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Abstract
There are many factors that influence consumers’ purchasing strategies, and brand is one of that. Most of the researches generally use finance point or another facet to discuss brand. However, few researches explore the whole brand value by consumers’ view. Therefore, this study is based on the purchasing process of consumer to evaluate the framework of brand value perceived model. The sample of this study is the consumers that ever bought the ASUS notebook, TOYOTA motor, and Pottery restaurant. The number of 450 questionnaires was sent to the consumer and was received by 316. The received rate is 70.2%. Besides, this paper use Second-Order CFA and SEM Model to analyze and develop the brand value perceived model.

The study finding shows that the model that this study constructs is suitable. This means the factors that can evaluate brand value perceived include brand perceived value, brand experienced value, and brand relationship value, and all of them reach the significant level about the model of brand value perceived. In addition, the empirical research finds that brand perceived value, brand experienced value, and brand relationship value has positive relation with loyalty, and that enhance the model is reliable. Moreover, the consumers of ASUS notebook emphasize the perceived value of brand, so company must focus on the interaction between brand and consumer. The previous cognition of brand of the consumers of Pottery restaurant can influence the relation between the experience and brand, and company must improve the interaction between experience and relationship to enhance loyalty. Finally, the consumers of TOYOTA motor have high level of brand value perceived, so company can focus on the feeling of consumer about brand experience and then enhance the consumer loyalty.
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