

Fashion Industry Brand Image and Purchase Intention - The Moderating Role of Consumer Involvement

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ABSTRACT

The brand image is the property of enterprise, and also the best tool to expand markets and increase profits. Previous scholars mainly focus their attentions on exploring the relationship between brand equity and consumer behavior, few researches are focus on the effect of buying and brand image. This study choose two fashion brand "A&F" and "H&M" to study the relationship between brand image and consumer behavior. Besides, as consumer involvement also affect consumer perception on brand image, we test the moderating role of consumer involvement in this study. The finding indicate that brand image, corporate image and consumer image all have direct impact on purchase intention. The research suggests in the future two catena dress stores from the consumer's demand create difference of product that promote the will of purchasing of consumer. In the future, A&F will get into Taiwanese market can use of the brand image property extension management scope and provides customers more service. In the future, H&M will get into Taiwanese market by the innovation mode of operation that provide consumers a variety of products and services, however there are differentiation and "A&F" competition.

Keywords : Brand Image、Purchase Intention、Consumer Involvement

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