

An Integrated Research of Airline Sponsorship

Authors : Stephen W. Wang

Abstract : This research aims to explore the multi-faceted structure of airline passengers' perception of airline sponsorship, and its impact on airline passengers and even consumers on airline brand preferences and brand equity. The connotation of this research is mainly divided into two parts. The first part of the research focuses on exploring the connotation and sub-dimensions of "air passengers' perception of airline sponsorship"; the second part of the research focuses on integrating "air passengers' perception on the multi-factor aspect of the corporate sponsorship, "brand transfer theory" and "brand theory", explores the influence of airlines' commitment to corporate sponsorship activities on the brand equity and brand preferences of airline passengers, and on passengers' subsequent behavioral intentions. In addition, in order to clarify the differences between different types of corporate sponsorship activities and events in terms of "air passengers' perception of airline corporate sponsorship activities", brand transfer, brand preference, brand equity and behavioral intentions, this research also focuses on moderating effects of corporate sponsorship events. With the apply of multi-group structural equation model, it is hoped that the effectiveness of the sponsorship activities of airline companies will be improved. In terms of theoretical and practical implications, the aviation industry can follow the results of this research to understand which corporate sponsorship perceptions have a greater impact on consumers, which has important practical significance. The second part of the research project, from the consumer's point of view, understands whether airline corporate sponsorship activities influence behavioral intentions through brand transfer and brand recognition. Through the analysis of the intermediary effect of brand transfer, brand preference and brand equity, the results of this research can provide a more complete and powerful explanation for "why" airlines' commitment to corporate sponsorship activities can affect airline passengers' purchase intentions, which will help fill in the gap of the theoretical and practical research on "airline corporate sponsorship", and has its theoretical significance.

Keywords : airline, sponsorship, brand image transfer, brand preference

Conference Title : ICMAMS 2025 : International Conference on Management and Marketing Sciences

Conference Location : Oslo, Norway

Conference Dates : June 24-25, 2025