

# A Study on Brand Recognition and Purchase Intention for Logos on Sports Attire : Based on A Professional Baseball Team –

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## ABSTRACT

Due to a great number of fans and media exposure, Brother Elephants attracts many sponsors and becomes the representation of sport sponsorship in Taiwan. This study focuses on brand recognition and purchase intention for logos on sports attire among Brother Elephants fans. The purpose of this study is to understand these fans' recognition of sponsors, and analyze the relations among their involvement, brand recognition, and purchase intention. The sample of the research was from Brother Elephants' fans during the 19th CPBL season. Six hundred Questionnaires were spread out on sites, and a total of 518 was valid. SPSS for Windows 12.0 software Data was applied for data analysis. Descriptive statistics, One-way ANOVA, Crosstab, t-test, and Scheffe method were used to probe into the relations among the demographics data and variables. The results are as follows: First, the best recognition of 13 sponsors is Wu-Jhou Pharmacy, with average 7.75 sponsors in all sponsors. Second, there is a positive correlation between fan' involvement and brand recognition. Third, there is a positive correlation between fan' involvement and purchase intention. Fourth, there is a positive correlation between brand recognition and purchase intention. This study suggests that: First, reducing sponsor logos on Brother Elephants attire; Second, a sponsor should use effective advertisement for its products; Third, attracting other groups of audience except students; and fourth, developing some marketing strategies for special groups.

Keywords : Logos on Sports Attire, sport Sponsorship, brand Recogniton,purchase intention.

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