

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

**REGIONAL DIFFERENCE IN PERCEPTION TO
PROFESSIONAL ATHLETE ENDORSEMENT MARKETING IN
MAINLAND CHINA: AN EMPIRICAL APPROACH**

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ABSTRACT

Purpose –This study seeks to investigate the regional perceptual difference towards famous athlete endorsement under the context of Mainland China.

Design/methodology/approach - A survey depicting a perceptual experience regarding endorser characteristics (attractiveness/expertise/trustworthiness) in regional markets by territory segmentation (Beijing/Shanghai/Guangzhou located respectively the north/east and south of China) towards two famous athlete endorser (male/ female) for the same product (to reduce the product bias).

Findings – Respondents in different regions of Mainland China differ significantly in their perception towards the athlete endorser's attractiveness, expertise and trustworthiness. Male and female respondents do not have a different perception towards a male athleteendorser but have different perceptions towards female athlete endorser.

Originality/value –Managers should tailor their endorsement strategies and adjust their product spokesperson in different segmentation markets to optimize the celebrity's effectiveness in promoting the product.

Keywords: Athlete Endorsement, Regional Difference, Consumer Perception, Mainland China.

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