ABSTRACT
The progressive development of domestic sport industries in the recent years, main purpose of this research was to investigate the relationships between sports sponsorship and purchase behavior of corporate in Taiwan. The research then investigated brand identity consumer's brand identity as a intervenor, and examined its interactive effect with sports sponsorship to purchase behavior. It also tested the interven effect of consumer's brand identity on sports sponsorship and purchase behavior. To achieve the study purpose, selecting sports sponsorship to be main research object with 298 valid samples. This study use Structural Equation Modeling(SEM) to test key factors that influence consumer's purchase behavior : sports sponsorship , brand identity. The data were analyzed by independent samples t-test, one-way ANOVA, Pearson's product-moment correlation, and regression analysis.

From the survey, some conclusions are summarized as follows: 1. The sports sponsorship of corporate in Taiwan has conspicuously positive effect on purchase behavior. 2. The brand identity has positive effect in the relationship between sports sponsorship and purchase behavior. And then, based on findings of this research, suggestions were provided for the corporate and future research in this area.

Keywords : sports sponsorship、brand identity、purchase behavior

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