

# The Impact of Crossover Clothing Brand on Consumer Purchase Intention

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## Abstract

*The study aims to explore the impact of brand equity, fitness and consumer lifestyle for crossover branded clothing commodity on consumer purchase intention, hoping to be helpful for the relevant practitioners to conduct commodity development and crossover alliance; after understanding what the impact factors are on crossover branded clothing commodity purchased by domestic consumers, the following three points are organized: 1. Understand whether consumer lifestyle impacts on consumer purchase intention when domestic consumers choose to purchase crossover clothing brands. 2. Understand whether brand equity impacts on consumer purchase intention after domestic consumers choose to purchase crossover clothing brands. 3. Understand whether crossover fitness impacts on consumer purchase intention after domestic consumers choose to purchase crossover clothing brands. This study adopted multiple regression, polynomial regression and response surface regression for analysis (sample size is 577 questionnaires), and the result showed that innovation and risk-taking, budgeting, crossover brand perceived quality, crossover brand loyalty and fitness on consumer purchase intention have positively significant impact. Positive impact of lifestyle on crossover brand purchase intention is only partially established. Positive impact of brand equity on crossover brand purchase intention is only partially established. Positive impact of fitness on crossover brand purchase intention is fully established.*

**Key Words:** Crossover Brand, Lifestyle, Brand Equity, Fitness, Taiwan.

## Introduction

With the transformation to knowledge-based economy, traditional OEM (Original Equipment Manufacturing) evolved to production mode of ODM (Original Brand Manufacturing) and gradually transformed to OBM (Original Brand Manufacturing). Garment and clothing manufacturing industry from OEM and ODM to OBM is affected by globalization, causing less sales volume than before. The previous well known "fashion" style was avoided in such a competitive market. The trend has been applied to clothing industry to become "trendy brand" since the year 2000, which trendy brand clothing may increase the popularity and visibility of crossover clothing brand through cooperation with crossover brand in different countries and cross-industry brand manufacturers (Hsiu, 2010). This study intended to understand whether any impact of lifestyle, brand equity and fitness for crossover clothing brand on consumer

purchase intention for further discussion, hoping to be helpful for the relevant practitioners to conduct commodity development and crossover alliance.

## Literature Review

### Creative Industry

Creative Economy can function to yield profit and increase employment opportunities towards cultural commodity and cultural service for regional economy. Reviewed from literature, cultural creative industry is an industry with high added-value and high production value. This study considered that business circle with multi-culture and characteristic can be developed through cultural creative industry to expand local humanism feature as well as the relevant innovative and creative industry, achieving characteristic economic development.

### Definition of Crossover

Brand alliance is combined with qualitative co-brand to jointly launch on crossover brand commodity with tendency and characteristic to attract different consumer clusters to generate consuming behaviors through two or more brands and interdisciplinary cooperation. In terms of business viewpoint, different brands and interdisciplinary cooperation are able to enhance brand awareness, drawing in cross-cluster's consumer purchase intention to further create more benefit; in terms of cultural viewpoint, such marketing technique breaks those divided between various brands and cultural fields to increase new style and outlook for the existing products (Xie, 2011)

### Definition of Lifestyle

Lifestyle concept originated from psychology and sociology. According to Lazer (1963) introduced lifestyle concept into marketing field, which his opinion about lifestyle meant statistical concept was specifically represented in dynamic lifestyle mode. According to Plummer, & Joseph, (1974) proposed to use lifestyle pattern for market segment to deeply explain unaccountable behavior with demographic variables. Currently, the most common dimension is organized by the four major dimensions of lifestyle composed of three dimensions (i.e. AIO scale), namely individual activity, interest and opinion integrated into measurable lifestyle, adding demographic variables (Hsu, Hsien & Hsu , 2014). Based on the above scholars, AIO scale is defined as: 1. Activities: Specific and definite activities can be observed but those behaviors occurred are hard to be measured; 2. Interest: Continuous concern extent is given to some special matters or subjects; 3. Opinions: Ideas produced by external stimulations or responses given to problems can be used to comprehend personal ideas about stimulations or problems, evaluation and expectation; 4. Demographic variable: It's one of statistical methods in market segment, which is used to find out common consumption patterns in combination with consumer's consumption data, socio-economic factors and geographical areas of life.

The later scholars improved AIO scale, e.g. Huang (1989) set 100 questions in AIO scale to be read as 11 factors, including 1. Fashion & popular; 2. Independence & decision; 3. Diffidence & shyness; 4. Loneliness & ego; 5. Appearance & grooming; 6. Openness & entertainment; 7. Innovation & adventure; 8. Imagination & leadership; 9. Housework & family; 10. Group & social contact; 11. Modernity & advance; Chu (2006) divided the scale into 7 factors, including 1. Fashion & popular; 2. Diffidence & solitude; 3. Nature-loving; 4. Frugality & simplicity; 5. Tranquility-based; 6. Budgeting; 7. Friendly human relationship; Pung (2008) distributed lifestyle into 1. Confidence & satisfaction; 2. The pursuit of fashion; 3. Liveliness & extroversion; 4. Science & technology reliance; 5. Opinion leadership; 6. Pinch pennies; 7. Oral spreading.

For these AIO scales proposed by the above scholars, this study adopted factors “Fashion & popular”, “Innovation & adventure”, “Independence & decision”, “Diffidence & solitude”, “Family”, “Science & technology reliance”, “Group & social contact” and “Pinch pennies” for presumption of assumptions:

H1 : Lifestyle has positive impact on consumer purchase intention.

H1-1 : Fashion & popular has positive impact on consumer purchase intention.

H1-2 : Innovation & adventure has positive impact on consumer purchase intention.

H1-3 : Independence & decision has positive impact on consumer purchase intention.

H1-4 : Diffidence & solitude has positive impact on consumer purchase intention.

H1-5 : Family has positive impact on consumer purchase intention.

H1-6 : Science & technology reliance has positive impact on consumer purchase intention.

H1-7 : Group & social contact has positive impact on consumer purchase intention.

H1-8 : Pinch pennies have positive impact on consumer purchase intention.

### Definition of Brand Equity

Brand equity defined by Aaker (1991) means extra value provided by brand name for the product itself. He indicated that the higher the brand equity is, the bigger the purchase intention is as consumer is willing to purchase such a product with high price. Keller (2011) proposed that differential effect of brand knowledge was positive and negative concept in combination with the definition of marketing and financial perspective, which brand equity is deemed to establish brand advantage in consumer's mind and create financial brand value (Shocker, & Weitz, 1988). Based on the aforesaid scholars and literature, presumption of assumption is introduced as follows:

H2 : Brand equity for crossover clothing brand has positive impact on consumer purchase intention

**Brand Awareness:** According to the research of Brown (1990), it stated brand awareness would be the first priority for consumer's purchasing commodity when consumer chose to buy and evaluate products. Brand awareness could increase consumer's familiarity of such a brand and thus generated favorite attitude. When consumer considered buying particular commodity, high brand awareness might enable consumer to take the related products into account and increase purchase opportunity. Heilman, Bowman & Wright (2000) in their research of consumer purchase behavior showed that consumers would increase brand preference to further affect purchase decision-making when they increased familiarity of brand. Based on presumption in the above literature, this study assumed:

H2-1 : Brand awareness for crossover clothing brand has positive impact on consumer purchase intention

**Perceived Quality:** According to Monroe & Krishnan (1985) stated that consumer's higher perceived quality would also increase consumer's purchase intention for the product; Garretson, & Clow (1999) indicated that consumer's perceived quality would impact on his/her purchase intention for the product. Therefore, perceived quality is always one of important basis for consumer's purchase decision-making. Based on presumption in the above literature, this study assumed:

H2-2 : Perceived quality for crossover clothing brand has positive impact on consumer purchase intention

**Brand Association:** According to Aaker (1991) put forward “Brand Association”, including 1.Product properties; 2.Intangible matters; 3.Customer's interest; 4.Relative price; 5.Use or application; 6.User or customer; 7.Celebrity or Figure; 8.Lifestyle or personality; 9.Product grade; 10.Competitor; 11.Country or Geographic area. Brand association is that all matters can be associated from those existed in consumer's memory and brand, e.g. advertisement and spokesperson, etc., and thus consumer could produce more positive attitude and feeling, selecting properties of favorite product as the connection with brand,

increasing purchase probability; meanwhile, and also connecting the original brand to extended product, so that consumer would be willing to purchase extended product for such a brand (Chen, 2007). Based on presumption in the above literature, this study assumed:

H2-3 : Brand association for crossover clothing brand has positive impact on consumer purchase intention

**Brand Loyalty:** Brand Loyalty means that consumer shows psychological reaction, trust and dependence degree against brand preference. The formation of brand loyalty does not solely rely on quality, awareness, mass communication and association, but consumer's product usage experience. It's also one of factors for companies to improve private brand, so as to reduce company's marketing cost, steady increase relationship among distributors and decrease competitors' threat (Hsuan, 2010; Yen, & Lin, 2010). Based on presumption in the above literature, this study assumed:

H2-4 : Brand loyalty for crossover clothing brand has positive impact on consumer purchase intention

**Fitness:** It for co-branding is an important factor that impacts on consumer's evaluation of brand and product. According to Jap (1993) proposed the meaning of "fitness" is that if brand concept between two brands has consistency or high similarity for consumer to show higher evaluation for co-branding and produce positive effect. If consumer acknowledged that there's high fitness between co-branding products, the positive evaluation of co-branding would transfer to co-branding products and another cooperative co-branding (Aaker, 1990; Smith & Park, 1992; Tauber, 1988). From the foregoing, the higher fitness the co-branding has, the more favorable benefit would be produced, and thus consumer would enhance acceptance level for co-branding and products (Chen, 2015; Lu, 2012). Based on presumption in the above literature, this study assumed:

H3: Fitness for crossover clothing brand has positive impact on consumer purchase intention

**Purchase intention:** Zeithaml (1988) thought consumer's purchase intention would be affected by objective price, perceived quality, perceived value and commodity property, enabling consumer evaluation and attitude towards product together with external factors to indirectly constitute purchase tendency. The so-called purchase intention meant a certain trading act produced after consumer's evaluation of whole product would be an emotional reaction for consumer to take action on matters (Hsu, 1987). Consequently, purchase intention is an important factor that affects purchase decision-making (Hu & Wu, 2009).

## Methodology

### Sampling method and research object

This study adopted convenience sampling for domestic public as distributed objects. According to literature, it generalized a dimension by using DOSURVEY online questionnaire for design and distribution of questionnaire, and issue message through Facebook chat room and webpage post during sample distribution period from Sept. to Dec., 2016. This study estimated to collect 700 questionnaires, as a result of 557 valid questionnaires and 114 invalid questionnaires in total 671 collected.

### Statistical analysis method

Package software STATISTICA 10 was adopted to conduct questionnaire analysis to acquire 577 valid and 114 invalid questionnaires through manual review, with 83% collecting rate. After collection of questionnaire, descriptive statistical analysis, reliability analysis, multiple regression analysis, polynomial analysis and response surface regression analysis were used for data analysis.

## Research Framework

This study based on reference literature assumed that the impact of lifestyle, quality equity and fitness on consumer purchase intention as Figure 1.

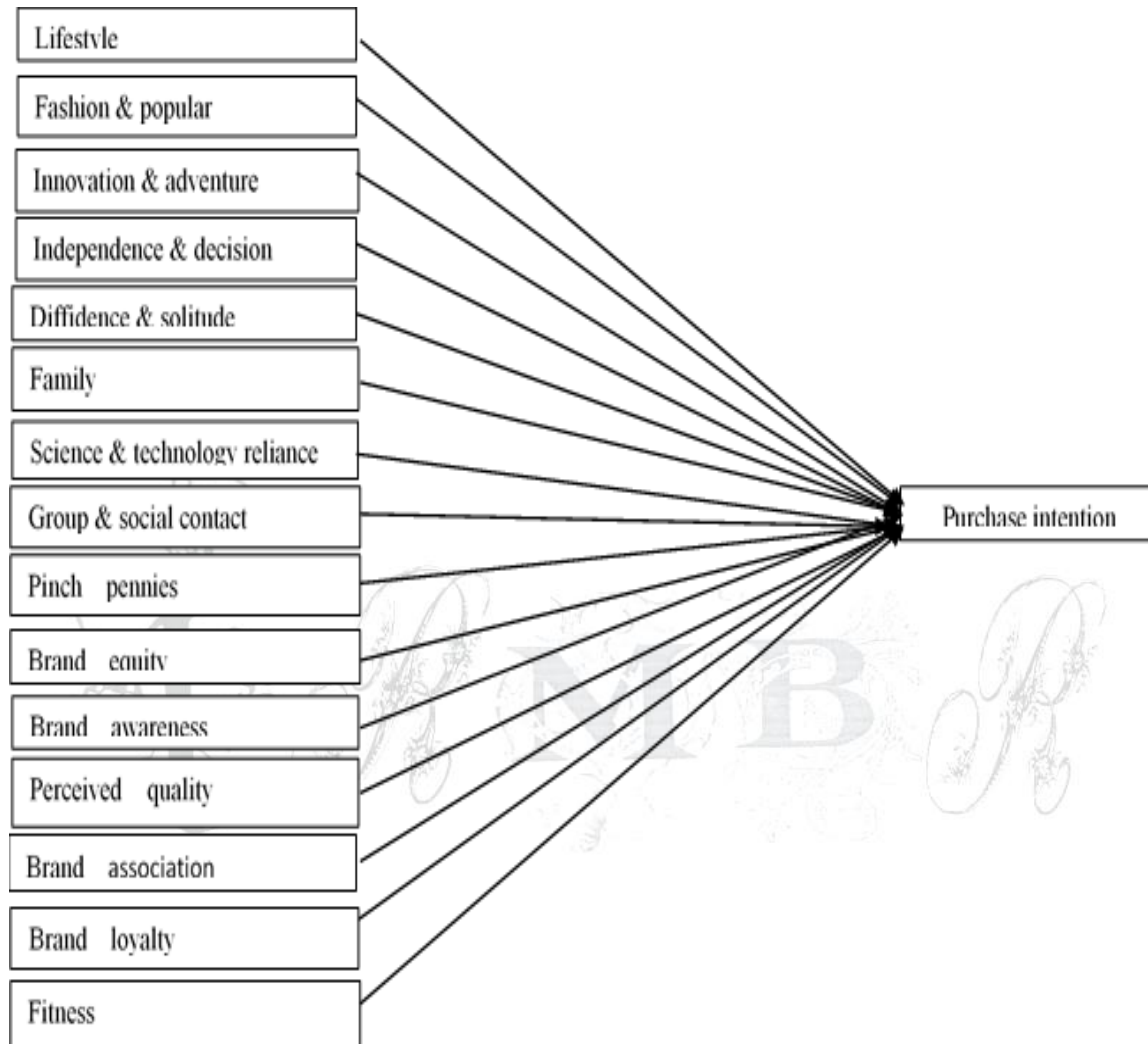


Figure 1 Research framework

## Research Result and Analysis

### Sample analysis

Most testee in this research were women with "21-25 years of age"; average times of purchasing clothing for testee in this research mainly were "3-6 months"; monthly income "under NT\$10000" for testee in this research mainly were students; the average clothing-related consumption amount for testee in this research was mainly "NT\$401-800"; the biggest cluster in occupation group for testee in this research was "student"; the largest number of people for testee in this research were from "south area (Chiayi/Tainan/Kaohsiung /Pingtung)" as Table 1.



Table 1-A Demographical statistics of sample (N= 577)

Item	Characteristics	Quantity	Percentage (%)
Gender	Male	235	40.798%
	Female	342	59.202%
Age	Under 15 years	000	00.000%
	16-20 years	088	15.250%
	21-25 years	409	070.88%
	26-30 years	035	06.070%
	31-35 years	034	05.890%
	Above 36 years	011	01.910%
The average months of clothing purchased	Within 2 months	115	19.930%
	3~6 months	244	42.290%
	7~9 months	103	17.850%
	Above 10 months	115	19.930%
Monthly income	Under NT 10000 dollars	324	56.150%
	NT 10001-20000 dollars	096	16.640%
	NT 20001-30000 dollars	087	15.080%
	NT 30001-40000 dollars	047	08.150%
	Above NT 40001 dollars	023	03.990%

Table 1-B Demographical statistics of sample (N= 577)

Item	Characteristics	Quantity	Percentage (%)
The average clothing purchased of clothing	Under NT 400 dollars	119	20.62%
	NT 401-800 dollars	164	28.42%
	NT 801-1200 dollars	150	26.00%
	NT 1201-1600 dollars	079	13.69%
	Above NT 1601 dollars	065	11.27%
Occupation	Student	406	70.36%
	Manufacturing	029	05.03%
	Agriculture, Forestry, Fishery, and Husbandry Census	004	00.69%
	Military, public, and education	019	03.29%
	Professional technique workers	007	01.21%
	Industry, Business and Services	062	10.75%
	Freelance	015	02.60%
	Design Industry	006	01.04%
	Electronics , Technology Industry	017	02.95%
	Mass communication industry	001	00.17%
	Health Care Industry	005	00.87%
	Homemaker	003	00.52%
	Other	003	00.52%
Residence	North area	163	28.25%
	Central area	176	30.50%
	South area	218	37.78%
	East area	014	02.43%
	Surrounding Islands	004	00.69%
	Other	002	00.35%

### Sample Descriptive Statistics

This study conducted analysis with Likert scale: “Fashion & popular”, “Innovation & adventure”, “Independence & decision”, “Family”, “Science & technology reliance”, “Pinch pennies”, “Crossover awareness”, “Crossover quality”, “Crossover association”, “Crossover loyalty” and “Fitness” were average value 4; “Group & social contact” average value 3; “Diffidence & solitude” average value 2. As known from the above, most consumers in this study agreed with samples in lifestyle, crossover brand equity and fitness, in the Table 2.

Table 2 descriptive statistics of Sample

	Sample	Mean	Standard deviation
Fashion & popular	577	4	0.686
Innovation & adventure	577	4	0.664
Independence & decision	577	4	0.676
Diffidence & solitude	577	2	0.879
Family	577	4	0.771
Science & technology reliance	577	4	0.737
Group & social contact	577	3	0.797
Pinch pennies	577	4	0.708
Crossover brand equity	577	4	0.793
Crossover awareness	577	4	0.791
Crossover quality	577	4	0.830
Crossover association	577	4	0.912
Crossover loyalty	577	4	0.675

### Reliability Analysis

As known from table 3, Cronbach's  $\alpha$  value  $\geq 0.7$ , i.e. high reliability, are “Fashion & popular”, “Innovation & adventure”, “Independence & decision”, “Diffidence & solitude”, “Family”, “Science & technology reliance”, “Group & social contact”, “Pinch pennies”, “Crossover brand equity”, “Crossover awareness”, “Crossover quality”, “Crossover association”, “Crossover loyalty”, “Fitness” and “Purchase intention”, showing reliability in this research data in the Table 3.

Table 3 Reliability analysis

Facets	Cronbach's $\alpha$
Fashion & popular	0.801
Innovation & adventure	0.764
Independence & decision	0.817
Diffidence & solitude	0.868
Family	0.866
Science & technology reliance	0.874
Group & social contact	0.822
Pinch pennies	0.762
Crossover brand equity	0.909
Crossover awareness	0.735
Crossover quality	0.780
Crossover association	0.863
Crossover loyalty	0.825
Fitness	0.884
Purchase intention	0.862

## Regression Analysis

### Multiple regression analysis

As showed in Table 4 Regression analysis table, multiple regression analysis can explain the influence of individual factor on the corresponding variable, in which each factor of the mode is independent factor. The mode is used to discuss whether independent variable has significant impact on purchase intention variable value of dependent variable, indicated as below:  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \epsilon$

### Polynomial regression analysis

As showed in Table 4 Regression analysis table, polynomial regression analysis can explain the influence of individual factor after secondary response on dependent variable, where  $\beta_i$  is linear reaction coefficient;  $\beta_{ij}$  is quadratic effect reaction coefficient;  $\beta_{ijk}$  is response surface mode coefficient. The mode is used to discuss whether independent variable has significant impact on purchase intention variable value of dependent variable, indicated as below :

$$Y_1 = \beta_0 + \beta_1 X_1 + \beta_{11} X_1^2 + \beta_2 X_2 + \beta_{22} X_2^2 + \beta_3 X_3 + \beta_{33} X_3^2 + \beta_4 X_4 + \beta_{44} X_4^2 + \beta_5 X_5 + \beta_{55} X_5^2 + \beta_6 X_6 + \beta_{66} X_6^2 + \beta_7 X_7 + \beta_{77} X_7^2 + \beta_8 X_8 + \beta_{88} X_8^2 + \beta_9 X_9 + \beta_{99} X_9^2 + \beta_{10} X_{10} + \beta_{1010} X_{10}^2 + \beta_{11} X_{11} + \beta_{1111} X_{11}^2 + \beta_{12} X_{12} + \beta_{1212} X_{12}^2 + \beta_{13} X_{13} + \beta_{1313} X_{13}^2 + \epsilon$$

### Response surface regression analysis

As showed in Table 4 Regression analysis table, response surface regression analysis can explain mutual effect between individual factors to analyze interaction results through cross multiplication coefficient. The mode is used to discuss whether independent variable has significant impact on purchase intention variable value of dependent variable, indicated as below :

$$Y_2 = \beta_0 + \beta_1 X_1 + \beta_{11} X_1^2 + \beta_{12} X_1 X_2 + \beta_{13} X_1 X_3 + \beta_{14} X_1 X_4 + \dots + \beta_{113} X_1 X_{13} + \beta_2 X_2 + \beta_{22} X_2^2 + \beta_{23} X_2 X_3 + \beta_{24} X_2 X_4 + \beta_{25} X_2 X_5 + \dots + \beta_{213} X_2 X_{13} + \beta_3 X_3 + \beta_{33} X_3^2 + \beta_{34} X_3 X_4 + \beta_{35} X_3 X_5 + \beta_{36} X_3 X_6 + \dots + X_{313} X_3 X_{13} + \beta_4 X_4 + \beta_{44} X_4^2 + \beta_{45} X_4 X_5 + \beta_{46} X_4 X_6 + \beta_{47} X_4 X_7 + \dots + \beta_{413} X_4 X_{13} + \beta_5 X_5 + \beta_{55} X_5^2 + \beta_{56} X_5 X_6 + \beta_{57} X_5 X_7 + \beta_{58} X_5 X_8 + \dots + \beta_{513} X_5 X_{13} + \beta_6 X_6 + \beta_{66} X_6^2 + \beta_{67} X_6 X_7 + \beta_{68} X_6 X_8 + \dots + \beta_{613} X_6 X_{13} + \beta_7 X_7 + \beta_{77} X_7^2 + \beta_{78} X_7 X_8 + \beta_{79} X_7 X_9 + \dots + \beta_{713} X_7 X_{13} + \beta_8 X_8 + \beta_{88} X_8^2 + \beta_{89} X_8 X_9 + \beta_{810} X_8 X_{10} + \dots + \beta_{813} X_8 X_{13} + \beta_9 X_9 + \beta_{99} X_9^2 + \beta_{910} X_9 X_{10} + \dots + \beta_{913} X_9 X_{13} + \beta_{10} X_{10} + \beta_{1010} X_{10}^2 + \beta_{1011} X_{10} X_{11} + \beta_{1012} X_{10} X_{12} + \beta_{1013} X_{10} X_{13} + \beta_{11} X_{11} + \beta_{1111} X_{11}^2 + \beta_{1112} X_{11} X_{12} + \beta_{1113} X_{11} X_{13} + \beta_{12} X_{12} + \beta_{1212} X_{12}^2 + \beta_{1213} X_{12} X_{13} + \beta_{13} X_{13} + \beta_{1313} X_{13}^2 + \epsilon$$

Y Consumer Purchase Intention ; X1 Crossover awareness ; X2 Crossover quality; X3Crossover association; X4 Crossover loyalty ; X5 Fitness; X6 Fashion & popular ; X7 Innovation & adventure ;X8 Independence & decision ; X9 Diffidence & solitude ; X10 Family; X11Science & technology reliance ;X12 Group & social contact ; X13 Pinch pennies



Table 4-A Regression analysis

	Multiple regression analysis				Polynomial regression analysis				Response surface regression analysis			
	Estimate	St.Err.s	Wald Stat	P	Estimate	St.Err.s	Wald Stat.	P	Estimate	St.Err.s	Wald Stat.	P
Intercept	0.202	0.065	9.725	0.002	-0.110	0.219	0.250	0.617	-0.372	0.460	0.656	0.418
Crossover awareness	-0.020	0.011	3.311	0.069	-0.095	0.071	1.804	0.179	-0.102	0.121	0.717	0.397
Crossover quality	0.050	0.011	19.278	0.000	0.229	0.091	10.440	0.001	-0.124	0.128	0.944	0.331
Crossover association	0.020	0.012	2.967	0.085	0.124	0.065	3.614	0.057	0.184	0.136	1.826	0.177
Crossover loyalty	0.057	0.010	35.627	0.000	0.113	0.055	4.229	0.040	0.269	0.120	5.027	0.025
Fitness	0.127	0.012	104.072	0.000	0.145	0.091	2.523	0.112	0.349	0.144	5.875	0.015
Fashion & popular	-0.003	0.012	0.070	0.791	0.070	0.070	1.013	0.314	0.049	0.117	0.178	0.673
Innovation & adventure	0.054	0.013	18.597	0.000	0.135	0.081	2.783	0.095	0.022	0.137	0.026	0.871
Independence & decision	-0.005	0.010	0.249	0.618	-0.128	0.081	2.512	0.113	-0.148	0.125	1.389	0.234
Diffidence & solitude	0.004	0.007	0.230	0.632	-0.068	0.036	3.607	0.058	0.060	0.084	0.501	0.479
Family	0.009	0.008	1.064	0.302	-0.061	0.050	1.471	0.223	0.090	0.010	0.831	0.362
Science & technology reliance	-0.019	0.010	4.047	0.044	-0.065	0.071	0.830	0.362	-0.135	0.107	1.569	0.210
Group & social contact	-0.002	0.010	0.058	0.810	0.040	0.057	0.504	0.478	0.023	0.108	0.047	0.828
Pinch pennies	0.021	0.010	4.325	0.038	0.040	0.063	0.400	0.526	0.124	0.109	1.305	0.253
Crossover awareness 2					0.010	0.009	1.224	0.268	-0.002	0.013	0.022	0.882
Crossover quality 2					-0.024	0.010	6.082	0.014	-0.056	0.014	15.610	0.000
Crossover association 2					-0.015	0.009	2.692	0.101	-0.013	0.015	0.712	0.399
Crossover loyalty 2					-0.009	0.008	1.148	0.284	0.002	0.012	0.040	0.841
Fitness 2					-0.002	0.012	0.035	0.852	-0.010	0.017	0.330	0.570
Fashion & popular 2					-0.011	0.010	1.387	0.234	-0.013	0.016	0.705	0.401
Innovation & adventure 2					-0.012	0.011	1.043	0.307	-0.010	0.016	0.411	0.521
Independence & decision 2					0.017	0.011	2.498	0.114	0.013	0.013	1.009	0.315
Diffidence & solitude 2					0.012	0.006	3.597	0.058	0.012	0.007	2.982	0.084
Family 2					0.010	0.007	1.832	0.176	0.009	0.008	1.388	0.239
Science & technology reliance 2					0.006	0.009	0.489	0.484	-0.003	0.012	0.088	0.767
Group & social contact 2					-0.006	0.009	0.668	0.414	-0.001	0.012	0.004	0.947
Pinch pennies 2					-0.002	0.009	0.050	0.823	0.000	0.010	0.001	0.970
Crossover awareness *									0.006	0.019	0.091	0.762
Crossover quality *												
Crossover awareness *									0.051	0.020	6.797	0.009
Crossover quality *												
Crossover quality *									0.038	0.020	3.799	0.051
Crossover association *												
Crossover awareness *									-0.027	0.016	2.819	0.093
Crossover loyalty												

Table 4-B Regression analysis

	Multiple regression analysis				Polynomial regression analysis				Response surface regression analysis			
	Estimate	St.Err.s	Wald Stat	P	Estimate	St.Err.s	Wald Stat.	P	Estimate	St.Err.s	Wald Stat.	P
Crossover quality * Crossover loyalty									-0.001	0.019	0.005	0.942
Crossover association * Crossover loyalty									-0.034	0.018	3.338	0.068
Crossover awareness * Fitness									0.004	0.022	0.041	0.839
Crossover quality * Fitness									0.072	0.023	9.472	0.002
Crossover association * Fitness									-0.070	0.023	9.905	0.003
Crossover loyalty * Fitness									0.020	0.019	1.089	0.297
Crossover awareness * Fashion & popular									-0.008	0.020	0.165	0.684
Crossover quality * Fashion & popular									-0.119	0.021	0.331	0.565
Crossover association * Fashion & popular									0.003	0.021	2.221	0.136
Crossover loyalty * Fashion & popular									-0.005	0.018	0.085	0.770
Fitness * Fashion & popular									-0.011	0.022	0.231	0.631
Crossover awareness * Innovation & adventure									-0.002	0.023	0.006	0.937
Crossover quality * Innovation & adventure									-0.005	0.025	0.039	0.843
Crossover association * Innovation & adventure									0.028	0.024	1.407	0.236
Crossover loyalty * Innovation & adventure									0.014	0.020	0.514	0.473
Fitness * Innovation & adventure									-0.018	0.024	0.554	0.457
Fashion & popular * Innovation & adventure									-0.005	0.022	0.045	0.832
Crossover awareness * Independence & decision									0.004	0.017	0.056	0.813
Crossover quality * Independence & decision									0.032	0.019	2.710	0.100

Crossover association * Independence & decision	-0.030	0.019	2.450	0.117
Crossover loyalty * Independence & decision	0.012	0.017	0.521	0.471
Fitness * Independence & decision	-0.032	0.021	2.391	0.122
Fashion & popular * Independence & decision	0.045	0.019	5.800	0.016
Innovation & adventure * Independence & decision	-0.038	0.020	3.561	0.059
Crossover awareness * Diffidence & solitude	-0.013	0.013	0.979	0.323
Crossover quality * Diffidence & solitude	0.012	0.014	0.723	0.395
Crossover association * Diffidence & solitude	-0.002	0.016	0.017	0.897
Crossover loyalty * Diffidence & solitude	0.011	0.013	0.714	0.398
Fitness * Diffidence & solitude	-0.045	0.016	7.952	0.005
Fashion & popular * Diffidence & solitude	-0.025	0.015	2.746	0.098
Innovation & adventure * Diffidence & solitude	0.040	0.018	4.676	0.031
Independence & decision * Diffidence & solitude	-0.011	0.014	0.633	0.426

Table 4-C Regression analysis

	Multiple regression analysis			Polynomial regression analysis			Response surface regression analysis			
	Estimate	St.Err.s	Wald Stat	P Estimate	St.Err.s	Wald Stat.	P Estimate	St.Err.s	Wald Stat.	P
Crossover awareness * Family							0.007	0.015	0.203	0.652
Crossover quality * Family							0.026	0.016	2.505	0.114
Crossover association * Family							-0.006	0.016	0.157	0.692
Crossover loyalty * Family							-0.014	0.014	1.111	0.292
Fitness * Family							0.002	0.016	0.014	0.906
Fashion & popular * Family							-0.011	0.015	0.530	0.467
Innovation & adventure * Family							-0.030	0.016	3.632	0.057
Independence & decision * Family							0.022	0.014	2.452	0.117
Diffidence & solitude * Family							0.010	0.010	0.886	0.347
Crossover awareness * Science & technology reliance							0.003	0.018	0.032	0.857
Crossover quality * Science & technology reliance							0.030	0.018	2.737	0.098
Crossover association * Science & technology reliance							-0.016	0.019	0.763	0.393
Crossover loyalty * Science & technology reliance							-0.012	0.016	0.594	0.441
Fitness * Science & technology reliance							0.017	0.021	0.643	0.423
Fashion & popular * Science & technology reliance							0.012	0.019	0.363	0.547
Innovation & adventure * Science & technology reliance							-0.001	0.021	0.003	0.957
Independence & decision * Science & technology reliance							0.023	0.017	1.759	0.185
Diffidence & solitude * Science & technology reliance							-0.010	0.012	0.627	0.428
Family * Science & technology reliance							-0.030	0.013	4.925	0.026
Crossover awareness * Group & social contact							-0.025	0.019	1.744	0.187
Crossover quality * Group & social contact							0.004	0.018	0.040	0.840
Crossover association * Group & social contact							-0.006	0.019	0.090	0.764
Crossover loyalty * Group & social contact							-0.014	0.017	0.661	0.416
Fitness * Group & social contact							0.009	0.019	0.215	0.643
Fashion & popular * Group & social contact							-0.016	0.019	0.655	0.418
Innovation & adventure * Group & social contact							0.018	0.020	0.754	0.385
Independence & decision * Group & social contact							0.015	0.017	0.806	0.369
Diffidence & solitude * Group & social contact							-0.005	0.012	0.150	0.698
Family * Group & social contact							0.006	0.014	0.160	0.689
Science & technology reliance * Group & social contact							0.017	0.017	1.059	0.303
Crossover awareness * Pinch pennies							0.024	0.020	1.393	0.238
Crossover quality * Pinch pennies							-0.039	0.021	3.514	0.061

Table 4-D Regression analysis

	Multiple regression analysis			Polynomial regression analysis			Response surface regression analysis			
	Estimate	St.Err.s	Wald Stat	P Estimate	St.Err.s	Wald Stat.	P Estimate	St.Err.s	Wald Stat.	P
Crossover association * Pinch pennies							-0.010	0.019	0.281	0.596
Crossover loyalty * Pinch pennies							-0.006	0.017	0.142	0.707
Fitness * Pinch pennies							-0.001	0.021	0.001	0.977
Fashion & popular * Pinch pennies							0.006	0.022	0.087	0.769
Innovation & adventure * Pinch pennies							0.040	0.023	2.942	0.086
Independence & decision * Pinch pennies							-0.032	0.017	3.544	0.060
Diffidence & solitude * Pinch pennies							0.009	0.013	0.474	0.491
Family * Pinch pennies							-0.013	0.013	0.981	0.322
Science & technology reliance * Pinch pennies							0.007	0.016	0.186	0.666
Group & social contact * Pinch pennies							-0.016	0.017	0.859	0.354

### Regression results analysis

As showed in Table 4 Regression analysis , this study aimed at the influence of independent variable on parameter value estimated by dependent variable, finding that crossover perceived quality, crossover brand loyalty, fitness, innovation & adventure and pinch pennies have positive significant impact on purchase intention for crossover branded clothing product; in polynomial regression analysis, this study found that crossover perceived quality and crossover brand loyalty have positive significant impact on purchase intention for crossover branded clothing product; in response surface analysis, this study found that crossover brand loyalty, fitness, crossover brand awareness\*crossover brand association, crossover perceived quality\*fitness, fashion & popular\*independence & decision, innovation & adventure\*diffidence & solitude have positive significant impact on purchase intention for crossover branded clothing product. This study processed analysis for variables that had positive significant impact on purchase intention for crossover branded clothing product.

### Crossover perceived quality

"Perceived quality" means consumer's perception towards product quality or subjective satisfaction degree towards overall service quality for such a brand. For crossover perceived quality in multiple regression analysis (Estimate = 0.050, St.Err.s = 0.011, Wald Stat.= 19.278, P=0.000 <0.05) and simple polynomial regression analysis (Estimate =0.229, St.Err.s =0.091, Wald Stat.=10.440, P=0.001 <0.050), consumer in simple and quadratic variable of crossover perceived quality have positive significant impact on purchase intention for crossover branded clothing product. It can be known that UNIQLO and DISNEY have a certain quality assurance and good service quality for their products, causing consumer's higher acceptance of such product designs. In consequence, perceived crossover brand has higher and positive quality satisfaction. For interaction of response surface regression analysis, crossover perceived quality and fitness have positive significant impact on purchase intention for crossover branded clothing product (Estimate = 0.072, St.Err.s = 0.023, Wald Stat.= 9.472, P=0.002 <0.050), learning that consumer has good quality satisfaction with crossover perceived quality and crossover branded clothing product to identify good match effect in combination with two brands, making consumer have positive significant impact on the interaction between crossover perceived quality and fitness.

This study concluded that consumer identified and accepted higher satisfaction with crossover product quality, service quality and design, including good match between UNIQLO and DISNEY for crossover brand clothing to enhance consumer's product satisfaction with crossover brand product. Therefore, one and secondary interaction between crossover perceived quality and fitness have positive significant impact on purchase intention for crossover branded clothing product.

### Crossover brand loyalty

"Crossover brand loyalty" means a consumer behavior process in purchase decision-making for psychical reaction, trust and dependence degree of brand preference. In multiple regression analysis (Estimate =0.057, St.Err.s =0.010, Wald Stat.=35.627, P=0.000 <0.050), polynomial regression analysis (Estimate =0.113, St.Err.s =0.055, Wald Stat.= 4.229, P=0.040 <0.05 ) and response surface regression analysis (Estimate =0.269, St.Err.s =0.120, Wald Stat.= 5.027, P=0.025 <0.050), consumer in simple and quadratic variable of crossover brand loyalty have positive significant impact on purchase intention for crossover branded clothing product. It's known that consumer in this study may accumulate a certain loyalty for purchase habit of crossover brand clothing and satisfaction with brand preference, so as to facilitate consumer's repetitive purchase.

This study concluded that consumer has higher loyalty satisfaction with his/her preference for, trust and dependency of crossover branded clothing product to increase more purchase intention. Consequently,

consumer in crossover brand loyalty variables has positive significant impact on purchase intention for crossover branded clothing product.

### **Fitness**

“Fitness” is that brand concept between two brands has consistency or high similarity for consumer to show higher evaluation for co-branding and produce positive overflowing effect. In multiple regression analysis (Estimate =0.127, St.Err.s =0.012, Wald Stat.= 104.072,  $P=0.000 <0.050$ ) and response surface regression analysis (Estimate =0.349, St.Err.s =0.144, Wald Stat.= 5.875,  $P=0.015 <0.050$ ), consumer in simple variable of fitness has positive significant impact on purchase intention for crossover branded clothing product.

It can be known that the higher the consumer has fitness for crossover brand between co-branding of UNIQLO and DISNEY, the more benefit it can produce, and thus consumer can increase acceptance degree of co-branding and product, indirectly impacting on crossover branded clothing product to cause positive effect.

This study concluded that consumer recognized and accepted two brands combination each other for crossover brand clothing would further increase consumer purchase intention. As a result, consumer in fitness variable has positive significant impact on purchase intention for crossover branded clothing product.

### **Innovation & adventure**

“Innovation & adventure” is a kind of consumer’s personal characteristics that would dare to try novel product, new environment or new job, etc. in his/her lifestyle. In multiple regression analysis (Estimate =0.054, St.Err.s =0.013, Wald Stat.= 18.597,  $P=0.000 <0.050$ ), consumer in simple variable of innovation & adventure has positive significant impact on purchase intention for crossover branded clothing product. It can be known that consumer cluster (student cluster) has high intention degree of acceptance and attempt for branded clothing in combination with two different industries. This study found that consumer cluster is the majority whose characteristics is daring to try new things for innovation & adventure orientation, along with low diffidence & solitude orientation (Table 4.2 Sample descriptive statistical analysis, average value 2 for diffidence & solitude orientation means disagree), i.e. liveliness & extroversion characteristics, showing consumer cluster in this study has personality tendency of liveliness & extroversion to be willing to accept new product information and has courage to challenge novelty (job, adventure activity), and has high acceptance degree for innovative design and new product of crossover brand clothing.

This study concluded that consumer cluster has personality tendency of liveliness & extroversion to be willing to accept new product information and has courage to challenge novelty. Therefore, consumer in innovation & adventure and under cross interaction between innovation & adventure and diffidence & solitude has positive significant impact on purchase intention for crossover branded clothing product.

### **Pinch pennies**

“Pinch pennies” is to discuss whether a kind of consumer characteristic may conduct the extent of price comparison and make good use of resources (coupon and relevant promotions) for his/her purchase of daily goods in lifestyle. In multiple regression analysis (Estimate =0.021, St.Err.s =0.010, Wald Stat.= 4.325,  $P=0.038 <0.050$ ), consumer in simple variable of pinch pennies has positive significant impact on purchase intention for crossover branded clothing product. This study found that consumer cluster with pinch pennies characteristics in descriptive statistics is mostly student cluster, mainly NT\$401~800 for the

related amount of clothing purchase (purchase of about one or two clothing), showing consumer would like to buy clothing within a reasonable price.

This study concluded that consumer with pinch pennies characteristics would be good at clothing-related price comparison for further consumption within reasonable budget, so consumer in pinch pennies variable has positive significant impact on purchase intention for crossover branded clothing product.

#### **Crossover brand awareness\*crossover brand association**

For interaction of response surface regression analysis for crossover brand awareness\*crossover brand association (Estimate =0.051, St.Err.s =0.020, Wald Stat.= 6.797, P=0.009<0.050), consumer in interaction variable between crossover brand awareness\*crossover brand association has positive significant impact on purchase intention for crossover branded clothing product. "Brand awareness" in this study is priority basis for consumer to purchase commodity; "brand association" means all matters can be associated from those existed in consumer's memory and brand, and thus consumer could produce high association for high brand awareness to increase purchase probability when considering buying particular commodity.

This study concluded that consumer has positive attitude and feeling for brand awareness and association to connect product property to the brand and increase purchase probability, which would connect the original brand to new extended product and let consumer like to purchase the extended product of the brand. Therefore, crossover brand awareness\*crossover brand association has positive significant impact on purchase intention for crossover branded clothing product.

#### **Fashion & popular\*independence & decision**

Interaction of response surface regression analysis, fashion & popular\*independence & decision (Estimate =0.045, St.Err.s =0.019, Wald Stat.= 5.800, P=0.016<0.050) has positive significant impact. "Fashion & popular" means that consumer has individual characteristics that will actively pay attention to the popular trend and obtain more multiple popular information through newspaper and magazines; "independence & decision" means consumer has individual characteristics that may solely make decision and have stronger independence without reliance.

This research concluded that fashion & popular as well as independence & decision is very subjective opinion and idea, showing consumer has his/her own purchase preference for favorite fashion product without conforming to other opinions and change. In consequence, it could infer conclusion of fashion & popular as well as independence & decision have positive significant impact on purchase intention for crossover branded clothing product.

### **Discussions and Conclusions**

This study aimed to discuss the correlation between lifestyle and crossover brand equity and fitness towards purchase intention. According to the results of Chapter 4 multiple regression analysis, it concluded as follows to make suggestions for the subsequent research as Table 5:

Table 5 Research Hypothesis

Hypothesis	Result
H1 : Lifestyle has positive impact on consumer purchase intention.	Partial support
H1-1 : Fashion & popular has positive impact on consumer purchase intention.	Not support
H1-2 : Innovation & adventure has positive impact on consumer purchase intention.	Support



H1-3 : Independence & decision has positive impact on consumer purchase intention.	Not support
H1-4 : Diffidence & solitude has positive impact on consumer purchase intention.	Not support
H1-5 : Family has positive impact on consumer purchase intention.	Not support
H1-6 : Science & technology reliance has positive impact on consumer purchase intention.	Not support
H1-7 : Group & social contact has positive impact on consumer purchase intention.	Not support
Hypothesis	Result
H1-8 : Pinch pennies have positive impact on consumer purchase intention.	Support
H2 : Brand equity for crossover clothing brand has positive impact on consumer purchase intention	Partial support
H2-1 : Brand awareness for crossover clothing brand has positive impact on consumer purchase intention	Not support
H2-2 : Perceived quality for crossover clothing brand has positive impact on consumer purchase intention	Support
H2-3 : Brand association for crossover clothing brand has positive impact on consumer purchase intention	Not support
H2-4 : Brand loyalty for crossover clothing brand has positive impact on consumer purchase intention	Support
H3: Fitness for crossover clothing brand has positive impact on consumer purchase intention	Support

### **The impact of lifestyle on crossover brand purchase intention**

As summary of research results in chapter 4, discussion in multiple purchase intention showed the impact of lifestyle on purchase intention for crossover brand was only partly established, above all, innovation & adventure and pinch pennies of lifestyle have positive impact on purchase intention for crossover branded clothing product.

### **The impact of innovation & adventure on crossover brand purchase intention**

According to analysis results in chapter 4, “innovation & adventure” is to discuss that consumer would dare to try in novel product, new environment or job, etc. In multiple regression analysis (Estimate =0.054, St.Err.s =0.013, Wald Stat.= 18.597, P=0.000 <0.050), consumer in variable of innovation & adventure orientation has positive significant impact on purchase intention. This study found that the majority of consumer cluster (student cluster) has personality tendency to have willingness to accept new product information and the courage to challenge new things (job and adventure activity), showing higher acceptability and degree of attempt willingness for new tendency by combining two or more brands with cross-discipline cooperation to jointly create crossover brand for novel clothing with personal characteristics. Consequently, this study concluded consumer in innovation & adventure orientation has positive significant impact on purchase intention for crossover branded clothing product.

### **The impact of pinch pennies on crossover brand purchase intention**

According to result analysis in chapter 4, ” pinch pennies” is to discuss whether a kind of consumer characteristic may conduct the extent of price comparison and make good use of resources (coupon and relevant promotions) for his/her purchase of daily goods in lifestyle. In multiple regression

analysis (Estimate = 0.021, St.Err.s = 0.010, Wald Stat. = 4.325,  $P = 0.038 < 0.050$ ), consumer in variable of pinch pennies orientation towards purchase intention has positive significant impact. This study found that most consumers recognized they had characteristics of pinch pennies, and in 4.1 descriptive statistics, student cluster, the majority of consumer cluster within monthly income NT\$10000, mainly spent NT\$401~800 to buy clothing (purchase of about one or two clothing). It indicated that consumer in this study had limited monthly income to use; however, he/she remained purchase intention for crossover brand clothing within reasonable price range upon price comparison. Therefore, this study concluded that pinch pennies have positive significant impact on purchase intention for crossover branded clothing product.

### **The impact of crossover brand equity on crossover brand purchase intention**

As summary of research results in chapter 4, discussion in multiple purchase intention showed the impact of brand equity on purchase intention for crossover brand was only partly established, above all, crossover perceived quality and brand loyalty have positive impact on crossover brand purchase intention.

### **The impact of crossover brand perceived quality on crossover brand purchase intention**

According to analysis results in chapter 4, “perceived quality” means consumer’s perception towards product quality or subjective satisfaction degree towards overall service quality for such a brand. For crossover perceived quality in multiple regression analysis (Estimate = 0.050, St.Err.s = 0.011, Wald Stat. = 19.278,  $P = 0.000 < 0.05$ ), consumer in variable of crossover perceived quality has positive significant impact on purchase intention. Consumer in this study identified that product design (animation role, style & pattern, color), product quality (clothing material, place of origin) and brand service (front line service personnel), etc. for two crossover co-branding, enabling consumer to feel attraction and have high satisfaction. Consequently, this study concluded that crossover brand perceived quality has positive significant impact on purchase intention for crossover branded clothing product.

### **The impact of crossover brand loyalty on crossover brand purchase intention**

According to analysis results in chapter 4, “brand loyalty” means a consumer behavior process in purchase decision-making for psychical reaction, trust and dependence degree of brand preference. In multiple regression analysis (Estimate = 0.057, St.Err.s = 0.010, Wald Stat. = 35.627,  $P = 0.000 < 0.050$ ), consumer in variable of crossover brand loyalty has positive significant impact on purchase intention for crossover brand.

This study found that consumer in Table 4 sample descriptive statistics and 4 regression analysis table showed average value 4 for cross brand loyalty. Consumer cluster in the study recognized preference for, trust and dependency of two crossover co-branding clothing product, being willing to recommend the product to friends, so as to increase more purchase intention. As a result, the conclusion is that crossover brand loyalty has positive significant impact on purchase intention for crossover branded clothing product.

### **The impact of fitness on crossover brand purchase intention**

According to analysis results in chapter 4, “fitness” is that brand concept between two brands has consistency or high similarity for consumer to show higher evaluation for co-branding and produce positive effect. In multiple regression analysis (Estimate = 0.127, St.Err.s = 0.012, Wald Stat. = 104.072,  $P = 0.000 < 0.050$ ), consumer in variable of fitness has positive impact on purchase intention. Consumer cluster in the study recognized the combination of two cross-industrial brands for UNIQLO and DISNEY crossover brand is acceptable and high fitness. Therefore, crossover brand clothing has higher positive evaluation effect to increase consumer purchase intention. The study concluded that fitness has positive significant impact on purchase intention for crossover branded clothing product.

## Recommendations

### Suggestion to practitioners

Due to trading globalization, the prosperity of cultural creative industry is developed under the promotion of the government, causing many practitioners to start up business for traditional industrial transformation and develop in different countries and cross-industries. How to steady rise in the transformation and brand establishment should rely on not only mutual support of co-branding, but also government subsidies and creative design of product in combination with different styles and features to attract consumer attention to affect purchase intention. According to the study results, consumer characteristics of innovation & adventure and pinch pennies can increase purchase intention for creative clothing product; for fitness combination, the higher fitness of product may increase consumer purchase intention. Based on the above analysis, it's proposed that clothing-related practitioner can increase product exposure rate through multiple marketing channels, such as TV advertisement, network, app, spokesperson (star or famous illustrator) and community activities, to strengthen consumer's association image of such a brand and co-branding for enhancement of brand identification.

### Suggestion to future researchers

Real thoughts in consumer's mind couldn't be understood from lifestyle question in this study. What we could know was the factors consumer care for the brand, but we couldn't analyze the impact of consumer on animation role, style & pattern, color, clothing quality, place of origin, corporate culture of brand and service attitude of service personnel in the front line. It's proposed that the future study can aim to qualitative research for crossover brand commodity by adding totem, product color design and clothing material (polyester fiber, nylon and elastic fiber), etc. for deeper discussion and analysis.

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