

# The Research of Sports Sponsorship and Brand Image Applied to the Brand Identification: Perspective of Brand Personality

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## ABSTRACT

This research investigates the correlations and influence between business sports sponsorship, brand image, brand personality and brand identification. First, business sports sponsorship, brand image and brand personality how to influence the brand identity. Furthermore, the paper makes sure the causal relationship on variables of each dimension, for each variable it explore the operational definition and design an appropriate questionnaire to measure variables. This study utilizes questionnaires to make the research on the consumers of knowing VOLVO cars, knowing that Jeremy Lin endorsement VOLVO car, had to purchase or have purchased VOLVO cars. The research area is on metropolitan cities in Taiwan, includes New Taipei City, Taipei, Taichung, Tainan and Kaohsiung and so on. The questionnaires issue 1,400 copies; 1,123 copies is returned; after deducting 91 invalid questionnaires, 1,032 responses are valid and returned rate is 73.71%. The obtained information is verified for the research hypotheses by descriptive statistical analysis, t-test and structural equation modeling (SEM) and other statistical methods. The findings demonstrate sports sponsorship does not significantly influence brand identification; brand image positively and significantly influence brand identification; brand personality positively and significantly influence brand identification. Moreover, brand personality has the mediation effect between brand image and brand identification; brand personality has not mediation effect between brand image and brand identification. In summary, the enterprises actively sponsor sports activities and design unique brand image in order to enhance brand identification, and create high-value product attributes and brand personality to promote product value. However, the enterprises strengthen the overall brand image and enhance consumer's brand identification to help business sustainable management and competitiveness.

Keywords : Brand identification、Brand image、Brand personality、Sport sponsorship

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