

The Effectiveness of Brand Image and Brand Awareness upon Brand Attitudes for Luxury Brand Bags' Customer of Taiwan and

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ABSTRACT

The purposes of the study are to understand collectible purses' brand image and brand recognition of the product between Taiwan and China. Furthermore, it tries to understand on how to affect the attitude in collectible purses' brands. To face a different brand image and brand recognition of the fashion market whether the brand attitude preferences or offensive consciousness affect the purchase of decision-making process of phenomenon. At the same time to identify the consumers' fashion sense that bring the impact of interference with their personal purchases of goods under psychological level and acts as a result. The collectible purses will correlate to individual human attitude like mentality, living values and organization of cultural, economic level with different variables., and no long-term for vertical section observation and explore, only can statistics and analysis the possible perspectives of consumers for collectible purses fashion inbetween Taiwan and China. The result indicated: 1. Well-known brands will have higher brand image. Therefore, the brand image is positive effect to brand image attitude. 2. Brand awareness and brand attitude of fashion consciousness of interference results do not seem different intensity. 3. Brand image and brand attitude fashion sense of interference results will not be too strong or weak extent of the effect.

Keywords : Brand Image, Brand Awareness, Brand Attitudes.

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