Tsingtao Beer’s Vice Brand Orients the research with the Influence of Attitude to Consumer of Country’s Image of Long Chuan.

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ABSTRACT

The research regards foreign beer brand─Tsingtao as research object. When origin brand introduce new brands to meet market’s competition, whether country’s image, brand position, brand association influence consumer attitude, comparing with domestic brand─Long Chuan. First, the research utilizes ANOVA to discuss different backgrounds of personnel would have significant difference in consumer attitude. In Tsing-tao, according to the results, the research finds different career had significant difference in consumer attitude; In Long Chuan, different sex, age, income had significant difference in consumer attitude. Then, the research separate country’s image, brand position, and brand association into two groups(high group and low group) by cluster analysis. Finally, the research discuss different country’s image groups(high country’s image groups and low country’s image groups), different brand position groups(high brand position groups and low brand position groups), and different brand association groups(high brand association groups and low brand association groups) would have significant difference in attitude. The results shows different country’s image, brand position, and different brand association would be key factors influenced Brand management.

Keywords : country’s image, brand position, brand association, consumer attitude