

The Study of the Impact of Sales Promotion and Brand Awareness on Brand Evaluation and Purchase Intention - A Case of E

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ABSTRACT

Because of economic recession, enterprises use different promotion ways to stimulate purchasing desires of people, and then reach short-term and better sales amount. In dressing industries, consumers usually judge the good or bad of a product by its brand awareness or quality. So this research discusses whether different promotion ways and brand awareness would have different effects on brand evaluation and purchase intentions or not. MANOVA, ANOVA and multiple regression are used in this research to do the Empirical Analysis discussing the relationship between sales promotion, brand awareness, brand evaluation and purchase intentions. The research objects are the consumers who bought ESPRIT dresses in Taiwan and Hong Kong. the sample number respectively is 287 person and 252 people in Taiwan and in Hong Kong. Taiwan of Taiwan as the following: 1.The ways of sales promotion have an effect on customers' brand evaluation. 2.Brand awareness has a partial of influences on brand evaluation. 3.Brand evaluation has influences on purchase intentions. 4.Brand awareness has a partial of influences on purchase intentions. 5. The ways of sales promotion have effect on customers' purchase intentions. Results of Hong Kong as the following: 1.The ways of sales promotion have an effect on customers' brand evaluation. 2.Brand awareness has influences on brand evaluation. 3.Brand evaluation has influences on purchase intentions. 4.Brand awareness has influences on purchase intentions. 5.The ways of sales promotion have effect on customers' purchase intentions.

Keywords : Sales promotion ; Brand Awareness ; Brand evaluation ; Purchase intention

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