

# A Study on the Relationship Among the Image of Country of Origin, Product Innovation, Brand Reputation, Brand Equity ...

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## ABSTRACT

This research also aimed to explore how example of international brand product on mobile communication companies the relationship among the image of country of origin, product innovation, brand reputation, brand equity and customer lifetime value. 450 Questionnaires were distributed to customers in central Taiwan area. Among the 408 retrieved, the rate of recovery is 90.67%. After deleting the invalid questionnaire, it is 381 that the effective sample of total is counted, effective sample rate is 84.67%. For statistical analysis purpose, this research used SPSS and AMOS statistics software. It examined the sample data on the following areas: Reliability, Validity, Descriptive, Independent-Samples T Test, One-way, Correlation, Regression, Structural Equation Model. Through careful checking and examination, the conclusion is as follows: 1. country of original image had a significant impact on brand equity. 2. product innovation has had a significant impact on brand equity. 3. brand reputation has had a significant impact on brand equity. 4. brand equity has had a significant impact on customer lifetime value. 5. country of original image, product innovation, brand reputation, has had a significant impact on brand equity. On the other brand equity through customer lifetime value has had a significant impact on brand equity, too.

Keywords : country of original image ; product innovation ; brand reputation ; brand equity ; customer lifetime value

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