The Comparison on The Influence among Shopping Value, Brand Affect and Brand Commitment of Department Stores between Taiwan and Mainland China

ABSTRACT

Department stores are large retail types in one of the selling points relative to the discount stores, department stores refined in the operating mode, each has its own market, but with the internationalization of economic liberalization and market driven, country outside the circulation industry is use of the pipeline joint venture and technical cooperation, was whether the department store industry in the current competitive market, using a different brand management strategy in order to survive, will be an interesting and worthy of study subjects. This study explored the value of cross-strait department store shopping and brand impact of emotional commitment on the Comparative Study of the brand. This study took shoppers between Taiwan and Mainland China of department stores as the study object. This research used the questionnaires. The data were analyzed by reliability analysis, factor analysis, independent sample t-test, one-way ANOVA and AMOS to inquire the shopping value whether will produce stronger trust and affect to the brand. In addition, also inquire into brand trust and brand affect to the influence of brand commitment. We got the following results: 1. Brand trust is positively related to shopping value. 2. Brand commitment is positively related to brand trust. 3. Brand commitment is positively related to brand affect. Finally, we put forward concrete theories and marketing actual situation by the basis which is above-mentioned.

Keywords : shopping value、brand trust、brand affect、brand commitment
