

A Study of the Effects of Noted Cartoon Licensed Goods Brand Image, Brand Relationship Quality and Relationship Quality

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ABSTRACT

Authorized commodities of world renowned cartoon characters have generated a lot of profits both at home and abroad in the recent years. As marketing strategy varies, authorized items of world famous cartoon characters also come in a vast array. They may be as small as crystals and stationery or as huge as movie industries and theme parks. Consumers tend to purchase quality and less costly products with name brands when they go shopping. What elements help them choose from a great variety of products? How should companies communicate with customers and establish relationship with them in order to foster customers' loyalty and increase their own competitiveness? According to Barnes(2002), companies can, apart from brand image, communicate with customers through brands. Therefore, this research is focused on both "Relationship Quality" and "Brand Relationship Quality", in order to explore various communications' impact on customers' brand loyalty. This research also aimed to explore how brand image, brand relationship quality and relationship quality of world noted Cartoon Licensed Goods affect brand loyalty. 450 Questionnaires were distributed to customers in Taiwan area who purchased authorized commodity of worldwide famous cartoon characters. Among the 398 retrieved, 22 were considered invalid. With 376 workable samples, sample effectiveness ratio came to 83.56%. For statistical analysis purpose, this research used SPSS statistics software. It examined the sample data on the following areas: Reliability Analysis, Descriptive statistics, Independent-sample T-test, One-Way ANOVA, Pearson correlate Analyze, Regression Analyze, Path Analyze. Through careful checking and examination, the conclusion is as follows: 1、Brand image benefit has had a significant impact on brand relationship quality. 2、Brand image benefit has had a significant impact on relationship quality. 3、Brand relationship quality has had a significant impact on brand loyalty. 4、Relationship quality has had a significant impact on brand loyalty. 5、Brand image benefit has had a significant impact on brand loyalty. 6、Brand image benefit, Brand relationship quality, relationship quality has had a significant impact on brand loyalty.

Keywords : Licensed Goods ; Brand Image ; Brand Relationship Quality ; Relationship Quality ; Brand Loyalty

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