

The Analysis of the International Sport Brand Enterprise Image related to the Purchase Behavior, the Customer Satisfacti

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ABSTRACT

The research regards international sport brand as research object to discuss the re-relationship of enterprise image, purchase behavior, customer satisfaction and customer loyalty. The research collects relative literatures, then builds research framework and research hypothesis. First, the research utilizes One-Way ANOVA to discuss different kinds of categories(NIKE, adidas, PUMA and other brand) and sale channels(retail store, hypermarket, department store, sport specialty store、 E-shopping and other channels) of international sport brand would have significant difference in research framework. After difference analysis, the research finds different kinds of categories of international sport brand had significant difference in enterprise image, service and price image, customer loyalty; different kinds of sale channels of international sport brand had significant difference in customer satisfaction and customer loyalty. Finally, in the relation of interaction among the research variable, enterprise image, purchase behavior, customer satisfaction and customer loyalty are four interactive frameworks. The major discovery of this research indicates that service and price image of enterprise image is significant to purchase behavior; corporation image, service and price image of enterprise image is significant to customer loyalty; service and price image of enterprise image is significant to customer satisfaction; purchase behavior is significant to customer loyalty; customer satisfaction is significant to customer loyalty; customer satisfaction is significant to purchase behavior.

Keywords : international sport Brand、 enterprise image、 purchase behavior、 cus-tomer satisfaction、 customer loyalty

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