

The influence of chain coffee shops' brand associated image on extension product fitness and purchase intention / 許惠

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ABSTRACT

This study used a sample consisting of customers of chain coffee shops in Taoyuan to investigate the relationship between extension product fitness, brand-associated image and purchase intention. The purpose of this study was focused on when the products with poor fit, the degree of associated image affect customers' purchase intention. A questionnaire survey was conducted to collect research data, this study surveyed two different groups of Starbucks brand customers and 85 ° C brand customers. The results show that : 1. Extension product fitness has positive effects on customer purchase intention. 2. Brand-associated image has positive effects on customer purchase intention. 3. Brand-associated image strengthened the effect of extension product fitness and purchase intention. Finally, depends on the result the researcher offer some suggestions to the follow-up researchers and business community.

Keywords : extension product fitness、 brand-associated image、 purchase intention

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