

The Exploration of the Factors of Temple Figures

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Abstract

More and more profit-making institutions that such as businesses, shops, companies; and non-profit organizations such those county and municipal governments units, they will make a figure as mascot that is suitable for the company or the government's characteristics.

The concept of figure is also applied to the temple, become an endorsement. This aim of study was explore the become temple figure factors to affect tourist and pilgrim to purchase intention. The factor analysis was applied in this study to extraction the important elements for temple figure. Four factors relevance, nostalgia, specialization accepted, and specialization knowledge related factors were results reported. These analysis results can provide the future research in the temple future related issues.

Keyword: figure

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Background and Literature

Businesses, stores, and companies use a particular mascot as a tangible logo for the company. This can create some benefits that make it easy for customers to identify different company's products or products. The role of this spokesperson or mascot can also be applied to the cultural industry.

Many temples also use the concept of this mascot and combine the image of the gods to sell commemorative dolls. In addition to increasing the income of the temple, the main purpose is to promote the image of the temple and increase the visiting rate of

pilgrims or tourists.

Mize and Kinney (2008) thought there are many reasons for using spokes-characters. Erdogan et al. (2001) also indicated a spokesperson's role is to make the advertisement stand out from the clutter, arrest potential customers, add value to the brand, and lastly, build a lasting impression to encourage the consumer to make a purchase. Gardner and Shuman's (1986) study revealed that 53 percent of the respondents made a purchase as a result of a sponsorship.

Several studies in the spokes-character literature have documented the proliferation of these characters in promotion campaigns

and their symbolic role in promoting products. Garretson and Niedrich (2004) suggested that spokes-characters are used to promote numerous types of products and services. Therefore, in the present study, the perceived quality was used to measure the quality of temple spokes-character of consumers' purchase.

Methodology

This study of the results of a questionnaire survey was designed by referencing Chang and Liu (2009), and conclusions based on personal interviews with managers at two temples, they sell the temple's spokes-characters. The questionnaire contains of 9 items.

Factor Analysis Results

Factor analysis is a technique used to reduce a large set of variables to a smaller set of underlying factors, while detecting the presence of meaningful patterns among the original variables and extracting the crucial dimension. In this study, principal components analysis with VARIMAX rotation was employed to identify factors or key dimensions.

The factor analysis results are shown in Table 2. Factor loadings of items all greater than 0.50 and they were statistically significant (Hair et al., 2010). The KMO value for the rest of the seventeen items was 0.863. The four factors or key temple dolls dimensions identified were as follows:

Factor 1, a relevance related factor, comprised of four items; they are 'The association of doll and temple is very suitable', 'Collectively speaking, dolls are a

good match with temples', 'It is befitting to use dolls to represent the temples', and 'Temple doll can exhibit the characteristics of temples'. This factor accounted for 25.191% of the total variance. 'The association of doll and temple is very suitable' item was the highest loaded temple dolls item in this factor.

Factor 2, a nostalgia related factor, consisted of three items; they are "Temple doll lets you recall what happened in the past", "When you see the temples dolls, you will to remember some moments in your life", and "Temple doll will let you to ponder on your memory". "Temple doll lets you recall what happened in the past" was the highest loaded temple dolls item. This factor accounted for 22.391% of the total variance.

Factor 3, a specialization accepted factor, comprised of three items; they are "Temple doll has the functionality of temple promotion", "You can accept with the production of dolls and temple", and "The production of temple doll possesses a certain refined level of standard". "Temple doll has the functionality of temple promotion" was the highest loaded temple dolls item. This factor explained 15.680% of the total variance.

Factor 4, a specialization knowledge factor, consisted of two items; they are "You have a good understanding of temple doll" and "You have certain knowledge on temple doll". "You have a good understanding of temple doll" was the highest loaded temple dolls item in this factor. This factor accounted for 14.833% of the total variance.

Table 1 Factor analysis of temple figure

Factor namely / items	Factor loading	EV ^a	% of variance
Relevance		5.51	23.191
		1	
R1. The association of doll and temple is very suitable.	0.850		
R2. Collectively speaking, dolls are a good match with temples.	0.845		
R3. It is befitting to use dolls to represent the temples.	0.834		
R4. Temple doll can exhibit the characteristics of temples.	0.647		
Nostalgia		1.75	22.391
		7	
N1. Temple doll lets you recall what happened in the past.	0.894		
N2. When you see the temples dolls, you will to remember some moments in your life.	0.882		
N3. Temple doll will let you to ponder on your memory.	0.882		
Specialization accepted		1.35	15.680
		8	
S1. Temple doll has the functionality of temple promotion.	0.747		
S2. You can accept with the production of dolls and temple.	0.682		
S3. The production of temple doll posses a certain refined level of standard.	0.580		
Specialization knowledge		1.02	14.833
		0	
S4. You have a good understanding of temple doll.	0.890		
S5. You have certain knowledge on temple doll.	0.877		
Total variance explained (%): 78.10; KMO = 0.863; Bartlett test: $\chi^2 = 2474.956$, df = 66, p = 0.00. ^a Eigenvalue.			

Conclusion and Future Research

Suggestion

This study is according to the affects tourist intent to buy temple figures and to analysis four factors are the important elements. In the future study, that can extent to explore and use results of this study to understand whether

different attributes tourist groups have different buy intention the temple figures.

References

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