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Abstract
With the trend of globalization, building brand value has been considered a great challenge for many companies. To build successful brands, companies need to thoroughly analyze the consumer behavior and brand relationships in order to attract more loyal customers and find out the target and potential markets so as to reach the most profit. In particular, the brand equity can be considered as the collection of certain brand value by consumers. Since consumer characteristics usually relate to consumer behavior and his/her purchasing expectancy, the consumer characteristics can have a significant affect on the brand equity. In this research, we study the relationship between consumer behavior and brand equity for digital camera. A survey has been conducted for digital camera consumers under thirty years old and a total of 342 valid questionnaires are received. The major findings of the survey are as follows: (1) the consumers have various purchase behaviors of digital camera for the discrepancy of sexes, education levels, and living regions; (2) there is a significant difference between consumers with different life styles and their purchase behaviors in evaluating product performance and acquiring product information; (3) there is a significant difference between consumers with different life styles and different sexes of demography; (4) there is a significant difference between consumers of different digital camera brands and brand equity; (5) there is a significant difference between consumers with different life styles and their perceived quality of brand equity; and (6) there exists a partial positive relationship reflected by the segments of different life style and dimensions of brand equity.
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