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Author Lin Tsui Ying
Author's Email Address No Public.
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Abstract
Brand is an important tool for business to communicate with consumer. Furthermore, it also a key point for customers to make purchase decision and judgment. The more brand image values the brand has, the more brand relationship quality would be established by consumers. In recent years, the retailer’s have more channel advantag and more aggressive to develop the private brands. In order to attract consumers to purchase products, firms develop their private brands enthusiastically. Nowadays, the consumers have known more about private brands.

This research investigates two types of retailing operation in Tainan－convenience store and mass merchandiser. The purpose is to find out the relationships among brand image、brand relationship quality and brand loyalty. The results of the analysis are as follows：

1.Functional image will influence brand loyalty positively, but abstract image and organize image will have different effects owing to type of operation.

2.Functional image and abstract image will influence brand relationship quality positively, and brand relationship quality will enhance brand loyalty.

3.Brand relationship quality is an important mediate variable between brand image and brand loyalty.

4.The convenience store has to take all brand images tactics to enhance consumer’s brand loyalty, but the mass merchandiser has to emphasis on functional image to develop their private brand.
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