

Consuming Research on Brand Recognition on Mobile Phones Purchase in Beijing

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ABSTRACT

Brand management has become increasingly important, given the rapid changes in the global market and the elevation of competition. A sound brand image creates clear product differentiation, consumer preference and loyalty. In the beginning, the entire market of Chinese mobile telephone was occupied by the foreign companies. This phase has continued over ten years until the beginning of 1999, when some homebred brands entered the mobile phone market in succession. After five years, the homebred brands formed a certain scale. At present there are several hundred brands of mobile phones in China, including foreign brands such as Nokia, Motorola, Samsung and Chinese brands such as Amoi, Bird, TCL. However, most of Chinese use cell phones of Nokia, Motorola and Samsung due to their good brands. This dissertation aims to study brand and brand recognition in order to identify its importance to the cell phone purchase behavior. Thus, taking Beijing as the research city to study brand recognition's impact on cell phone purchase to investigate the current circumstance of brand recognition on selected mobile phone suppliers in their sale places in Beijing from the customers' viewpoint and investigate factors contributing to the customers perceived level of brand recognition. The documents of consumers' behaviors research point out consumers' decisions affected by many factors including external environment factors and internal environment factors. If the sales men can understand the efficiency what the consumers expect after buying cellular phone, they can provide various products' information to consumers for choice.

Keywords: cell phone, brand, brand recognition, consumer behavior.

INTRODUCTION

Cell phones are now no longer a luxury in China, which has become communications tool, China's mobile phone penetration rate is not the highest, but China has a large population, particularly the big cities, college students and foreign workers are more concentrated, cell phone holder is relatively much higher, particularly in Beijing, the cell phone is many indispensable tool, so how do to seize more consumers have become mobile phone suppliers' important factors to consider. And cell phones, as high-tech electronic products, are not very much well understood by consumers, the biggest factor is the quality for consumers, but the quality is often closely related to the well-known brands, this paper will be produced then.

This study focuses on the importance of brand recognition on mobile phones purchase in Beijing city of China. Corporate branding is what makes a company special and unique. It expresses the company's approach to business, its values and business culture. It is reflected in everything from the quality of the products and/or services, marketing strategies, communication media, and working environment. Corporate branding should tie all the different elements of the business together in a unifying way. Corporate branding enables the company to build brand recognition and loyalty among clients, and also to communicate its values and special approach to business in a memorable way. This establishes a benchmark of set of goals, against which the performance can be measured, and gives employees a sense of belonging to a team.

Beijing is China's capital, and it has more than 20 million people. The mobile phone penetration rate has reached 60% in Beijing now (Zhang, 2005). In the face of such a vast number of the cell phone market, it is necessary to understand the factors people consider buying mobile phones and developments. According to this paper, a brief survey found that the most important factor of consumers' purchase is the quality of cell phone for consumers consider buying

cell phones. And as we all know that cell phone brands directly lead to aircrafts which makes brands account for almost 80% of purchases.

LITERATURE REVIEW

Brand recognition

Brands can be on a business level, like the name of business, or on a product and service level. An excellent example would be General Motors – which is a company brand – and they have line brands, like Chevrolet or Buick, and individual cars are branded as well... like the famous Corvette (Stephen S Tax, 2003).

Brand Recognition is the extent to which a brand is recognized for stated brand attributes or communications (Kevin Lane Keller, 2004). In some cases brand recognition is defined as aided recall - and as a subset of brand recall. In the case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name. A broader view of brand recognition is the extent to which a brand is recognized within a product class for certain attributes. Logo and tag line testing can be seen as a form of brand recognition testing (James, 2002) . For example, if a product name can be associated with a certain tag line, logo or attribute (safety and Volvo; "Just do it", Nike), a certain level of brand recognition is presented. Here are the 5 levels of brand recognition, brand rejection, brand non-recognition, brand recognition, brand preference and brand loyalty.

The importance of brand recognition on mobile phone purchase in Beijing

Customer loyalty is a tendency after purchase. For the definition and measurement of customer loyalty, the act can be divided into two different attitude and emphasis. the formers focus on calculation rates of the purchase number of a certain brand to the total purchase number as a measure of customer loyalty, for example, Cunningham (1956) has proposed that buying 50% of the number of proportion as a distinction between loyalty and un-loyalty. Brown (1993) thinks that the customer purchase behavior can be divided into four categories: indivisible integrity-only fixed the purchase of certain brands; Divided loyalty-turn to buy two brands; without any loyalty-fixed conversion after the purchase of certain brands target buyers; Infidelity-conversion different brands. Jacobs (1978) thinks that brand preference will be divided into acceptance, neutral, rejection, and should divided from three regions and regional brands contained to evaluate the number of loyal customers. Henry Assael (2000) considerate that customers brand preference remain stable, he shows that customers have a lasting brand preferences, and their hearts are the favorite brands for the last change, which shows that customer loyalty changes with attitude.

There are four reasons as to why quality brand recognition is important. These reasons are also applicable to the mobile phone industry. Enough have been discussed above; we all know that brand recognition means good quality and good service for customers. So what are the advantages of creating a high degree of brand recognition in the end? In this study, this will be explained as follows:

- Firstly, brand recognition enjoys the advantage of the consumers when they go shopping. For example, some people want to eat hamburgers meal; McDonald's hamburgers may be the preferred option.
- The second benefit is that in any case it will affect consumer choice. For example, when customers lack of motives of choosing brands, they will choose goods according to the brand recognition.
- In addition, when consumers are unable to distinguish between the different brands when they have to be engaged in the purchase, brand recognition is often the major driving force for purchase decisions. It is an interesting fact. Sometimes customers want to know which brands are the best quality, but because of their lack of knowledge or experience, they often can not make judgments, such as high precision technology products. In most cases, they would simply vote for those brands they are most familiar with.
- Finally, we must recognize that brand recognition is a prerequisite for the formation of brand image. Enhance brand recognition for the quality of a brand; it is conducive to the enhancement of the brand image.

The 21st century is the century of competing brands. Brand has gone beyond the management, human resources, technology, capital, as the core resources. Brand is facing fierce competition in the market, and it is the strongest weapon to obtain a competitive advantage. Representing the brand names of well-known brands is the key to success.

RESEARCH HYPOTHESIS

This paper believes that customers perceived value and brand recognition relationship can be summed up as following process, that is “brand recognition--customer perceived value--brand loyalty”. Integrated front mechanism analysis, the various factors of brand recognition can affect the value of customer perception. Higher brand could attract more attention from customers, and good brand image enhances the positive customer perception. After using the brand of products or receiving services, if the brand is equal or exceeding the expectations of consumers, then it will further strengthen the positive consumer brand awareness of consumers. To the contrast, if not reach the expectations of consumers, then would have negative brand awareness; it will not have the brand loyalty. Aaker (1996) considers one of way to attract customers is to develop or strengthen their links with the brand. And the brand recognition, quality awareness, clear and effective brand recognition can help achieve this goal. From this we can see brand knowledge and customer perceived value have some relevance, here is the one hypothesis.

H1: brand knowledge and customer perceived value is positive relevant.

Consumers who purchase and use of the brand will expect that. When consumers contact with the brand in the process, create customer perceived value, if the values that the customers get are more than the expectations, consumers will satisfied, otherwise unsatisfactory. High customer perceived value creates a brand of emotional response, not just a rational preference. This resonance creates customer loyalty. When consumers’ perceived value reaches a certain degree, it will form brand loyalty. Dube and Shoemaker (2002) consider the most important factor of affecting customer brand loyalty is customer perceived quality. Therefore, in order to maintain customer brand loyalty, Businesses should increase perceived value. And good customer perceived value will have brand loyalty, here is the second hypothesis:

H2 customer perceived value has a significant positive impact on brand loyalty

Customer perceived value represents customer satisfaction. Traditionally, people the feel that the customer satisfaction includes both satisfaction and dissatisfaction. United States Institute of marketing defines that “satisfaction=expect—outcome”. That is to say if the results is below expectations, customers will not be satisfied; If the results are in line with expectations, customers will be satisfied; However, if the customer perceived effect is more than expectations, then the customers will be very satisfied. But to really know whether the customers are satisfied or not is very difficult, because the enterprises do not know the real intent of customers. Here the author uses two-factor theory to analyze the problem, can find the factors impacting customers satisfaction are health factors (not factor) and incentive factor (satisfaction), Hertzberg(2000) considers that the dissatisfaction’s opposition is not satisfied, but is dissatisfied. And satisfaction’s opposition is not dissatisfied, but is not satisfied. This also explains why the customer satisfaction does not gain the customer brand loyalty; their "satisfaction" is actually not satisfied.

A survey shows that for customers who claim satisfaction, or are very satisfied, there are 65%-85% will switch to the other company's products. In the automobile industry, there are 85%-95% customers who are satisfied, but only 30-40% of those customers will continue to buy the same brand products. Facts have proved that customer satisfaction is not improved as enterprises’ efforts. And customer satisfaction is not necessarily to bring about brand loyalty and customer satisfaction will be very difficult to get true customer feedback.

RESEARCH METHODOLOGY

Scale Design

(1) Form of scale

In order to ensure the Reliability and Validity level, the research uses the scale that the majority of foreign scholars use, then summing up the research of these scholars on the basis of this first draft of the questionnaire. Ascertain the scale table draft and amend the contents of the questionnaire, delete the repeat the subjects, change the subject and language. Then, we had the pre-Scale Test (pretest) to assess the scale of the semantic accuracy of expression. Since the text sources are variables of the data that cell phone consumers have the right indicators to measure, accordingly we adjust partial of these tables, thus form a formal study of the use of the scale.

(2) Cell phone market selection analysis

Restrictions on the time and energy, in order to make the issues more specific, making the results more effectively, This paper takes the Beijing, China cell phone market as targeting industry, which is currently the most popular sector in China. As modern information society developed cell phone enters in the daily lives of contemporary people which occupies a very important part, has become many people's life necessity In China, and cell phone popularity is high. There are many cell phone users in China, according to the Ministry of Information Industry statistics that in 2005, China's mobile phone users has more than 334.8 million, accounting for the total global mobile phone users' 20% (Ma, yongshen, 2001). It is already the world's biggest production and consumptions place. In China, there are too many phone brands, and between the various mobile phones, the functional differences between different brands are little. Brand plays a very important role in customer choice. At present, China's most influential phone brands are the Nokia, Samsung and Motorola, and SPM, LG, Siemens, Bird, Amoi, Lenovo brands cell phones are also having a set of market influence. According to the online survey, the majority of mobile consumers are young people, younger cell phone users like to follow the fashion, with a most "cool" fashion phone naturally become their show-off capital. From this we can see that the phone brand consumer brand market brand recognition, popularity high, but the cell phone market structure is more evenly, which is a certain representation.

QUESTIONNAIRE AND SAMPLES

Design of Questionnaire

The study is designed to examine the relationship among customer perceived value, brand knowledge, as well as brand loyalty and then find out the effect of brand equity on consumer buying behavior. This study is on the background of a cell phone market, thus acquired data has certain universal, also out of time, effort and funds constraints, the investigation is targeted at the Beijing City phone consumers. Survey locations concentrate in the schools, enterprises and mobile phone stores. Questionnaires are divided into two parts: basic questions and empirical issues, in which some empirical questions are brand knowledge, customer perceived value, and brand loyalty. The questionnaires are mainly face-to-face interviews. In this way, the total survey questionnaires are 150, the real effective returns are 120, and return rate is 80%.

Sampling Distribution Statistics

Basic questions include the subject's age, sex, income, education, occupation and the favorite phone brands. From the Samples structure, young people account for the overwhelming majority, because young people are largest consumers of the cell phone brands. People who are below 18-year-old have not more mature thinking of brand attitude than adults, credibility is not high. And those who are above 55-year old age have not deep understanding of cell phone brands, so it is impossible to obtain valid data. And the survey also finds out that consumers are more interested in Nokia's mobiles. The respondents' basic statistics are shown in the following table:

Table 1: Sampling distribution

Basic features	Category	Sampling number	Rate
Age	Below 18	0	0
	18-24	36	30%
	25-34	64	53%
	35-44	10	8%
	45-54	10	8%
	Above 55	0	0
Gender	Male	68	57%
	Female	52	43%
Education	Junior high school or below	4	3%
	Senior high school	6	6%
	Collage	20	17%
	Bachelor	70	58%
	Master or above	20	17%

Occupation	Students	11	9%
	Clerk in government	19	16%
	Freelance	25	21%
	The self-employed	25	21%
	Company employee	35	29%
	others	5	4%
Month income	Below 1000	13	10%
	1001-2000	17	14%
	2001-4000	45	37.5%
	4001-6000	18	15%
	6001-8001	20	17%
	8001-10000	4	3%
	Above 10000	3	2.5%
Favorite brand	Nokia	54	45%
	Motorola	32	27%
	Samsung	20	17%
	others	14	12%

Data Analysis Methods

According to the research objectives and the need to test the hypothesis, this study will use SPSS 11.5 software and LISREL8.54 software, methods of analysis are in the following categories:

Reliability Analysis

Reliability analysis is the measure to test when the scale measures associated variables whether it is stable and consist. Specifically, refers to testing consistence extent of Scale internal various items and whether there is consistency between two metric. Common test reliability has three indicators: stability, Equivalence and internal consistency. This study uses internal consistency of the indicators of scale reliability test. Internal consistency estimates methods are many. Often uses with Cronbach's coefficient to estimate. If "a" is bigger and bigger, which means all the variables' relevance is greater, that is, the higher the degree of internal consistency. Generally, Cronbach's "a" is greater than 0.7 for a high reliability, below 0.35 is low reliability, 0.5 is regarded as the minimum acceptable level of reliability.

Validity Analysis

Validity is correct; it means measurement tools can correctly measure the nature and function. Validity includes content validity and constructs validity. Their meaning and test methods are as follows:

(1) Content validity

Content validity is primarily designed for the scale to reflect content relevancy to the theme level. If the measure covers all research projects or explore the structure and contents, we can say that it has good content validity. Inspection mainly uses expert judgment, by the relevant experts and professionals to evaluate the appropriate item. The questionnaires are based on the theory and refer to most scholars' contents of the questionnaire and evaluate projects, and according to characteristics of objects, to amend. By the Mobile Operators' senior officers and scholars' careful inspection of the contents, then the pretests and the amendment, the measurement tools should be able to meet the validity requirements.

(2) Construction validity

Construction Validity is used to test whether the scale can really measure the variables. Mainly consists of convergent validity and distinction validity.

TESTING HYPOTHESIS

Reliability Analysis and Hypothesis 1 Testing

With Reliability analysis to test H1, for Brand recognition, the author uses two variables of brand popularity and brand image, and for customer perceived value the author uses five variables of product quality, services, prices, sociality, and emotion. As for the two different dimensions of Brand knowledge and customer perceived values the author uses a Pearson Correlation Analysis. The results can be showed in the following table.

Table 2: Correlation analysis of each element of brand knowledge and customer perceived value

	Product quality	Costs	Service	Emotions
Brand awareness	0.312(**) N=297	0.288(**) N=297	0.244(**) N=297	0.239(**) N=297
Brand image	0.523(**) N=297	0.358(**) N=297	0.323(**) N=297	0.441(**) N=297

Notes: *indicates that when the significant level is 0.05 (bilateral), the correlation is significant;
 ** indicates that when the significant level is 0.01 (bilateral), the correlation is significant.

From the data of the table, we can see the elements of brand recognition with the customer perceived value's all elements exists a positive correlation, correlated coefficients have been greatly exceed 0.1 which is acceptable level.

It can be seen, the impact of Brand recognition on the customer perceived value is less than brand image to the customer perceived value; the former correlation coefficients are between 0.23 and 0.32. The latter correlation coefficients are between 0.32 and 0.53, and this is consistent with reality, higher recognition brand's image is not necessarily good, and the more interaction with customer perceived value is brand image. Within this total, product quality and brand image have the highest correlation coefficient, that is 0.523, which illustrates these two variables' correlation extent is the strongest, In fact whether the quality of the product is good or bad is a very important element of customer perceived value, and it has the greatest impact on customers' minds brand image. Second are emotional elements and the brand image whose correlation coefficient is comparatively larger, it is 0.441, which indicates emotional factors also impact customers perceived value and brand image, and the cost and service elements have less impact on the brand image, Enterprises should not neglect these two aspects of the customer perceived value. Until now, the assumption is there overall tested, that is brand knowledge has positive correlation with f customer perceived value.

Regression Analysis and Hypothesis 2 Testing

The multivariate regression analysis of SPSS is to study a group of variables and a number of variables for a causal relationship. With R and the adjusted Rz to do basic judgment, the author takes the average value of brand loyalty as an indicator and as the dependent variable, and the customer perceived value uses product quality, services, prices, emotional four variables as independent variables, this regression analysis tests H2, The results are showed in the following tables:

Table 3: Model summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.682(a)	0.465	0.458	0.403	1.924

a Predictors: (constant), emotion, cost, service, product quality
 b Dependent Variable: brand loyalty

Table 4: Results of regression analysis: ANOVA (b)

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	41.292	4	10.323	63.544	0.000(a)
	Residual	47.437	292	0.162		
	Total	88.729	296			

a Predictors: (constant), emotion, cost, service, product quality
 b Dependent Variable: brand loyalty

Table 5: regression analysis results: coefficients (a)

Model		Unstandardized coefficients		Standardized coefficients		t	Sig.
		B	Std. Error	Beta			
1	(constant)	0.618	0.218			2.837	0.005
	Product quality	0.318	0.063	0.272		5.072	0.000
	Cost	0.147	0.042	0.170		3.466	0.001
	Service	0.072	0.055	0.065		1.306	0.192
	emotion	0.292	0.044	0.356		6.666	0.000

a Dependent Variable: brand loyalty

From the tables' data, we can see in the test of model the multicultural determination coefficient's value R is 0.68, as amended R^2 is 0.46, Bin value is close to 2, which shows that the fitting degree is high, and the explained variables can be explained by the model.

Holistic examination $F = 63$, the integrity is remarkable; the corresponding probability P value is approximate of 0. Due to the significant level of α is 0.05, the probability P value is less than 0.05, and then it should reject the null hypothesis. The author thinks that the regression coefficients are not 0 at the same time, the linear relationship between customer perceived value's elements and brand loyalty is significant, so it can use linear model to describe and reflect the relationship between them.

From T inspection, we can see that in addition to the third item, the rest t are beyond the significant level, The third structure is the "service" test items, t value is not significant for a number of reasons: First, the actual testing situation is not ideal; Second, test itself is a problem, the reason for this item is not significant lies in the former, because when customers buy the phone, they usually faces each local mobile phone dealers, but dealers' quality of service is more difficult to control for mobile business, which leads to customers perceived services' values vary widely, so the significance is less.

Until now, the H2 has been proven in the study, which is Customer perceived value and brand loyalty have significant positive impact.

RESULTS

Based on theoretical research and empirical analysis of customer perceived value and brand recognition, this paper has come to the following conclusions:

- (1) This paper studies the customer perceived value means that in actual contact with the brand process customers feel the gain or loss of value. It is primarily constituted by quality of products and services, costs, and other factors. Brand knowledge and brand loyalty are the most important two components of brand recognition, Brand knowledge refers to the consumers' impression of mastering the brand knowledge, This is the threshold of the relationship between consumer and the brand, as well as is a very important part of brand equity, including brand recognition and brand image. Consumer brand loyalty or commitment to the behavior and attitude are the most important components of brand equity.
- (2) The relationship between customer perceived value and brand recognition is complex, Customer satisfaction of the brand comes from many aspects, such feelings are from all aspects of the enterprise in addition to advertising, There are other stakeholders' attitudes and brand satisfaction, those all in the public form primary and blur image of brand, brand awareness and brand image have great effect in the process. In the level of customer perceived value, customers accept services through the use of enterprise products, among the process customers will contact with enterprises' employees, customers with the brand will have actual contact; customer perception of their value is measured by the results of customer actual behavior and attitude. Good customer perceived value will trigger customer brand loyalty, and poor customer perception of value will make customers brand transfer.
- (3) By case study, this paper shows that the two assumptions: Customer Perceived value and customer brand awareness have a positive correlation, which brand image and customer perceived value of relevance is stronger than the well-known brands to customer value perception of the relevance, This shows that enterprises should pay attention to its own brand image of the building to improve the overall customer perception of value, It is not a simple visibility through advertising; customer perceived value has direct positive impact on brand loyalty significantly, Enterprises should pay attention to customers by improving the perception value for the customer brand loyalty.

CONCLUSION

The findings of the research will be interpreted, conclusions will be drawn, and recommendations will be made. The areas of future research will be indicated.

Some conclusions will be made in this chapter.

- Brand recognition can increase brands' value
- Brand recognition can influence brand loyalty
- Brand recognition and brand loyalty are interactive

Cognitive Psychological brand concept realizes the transfer of brand equity benefits from producers' sovereignty to consumers' sovereignty, stressing that brand is a consumer-center concept, that is to say there is no consumers then on brand.

The well-known American brand expert, Keller (1999) also expresses the same idea: "the brand is from the differences which are reflected by consumers, if no difference occurs, and then the products with the brand name in essence are a general sense of products. Reflected differences are the results brand consumers understand. Although companies through their marketing plans and other acts can provide a stimulus for brands, at the end brand is to stay in the minds of consumers. That is to say brand is a perceived existence, and rooted in reality, but it is mapping the habits of individuals." This view indicates that brands are the customers' perception of products, which is the cognitive relationship of the product. This means that brands themselves do not merely depend on the characteristics of products, but also depend on the understanding and awareness of customers to the characteristics of the products, and the latter is close to consumers' subjective factors, such as hobbies, personality and lifestyle are closely related.

Understanding this point is very important. When consumers enter shops, the process of building relations of brands and products, will include a series of complex psychological activities such as attention, identifying, understanding and thinking. Products' objective characteristics may be important, but for consumers, they just recognize and accept the characteristics which they perceive. These are subjective cognitive and non-fact awareness. That is to say, in the reality that customers like the products are not only due to the objective of good quality, but more importantly it is due to customers considered they are good.

Beijing mobile phone market has always been China's telecommunications market's "barometer", we can see that the gap of Chinese mobile phone brands and foreign brands is very obvious. What domestic phones lack not only brands, but also how to add own brand value as a bargaining chip. First, brand building depends on the establishment reputation. However, regardless of technology or quality, Chinese mobile phones are far from satisfactory. Meanwhile, due to fierce competition in mobile phone market, based on seizing market considerations, many manufacturers first consideration is how to capture the market share and focus on over production, sales, and new product introduction. In particular, some manufacturers want to make new products enter market as soon as possible, even the quality or design of products exist problems still push them to market. If companies do not pay attention to transform brand recognition into reputation, it is difficult to obtain corporate brand value. It is precisely because domestic manufacturers rush to introduce the latest models and despite its large product design, which the Chinese mobile phone can not reach brand recognition.

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