

# The Effect of Brand Alliance to Perceived Value and Customer Loyalty.-A Case Study for Culture Creative Industries.

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## ABSTRACT

With the global economy has transformed to a new life style of economic innovation gradually, nations around the world devoted into development of culture creative industries. The Executive Yuan of Taiwan also set forth the “ Challenge 2008: National Development Plan ”, this plan was looking forward to bring new development and business opportunities, and further create high economic value through combination of culture and creativity, with coordination of marketing strategies. This research mainly discussed whether the awareness of local culture industries enhanced and thus change the cognition of customers in the industry, and further establish the consumer loyalty. Therefore this research focused on the changes of perceived value and customer loyalty in main brand after alliance of local culture industries. This research picked out Yingge ceramics and SWAROVSKI crystal as the main brand and secondary brand through pretest. Then conduct a pretest of the formal questionnaires, and the overall reliability was 0.8531, which is within the coverage of high reliability. This research conducted a questionnaire survey of experimental design. There are two kinds of questionnaires design: the studies of perceived value and customer loyalty before and after alliance. The subjects were 320 in total, according to the results, it was proved that the brand alliances influenced the perceived value and customer loyalty of main brand, and further enhance the awareness of main brand and the customer ' s intention to buy, thus make many competitive advantages for main brand. This research suggested that the local culture industries may strengthen their brand name awareness by cooperation such like strategy alliance, and aggressively create values for local industry, increase revenue through coordination with marketing strategy to gather up the customers for higher profits, and at the same time elevate the customer satisfactions in order to increase firm values.

Keywords : brand alliance ; perceived value ; customer loyalty ; culture creative industries

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