

The Brand Extension, Purchase Intention and Company Performance-A Case in Shoe Industry

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ABSTRACT

In recent years, brand extension has become an important performance-enhancing strategy for many companies. It can be used to create a sub-brand from the Mother brand, or to promote a positive image for a new product which is different from that of the Mother brand. Thus, brand extension can create or raise the market value of a new product. In now a day, more and more new products enter the market every day. If a new product wants to be successfully introduced into the market, brand extension will be a good strategy for the companies to consider. The main purpose of this study is to analyze the relations among brand image, product fit, purchasing intent and company performance. It was hypothesized that a good brand image is positively related to purchasing intention, and a high purchasing intent is also positively related to corporate performance. The results of this study indicated that the brand image and the purchasing intent are positively related. Secondly, the product fit is positively related to purchasing intent. Furthermore, the purchase intention is positively connected to the company performance. Finally, the relation between the brand image and corporate performance is also positive.

Keywords : brand image、 product fit、 purchase intention、 company performance

Table of Contents

中文摘要	iii	英文摘要	iv
致謝辭	v	內容目錄	vi
目錄	viii	圖目錄	x
第一章 緒論	1	第一節 研究背景與動機	1
第二節 研究目的	2	第三節 研究範圍	2
第四節 研究流程	3	第二章 文獻探討	4
第一節 品牌延伸	4	第二節 品牌形象	5
第三節 產品契合度	8	第四節 購買意願	10
第五節 公司績效	11	第三章 研究方法	14
第一節 研究架構	14	第二節 研究假設	15
第三節 變數操作性定義與衡量	17	第四節 問卷與抽樣設計	20
第五節 資料分析	25	第四章 結果分析與討論	27
第一節 敘述性統計分析	27	第二節 信度與效度分析	30
第三節 品牌形象、產品契合度、購買意願與公司績效相關分析	31	第四節 品牌形象、產品契合度、購買意願與公司績效影響分析	32
第五節 假設檢定彙總	38	第五章 結論與建議	40
第一節 研究結論	40	第二節 管理意涵	42
第三節 研究限制與建議	42	參考文獻	44
附錄A 問卷	50		

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