

品牌知名度與品牌形象之關係-以企業贊助網球運動作為調節變項

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摘要

本研究旨在探討國中、高中與大學網球選手之品牌知名度對品牌形象之影響，並以企業贊助作為調節變項。本研究採用立意抽樣方式，選取中部地區國中、高中、大學學生之網球選手為研究對象，問卷發放總計383份，經剔除無效問卷，其有效問卷計有329份，有效問卷率為85.90%，經文獻探討後，提出本研究各項的假設。經SPSS軟體統計分析後，本研究發現其品牌知名度對品牌形象達顯著正向的影響，故品牌知名度對品牌形象具有良好的預測力。企業贊助行為對品牌知名度達顯著正向的影響，故企業贊助行為對品牌知名度具有良好的預測力。企業贊助行為對品牌形象達顯著正向的影響，故企業贊助行為對品牌形象具有良好的預測力。本研究希望藉由研究結果的呈現，提出一個可供驗證的理論，並對企業贊助運動者提出具體的實務性建議。

關鍵詞：品牌價值、品牌知名度、企業贊助

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