A Study on the Relationship between the Customers' Perceived Value and Brand Image of Sports Marketing in Multi-national Corporations

E-mail: 9800796@mail.dyu.edu.tw

ABSTRACT

In the twenty-first century, it has become a practice for many multinational corporations to realize their marketing goals through sports marketing. Thus, sports marketing activities are becoming increasingly prevalent. However, there are still some concerns about it, i.e.: "How effective is it in terms of the customer's perceived value that corporations forge their brand images through sports marketing?" and "Is it significant to create brand image through sports marketing?"

The aim of the study is to establish and validate the model of correlation of the customer's perceived value with brand image of the corporations with respect to the engaged customer's perceived value and brand image.

The variables contained in the study are the perceived value of sports marketing, brand awareness, and brand image.

A questionnaire-survey approach is employed for the study. The subjects of the study are the visitors who have been in any of the sports marketing activities held by Merida Industry Co. Ltd. A total of 205 valid copies of the questionnaire were collected with convenience sampling. Using the structural equation model, a thorough statistical analysis has been done with the collected data and some conclusions were drawn as such: The perceived value of sports marketing has a positive correlation with brand awareness; brand awareness shows a positive correlation with brand image.

Keywords: sports marketing, brand awareness, brand image
一、中文部分:
1. 李城忠 (2006), 自創品牌結合運動行銷成功策略之研究, 以正新輪胎瑪吉斯 (MAXXIS) 為例, 台北: 鼎茂圖書出版有限公司。
3. 鄭銘薰, 鄭耀仁 (2006), 品牌形象與品牌忠誠度之關係探討, 以國產米酒業為例, 筆者未出版之論文。
4. 鍾育明, 鄭淑青 (2005), 遊客多構面知覺價值、整體顧客價值與後續行意圖的關係-年齡的干擾效果, 企業管理學報, 67, 105-136。
5. 黃俊英 (1996), 多變量分析(7版), 台北: 中國經濟企業研究所。
6. 黃俊英 (2000), 市場行銷-策略性的觀點, 台北: 華泰書局。
7. 黃俊清 (2004), 品牌行銷策略, 台北: 師大書苑。
8. 鄭希瑞 (2006), 美化行銷學, 台北: 普林斯頓國際。
9. 程紹同 (2000), 「米老鼠的運動王國」迪士尼全球運動中心支行銷活動, 廣告雜誌, 95, 58-63。
10. 梁照信 (2001), 第五促銷元素, 台北: 滾石書局。
11. 釋義方 (1999), 企業對運動贊助行為之研究, 國立臺灣大學商學研究所未出版之碩士論文。
on the performance of global brand image strategies. Journal of Marketing Research, 32, 163-175.


