

企業運動贊助對贊助績效影響之研究：形象轉移中介角色、品牌熟悉度稀釋效果與一致性調節型中介角色之探討

The Study of the Effect of Corporate Sports Sponsorship on Performance: The Mediating Role of Image Transfer, the Diluting Effect of Brand Familiarity and the Moderated Mediation Role of Congruence

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摘要

國內各種運動賽事日漸盛行，企業贊助亦隨之成長，運動贊助業已成為企業行銷的新利器。本研究探討企業運動贊助對形象轉移、贊助績效的影響，並檢測一致性的調節型中介效果，與品牌熟悉度的稀釋效果。本研究挑選六項運動賽事，共回收 638 份問卷，經由驗證性因素分析、結構方程式驗證、複核效度檢測，達成良好的效度類推性。主要理論貢獻為：(1)企業運動贊助同時對形象轉移與贊助績效，皆具備正向顯著影響；(2)形象轉移在企業運動贊助與贊助績效之間具備部分中介角色；(3)一致性在企業運動贊助、形象轉移與贊助績效三者之間具備調節型中介角色；(4)品牌熟悉度將會稀釋間接效果。最後提出實務建議與未來研究方向。

關鍵字：企業運動贊助、形象轉移、一致性、調節型中介效果、品牌熟悉度

ABSTRACT

The domestic sports events prevailed day by day and stimulated the growth of corporate sponsorship. Sports sponsorship had become the new edge tool to marketing gradually and played an important role in the sports events. The purpose of this study was to examine the effects of corporate sports sponsorship on image-transfer and sponsorship outcomes(including purchase intention, word of mouth, sponsor image), and to verify the moderated mediation effect of congruence and the diluting effect of brand familiarity. We selected six-type sports events, and retrieved 638 questionnaires. By adopting CFA, SEM, multi-groups analysis and bootstrap examined model stability and validation generalization. Meanwhile, the results of the study were summarized as follow: (1)Corporate sponsorship had significant positive effects both on image transfer and sponsorship performance. (2)Image transfer had partial mediating effect between corporate sponsorship and sponsorship performance. (3)Congruence had moderated mediation effect among corporate sponsorship、image transfer and sponsorship performance. (4)Brand Familiarity diluted the mediating effect of image transfer. By the way, we also provided practical suggestions and future research directions.

Keywords: Sports sponsorship, Image transfer, Congruence, Moderated mediation effect, Brand familiarity