

The Study on The Relationship between Enterprise brand awareness and Image - An Example of Tennis Sport ' s Sponsorship fr

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ABSTRACT

This study aimed to understand how the brand awareness affects brand image by using tennis players in high school and colleges as sample and corporate sponsorship as a moderator variable. This study uses a purposive sampling basis and selects the tennis players in high school and colleges of central region of the country as respondents. 383 questionnaires were issued and 329 valid questionnaires were received. The effective response rate is 85.9%. Assumptions of this study are based on literature review. After using SPSS to analyze data, the study found brand awareness has significant positive impact on brand awareness. It indicated that brand awareness is a good prediction for brand image. Corporate sponsorship has significant positive impact on brand awareness as well as brand image. Therefore, we think corporate sponsorship can be a good prediction for brand image. By presenting these results, this study hopes to provide an examinable theory and also some practical suggestions for decision makers of corporate sponsorship actions.

Keywords : brand image、 brand awareness、 corporate sponsorship

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