

# A Study for Consumer's Brand Equity and Purchasing Intention on Sponsorship of ING ANTI Insurance Company in Taipei ...

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## ABSTRACT

This research is an analysis of ING ANTI Insurance Company's sponsorship in Taipei International Marathon. It's pointed on the sponsorship's influence on consumer's brand equity and purchasing intention. This research is made to find out if the causes that make a company to sponsor events have concern with consumers' Brand Equity and Purchasing Intention, and also, to find out how well the effect could be for a company by sponsoring events. Samples of this research come from participants in Taipei International Marathon and the survey is aimed at their point of views toward ING ANTI Insurance Company's sponsorship in the event by filling out questionnaires. There were 502 questionnaires given out in total, and 430 of them were received back. Take out those were not completely answered, there are 394 effective ones. Those effective questionnaires are analyzed by SPSS software 13.0 English version, and then use Pearson correlation and means of descriptive statistics to analyze the demographics data and relevant variables. Discoveries from the research are as follows: 1. There is a direct proportion between participants' attitude toward ING ANTI Insurance Company's sponsorship in the event and the fame of the brand awareness. 2. There is a direct proportion between participants' attitude toward ING ANTI Insurance Company's sponsorship in the event and the brand recognition. 3. There is a direct proportion between participants' attitude toward ING ANTI Insurance Company's sponsorship in the event and the brand preference. 4. There are noticeable differences in the fame of brand awareness and brand recognition between participants that took parts in different extent. 5. There is a direct proportion between the company's fitness to the event they sponsor and the fame of brand awareness, brand recognition and brand preference. 6. There is a direct proportion between purchasing intention and the fame of brand awareness, brand recognition and brand preference.

Keywords : Sport Sponsorship ; Brand Equity ; Marathon

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