

A Study of the Interactions among Product Involvement Brand Equity and Customer Lifetime Value- an Example of Internatio

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ABSTRACT

Accompanied with the prevalent atmosphere toward to athletic and leisure activities, people in Taiwan are gradually enhanced their demand for sport consuming products. Based on the example of an international brand of athletic shoes, this study investigated the relationships of product involvement level, brand equity, life style, and customer lifetime value. Moreover, it examined the effects of brand equity by sub-grouping the respondents into various lifestyles. The study proposed a research methodology to test the university students in the northern Taiwan areas. 420 students were requested to answer the questionnaire. The effective respondents were 307 with a valid response rate of 73%. Specifically, data were analyzed by descriptive statistics, MANOVA, factor analysis, and regression analysis. The research results of the study concluded as following: 1.The product involvement is influenced by brand equity. Especially, factor perceived hedonic value benefit is influenced by brand equity. 2.The brand equity is influenced by customer lifetime value. Especially the brand loyalty factor and the brand association benefit factor are influenced by customer lifetime respectively. 3.The product involvement is influenced by customer lifetime value. Especially, fan identification factor and word of mouth benefit factor are influenced by customer lifetime value. 4.Life style is influenced by brand equity. The research results facilitate the understanding of consumers ' brand royalty and interests, specifically for an international sneaker brand . It provides management implications for policymakers in delineating their marketing strategies. Key Words : Product Involvement、Brand Equity、Customer lifetime Value

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