

A study of the influence of sport sponsorship to brand image and brand loyalty : 以維他露公司贊助台中市舒跑杯為例 / 鄭雅

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ABSTRACT

The objective of this research was to analyze whether sports sponsorship positively affects brand image and brand loyalty. The research subjects were the public who had heard of or participated in Supau Cup Mini Marathon organized by Vitalon Food Company. There were 485 effective questionnaires among all the returned questionnaires. The data were analyzed by AMOS V.18. The results showed that the overall fit indices all reached good standards ($\chi^2/df=1.848$, $GFI=.923$, $AGFI=.906$, $RMSEA=.042$, $NFI=.951$, $CFI=.977$, $RMR=.030$). The findings are as follows: "sports sponsorship" positively influences "brand image", "sports sponsorship" positively influences "brand loyalty" and "brand image" positively influences "brand loyalty." In terms of respondents' demographics, gender difference did not show a significant difference in sports sponsorship, brand image, and brand loyalty. However age, educational level, occupational types, and previous experiences in participating in Supau Cup Mini Marathon have significant differences in sports sponsorship, brand image, and brand loyalty.

Keywords : sports sponsorship、brand image、brand loyalty

Table of Contents

內容目錄 中文摘要	iii	英文摘要	
iv 誌謝辭		v 內容目錄	
vi 表目錄		vii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景與動機	
1 第二節 研究目的	3	第三節 研究問題	
3 第四節 研究流程	4	第二章 文獻探討	
5 第一節 運動贊助	5	第二節 品牌形象	
17 第三節 品牌忠誠	23	第四節 維他露公司贊助舒跑杯歷史	
26 第三章 研究方法	32	第一節 研究架構	
32 第二節 研究假設	33	第三節 變數操作性定義與衡量	
35 第四節 研究工具	36	研究對象與抽樣方法	43
43 第六節 資料分析方法	43	研究分析與研究結果	47
47 第一節 問卷基本資料分析	47	第二節 信度與效度分析	53
53 第三節 整體結構模式分析		61 第五章 結論與建議	65
65 第一節 研究結論		65 第二節 管理意涵	67
67 第三節 後續研究建議與研究限制		68 參考文獻	70
70 附錄研究問卷		82 表目錄	
36 表 3-1 人口變項及其他量表		36 表 3-2 運動贊助題項及命題參考文獻	
38 表 3-3 品牌形象題項及命題參考文獻		39 表 3-4 品牌忠誠題項及命題參考文獻	
38 表 3-5 預試問卷各變項量表之信度分析		41 表 3-6 運動贊助量表項目總和統計量	
41 表 3-7 品牌形象量表項目總和統計量		42 表 3-8 品牌忠誠量表項目總和統計量	
42 表 4-1 樣本結構分析統計表		48 表 4-2 性別與各變數之差異性檢定表	
49 表 4-3 年齡對各變數單因子變異數分析一覽表		50 表 4-4 教育程度對各變數單因子變異數分析一覽表	
51 表 4-5 職業對各變數單因子變異數分析一覽表		51 表 4-6 參與舒跑杯活動次數對各變數單因子變異數分析表	52
52 表 4-7 問卷各變項量表之信度分析		52 表 4-8 量表配適度指標與參考標準值對照表	
53 表 4-9 運動贊助之驗證型因素分析配適度彙整表		55 表 4-10 運動贊助量表之收斂效度與信度分析	
56 表 4-11 運動贊助效益量表區別效度		56 表 4-12 品牌形象之驗證型因素分析配適度彙整表	
57 表 4-13 品牌形象量表之收斂效度與信度分析		58 表 4-14 品牌形象量表區別效度	
59 表 4-15 品牌忠誠之驗證型因素分析配適度彙整表		60 表 4-16 品牌忠誠量表之收斂效度與信度分析	
60 表 4-17 整體模式配適度彙整表			

62 表4-18 運動贊助對品牌形象與品牌忠誠影響模式分析表 . . . 62 圖 1-1 研究流程圖

4 圖 3-1 研究架構圖 32 圖 4-1 運動贊助之驗證型因素分析結構圖 54 圖 4-2 品牌形象之驗證型因素分析結構圖 57 圖 4-3 品牌忠誠之驗證型因素分析結構圖 59 圖 4-4 運動贊助對品牌形象與品牌影響之初始模式圖 . . . 61 圖 4-5 運動贊助對品牌形象與品牌忠誠影響之模式 63

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