

國立體育大學102學年度研究所碩士班入學考試試題

系所：休閒產業經營學系碩士班

科目：運動管理學 (本試題共3頁)

- ※注意：
- 1 答案一律寫在答案卷上，否則不予計分
 - 2 請核對試卷、准考證號碼與座位號碼三者是否相符。
 - 3 試卷『彌封處』不得污損、破壞。
 - 4 行動電話或呼叫器等通訊器材不得隨身攜帶，並且關機。
 - 5 中、英文答題均可

(總計100分)

一、簡答題(每題10分)

1)WBC 2)MLB 3)FISU 4)LPGA

二、請仔細閱讀下列文獻摘要後，詳細回答下列問題(每題10分)：

- 1)作者如何陳述此文獻的重要性？
- 2)此文獻的研究目的為何？
- 3)研究對象為何？選取這些對象有何優點或缺點？
- 4)研究方法為何？如何取得研究數據或資料？
- 5)研究結果為何？這些發現代表何種意義或內涵？
- 6)如何在此研究的基礎上，進行後續研究？

Consumers' Perceptions of NFL Stadium Naming Rights

There has been an increasing number of stadium naming rights deals in the past decade with many companies paying very high sums for the association. There has, however, been few studies to analyse the impact of such initiatives. There is even a concern that naming a stadium could have an adverse effect on the sponsor because sports fans see this as undermining the heritage of the team involved. This is particularly the case where the naming rights apply to an existing, well-known stadium as opposed to a new build.

The study assesses consumer awareness of National Football League (NFL) stadium names and examines consumers' familiarity with the sponsoring companies' industries and products. The NFL was chosen as football continues to be America's preferred spectator sport.

It explores whether consumers are more likely to purchase a product from a company that has paid to put its name on an NFL stadium. It also investigates whether a consumer is more likely to switch to products offered by a company that has the naming rights to an NFL stadium. Finally, it attempts to understand consumers' overall perceptions of companies that put their names on the stadiums.

A sample of 237 students from lower level undergraduate classes at a small Midwestern college and a medium sized state university completed the survey.

The first part of the survey was an unaided recall question that asked subjects to name as many NFL stadiums as they could. Participants were then asked to name the industries of the 15 companies that had their names on NFL stadiums at the time of the study.

The subjects were also asked how much of an influence corporate stadium naming has on their decision to purchase products sold by these companies. Next, they were asked how likely they would be to switch products based on a company's involvement as an NFL naming sponsor. Finally, participants were questioned about their overall perception of a company that puts its name on an NFL stadium.

The vast majority of the respondents (67 percent) named four or less stadiums on the

unaided recall question. Only about nine percent knew the names of more than ten NFL stadiums. Just over eleven percent could not name one NFL stadium and one person was able to name 26 NFL stadiums correctly. There was no significant difference found between the number of stadiums with corporate names and those without corporate names.

The results show that the naming of an NFL stadium has a minimal effect on consumers' perceptions towards the companies that buy NFL stadium naming rights or the likelihood of buying products from these companies. It is important, however, to note the limitations of the study.

The subjects of the study are primarily part-time college students who may have less time to pay attention to the NFL and the companies that are sponsoring these stadiums. It should also be noted that the NFL team near where the study was conducted has had 12 consecutive non-winning seasons. So, while the subjects of the study live near or in an NFL city, the interest in the NFL may be lower than in cities where teams are more successful. Finally, the NFL stadium in this city does not have a corporate name.

Further research into the effectiveness of naming rights needs to be undertaken. In particular, it would be useful to examine how sponsors of Major League Baseball compare to NFL sponsors.