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**Have you Heard of Under Armour?**  
**A Study of Taiwanese College Students' General Preference**  
**for Sport Brand and Perception and Attitude towards Under**  
**Armour**

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Perception and Attitude towards Under Armour

I. Introduction

A. Background information

1. UA's fame was spread out fast after it surpassed Adidas to become the second largest sport brand in the North American market in terms of revenue in 2014. According to Wall Street Journal reports, UA's revenue in the North American market grew 20% to \$1.2 billion in the end of August in 2014; while Adidas' revenue fell 23% to \$1.1 billion (Peterson).
2. Meanwhile, UA further extends its domain to the global market including Asia countries such as China and Taiwan. Ho, a researcher studying consumer behavior and purchase decision-making, argues that "Asia Pacific is the next most dynamic sportswear market for UA to establish itself in."
3. Compared to Nike and Adidas, which have been operating their business in the Taiwanese market for over 30 years, UA is quite a young competitor. Hence, making promotion among Taiwanese people becomes an important mission for UA as well as its Taiwanese agent to boost its competitive status.

B. Thesis paragraph

1. This research paper, therefore, aims to understand Taiwanese college students' point of view of sports brands and how they view UA as well as

the two major promotion strategies—celebrated athlete endorsement and product placement in movies—it uses to reach the global market, including the Taiwanese market.

2. Through an understanding of the college target consumers' general thoughts of sport brands, their experience of using UA's products, and their perception and attitudes towards its promotion, the paper hopes to provide some suggestions of more localized promotion strategies to UA and its agent.

#### C. Main research questions

1. What is Taiwanese students' perspective on sport brands in Taiwan? Which brands do they prefer?
2. What are the advantages and disadvantages of UA's products, according to consumers' experience of using UA's products?
3. Are UA's celebrated athlete endorsement and product placement in movies effective?

### II. Background of Under Armour

- A. UA is an American-based sport brand founded by Kevin Plank in 1996, and it was officially introduced into the Taiwanese market by its Taiwanese agent, StarLike, Inc., on 23, May 2013 (Tseng).
- B. UA's orientation is "professional athletic".
- C. UA's brand mission is "To make all athletes better through passion, science and the relentless pursuit of innovation."
- D. At the very beginning stage and with limited financial resources, UA applied four inexpensive strategies to develop its brand image and to reach target audiences
  1. athlete endorsement and product seeding

2. word of mouth marketing
  3. popular culture
  4. product placement (Kraft and W. Lee 113).
- E. This research paper assumes that celebrated athlete endorsement and product placement in movies enable UA to directly and efficiently present itself to its target consumers in the global market, Taiwanese market included.
1. Examples for celebrated athlete endorsement
    - a. Stephen Curry
    - b. Michael Phelps
  2. Examples for product placement in movies
    - a. Steve Rogers, played by Chris Evans, in *Captain America 2: The Winter Soldier* (2014).
    - b. Luke Hobbs, played by Dwayne Johnson, in *The Fast and the Furious 7* (2015).
    - c. Tony Stark, played by Robert Downey Jr, in *The Avengers 2: Age of Ultron* (2015) (figure 5).

### III. Literature Review

- A. When it comes to promotion strategy for a brand, celebrated endorsement and product placement have been used as effective ways for a long time.
- B. Numerous existing researches have discussed and proved that celebrity endorsement and product placement are helpful and effective strategies which enable brands to make promotion mainly in terms of increasing brand awareness and sales.
- C. Moreover, endorsement of world famous athletes and product placement in movies make a brand and its products have exposure to targets in global scale.

### IV. Methodology

- A. Questionnaire with both qualitative and quantitative questions
- B. Sampled respondents are aged 18-25 and the majority of them are Taiwanese college students
- C. “snowball sampling”
- D. To get the more specific respondents’ attitudes, 4-point Likert Scale is applied. The choices include “strongly disagree”, “disagree”, “agree”, and “strongly agree” which respectively represent 1 point, 2 points, 3 points, and 4 points; moreover, the final total attitudinal scores are calculated as average score, which means that the total scores will be divided by the number of total valid answers.

## V. Results of the Questionnaire

- A. Basic information
- B. Respondents’ Preference for Sport Brand
- C. Respondents’ Comment on UA’s Products
- D. Perception of Celebrated Athlete Endorsement and Product Placement in Movies
- E. Attitudes towards Celebrated Athlete Endorsement and Product Placement in Movies

## VI. Conclusion and Suggestion

- A. Conclusion
  - 1. UA is exceeded a lot by Nike including Jordan Brand and Adidas in the Taiwanese market in terms of consumers’ purposes of exercising and lifestyle and fashion dressing, but its apparels have won some college students’ loyalty; however, UA’s products are too expensive; meanwhile, UA’s celebrated athlete endorsement and product placement in movies are more effective in terms of increasing brand awareness than inspiring

buying desire and steadying loyalty.

B. Suggestions in terms of product, price, and promotion.

1. Regarding product and price, UA and its Taiwanese agent have to provide more multiple models for its products to satisfy college students' purposes of both exercising and lifestyle and fashion dressing, and they have to lower prices of the products.

C. Limitation and suggestion for future researches

VII. Works cited

## Have you Heard of Under Armour?

### A Study of Taiwanese College Students' General Preference for Sport Brand and Perception and Attitude towards Under Armour

#### **I. Introduction**

Have you ever heard of Under Armour? Before Under Armour entered the Taiwanese market in May 2013, not very numerous people in Taiwan had heard of this sport brand. However, UA's fame was spread out fast after it surpassed Adidas to become the second largest sport brand in the North American market in terms of revenue in 2014. According to Wall Street Journal reports, UA's revenue in the North American market grew 20% to \$1.2 billion in the end of August in 2014; while Adidas' revenue fell 23% to \$1.1 billion (Peterson). This success was regarded as a significant milestone since Adidas had become the second largest sport brands behind Nike in both the North American market and the global market for a long time before it was surpassed by UA. The shocking news was reported by news media and was discussed by people enthusiastically.

Meanwhile, UA further extends its domain to the global market including Asia countries such as China and Taiwan. Ho, a researcher studying consumer behavior and purchase decision-making, argues that "Asia Pacific is the next most dynamic sportswear market for UA to establish itself in." Although UA has posed a competitive threat to Nike and Adidas in the North American market, it still falls quite behind these two brands in the global market. According the statistics provided by "Sportswear/Sporting goods companies ranked by worldwide revenue in 2015 in billion U.S. dollars", the number of UA's worldwide revenue in 2015 is 3.96 billion US dollars; while the number of Nike's is 30.6 billion U.S. dollars and the number of Adidas' is 18.48 billion U.S. dollars. Also, compared to Nike and Adidas, which have been operating their business in the Taiwanese market for over 30 years, UA is quite a

young competitor. Hence, making promotion among Taiwanese people becomes an important mission for UA as well as its Taiwanese agent to boost its competitive status.

This research paper, therefore, aims to understand Taiwanese college students' point of view of sports brands and how they view UA as well as the two major promotion strategies—celebrated athlete endorsement and product placement in movies—it uses to reach the global market, including the Taiwanese market. Through an understanding of the college target consumers' general thoughts of sport brands, their experience of using UA's products, and their perception and attitudes towards its promotion, the paper hopes to provide some suggestions of more localized promotion strategies to UA and its agent.

Accordingly, the main research questions of the survey are:

Q1: What is Taiwanese students' perspective on sport brands in Taiwan? Which brands do they prefer?

Q2: What are the advantages and disadvantages of UA's products, according to consumers' experience of using UA's products?

Q3: Are UA's celebrated athlete endorsement and product placement in movies effective?

## **II. Background of Under Armour**

UA is an American-based sport brand founded by Kevin Plank in 1996, and it was officially introduced into the Taiwanese market by its Taiwanese agent, StarLike, Inc., on 23, May 2013 (Tseng). Basically, UA's orientation is "professional athletic". As a one-time football player, Plank pointed out that, while playing football in high school and college, he "hated how the T-shirts wore under his shoulder pads became soaked with sweat. It wasn't just uncomfortable...the extra weight hurt an athlete's performance" (Plank). Therefore, he intended to create shirts which can remain dry



instead of becoming heavy due to sweat for athletes to wear during their exercising and competition. Besides the initial intention, according to the official website of Under Armour Taiwan, UA's brand mission is "To make all athletes better through passion, science and the relentless pursuit of innovation."; UA provides athletes suitable gear, shoes, and fittings for helping them perform their best in competitions (Under Armour. tw.). Apparently, UA positions itself as a brand which is dedicated to enhance athletes' performance with its products.

Regarding promotion strategies, the reason why this paper especially focuses on current UA's celebrated athlete endorsement and product placement in movies is that these two strategies have been used by UA for a long time.

According to a sport marketing journal article "Protecting the House of Under Armour.", at the very beginning stage and with limited financial resources, UA applied four inexpensive strategies to develop its brand image and to reach target audiences; they are:

- athlete endorsement and product seeding
- word of mouth marketing
- popular culture
- product placement (Kraft and W. Lee 113).

Out of these four strategies, this research paper assumes that celebrated athlete endorsement and product placement in movies enable UA to directly and efficiently present itself to its target consumers in the global market, Taiwanese market included.

For celebrated athlete endorsement, UA has been cooperating with several athletes whose fame is spread out worldwide. During recent year, Stephen Curry (figure 1), a skillful 3-point shooter guard winning two times Most Valuable Player (MVP) of National Basketball Association (NBA) from 2014 to 2016, and Michael Phelps (figure 2), the best swimmer holding all-time records for winning Olympic

golden medals, serve as the two representatives. After leading Golden State Warriors to win the 2015 NBA champion and earning the MVP, Stephen Curry started to become insanely popular and his signature shoes were also crazily pursued by basketball fans. According to a journal report from Forbes “Under Armor: How Stephen Curry Helped Sell Shoes.”, the sales of Stephen Curry’s signature shoes helped UA’s sales of footwear segment increase 57% in 2015 (“Under Armor: How Stephen Curry Helped Sell Shoes.”). On the other hand, Michael Phelps and UA successfully attracted people’s attention when he announced that the 2016 Rio Olympics was his last time for participating in Olympics. Phelps’ ad video of UA’s “Rule Yourself” campaign, which features Phelps’ hard training and swimming, now has been watched over twelve million times on Youtube since it was released 5 months before the 2016 Rio Olympics. Phelps himself responded to this ad by saying that “it speaks to not only the work that has gone into my career, but also the love for my sport that makes the sacrifices and challenges everyday worth it.” (qtd. in “Under Armour premieres new campaign film featuring Michael Phelps.”).



(figure 1)



(figure 2)

Besides celebrated athlete endorsement, UA has placed product placement in several Hollywood blockbusters in recent years. This research uses *The Fast and the Furious*, *Captain America*, and *The Avengers*, which have received box office success internationally, as samples. The scenes of main characters wearing UA's gear with clear logo are shown to audiences. Importantly, these scenes appear in the plots of exercising and fighting, which demonstrate actors' physical actions. In *Captain America 2: The Winter Soldier* (2014), Steve Rogers, played by Chris Evans, wears UA's gear during jogging (figure 3). As for Luke Hobbs, played by Dwayne Johnson, in *The Fast and the Furious 7* (2015), he shows his muscular image with UA's gear (figure 4). Lastly, Tony Stark, played by Robert Downey Jr, wears UA's gear during the battle in the fighting scene at the beginning of *The Avengers 2: Age of Ultron* (2015) (figure 5).



(figure 3)



(figure 4)



(figure 5)

This study wants to understand how these two strategies influence Taiwanese college students' in terms of their perception and attitude; as a result, they are chosen as the subjects in terms of UA's promotion.

### **III. Literature Review**

#### **Celebrated Athlete Endorsement and Product Placement in Movies**

When it comes to promotion strategy for a brand, celebrated endorsement and product placement have been used as effective ways for a long time. Famous personas including professional athletes, who function as distinct subjects of marketing communication due to their names and images, are described as “human brand” (qtd. in Carlson and D. Todd 193). Meanwhile, People have been exposed to product placement, “in which a brand appears in a television program, in a movie, or even in print as a prop” for a long time (Moriarty, Mitchell, and Wells 353). Hence, people must be familiar with these two strategies in daily life.

Numerous existing researches have discussed and proved that celebrity endorsement and product placement are helpful and effective strategies which enable brands to make promotion mainly in terms of increasing brand awareness and sales. In the sports good market, according to McCormick, famous athletes can strengthen the image of brand by their wearing the endorsed brand and being successful in their respective sports competitions; the positive image of athletes makes consumers want to learn more about the product they endorsed and thus further result in more consumption of the product (34). Besides, celebrated athletes “can add value to the endorsed product due to a combination of physical attractiveness and their status in society” (qtd in Bush 110). As a result, a suitable celebrated athlete endorser with good reputation can bring positive effects to a brand and its product. As for the main purpose of product placement, it is “persuasive intention, such as increasing brand familiarity and sales” (qtd in Yang and Roskos-Ewoldsen (470). Besides, the result of

Kamleitner and Jyote's study further concluded that Character-Product-Interaction (CPI), which comes to any "physical interaction with a branded product by a character, is able to "enhance the attention...enhance perceived placement realism...teach product use... act as a purchase reminder" (646). UA's cases on product placement belong to this type.

Moreover, endorsement of world famous athletes and product placement in movies make a brand and its products have exposure to targets in global scale. For example, professional star athletes, such as LeBron James, David Beckham, and Roger Federer, are well-known by fans worldwide and thus help brands to enhance reputation with their names and images (Carlson and D. Todd 193). Similarly, Hollywood movies, which have largest audiences globally, "serve as a novel and long-lasting form of advertising, which can cost-effectively reach target markets on a global scale" (qtd in Mckechnie and Zhou 350). In addition, Hollywood movies have advantage of enjoying longer life span. Vollmers and Mizerski stated that over one hundred million consumers will watch a typical popular movie which has worldwide spread when it moves to video/DVD and TV broadcast (qtd in Mckechnie and Zhou 350). In other words, the time of effect of product placement in movies is prolonged and thus can reach more targets.

#### IV. Methodology

This research paper designs a questionnaire with both qualitative and quantitative questions; the sampled respondents are aged 18-25 and the majority of them are Taiwanese college students. Regarding the way of delivering the questionnaire, "snowball sampling" is adopted.

Besides asking general comments on sport brands, the main part of the questionnaire aims to analyze respondents' experiences of using UA's products and their perception and attitude towards UA's celebrated athlete endorsement and product

placement in movies. The condition for replying to these two strategies is that the respondents must hear of, notice, or recognize these two strategies; otherwise, he or she is asked to skip the relative questions.

To get the more specific respondents' attitudes, 4-point Likert Scale is applied. The choices include "strongly disagree", "disagree", "agree", and "strongly agree" which respectively represent 1 point, 2 points, 3 points, and 4 points; moreover, the final total attitudinal scores are calculated as average score, which means that the total scores will be divided by the number of total valid answers. The final average attitudinal scores can be considered as the current effectiveness of UA's celebrated athlete endorsement and product placement in movies. To define "effective", this paper suggests that if a final average attitudinal score is above 2.5, which is between the scores of "disagree" (2 points) and "agree" (3 points), it means "the strategy is effective". However, some respondents who do not fit this condition still answered the questions, and some who fit it did not give their responses. Consequently, those non-valid answers have been identified and then eliminated.

## **V. Results of the Questionnaire**

This paper had a total of 313 participants. All 313 respondents are aged 18 to 25 years old. 272 (86.9%) are still college student studying in sport-unrelated departments. 29 have already graduated from sport-unrelated departments and 12 are still college students studying in sport-related departments. As for the factors of gender, the 313 samples consist of 151 males (48.2%) and 162 females (51.8%), showing similar numbers in distribution.

The following results show that UA has successfully won a minority of respondents' confidence and favor, and it has built some respondents' brand loyalty in terms of buying apparels for exercising. However, UA is not favored at all in terms of lifestyle and fashion dressing; meanwhile, the high prices of its products are strongly

criticized by college students.

### **Respondents' Preference for Sport Brand**

Table 1 shows that UA has taken the third place of sport brands which are generally trusted and liked by respondents.

Table 1

*Top Three Sport Brands Which are Generally Trusted and Liked by Respondents*

	male	female
Nike including Jordan Brand	72	73
Adidas	18	28
Under Armour	13	8
No preference	38	45

Surprisingly, UA was mentioned more times than other sport brands such as Mizuno, Asics, Reebok, New Balance, and so on in respondents' answers. In other words, it implies that UA has successfully won consumers' favor than other brands which entered the Taiwanese market earlier than UA. However, compared with Nike including Jordan Brand and Adidas, two factors put UA in a disadvantaged position: long-term history, and lifestyle and fashion dressing.

#### **a. long-term history**

Some respondents pointed out that Nike and Adidas "are old brands with good reputation" and "they have mature brand image"; some said that "they have been buying Nike's products since childhood and thus Nike always becomes their first consideration when they need to buy sport goods." Based on the statements above, some respondents consider that longer history represent the guarantee of reliability.

#### **b. lifestyle and fashion dressing**



In addition, some respondents argued that “Nike provides a variety of models of its products to consumers.” and “Nike and Adidas have good-looking designs for dressing.” Importantly, a male respondent directly referred that “My main purpose of buying sports shoes is for their styles, and Nike launches numerous models which are fashionable.” Therefore, these responses affirm that some college students not only buy sport products for exercising but also directly for lifestyle and fashion dressing. Moreover, fashion elements are also taken into consideration by some respondent.

To be more specific, two purposes—exercising and lifestyle and fashion dressing—and two categories of sport product—apparels and shoes—are cross-matched for detailed analysis. The results which represent respondents’ brand loyalty show that more respondents have brand loyalty in terms of buying shoes for exercising, and UA has already created brand loyalty in terms of buying apparels for exercising. According to the statistics, 112 males (74.2%) and 119 females (73.5%) have the habit and tendency of buying shoes from one certain sport brand, and the top three brands they loved are Nike including Jordan Brand, Adidas, and Mizuno. Only a total of 7 respondents chose UA. On the other hand, fewer respondents (66males and 75 females) demonstrate brand loyalty when buying apparels for exercising. The noteworthy fact is that UA was chosen by 13 males and 6 females in their answers and thus it takes the third place behind Nike and Adidas. At this point, it shows that these 19 respondents have already been loyal UA’s consumers when they need to buy apparels for exercising. Regarding the purpose of lifestyle and fashion dressing, the results turned out that more respondents have brand loyalty when buying shoes, which shows similarity with the purpose of exercising. 62 males (41.1%) and 89 females (54.9%) are consistent in buying shoes from one favored brand. As for buying apparels, the numbers of male and female respondents having brand loyalty respectively decrease to 48 and 58. The top two favorite brands are still Nike

including Jordan Brand and Adidas, UA was only mentioned by few respondents.

### **Respondents' Comment on UA's Products**

After figuring out the respondents' general favor and brand loyalty to sport brands, this paper further analyzes the respondents' comments on the experiences of using UA products. Out of 151 males and 162 females, 64 males (42.4%) and 32 females (19.8%) have the experience of buying UA's products. Obviously, more males have the experiences but the number is still below the half of total. To get the consumers' comments, all 96 consumers are asked by the two short descriptive questions.

Q1: Which UA's product do you frequently buy or buy last time?

Q2: Compared to the same product of other sport brands, what are the advantages and disadvantages of UA's products?

The results indicate that respondents give high praises to UA's apparels and some of them are attracted by UA due to its fast-growing popularity in the short period of time.

According to the responses, most of males and females bought UA's apparels such as T-shirt, Polo-shirt, sport bra, compression tights and leggings, and shorts. Compared to apparels of other sport brands, nice quality, better functions such as sweat release, ventilation, flexibility, better comfort, and better durability are the advantages mentioned by respondents. A male clearly said, "UA's apparels completely 'defeats' apparels of other sport brand due to its comfort."; another male directly pointed out that "UA's sport tights are better than Nike's." Moreover, some mentioned that "UA's image and its products are sport-orientation." Based on these statements, the qualities of UA's apparels are even better than apparels of other sport brands; importantly, consumers who admire UA's professional athletic brand image can be reasonably believed that they are passionately interested in sport. That is to say, UA

has successfully attracted those who buy sport products for exercising. In addition, some consumers replied that “UA’s products are special, exclusive, prevalent and fresh.”; some of their motivation of buying UA’s products is that “they want to give this hot brand a try”, “UA is rapid fad.”, and “I am really curious about this brand.” These statements are coincident with the fact that UA immediately attracts college students’ attention and curiosity with its rapid fascination.

As for the disadvantages of UA’s products, almost every respondent complained that the prices of UA’s products are too high and that UA seldom has discount program. A female said that “Even in the outlet market, the prices of UA’s products are higher than products of other sport brands.” However, several respondents firmly said that they are still “willing to buy UA’s products due to their high-function and nice quality although they are expensive.” That is to say, the quality of UA’s products is highly supported by some consumers who are careless about the prices. Besides, a noteworthy complaint from a male was that “UA still has not enough diversity of product lines in Taiwan.”, which reveals that some consumers expect UA to develop a variety of styles and models of its products in the Taiwanese market.

In addition to sort out respondents’ comments on UA’s products and prices, the question comes to whether UA’s global marketing strategies work for Taiwanese college students. To analyze the influences of UA’s celebrated athlete endorsement and product placement in movies, the respondents are divided into two groups which are 96 consumers and 171 non-consumers. They are examined in terms of their perception and attitude towards these two strategies. The condition of the examinations is that respondents in these two groups have heard of and recognized UA. As a result, the 96 consumers must have heard of and recognized UA. On the other hand, 66 male (75.9%) and 105 female (80.8%) non-consumers said that they have heard of and recognized UA. At the beginning of the section of product

placement in movies, two detailed conditions are given to the respondents at first.

- This questionnaire uses the series of *The Fast and the Furious*, *Captain America*, and *The Avengers* as samples.
- “UA’s product placement in movies” is the situation that “main characters wear UA’s gears with clear logo”.

### **Perception of Celebrated Athlete Endorsement and Product Placement in Movies**

The discussion firstly comes to respondents’ perception towards these two strategies. After comparing the two results of respondents’ perception of them, the paper found that more respondents are conscious of celebrated athlete endorsement rather than product placement in movies.

Based on the answers, respondents are more familiar with UA’s foreign star athletes rather than local Taiwanese athletes; meanwhile, UA’s female athletes are not mentioned at all in respondents’ answers. 75 consumers and 93 non-consumers have heard of and recognized UA’s celebrated athlete endorser. When it comes to the athletes remembered by consumers, most of them mentioned famous foreign athletes from different fields of sports, such as Stephen Curry for basketball, Michael Phelps for swimming, Douglas Johnson for boxing, Andy Murray for tennis, Bryce Harper for basketball, and Tom Brady for football. Clearly, UA has a diversity of athlete spokesman who can help UA attract their fans around the world. A noteworthy fact is that Stephen Curry seems the most popular endorser since he was mentioned the most by 70 males and 62 females. A female non-consumer even asked “Do other people mention other athletes besides Stephen Curry?” In addition, only several respondents mentioned Taiwanese athletes sponsored by UA, such as basketball player Jiang Yu-an (蔣洵安) and baseball player Su Zhi-jie (蘇智傑). It indicates that Taiwanese agent of UA does practices localization by cooperating with Taiwanese athletes and

sport teams for attracting their fans although the outcome can be improved.

As for respondents' perception of product placement in movies, the numbers of consumers and non-consumers who have noticed and recognized UA's product placement in movies dramatically decrease. Only 51 consumers (39 males and 12 females) and 39 non-consumers (16 males and 23 females) know about UA's product placements in movies. Compared to the numbers of respondents who have heard of and recognized UA's celebrated athlete endorsers, the numbers dramatically decrease, which can be explained that product placement in movies does not serve as a considerable channel for respondents to perceive UA. Regarding the characters and movies they remember, most of them recalled Dwayne Rock Johnson in the series of The Fast and the Furious and Chris Evans in the series of Captain America.

### **Attitudes towards Celebrated Athlete Endorsement and Product Placement in Movies**

Besides figuring out the degree of respondents' perception of these two strategies, the following objective is to clarify how these two strategies affect both consumers and non-consumers. Regarding the examinations of the respondents' attitudes towards these two strategies, it consists of two parts and the items of the questions are different for consumers and non-consumers.

The first part is to inspect consumers' attitudes towards celebrated athlete endorsement. For celebrated athlete endorsement, the questionnaire received valid responses from 51 males and 22 females, the result is shown in Table 2. As for product placement in movies, the questionnaire only received valid responses from 39 males and 12 females, and the result is shown in Table 3. Next, the second part focuses on non-consumers' attitudes towards the two strategies. The questionnaire collected 96 valid responses from 44 males and 52 females for celebrated athlete endorsement, and the result is presented in Table 4. Meanwhile, 16 males and 19

females provided valid responses for product placement in movies, and the result is presented in Table 5.

The following results presented in average attitudinal scores show that UA's celebrated athlete endorsement and product placement in movies are more effective in terms of increasing brand awareness but are less effective in terms of inspiring buying intention and strengthening brand loyalty.

Table 2

*Consumers' Attitudes towards UA's Celebrated Athlete Endorsement*

	Males' average score	females' average score	Total average score
increasing my impression of this brand and its products	3.352	3.590	3.471
increasing my trust and confidence of this brand and its products	3.098	3.318	3.208
increasing my buying desire to this brand and its products	2.705	3.227	2.966
increasing my loyalty of this brand and its products	2.588	2.954	2.591

Compared to celebrated athlete endorser from other sport brands, I admire UA's celebrated athlete endorser more.	2.450	2.5	2.475
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Table 3

*Consumers' Attitudes towards UA's Product Placement in Movies*

	Males' average score	females' average score	Total average score
increasing my impression of this brand and its products	2.842	3.5	3.171
increasing my trust and confidence of this brand and its products	2.789	3.166	2.978
increasing my buying desire to this brand and its products	2.789	3.166	2.978
increasing my	2.578	3.083	2.830

loyalty of this brand and its products			
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Overall, the trends of average scores in Table 2 and Table 3, which represent consumers' attitudes towards the two strategies, share the same pattern. From the item "increasing my impression of this brand and its products" to the item "increasing my loyalty of this brand and its products", the males and females' average scores for the two strategies gradually decrease. To surprise, female consumers have more positive attitudes towards these two strategies than males, since all females' average scores are higher than males' in every item of the attitudinal questions. When it comes to increasing impression of UA and its products, all the average scores, except male consumers' average score for product placement in movies (2.842), are above 3 points. That is to say, these two strategies are helpful for UA to raise consumers' brand awareness; however, male consumers have less awareness of UA caused by product placement in movies. For consumers, these two strategies are still effective in terms of enhancing trust and confidence and enhancing buying desire, since the two total average scores are 3.208 and 2.966 for celebrated athlete endorsement, and the total average scores are both 2.978 for product placement in movies. Regarding strengthening consumers' brand loyalty, these two strategies have more positive effect to female consumers. The female consumers' average score for celebrated athlete endorsement and product placement in movies are respectively 2.954 and 3.038. In comparison, these two strategies are less effective in terms of strengthening male consumers' brand loyalty since two of their average scores are 2.588 and 2.578. Besides, when it comes to admiring UA's athletes compared to athletes from other sport brands, male consumers' average score is 2.45 and female consumers' average score is 2.5. Hence, this paper reasonably supposes that more consumers are influenced by athlete spokesmen of other sport brands and thus demonstrate less



brand loyalty to UA.

Table 4

*Non-consumers' Attitudes towards UA's Celebrated Athlete Endorsement*

	Males' average score	females' average score	Total average score
increasing my impression of this brand and its products	3.363	3.365	3.364
increasing my curiosity to this brand and its products	3	3.115	3.058
increasing my will to further understand and explore this brand and its products	2.886	3	2.943
It is possible for me to buy UA's products in the future due to its celebrated athlete endorsement.	2.681	2.711	2.696
Compared to celebrated athlete	2.295	2.480	2.387

endorser from other sport brands, I admire UA's celebrated athlete endorser more.			
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Table 5

*Non-consumers' Attitudes towards UA's Product Placement in Movies*

	Males' average score	females' average score	Total average score
increasing my impression of this brand and its products	3.062	3.210	3.192
increasing my curiosity to this brand and its products	2.875	2.894	2.885
increasing my will to further understand and explore this brand and its products	2.687	2.894	2.791
It is possible for me to buy UA's products	2.562	2.631	2.597

in the future due to its product placement in Movies			
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Regarding the results of non-consumers' attitudes towards the two strategies, the same pattern of average scores appear again in Table 4 and Table 5. From the item "increasing my impression of this brand and its products" to the item "It is possible for me to buy UA's products in the future due to its \_\_\_\_\_", the numbers of average scores fall. Moreover, the two strategies also got higher average scores from female non-consumers, which is similar to the above results in terms of gender. That is to say, they are more effective to female non-consumers. In the case of increasing impression of UA and its products, the two strategies remain their effectiveness since the all average scores are above 3 points. For non-consumers, the two strategies are effective in terms of raising respondents' curiosity and inspiring their intention to further know about UA. In terms of enhancing curiosity of UA and its products, the total average scores for celebrated athlete endorser and product placement in movies are respectively 3.058 and 2.885; in terms of intriguing will to further understand and explore UA and its products, the total average scores for celebrated athlete endorser and product placement in movies are respectively 2.943 and 2.791. Apparently, celebrated athlete endorsement receives more positive attitudes than product placement in movies in these two items. However, when it comes to inspiring future buying intention, the effectiveness of the two strategies become lower, according to the two total average scores (2.696 and 2.597). Supposedly, it is not certain that respondents who have curiosity and who are willing to know more about UA will buy its products in the future. As for the comparison between athletes of UA and ones of other sport brands, the total average score (2.387) comes to the lowest, and male non-consumers gave the lowest average score (2.295) in the all average scores. It

indicates that more non-consumers are stick to athletes of other sport brands and thus they will not consider buying UA's products in the future. In other words, these two strategies are less effective in terms of encouraging buying intention.

## **VI. Conclusion and Suggestion**

In conclusion, UA is exceeded a lot by Nike including Jordan Brand and Adidas in the Taiwanese market in terms of consumers' purposes of exercising and lifestyle and fashion dressing, but its apparels have won some college students' loyalty; however, UA's products are too expensive; meanwhile, UA's celebrated athlete endorsement and product placement in movies are more effective in terms of increasing brand awareness than inspiring buying desire and steadying loyalty.

After analyzing the results of the questionnaire, this research paper targets on Taiwanese college students and provides possible suggestions to UA and its Taiwanese agent from the perspective of 4Ps (Product, Price, Place, and Promotion) of Marketing. To extend domain in the Taiwanese market, UA and its Taiwanese agent not only have to maintain market share, but they also have to enlarge it. In other words, they need to make consumers who have bought UA products and have considered UA as preference more loyal; at the same time, they need to attract prospective consumers from other sport brands. Besides, college students' concern for the high prices should be solved. Furthermore, although UA's celebrated athlete endorser and product placement in movies do successfully attract respondents' attention by increasing their impression of UA and intriguing their interest in UA, how to transform this brand awareness into purchasing desire and then further into real purchasing action is quite important.

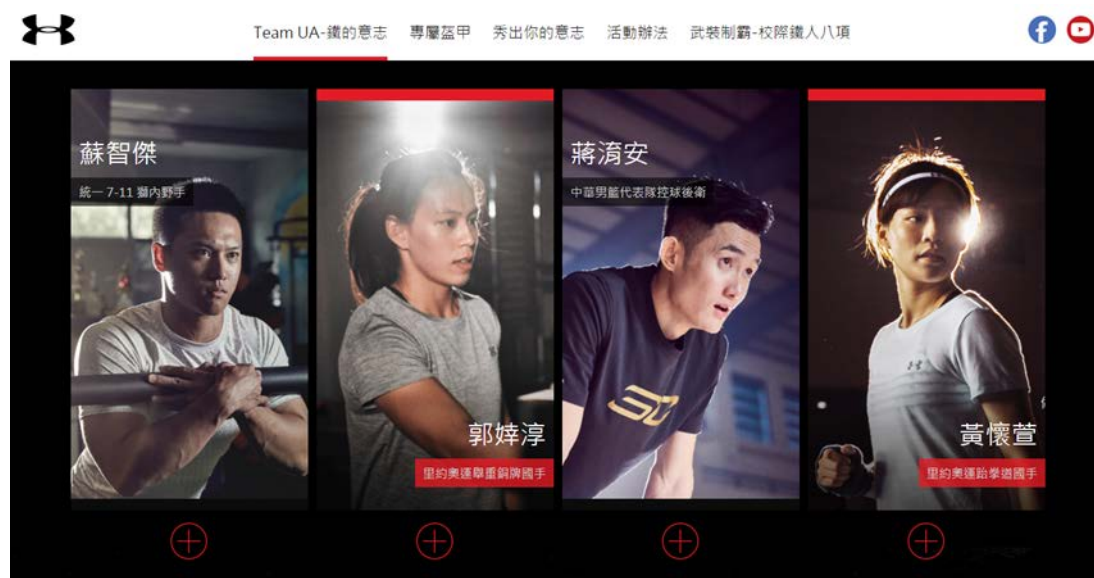
Based on the evaluation above and the result of the survey, this research paper provides suggestions in terms of product, price, and promotion.

Regarding product and price, UA and its Taiwanese agent have to provide more

multiple models for its products to satisfy college students' purposes of both exercising and lifestyle and fashion dressing, and they have to lower prices of the products. First of all, it is necessary for UA and its Taiwanese agent to consider launching more discount programs or deliver less expensive models to provide consumers cheaper choices. To directly deal with the problems of high prices, a popular and ideal consumer promotion called "price deals which includes price reduction, sale price, and freebies" can be adopted (Moriarty, Mitchell, and Wells 538). By doing so, college students who have not bought UA's product before might willing to give them a try, and those who have bought UA's products or who have favored UA might be more loyal to the brand, since price is an important factor for college students with lower economic ability to ponder over when buying sport products. Moreover, price deal can help UA attract more consumers from other sport brands, because this strategy is also effective to recruit consumers who really care about the price when making choices (Moriarty, Mitchell, and Wells 543). Secondly, UA must establish sub-brand featuring lifestyle and fashion dressing. Nowadays, it is impossible for a sport brand merely produce products for satisfying consumers' purpose for exercising. The truth is that sport and fashion are unseparated to some degree; those well-known sport brands are also regarded as fashion brands, and sport products pursuing of fashion element has already become a popular trend ("Yun-tung p'in-p'ai shih-shang-hua ch'eng ta-shih" Chinese title?). Actually, Nike and Adidas have established sub-brands which mainly launch products for lifestyle and fashion dressing for a period of time. For examples, Nike has Nike Sportswear and Adidas has Adidas Originals. These two brands have implanted fashion elements into their brand images by collaborating with well-known fashion designers or entertainers who are renowned in the field of fashion. Take Adidas as a representative example, it cooperates with Kanye West, a worldwide famous rap singer, to launch popular Yeezy

Boost shoes series, which are all the rage among consumers who particularly care about fashion. Besides, Adidas also teams up with Yamamoto Yoji, a Japanese fashion designer well-known in the fashion fields in Tokyo and Paris, to establish a sub-brand called Adidas Y-3, which provides products consisting fashion elements and Adidas' technique. Hence, this paper is of the opinion that UA should not insist on its original brand position which is "professional athletic-orientation" and UA has to pour more fashion elements into its products.

As for promotion, this paper proposes that UA's Taiwanese agent should strive to improve localization by promoting Taiwanese athletes it endorsed. According to the result of the questionnaire, most respondents only know about UA's foreign famous athletes and merely few of them know local Taiwanese athletes. Figure 6 below from Under Armour Taiwan's official website shows that UA do have local athletes for promotion. Su Zhi-jie (蘇智傑), a baseball player, and Jiang Yu-an (蔣洧安), a basketball player, were mentioned by several respondents; however, Guo Xing-chun (郭婷淳), a weight lifting athlete, and Huang Huai-xuan (黃懷萱), a Tae Kwon Do athlete, were not mentioned in the questionnaire. If these local athletes are known by more college students, UA could make itself closer to local targets and consumers.



(figure 6)

Due to the limitation on time and non-proficiency, the suggestions above can only serve as brief and general directions for UA to take into consideration. Another limitation is that the field of marketing and branding is complicated; therefore, future researches can pay more attention to other detailed factors. For example, future researches can focus on comparison between single product categories such as running shoes, basketball shoes, training compression gear, and so on, of UA and other sport brands. Another possible direction is that future researches can observe respondents in different range of age or find out UA's main sources of consumers in terms of different categories of sports. With deeper observation, future researches can provide UA more valid suggestions.

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