

運動贊助與品牌意象應用於品牌認同之研究：品牌個性觀點

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摘要

本研究主要探討消費者對於企業運動贊助、品牌意象、品牌個性及品牌認同關聯性與影響之研究。首先針對消費者對於企業運動贊助、品牌意象、品牌個性，在品牌認同上所產生的影響。再者，確認各構面變數之間的因果關係，針對各變數探討其操作性定義，並設計出適當的問卷衡量變項。本研究利用問卷調查的方式針對知道VOLVO汽車、知道林書豪（Jeremy Lin）代言VOLVO汽車及曾購買或已購買VOLVO汽車的消費者進行研究，以新北市、台北市、台中市、台南市及高雄市等都會為主要研究區域，發放正式問卷1,400份，收回1,123份，扣除91份無效問卷後，有效樣本數共為1,032份，回收使用率達73.71%。所得資料經描述性統計分析、t檢定及結構方程模式(SEM)等統計方法進行各項研究假設之驗證。研究結果顯示，運動贊助對於品牌認同無顯著性影響，品牌意象對於品牌認同有顯著正向影響，品牌個性對於品牌認同有顯著正向影響。另，品牌個性為運動贊助對品牌認同的影響關係中具有中介效果；若品牌個性在品牌意象對品牌認同的影響關係中則不具有中介效果。綜合上述，企業積極贊助運動相關活動，以利提升品牌認同，設計獨特品牌意象，提升品牌認同，創造高價值感的產品屬性，產品品牌個性，提升產品價值，然而企業強化整體品牌意象，提升消費者品牌認同，對於企業的永續經營及競爭力提升，有更絕對的幫助。

關鍵詞：運動贊助、品牌意象、品牌個性、品牌認同

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