



Explore the Relationship between Spokesperson, Brand Image, Perceived Value, and Service Quality on Customer Satisfaction and Customer Loyalty- Taking Converse as an Example

Nai-Yin Wang¹; Cheng-Che Lin^{2*}

¹ Department of Applied English, Tainan University of Technology, Taiwan

^{2*}Correspondent Author: Assistant Professor, Department of International Business Management, Tainan University of Technology, Taiwan

Email: td0132@mail.tut.edu.tw

<http://dx.doi.org/10.47814/ijssrr.v8i12.3050>

Abstract

In recent years, public awareness of sports has grown, leading to a proliferation of athletic brands in the marketplace. Converse has remained popular for several decades, raising important questions about how to establish a strong brand image and high service quality in the minds of consumers, as well as how to enhance customer satisfaction and loyalty to improve business performance and sustain competitive advantage. The primary objective of this study is to examine the relationships among consumers' perceptions of spokesperson endorsement, brand image, service quality, perceived value, customer satisfaction, and customer loyalty. Data were collected from consumers who had previously purchased Converse products, resulting in 250 valid questionnaires (200 paper-based and 50 online). The findings are summarized as follows: (1) Most consumers express acceptance and recognition of both brand image and spokesperson endorsement, with attractiveness rated as the most influential attribute. Both internally compelling and highly charismatic spokespersons significantly enhance purchase intention; (2) The functional dimension of brand image—such as product variety, practical features, and innovative design—received the highest scores, indicating its central role in consumer satisfaction. Consumers use these cues to infer product quality and, consequently, a stronger brand image facilitates higher overall evaluation and perceived value of Converse products, increasing purchase intention; (3) Perceived service quality, defined by five key dimensions, serves as the foundation for customer satisfaction and loyalty. When customers distinctly perceive high-quality service, they are more likely to become loyal to the Converse brand; (4) Service quality can affect the emotional value within perceived value; thus, providing superior service quality is essential to elevating perceived value; and (5) Customer satisfaction partially mediates the effect on loyalty and is shaped by factors such as endorsement, brand image, and staff service, further influencing customer loyalty.

Keywords: *Spokesperson; Brand Image; Service Quality; Perceived Value; Customer Satisfaction; Customer Loyalty*

1. Introduction

For many years, the sports shoe market has remained robust, offering a dazzling array of brands and diverse appearances and designs, thus significantly increasing consumer choice. While most modern consumers pay attention to wearing brand-name shoes, among the many canvas shoe brands, Converse has maintained a classic status for over a century. According to D. Tighe (2021), Converse was established in 1908 as a rubber shoe company specializing in galoshes. By 1920, the company had shifted to producing athletic shoes, renaming its canvas basketball sneakers "All Star." Since then, these shoes have evolved beyond their original purpose on the basketball court and have become an enduring symbol of individuality and self-expression. In 2021, Converse generated approximately \$2.21 billion in revenue, ranking among the world's most popular sports brands. The brand's reputation is built on the notion that creativity can change the world; whether through music, art, skating, or other forms of expression, Converse seeks to inspire young people to be authentic. Why does this longstanding brand continue to enjoy such popularity? The versatile features of Converse shoes are likely the primary reason so many people favor them. Other contributing factors include customer perceptions shaped by the attitude and behavior of in-store staff, the brand image portrayed in the media, and the visibility and promotion provided by brand endorsers. Recently, Converse has launched numerous co-branded styles; most designs target younger consumers by emphasizing individuality, youthfulness, and fashion, thereby attracting a substantial younger demographic. Among the numerous factors influencing consumer attitudes, the classification of brand spokespersons is notable. There are four main and representative types of brand spokespersons: celebrities, senior company managers, experts, and typical consumers. Each type exerts persuasive power on audiences for different reasons (Freiden, 1984). At present, most companies leverage the appeal of celebrities to enhance brand or product recognition and trust, thereby increasing consumer purchase confidence. In addition, singers, entertainers, and athletes also frequently endorse products, utilizing their popularity to promote brands (Kotler, 2003).

Brand image is also a critical aspect of marketing. It encompasses consumers' concepts, feelings, and attitudes toward a brand, representing a synthesis of personal characteristics and experiences that influence consumption choices (Yang, 2009). Effective brand image building can help secure recognition from target consumer groups, including establishing brand associations through various marketing activities (Oxenfeldt & Swann, 1964; Huang, 2004).

Service quality is another essential factor. According to Parasuraman, Zeithaml, and Berry (1988), service quality is defined as "customers' subjective judgments about the overall service process." Research indicates that the perception of service quality has a significant impact on customer loyalty (Liao, 2012). While improving service quality is a core objective of service-oriented industries, actual execution depends on both service personnel and tangible facilities. Close cooperation between these elements is key to delivering high-quality service (Chen & Guo, 2010). For most businesses, perceived customer value is a primary determinant of long-term viability (Lemon, Rust, & Zeithaml, 2001). When customers perceive high value in a product or service, their purchase intention correspondingly increases (Petrick, 2005). Zeithaml (1988) considered perceived value as the customer's overall assessment of a product's utility based on what is received and what is given. Perceived value may be evaluated based on factors such as: (1) low price, (2) the product or service meeting specific needs, (3) value as the result of paying for quality, and (4) what is received for what is paid.

Customer satisfaction is defined as the degree to which customers' needs and expectations for products are met, producing a psychological experience of fulfillment after consumption. Improving customer satisfaction also helps increase consumers' purchase intentions (Wang, 2020). The perceived value experienced during the shopping process affects customer satisfaction as well (Park, 2007). Moreover, customer value is essential for establishing and maintaining good customer relationships, and

customer satisfaction directly influences loyalty (Onaran, Bulut, & Özmen, 2013). In highly competitive markets, a company's profits and growth are mainly derived from customer loyalty, which is rooted in customers' psychological commitment and manifested in repeated purchases (Heskett et al., 1994). Many companies strive to foster strong customer relationships, encouraging customers' dependence on or preference for their products and services (Frederick & Scheffer, 2000). Customer loyalty is typically reflected in the likelihood of repeat patronage and a psychological inclination to identify with the company (Brown & Shoemaker, 1998).

Given these considerations, despite the passage of time and market competition, Converse's consumer base remains stable and continues to develop positively. The primary purpose of this study is to focus on college students and clarify whether Converse's customer satisfaction and loyalty are affected by spokespersons, service quality, brand image, and perceived value. Furthermore, the research seeks to elucidate the relationships and impacts among these variables, which warrants in-depth investigation. Based on the above research objectives, the research questions are as follows:

1. How do Converse brand spokespersons affect brand image?
2. What is the impact of brand image on perceived value?
3. Does store service quality affect customer satisfaction and loyalty?
4. How does perceived value affect service quality?
5. Is customer satisfaction a mediating factor in the relationship between service quality and customer loyalty?

2. Literature Review

2.1 Spokesperson

In classifying brand spokespersons, Freiden (1984) identifies four particularly representative categories, each possessing persuasive appeal for distinct reasons. First, "celebrities" are public figures whose achievements are unrelated to the product being endorsed—for example, Taiwanese celebrity Lin Chi-Ling serving as an ambassador for an airline. Second, "experts" are individuals whose professional knowledge is directly relevant to the product; their endorsements carry weight because consumers trust their expertise, as seen when a dentist endorses a brand of toothpaste. Third, "company executives" leverage both the company's visibility and the CEO's personal appeal to attract consumer attention. For instance, Yan Kaitai promotes his own Armani suits. Fourth, "typical consumers" refer to members of the general public who closely resemble the target audience. Their relatability reduces psychological barriers, fostering a sense of authenticity and making the endorsement more credible—for example, advertisements for Xinyi Housing and the 591 Rental Housing Network.

Firms select spokespersons to communicate product information to consumers, with the spokesperson's credibility often determining whether the advertisement is seen as trustworthy. Highly credible spokespersons increase the persuasiveness of the message and amplify their influence (Choi & Rifon, 2012). Hou Jialing (2012) assessed spokesperson credibility across three dimensions: attractiveness, reliability, and expertise. Zhu Shiquan and Lan Junxiong (2018) found that consumers focus on a spokesperson's popularity, expertise, and trustworthiness. When an individual with a positive reputation and strong public image endorses a product they themselves use, consumer confidence and product impressions are enhanced, which can increase purchase intentions. Chen Yingyu and Wu Xuanrong (2017) observed that for Chinese internet celebrities, attractiveness, reliability, and expertise had a more significant impact on brand identification than for their Taiwanese counterparts. The latter

were found to be less professionally trained, in contrast to Chinese influencers who often benefit from the support of professional agencies or training institutions. Such training not only raises brand recognition but also increases product appeal. Grigaliūnaitė and Pilelienė (2015) reported that celebrity endorsements in advertising enhance both consumer purchase intentions and the likelihood of favorable responses toward advertisements and brands by fostering positive attitudes. According to Singh and Banerjee (2021), credible celebrities help establish strong brand attachment by communicating symbolic and cultural values, thereby improving both brand evaluations and consumer–brand relationships. The combined credibility of the celebrity and the brand is associated with stronger brand loyalty and enduring consumer–brand associations.

Permatasari, Widodo, Rubiyanti, & Silvianita (2025) explored the impact of celebrity endorsements on young women's purchase intentions in the Indonesian beauty industry, and to examine the mediating role of customer attitudes. Celebrity endorsements significantly increase purchase intention, with customer attitude serving as a key mediating variable. It is recommended that brands select endorsers who align with the characteristics of the target segment to maximize effectiveness. Ono & Ono (2024) compared the effects of endorsements by well-known/lesser-known celebrities and ordinary individuals on consumer behavior. Highly recognized celebrities can effectively drive consumers to exhibit "proactive" behavioral responses and generate a more significant promotional effect for brands than non-celebrity endorsers. Zhao, Li, Liu, Chang, & Guo (2024) verified how unique attributes of official endorsers—such as trustworthiness, expertise, and attractiveness—influence consumer attitudes and perceptions. Trustworthiness and expertise significantly enhance consumers' evaluations of brand reliability, while attractiveness helps build a positive image and stimulates purchase behavior.

2.2 Brand Image

Keller (1993) conceptualizes brand image as the perception of a brand arising from associations stored in consumers' memory. Roy and Banerjee (2007) similarly assert that brand image reflects consumers' cognitive and affective responses to a brand. Thus, brand image constitutes the overarching mental representation that differentiates one brand from another (Faircloth, 2005). Iversen and Hem (2008) further propose that brand image embodies a set of personal symbols and encompasses both descriptive and evaluative information attached to a brand. Empirical findings by Luo and Zhuang (2016) demonstrate that the functional, symbolic, and experiential dimensions of brand image each exert a significant positive effect on consumers' purchase intentions. These dimensions are particularly salient in evaluations of experiential products, where a robust brand image tends to enhance perceptions of quality, thereby stimulating purchase behavior.

Research by Wang Wuzhuan and Wang Mingyuan (2016) indicates that hotels attaining star ratings not only strengthen their overall brand image but also reinforce their functional attributes, leading to increased purchase intention among prospective guests. Similarly, Gao, Wang, and Li (2020) report that a positive manufacturer image in the minds of consumers elevates perceptions of brand value. Lin, Cheng, and Lin (2017) provide evidence of a significant relationship between the brand image associated with Garmin smartwatches and customer satisfaction. In particular, the symbolic and experiential facets of brand image were found to contribute positively to satisfaction levels. These results suggest that customer satisfaction depends not only on the extent to which brand awareness fulfills psychological needs but also on the degree to which the brand affords enjoyable, innovative, and varied experiences.

Recent empirical studies consistently demonstrate that brand image serves as a pivotal determinant of consumer behavior and organizational success. A positive brand image significantly enhances customer satisfaction and loyalty, driving repeat purchases and long-term profitability (Tahir, Adnan, & Saeed, 2024; Shen, 2022). The congruence between brand image and consumer self-identity further strengthens brand attachment and advocacy (Shen, 2022; Wu, 2019). Methodological

advancements utilizing consumer sentiment analysis enable more precise quantification of brand perception, aiding businesses in strategically refining their brand positioning (Li, 2022). Multiple studies confirm that brand image not only influences consumer attitudes and purchase intentions but also mediates the effects of marketing strategies—such as storytelling—on behavioral intentions (Zhang, 2015; Chang, 2025). In the context of perceived value, dimensions such as product quality, emotional resonance, and social value directly contribute to the enhancement of brand image and subsequent loyalty (García-Salirrosas, 2024). Strategic brand image management, including multi-channel and personalized marketing, is critical for building competitive advantage and fostering long-term consumer relationships (Ge & Ge, 2023). Collectively, these findings underscore the foundational role of brand image in shaping consumer perceptions, experiences, and brand-related outcomes within diverse market contexts.

2.2 Service Quality

Parasuraman, Zeithaml, and Berry (1988) define service quality as the result of customers' subjective evaluations of the overall service process. In their framework, perceived service quality is conceptualized as the gap between expected service and the actual service received; service quality is deemed satisfactory when expectations and perceptions are aligned. Furthermore, they delineate service quality into five distinct dimensions: reliability, responsiveness, assurance, empathy, and tangibles (listed in order of significance). Customers rely on these five dimensions as reference points for comparing their expectations to actual experiences, thereby assessing the quality of service provided.

Reliability denotes the ability to perform promised services dependably and accurately. Meeting this expectation requires consistent, error-free service delivered as agreed upon, each and every time. Responsiveness refers to the willingness to assist customers and provide prompt service. Delays or unresponsiveness can generate negative evaluations, whereas swift and effective recovery from service failures can strongly enhance perceived quality. For example, timely compensation for flight delays exemplifies this dimension. Assurance reflects employees' knowledge, courtesy, and their ability to engender trust and confidence among customers. Key attributes include technical competence, respectful interactions, clear communication, and a demonstrated commitment to customers' best interests. Empathy captures the degree of individualized attention and care provided to customers. This involves approachability, sensitivity, and an active effort to understand the customer's unique needs. Tangibles encompass the physical facilities, equipment, personnel appearance, and other tangible cues related to service delivery. Well-maintained and aesthetically pleasing environments serve as indicators of attention to customer care; this dimension also extends to the observable behavior of other customers within the service context.

Zeng and Rao (2018) emphasize that the quality of interaction between service personnel and customers is a critical determinant of satisfaction; smooth interpersonal exchanges are particularly effective in fostering positive customer experiences. Within this context, assurance emerges as a salient attribute, as customers often judge service quality based on the perceived credibility and reliability demonstrated by front-line staff. Peng et al. (2020) observe that in hospitality settings, customers place particular importance on employees' appearance and demeanor, favoring staff who present themselves professionally and interact in a courteous and reassuring manner. Gartner et al. (2021) suggest that service quality can be analytically separated into the outcomes of service processes and their final results. The sequence and coordination of multiple service encounters, particularly when experienced within a condensed timeframe, amplify their influence on overall service quality perceptions. Moreover, Peng et al. (2017) demonstrate that consumers' cognitive evaluations of a company's service quality—alongside affective responses such as pleasure or anxiety—jointly shape behavioral intentions. Notably, the aesthetic qualities of a service interface, such as website design, can enhance both cognitive assessments and emotional engagement, thereby promoting favorable transaction behaviors. From a marketing

standpoint, service quality is increasingly recognized as a key driver of corporate profitability and sustained business success. As customers consistently equate high service quality with the fulfillment of their expectations, firms must rigorously monitor and refine service delivery at every stage of the customer journey.

2.4 Perceived Value

Zeithaml (1988) defines perceived value as the consumer's overall evaluation of the utility of a product or service, determined by the trade-off between what is given and what is received. In this framework, consumers assess value by weighing the benefits acquired against the sacrifices made, which may include price, time, and effort. Zeithaml further conceptualizes perceived value along four dimensions: (1) low price, (2) the relevance of the product or service to consumer needs, (3) the quality yielded relative to price paid, and (4) the notion that value equates to what one pays for. Fredericks and Salter (1995), taking the customer's perspective, argue that perceived value arises from the entire consumption experience, which encompasses five key elements: product quality, service quality, price, brand image, and innovation. According to Teas and Agarwal (2000), perceived value may be interpreted as the net difference between what consumers expend and what they gain, reflecting their subjective assessment of both products and services.

Petrick and Backman (2002) propose a multidimensional typology of perceived value, identifying five distinct facets:

- (1) Quality: the consumer's holistic judgment regarding a product or service;
- (2) Behavioral price: perceptions related to non-monetary sacrifices such as time, effort, or convenience;
- (3) Monetary price: perceptions relating specifically to the financial cost;
- (4) Emotional response: affective reactions experienced during product or service usage;
- (5) Reputation: consumer evaluations of the standing or esteem of the product or service in the marketplace.

Empirical work by Liang, Chen, Wu, and Gao (2011) reveals that the costs associated with moral crisis have a significant negative impact on perceived value. Their findings, particularly within the tourism sector, underscore the prevalence of informational asymmetries between service providers and customers. While increased information availability can enhance understanding prior to purchase, the true value for customers is ultimately determined through direct, personal experience. Jin, Lee, and Lee (2013) document a positive relationship among perceived value, customer loyalty, and experiential quality. In the tourism and hospitality sectors, when consumers derive favorable outcomes from their experiences, not only do purchase and repurchase intentions increase, but positive word-of-mouth and recommendations also become more likely. Similarly, Xie (2016) finds that perceived value exerts a significant positive influence on purchase intentions; consumers express a higher willingness to buy and greater likelihood of repeat patronage when products are perceived as high in quality and functionality.

2.5 Customer's satisfaction and loyalty

Customer satisfaction refers to "customer perception of the extent to which customer requirements have been met". That is, the degree to which customers have met their needs and expectations for products, and it is also a psychological experience that customers feel satisfied after consumption. In the fiercely competitive environment, how to effectively create customer loyalty to its products is the most important issue in all walks of life. After all, loyal customers are the source of long-term profits for the company. Research scholars Stum and Thiry (1991) believed that consumer loyalty

should pay more attention to behavioral indicators, and proposed four types to measure consumer loyalty, namely: repeat purchase, purchase of other products of the company, recommend to others, and competition for competition degree of immunity. Seybold (1998) believes that customer loyalty can improve the profitability of enterprises, and there are four main reasons: 1. The longer the customer relationship lasts, the more benefits the company can obtain from customers, and the basic benefits of the company will also increase; 2. The more customers buy, the company's revenue will grow accordingly; 3. Loyal customers will recommend new customers for the company; 4. Loyal customers are willing to pay higher fees to obtain satisfactory products and services. Shoemaker & Lewis (1999) proposed the "loyalty triangle" model (Royalty triangle) to establish the structure of customer loyalty. (1) Service process: the process of service operation, including all activities that require the participation of customers and service providers. (2) Value creation: including value addition and acquisition. (3) Database management/communication: Build a database of customer preferences, provide customers with special services, and use advertising letters and event notices to communicate with customers.

Liang Xiaoxing (2016) found that good service quality in restaurants can induce customer satisfaction, but not loyalty, but good customer satisfaction can induce loyalty. Xu Shuhong and Li Peier (2019) show that when customers feel identified with the service quality provided by the company, the customer satisfaction level will increase, and customer satisfaction has a mediating effect between service quality and corporate image to customer loyalty. Ngo Vu Minh, Nguyen Huan Huu (2016) confirmed the hypothesis that service quality is a prerequisite for customer satisfaction, which in turn increases customer retention, which is the part of loyalty. Tabriz, Iran and Urmia, Iran (2018) studied the relationship between the three variables of customer satisfaction, experience, loyalty and brand power, and confirmed a positive relationship among their three variables. Customer satisfaction was identified as a partial mediator of the relationship between service quality and customer loyalty, highlighting the role of customer satisfaction as the fundamental basis for achieving customer loyalty.

3. Research Methodology

Based on relevant literature and hypotheses, this study proposes a research framework for the relationship between the variables of this study, spokesperson, brand image, brand awareness and perceived value, on customer satisfaction and customer loyalty.

Operational definitions of variables and questionnaire design:

The questionnaire of this research is divided into seven parts, the first part is personal information, and the second to seventh parts are spokesperson, brand image, service quality, perceived value, customer satisfaction and loyalty. The content of the questionnaire refers to the research of past scholars. The questions are modified and constructed. The questionnaire design is measured by a five-point Likert scale. The answer options are "strongly agree", "agree", "neutral", "disagree" and "strongly disagree". Items are marked with scores in sequence, with 1 for "strongly disagree" and 5 for "strongly agree". The spokesperson questionnaire refers to Zhang Song and Li Xinbei (2011). A total of 12 questions are designed, and the three dimensions of professionalism, reliability and attractiveness are used as the items to measure the brand spokesperson, and a total of 7 questions are designed. The brand image questionnaire part divides the brand image into three dimensions: functional, symbolic and experiential. The content refers to Ma Chengqian (2014) and Weng Kaiqian (2016), and a total of eight questions are designed. Service quality is divided into five dimensions, including entity, trust, response, assurance, care, etc., referring to Chen Wanting, Wu Xinhua, Lan Diaoyu, Shi Kailin (2020), a total of 12 topics are designed. The Perceived Value Questionnaire refers to the perceived value elements proposed by Sweeney and Soutar (2001), which are divided into emotional value, social value, economic value and functional value. The Customer Satisfaction Questionnaire measures customer satisfaction with four

variables: product value, personnel service, service environment and overall performance. Referring to Xu Fangyu (2014) and Liao Peixun and Lin Yangzhu (2015), a total of 9 items are designed. The Customer Loyalty Questionnaire is measured in four aspects: repeated purchases, purchases of other products or services of the company, word-of-mouth recommendation and competitive immunity. Referring to Wang Shuhui, Chen Liru (2006) and Shen Yushan (2008), a total of eight items were designed as a measure of for customer loyalty of Converse. First, reliability analysis was conducted for each questionnaire scale. Next, questionnaire survey data were analyzed and statistical hypothesis testing was performed using SPSS software, aiming to understand students' behavioral intentions as indicators for future strategy implementation. The overall reliability of the questionnaire yielded a Cronbach's alpha of 0.76, and the subscale values were as follows: (1) Spokesperson: 0.76; (2) Brand Image: 0.91; (3) Perceived Value: 0.77; (4) Service Quality: 0.71; (5) Customer Satisfaction: 0.71; and (6) Customer Loyalty: 0.75. These results indicate that all subscale alphas exceeded 0.7, reflecting good internal consistency for the scales. The Pearson Correlation Coefficients (Table 1) showed that there were significant and strong correlations among the independent variables. Overall, these results confirm that the designed questionnaire demonstrated an adequate level of reliability and structural validity suitable for research purposes.

Table 1. Pearson Correlation Coefficients
Table

	Spokesperson	Brand Image	Perceived Value	Service Quality	Customer Satisfaction	Customer Loyalty
Spokesperson						
Brand Image	0.81**					
Perceived Value	0.60**	0.97**				
Service Quality	0.46**	0.90**	0.88**			
Customer Satisfaction	0.57**	0.88**	0.71**	0.83**		
Customer Loyalty	0.39**	0.81**	0.78**	0.74**	0.89**	

**P<0.01

According to the research framework (Figure1.), some research hypotheses are shown as follows:

- H1. The spokesperson has a positive impact on brand image.
- H2. The spokesperson has a positive impact on perceived value.
- H3. The spokesperson has a positive impact on service quality
- H4. Brand image has a positive impact on customer on perceived value.
- H5. Brand image has a positive impact on service quality.
- H6. Service quality has a positive impact on perceived value.
- H7. Service quality has a positive impact on brand image.
- H8. The spokesperson has a positive impact on customer satisfaction.
- H9. Brand image has a positive impact on customer satisfaction.
- H10. Perceived value has a positive impact on customer satisfaction.
- H11. Service quality has a positive impact on customer satisfaction.
- H12. The spokesperson has a positive impact on Customer loyalty.
- H13. Brand Image has a positive impact on Customer loyalty.
- H14. Perceived Value has a positive impact on Customer loyalty.
- H15. Service quality has a positive impact on Customer loyalty.
- H16. Customer Satisfaction has a positive impact on Customer loyalty.
- H17. Customer Satisfaction is the intervening variable (mediator) between spokesperson, brand image, perceived value, service quality and customer loyalty.

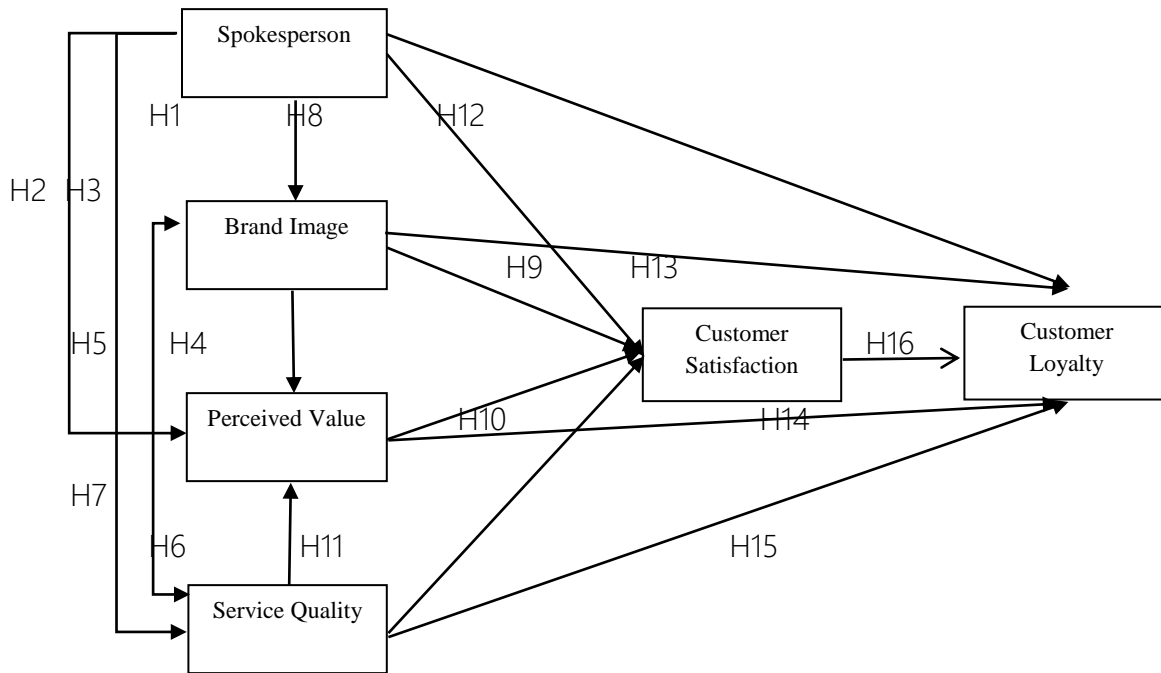


Figure 1. Research Framework

4. Results Analyses and Discussion

A total of 250 valid questionnaires were collected from Converse consumers. The sample profile indicated that respondents were predominantly female, aged 19–25; most resided in southern Taiwan; had attained college-level education; and reported monthly incomes primarily below US\$7,000. Overall, this sample structure reflects the characteristics of the study’s target population and provides the necessary contextual background and interpretive basis for subsequent model testing.

H1, H2, H3, H4, H5, H6, H7 were measured by ANOVAs (Scheffe) all exhibited accepted hypotheses as Table 2. After purchasing Converse products, 184 respondents (73.6%) agreed that the endorsement was adequate, 175 respondents (70.0%) stated that the endorser was attractive, and 167 respondents (66.8%) agreed that the endorser’s attractiveness was excellent. Moreover, 165 respondents (66.0%) considered it appropriate for a spokesperson to endorse the product. These findings indicate that the majority of customers perceive the product endorsement as sufficiently well-known, attractive, and appropriate when purchasing Converse items. Of the participants, 199 (79.6%) agreed that Converse provides a sense of fashion, 185 (74.0%) agreed that Converse products are of excellent quality and expressed willingness to purchase them, and 180 (72.0%) agreed that Converse conveys a trendy image. These results indicate that most customers perceive Converse as a fashionable brand with high-quality products and are willing to repurchase. Additionally, many believe that Converse effectively projects a youthful image. A total of 195 participants (78.0%) reported that wearing Converse products made them feel happy, while 190 (76.0%) expressed willingness to continue using their current Converse items. The same number, 190 (76.0%), agreed that the Converse products they currently own are well-received. Moreover, 181 respondents (72.4%) considered Converse’s pricing reasonable, with 178 (71.2%) agreeing that the product price is substantial, and 177 (70.8%) indicating satisfaction with the quality of the Converse products they wear. Furthermore, 168 participants (67.2%) agreed that wearing Converse

enhances their appearance, and 153 (61.2%) felt that wearing Converse allows them to gain recognition from others. These findings suggest that most consumers are willing to use their Converse products, perceive them as reasonably priced and high quality, and believe that wearing Converse contributes to positive social recognition. A total of 159 participants (63.6%) agreed that Converse stores feature modern decor and equipment, and 140 (56.0%) indicated that the service personnel maintain a neat appearance. Additionally, 181 respondents (72.4%) reported that customers are able to obtain necessary services promptly. These results suggest that most consumers perceive Converse’s service as trustworthy and efficient, and recognize that the brand prioritizes providing the best and fastest service experience possible.

Table 2.

Hypothesis	Accepted or Rejected Results
H1. The spokesperson has a positive impact on brand image.	Accepted
H2. The spokesperson has a positive impact on perceived value.	Accepted
H3. The spokesperson has a positive impact on service quality	Accepted
H4. Brand image has a positive impact on customer on perceived value.	Accepted
H5. Brand image has a positive impact on service quality.	Accepted
H6. Service quality has a positive impact on perceived value.	Accepted
H7. Service quality has a positive impact on brand image.	Accepted

Moreover, the testing of each of the four variables (Spokesperson, Brand Image, Perceived Value, and Service Quality) has significantly effect on the variable - Customer Satisfaction was measured. The results of ANOVAs (Scheffe) are shown as Table 3. The results indicated that spokesperson, brand image, perceived value, and service quality all has a significant impact on customer satisfaction.

Table 3.

Hypothesis	Accept or Reject Results
H8: The spokesperson has a positive impact on customer satisfaction.	Accepted
H9: Brand image has a positive impact on customer satisfaction.	Accepted
H10: Perceived value has a positive impact on customer satisfaction.	Accepted
H11: Service quality has a positive impact on customer satisfaction.	Accepted

Next, the testing of each of the five variables (Spokesperson, Brand Image, Perceived Value, Service Quality, and Customer Satisfaction) has significantly effect on the variable - Customer Loyalty was measured. The results of ANOVAs (Scheffe) are shown as Table 4. The results showed that spokesperson, brand image, perceived value, service quality, and customer satisfaction all has a significant impact on customer loyalty.

Table 4.

Hypothesis	Accept or Reject Results
H12: The spokesperson has a significant impact on customer loyalty.	Accepted
H13: Brand image has a positive impact on customer loyalty	Accepted
H14: Perceived value has a positive impact on customer loyalty.	Accepted
H15: Service quality has a positive impact on customer loyalty.	Accepted
H16: Customer satisfaction has a positive impact on customer loyalty.	Accepted

Finally, applying multi-regression analysis to measure “H17: Customer Satisfaction is the intervening variable (mediator) between spokesperson, brand image, perceived value, service quality and customer loyalty”. The results depicted that customer satisfaction has partly intervening effect on all these

five variables. Based on empirical analysis, five main results emerged: Product spokespersons exerted a significant positive influence on brand image. Respondents rated "attractiveness" as the most important endorser characteristic, with professionalism and reliability also playing critical roles in shaping brand perceptions. Brand image displayed a significant positive effect on perceived value. Functionality, symbolism, and experiential factors contributed to favorable brand evaluations, with functional attributes most highly valued. Service quality was identified as a foundational element for customer satisfaction and loyalty, with significant positive impacts observed. Consumers who perceived high reliability, responsiveness, assurance, empathy, and tangible aspects of service were more likely to become loyal customers. Perceived value, though not showing a significant positive impact on service quality, was found to be strongly affected by service quality and, in turn, to influence both customer satisfaction and loyalty. Emotional, functional, and economic value dimensions mediated these effects. Customer satisfaction served as a crucial mediator between service quality and customer loyalty; high satisfaction was linked to an increased likelihood of repeat purchase, brand advocacy, and cross-buying behavior.

The results suggest that a multi-dimensional approach is essential for sports brand marketing. Endorser selection that emphasizes attractiveness and reliability significantly strengthens brand image and, in turn, perceived value. The finding that the functional dimension of brand image is paramount among young consumers aligns with prior studies on brand evaluation: practical features and product diversity foster higher perceived value and repurchase intentions. Furthermore, the critical importance of service quality in building customer satisfaction and loyalty resonates with service management literature. Brands must cultivate reliability, responsiveness, assurance, empathy, and tangibles to establish strong, lasting consumer relationships. Although perceived value did not significantly affect service quality directly, it remains a major driver of satisfaction when shaped by positive service experiences. Finally, the mediational role of customer satisfaction highlights the need for integrated customer experience management. By enhancing perceived value through both direct product attributes and service quality, firms can reinforce customer satisfaction and foster loyalty, which ultimately secure competitive advantage and improved performance. Careful management of brand image and spokesperson selection, aligned with the expectations of the target segment, is recommended to optimize marketing impact for Converse and similar sports brands.

Limitations and Future Research Directions

This study has several limitations. First, the sample mainly consists of women aged 19 to 25 from southern regions, most of whom have a college degree or above and relatively low monthly income, thus limiting the representativeness of the findings. The results may not be generalizable to other age groups, regions, or populations with different socioeconomic backgrounds. Second, the data were collected through self-reported questionnaires, which are subject to respondents' subjective perceptions and potential biases, possibly affecting measurement accuracy. In addition, this research focused only on consumers who have purchased Converse products, without covering potential consumers or those who buy competing brands. Future research is recommended to expand the sample to include a broader range of regions, genders, and age groups, thereby increasing the generalizability and external validity of the findings. In-depth interviews, focus groups, or experimental designs could be adopted to compensate for the limitations of self-report surveys and gain deeper consumer insights. Comparative analyses of different brands, or studies across various industries and product attributes, are also encouraged to explore how these variables function in different contexts. Moreover, longitudinal studies could be undertaken to track changes in consumer behavior and examine the long-term effects of marketing strategies and service quality improvements. Finally, future research could involve field experiments to further test the real-world impact of endorser selection or service quality enhancements in the marketplace.

References

1. Browen, J. T. & Shoemaker, S. (1998). Loyalty: A Strategic Commitment. *Cornell Hotel and Restaurant Administration Quarterly*, 39(1), 12-25.
2. Chang, J. (2025). The mediating role of brand image in the relationship between storytelling marketing and purchase intention. *Future Business Journal*, 11(1), Retrieved from <https://doi.org/10.1186/s43093-025-00447-4>
3. Chen Wanting, Wu Xinhui, Lan Qiaoyu, Shi Kailin (2020). Discuss the service quality of UNIQLO Hsinchu Jucheng store with IPA model.
4. Chen Wenquan, Guo Naijun (2010), Research on Service Quality and Loyalty of Health Club Sports Consumers
5. Chen Yingyu, Wu Xuanrong (2017). The influence of spokesperson credibility on consumer brand identity.
6. D. Tighe (2021). Statista Revenue of Converse worldwide from 2010 to 2021. Retrieved from <https://www.statista.com/statistics/241850/sales-of-nikes-non-nike-brands-2006-2010/>.
7. Dilip Roy, Saikat Banerjee(2007).CARE-ing strategy for integration of brand identity with brand image. *International Journal of Commerce and Management*.
8. Faircloth, B. S., & Hamm, J. V. (2005). Sense of Belonging Among High School Students Representing 4 Ethnic Groups. *Journal of Youth and Adolescence*, 34(4), 293–309.
9. Frederick, F. R., & Schefter, P. (2000). E-loyalty. *Harvard Business Review*, 105-113.
10. Fredericks, J. O., and Slater, J. M. (1995). *What does your customer really want? Quality Progress*, Vol.31,pp. 63-65 .
11. Freiden, J. B.(1984).Advertising Spokesperson Effects: An Examination of Endorser Type and Gender on Two Audiences. *Journal of Advertising Research*, Vol. 24, No. 5, 33-41.
12. Gao Jieying, Wang Youpeng, Li Runnan (2020). To explore the effect of brand image, perceived value and brand attitude on purchase intention. *Universal Science and Humanities Journal*.
13. García-Salirrosas, E., et al. (2024). The impact of perceived value on brand image and loyalty in health food markets. *Frontiers in Nutrition*, 11, Retrieved from <https://doi.org/10.3389/fnut.2024.1482009>
14. Ge, F. & Ge, J. (2023). Research on brand image marketing strategy, *Journal of Global Humanities and Social Sciences*.4(04), 161-165. <https://doi.org/10.61360/BoniGHSS232014120802>
15. Gordon, H. G. M., and Terrence, L. (2000). "Customer satisfaction with services: Putting perceived value into the equation." *The Journal of Services Marketing Vol.14*, 392-410.
16. Heskett, J.L., Jones, T.O., Lovemen, G.W., Sasser, W.E., & Schlesinger, A. (1994). Putting the Service-Profit Chain to Work. *Harvard Business Review*, Mar./Apr, 164-174.
17. Hou Jialing (2012). The influence of brand image, spokesperson credibility, advertising frequency and media type on advertising effectiveness.
18. Huang Yifu (2004). The influence of service quality, price, brand image and brand personality on customer satisfaction—taking the banking industry as an example. Master's Thesis, Graduate School of Business Administration, National Kaohsiung National Chengchi University, Unpublished, Taipei City.
19. Jin, N., Lee, S., & Lee, H. (2013). "The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors". *International Journal of Tourism Research*.
20. Johannes Gartner, Matthias Fink, Arne Floh, Fabian Eggers(2021).Service quality in social media communication of NPOs: The moderating effect of channel choice. *Journal of Business Research*, Volume 137, 579-587.
21. Keller,K.L.(1993).Conceptualizing Measuring and Managing Customer- Based Brand Equity. *Journal of Marketing*, 57 (1): 1-22.
22. Kolter, Philip (2003), "Marketing Management", eleven edition, Prentice Hall International, Inc.

23. Lemon, K. N., Rust, R. T. and Zeithaml, V. A., (2001). What drives customer equality? *Marketing Management*, 10, 20-26.
24. Liang Jinjia, Chen Guanyang, Wu Shouqian, and Gao Yuemei(2011). The Construction and Evolution of Happy Travel Agency-Online Tourism Strategic Alliance, National Normal University Master's Thesis Taipei, Taiwan: Guanghua Management Case Collection Database of Consortium Corporation Guanghua Management Strategy Jin Foundation.
25. Liang Xiaoxing (2016) Research on Customer Satisfaction and Customer Loyalty of Business Hotel Service Quality - Beihai Hotel. *Management Information Computing*, Volume 5, Issue 1, pp.109-126.
26. Liao Peixun, Lin Yangzhu (2015). A study on the relationship between experiential marketing, experience value and customer loyalty - taking lavender forest as an example.
27. Liao Wanting (2012), Influence of Marketing Satisfaction and Service Quality on Customer Loyalty - Taking Starbucks as an Example, Daye University School of Management Master's Thesis
28. Lin Shaolun, Cheng Shaotong, Lin Boxiu (2017) Research on the influence of brand image and perceived value on customer satisfaction—taking Garmin smart watch as an example.
29. Li, Z. M. (2022). Research on brand image evaluation method based on consumer sentiment analysis. *Computational Intelligence and Neuroscience*, 1, 1-8. Retrieved from <https://doi.org/10.1155/2022/2647515>
30. Luo Shixuan, Zhuang Yingshen (2016). Research on Brand Image, Brand Awareness and Purchase Intention - Taking NIKE sports shoes as an example. Master's Thesis, Chung Hwa University, Hsinchu City.
31. Ma Chengqian(2014). The Influence of Service Quality, Brand Image and Customer Satisfaction on Purchase Intention - Taking the Real Estate Brokerage Industry in the Central Region as an Example. Chaoyang University of Science and Technology Department of Business Management Master's Thesis.
32. Marguiles, W. P.(1977).Make the Most of Your Corporate Identity. *Harvard Business Review*, 55(7-8), 66-72.
33. Ngo Vu Minh, Nguyen Huan Huu(2016).The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness Vol. 8, Issue 2*, 103 – 116.
34. Nina M. Iversen & Leif E. Hem (2008). Provenance associations as core values of place umbrella brands: A framework of characteristics. *European Journal of Marketing* 42(5/6), 603-626.
35. Onaran, B., Bulut, Z. A., & Özmen, A. (2013). A study to investigate the effect of customer value on customer satisfaction, brand loyalty and customer relationship management, *Business and Economics Research Journal*, 4(2), 37-53.
36. Ono, M., & Ono, A. (2024). Do celebrities in advertisements matter? Familiar endorsers as an accelerator of gestural cues of persuasion. *International Journal of Advertising*, 43(5), 904–929. <https://doi.org/10.1080/02650487.2024.2332107>
37. Oxenfeldt, A. R., & Swann, C. (1964). Management of the Advertising Function. Belmont, CA: Wadsworth Publishing Co.
38. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
39. Park, J-W. (2007). Passenger perceptions of service quality: Korean and Australian case studies. *Journal of Air Transport Management*, 13(4), 238–242.
40. Peng Huizhen, Ding Yushan, Lu Junji and Xu Yulun (2020) The influence of service quality and relationship quality on customer loyalty in restaurants and bars, *Vol. 9 Special Issue 2*, 121-128.
41. Permatasari, I.A., Widodo, A., Rubiyanti, N., & Silvianita, A. (2025). The Impact of Celebrity Endorsement on Young Female Consumers' Purchase Intention: The Mediating Effects of Customer Attitude. *Formosa Journal of Multidisciplinary Research*, 4(1), 293–302
42. Petrick, J.F., & Backman, S.J.,(2002).An examination of golf travelers 'satisfaction, perceived value, loyalty, and intentions to revisit. *Tourism Analysis*, Vol.6, 223-237.

43. Ramendra Pratap Singh & Neelotpaul Banerjee (2021) . The mediating role of brand credibility on celebrity credibility in building brand equity and immutable customer relationship.
44. Russell-Bennett, R., J. R. McColl-Kennedy and L. V. Coote(2007). Involvement, satisfaction, and brand loyalty in a small business services setting, *Journal of Business Research*, 60(12), 1253-1260.
45. Rust, R. T. and Oliver, R. L.(2000). “Should We Delight the Customer?” *Journal of the Academy of Marketing Science*, 28(1), 86-94.
46. Sejung Marina Choi& Nora J. Rifon, (2012).It Is a Match: The Impact of congruence between Celebrity image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology and Marketing*.
47. Seybold, P. B. (1998). Customer com: How to create a profitable business strategy for the internet and beyond. Boston, MA : Patricia Seybold.
48. Shen, Y. & Ahmad, R. (2022). The influence of brand image and favorability toward citizens in a product's country of origin. *Frontiers in Psychology*, 13, Retrieved from <https://doi.org/10.3389/fpsyg.2022.740269>
49. Shen Y. (2008). Research on the Relationship between Customer Satisfaction and Loyalty - Taking the Age of Unity Dreams as an example.
50. Shoemaker, S. & R.C.Lewis (1999).“Customer loyalty:the future of hospitality marketing”. *Journal of Hospitality management*, 345-370.
51. Stum, D. L. and A. Thiry(1991). Building Customer Loyalty. *Training and Development Journal*, 45, 34-36.
52. Sweeney, J. C., & Soutar, G. (2001). Consumer perceived value: The development of multiple item scale. *Journal of retailing*, 77(2), 203-220.
53. Tabriz, Iran and Urmia, Iran(2018).The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from hotel industry. *Journal of Business Economics and Management* 19 (2), 417–430.
54. Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty. *Heliyon*, 10(6), Retrieved from <https://doi.org/10.1016/j.heliyon.2024.e36254>
55. Teas, R. K. and Agarwal, S. (2000) “The Effect of Extrinsic Product Cues on Consumers’ Perceptions of Quality, Sacrifice and Value”. *Journal of the Academy of Marketing Science*, 28, 278-290.
56. Viktorija Grigaliūnaitė&Lina Pilelienė (2015) .Determination of the Impact of Spokesperson on Advertising Effectiveness.
57. Wang Liming, Kang Duanbo (2020). The influence of service quality and customer satisfaction of sporting goods store on customer purchase intention - with perceived value as the mediating variable. Master's Thesis of the Master's Class of the Department of Business Management, University of Science and Technology of China.
58. Wang Shuhui, Chen Liru (2006). A Discussion on the Relationship between Service Quality and Customer Satisfaction and Customer Loyalty. *Journal of the Far East*, 23(3), 527-529
59. Wang Wuzhuan, Wang Mingyuan (2016). Star-rated hotel brand image and hotel service quality and relevance, Master of Tourism and Hospitality Management, Department of Tourism Management, National Kaohsiung University of Applied Sciences, Master's Thesis.
60. Weng Kaiqian (2016). The Relationship between Customer Perceived Value and Brand Image - Taking MUJI as an example, Master Thesis of the Department of International Business Management, Chinese Culture University.
61. Wu, C. S. & Chen, T. T. (2019). Building Brand’s Value: Research on brand image, personality and identification. *International Journal of Management, Economics and Social Sciences*, 8(4), 299-318.
62. Xianghui Peng,Daniel Peak,Victor Prybutok,Chenyang Xu(2017). The effect of product aesthetics information on website appeal in online shopping. *Nankai Business Review International*, volume 8 Issue 2.

63. Xu Fangyu (2014). Using experience marketing to explore the factors of tourists' experience value to the old street's willingness to revisit - taking Lugang Old Street as an example. Department of Business Administration, Feng Chia University, Taichung City.
64. Xu Shuhong and Li Peier (2019) The influence of service quality and corporate image on customer satisfaction and customer loyalty - taking Western Union as an example. *Management Information Computing*, 8 (1), 90-99.
65. Xie Jiying (2016) The influence of brand image and promotion methods on the relationship between perceived value and purchase intention - taking cosmetics as an example.
66. Yang Xuyong (2009). Research on brand image, perceived value, word of mouth, product knowledge and purchase intention—taking mobile phones as an example. Master's Thesis, Institute of Management Science, University of South China, unpublished, Chiayi County.
67. You Zhangsong, Li Xinbei (2011). A study on the differentiation of celebrity/celebrity marketing and its influence on consumers' purchase intention.
68. Zeithaml, V.A. (1988). Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.
69. Zeng Guanghua, Rao Yiyun (2017). Analysis of Marketing Management: Illustrations and Notes, New Taipei City: Future Culture Publishing.
70. Zhang, Y. (2015). The impact of brand image on consumer behavior. *Open Journal of Business and Management*, 3(1), 58-65.
71. Zhao, Y., Li, Y., Liu, B., Chang, H., & Guo, Y. (2024). Unique attributes of official endorsers in destination marketing. *Scientific Reports*. Article number: 13959. <https://doi.org/10.1038/s41598-024-64951-3>
72. Zhu Shiquan, Lan Junxiong (2018). A Study of Brand Advocate Marketing on Consumers' Purchase Intention. *Taking Sports Goods as an Example*, 6, 23-33

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).