

消費者對跨國企業運動行銷知覺價值與品牌形象關係之研究

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摘要

二十一世紀，許多跨國企業透過運動行銷實現企業之行銷目

標，使得運動行銷活動在全球蔚為風潮。然而，跨國企業以運動行銷建立品牌形象的行銷策略，在消費者心中的知覺價值為何？運動行銷建立品牌形象之效益是否顯著？是值得進一步探討的。因此，本研究建構並驗證消費者對跨國企業運動行銷知覺價值與品牌形象關係之模式，以消費者角度探討參與企業運動行銷活動者之知覺價值與品牌形象之關係。研究變項包括運動行銷知覺價值、品牌知名度、品牌形象。

本研究採問卷調查方式，以中部地區曾經參與過美利達企業所舉辦的運動行銷活動者為對象，以便利抽樣法進行問卷調查，共獲得有效問卷205份，以結構方程模式進行統計分析，經由實證「運動行銷知覺價值」會正向影響「品牌知名度」；

「品牌知名度」會正向影響「品牌形象」。

關鍵詞：運動行銷、品牌知名度、品牌形象

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