A Study of the Relationships of Brand Image, Public Relations and Consumer ’s Emotions:An Example of Benefit

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ABSTRACT

After our country enters WTO, the color make-up product market not only opens, the competition is also fiercer, every manufacturer adopt various kinds of marketing tactics one after another, the purpose is only to want to occupy a tiny space in the market, get consumers to love. So, the image of the brand is more and more important in management. There are good brand images that have not only created the difference of the product, has set up consumers' loyalty and partiality, accumulate the image public praise for enterprises, become the source of the competition advantage.

Probe into the brand image of Benefit, the studying of the public relations and consumer's emotion relation mainly in this research, after summing up analysis result, propose conclusion and suggestion, in reference to on sale throughout tactics of making person who offer person..

This research sends out 350 questionnaires altogether, retrieve 341, 322 effective questionnaires, result of study finds, the image of the brand, public relations show the influence power to consumer's emotion, the better the person who appears brand image and family property of Benefit uses the situation of the public relations, the more consumers like this brand ; And consume the age in this brand as the main fact to consumers 40 years old by 20 mainly; It is relatively tall that the job uses the will of this brand with general salaried, student. Through this result of study, the persons who hope for the offering industry promote the competition advantages, pioneer who consolidates the market leading position in the future.

Keywords : brand image、public relations、consumer''s emotions

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