

Influencer Marketing, Fan Satisfaction, Team Identification and Purchase Intention and Different Effects of Influencer Marketing: Influencer's Personal Attributes and Their Add-value to Baseball Games

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Abstract : This study aimed to investigate the influence of influencer marketing on fan satisfaction, purchase intention, and team identification. The research employed a questionnaire survey targeting the Chinese Professional Baseball League (CPBL). The sample included 205 participants, encompassing both existing CPBL fans and individuals with no prior baseball viewing habits. The survey assessed the impact of influencer marketing on participants' knowledge, attitudes, and behaviors related to the CPBL. Additionally, it evaluated team identification, fan satisfaction, and purchase intention. Data analysis using SPSS software aimed to identify correlations and effects among the variables. Findings revealed that influencer marketing has a significant positive impact on fan satisfaction, purchase intention, and team identification. Notably, further analysis indicated that the personal characteristics and charisma of influencers significantly influenced fans' perceptions, leading to increased purchase intention and satisfaction. This effect was even stronger than the influence of influencers' expertise and information dissemination regarding sports events or products.

Keywords : influencer marketing, fan satisfaction, team identification, purchase intention, Chinese professional baseball league (CPBL)

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