ABSTRACT
In the market, in order to get more customers, many fashion brands create their own sub-brands which are different from the original brand. Is it really always successful for using the sub-brand strategy? As a result of using sub-brand strategy are more familiar in the fashion design industry, and the effects of brand extension strategy on brand loyalty are still few until today. In addition, is brand extension strategy give customers positive feelings and associations then whether affect the degree of brand loyalty farther? This study will test the "Brand loyalty" would be affected by "Fit" and "Brand associations" or not and find the relations between "Fit" and "Brand associations" and the relationship between "Brand associations" and "Brand loyalty". The study object is the students in the design college of Da-Yeh University and the public who shopping in department stores at north, middle, and south areas of Taiwan. The way of investigate is the questionnaire, 305 copies are resumed availability. This study would use statistical software-SPSS to analysis these data. The result as follows:
1. Fit affects Brand association is significantly, the degree of Fit would affect the degree of Brand association significantly.
2. Brand association affect Brand loyalty is significantly, the degree of Brand association would affect the degree of Brand loyalty significantly.
3. Fit affect Brand loyalty is significantly, the degree of Fit would affect the degree of Brand loyalty significantly.

Keywords: brand extension; sub-brand; brand association; brand loyalty


