratory multivariate methods	Survey Databases Experiment

Source: Malhotra and Birks (2006)

3.7 Quantitative exploration

As stated, the method of marketing research will be selected by conclusive research; the method of data collection thus can be either among qualitative and quantitative research.

Quantitative VS qualitative

Malhotra and Birks (2006) introduce quantitative research is a research manner which seeks to quantify data; especially, it employed some form of statistic analysis. Indeed, Parasuraman (1991) argue quantitative research is a form of conclusive research involving large representative samples and fairly structured data collection procedures. He also explained that quantitative research is comprised by large scale

questionnaire survey or structure observation in conclusive research projects. Again, Veal (2006) defines that quantitative research including statistical analysis that relies on numerical evidence to draw conclusions or to test hypotheses, often, it is essential to research relatively large numbers of people and to utilize computer to analysis the data to be sure of the reliability of the results.

Conversely, qualitative research is an unstructured primary exploratory design based on small samples, intended to provide insight and understand (Malhotra and Birks, 2006). Qualitative research involves collection, analyzing and interpreting data cannot be meaningfully quantified that summarized in form of numbers (Parasuraman, 1991). It encompasses a variety of methods that may be applied in a flexible manner, to enable respondents to reflect upon and express their views or to observe their behavior. In practically, it seeks to summarize the behavior, experiences and feeling of respondents in their own terms and context. Qualitative research therefore is a significant contributor to the market research industry, accounting for substantial expenditure, and is growing (Malhotra and Birks, 2006).

There are large different between the qualitative and quantitative approaches to studying and understanding target group. There are circumstances where qualitative research can be used to present detailed descriptions that cannot be measured in a quantifiable manner. In contrast, quantitative research are used to conclusively answer specify hypotheses or research questions using descriptive or experimental techniques (Malhotra and Birks, 2006).

The given concepts of above parts as quantitative and qualitative research have clarified both characters and function in order to make decision upon alternative marketing research method. Chosen quantitative and qualitative method is a question of trading off breadth and depth in the results of the investigation (Hollensen, 2007).

In this project, we take quantitative research as data collection method for investigating Chinese consumer.

3.8 Survey techniques

Survey research can be takes place the early stages of research into a phenomenon, when the objective is to gain preliminary insight on a topic, and provides the basis for more in-depth survey, as well as survey techniques are based upon use of structure questionnaire given to a sample of population (Malhotra and Birks, 2006). Respondents may be asked a variety question regarding the behavior, intention, attitude, awareness, motivation, demographic and life characteristics. Thus, it will be selected to obtain the data of respondents in this case.

As a result, survey is low cost and rapidity method in order to collect the data from the target group that is efficiency for this marketing research. This survey questionnaire was mostly collected by personal (face to face) interview. Because personal interview yield the highest rate of response, it can gather huge amounts of information, and the educated interviewers can hold the respondents' attention for a long time, and can clarified the complicated questions (Hollensen, 2007; Malhotra and Birks, 2006)

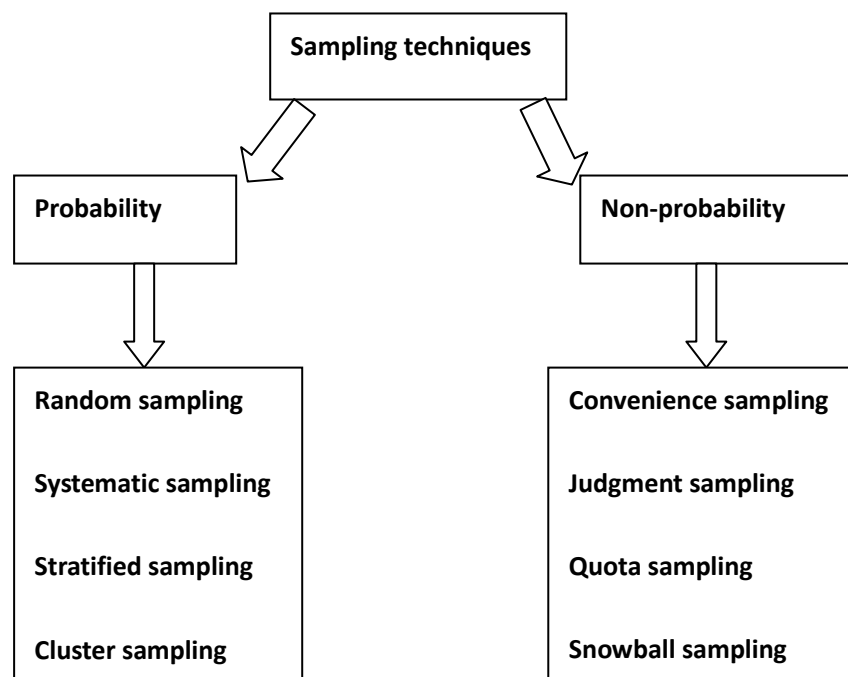
Moreover, electronic mail survey was also applied in this investigation. Electronic mail and the internet are rising rapidly, so that electronic mail is used to transmit a letter of request and an attached copy of a questionnaire to potential respondents (Veal, 2006). The advantage of chosen electronic mail survey is that saving cost, more convenience, and respondent data can be acquired soon.

3.9 Sampling

There are two types of sampling techniques that may be divided as probability and non-probability. Probability is a sampling procedure in which each element of the population has a fixed probabilistic chance of being select for the sampling. This requires not only a precise definition of the target population but also a general specification of the sampling frame (Malhotra and Birks, 2006).

In contrast, non-probability does not use chance selection procedure, but rather rely on the personal judgment of the research. Non-probability can be classified four different sampling manners: convenience sampling, judgment sampling, quota sampling and snowball sampling (Malhotra and Birks, 2006).

Table 8 classification of sampling techniques



Source: Malhotra and Birks (2006)

In this project, non-probability method will be adopted for investigation, since the dominant aspect of non-probability sampling is that it provides researchers greater freedom and flexibility in selecting the individual population units than does probability sampling (Parasuraman, 1991).

Here, the convenience sampling will considered one of appropriate method in order obtain data effortlessly. Parasuraman (1991) indicated convenience sampling is a procedure in which a researcher's convenience forms the basis for selecting a sample of units. Often, respondents are selected because they happen to be in the right time

and right place, so that implies selecting any respondent who is readily available (Malhotra and Birks, 2006). We selected personal interview and email survey as the priority manner. At the beginning, we print out questionnaires, and delivery to the respondents. Meanwhile, some of questionnaires were sent by email.

Beside, we also used snow ball sampling technique, firstly, by sending out the questionnaires to the friends, classmates, family and etc, and then asked them to distribute questionnaires to other respondents via their social network.

Target respondents

In this study, young people will be selected as target group for investigation. Young people are considered as the most interest in sports, as well as these people are willing to spend more time and money to buy sports shoes (or clothing); therefore, this target group are represent one of the most important market segment in China (Tong and Hawley, 2009).

Product stimuli

In order to examine and measure the effects of promotional activities and dimensions of brand equity on creating brand equity, this study focus on sportswear product as sports shoes in Chinese market. Based on the performance and popularity of sportswear product in Chinese market, and consider to avoiding respondents fatigue, only five sport shoes brands were chosen as product stimuli they are: Adidas, Nike, Kappa, Li-Ning, and Anta.

Adidas and Nike both brands are the leading sportswear product in the world. Kappa is a brand which is very popular sports brand in China recent year. However, Li-Ning and Anta are the well-known Chinese brands which are considered the leading sports brand in domestic sports market. From the five listed brands, respondents will be asked to select the one they are most familiar with, and then to answer all the statement in the questionnaire for that each brands.

3.10 Measurement

The concepts of scaling and measurement should be considered if the marketing researcher has a clear understanding of what they want to know in their target respondents (Malhotra and Birks, 2006). Summers (1970) defined a typical definition of measurement is “the assignment of numbers to observations (or responses) according to some set of rules”. Malhotra and Birks (2006) suggest that measurement means passing on numbers or other symbols to distinctive of objects according to certain pre-specified rules. The specification of rules for passing on numbers to the characteristics is the most important feature of measurement. It is very important that the marketing researcher develop operational definitions of the concepts to be measured and that these are stated clearly. Theory plays an important role in measurement; there can be no measurement without theory (Malhotra and Birks, 2006).

Parasuraman (1991) declare that the first step in developing a measure to be used in marketing study is to devise the type of response scale that can be correctly performed by using the collected data. Malhotra and Birks (2006) argued that scaling may be “considered an extension of measurement”. Scaling involves creating the answering from the respondents and measured the objects located are. In this project, likert scale has been using for questionnaire measurement, because it is a widely used rating scale that requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects (Miller and Salkind, 2002). In general, likert scale is used to measure respondents attitudes of the product; it is easy to construct administer and understand. Information on brand equity dimensions of brand equity and selected 6 promotional activities were collected by survey questionnaire. The entire of measurements will be presented in following table.

Table 9: Overview of measurement in the sports shoes study

objects	Measurement procedure	Measurement level of the response
Demographic	<p>4 different items:</p> <ul style="list-style-type: none"> ● Gender ● Age ● Education ● Most familiar brand 	<p>Ordinal scale.</p> <p>Illustrating Demographic characteristics of consumer</p>
Overall Brand equity	<p>4 items:</p> <ul style="list-style-type: none"> ● Even if another brand has the same feature as this brand, I would prefer to buy this brand. ● If there is another brand as good as this brand, I would prefer to buy this brand ● If there is another brand has same price as this brand, I prefer to buy this brand. ● If I have to choose among brands of shoes, this brand is definitely my choice 	<p>5-point scales to describe consumer most appropriate opinion.</p> <p>Indicating the consumer favorable and unfavorable statement, form “strongly agree” to “strongly disagree”</p>
Dimensions of Brand equity	<p>4 brand equity dimensions in 16 differential profiles:</p> <ul style="list-style-type: none"> ● Brand awareness ● Brand association ● Perceived quality ● Brand loyalty 	<p>5-point scales.</p> <p>Indicating the consumer favorable and unfavorable statement, form “strongly agree” to “strongly disagree”</p>
Promotional activities	<p>6 selected promotional activities:</p> <ul style="list-style-type: none"> ● Advertising 	<p>5-point scales.</p> <p>Indicating the consumer favorable and</p>

	<ul style="list-style-type: none"> ● Word of Mouth ● Celebrity endorsement ● Sales promotion ● Event sponsorship ● Store image 	unfavorable statement, form “strongly agree” to “strongly disagree”
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Overall, the questionnaire was designed a survey including all constructs of the conceptual model to test or investigate the hypotheses; the questions are based on previous theoretical discussion (See appendix A).

General speaking, this survey questionnaire consists of 4 sections. The first section is designed to acquire the respondents’ demographic information toward sports shoes industry.

The second section is using 5 point likert-type scale to measure the overall brand equity with a 4 items i.e., “if another brand has same feature as this brand”, “same price as this brand”, “as good as this brand” and “this brand is definitely my choice”.

The third section is to measure the four dimensions of brand equity effect on brand equity with a 16 items, and it applied 5 point likert-type scale. The dimensions brand equity was structured 4 parts as: brand awareness, brand association, perceived quality and brand loyalty. “Aware this brand”, “recognize this brand quickly”, “familiar with this brand”, and “this brand is well-known” are stand for a brand awareness. Consequently, “unique brand image”, “I like and trust this company, which makes this product”, “I like this brand image” and “this brand makes me feel good” are reflecting the brand association. Moreover, “good quality”, “good style”, “I trust the quality of this brand” and “the manufacturer of this brand is famous for its quality control” are seeing as perceived quality. Lastly, “loyal to this brand”, “best choice”, “I will not buy other brand, if this brand is available at the store” and “I would not buy another brand, if this one is unavailable” are mainly denote the brand

loyalty.

The last section is to measure the promotional activities effect on four brand equity dimensions with 24 items. Again, this section also used 5 likert-type scale form “strongly agree” to “strongly disagree”. The promotional activities consist of 6 dimensions: advertising, word of mouth, celebrity endorsement, sales promotion, and store image and event sponsorship. All of promotional activities were measured brand equity dimensions using the same 4 items as such: “X of this brand is seen frequently on TV or other media, “X this brand is seen very interesting, funny, exciting”, “X of this brand is very popular” and “X of this brand is easy to remember”.

Translation

In order to make respondents to understand this questionnaire survey, back translation technique was applied. Back translation is a technique that “translates a questionnaire from the base language by a translator whose native language is the language into which the questionnaire is being translated” (Malhotra and Birks, 2006).

In this research, an English version questionnaire was developed firstly, and then the questionnaire was sent to author’s supervisor. After having correction, a new questionnaire was re-structured. Finally, the author and other Chinese people whose English speaker translated the questionnaire from English version into Chinese version.

3.11 Data collection

The questionnaire has been sent to total number of 200, and collection of data was conducted in two mouths. In order to make the data more representative and precisely, this survey was chosen a broad target population for investigation.

Target population: Young people

Sampling unit: Chinese and Chinese people who study or living in Denmark

Location: Shenyang, China and Aarhus, Denmark.

Time: Beginning of June to end of July, 2011

After sent total number of 200 questionnaires to the target group, 84 respondents of data have been returned (42% respondent rate).

3.12 Summary of methodology

Methodology part was discussed the using method of this project. In the beginning, we have defined the methodological approach in creating business knowledge, and explained the assumption of this study. As we indentified, brand equity dimensions and its promotional activities effect on create consumers based brand equity is seem as a reality. Hence, the method that will be used in this study is quantitative and objective; and analytical approach considered the most relevant approach.

Because, this project is an empirical study, the research design of this project was chosen by concussive research, and the data analysis was applied quantitative method. In order to obtain the data, questionnaires survey administered through the electronic mail and face-to-face interview.

Non-probability method is used for this investigation, and we exploited two types i.e., convenience sampling and snowball sampling for selecting respondents. Young people will selected as target group for investigation, since they are most interest in sports and willing to spend more time and money to buy sports shoes (or clothing). Moreover, based on the performance and popularity of sportswear product in Chinese market, and consider to avoiding respondents fatigue, five sport shoes brands such as Adidas, Nike, Kappa, Li-Ning, and Anta were chosen as product stimuli.

Subsequently, in this project, the research questionnaire composed of 4 sections i.e.,: (1) demographic description, (2) overall brand equity, (3) the brand equity dimensions effect on brand equity with 16 items, and (4) promotional activities effect on four brand equity dimensions. In order to make respondents to understand this questionnaire survey, back translation technique was applied. An English version questionnaire was developed firstly, and the author and other Chinese people whose English speaker translated the questionnaire from English version into Chinese version

Our research questionnaire has been sent to total number of 200, and collection of data was conducted in two mouths, 84 respondents of data have been returned.

4. Analysis and discussion

In this research, Statistical Package for Social Science programs (SPSS) 17.0 is used for the data analysis. The methods used in data analysis are including descriptive analysis, factor analysis, and multiple regression analysis. Descriptive analysis is used

to summarize the characteristic of respondents. Factor analysis is conducted to determine the factor underling the 20 variables of brand equity dimensions and 24 variables of promotional activities that affect on overall brand equity and each dimensions of brand equity. Finally, multiple regression analysis is applied to determine whether brand equity dimensions affect on brand equity; and whether selected promotional activities have a significant positive effect on each dimensions.

4.1 Demographic characteristics

Gender

Table 10 shows the information of 84 responders in this research by dividing from gender; there are 40.5% male and the remaining 59.5% are female. (In this research, 84 respondents have been answered whole questionnaires in total 5 brands; therefore, the total frequency was indicated as a total number of 420)

Table 10: Demographic characteristics: gender

		gender			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	male	170	40.5	40.5	40.5
	female	250	59.5	59.5	100.0
	Total	420	100.0	100.0	

Age

As it could be seen from following table 11, the range of ages is from under 21 to 36 years old. The most respondents' ages were between 22 and 26 years old, which occupied 59.5%. The age between 27 and 31 years old were ranking the second place which took 34.5%. The respondents who were under 21 years old and the age between

32 and 36 years old were account for the smallest percentage (under 21 is 2.4%, 32 to 36 is 3.6%).

Table 11: Demographic characteristics: age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 21	10	2.4	2.4	2.4
	22-26	250	59.5	59.5	61.9
	27-31	145	34.5	34.5	96.4
	32-36	15	3.6	3.6	100.0
	Total	420	100.0	100.0	

Education

From 84 respondents, a total of 65.5% respondents had a college degree (associate and bachelor degree), and only 2.4% respondents had a middle school degree and 15.5% respondents are graduated from high school. The rest of the respondents take 16%) had a master degree. Unfortunately, there is no one respondent who has a doctoral degree or above (see table 12).

Table 12: Demographic characteristics: education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	middle school	10	2.4	2.4	2.4

high school	65	15.5	15.5	17.9
bachelor degree	275	65.5	65.5	83.3
master degree	70	16.7	16.7	100.0
Total	420	100.0	100.0	

Most familiar brand

Table 13 has demonstrated the selection of most familiar brand, which generally reflects the five brand's current positions in terms of marketing share in china. 53.6% respondents selected Adidas as the most familiar brand which ranks the first place whereas Nike was occupied 33.3% which ranks second place. Both sports brands are believed as leading sports brand in Chinese people's mind which enjoying attractive advantage.

Subsequently, 9.5% participants were chose Kappa as their most favorable brand and Li-Ning only obtained 3.6%.

Deposit Anta is recognized as the one of the best domestic sports brand in China; comparing with well-known international brands such as Adidas and Nike, Anta is perceived as an unpopular sports brand in this research. Hence, there is no respondent who selected it as most favorable brand.

Table 13: Demographic characteristics: the selection of most familiar brand

Please select your most familiar brand				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Adidas	225	53.6	53.6	53.6
Nike	140	33.3	33.3	86.9

Kappa	40	9.5	9.5	96.4
Li ning	15	3.6	3.6	100.0
Total	420	100.0	100.0	

4.2 Factor analysis

Factor analysis is a statistical method that mostly used for data reduction and summarization (Malhotra and Birks, 2005). Consequently, factor can be explained as an underlying dimension that describes the correlations among a serve of variables (Malhotra and Birks, 2005).

In order to obtain measures the relationship between brand equity and promotional activities using the dimensions of brand equity, we factor analyzed the factors underlying 44 items. As a result, 44 items were retained for a total of 11 new constructs i.e., overall brand equity, brand awareness, brand association, perceived quality, brand loyalty, and promotional activities such as advertising, word of mouth, celebrity endorsement, sales promotion, store image and event sponsorship (4 items for each constructs).

Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Bartlett's test of sphericity can be used to test whether the factor analysis is appropriate or not (Marinova *et al.*, 2011). A high value of KMO measure implies a factor analysis as a useful data in research which the value close 1.0, whereas low value (less than 0.5) of KMO indicates the result of factor analysis is no be very useful (Marinova *et al.*, 2011). Otherwise, if the Bartlett's test of sphericity is less than 0.05, the result is considered as acceptable. In this study, the KMO measures of sampling adequacy are close 1.0(overall brand equity is 0.877, brand awareness is 0.832, brand association is 0.787, perceived quality is 0.810, brand loyalty is 0.733, advertising is 0.797, word of mouth is 0.827, celebrity endorsement is 0.846, sales promotion is 0.809, store image is 0.800 and event sponsorship is 0.843) and the Bartlett's test of sphericity indicates that, all of factors are 0.000. Based on these result, this factor analysis is confirmed as applicable data, and all of the factors are valuable data (See table 14).

Table 14: The result of factor analysis

Items	Factor loadings
Overall brand equity(KMO = 0.877, Bartlett's Test of Sphericity Sig = 0.000)	
1. Even if another brand has the same feature as this brand, I would prefer to buy this brand.	0.951
2. If there is another brand as good as this brand, I would prefer to buy this brand	0.956
3. If there is another brand has same price as this brand, I prefer to buy this brand.	0.950
4. If I have to choose among brands of shoes, this brand is definitely my choice	0.951

Brand awareness ($KMO = 0.823$, $Sig = 0.000$) 1. I am aware of this brand. 2. I can recognize this brand quickly among other competing brands. 3. I am familiar with this brand. 4. This brand is well-known	0.880 0.825 0.858 0.805
Brand association ($KMO = 0.787$, $Sig = 0.000$) 1. This brand has a unique brand image 2. I like and trust this company, which makes this product 3. I like this brand image 4. This brand makes me feel good	0.815 0.828 0.920 0.914
Perceived quality ($KMO = 0.810$, $Sig = 0.000$) 1. This brand has very good quality. 2. I trust the quality of this brand. 3. This brand has good style. 4. The manufacturer of this brand is famous for its quality control	0.878 0.871 0.890 0.847
Brand loyalty ($KMO = 0.733$, $Sig = 0.000$) 1. I consider myself to be loyal to this brand. 2. This brand would be my best choice. 3. I will not buy other brand, if this brand is available at the store. 4. I would not buy another brand, if this one is unavailable.	0.901 0.861 0.880 0.841
Advertising ($KMO = 0.797$, $Sig = 0.000$) 1. Advertisings of this brand are seen frequently on TV or other media. 2. Advertisings of this brand are seen very interesting, funny, exciting. 3. Advertisings of this brand are very popular 4. Advertisings of this brand are easy to remember.	0.753 0.894 0.907 0.919
Word of Mouth ($KMO = 0.827$, $Sig = 0.000$) 1. I heard from my friend that, this brand is seen frequently on TV or other media. 2. I heard from my friend that, this brand is seen very interesting, funny, exciting. 3. I heard from my friend that, this brand is very popular 4. This brand is easy to remember after my friends mentioned.	0.855 0.896 0.952 0.894
Celebrity endorsement ($KMO = 0.846$, $Sig = 0.000$) 1. CE of this brand is seen frequently on TV or other media. 2. CE of this brand is seen very interesting, exciting. 3. CE of this brand is very popular. 4. CE of this brand is easy to remember.	0.856 0.953 0.953 0.950
Sales promotion ($KMO = 0.809$, $Sig = 0.000$) 1. SP of this brand is seen frequently on TV or other media. 2. SP of this brand are seen very interesting, exciting 3. SP of this brand is very popular 3. This brand is easy to remember after providing SP.	0.672 0.935 0.936 0.902
Store image ($KMO = 0.800$, $Sig = 0.000$) 1. The store of this brand is seen frequently. 2. The store of this brand is very interesting, exciting. 3. The store of this brand is very popular 4. I can easy to remember this store (image).	0.812 0.842 0.920 0.900
Event sponsorship ($KMO = 0.843$, $Sig = 0.000$) 1. ES of this brand are seen frequently on TV or other media. 2. ES of this brand are seen very interesting, exciting. 3. ES of this brand is very popular 4. ES of this brand is easy to remember.	0.913 0.952 0.963 0.941

4.3 Reliability

In this section, it is investigated whether all the factors are reliable. Reliability analysis can be test the homogeneity or cohesion of the items that comprise each scale and the reliability coefficients as Cronbach's Alpha coefficients is reflects the average correlation among the items that constitute a scale (Ntoumanis, 2001; Marinova *et al*, 2011). A reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations (Nunnally, 1978).

In this study (See appendix C, 3 reliability), all of the variables are over 0.70, the variables of six promotional activities and brand loyalty are reach the very higher score, which Cronbach's Alpha coefficients average 0.920. Beside, brand association and perceived quality are also high which are 0.883 and 0.836.

Brand awareness is the lowest reliable variable compare with other variable, which the Cronbach's Alpha = 0.685 <0.70. However, the coefficient of brand awareness 0.685 is very close the standard coefficient level as 0.70, thus, it can be considered acceptable. To sum up, all the constructs have confirmed as reliable variables that can be taken into the further analysis.

4.4 Multiple regression analysis (structural model and hypothesis texting)

Regression analysis in this study is used to determine whether the independent variables explain a will be significant variations in the dependent variable and whether a relationship exists (Malhotra and Birks, 2005). If $p \leq 0.05$, that means the hypothesis is supported and can be used to make predictions, however, if $P > 0.05$, it means the hypothesis is rejected.

Moreover, the explanatory power (R^2) is used to for determine the value of explaining for the research. The value of R^2 below 0.2 is considered weak explaining, between 0.2 and 0.4 is moderate explaining, and above 0.4 is considered strong power for explaining.

4.4.1 Analysis of the relationship between brand equity and dimensions of brand equity

In this section (table 14), we will use multiple regression to measures effectiveness of brand equity dimensions affect overall brand equity. From a statistical point of view, brand equity as seems as the dependent variable; it will be the “Y” variable in our regression analysis. The variables such as brand awareness, brand association, perceived quality, and brand loyalty will be the independent variables (X variable).

Table 15: Model summary: brand equity and its four dimensions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.849	.848	.3903167

a. Predictors: (Constant), Brand loyalty, Brand awareness, Perceived quality, Brand association

Look at the Model Summary (table14), the four independent variables that constitute the brand equity of coefficient of determination R^2 (R Square) is 0.849, which implies a strong explanatory power.

Table 16: The coefficients of brand equity and its four dimensions

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-.005	.019		-.257
	Brand awareness	.101	.027	.101	3.780
	Brand association	.092	.039	.092	2.380
	Perceived quality	.131	.030	.131	4.334
	Brand loyalty	.702	.031	.702	22.491

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.005	.019		-.257	.797
Brand awareness	.101	.027	.101	3.780	.000
Brand association	.092	.039	.092	2.380	.018
Perceived quality	.131	.030	.131	4.334	.000
Brand loyalty	.702	.031	.702	22.491	.000

a. Dependent Variable: Brand equity

As hypothesized in literature review, brand awareness (*H1a*), brand association (*H1b*), perceived quality (*H1c*) and brand loyalty (*H1d*) have significant positive effect on consumer based brand equity. As it can be seen from table 15, brand awareness (0,000), brand association (0,018), perceived quality (0,000) and brand loyalty (0,000) were significant at p-value <0, 05. Hence, these four hypotheses were all supported, this finding is consistent with previous conceptualizations as Marinova *et al.* (2011); Yoo et al. (2000); Tong and Hawley, 2009; and Erenkol and Duygun (2010). To sum up, all of dimensions of brand equity brand have significant positive effect on consumer based brand equity in this research.

Moreover, according to regression coefficient (beta), brand loyalty is at the first place of importance for dimensions of brand equity on brand equity, perceived quality ranks the second place, brand awareness and brand association are at third and the last place. According to t-text result that explains the significant of coefficients, brand loyal has most positive effect on brand equity, whereas brand association has lowest impact on brand equity.

4.4.2 Analysis of the relationship between dimensions of brand equity and promotional activities

- **Six promotional activities effect on Brand awareness**

As table 16 shown below, brand awareness seems as the dependent variable; it will be

the “Y” variable in this regression analysis. The promotional activities i.e., advertising, word of mouth, celebrity endorsement, sales promotional, store image and event sponsorship will be the independent variables as “X” variable.

Table 17: Model summary: brand awareness and six promotional activities

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.404	.77219981

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

According to model summary (table 16), the explanatory power of six independent variables that represent the promotional activities on brand awareness dependent variable, is $R^2 = 0.412$, which indicates a moderate explanatory power.

Again, as we hypothesized pervious part, the promotional activities such as advertising (*H2a*), word of mouth(*H3a*), celebrity endorsement(*H4a*), sales promotion(*H5a*), store image(*H6a*) and event sponsorship(*H7a*) which have significant positive effect on brand awareness. As it can be seen from table 17, advertising (0,000), sales promotion (0,010), store image (0,000) and event sponsorship (0,001) were significant at p-value <0, 05. Therefore, hypothesis of *H2a*, *H5a*, *H6a*, *H7a* are supported. Meanwhile, word of mouth (0.876) and celebrity endorsement (0.834) were significant at p-value >0, 05. Hence, the hypothesis of *H3a* and *H4a* are rejected. That is, the promotional activities of advertising, sales promotion, store image and event sponsorship are have positive significant affect on brand awareness, while word of mouth and celebrity are not.

Table 18: The coefficients of brand awareness and six promotional activities

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.187E-17	.038		.000	1.000
	Advertising	.343	.081	.343	4.243	.000
	Word of mouth	-.013	.081	-.013	-.156	.876
	Celebrity endorsement	.017	.079	.017	.210	.834
	Sales promotion	-.135	.052	-.135	-2.573	.010
	Store image	.530	.071	.530	7.508	.000
	Event sponsorship	-.205	.062	-.205	-3.326	.001

a. Dependent Variable: Brand awareness

Otherwise, according to regression coefficient (beta), store image is the most essential factor on the brand awareness which place the first, while sales promotional is the lowest factor which influenced on brand awareness creation. As well as t-text result clarifies that, store image is the variable that has the most positive influence on brand awareness, while sales promotional is the least effective variable.

● Six promotional activities effect on brand association

In this model (table 18), brand association will be the dependent variable as the “Y” variable. Six promotional activities i.e., advertising, word of mouth, celebrity endorsement, sales promotional as seem as independent variables as “X” variable.

Table 19: Model summary: brand association and six promotional activities

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.620	.61614671

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

As table 18 reveals that , the explanatory power of six independent variables that represent the promotional activities on brand association as dependent variable, is $R^2 = 0.626$, which implies a strong explanatory power for explaining.

Table 20: The coefficients of brand association and six promotional activities

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-9.466E-17	.030		.000
	Advertising	.431	.065	.431	6.686
	Word of mouth	.086	.064	.086	1.332
	Celebrity endorsement	-.060	.063	-.060	-.947
	Sales promotion	-.123	.042	-.123	-2.951
	Store image	.366	.056	.366	6.501
	Event sponsorship	.121	.049	.121	2.457

a. Dependent Variable: Brand association

According to our hypothesis, advertising (*H2b*), word of mouth (*H3b*), celebrity endorsement (*H4b*), sales promotion (*H5b*), store image(*H6b*) and event sponsorship (*H7b*) which have significant positive effect on brand awareness. Table 19 gives information about that, advertising (0,000), sales promotion (0,003), store image (0,000) and event sponsorship (0,014) were significant at p-value <0, 05. Thus, hypothesis of *H2b*, *H5b*, *H6b*, *H7b* are confirmed. However, word of mouth (0.184) and celebrity endorsement (0.334) are not at significant at p-value <0, 05. Hence, the hypothesis of *H3b* and *H4b* are not supported. To sum up, advertising, sales promotion, store image and event sponsorship have positive significant affect on brand association, while word of mouth and celebrity are not.

Moreover, advertising is the highest level of regression coefficient (beta), while sales

promotion is the lowest level which in the last place. Otherwise, the result of t-text indicates that, advertising is the highest level positive influence on brand association, while sales promotional is the least effective variable.

● **Six promotional activities effect on perceived quality**

In following model (table 20), the dependent variable (“Y” variable) as seem as perceived quality. The independent variables as “X” variable will be six promotional activities.

Table 21: Model summary: perceived quality and six promotional activities

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.628	.623	.61431863

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

As table20 exhibits that , the explanatory power of six independent variables that represent the promotional activities on perceived quality as dependent variable , is $R^2 = 0.792$, which indicates a strong explanatory power for explaining.

As mentioned above , advertising ($H2c$), word of mouth ($H3c$), celebrity endorsement ($H4c$), sales promotion ($H5c$), store image ($H6c$) and event sponsorship ($H7c$) which have significant positive effect on perceived quality. According to table 21, word of mouth (0,000), sales promotion (0,000), store image (0,000) were significant at p-value $<0, 05$. Thus, hypothesis of $H3c$, $H4c$, $H6c$, $H7c$ are supported. Contrarily, advertising (0.967), celebrity endorsement (0.743), and event sponsorship (0.721) were significant at p-value $>0, 05$. Therefore, the hypothesis of $H2c$, $H4c$ and $H7c$ are rejected. In summary, word of mouth, sales promotion and store image all have the positive effect on brand association, while advertising, celebrity endorsement and

event sponsorship have not impact on perceived quality.

Table 22: The coefficients of perceived quality and six promotional activities

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.043E-17	.030		.000	1.000
	Advertising	-.003	.064	-.003	-.041	.967
	Word of mouth	.318	.064	.318	4.952	.000
	Celebrity endorsement	-.021	.063	-.021	-.329	.743
	Sales promotion	-.176	.042	-.176	-4.238	.000
	Store image	.673	.056	.673	11.970	.000
	Event sponsorship	-.017	.049	-.017	-.357	.721

a. Dependent Variable: Perceived quality

Beside, the coefficient of store image is in the first place that indicates most important influence on perceived quality, whereas sales promotion is the lowest level impact. Further, the result of t-text also indicates the same result that store image is most important impact while sales promotion has least important.

● Six promotional activities effect on brand loyalty

Again, in below model summary (table 22), we selected dependent variable (“Y” variable) as brand loyalty. The independent variables “X” will be the six promotional activities. The explanatory power of six independent variables that represented the promotional activities on brand loyalty as dependent variable, is $R^2 = 0.797$, which reflects a strong explanatory power for explaining.

Table 23: Model summary: brand loyalty and six promotional activities

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.629	.60892626

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

As we formulated, advertising (*H2d*), word of mouth (*H3d*), celebrity endorsement (*H4d*), sales promotion (*H5d*), store image (*H6d*) and event sponsorship (*H7d*) which have significant positive effect on perceived quality. In table (23), advertising (0.001), word of mouth (0.000), store image (0.010) and event sponsorship (0.000) have significant positive effect on brand loyalty since the p-value < 0, 05. Hence, *H2d*, *H3d*, *H6d* and *H7d* are supported. However, *H4d*.celebrity endorsement (0.146), *H5d* .sales promotion (0.173) are rejected, because both hypotheses were significant at p-value > 0, 05.

Table 24: The coefficients of brand loyalty and six promotional activities**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.903E-17	.030		.000	1.000
	Advertising	.211	.064	.211	3.317	.001
	Word of mouth	.326	.064	.326	5.124	.000
	Celebrity endorsement	-.091	.062	-.091	-1.457	.146
	Sales promotion	.056	.041	.056	1.364	.173
	Store image	.144	.056	.144	2.588	.010
	Event sponsorship	.249	.049	.249	5.141	.000

a. Dependent Variable: Brand loyalty

The findings of regression coefficients and t-test clarify word of mouth has highest level, while store image has the lowest. That is, word of mouth has most dominate level positive effect on brand loyalty, and store image has the lowest level.

4.5 Summary of analysis and discussion

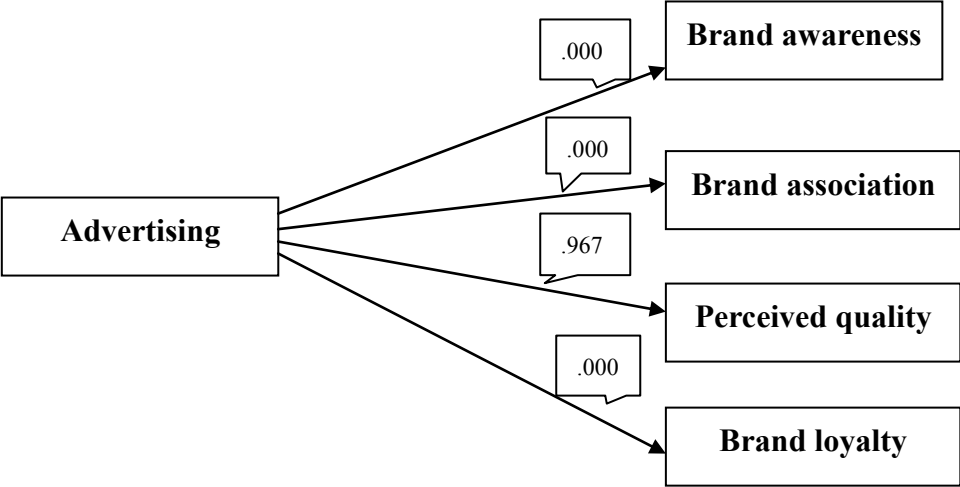
In this chapter, we mainly analyzed the collected data and interpret the research finding. By using SPSS 17.0 software, descriptive analysis presents the demographic characteristics, there are total of 84 respondents have been participated this survey, 40.5% male and 59.5% female. The range of age is from 21 to 36 years old, the most participants' ages were between 22 and 26 years old, which occupied 59.5%, 34.5% of respondents were age between 27 and 31. The age under 21 and age between 32 and 36 were account for smallest percentage. Moreover, a total of 65.5% respondents had a college degree, 16% had a master degree, 15% respondents were graduated from high school and 2.4% were from middle. Adidas and Nike are selected as the most familiar brand in this research which occupied 53.6% and 33.3%; 9.5% participants were chose Kappa as their most favorable brand and Li-ning only obtained 3.6%.

In order to obtain the measurement of the relationship between brand equity and promotional activities by using the dimensions of brand equity, we factor analyzed the factors underlying 44 items. As a result, 44 items were retained for a total of 11 new constructs. According to KMO and Bartlett's test, we clarify that, this factor analysis is applicable and all of the factors are valuable. According to Cronbach's Alpha coefficients (reliability coefficients), all the constructs have confirmed as reliable variables that can be take in the further analysis.

Finally, by using regression analysis, we found out that brand awareness, brand association perceived quality and brand loyalty are have positive effect on consumer based brand equity. Advertising has a significant effect on brand awareness,

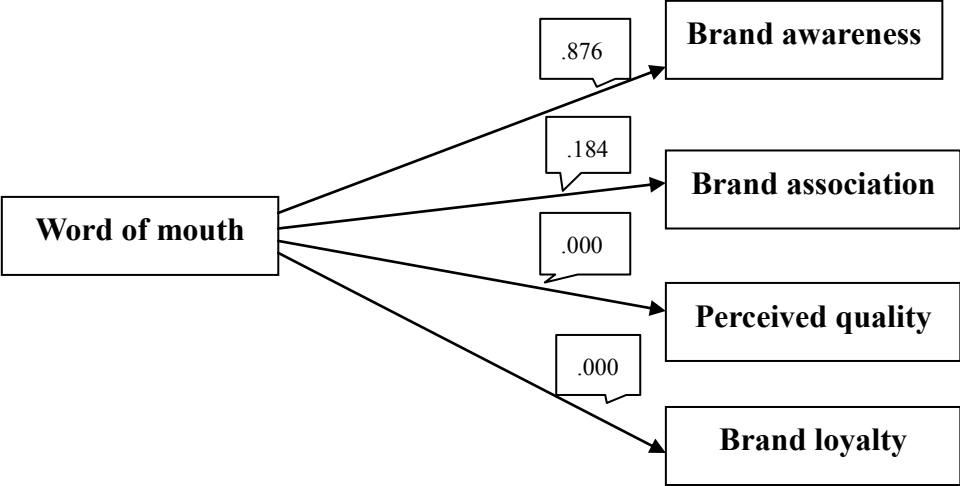
association and loyalty (table 25). Because, advertising is the most powerful activity that help sports brand in creation and reinforcement of brand image and loyalty. In China, advertising is the most popular message channel for Chinese people to get the information. A funny, exciting or interesting advertising would create favorable conditions for loyal to the consumer.

Table 25: Hypothesis testing, advertising



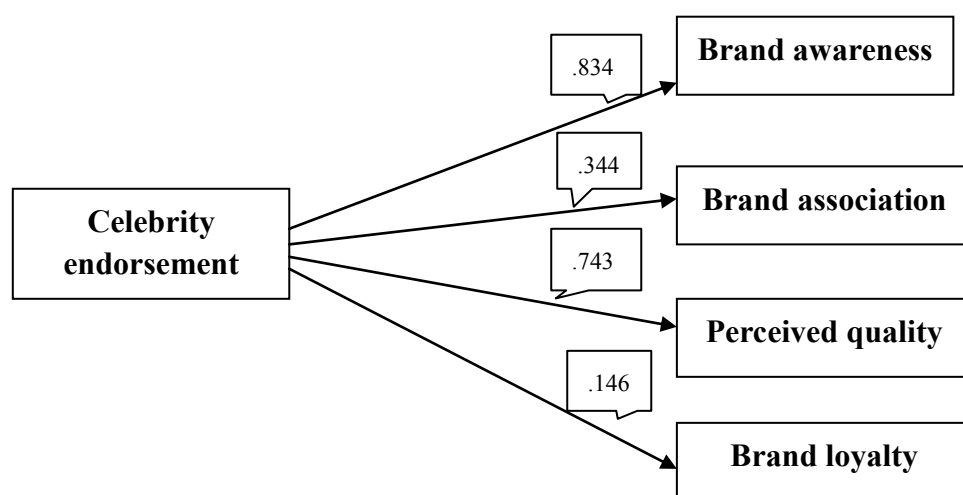
As we discussed, word of mouth is initiated by loyal customers who are committed to a brand or shared information or experiences in order to help others to make brand selection. Most Chinese people are relying on shared comments or experiences as information sources to evaluate a product; therefore, it effects on perceived quality and brand loyalty (table 26).

Table 26: Hypothesis testing, word of mouth



Deposit celebrity endorsement is considered as the most popular marketing communicational tool which can help a firm to promote their products; in this study the author found it is not as a significant factor which effect on four dimensions of brand equity (table 27). Based on the previous analysis, in China, many companies trend to adopt celebrities for endorse a brand or a product. For a new brand or product, celebrity endorsement is the one of most effective marketing strategy. In fact, many brand marketers and mangers are over relying on celebrity endorsement for their marketing strategy, regardless of whether is appropriate or not. Accompanied (international and domestic) sports brands have successfully running their business for many years, the image and product quality of these sports brands have already in Chinese consumers' mind, and many consumers have loyal with these brands already. Frequent using celebrities for endorsing a well-known brand may create a negative influencing, due to the annoying from celebrities for audiences.

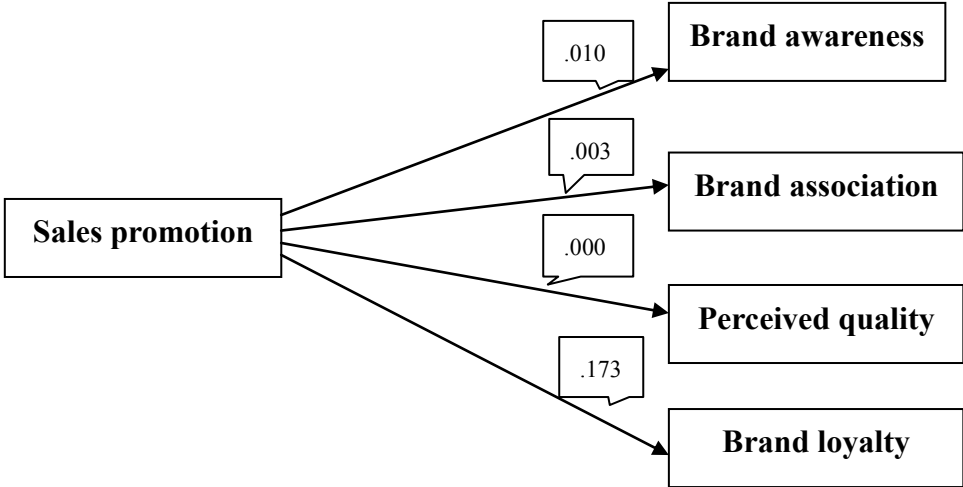
Table 27: Hypothesis testing, celebrity endorsement



As we clarified, sales promotion effects on brand awareness, association and perceived quality in this study. For the reason that, sales promotion may catch consumer's attention and also enhance brand image in a long-term marketing development. It can also be strengthened the relationship between the brand and

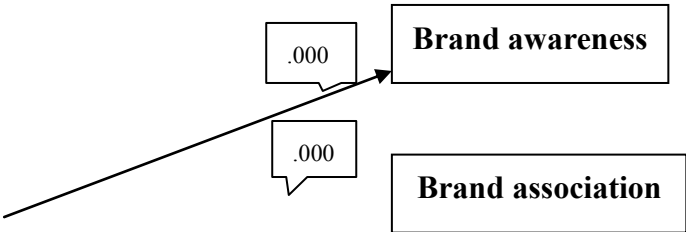
consumer. Deposit Chinese consumer are increasingly wealthy, they are still very price conscious (Business Wire, 2010). Price promotion can quickly gain customers' attention and obtain short-term financial profit. Many brand companies in China are getting used to using price promotion as one of the main marketing strategy which attracts consumers. However, long-term price reduction may have a negative effect on brand quality and image; thus, in this study sales promotion has not a significant effect on brand loyalty (table 28).

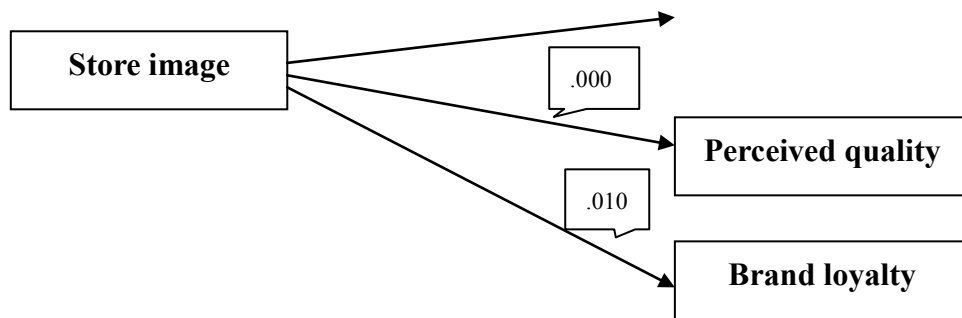
Table 28: Hypothesis testing, sales promotion



Store image positively influence on the entire brand equity dimensions (table 29). Store image is viewed as the fundamental issue in brand equity building in China. High quality product and good reputation will result in consumers in brand awareness, association, loyalty, and perceived quality. In fact, Chinese people are more product conscious than westerner; they are likely to using store image to assess a brand. The store which have positive image can reduce Chinese consumer's uncertainty, increasing trustworthy and raising customers' satisfaction. Thus, in this study store image is the most important component which affects on brand equity building.

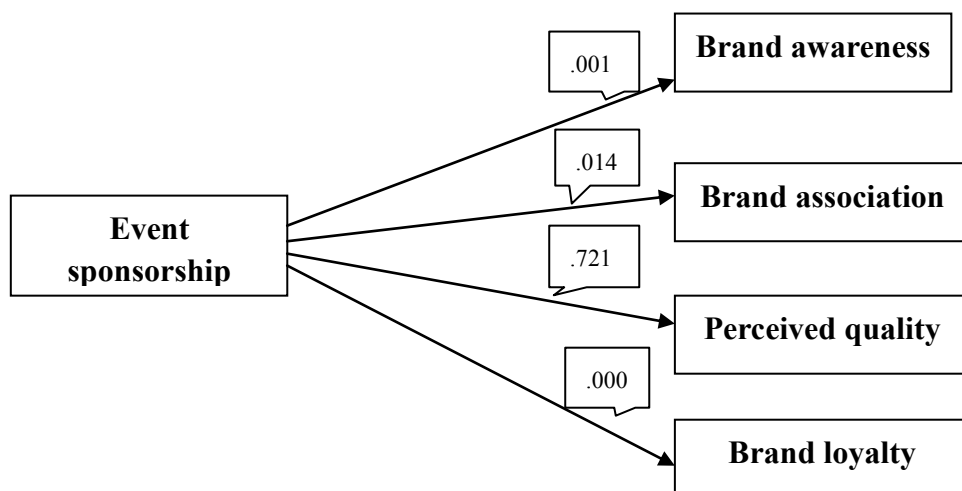
Table 29: Hypothesis testing, store image





In China, (music, sports) event is recognized the most important marketing activities for building or enhancing brand awareness, brand image, corporate image, and directly stimulating products' sales, it also can inspire customers' loyalty. Thus, as shown from table 30, event sponsorship significantly affects on brand awareness, association and loyalty, but will not influence on perceived quality (table 30).

Table 30: Hypothesis testing, event sponsorship



5. Conclusion and implication

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research. It can help brand markers and mangers to create differentiation from their competitors in order to gain the competitive advantage in the market. Especially, in a high competitive sports market in China, brand equity plays an essential role that affects developing business for a brand company. This project is using sports shoes as example to understand and comprehend the effects promotional activities and dimensions brand equity on consumer based brand equity creating in Chinese sportswear market. We extends Aaker's (1991) model by integrating Yoo *et al.*'s (2000) framework to build up our conceptual model to investigate the linkages of antecedent (promotional activities) dimensions of brand equity, and brand equity.

In general, the method of this study is quantitative and objective. We selected young people as the target group since they are most interest in sport than the other groups and willing to spend more time and money to buy sports shoes. Based on the performance and popularity of sportswear product in Chinese market, and consider to avoiding respondents fatigue, five sport shoes brands such as Adidas, Nike, Kappa, Li-Ning, and Anta were chosen as product stimuli. The questionnaires survey administered through the electronic mail and face-to-face interview, after sent total number of 200 questionnaires to the target group, 84 respondents of data have been returned.

Through software SPSS 17.0 statistically analysis data, we found out that, four brand equity dimensions are all affect on brand equity, this finding is consistent with as prior research i.e., Marinova *et al.* (2011); Yoo *et al.* (2000); Tong and Hawley (2009); and Erenkol and Duygun (2010). Store image is positively influence on the entire brand equity dimensions. However, while celebrity endorsement is recognized as most popular marketing communicational tool which can help for a firm to promote their product, but it actually not has the positive impact on dimensions of brand equity in this study. The rest of promotional activities such as advertising, word of mouth, sales promotion and event sponsorship all have different significant effect on each brand equity dimensions (See table 24, the conclusion of structural model).

Table 25: Conclusion of structural model

Hypothesis	Sig.	Conclusion
H1a. Brand awareness → brand equity	.000	Supported
H1b. Brand association → brand equity	.018	Supported
H1c. Perceived quality → brand equity	.000	Supported
H1d. Brand loyalty → brand equity	.000	Supported
H2a. Advertising → brand awareness	.000	Supported
H2b. Advertising → brand association	.000	Supported
H2c. Advertising → perceived quality	.967	Not supported
H2d. Advertising → brand loyalty	.001	Supported

H3a. Word of Mouth	brand awareness	.876	Not supported
H3b. Word of Mouth	brand association	.184	Not supported
H3c. Word of Mouth	perceived quality	.000	Supported
H3d. Word of Mouth	brand loyalty	.000	Supported
H4a. Celebrity endorsement	brand awareness	.834	Not supported
H4b. Celebrity endorsement	brand association	.344	Not supported
H4c. Celebrity endorsement	perceived quality	.743	Not supported
H4d. Celebrity endorsement	brand loyalty	.146	Not supported
H5a. Sales promotion	brand awareness	.010	Supported
H5b. Sales promotion	brand association	.003	Supported
H5c. Sales promotion	perceived quality	.000	Supported
H5d. Sales promotion	brand loyalty	.173	Not supported
H6a. Store image	brand awareness	.000	Supported
H6b. Store image	brand association	.000	Supported
H6c. Store image	perceived quality	.000	Supported
H6d. Store image	brand loyalty	.010	Supported
H7a. Event sponsorship	brand awareness	.001	Supported
H7b. Event sponsorship	brand association	.014	Supported
H7c. Event sponsorship	perceived quality	.721	Not supported
H7d. Event sponsorship	brand loyalty	.000	Supported

Within this finding, we suggest that marketers or brand managers should put their efforts on perceived quality and brand loyalty since both dimensions have high significance in brand equity building. Under circumstance of highly competitive market in China, the important issue is to provide consumers with a positive or high perceived image of the brand. High perceived quality enable consumers to recognize the differentiation and superiority of a brand, as we as leading consumer to select the brand rather than other competing brands (Yoo *et al.*, 2000), and then loyal to the consumers. Managers or marketers working in the sportswear sector are supposed to work on primary increasing and enhancing the perceived quality, for instance, offering a high quality and unique style product with after sell services, warranty,

reimbursement in order to providing high quality perceived to the consumers, as well as consistent with other dimensions, i.e., brand awareness, brand association. The effective promotional activities such as advertising, word of mouth, sales promotion, store image and event sponsorship that would be helped in building high perceived quality and loyalty for a brand. Especially, building a positive store image can also reduce Chinese consumer's uncertainty, increasing trustworthy and raising customers' satisfaction.

6. Limitation and suggestion for future research

This research is only examined the relationship between brand equity and promotional activities by using of the dimensions of brand equity. As we have mentioned, the collecting data is using non-profitability sampling that only in one large city in Northeast China, Shenyang. Therefore, the result only represented the behavior and attitude from Northeast Chinese; it may not precisely indicate the Chinese sportswear market in general. China is a very big country, different cities and different region have many different behaviors, attitudes and culture. Further research should take more respondents from different cities in order to analyze the data more precise.

Moreover, due to lack of time for data collecting, this study only acquired 84 respondents for investigation, so that further research needs to spend more time in order to obtain more respondents for precisely investigation.

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Appendix

Appendix A. English version questionnaire

1. Gender: _____

1. Male 2. Female

2. Age: _____

1. Under 21 2. 22 to 26 3. 27 to 31 4. 32 to 36 5. Over 36

3. Education: _____

1. Middle school 2. High school 3. Bachelor degree 4. Master degree 5. PHD and above

4. Please select your most familiar brand: _____

1. Adidas 2. Nike 3. Kappa 4. Lining(Chinese brand) 5. Anta(Chinese brand)

Five brands (Adidas, Nike, Kappa, Lining, and Anta)

5 point scale: 1. strongly disagree 2. disagree 3. Neutral 4. agree 5. Strongly agree

● **Overall Brand equity**

1. Even if another brand has the same feature as this brand, I would prefer to buy this brand.
2. If there is another brand as good as this brand, I would prefer to buy this brand
3. If there is another brand has same price as this brand, I prefer to buy this brand.
4. If I have to choose among brands of shoes, this brand is definitely my choice

● **Dimensions of brand equity**

Brand awareness:

1. I am aware of this brand.
2. I can recognize this brand quickly among other competing brands.
3. I am familiar with this brand.
4. This brand is well-known

Brand association:

1. This brand has a unique brand image.
2. I like and trust this company, which makes this product.
3. I like this brand image
4. This brand makes me feel good.

Perceived quality:

1. This brand has very good quality.
2. I trust the quality of this brand.
3. This brand has good style.
4. The manufacturer of this brand is famous for its quality control

Brand loyalty:

1. I consider myself to be loyal to this brand.
2. This brand would be my best choice.
3. I will not buy other brand, if this brand is available at the store.
4. I would not buy another brand, if this one is unavailable.

● **Promotional activities**

Advertising

1. Advertisings of this brand are seen frequently on TV or other media.

2. Advertisings of this brand are seen very interesting, funny, exciting.
3. Advertisings of this brand are very popular
4. Advertisings of this brand are easy to remember.

Word of Mouth

1. I heard from my friend that, this brand is seen frequently on TV or other media.
2. I heard from my friend that, this brand is seen very interesting, funny, exciting.
3. I heard from my friend that, this brand is very popular
4. This brand is easy to remember after my friends mentioned.

Celebrity endorsement (CE)

1. CE of this brand is seen frequently on TV or other media.
2. CE of this brand is seen very interesting, exciting.
3. CE of this brand is very popular.
4. CE of this brand is easy to remember.

Sales promotion (SP)

1. SP of this brand is seen frequently on TV or other media.
2. SP of this brand are seen very interesting, exciting
3. SP of this brand is very popular
3. This brand is easy to remember after providing SP.

Store image

1. The store of this brand is seen frequently.
2. The store of this brand is very interesting, exciting.
3. The store of this brand is very popular
4. I can easy to remember this store (image).

Event sponsorship (ES)

1. ES of this brand are seen frequently on TV or other media.

2. ES of this brand are seen very interesting, exciting.
3. ES of this brand is very popular
4. ES of this brand is easy to remember.

If I have to choose among brands of shoes, this brand is definitely my choice

Appendix B. Chinese version questionnaire

1. 性别：_____

1. 男 2. 女

2. 年龄：_____

2. 21以下 2. 22 到 26 3. 27 到 31 4. 32 到 36 5. 36以上

3. 教育程度：_____

1. 中学 2. 高中 3. 大学（专科或本科） 4. 硕士 5. 博士，或更高的学历

4. 请您在下列中，选择你最喜欢的运动品牌：_____

- 1. 阿迪达斯（ADIDAS）
- 2. 耐克（NIKE）
- 3. 卡帕（KAPPA）
- 4. 李宁（LI NING）
- 5. 安踏（ANTA）

5. 请您在下列运动品牌中，选出您对不同品牌的看法

(1。强烈的不同意 2。不同意 3。一般 4。同意 5。强烈的同意)

	阿迪达斯	耐克	卡帕	李宁	安踏
1. 尽管另一品牌有相同的特色，我更愿意买这种品牌					
2. 如果另一品牌和这种品牌一样好，我更愿意买这种品牌					
3. 如果另一品牌有相同价格，我更愿意买这种品牌					
4. 如果我必须要在这些品牌中做出选择的话，这个品牌是我的最好选择					
5. 我知道(或了解)这个牌子					

6. 和其他牌子相比，我能很快的认出这个牌子					
7. 我熟悉这个牌子.					
8. 这个牌子众所周知					
9. 这个品牌有很独特的品牌形象。					
10. 我喜欢和信任这个公司，以及该产品。					
11. 我喜欢这个品牌的形象					
12. 这个牌子让我感觉很好。					
13. 这个品牌质量很好。					
14. 我相信这个品牌的质量。					
15. 这个品牌具有很好的Style。					
16. 这个牌子的生产厂家，是著名的质量控制					
17. 我忠实该品牌。					
18. 这个品牌将是我最好的选择。					
19. 如果该品牌可以买到，我不会购买其他品牌					
20. 尽管现在还无法买到，我也不会买另一个品牌。					

(1. 强烈的不同意 2. 不同意 3. 一般 4. 同意 5. 强烈的同意)

广告	阿迪达斯	耐克	卡帕	李宁	安踏
1. 该品牌的广告经常出现在电视或其他媒体					
2. 该品牌的广告非常有趣，令人兴奋					
3. 该品牌的广告很受欢迎					
4. 该品牌的广告很容易记住					
口碑					
1. 我听朋友说，该品牌在电视上或其他媒体经常看到					
2. 我听朋友说，该品牌很有趣，令人兴奋					
3. 我听朋友说，该品牌很受欢迎					
4. 通过我的朋友说起后，该品牌很容易记住					

名人代言					
1. 该品牌的名人代言经常出现在电视或其他媒体。					
2. 该品牌的名人代言很有趣，令人兴奋。					
3. 该品牌的名人代言很受欢迎。					
4. 该品牌的名人代言容易记住					
促销(如,降价，特价，礼品赠送，等)					
1. 该品牌的促销经常出现在电视或其他媒体。					
2. 该品牌的促销很有趣，令人兴奋的					
3. 该品牌的促销很受欢迎					
4. 促销之后，这个品牌是很容易记住					

(1. 强烈的不同意 2. 不同意 3. 一般 4. 同意 5. 强烈的同意)

	阿迪达斯	耐克	卡帕	李宁	安踏
专卖店形象					
1. 这个牌子的店是经常可见。					
2. 这个牌子的商店是非常有趣，令人兴奋。					
3. 这个牌子的店是很受欢迎					
4. 我可以很容易记住这家商店。					
活动的赞助（比如，运动会，演唱会，文化演出等等）					
1. 该品牌的活动赞助经常在电视或其他媒体看到。					

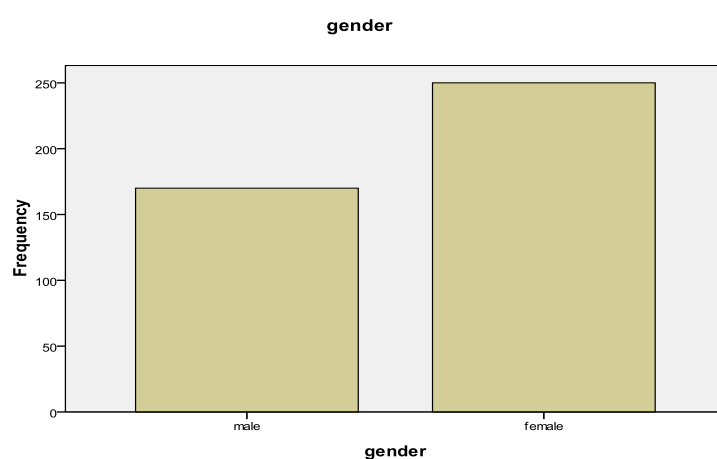
2. 该品牌的活动赞助很有趣，令人兴奋。					
3. 该品牌的活动赞助非常受欢迎					
4. 该品牌的活动赞助容易记住。					

非常感谢您在百忙之中对于此次问卷调查的配合与参与！

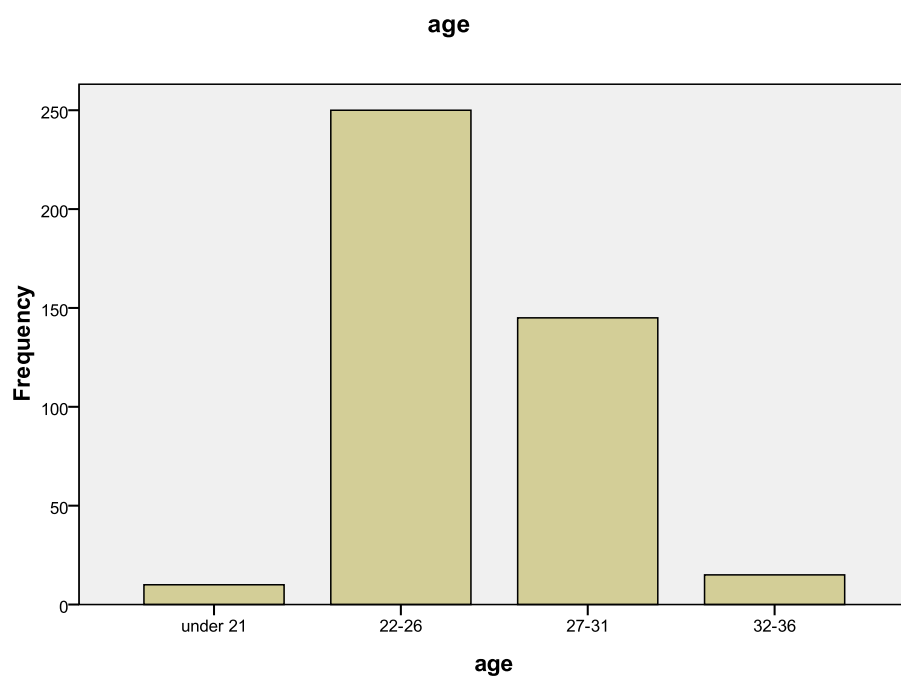
Appendix C. data analysis

1. Descriptive analysis

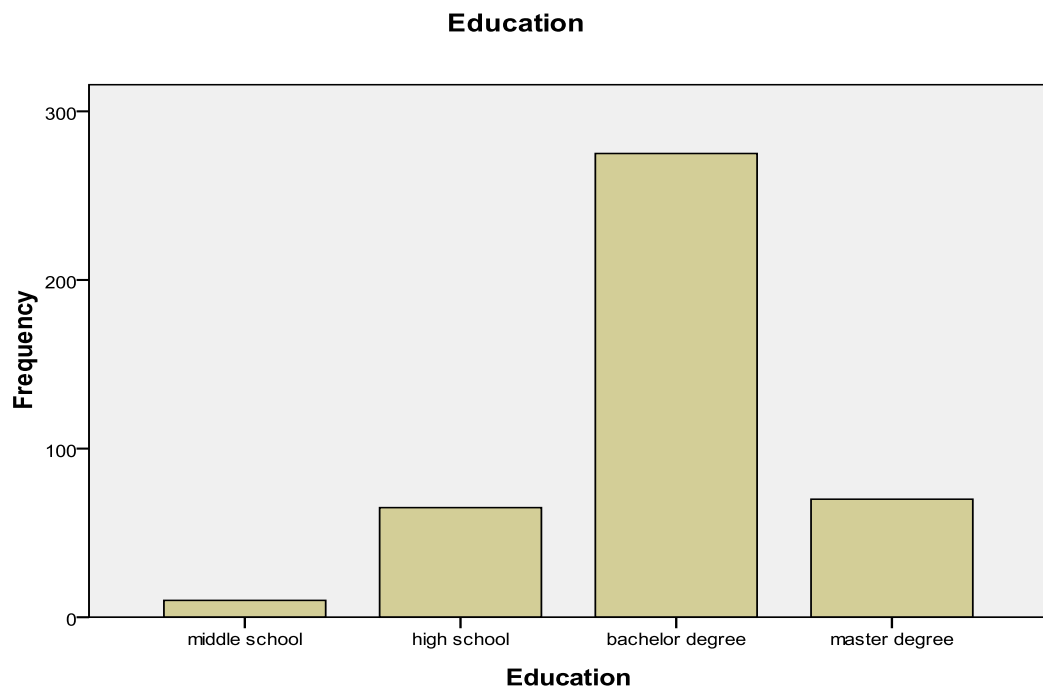
● Gender :



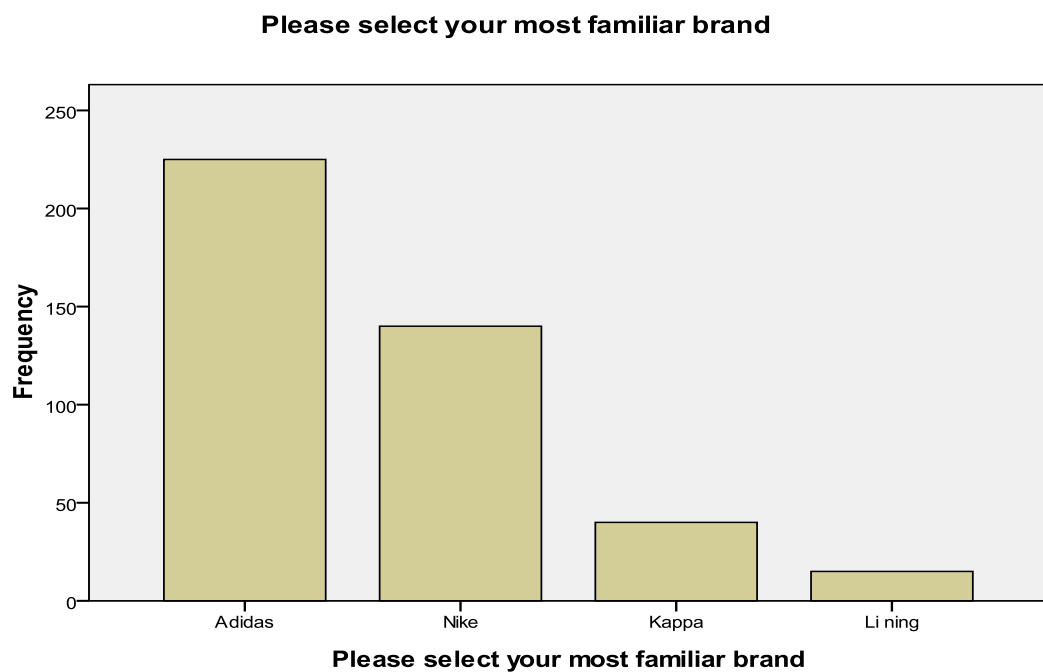
● Age:



- **Education:**



● **Most familiar brand:**



2 Factor analyses

- **Brand awareness**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.823
Bartlett's Test of Sphericity Approx. Chi-Square	772.870
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.838	70.949	70.949	2.838	70.949	70.949
2	.472	11.807	82.756			
3	.391	9.771	92.527			
4	.299	7.473	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I am aware of this brand	.880
I can recognize this brand quickly among other competing brands	.825
I am familiar with this brand.	.858
This brand is well-known	.805

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Brand association**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.787
Bartlett's Test of Sphericity Approx. Chi-Square	1218.148
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.123	78.080	78.080	3.123	78.080	78.080
2	.447	11.183	89.263			
3	.302	7.548	96.811			
4	.128	3.189	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
This brand has a unique brand image	.815
I like and trust this company, which makes this product	.882
I like this brand image	.920
This brand makes me feel good	.914

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

● Perceived quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.810
Bartlett's Test of Sphericity Approx. Chi-Square	1014.325
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.041	76.014	76.014	3.041	76.014	76.014
2	.455	11.381	87.396			
3	.265	6.621	94.017			
4	.239	5.983	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
This brand has very good quality	.878
I trust the quality of this brand	.871
This brand has good style	.890
The manufacturer of this brand is famous for its quality control	.847

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

● Brand loyalty

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.733
Bartlett's Test of Sphericity	Approx. Chi-Square
	1161.033
	df
	6
	Sig.
	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.034	75.844	75.844	3.034	75.844	75.844
2	.586	14.641	90.485			
3	.229	5.721	96.206			
4	.152	3.794	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I consider myself to be loyal to this brand	.901
This brand would be my best choice	.861
I will not buy other brand, if this brand is available at the store	.880
I would not buy another brand, if this one is unavailable	.841

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

● Overall brand Equity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.877
Bartlett's Test of Sphericity Approx. Chi-Square	2060.660
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.624	90.599	90.599	3.624	90.599	90.599
2	.146	3.646	94.245			
3	.124	3.098	97.342			
4	.106	2.658	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Even if another brand has the same feature as this brand, I would prefer to buy this brand	.951
If there is another brand as good as this brand, I would prefer to buy this brand	.956
If there is another brand has same price as this brand, I prefer to buy this brand	.950
If I have to choose among brands of shoes, this brand is definitely my choice	.951

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Advertising**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.797
Bartlett's Test of Sphericity Approx. Chi-Square	1124.224
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.035	75.869	75.869	3.035	75.869	75.869
2	.544	13.601	89.469			
3	.270	6.751	96.220			
4	.151	3.780	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Advertisings of this brand are seen frequently on TV or other media	.753
Advertisings of this brand are seen very interesting, funny, exciting	.894
Advertisings of this brand are very popular	.907
Advertisings of this brand are easy to remember	.919

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Word of mouth**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.827
Bartlett's Test of Sphericity	Approx. Chi-Square
	1336.810
	df
	6
	Sig.
	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.238	80.955	80.955	3.238	80.955	80.955
2	.357	8.920	89.875			
3	.280	6.994	96.870			
4	.125	3.130	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
WOM of this brand are seen frequently on TV or other media	.855
WOM of this brand are seen very interesting, funny, exciting	.896
WOM of this brand are very popular	.952
WOM of this brand are easy to remember	.894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Celebrity endorsement**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.846
Bartlett's Test of Sphericity	Approx. Chi-Square
	1841.477
	df
	6
	Sig.
	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.450	86.243	86.243	3.450	86.243	86.243
2	.346	8.648	94.890			
3	.121	3.013	97.904			
4	.084	2.096	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CE of this brand are seen frequently on TV or other media	.856
CE of this brand are seen very interesting, exciting	.953
CE of this brand are very popular	.953
CE of this brand are easy to remember	.950

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Sales promotion**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.809
Bartlett's Test of Sphericity Approx. Chi-Square	1224.999
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.015	75.386	75.386	3.015	75.386	75.386
2	.655	16.372	91.759			
3	.184	4.599	96.358			
4	.146	3.642	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SP of this brand are seen frequently on TV or other media	.672
SP of this brand are seen very interesting, exciting	.935
SP of this brand are very popular	.936
SP of this brand are easy to remember	.902

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Store image**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.800
Bartlett's Test of Sphericity Approx. Chi-Square	1049.502
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.024	75.595	75.595	3.024	75.595	75.595
2	.504	12.598	88.193			
3	.289	7.236	95.429			
4	.183	4.571	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SI of this brand are seen frequently on TV or other media	.812
SI of this brand are seen very interesting, exciting	.842
SI of this brand are very popular	.920
SI of this brand are easy to remember	.900

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- **Event sponsorship**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.843
Bartlett's Test of Sphericity Approx. Chi-Square	1981.423
df	6
Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.552	88.795	88.795	3.552	88.795	88.795
2	.221	5.517	94.312			
3	.158	3.946	98.258			
4	.070	1.742	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
ES of this brand are seen frequently on TV or other media	.913
ES of this brand are seen very interesting, exciting	.952
ES of this brand are very popular	.963
ES of this brand are easy to remember	.941

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. Reliability

- Cronbach's Alpha of brand awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.685	2

- Cronbach's Alpha of Brand association

Reliability Statistics

Cronbach's Alpha	N of Items
.883	2

- Cronbach's Alpha of perceived quality

Reliability Statistics

Cronbach's Alpha	N of Items
.836	2

- Cronbach's Alpha of Brand loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.946	2

- Cronbach's Alpha of brand awareness with six promotional activities

Reliability Statistics

Cronbach's Alpha	N of Items
.920	7

- Cronbach's Alpha of brand association with six promotional activities

Reliability Statistics

Cronbach's Alpha	N of Items
.937	7

- Cronbach's Alpha of perceived quality with six promotional activities

Reliability Statistics

Cronbach's Alpha	N of Items
.935	7

- Cronbach's Alpha of brand loyalty with six promotional activities

Reliability Statistics

Cronbach's Alpha	N of Items
.940	7

4. Regression

- Overall brand equity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.081	4	88.520	581.043	.000 ^a
	Residual	62.919	413	.152		
	Total	417.000	417			

a. Predictors: (Constant), Brand loyalty, Brand awareness, Perceived quality, Brand association

b. Dependent Variable: Brand equity

- Brand awareness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.731	6	28.789	48.279	.000 ^a
	Residual	246.269	413	.596		
	Total	419.000	419			

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

b. Dependent Variable: Brand awareness

- Brand association

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262.210	6	43.702	115.114	.000 ^a
	Residual	156.790	413	.380		
	Total	419.000	419			

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

b. Dependent Variable: Brand association

- Perceived quality

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.139	6	43.857	116.211	.000 ^a
	Residual	155.861	413	.377		
	Total	419.000	419			

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

b. Dependent Variable: Perceived quality

- Brand loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.863	6	44.311	119.503	.000 ^a
	Residual	153.137	413	.371		
	Total	419.000	419			

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.863	6	44.311	119.503	.000 ^a
	Residual	153.137	413	.371		
	Total	419.000	419			

a. Predictors: (Constant), Event sponsorship, Advertising, Sales promotion, Store image, Celebrity endorsement, Word of mouth

b. Dependent Variable: Brand loyalty