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Abstract
In recent years, due to rapid changes in the global industrial environment and the intensive competition in market, to ensure stable growth or at least survival, the enterprises mainly rely on the customer loyalty which can, to some extent, bring the market value, solidify the business operation or even increase the profit for the enterprises. Many enterprises focus to maintain intimate relation with the customers by outstanding brand image or high quality perception by consumers so that the loyalty for the specific brand is established and the market value is created. However, which factor is the major reason to establish brand loyalty? Brand image or quality perception? Or both? In the reported literatures, numerous scholars studied individual factor for loyalty, rather than directly concurrently aimed upon the two factors. In the industry of jeans, different brands of jeans only perform a little difference in quality, but the outstanding price difference emerges, from a few hundred dollars to tens of thousands dollars. Is it true that the quality perception for different jeans is, in fact, resulted from the price differentiation which is caused by brand image? Therefore, this research is inspired to explore the influence of brand image and perceived quality to brand loyalty in jeans industries. The questionnaires designed by the author are answered by the consumers in Taipei who purchases the jeans within recent two years. After returned back, the number of effective samples is 393. This survey result is analyzed by Linear Structure Relation method. The research outcome shows that brand image to perceived quality and brand loyalty is in positive correlation, but perceived quality to brand loyalty is not significant. This result does not comply with the reported literature owing to the fact that loyalty of the jeans comes from individual needed quality, instead of brand quality perception. Therefore, if the jeans industry can properly boost the individual core brand image, the quality perception by consumers would be enhanced so that the brand loyalty is solidified. Furthermore, the intention to re-purchase the same brand of jeans is definitely encouraged.
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