

The influences of brand image and price to purchase intention of international cosmetics sell in Taiwan / 游淑琴 撰 .-

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ABSTRACT

Due to the increasing demands for cosmetics around the global market, the cosmetic industries are blooming and grabbing the market pie. The competition has entered an era of globalization. Under the keen competition of market, the brand image plays an important role. A good brand image can create the differences of products, increase the trusts of customers, give extra points for the corporate image and becomes a source of competitive advantage. In the multi-market environment, the cosmetic industry how to use pricing strategies to strengthen consumers' purchase intention, to increase business revenue, and to enhance the good brand image are important issues of sustainable management of a business. This study bases on the empirical analysis of the cosmetic industry and hope through this analysis can provide a reference value basing on an academic research. Based on questionnaires, we discuss the influences of brand image, channel and the impact of cosmetics industry to the purchase intention of consumers. According to the references we design the questionnaires. Samples of this study were established by female cosmetic consumers in northern, central and southern regions of Taiwan. We have distributed 580 copies in total. Taken out null copies, there are 534 valid copies. The percentage of retrieve validation is 92.07%. We used SPSS statistical software to do empirical analysis and got the conclusions as follows: 1. Brand image has a significant positive impact on the purchase intension. 2. Brand image has a significant positive impact on the price. 3. The price has a significant positive impact on the purchase intention. 4. The relationship between brand image and purchase intension is affected by the price.

Keywords : brand image、 price、 purchase intention、 cosmetic

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