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**The Effect of Corporate Cultural Marketing Activities on Brand Image and Loyalty: Focused on Naver Library, Starfield Library and Hyundai Card Library**

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ABSTRACT

As consumers focus on more culture or esthetics on their decision making, firm becomes to further develop culture marketing as one of brand differentiation strategy. The type of culture marketing of a company is changing from indirect form of support such as cultural sponsorship to direct communication with consumers through the complex culture space of enterprise operation. This study attempts to find how the cultural marketing activities utilizing cultural space affect firm’s brand image and brand loyalty, and whether this culture marketing technique is recognized as a social contribution activity by potential customers and to thereby influence brand image. The study subject includes 200 consumers with experience using the Naver Library, Starfield Library, and Hyundai Card Library. Hypotheses test results using SmartPLS 2.0 show that among cultural marketing factors, cultural support and cultural promotion have little impact on brand image, whereas culture firm influence brand image. Brand image also had an impact on brand loyalty, but it was found that public libraries operated by companies were not recognized as corporate social contribution activities, nor did they have an impact on the formation of the company’s brand image. This study also confirms the coordinating effect of social contribution activities between a cultural firm and its brand image.

KEY WORDS

Brand Image, Brand Loyalty, Complex Cultural Spaces, Cultural Marketing, Social Contribution Activities