

Investigating the Influences of Stadium Naming Rights-A Case Study of Hsinchu County Stadium

葉長青、熊婉君

E-mail: 9806555@mail.dyu.edu.tw

ABSTRACT

This research aims to investigate the various influencers of stadium naming rights in Taiwan, using the country's first stadium naming rights example- the Hsinchu County Stadium, as research case study. Due to insufficient examples, this research leveraged exploratory research methods, using a case study and questionnaire survey. The case study research includes interviewing a stadium operation supervisor at BROS sport marketing to understand the entire stadium naming process. The questionnaire survey targeted Hsinchu county residents who were participating in activities held at the Hsinchu County Sports Stadium and 288 questionnaires were received. All gathered data was analyzed statistically with SPSS12.0(English version), the results combined with case study research info gave the following conclusions :

1. The public positively support stadium naming rights; 2. the public is indifferent towards sponsoring brand and its cooperation with public stadiums; 3. apparently, there is a high level of correlation between sponsorship and sponsor brand image, brand awareness and consumers' desire to purchase its products. Finally, according to research results on government organizations, stadium management employees, sponsors and subsequent researches, main suggestion was to create a desirable environment for stadium naming rights to be developed in Taiwan.

Keywords : naming rights、 stadium naming rights、 brand awareness、 brand image

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