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Abstract
ABSTRACT
Brand is the most important property of business. Brand equity is the added value of product that gave by brand. Brand equity is to build brand advantage, to provide the reason to purchase, and to create brand value in customers' mind. To elevate marketing efficiency and competing advantage, the corporation groups including Uni-President corporation and Wei Chuan corporation raise the integrated brand building trend, that is, strengthening the brand image and building a powerful brand which create brand value can bring the brand umbrella effect into full play. Among the current market, there are many similar products making the consumers to have many choices. Promotion becomes the deciding factor of purchase for consumers. Therefore, factory owners place more and more importance on promotion. Marketing staffs strive to build brand equity and provide various promoting activities to let the corporation create large sales and elevate competing advantage. Making the brand younger is the trend. How to catch young consumers' minds is the biggest challenge of business marketing. Domestic food corporations now figure out the importance of the young consumers' messages. It is common to investigate the young consumers of the product. Consequently, this research takes young consumers as the investigational target, and explores the relations among the brand equity, integrated brand building, different promotion styles, and the purchase intention. This research uses descriptive statistics, regression analysis, and one way ANOVA to sum up several conclusions:

（1） Based on the diversity analytic result of demographic variable on each research dimension, we know that only different sex consumers have significantly difference on brand loyalty and purchase intention. And the female cognition is higher than male's.

（2） The brand equity does have significantly positive impact on the purchase intention. And, the perceived quality, the brand loyalty, and the brand association of the brand equity has significantly positive impact on the purchase intention.

（3） According to the analytic results of the brand equity dimension on the integrated brand building dimension, we know that only the perceived quality and the brand loyalty dimension individually have significantly positive impact on the integrated brand building dimension.

（4） In the eight dimensions of the integrated brand building, only the globalization and the customer value have significantly positive impact on the purchase intention.

（5） Different promotion styles have significantly positive impact on the purchase intention. Among them, the instant / money promotion is the most helpful for raising the purchase intention of consumers.
keywords：Brand Equity, Integrated Brand Building, Promotion, Purchase Intention
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