

Research on the Role Marketing of Cultural Industry in Temple

Pin-Fenn Chou

Department of Business Administration, Far East University, Tainan City, Taiwan, R.O.C.

Abstract

Character marketing (character marketing) with a specific role, may be the image of the characters, may also be the product itself, in the consumer, business and commodity between the three, as a bridge of communication. Through the role of marketing, usually out of reach of large enterprises, it can therefore be closer to the distance between goods and consumers.

Keyword: Role Marketing, Temple

Background

The religion is flourishing through the world, in Taoism of East-Asia, that mainly income is from visitors to temples' donate. Therefore, the revisit for pilgrim is an important issue for temple's operating.

This study takes the temple consumers as the research object and explores the applicable pattern of the role of the temples. Therefore, according to the above, the main purpose of this study is understand the consumer's view of the role of the temples.

Literature Review

Spokes-characters help brands come alive with human qualities of emotion, thought and personality (Dotz and Husain, 2003). They create a unique competitive advantage by differentiating their products from competition

(Callcott and Lee 1995; Dotz and Husain 2003).

Callcott and Lee (1995) created a spokes-character typology, termed the "AMOP Framework", which comprehensive definition takes into account character Appearance, Medium, Origin and Promotion. Appearance defines spokes-characters as either fictitious humans (actors, illustrations or caricatures) or non-human (animal, mythical or product personification). The Medium factor classifies characters observed in: print (illustration or photography), film (animation, puppetry, liveaction), radio, or merchandise. Origin distinguishes between two possible origins: advertising (non-celebrity) or non-advertising (celebrity). The Promotion factor differentiates between the type of promotion the character engages in: active (speaking for or demonstration of the product) or passive (symbolic representation). Other researcher like Phillips and Goyerick (1999) extended the AMOP Framework to include product type (high vs. low involvement), gender and ethnicity.

Mize and Kinney (2008) thought there are many reasons for using spokes-characters. These reasons include their superior ability to make believable and acceptable claims, to create a unique brand identity, their ability to give form to an abstract object, to serve as

positive affect cues, and to possibly affect purchase intention (Callcott and Alvey, 1991; Baldwin, 1982; Mowen, 1980; Fournier, 1994; Callcott and Phillips, 1996; Garretson and Niedrich, 2004); Walker and Dubitsky, 1994).

Research items design

This study of the results of a questionnaire survey was designed by referencing Callcott and Lee (1995), Ohanian (1991), Garretson and Niedrich (2004). The survey instrument contained a number of statements with five Likert-scaled score (from 1= very disagree to 5= very agree) which matched the respondents' perceptions about quality of spoke-characters. The second section of the questionnaire was designed to elicit demographic data with respect to respondents.

Results

The statistical results on the respondents' perception on temple dolls' attributes are shown in Table 1. The temple dolls attributes in respondents most agreed with was 'Temple doll can exhibit the characteristics of temples' (mean=3.79), following 'The association of doll and temple is very suitable' (mean=3.77),

'Collectively speaking, dolls are a good match with temples' (mean=3.72), 'It is befitting to use dolls to represent the temples' (mean=3.70), and 'You can accept with the production of dolls and temple' (mean=3.61). In contrast, the least agreed temple dolls attributes was 'You have a good understanding of temple doll' (mean=2.85).

Conclusion

According the above, that shown the doll can developed and designed to present and spoken for feature of a temple. Following, the interview cognize the designed doll to temples suitable to the temple, and dolls are a good match with temples is also perception the agreement item for interviews.

These items were developed in this study, in the future, can future to examine the attributes, and also to empirical analysis the relationships between these attributes, then can more understand the dolls whether can become the spokesman for the suitability of the temple.

Table 1 Descriptive statistical items analysis

Dimensions / Items	Mean(SD)	Ranking
1. The production of temple doll posses a certain refined level of standard.	3.41(0.81)	7
2. You have a good understanding of temple doll.	2.85(0.96)	12
3. You have certain knowledge on temple doll.	3.01(0.94)	11



4. You can accept with the production of dolls and temple.	3.61(0.88)	5
5. Temple doll has the functionality of temple promotion.	3.42(0.97)	6
6. Temple doll can exhibit the characteristics of temples.	3.79(0.88)	1
7. The association of doll and temple is very suitable.	3.77(0.88)	2
8. It is befitting to use dolls to represent the temples.	3.70(0.95)	4
9. Collectively speaking, dolls are a good match with temples.	3.72(0.96)	3
10. Temple doll lets you recall what happened in the past.	3.12(1.01)	8
11. When you see the temples dolls, you will to remember some moments in your life.	3.08(1.02)	10
12. Temple doll will let you to ponder on your memory.	3.11(1.01)	9

Reference

- Baldwin, H. (1982). Creating Effective TV Commercials. Chicago: Crain Books.
- Callcott, M. F., and Lee, W. N. (1995). Establishing the Spokes-Character in Academic Inquiry: Historical Overview and Framework for Definition. *Advances in Consumer Research*, 22, pp.144-151.
- Dotz, W., and Husain, M. (2003). *Meet Mr. Product; The Art of the Advertising Character*. San Francisco : Chronicle Books.
- Mowen, J. C. (1980). On Product Endorser Effectiveness: A Balance Model Approach. *Current Issues and Research in Advertising*, 16, pp.41-57.
- Mize, J., & Kinney, L. (2008). Spokes-Character Influence on Brand Relationship Quality Factors. *American Academy of Advertising Conference Proceedings*, pp.177-187.
- Garretson, J. A., and Niedrich, R.W. (2004). Spokes-characters: Creating Character Trust and Positive Brand Attitudes', *Journal of Advertising*, 33(2), pp. 25-36.
- Phillips, B. J., and Gyoerick, B. (1999). The Cow, The Cook, and The Quaker: Fifty Years of Spokes-character Advertising. *Journalism & Mass Communication Quarterly*, 76 (4), pp.713-728.
- Rossiter, J. a. (1987). How to Select a Presenter Using the Vis CAP Model of Presenter Characteristics in Advertising and Promotion Management. (J. R. Percy, Ed.) New York: McGraw - Hill.
- Walker, David; Dubitsky, Tony M. (1994) Why Liking Matters, *Journal of Advertising Research*, 34(3), pp.9-18.