Factors affecting consumers' purchase intention toward the Japanese brand apparels: An empirical study

Lin Tsung Ting, Feng Taidai
E-mail: 342105@mail.dyu.edu.tw

ABSTRACT
Japanese brands have always been top priority for consumer choice, and clothing for daily necessities, the Japanese brands gives people a more detailed and quality assurance. And create a good brand image, so consumers a better brand attitude, and attention to the emotional value for consumers in the fashion industry is an important business strategy. This study aimed to investigate the cross-strait Japanese consumers purchased clothing brand to sell Comparative Study of factors. This study focused on cross-strait consumers to buy Japanese brand apparel and normative influence, brand consciousness, brand attitude, emotional value on purchase intention, mainly in the cross-brand clothing purchased at the target consumer, the study in Taiwan and Shanghai area has been studied by way of questionnaires, a total of 358 questionnaires rate was 89.5%. The results show: First, the two sides consumers' normative influence has a positive significant effect on brand consciousness, then, the two sides consumers' brand consciousness has a positive significant effect on brand attitude, again, the two sides consumers' has a positive significant effect on emotional value, and then the two sides consumers' brand attitude has a positive significant effect on purchase intention, and finally, the two sides consumers' emotional value has a positive significant effect on purchase intention.

Keywords: Normative Influence, Brand Consciousness, Brand Attitude, Emotional Value

Table of Contents

中文摘要 i 英文摘要 ii 致谢辞 iii 内容目錄 iv 圖目錄 vii 表目錄 viii 第一章 緒論 1 第一節 研究背景與動機 1 第二節 研究目的 3 第三節 研究對象與範圍 4 第四節 研究流程 4 第二章 文獻探討 7 第一節 規範性影響 7 第二節 品牌意識 10 第三節 品牌態度 13 第四節 情感價值 17 第五節 購買意願 18 第六節 變項間之關係 20 第三章 研究方法 24 第一節 研究架構 24 第二節 研究假設 25 第三節 變項之操作性定義與衡量 25 第四節 問卷設計 30 第五節 資料分析方法 31 第四章 資料分析結果 37 第一節 樣本敘述性統計分析 38 第二節 信度分析 45 第三節 效度分析 48 第四節 獨立樣本T檢定和單因子變異數分析 56 第五節 各變項之相關分析 76 第六節 結構方程式之建立與分析 78 第五章 結論與建議 88 第一節 研究結論 88 第二節 理論意涵 90 第三節 實務意涵 93 第四節 研究限制與未來研究建議 95 參考文獻 98 附錄A 問卷發放繁體版 113 附錄B 問卷發放簡體版 117

REFERENCES