

A study of sport sponsorship and brand image on female consumers' purchase : 以 Nike woman 為例 / 何鈺雯 撰 .- 彰化縣大

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ABSTRACT

This study aimed to explore the relationship among sports sponsorship, brand images and purchase intention by using Nike Women as a case study. Nike Women has been sponsoring many sport events and are very popular with female consumers. In general, female consumers view Nike Women positively. To further understand the relationship among sports sponsorship, brand images and purchase intention, this study measured sports participation, sponsor links and sponsor valuation as the three measurements. Nike Women sponsors events targeting at the women above 20 years old and with purchasing power. Therefore, this study used convenience sampling and obtained a total of 261 effective questionnaires. Through questionnaire survey and applying the structural equation model (SEM) to test the research model, this study found that proposed model has good fitness. The conclusions are as follows: 1. Sports sponsorship has a positive influence on brand images. 2. Sports sponsorship has a positive influence on purchase intention. 3. Brand image has a positive influence on purchase intention. Based on the model, this study inferred conclusions, and provided suggestions to corporates regarding the selection and operational models of sports sponsorship because they are critical to the enhancement of brand images and purchase intention among consumers.

Keywords : sports sponsorship、 brand image、 purchase intention

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