

The influence of brand positioning and event marketing on brand loyalty—The mediation roles of brand identification and brand personality: The case of spectator sport

Jin-Long Chen¹ | Sheng-Wen Wang²

¹ Associate Professor, Department of Leisure and Sport Management, National Taipei University

² Corresponding author, Associate Professor, Department of Aquatic Sports and Recreation Management, Taipei University of Marine Technology, k324066@tmt.edu.tw

ABSTRACT

This study investigates event marketing and brand positioning that influence brand attitudinal loyalty and brand behavioral loyalty through brand identification and brand personality in the field of spectator sport. The current study is one of the first to demonstrate the relationship between brand positioning and attitudinal/behavioral loyalty in the spectator sport context. This work conducted the survey method and collected 240 effective customer samples in professional sport events in Taipei City. The findings showed that brand positioning substantially influences both brand attitudinal loyalty and brand behavioral loyalty through brand identification and brand personality. Therefore, a sports team should invest a long-term work of positioning its brand rather than just hold a short-term event.

Keywords:

Spectator sport, Brand positioning, Event marketing, Attitudinal loyalty, Behavioral loyalty.