

Research of Effect on Customer ' s Purchase Intention between Brand Association and Brand Image

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ABSTRACT

This study is to explore the different brand smart-phone brand association, brand image on purchase intention extent, to further explore the relationship between the internal structure. Collect sample data via a high reliability and validity of the scale, a questionnaire interviews. In this study, based on the use of people as the main subject of the smart-phone, the questionnaire collection includes Taiwan's northern, central and southern regions of the general consumer public questionnaire to collect a total of 250 questionnaires were distributed, a total of 207 total recovery of 98%. The study results show that: the smart-phone brand association and brand image on purchase intention to cause a positive effect. That customer's willingness to buy will be an impact with its brand of brand association and brand image, its high degree of brand association customers will have a higher willingness to buy, better brand image of the mobile phone will also have a higher willingness to buy. Overall estimation model with moderate to meet the ideal standards. The contribution of this study is to confirm the brand association, brand, has significantly improved customer purchase intention effect as the brand of the mobile phone industry to refer to the basis of the key factors to enhance customer brand association, brand image either, can achieve improved customer purchase Intention effect. Finally, the study proposes managerial implications, proposition development, and phone Brand management strategies recommended for the mobile phone industry.

Keywords : Brand Association、 Brand Image、 Customer ' s Purchase Intention、 Smartphone

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