

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

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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

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