Cultural Arts with Brand Value: Branding from Chinese Dragon Boat Racing

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ABSTRACT

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Cultural arts become more and more valuable for our spiritual life. Dragon boat racing is a traditional Chinese festival activity that produces positive economic effects, including a significant return on investment, increased employment, and improvement of the industrial structure. The present study uses a multidimensional brand value model to explore brand value. Moreover, this research method takes the survey with questionnaires. Results show mainly three points. (i) Brand awareness, brand association, and the perceived quality have significant positive influences on brand involvement. (ii) Brand involvement has a significant positive impact on brand value. (iii) Brand involvement has a mediating effect on the relationships, which brand awareness, brand association, and perceived quality influence on brand value. Finally, the present study provides targeted marketing advice for brand building in the field of dragon boat racing, and for promoting the rapid development of the dragon boat race industry in China.

1. Introduction

Dragon boat racing is a traditional Chinese festival activity, which over time has gradually evolved into a brand [1]. As well as generating investment income, dragon boat racing can also increase China's overall sporting brand and cultural connotations, making it more appealing and inspiring [2]. However, in the past literature, there have been very few studies on dragon boat racing from the perspective of brand value [1]. For the research gap, the present study uses the multidimensional model of brand value proposed by Abril and Rodriguez-Cánovas [3] and includes relevant features of dragon boat racing in the model. Also, the study considers the degree of brand involvement in dragon boat racing, proposes a model for its brand value, conducts a discussion of brand value, proposes methods of expanding its awareness and increasing the brand value, and achieves breakthrough and innovation in brand value theory as it relates to dragon boat racing.

2. Research Design and Methods

In designing and developing a scale, the study refers to brand value evaluation models used in China and overseas, making adjustments and improvements based on characteristics unique to Chinese dragon boat racing [2, 4], and produces a representative measurement scale for the brand value. The influence factors for the brand value are as follows:

1. Brand awareness: Customers have different levels of brand knowledge regarding dragon boat racing, which produces different responses to brand marketing. This variable consists of brand knowledge and brand recall.
2. Brand association: This term refers to product quality, identity, social, and status associations made by the customer in connection with the brand. This variable consists of quality assurance association, personality identification association, social identity association, and status symbol association [5].
3. Perceived quality: This term refers to consumers' overall perception of the products or services represented by the dragon boat racing brand, or goods or services related to the brand. The variable consists of the perceived quality of products and perceived quality of related services [6].

4. Brand involvement: This term refers to consumers' decision-making process and psychological evaluation of certain brands, as expressed in their level of recognition of brands and repurchase behavior. In the present study, brand involvement is measured by consumers' level of attention, the level of participation, and willingness to become a fan of the dragon boat racing brand [7, 8].
5. Brand value: The variable consists of competitiveness, viewing quality, and entertainment, as well as political belief, national psychology, and religious culture [9, 10].

For the measurement scale, the study uses the multi-dimensional brand value model, proposed by Abril and Rodriguez-Cánovas [3]. The concept of brand involvement proposed by Espejel, Fandos and Flavián [11], and the concept of brand value, proposed by Šerić, Gil-Saura and Mikulić [12] to develop an integrated model (see Fig. 1).

Figure 1. Research Model

The study also incorporates content specifically related to dragon boat racing, and the questionnaire has been further developed accordingly. The present study includes ten hypotheses:

- H1: Brand awareness in respect of Dragon boat racing has a significant positive influence on its brand involvement.
- H2: Brand association in respect of Dragon boat racing has a significant positive influence on its brand involvement.
- H3: The perceived quality of Dragon boat racing has a significant positive influence on its brand involvement.

H4: Brand awareness in respect of Dragon boat racing has a significant positive influence on its brand value.

H5: The perceived quality of Dragon boat racing has a significant positive influence on its brand value.

H6: Brand association in respect of Dragon boat racing has a significant positive influence on its brand value.

H7: Brand involvement in respect of Dragon boat racing has a significant positive influence on its brand value.

H8: Brand involvement in respect of Dragon boat racing has a mediating effect on the influence of brand awareness on brand value.

H9: Brand involvement in respect of Dragon boat racing has a mediating effect on the influence of brand association on brand value.

H10: Brand involvement in respect of Dragon boat racing has a mediating effect on the influence of perceived quality on brand value.

Finally, the present study uses an online questionnaire and quantitative analysis. Also, we use a simple random sampling method. The planned sample size was 400, carrying out surveys and research on dragon boat racing enthusiasts and individuals who have previously participated in or watched the sport.

3. Data Analysis and Results

Questionnaires were distributed between December 25, 2015 and January 2, 2016. A total of 437 questionnaires were returned. There were 394 valid questionnaires. Questionnaire reliability was as follows: brand awareness (0.889), brand association (0.928), perceived quality (0.929), brand involvement (0.918), and brand value (0.799). Regarding questionnaire validity, the KMO value of the scale was 0.967, and the Bartlett chi-squared statistic was 13288.679, with a significance level of 0.000, which is lower than 0.05, indicating that it is suitable for factor analysis. The overall variance explained is 84.727%. The means, standard deviations, and variances for each dimension are shown in Table 1.

Table 1. Descriptive Statistics

Variable	Dimension	Item No.	Mean	Standard deviation	Variance
Brand awareness	Brand knowledge department	1-3	3.2750	1.19760	1.434
		4-6	3.4501	1.12841	1.273
Brand association	Quality assurance association	7-10			
	Personality identification	11-14	3.5520	0.99193	0.984
	association	15-18	3.3420	1.06437	1.133
	Social identity association	19-21	3.5412	0.95795	0.918
	Status symbol association		3.3993	1.01676	1.034
Perceived quality	Perceived quality of products	22-31	3.6736	0.83319	0.694
	Perceived quality of related services	32-37	3.6231	0.82716	0.684
Brand involvement	Level of attention	38-40			
	Level of participation	41-43	3.4281	1.10185	1.214
	Willingness to become a fan	44-46	3.3274	1.16310	1.353
			3.5533	1.08846	1.185
Brand value	Performance value	47-49	3.7039	0.93695	0.878
	Central value	50-52	3.8976	0.92614	0.858

Correlation analysis of each of the dimensions found that, aside from the influence of brand awareness on perceived quality and brand value, which has a correlation coefficient of less than 0.7, the correlation coefficients for the remaining dimensions are all greater than 0.7. The detailed results of the correlation analysis are shown in Table 2.

Table 2. Correlation

	1	2	3	4	5
1.Brand awareness	1				
2.Brand association	0.792**	1			

3.Perceived quality	0.660**	0.822**	1		
4.Brand involvement	0.741**	0.845**	0.737**	1	
5.Brand value	0.616**	0.703**	0.768**	0.701**	1

Note: * p < 0.05, ** p < 0.01, *** p < 0.001.

The results of the regression analysis for each of the dimensions are shown in Table 3.

Table 3. Regression Analysis

Dependent variable	Model 1	Model 2	Model 3	Model 4
	Brand involvement	Brand value		
Constant term	0.012	0.895***	1.788***	0.857***
Brand awareness	0.174***	0.112**		0.073*
Brand association	0.657***	0.097		-0.052
Perceived quality	0.155**	0.609***		0.574***
Brand involvement			0.586***	0.227***
R-squared	0.733	0.614	0.492	0.633
Sig. F	0.000	0.000	0.000	0.000
Durbin-Watson	1.954	1.722	1.824	1.766

Note: * p < 0.05, ** p < 0.01, *** p < 0.001.

The results of the regression analysis for each of the dimensions are shown in Table 3. The present study looks at the mediating effect of brand involvement as it affects the influence of brand awareness, brand association, and perceived quality of brand value. There is three parts: (i) Brand involvement has a partial mediating effect on the influence of brand awareness on brand value. (ii) Brand involvement has a full mediating effect on the influence of brand association on brand value. (iii) Brand involvement has a partial mediating effect on the influence of perceived quality on brand value. Based on the influence of the above variables and the mediating effect of the mediating variable, the results of the hypothesis testing indicate that all hypothesis are supported but H6.

4. Conclusions

The results of the study found that participants in dragon boat racing tend to be older, meaning that young people have a lower level of participation. The younger generation should be encouraged to learn about the attraction of traditional sports and traditional culture. Only by allowing more young people to watch or participate in dragon boat racing will dragon boat racing continue to have vitality. Also, the study also shows that perceived quality has the greatest influence on service quality. Therefore, race organizers should focus on developing the core products, derivative products, and service products of dragon boat racing, increasing perceived quality. At the same time, logos, slogans, and concept design for races should incorporate the local culture of the venue, producing distinctive brand symbols with beautiful themes to increase brand awareness in respect of dragon boat racing.

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