

The Study for the Effect of Corporate Sponsorship in Olympic Games to Taiwan Consumer's Brand Perception and Purchase Mo

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ABSTRACT

The Study was to explore the Effect of Corporate Sponsorship in Olympic Games to Taiwan Consumer ' s Brand Perception and Purchase Motivation, and explored the different variables in demographic statistics about brand perception and purchase motivation. " Consumer ' s brand perception and purchase motivation questionnaire " as to this study tool, carried on the questionnaire. A total of 600 questionnaires were sent out, and 463 valid ones were retrieved after the ones that were not completely answered were taken out. The findings yielded after empirical analysis are as follows: 1. Corporate Sponsorship in Olympic Games of consumers ' brand perception and purchase motivation have reached a significant level of differentiation. 2. After Corporate Sponsorship in Olympic Games , the feeling degree of consumers ' brand perception , "brand association " as the highest, "consciousness quality" time it, "brand popularity" as the lowest. 3. The difference situation of different populations ' brand perception and purchase motivation. (1) Different gender, age and antecedent showed no significant differentiation in terms of brand perception and purchase motivation. (2) People with different occupations showed significant differentiation in terms of brand perception and purchase motivation. (3) People with different levels of income showed significant differentiation in terms of brand perception and purchase motivation.

Keywords : Corporate Sponsorship ; Olympic Games ; Brand Perception ; Purchase Motivation

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