

An Empirical Study on the Relationship between the Brand Relationship and the Relationship Quality and the Brand Equity-A

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ABSTRACT

Sponsorship has been conceived as one of the effective marketing forms to achieve market targets. By these marketing forms, the business can not only emphasize the short-term interest relationships, but also focus on the long run interests. This research would like to develop an empirical model based on a long-term efficient marketing model and for the reference of the marketing practice. The brand relationship is established between business and customers. The relationship quality is a mediator between the brand relationship and brand equity. This research would discuss how the brand relationship and relationship quality affect the brand equity in terms of sponsorship. Sampling research is aimed at the audiences in the famous sport competition-SBL which is sponsored by business chronically. This research would use LISREL to test and verify the relations between the dimensions. This research found that: First, in the direct relations, the brand relationship would significantly influence the final brand equity. Second, in the indirect relations, the brand relationship would significantly influence brand equity through relationship quality. Third, the business could improve the relationship to customers with the indirect relations influences. Therefore, the indirect relations could strengthen the efficiency of brand equity in a long-term relationship.

Keywords : sponsorship ; brand relationship ; relationship quality ; brand equity

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