

A Study of the Effects in Brand Awareness and Brand Image through Sport Sponsorship - Taking ATUNAS as an Example

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ABSTRACT

This study aimed to investigate the relationship among sports sponsorship, brand awareness, and brand image. It used ATUNAS' sponsorship of "Climbing Project of the World's Seven Summits" as the research topic. Generally, the primitive motivation that corporations sponsor sports activities is to improve their brand image and increase their brand awareness. Therefore, this study constructed a theoretical model of sports sponsorship for brand awareness and brand image.

Based on convenience sampling, this study collected a total of 250 valid questionnaires. Through questionnaire survey and structural equation modeling (SEM), the study constructed an influence model of sports sponsorship on brand awareness and brand image.

The result of analysis indicated good model fitness. The findings are as follows:

1. sports sponsorship has a positive influence on brand awareness.
2. sports sponsorship has a positive influence on brand image.
3. brand awareness has a positive influence on brand image.

Based on the findings, this study suggested that ATUNAS' sponsorship of the "Climbing Project of the World's Seven Summits" not only increased its brand awareness, but also improved its brand image. Other corporations of leisure products may follow this example of sports sponsorship. In addition, when corporations participate in sports sponsorship, they can achieve the greatest sponsorship effectiveness and reach out to the consumers.

Keywords : sports sponsorship、brand awareness、brand image

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