

Brand Association and Gift Effect Correlation of Research

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ABSTRACT

In recent years, under the pressure economy was depression and the free competition, in market merchant in order to attract consumer's attention as well as the promotion sales volume, mostly forwarded to attach the gift to stimulate consumer's purchase and to expend the wish again. But the information is fast transmission in the nowadays, the product brand becomes the important basis for consumer to choose the product. Because the consumer first chooses the product is relies on to listen, to use has had the good experience the brand product r when they faces the multitudinous choice. Formerly studied toward studies the consumer by the quantification way regarding the brand value and the brand dependent, whether did this research attempt by the qualitative inquiry way more thorough discussion consumer to choose the factor of gift brand and discovers the gift take to the consumer because of the brand relations satisfaction and the promotion effect. Therefore, this research goal in understood the consumer accepts the gift in the process, regarding the consumer take the gift brand regarding the product degree of satisfaction and the gift merchant influence relations. This research adopts in the qualitative inquiry , total visited 14 participants, and utilized took grounded theory, performed a interview the material the generalization turns over to 27 open coding, and axial coding over to 4 main axles codes. Finally, is inducing the attraction factor, the choice process and the influence factor and so on three major concepts. The research discovered that, in the gift choice process, the consumer could influence of the indirect factor, and responded by past experience accepted the gift and the choice gift brand. The consumer can gives the gift by itself and cause consumer chooses the gift brand demand and the expectation which oneself wants, strengthens the gift using the consumer regarding the gift brand association the degree of satisfaction to deepen with the merchant between the relations.

Keywords : brand associations ; gift effect ; grounded theory

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