

A Study on the Relationships between Cause-Related Marketing and Brand Equity-A Case Study on E.SUN Bank and Wang Chien-

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ABSTRACT

The purpose of this research was to discuss the relationship between cause-related marketing and brand equity, focusing on the cause-related marketing of the Wang Chien-ming Affinity Card and Cash Card Wang Chien-ming dispensed by E.Sun Bank. This Public benefit activity has invited the well-known professional baseball player, Wang Chien-ming. In general, the public has a fairly positive opinion towards Wang and E.Sun Bank. To further understand the relationship between cause-related marketing and brand equity, this research discussed the influence of celebrity endorsements, the issue of cause-related marketing and brand equity in addition to the relationship between cause-related marketing and brand equity. This research focused on consumers over 20 years old because they meet the age limitation of applying for the cards. A total of 212 valid questionnaires were obtained through convenience sampling. Questionnaires and SEM were used to exam the model of this research and the result showed that the fitness of this pattern is high. The results of this research are as follows: 1. With celebrity endorsements, cause-related marketing could have an outstanding influence on brand equity; 2. This cause-related marketing project has a significant relationship with the role of Wang Chien-ming as an endorser. Based on this mode, this research reached conclusions, provided the strategy of cause-related marketing, and suggested that the choice of cause-related marketing topics. The way of developing marketing techniques and the endorsers' s choice must is consistent with the subject and enterprise's image are the most crucial elements of promoting the brand equity of a corporation. The consumer is bigger than regarding the cause-related marketing subject's support to the subject combination and the interest.

Keywords : cause-related marketing;brand equity;celebrity endorsements

Table of Contents

中文摘要.....	iii	英文摘要.....	iv	誌謝辭.....	vi	內容目錄.....	vii
緒論.....	1	第一節 研究背景與動機.....	1	第二節 研究目的.....	3	第三節 研究問題.....	4
第一章 文獻探討.....	6	第一節 公益行銷概述.....	6	第二節 品牌權益.....	17	第三節 代言人.....	31
第一節 研究架構.....	35	第二節 研究假設.....	36	第三節 研究變項之操作性定義與衡量.....	37	第四節 研究工具.....	41
第二節 問卷量表信度檢測.....	47	第一節 問卷基本資料分析.....	50	第二節 變項間之相關分析.....	59	第三節 模式之建立與驗證.....	60
第三節 研究結論.....	69	第四節 整體結構模式分析.....	65	第五節 結論與建議.....	69	第一節 研究結論.....	69
第四節 後續研究建議及研究限制.....	72	第二節 管理意涵.....	71	第五節 結論.....	71	第二節 管理意涵.....	71
參考文獻.....	74	第三節 後續研究建議及研究限制.....	72	第六節 參考文獻.....	74	第三節 後續研究建議及研究限制.....	72
附錄A 研究問卷.....	88						

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