



EXPLORING THE RELATIONSHIP BETWEEN AGE GROUPS AND ATTITUDES IN TEMPLE FIGURES

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ABSTRACT

In Taiwan, it is a country where Taoism and Buddhism flourish. Many monasteries and temples are full of incense and are visited by the people.

There are also more and more temples and temples that sell or provide the figures in the same shape as the temple gods for the people to buy or provide for free, making the temple feel closer to the worshippers. At the same time, it can also increase the income opportunities of the temples' organization.

This study main purpose of this study is analysis and to understand the differences with consumers their ages and attitude on the role of the temples' figures.

KEYWORDS: *temple figures*

BACKGROUND AND LITERATURE

Due to 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 It can even represent the image of the enterprise.

Businesses, stores, and companies use a particular mascot as a tangible logo for the company. This can create some benefits that make it easy for customers to identify different company's products or products (Chou and Wang, 2020).

METHOD

This study of the results of a questionnaire survey was designed by referencing Chou and Wang (2020).

From the study "Discussion The Relationship Between Different Age Groups Perception of The Temple Figures Attributes" by Chou and Wang (2020) study's, they 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.

Above analysis results reports that different age groups percept the figures attributes had a significant difference on the characteristic of specialization accepted and relevance. However, that didn't significantly to distinguish and understand with which the age groups and perceived attitude items from consumers.

This study used the Multidimensional Scaling technique (MDS). Due to exploring the relationship between age groups and attitudes in temple figures, the respondents were divided into five groups which according to their ages, there are: <21 year group, 21-30 years group, 31-40 years group, 41-50 years group, and >50 years group, respectively.

And the related relationship with the temples' figure attitude by consumers' perceived, that presents five items as following:

1. You think the temples' figures are lovely.
2. You think the temples' figures are satisfying.
3. You think temples figures are worth collecting.
4. You think the temples' figures are cute.
5. You think that temples figures have a positive effect on the image from the temples.

Then this study adopts the MDS technique, that are transformed by perceptual map, the indicators of each attitude attribute by the consumers' perception with the temples' figures can to acquire they were point of fall in where on the map.

ANALYSIS RESULTS

The map analysis results as shown in Figure 1, the A、B、C、D、and E age groups were dispersion in four quadrant. That can saws the group of A and B two in the same quadrant, and also were presents four attitudes att1、att2、att3 and att4 in this quadrant (Figure 1).

Also from the Figure 1 shown, the C age group are closely associated with the att 5. The both age groups of D and E fall in a quadrant alone, separately,

there is not any attitude attributes related to these two groups.

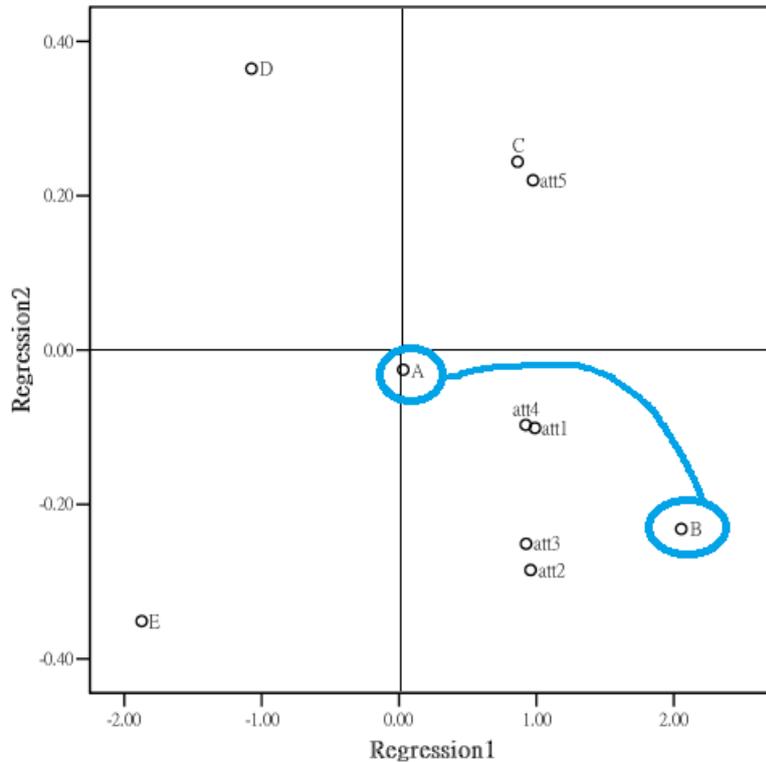


Figure 1. Attitudes in temples' figures distribution

CONCLUSIONS

The power of temple figures is about the people's appreciation of figures and the association of temples.

From these results found that the younger ethnic groups (<25 years old) tend to favor temple figures. These younger ethnic groups think the temples figures lovely, satisfying, cute, and, worth collecting. Thus, the temples' figures had a positively percept with younger groups. In addition, the temples figures have a positive effect on the image from the temples had got the recognition middle-aged ethnic group.

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