URN etd-0407109-183711-893
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Statistics This thesis had been viewed 48 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title An Investigation of Brand signal influences Brand Equity and Purchase Intention
Date of Defense 0000-00-00
Page Count 114

Keyword
brand signal credibility
brand equity
purchase intention
perceiver risk
perceiver quality
price sensitivity

Abstract
The study attempts to set up a theoretical framework that emphasizes the brand signal credibility as the main antecedent of brand equity and purchase intention. Some of the vital results are shown as below：first, brand signal credibility is the primary determinant of brand equity. Second, the consumer purchase intention is deeply influenced by brand signal credibility and brand equity simultaneously. In the study structural equation modeling was employed and further found out：third, consumer perceived risk, quality and price sensitivity can not significantly influence purchase intention in direct, whereas indirectly affect it via brand equity. Thus, the finding proved the value of brand existence once again. Finally, our result indicates high brand signal credibility will significantly promote consumer perceiver quality but reduce perceived risk as well as price sensitivity.
Advisory Committee Shih Chi Lin - advisor

Files No Any Full Text File.
Date of Submission 2006-07-11