

# 企業運動贊助對消費者品牌認同與購買行為影響之研究 = A effects of corporate sports sponsorship on consumer brand identity

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## 摘要

本研究主要的目的在於探究台灣地區的企業運動贊助和購買行為之間的關聯。其次，以消費者之品牌認同為中介變項，進一步檢測其在運動贊助對購買行為之交互作用中的效果。為達研究目的，本研究以運動贊助為研究主體，針對298份有效樣本，並以結構方程模式(Structural Equation Modeling, SEM)來整合探討影響消費者購買行為的關鍵因素：運動贊助、品牌認同之間的關係。本研究以獨立樣本t檢定、單因子變異數分析、皮爾遜積差相關以及迴歸分析等方式進行資料處理分析。研究總結出下列幾點實證結果：1. 企業的運動贊助顯著正向影響購買行為。2. 品牌認同對運動贊助與購買行為間之關係具顯著效果。根據研究的結果，對企業界以及未來此領域的研究提出建議以茲參考。

關鍵詞：運動贊助、品牌認同、購買行為

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