

## **Discussion The Relationship Between Different Age Groups Perception of The Temple Figures Attributes**

**<sup>1</sup>Pin-Fenn Chou\*, <sup>2</sup>Ying-Chun Wang**

<sup>1</sup>Department of Business Administration, Far East University, Tainan City, Taiwan, R.O.C.

<sup>2</sup>Department of Airline and Transport Service Management, National Kaohsiung University  
of Hospitality and Tourism, Kaohsiung City, Taiwan, R.O.C.

### **Abstract**

As the times change, figures are a kind of collectibles, or a kind of souvenirs collected for a special purpose. Also, the concept of figure is also applied to the temple, become an endorsement.

This aim of study was discussion the different age groups whether difference they perception of the temple figures attributes. Scheffe test was adopted as the analysis method in this study. These analysis results reports that different age groups percept the figures attributes had a significant differences on the characteristic of specialization accepted and relevance.

**Keyword:** figures

### **Motivation**

Whether it is a figures that represents the store image in a convenience store, or a figures that is designed as a personal shape, or a figures that shows a corporate image, these are the meanings of a cognitive product or service through the figures.

The definition and values of figures are also different due to personal perceptions; some people regard them as collections or artistic creations, while others regard them as a universal spiritual symbol.

However, with more and more collectible groups, increasingly heated auction transactions, and various related activities, exhibitions, and reports, the popular trend of figures has injected different perspectives into product marketing.

## **Literature**

Using the figures or call mascot as a sign of a company's products or services is like a spokesperson.

Virtual spokespersons present different types of animals, humans, fictional patterns, objects and other types in different media as product endorsements (Callcott and Lee, 1995).

Callcott and Alvey (1991) believe that virtual character spokespersons use some animals, plants (such as insects, birds, flowers) or objects to give anthropomorphic personalities based on their characteristics to represent product characteristics and give the brand characteristics that consumers can imagine , It can even represent the image of the enterprise.

Callcott and Phillips (1996) pointed out that the avatar spokesperson is "a symbol of non-human characteristics. These symbols are not created for animation, movies, cartoons or comics, but are used for product or brand promotion purposes or are registered as promotional brands.

Garretson and Niedrich (2004) defined a "virtual spokesperson" as a nonhuman character used to promote and promote products or brands.

Urde (1994) believes that cute virtual spokespersons will increase consumer attention and brand liking, and even affect buying behavior and brand loyalty.

## **Analysis and Results**

This study used the statistics one-way analysis of variance (ANOVA) to analyze the respondents' different age groups perception of the temple figures attributes. If the ANOVA results showed significant differences, then the Scheffe post hoc analysis was used for post-analysis.

As results in Table 1 suggest, the item of 'You can accept with the production of figures and temple' is all four groups respondents percept the specialization accepted factor the most of agree attribute. 'You have certain knowledge on temple figures' item is also all four groups respondents' percepts the specialization knowledge factor the most of agree attribute.

Table 1 The mean, F value, and Scheffe test results of the respondents' agreement level with items by different age groups

Factors / Items	Group 1 ≤25 ages n=240	Group 2 26-35 ages n=282	Group 3 36-45 ages n=132	Group 4 ≥46 ages n=26	F	Scheffe Test
	mean	mean	mean	mean		
<b>Specialization accepted</b>	3.61	3.51	3.21	3.41		
S2. You can accept with the production of figures and temple.	3.75	3.63	3.29	3.62	4.052*	1>4
S1. The production of temple figures posses a certain refined level of standard.	3.53	3.48	3.11	3.15	4.997*	1>4
S3. Temple figures has the functionality of temple promotion.	3.53	3.42	3.23	3.46	1.435	
<b>Specialization knowledge</b>	2.97	2.95	2.79	3.04		
S5. You have certain knowledge on temple figures.	3.04	3.04	2.85	3.15	0.847	
S4. You have a good understanding of temple figures.	2.89	2.86	2.73	2.92	0.458	
<b>Relevance</b>	3.93	3.74	3.48	3.48		
R4. Collectively speaking, figures are a good match with temples.	3.96	3.63	3.52	3.46	4.270*	1>3>4
R2. The association of figures and temple is very suitable.	3.96	3.79	3.47	3.38	5.503**	1>4
R1. Temple figures can exhibit the characteristics of temples.	3.94	3.84	3.44	3.69	5.048	
R3. It is befitting to use figures to represent the temples.	3.88	3.69	3.48	3.38	3.053*	1>4
<b>Nostalgia</b>	3.17	3.00	3.15	3.36		
N1. Temple figures lets you recall what happened in the past.	3.21	2.96	3.21	3.54	2.500	
N3. Temple figures will let you to ponder on your memory.	3.18	3.05	3.09	3.31	0.502	
N2. When you see the temples figures, you will to remember some moments in your life.	3.14	2.99	3.14	3.23	0.646	

Note:

\*,  $p < 0.05$

\*\*,  $p < 0.01$

In Relevance factor, three respondents groups: the age group is lower than 25 and age group is between 36 and 45, and the age group above 45, those who percept the most of item is 'Collectively speaking, figures are a good match with temples'. And the age group is between 26 and 35, who percept the most of item is 'Temple figures can exhibit the characteristics of temples'. In addition, the item 'Temple figures lets you recall what happened in the past' is respondents percept the most of items in nostalgia factor by the age were lower then 25 group, between 36 and 45 group, and above 46 group three groups.

In regard to the attributes perceptions differ, findings also listed in Table 1 shown the age groups are lower than 25 and greater than 46 have a significance difference in temple figures the attributes S1, S2, and R3 at the 5 percent level. The age group is lower than 25 and the age greater than 46 have a significant difference in item R2 at the 1 percent level. Additionally, the age group is lower than 25, between 36 and 45, and above than 46 which have a significant difference in item R4 at the 5 percent level.

## **Conclusion**

These analysis results reports that different age groups percept the figures attributes had a significant differences on the characteristic of specialization accepted and relevance.

This research only researches and discusses virtual spokesperson TV advertising, and does not conduct research on other media types. However, each media type has

different characteristics. It is recommended that follow-up studies can include media types in the research category to make the research in this field more complete

## References

Callcott, M.F. and W.N. Lee (1995). Establishing the Spokes-Character in Academic Inquiry: Historical Overview and Framework for Definition. *Advances in Consumer Research*, 22(2), 144-151.

Callcott, M.F. and B.J. Phillips (1996). Observations: Elves Make Good Cookies: Creating Likable Spokes-Character Advertising. *Journal of Advertising Research*, 36(5), 73-79.

Callcott, M.F. and P.A. Alvey (1991). Toon sell and sometimes they don't: An advertising spokes-character typology and exploratory study, Proceedings of the 1991 Conference of the American Academy of Advertising, 43-52.

Garretson, J.A. and R. W. Niedrich (2004). Spokes-Characters : Creating Character Trust and Positive Brand Attitudes. *Journal of Advertising*, 33(2), 25-36.

Urde, M. (1994). Brand Orientation - A Strategy for Survival. *The Journal of Consumer Marketing*, 11(3), 18