

A Study on the Relationship between the Customers' Perceived Value and Brand Image of Sports Marketing in Multi-nationa

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ABSTRACT

In twenty-first century, It have been becoming a practice that many multi-national Corporations realize their marketing goals through sports marketing. Thus, the sports marketing activities are getting more and more prevailing. However, there are still some concerns about it, i.e:

“ How effective is it in terms of the customer's perceived value that the corpora-tions forge their brand images through sports marketing? ” and “ Is it significant to create brand image through sports marketing? ”

The aim of the study is to establish and validate the model of correlation of the customer ' s perceived value with brand image of the corporations with respect to the engaged customer ' s perceived value and brand image.

The variables contained in the study are the perceived value of sports marketing, brand awareness and brand image.

A questionnaire-survey approach is employed for the study. the subjects of the study are the visitors who has been in any of the sports marketing activities held by Merida Industry Co. Ltd. A total of 205 valid copies of the questionnaire was collected with convenience sampling. Using the structural equation model, a thorough statistic analysis has been done with the collected data and some conclusions was drawn as such: The perceived value of sports marketing has a positive correlation with brand awareness; brand awareness shows a positive correlation with brand image.

Keywords : sports marketing、 brand awareness、 brand image

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