

The Effect of Brand Mascots on Consumers' Purchasing Behaviors

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Abstract : Brand mascots are the cartoon characters, which are mainly designed for advertising or other related marketing purposes. Many brand mascots are extremely popular, since they were presented in commercial advertisements and Line Stickers. Brand Line Stickers could lead the users to identify with the brand and brand mascots, where might influence users to become loyal customers, and share the identity with the brand. The objective of the current study is to examine the effect of brand mascots on consumers' decision and consumers' intention to purchase the product. This study involved 400 participants, using cluster sampling from 50 districts in Bangkok metropolitan area. The descriptive analysis shows that using brand mascot causes consumers' positive attitude toward the products, and also heightens the possibility to purchasing the products. The current study suggests the new type of marketing strategy, which is brand fandom. This study has also contributed the knowledge to the area of integrated marketing communication and identification theory.

Keywords : brand mascot, consumers' behavior, marketing communication, purchasing

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