

The Effect of Brand Association of Sub-brand on Consumer 's Brand Loyalty in Fashion Design Industry

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ABSTRACT

In the market, in order to get more customers, many fashion brands create their own sub-brands which are different original brand. Is it really always success for using the sub-brand strategy? As a result of using sub-brand strategy are more familiar in fashion design industry and the treats of brand extension strategy affect brand loyalty are still few until today. In addition, is brand extension strategy give customers positive feelings and associations then whether affect the degree of brand loyalty farther This study will test the " Brand loyalty " would affected by " Fit " and " Brand associations " or not and find the relations between " Fit " and " Brand associations " and relationship between " Brand associations " and " Brand loyalty ". The study objects are the students in designing college of Da-Yeh University and the public who shopping in department stores at north, middle and south areas of Tai-wan. The way of investigate is the questionnaire, 305 copies are resumed availability. This study would use statistical software-SPSS to analysis these data. The result as follows: 1. Fit affects Brand association is signally, the degree of Fit would affect the degree of Brand signally. 2. Brand association affect Brand loyalty is signally, the degree of Brand association would affect the degree of Brand loyalty signally. 3. Fit affect Brand loyalty is signally, the degree of Fit would affect the degree of Brand loyalty signally.

Keywords : brand extension ; sub-brand ; brand association ; brand loyalty

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