

# A effects of corporate sports sponsorship on consumer brand identity and purchase behavior : 以愛迪達為例 / 張慧君 撰 .-

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## 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 con-sumer ' 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, Pear-son ' s product-moment correlation, and regression analysis. From the survey, some con-clusions 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 spon-sorship 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

## Table of Contents

目錄 中文摘要	iii	英文摘要	iii
v 誌謝辭	viii	內容目錄	vii
viii 表目錄	xii	x 圖目錄	x
xii 第一章 緒論	1	第一節 研究背景與動機	5
1 第二節 研究目的	5	第二章 文獻探討	7
7 第一節 運動贊助	7	7 第二節 消費者品牌認同	19
19 第三節 購買行為	19	27 第三章 研究方法	36
36 第一節 研究架構	36	36 第二節 研究假設	37
37 第三節 變數操作性定義與衡量	40	40 第四節 問卷設計與調查實施	45
45 第五節 資料分析方法	47	47 第六節 預試問卷	49
49 第四章 研究結果與分析	55	55 第一節 個人背景變項之描述性統計分析	55
55 第二節 差異性檢定分析	57	57 第三節 個人背景之差異性檢定結論	65
65 第四節 信度與效度分析	67	67 第五節 整體結構模式分析	77
77 第五章 結論與建議	82	82 第一節 實證結論	82
82 第二節 未來研究建議與研究限制	85	85 第三節 管理意涵	87
87 參考文獻	88	88 附錄A 預試研究問卷	101
101 附錄B 正式研究問卷	105		

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