

# A systematic review of image transfer in sport

Sport management  
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## Summary

### Abstract

As a marketing term, image transfer, is popularly recognized and has gained more attention in recent decades. This study focuses on sport area, conducting a systematic review of quantitative image transfer research to identify and synthesize the current knowledge. Thirty-four articles were included in the final review. The findings show that scholars favor certain types of research subjects including research contexts and transfer direction. 43.6% of the sample chose event sponsorship as a research context over other contexts; 82.1% of studies focused on a simple one-way image transfer path rather than a bidirectional transfer. Hence, gaps for potential future research were disclosed. Suggestions then were made, limitations of the study were also discussed.

### Purpose and Research questions

The purpose of this study is to systematically review the image transfer research in sport context in order to synthesize the current knowledge and identify the gaps for potential future research. To achieve this, the following research questions were answered:

RQ1: Which journals have had the image transfer research publish?

RQ2: Where were the affiliations of the authors and geographical locations of the studies?

RQ3: Which theories have been used in the studies?

RQ4: Which contexts and objects have been studied?

RQ5: What are the directions when image transfer?

RQ6: What are the main ways of assessing image transfer process?

RQ7: What variables have been used in measuring image?

## Results

Results in terms of journal publication, author affiliation, theory in the study, research context, detailed mechanism are discussed separately.

Implications including 1. There is still not a center for image transfer publication, more effects thus should be made in concentrating. 2.

More focus could be shifting to other geographic areas such as Asian countries where the marketing activities are increasing. 3.

Synthesis of theories gives guidance to the new-entry researchers. 4. Under researched marginal contexts deserve more consideration.

5. More attention should be paid on bidirectional image transfer, reverse image transfer, and negative image transfer in future by filling the research gap. 6. Assessments of image transfer have different advantages; scholars can choose the one which applies the most to their designs

to conduct research. are suggested.

## Limitation

This study did not synthesize the knowledge of methodologies that have been used in the past studies such as whether it is experimental design, model tested, pre-tested or fictitious setting.