出國報告（出國類別：會議）

2008 亞洲運動管理學會年會
暨學術研討會

服務機關：國立臺灣體育大學(臺中)
姓名職稱：王慶堂(副教授)
派赴國家：泰國曼谷
出國期間：97 年 11 月 25 日至 12 月 1 日
報告日期：97 年 12 月 31 日

2009 亞洲運動管理學會年會暨學術研討會報告

摘要

本次出席 2008 年亞洲運動管理學會年會並發表研究成果，除可以提高台灣在國際學術之能見度外，亦可以藉由學術研究成果之發表，建立台灣及本校教師在國際學術領域之曝光度，強化台灣與本校國際知名度與專業領導地位。本次投稿之論文題目爲「THE EFFECTS OF SPORT EVENT SPONSORSHIP – THE CASE STUDY OF 2008 BASEBALL FINAL OLYMPIC QUALIFYING TOURNAMENT」，經大會接受爲口頭發表之學術論文，藉由國際會議之出席公開發表台灣辦理國際棒球賽事之效益，促進國際對台灣棒球賽事之了解。2008 亞洲運動管理學會年會之會員代表大會，11 月 28 日召開，出席之國家有中國、日本、韓國、台灣、越南、香港、馬來西亞、泰國等國之代表，我國籍之高俊雄教授於會議中，順利當選亞洲運動管理學會之會長，成爲我國學術領域中首位擔任會長之學者。顯示我國在亞洲地區運動管理學領域之影響力已成爲領域中之主流國家。

本次出席 2009 亞洲運動管理學會年會暨學術研討會，感受亞洲地區各國運動管理學領域之興起與蓬勃發展，我國出席會議之學者、發表論文之數量在各國間均名列前矛，顯示我國運動管理學領域之發展已有具體之成果與影響力。

目錄

壹、計畫目的與行程

一、計畫目的

出席 2008 年亞洲運動管理學會年會並發表研究成果，除可以提高台灣在國際學術之能見度外，亦可以藉由學術研究成果之發表，建立台灣及本校教師在國際學術領域之曝光度，強化台灣與本校國際知名度與專業領導地位。

本次投稿之論文題目爲「THE EFFECTS OF SPORT EVENT SPONSORSHIP – THE CASE STUDY OF 2008 BASEBALL FINAL OLYMPIC QUALIFYING TOURNAMENT」，經大會接受爲口頭發表之學術論文，藉由國際會議之出席公開發表台灣辦理國際棒球賽事之效益，促進國際對台灣棒球賽事之了解。

二、會議成員

姓名	職稱	業務分工
王慶堂	副教授	出席會議及發表論文
洪郁然	研究生	出席會議及發表論文

三、行程表

（一）出國期間：由本校運動管理學系副教授王慶堂博士，於 97 年 11 月 25 日出發，預定 11 月 30 日返台，後因泰國黃衫軍佔領曼谷國際機場，導致曼谷國際機場關閉，於 12 月 1 日由中華航空派領專機由烏打拋海軍機場接運滯留泰國之國人返回台灣。

（二）團員行程表

日　期	行　程	活　動	夜宿城市
11 月 25 日	出發	桃園機場出發	曼谷
11 月 26 日	會議報到	出席 2008 亞洲運動管理學會學術研討會	曼谷
11 月 27 日	出席會議	出席 2008 亞洲運動管理學會學術研討會	曼谷
11 月 28 日	出席會議	出席 2008 亞洲運動管理學會學術研討會	曼谷
11 月 29 日	出席會議	出席 2008 亞洲運動管理學會學術研討會	曼谷
11 月 30 日	曼谷候機	曼谷國際機場關閉，延誤返台	曼谷
12 月 1 日	抵達台灣	返程	

貳、會議過程

一、出席亞洲運動管理學會學術會議

本次「2008 亞洲運動管理學會年會暨學術會議」於 2008 年 11 月 26 日至 29 日

假泰國曼谷 Chandrakasem Rajabhat Univerity 舉行，並以口頭發表學術論文，題目爲「THE EFFECTS OF SPORT EVENT SPONSORSHIP – THE CASE STUDY OF 2008 BASEBALL FINAL OLYMPIC QUALIFYING TOURNAMENT」。

論文發表會後與主持人合影

與出席會議之黃昱教授、畢璐鑾教授、日本運動學會會長等人
於歡迎我國出席之旗幟旁合影留念

二、考察 2008 亞洲運動管理學會年會

2008 亞洲運動管理學會年會之會員代表大會，於 11 月 28 日假曼谷召開，出席

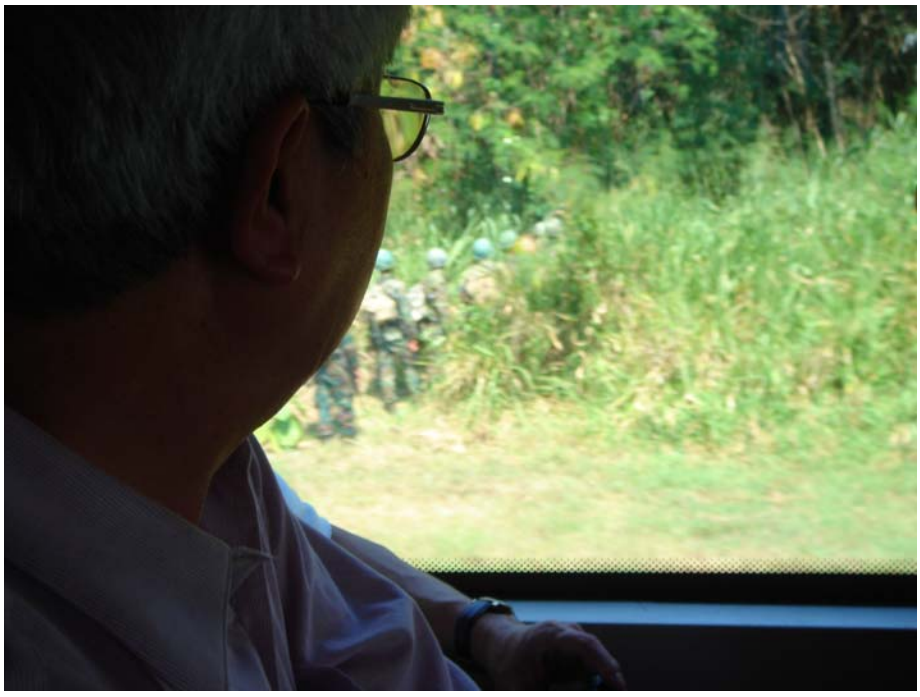
之國家有中國、日本、韓國、台灣、越南、香港、馬來西亞、泰國等國之代表，我國籍之高俊雄教授於會議中，順利當選亞洲運動管理學會之會長，成爲我國學術領域中首位擔任會長之學者。

王慶堂博士於高俊雄會長當選後，於會場合影留念

本校姐妹校越南胡志明市體育大學林校長出席會員大會，於會議期間交流兩校之運動管理合作計畫內容，並於會場合影留念

叁、國際機場關閉之影響

2008 年 11 月 25 日深夜開始，泰國黃衫軍佔領曼谷國際機場，導致曼谷國際機場關閉，直至筆者搭乘華航專機於 12 月 1 日下午離境爲止，均未有撤離之跡象，導致大量外籍旅客滯留泰國，在泰國曼谷之街頭雖不見有嚴重之暴力衝突事件，但國際機場長期關閉，已嚴重影響泰國之國際形象，滯留人潮大多停留於飯店中，外籍旅客除趕往機場或於航空公司服務處排隊更換機票或機位外，外籍人士並不常出現於曼谷街頭。在泰國進入觀光旅遊旺季之期間，因爲國際機場之關閉嚴重影響國際旅客進入泰國旅遊之意願，導致泰國損失入境旅客車過 15 萬人次，損失觀光收入超過新台幣 20 億元以上。



於前往機場途中可見武裝軍人(後方)於路邊要塞間移動

筆者後方爲中華航空之臨時報到櫃檯，位置於烏打拋軍用機場之屋簷下進行旅客報到

筆者報到後取得之中華航空登機證爲手寫之登機證，並未有登機時間、登機門編號、座位編號

泰國紅十字協會於軍用機場之停車場設置臨時攤位，提供免費之飲水與簡單食物

從接駁車中可以見到中華航空及長榮航空派往泰國撤僑之專機停於機坪，讓滯留泰國曼谷之國人安心不少

肆、心得與建議

一、心得

本次出席 2008 亞洲運動管理學會年會暨學術研討會，感受亞洲地區各國運動管理學領域之興起與蓬勃發展，我國出席會議之學者、發表論文之數量在各國間均名列前矛，顯示我國運動管理學領域之發展已有具體之成果與影響力。

透過會議之出席、與各國學者之接觸，以及國際論文發表之參與，獲得以下之心得。

1.台灣學者高俊雄博士當選亞洲運動管理學會(AASM)會長，顯示我國在亞洲地區運動管理學領域之影響力已成爲領域中之主流國家。

2.會議期間取得 2009 年 AASM 國際學術會議之主辦權，屆時將有助於我國在學術領域間之版圖開拓。

3.國際事務之經營需要長期之參與，建立綿密之人脈關係與互信機制，在我國相關國際事務參與部分，需要由政府、體育組織共同培養國際體育事務人才，長期、積極參與國際體育事務，參加重要職務之選舉，以增進我國於國際間之發聲管道。

4.運動管理、運動產業、運動觀光等領域已成爲運動學術研究與實務操作之重要領域，我國應借鏡國際發展趨勢，積極培養專業人才，結合運動賽會、運動休閒產業、運動觀光產業等，以提高賽會之附加價值，促進我國之運動產業發展。

二、建議

1.行政院體育委員、教育部體育司等單位應制定辦法，補助相關經費，積極鼓勵我國體育領域之學者出席國際學術會議，發表研究論文，以拓展我國之體育運動地位，提高國際能見度。

2.台灣應儘量舉辦國際學術會議，除可累積國際學術研究之經驗與能量、建立國際人脈網絡外，提高我國體育學術之國際影響程度。

2008 AASM Conference
CRU, Bangkok, Thailand
NOVEMBER 26-29

TO Chung-Tang, Wang Taiwan Sport University, Taiwan

FROM: Associate Professor Manop Pramanachote

President of Chandrakasem Rajabhat University

I am pleased to inform you that your abstract was accepted as the oral presentation of 2008 AASM Conference hosted by Chandrakasem Rajabhat University (CRU) which will be held from November 26-29, 2008 at Chandrakasem Rajabhat Univerity, Bangkok, Thailand. Please be noticed that your full paper should have been submitted at the end of September with 3 to 5 pages of A4 size.

The subtheme code of your paper is **SMO 2035 (Sport Marketing and Sponsorship).** Your registration is needed and must be done by October 31, 2008. Please visit the website "http://2008aasm.chandra.ac.th" for hotel reservation, registration form, and regulations for submission full paper. An official invitation will be made according to the completion of all the aforementioned.

Thank you for your professional participation and interest in joining the 2008 AASM Conference at Chandrakasem Rajabhat University, Bangkok, Thailand. I am looking forward to your participation and cooperation.

Regards,

M. Pramanachote

(Associate Professor Manop Pramanachote)
President of Chandrakasem Rajabhat University

THE EFFECTS OF SPORT EVENT SPONSORSHIP – THE CASE STUDY OF 2008 BASEBALL FINAL OLYMPIC QUALIFYING TOURNAMENT

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Abstract

This research used the spectators of the Final Olympic Qualifying Tournament as research targets in order to discuss the sponsorship benefits to the sponsors of Final Olympic Qualifying Tournament. The investigative method of survey was used, with 305 valid surveys returned.

This research find that consumer's attitude toward baseball influence on purchase intention; the level that consumer's put emphasis on event has influence on firm's commercial image, social image. In consumer's cognition to firm's sponsorship goals, when consumers consider firms sponsor event for public welfare has better sponsor efficiency on firm's commercial image, social image and purchase intention. And consumers consider firms sponsor event for profit has sponsor efficiency on firm's commercial image, social image.

Keywords: *Sponsorship, Sport Sponsorship, Final Olympic Qualifying Tournament*

Introduction

Sports sponsorship has been increasingly popular as a marketing strategy. Many companies invested a lot of money in sport sponsorship in order to increase brand awareness and strength brand image. Sport sponsorship has become more important in marketing mix.

The concept of sponsorship was considered an act of begging, enterprises donate money or material to some groups or organizations with the aim of public welfare and public interest (Chang, 1991; Cheng, 2001). Howard & Crompton (1995) indicated the major difference between sponsorship and donation is that the former usually involves a certain contract and profit in return while the later not. The sponsor and the sponsored will benefit each other through the process. Another view of sponsorship is to regard it as a kind of investment, enterprises invest some specific things or events by money or material, and though this way to achieve enterprise goal or marketing goal (Meenaghan, 1991).

Irwin (1993) pointed out that the enterprises sponsor sport events and the sort usually for charity reasons, but nowadays, the enterprises sponsor sport events is for nothing but promotion purposes (Chang, 2001). Chiang (1999) defined sport sponsorship as the enterprises provide human, material or money resources to sport organizations and events for executing activities, and the enterprises can achieve their business goals through sponsorship.

According to the literature, the first case of modern business sponsorship happened in Australia in the 19th century, the England merchant sponsored a cricket team to advertise their company and sponsorship has become a kind of marketing tools ever since (Cheng, 2001).

In just a few short years, sponsorship has evolved from a small-scale promotional activities (Meenaghan, 1998) to a major global industry with spending expected to reach US$43.5 billion in 2008 (IEG Projection, 2008). In 1987, sponsorship represented between 2.5-3.5% of the total advertising expenditure worldwide (Meenaghan, 1991). This figure reached 11.7% in 2007 (IEG projection). IEG Sponsorship Report reported that 2007 worldwide sponsorship spending has reached $37.91 billion, and the report projected 2008 worldwide sponsorship spending 2008 global outlays on sponsorship should reach $43.5 billion, a 14.8 percent increase over last year's $37.91 billion (IEG Sponsorship Report, 2008).

After 2001 Baseball World Cup and 2006 Chinese Taipei Baseball team won the 15th Asian Games gold medal in Doha. Baseball became more popular in Taiwan. It caused many enterprises sponsored baseball games, the enterprise want attach with their target consumers through sponsor baseball games. So this research will discuss factors that affect firms' sponsoring efficiency through consumers' attitude, and anticipant this research can help firms in marketing affairs.

Purpose of the study

There were many researches about sport sponsorship, but lots of them were research the effect of sponsorship from aspect of sponsor, but spectator or consumer. So this research discussed factors that affect firms' sponsoring efficiency through consumers' attitude. According to the literature, the efficiency of sport sponsorship we often used is media exposure, change in awareness, image enhancement, impact on intent-to-purchase, impact on sale and so on (Huang et al., 2003).

This research uses effect of social and commercial image, effect of purchase intention to measure the effect of sport sponsorship in 2008 Final Olympic Qualifying Tournament, and showed the conceptual model and hypotheses of research below:

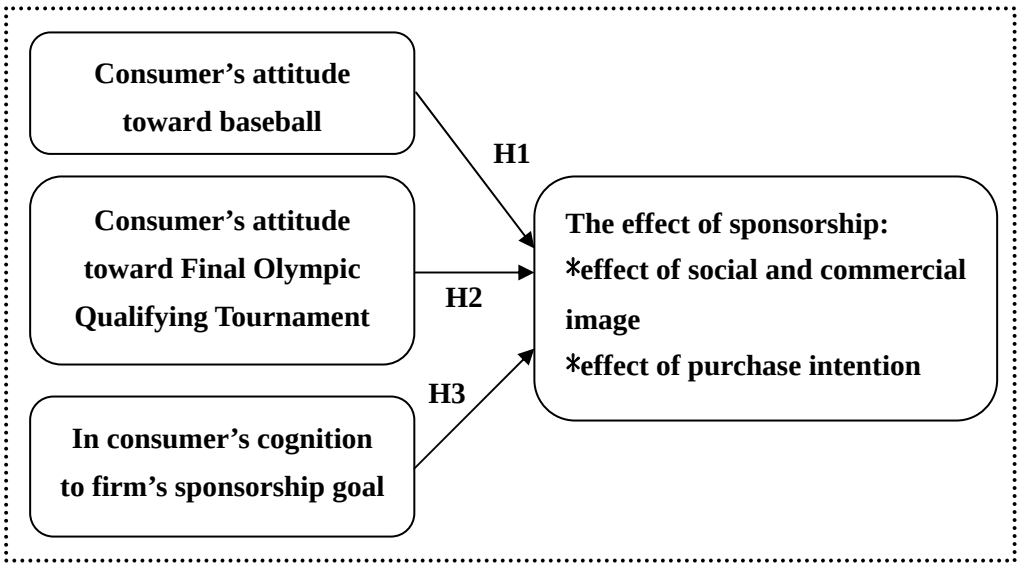

Figure 1 – Conceptual model of the effect of sponsorship.

Hypotheses

H1: Consumers who get high involve in baseball will achieve higher levels of effect sponsorship.

H2: Consumers who get high involve in Final Olympic Qualifying Tournament will achieve higher levels of effect of sponsorship.

H3: In consumer's cognition to firm's sponsorship goals has positive and direct influence.

H4: In consumer's cognition to firm's sponsorship goal (PW) has positive and direct influence the effect of sponsorship. Based on public welfare will get higher efficiency than profit.

Method

Participants

The main study present in this paper was based on survey data. The data were collected using a sample of 2008 Final Olympic Qualifying Tournament spectators as a convenience sample procedure. This sample represented all persons attending this event which we attended. Data were collected from 324 spectators. Completed data were gathered from 305 spectators (185 males, 120 females), who responded to the questionnaire completely (N=305; 94.1% valid rate).

Instrument

This investigation included a two-stage procedure: a pilot and the main study. The purpose the pilot study was to ascertain the feasibility of the scales incorporated in the questionnaire. Even though most of the items have been used in many previous studies and were found to be statistically sound, there was still a need for subsequent testing regarding their applicability to this particular study.

Prior to data collection, a panel consisting of two sport management academician examined the items for content validity. Convenience sampling procedures were employed to secure participants for the pilot study of this investigation. Data for the pilot study were collected from 114 spectators (male:68, female:46) enrolled in 2008 Final Olympic Qualifying Tournament in Taichung Intercontinental Baseball Stadium.

The questionnaires consisted of items with a corresponding 5-point Likert scale (with "1" indicating strong disagreement and "5" indicating strong agreement) to ascertain the spectators' level of agreement with the statements presented and examined in SPSS 12.0 for windows..

Result

The pilot study data was examined in SPSS 12.0 for windows. The KMO measure of sampling adequacy for the 35-item preliminary was .826, indicating a satisfactory degree of common factor variance. The coefficient of Bartlett's Test of Sphericity for the initial scale was significant (X^2=2584.14, $p < .001$) and demonstrated its' correlation magnitude significantly. The Varimax rotation was performed, factor loading value higher than .50 as the criterion for retention, 30 items with satisfactory factor loading

and five items were dropped. The scales for each variable were refined using reliability coefficients. The Cronbach's Alpha value of questionnaire consisted of 6 factors as given below:

Table 1 Reliabilities of 6 factors Measures

Construct	Cronbach's α	Average variance extracted
Consumer's attitude toward baseball	.898	.714
Consumer's attitude toward event	.850	.694
Consumer's cognition to firm's sponsorship goal(PB)	.705	.631
Consumer's cognition to firm's sponsorship goal(profit)	.745	.507
Effect of social and commercial image	.781	.610
Effect of purchase intention	.943	.692

Note. Event=Final Olympic Qualifying Tournament; PW=Public Welfare

Table 2 shows the results of the regression analysis about the impact of the 4 attributes on effect of sponsorship. Consumer's attitude toward baseball does not have significant impact on effect of social and commercial image ($p = 0.974$). But Consumer's attitude toward baseball has significant and positive impact on effect of purchase intention (β =0.118, p=0.026). Hence, it is argued that there was partial support for hypothesis 1. Consumer's attitude toward Final Olympic Qualifying Tournament has significant and positive impact on effect of social and commercial image, but it does not have any significant impact on effect of purchase intention (p=0.333). Hence, it is argued that there was partial support for hypothesis 2. In consumer's cognition to firm's sponsorship goal (PB) has a significant and positive impact on effect of social and commercial image (β =0.248, p=0.000), and it also has positive impact on effect of purchase intention (β =0.380, p=0.000). In consumer's cognition to firm's sponsorship goal (Profit) does not have any significant impact on effect of purchase intention (p=0.653), in consumer's cognition to firm's sponsorship goal (Profit) has significant and positive impact on effect of social and commercial image. Hence, it is argued that there was partial support for hypothesis 3. The coefficient of consumer's cognition to firm's sponsorship goal (PW) is bigger than the other one (profit), and it is only on effect of purchase intention. Hence, it is argued that there is partial support for hypothesis 4.

Table 2 Regression Results of Relationship of Effect of Sponsorship with Consumer's attitude and cognition

	Standardized Coefficients (Beta)	
Dependent variable / Independent variable	Effect of social and commercial image	Effect of purchase intention
Consumer's attitude toward baseball	N	**0.118***
Consumer's attitude toward Final Olympic Qualifying Tournament	**0.133***	N
In consumer's cognition to firm's sponsorship goal (PW)	**0.248*****	**0.380*****
In consumer's cognition to firm's sponsorship goal (Profit)	**0.285*****	N
R^2	0.255	0.168
F-value	34.301	30.542
p-value	**0.000*****	**0.000*****
Note. *p<0.05;**p<0.01;***p<0.001, PB = Public welfare		

Discussion & Conclusions

A perusal of the regression results presented above indicates that all of the hypotheses were supported in the study. According to the purpose and hypotheses of study, the discussion and conclusions as given below:

1. Consumer's attitude toward baseball has significant and positive impact on effect of purchase intention, in other words, consumers who is high involved in baseball will achieve higher levels of purchase intention.
2. Consumer's attitude toward Final Olympic Qualifying Tournament has significant and positive impact on effect of social and commercial image, the level that consumer's put emphasis on event will achieve higher levels of social and commercial image efficiency.
3. Consumer's cognition to firm's sponsorship (Pubic Welfare) has positive and significant impact on both effect of image, purchase intention, in consumer's cognition to firm's sponsor the event based on public welfare, the higher levels of social and commercial image, and purchase intention.
4. Consumer's cognition to firm's sponsorship (Profit) has positive and significant impact on effect of social and commercial image, in other words, consumer's cognition to firm's sponsorship based on profit will achieve higher levels of social and commercial image.

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