

# A study of brand extension and brand equity of famous athletic shoes brands in Taiwan and Mainland C

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## ABSTRACT

In the study, our main object is to discuss (1) the effect of initial parent brand equity on consumer's brand extension attitude, (2) the effect of category fit on consumer's brand extension attitude, (3) the effect of image fit on consumer's brand extension attitude, and (4) the effect of consumer's brand extension attitude on initial parent brand equity. This study could help the dealer in sport industry to understand how to increase consumer's purchase intention. This study adopts Structural Equation Modeling (SEM) to examine our model, in order to explore whether there is a correlation between each variables or not, we aimed at the consumers who lives in Taiwan and China (they have the experiences to purchase the well-known brand sports shoes) to survey. We total send 240 questionnaires out. The results of study indicated that there is a positive relationship between initial parent brand equity and consumer's brand extension attitude, there is a positive relationship between category fit and consumer's brand extension attitude, there is a positive relationship between image fit and consumer's brand extension attitude, and consumer's brand extension attitude provides a positive influence on initial parent brand equity. Key Words: category fit、image fit、initial parent brand equity、consumer's attitude toward brand extensions、final parent brand equity

Keywords : final parent brand equity、category fit、image fit、initial parent brand equity、consumer's attitude toward brand extensions

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