

The Effects of International Brand Awareness, Brand Image and Different Life-Style on Consumer Behavior in Adolescence

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ABSTRACT

Adolescents' purchase is increasing, and therefore the market segment gets more important. This study, on the basis of EKB model theory, aims to confer whether the life-style of the adolescents would affect their common consumption. Meanwhile, the relationship among brand awareness, brand image, and life-style are analyzed. Five hundred and twenty-five questionnaires were sent to seven junior high school in Taichung area and 467 valid questionnaires were retrieved. Then these valid questionnaires were carried on to descriptive statistics, factor analysis, cluster analysis and one-way ANOVA analysis. The findings show that according to the five kinds of life styles as fashion-oriented, family-oriented, self-centered, sports-oriented, and media-oriented types, adolescents can be classified into three clusters: confident-fashion group, homey-conservation group, and multi-vitality group. There is an obvious relationship between the brand awareness and the life-style of adolescents as well as the brand image and the life-style of adolescents. The findings also show that the life-style clusters of adolescents have significant influence on the consumer behavior.

Keywords : brand awareness ; brand image ; life-style ; consumer behavior

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