

**Impacts of Brand Myth on Consumers' Purchase intention**

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# **Impacts of Brand Myth on Consumers' Purchase intention**

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## **Abstract**

Brand myth will affect market share and corporate revenue. Under the effect of brand myth, cheap products might not be the first option for consumers. This research tried to find out the factors of brand myths and its relationship with purchase intention.

The researcher use online questionnaires to collect data and use linear regression to test these hypotheses. The result indicated that: (1) Brand myth positively influences on purchase intention (2) conformity, word-of-mouth brand, brand image, and vanity positively influence on brand myths and purchase intentions (3) brand myth mediates the relationships between antecedents (conformity and vanity) and purchase intention.

In the end of this study, the researcher gave consumers and corporates a conclusion and suggestion on brand myth.

**Keywords: brand myth, purchase intention, conformity, word-of-mouth, brand image, vanity.**

## Impacts of Brand Myth on Consumers' Purchase intention

### 摘要

品牌迷思會影響企業市佔率及企業營收，在品牌迷思的影響下，物美價廉的產品可能不是消費者的第一選項。

研究生利用線上問券收集消費者對於品牌迷思及購買意願可能會有的不同變因包含從眾行為，口碑，品牌形象，以及虛榮心。

在這篇研究裡，研究生在最後分別給了消費者以及企業關於品牌迷思的總結與建議。

本研究採用 SPSS 回歸分析的方式進行，其結果顯示品牌迷思正向影響購買意願。

從眾行為，口碑，品牌形象，虛榮心正向影響品牌迷思及購買意願。

從眾行為及虛榮心在品牌迷思和購買意願間有部分及完全中介效果。

在本次研究的最後，研究生給消費者和企業一個關於品牌迷思的結論和建議。

**關鍵字：**品牌迷思，購買意願，從眾行為，口碑，品牌形象，虛榮心

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## **Introduction**

### **Background**

According to the data of Global Powers of luxury goods, the world's Top 100 luxury goods companies aggregated revenues of US\$281 billion dollars in 2019. Especially, luxury goods sales accounted for 51.2% of the top ten of the top 100 companies.

Compared with other products, luxury goods account for a large proportion, which is enough to show that consumers have brand myth when it comes to purchase behavior.

Even the quality of the products is the same level. People somehow prefer spending much more money on famous brands instead buying the products from those

infamous brands. They might think the more expensive or more famous will provide higher quality. The definition of brand myth is pursuing famous brand, it makes

consumers believe that the products of big-brand is the best option. Brands are not just commodities. Brands represent taste, status, ideology, and identity value.

Therefore, brand management has always been the major focus that successful companies put lots of unremitting efforts on.<sup>1</sup> Through the proper operation of brand management, it can help companies create the brand image in customers' mind which indirectly form the brand myth on consumers' mind.. As a result, it might lead to a significant profit growth to the company.

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<sup>1</sup>富基管理. " 破解消費迷思." (2012/11/22).

## **Motivation**

Previous research has consistently shown that consumers in blind taste tests are unable to detect their own preferred brand. Allison and Uhl (1964) had beer drinkers with well-established preferences rate several brands in a blind taste test as previous research show. When the brands were identified, the participants tends to rate their preferred brand significantly higher than they did in blind taste test.<sup>2</sup> Go through these experiments we can discover that the existence of brand myth.

According to the past research, the scholars found that there were a few reasons influencing on consumers' purchase intentions. However, there is little literature on brand myth. The researcher found that there are some brands' quality are not good enough, which means its quality does not worth the price. But just because it is from a well-known brand, then its price can be several times more than normal. Exploring what factors will influence on brand myth is the main motivation of this paper.

## **Research Purpose**

In this study, the researcher use quantitative method to explore what factors influence on brand myth. And trying to figure out the relationship between brand myth and purchase intention. Thus, based on this research, managers can develop strategies to increase corporate revenue

## **Research Questions**

1. Does brand myth affect purchase intention?
2. What are the factors of brand myths?

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<sup>2</sup>Ralph I. Allison, Kenneth P. Uhl. "Influence of Beer Brand Identification on Taste Perception." *Journal of Marketing Research* (August 1, 1964).

## Contribution

This research has the following contributions. First, the researcher develops a scale of brand myth according to the definition from previous research to measure the concept. Second, verify brand myth positively influences on consumers' purchase intention. Third, trying to figure out the factors that form brand myth as a reference for firms to develop marketing strategies. The following factors will positively influence on brand myth.

- Conformity positively influences on brand myth.

Conformity has been silently affecting us. For example, whether we choose to follow the trend or not. In our minds, it has actually increased the impression score for the trend. Consider the brand is well-known and famous.

- Word of mouth positively influences on brand myth.

I-Buzz research found that "Starbucks" has many positive reviews and the number of word-of-mouth is fairly stable in Taiwan's chain coffee industry<sup>4</sup>. As a matter of fact, many consumers can't tell the difference between Starbucks and others. But the word of mouth of Starbucks' is very good, so Starbucks come into many People's mind when they think of coffee.

- Brand image positively influences on brand myth.

For example, maybe you don't know background story of Hermès or the exact price, but you know that it is the top of luxury goods.

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<sup>4</sup> i-Buzz Research, "連鎖咖啡品牌聲量戰：星巴克狂打優惠促銷真的是好策略嗎？ | 網路聲量分析," (2019/09/16), [https://www.i-buzz.com.tw/industry/article\\_page/?id=MjQ3](https://www.i-buzz.com.tw/industry/article_page/?id=MjQ3).

- Vanity positively influences on brand myth.

Some people will consider whether it is mainstream brand or not before buying anything. Or buy luxury goods in order to get compliments from others.

### **Limits**

The limit of this study is that the researcher originally would like to interview experts to gain views and definition on brand myth, but the researcher didn't know any experts who were representative in marketing or economics.

### **Delimits**

Despite the researcher could not interview the expert successfully, the researcher trying to read lots of literature review to find out the statement or definition about brand myth. Then develop the measure of brand myth and questionnaires surveys according to the definition from the literatures to analyze the data from participants.

## Literature Review

This chapter will include the knowledge about the definition of concepts, theories and models that can help to build up this research. The concepts that will be presented in this chapter are: brand myth, conformity, word of mouth, brand image, vanity, consumer personality, and purchase intention.

### The definition of brand myth

The research has defined brand myth as following famous brand blindly, and think that brand product has the best quality.<sup>5</sup>

### The example of brand myth

As we can tell, fans of Apple are known for their extreme devotion to the brand. There is a new TV program suggests that this desire for Apple products can occasionally border on the religious. An MRI scan of an Apple fanatic's brain has found the same part lit up as believers did when they gazed upon religious imagery.<sup>6</sup>

There was a beer experiment mentioned before, a group of testees have been tested.<sup>7</sup> The test group was composed of 326 drinkers who were randomly selected,

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<sup>5</sup> 周健羽 曾禹儒 彭楚婷, "從名牌迷思探討消費," (2008), <https://www.shs.edu.tw/works/essay/2008/03/2008033009180049.pdf>.

<sup>6</sup> JANE BUNCE FOR MAILONLINE, "Cult of Apple: Why the must-have brand triggers brain reaction 'similar to religious devotion'," (23 May 2011), <https://www.dailymail.co.uk/sciencetech/article-1389256/Apple-brand-triggers-brain-reaction-similar-religious-devotion.html>.

<sup>7</sup> Kenneth P. Uhl Ralph I. Allison, "Influence of Beer Brand Identification on Taste Perception," *Journal of Marketing Research* (August 1, 1964), <https://doi-org.wenzao.idm.oclc.org/10.2307/3150054>.

and drink beer at least three times a week. The blind test was conducted separately for the products with brand identification and removed brand identification(unlabeled). In the first test, blind test without lable. The test subject could not distinguish the brand by appearance, only to evaluate the characteristics of the beer (aroma, body, foam and strength). The result of the first test is rated rather uniformly among the brands.

In the second test, the contents remained the same but the appearance of the beer packaging was changed. The test subjects could distinguish the brand by its appearance, experiment also required the test subjects to evaluate the characteristics of the wine. Unexpectedly, the result of the second test is different from the previous one. They rated their preferred beer higher than comparison beers in this positive identification taste test.

And another experiment created a fake brand, using public's common trust on famous brands and the blind celebrities-following culture.<sup>8</sup> There is an affordable brand in America, Payless, which conducted an experiment.

Payless set up a fake luxury pop-up shop in a former Armani store along the upscale Third Street Promenade in Santa Monica, Calif. The affordable shoe company then invited social media influencers to a ritzy two-day "grand opening" for Palessi. They trying to intentionally cheat the customers that the brand is high-class.

They invited some fashion influencers beforehand to support the event. When the news spread, the activity also attracted other influencers from all over the world. Spreading the good news through influencers. The fake brand "Palessi" became

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<sup>8</sup> Phoebe, "他們創立假品牌「故意把商品從 600 元→2 萬」 開店才幾小時「消費者反應」證明：人類就是盲目," (2018-12-12), <http://www.itislooker.com/post12039561042715>.

popular overnight, and many people who came to the store for consumption deeply believe that they have bought the most fashionable "brand-name" shoes.

The social media influencers shelled out \$200, \$400, and even as much as \$645 for shoes that are typically priced between \$19.99 and \$39.99 at Payless. The fake store raked in a whopping \$3,000 before the shoppers were told the truth. With the cameras rolling, the "fashionistas" were asked about their first impressions of Palessi's shoes. A woman gushed that "They're elegant, sophisticated,". "I could tell it was made from high-quality material," another man said of the sneakers he was holding.

### **Summary**

As the beer experiments showed, we can say that the subjects could not identify the beer without brand label, and brand myth is existing. And the researcher trying to figure out and generalize a conclusion from those experiments.

The researcher considers the factors of brand myth might be conformity, word-of-mouth, brand image and vanity. In the blind experiment, the tasters were test together, they might be influenced by others. It is conformity and word-of-mouth.

When the brand label can be distinguished, the tasters can distinguish from the brand as well as the image, level, and status of the brand itself, so this may also be why there are different evaluations for the same things.

As the shoes experiment showed, the affordable brand using public's common trust on famous brands and the blind celebrities-following culture. It was a really successful marketing with brand myth. For the factors of the brand myth, it also can

be explained by conformity, word of mouth, brand image and vanity. Follow the trend blindly, the good news spread by the influencers, fake advertising promotion, and the price can represent the status.

These parts have not been mentioned in the past research, and have not been paid attention to. So, the researcher would like to research and analyze these factors and their relationships.

### **Research Hypotheses**

With the Increasing of the promotion that have been created, how to correctly and rapidly promoting products is what brands keep working on. CMOs rank 'brand strategy' as 2020's" most vital marketing capability"<sup>9</sup> How to make more money and increase revenue is the most important part for a business. Schiffman and Kanuk (2000) defined purchase intention as a measure of the possibility of consumers buying a certain product. The higher the purchase intention, the more probability that customers will make the purchase.<sup>10</sup> So, the researcher set purchase intention as the dependent variable.

Brand myth may come from the brand icon, brand story, brand value, brand mission, etc., which convey the brand image and spirit into customer's loyalty , and make them follow blindly is the key elements of the brand. After the packaging of the marketing strategy, consumers might generate brand myth and increase their purchase

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<sup>9</sup> Ewan McIntyre Anna Maria Virzi, "The Annual CMO Spend Survey Research," (2020), <https://blog.sodipress.com/wp-content/uploads/2020/12/cmo-spend-survey-part1.pdf>.

<sup>10</sup> Leon; Kanuk Schiffman, Leslie, "Consumer Behavior (7th Edition)," (1999-07-30), <http://vandoorslaer.cals.arizona.edu/zca6yjwbtal1/02-prof-rafael-d-amore-1/consumer-behavior-7th-edition-9780130841292.pdf>.

intention of the products. Base on the finding, the researcher dares to raise a hypothesis: brand myth positively influence on purchase intention.

### **H1: Brand myth positively influences on purchase intention**

In marketing, Burnkrant and Cousineau (1975)<sup>11</sup> define conformity as: (1) tendency of opinions to establish a group norm (i.e., a set of group expectations on how members should behave), and (2) the tendency of individuals complies with the group norm.

Following the trend make consumers feel integrating into the public. People get the senesce of identity by purchasing the same products as others. Sometimes, individual decisions just reflect on the previous decision of most people and the customer would follow most people's decision when they in doubt about buying something.

Consumers would tell themselves "most of people are buying this product, this product must be popular". Following the majority will not get wrong. So, the researcher dares to raise a hypothesis: conformity positively influence on brand myth.

### **H2: Conformity positively influences on brand myth**

Word of mouth referred to sharing the personal opinions and feedbacks regarding to the products. Word of mouth has either positive or negative impacts. People somehow prefer to follow others recommendations when they do not know

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<sup>11</sup> Dana-Nicoleta Lascu and George Zinkhan, "Consumer Conformity: Review and Applications for Marketing Theory and Practice," *journal of Marketing Theory and Practice* Vol. 7, No. 3 (Summer,), pp. 1-12 (12 pages) (1999), <https://www.jstor.org/stable/40469964>.

much about the product.<sup>12</sup> Public clamour can confound right and wrong. It does not matter the quality of the product is worth or not. When through influencers' recommendation, and other word of mouth marketing methods, consumers can continuously receive brand and product information, then people will consider that the brand is perfect in their mind unconsciously.<sup>13</sup> They would think the product are popular base on the customer's review and then it would increase the brand myth. Therefore, the hypothesis can be deduced: word of mouth positively influences on brand myth.

### **H3: Word of mouth positively influences on brand myth**

The American Marketing Association defines a brand as a name, term, symbol, mark, or design, or even a combination of them. It can be used to identify the seller's products or services in order to distinguish it from competitors. Just like the brand defined by Aaker (1991): it is a specific name or symbol that can be used to distinguish between competitors' products and service providers. Ahmed and d'Astons (1996) proposed the country of origin, brand, price, and service for automobiles, which have a significant impact on consumers' perceived value of

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<sup>12</sup> Johan Arndt., "Word of mouth advertising : a review of the literature," *New York (N.Y.) : Advertising research foundation* (1967.), <https://lib.ugent.be/catalog/rug01:001973815>.

<sup>13</sup> 金必煌(Bih-Huang Jin) ; 鄭子慧(Tzu-Hui Cheng) ; 施宏彬(Hung-Pin Shih), "正負面網路口碑對目的性與衝動性購買意願之行為研究

The Study of Positive and Negative Electronic Word-of-Mouth on Goal-Directed and Impulsive Buying Behavior."

purchase<sup>14</sup>. Among them, the brand image has the largest impact, followed by the country of origin, and the price has the least impact. The brand image could affect the customer's perceived quality of market products and increase satisfaction and loyalty towards the brand. When consumers bringing in their own image of the brand, there may be a surplus of expectation, and the imagination is too good to cause brand myths. So, the following hypothesis can be deduced.

#### **H4: Brand image positively influences on brand myth**

Vanity is a psychological construct that describes a person excessive concern with physical appearance and achievement.<sup>15</sup> Netemeyer et al. defined vanity as encompasses a physical appearance aspect, and an achievement aspect. The concept of vanity discussed in this research is the physical aspect. Physical vanity is an excessive concern for, and/or a positive (and perhaps inflated) view of, one's physical appearance<sup>16</sup>. People would like to show the glamorous side to gain honor and attract

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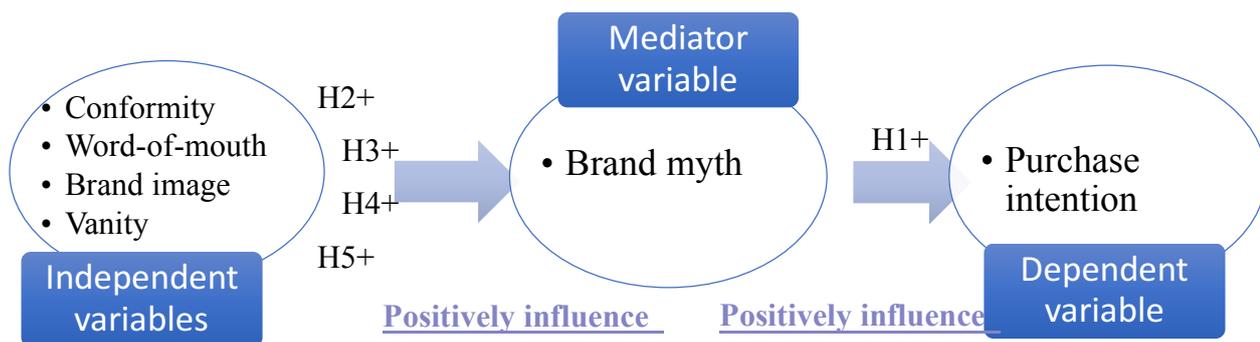
<sup>14</sup> Ahmed, S. A. and A. d'Astous. "Country-of-Origin and Brand Effects: A Multi- Dimensional and Multi-Attribute Study," *Journal of International Consumer Marketing*, 1996, Vol. 9, No. 2

<sup>15</sup> STEVEN LYSONSKI and JOHN WATSON SRINIVAS DURVASULA, "Does Vanity Describe Other Cultures? A Cross-Cultural Examination of the Vanity Scale," *The Journal of Consumer Affairs* Vol. 35, No. 1 ( (Summer 2001), ), <https://www.jstor.org/stable/23860077>.

<sup>16</sup> Scot Burton and Donald R. Lichtenstein Richard G. Netemeyer, "Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior," *Journal of Consumer Research* Vol. 21, No. 4 ((Mar., 1995),), <https://www.jstor.org/stable/2489719>.

others' attention. These comparisons with each other create the appearance of vanity, which expensive item can show one's position and taste. So, the researcher dares to raise a hypothesis: vanity positively influence on brand myth.

**H5: Vanity positively influences on brand myth**



## **Methodology**

### **Research Design**

The research would apply quantitative research method, collecting the data by questionnaire and analyze the data. The questionnaire would be divided into nine parts. The first part is the open question to fill in the brand name, and the second to ninth of the questionnaire used Likert's 7-points scale to measure. The second to ninth part of questionnaire is the measurement of brand myth, customer brand loyalty, conformity, word of mouth, brand image, vanity, product category, and consumer personality.

### **Data Collection**

The researcher collected data with questionnaire on Google form. The content of the questionnaire based on the literature review and the journal of customer behavior. For the first part was the basic information including gender, age, education, occupation and salary which can let researcher know which kind of people would have brand myth the most and let the customer fill in the brand which they often make purchase or favorite to keep the question continue. From the second part to the ninth part was the independent variables might influence on brand myth, including customer brand loyalty, conformity, word of mouth, brand image, vanity, product category, consumer personality and involvement.

To collect more questionnaire, the researcher used the online questionnaire, the grand total provides 263 questionnaires. After collecting the data, the researcher started to analyze the collected data from the questionnaire with the software SPSS.

## **Measures**

### **Dependent variables**

#### **Purchase Intention**

The researcher set purchase intention as the dependent variables. Purchase intention is a common measure used to assess the effectiveness of eliciting response behaviors.<sup>17</sup> Miller, Galanter, and Pribram (1960) defined that purchase intention refers to the mental state of consumers consider purchasing a certain product during the entire period.<sup>18</sup> The researcher took (Ying-Feng Kuo, Chi-Ming Wu, Wei-Jaw Deng)<sup>19</sup> as the reference and modified it into the new version of the measurement method. The respondents were asked about their feeling of purchase intention from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of purchase intention.

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<sup>17</sup> Zhenhui Jiang Jason Chan Bernard C.Y. Tan Wei Siong Chua, "Effects of Interactivity on Website Involvement and Purchase Intention," *Journal of the Association for Information Systems* Volume 11 (January 2010),

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.184.5397&rep=rep1&type=pdf>.

<sup>18</sup> G. A. Miller, Galanter, E., & Pribram, K. H., "Plans and the structure of behavior.," *Plans and the structure of behavior*. ((1960)), <https://psycnet.apa.org/record/2004-16335-000>.

<sup>19</sup> \* Ying-Feng Kuo a, Chi-Ming Wu b, Wei-Jaw Deng c, "The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services," *journal of Computers in Human Behavior* 25 (April 2009), <https://www.sciencedirect.com/science/article/abs/pii/S0747563209000363>.

**Table 1 Purchase intention scale**

Purchase intention
1. I am willing to buy products from this brand in the future.
2. I will want to buy products from this brand in the future.
3. I would like to buy different products from this brand.

### **Independent variables**

#### **Brand Myth**

The concept is mainly concerned about is it better to buy the product with the famous brand name? In many cases, consumers do not have a deep understanding of the products they like, but think that the famous brands are the best. There was not measurement scale can be found from the past academic. So, the researcher developed the measurement scale by the definition of brand myth.<sup>2021</sup> The respondents were asked about their buying behavior of brand myth from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of brand myth.

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<sup>20</sup> Oshare Otaku, "承認吧！每個人都有的迷思：品牌。," (2019-3-7), <https://www.wazaiii.com/articles?id=1413>.

<sup>21</sup> 創拓國際行銷有限公司, "網路購物時，你有品牌迷思嗎？," (2019-12-16), <https://www.creator3c.com/blog/posts/creator1216>.

**Table 2 Brand myth of scale**

Brand Myth
1. When I like the brand, I think the product quality is very good.
2. A well-known brand is better than something not famous.
3. I will give priority to famous brands when choosing products.
4. Brand represents a taste
5. Brand represents a stage
6. I would like to buy a designated brand.

### **Conformity**

Conformity is a behavior occur in social group. Individual will choose to give up his/her own opinion and turn to follow the majority. Conformity make people do not want to be the different one, meanwhile gain the sense of identity by following majority.<sup>22</sup> The customer showed they meet the social fashion by buying the same product. The questions were took 蔡蕎堦<sup>23</sup>as a reference. The respondents were asked about their buying behavior of conformity from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of conformity.

<sup>22</sup> Dana-Nicoleta Lascu and George Zinkhan, "Consumer Conformity: Review and Applications for Marketing Theory and Practice," *Journal of Marketing Theory and Practice* Vol. 7, No. 3 ((Summer, 1999), ), <https://www.jstor.org/stable/40469964>.

<sup>23</sup> "Successful Business Model of Purchasing Agent," (2021), [https://c030.wzu.edu.tw/datas/upload/files/2020\\_畢業生論文/UA2020\\_畢業生論文/109GP\\_1106209011\\_蔡蕎堦.pdf](https://c030.wzu.edu.tw/datas/upload/files/2020_畢業生論文/UA2020_畢業生論文/109GP_1106209011_蔡蕎堦.pdf).

**Table 3 Conformity scale**

Conformity
1. I get the sense of identity when buying the same product with friends.
2. I would not be influenced just because of a few people have bought some product.
3. I like to ask other's opinion before buying the product.
4. I have been satisfied because of buying something from friend's opinion.
5. I usually would like the product which my friends also like.
6. I would not like the product which are not recommended by my friend.
7. I would like the product which a lot of people would also buy.

### **Word of Mouth**

Word of mouth has either positive or negative impacts. The questions took KunChena, PengLuob,HuaiqingWanga(2016)as a reference<sup>24</sup>The measurement of WOM would like to measure whether the customer would see the product's reviews or not and be influenced when they are making the purchase decision. The respondents were asked about their buying behavior of word-of-mouth from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of word-of-mouth.

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<sup>24</sup> KunChenaPengLuobHuaiqingWanga, "An influence framework on product word-of-mouth (WoM) measurement," *Information & Management* Volume 54, Issue 2, ( March 2017, ), <https://doi.org/10.1016/j.im.2016.06.010>.

**Table 4 Word of mouth scale**

WOM - Measurement
1. When I buy a product, the online reviews on the product are helpful for my decision making
2. The number of positive product reviews online affects my purchase decision
3. The number of negative product reviews online affect my purchase decision
4. Before buying the new product, I would ask my friend or other customers who have bought the same product before.
5. I would like to search the WOM of the product before I buy it.
6. I would check the store's review before buying their product.
7. When I am going to buy something from the store which have many positive reviews, I would have a sense of trust from it.
8. When I am looking at the customer's review of the product, I would look as many as possible then do the decision.

### **Brand Image**

Brand Image including brand name, icon design, etc. The sum of a customer's perceptions about a brand generated by the interaction of the cognitive, affective, and evaluative processes in a customer's mind. In many situation, consumer will associate with the famous brand's products when they picking products, that is because their advertisements and images have been integrated into our daily lives.<sup>25</sup> The respondents were asked about their buying behavior of brand image from 7 (strongly degree) to 1

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<sup>25</sup> 陳俊孝, "The Effects of Brand Image, Price Perception, and Service Quality on the Integrated Model of Purchase Intentions," (2002), <https://hdl.handle.net/11296/scf2u4>.

(strongly disagree), higher scores mean the respondents with higher level of brand image.

**Table 5 Brand image**

Brand image
1.This brand comes to my mind immediately when I want to purchase such products.
2.I have solid support for this brand.
3.I think it's important that I have a consistent relationship with the brand's imagery.
4. I trust the brand because it has a good image.
5.Generally speaking, a good brand image can better symbolize status.

### **Vanity**

Merchandise marketing is often based on people's vanity, and the products consumer buy are not only the product itself, but also the status value viewed by others. The questions took SRINIVAS DURVASULA, STEVEN LYSONSKI and JOHN WATSON(2001) <sup>26</sup>as a reference, to measure respondents the level of vanity on physical from 7 (strongly degree) to 1 (strongly disagree), higher scores mean the respondents with higher level of vanity.

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<sup>26</sup> "Does Vanity Describe Other Cultures? A Cross-Cultural Examination of the Vanity Scale." The Journal of Consumer Affairs Vol. 35, No. 1 ( (Summer 2001), ): p. 180-99 (20 pages).

**Table 6 Vanity scale**

Vanity(physical)
The way I look is extremely important to me.
I am really concerned about my appearance.
I would feel embarrassed if I was around people and did not look my best
Looking my best is worth the effort.
It is important that I always look good.

### **Data Analysis**

In this chapter, there are two main points the researcher would like to do.

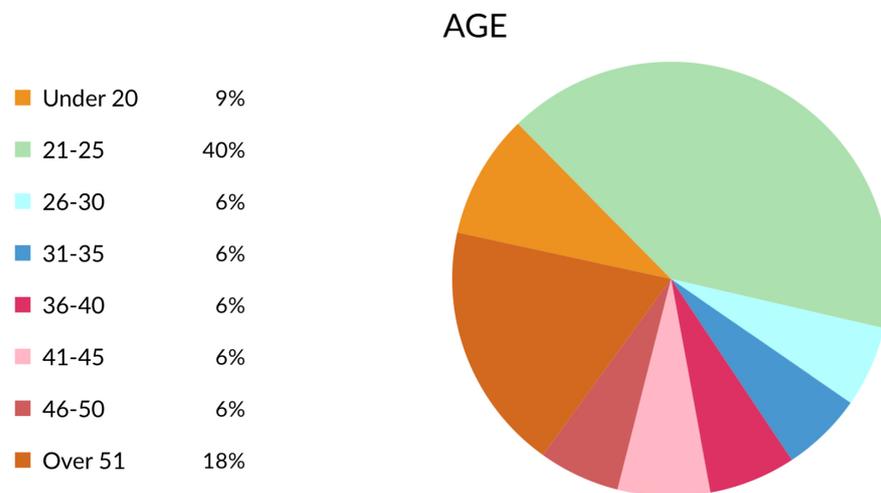
First, sort the basic information of participants. Second, test the research hypotheses and illustrate their relationship.

### **Basic information of Participants**

The basic information of participants includes ages, gender, and monthly disposable income. First of all, we can know that most of respondents were females, among the total questionnaires 263, 53 were males and 209 were females, which constituted 20% and 79% of the sample respectively. Secondly, from the age of all

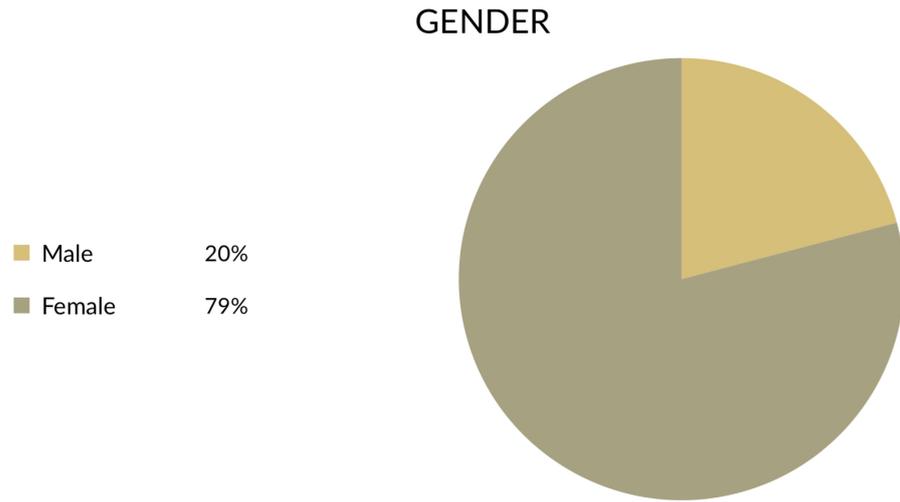
participants, most of them are between the age of 21~25 and the age over 51, which constituted 40% and 18% of the sample. And the result show that the monthly disposable income of participants, most of them are under 20000 NT dollars per month, it occupies 52% of the sample. The monthly disposable income between 20001 to 40000 NT dollars comes to 29% of the sample. It gradually decreasing, the percentage of the monthly disposable income between 40001 to 60000 comes to 12%.

The researcher set these basic information of participants as the control variables to keep continue the test of research hypothesis and the relationships.



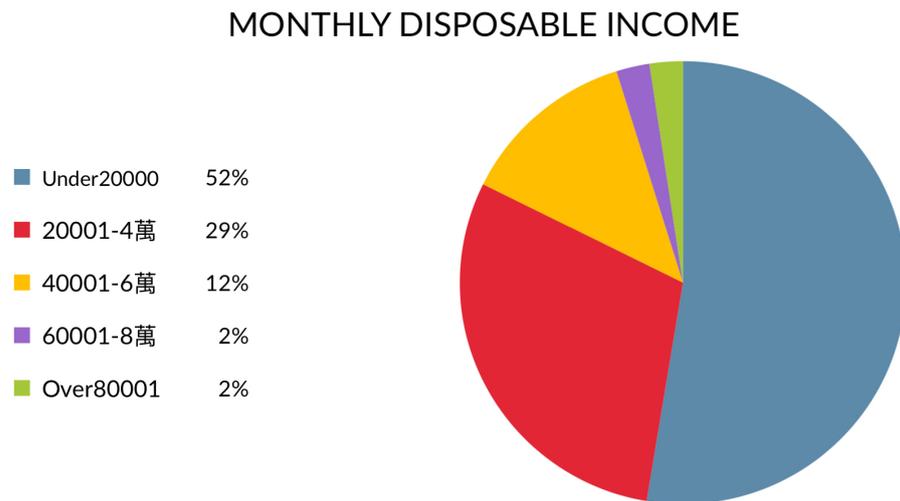
**Figure 1 Participants-Age**

**Sources: Edited by the researcher**



**Figure 2 Participants-Gender**

**Sources: Edited by the researcher**



**Figure 3 Participants-Monthly Disposable Income**

**Sources: Edited by the researcher**

## Reliability Analysis

In order to evaluate whether the items in each scale can represent the same concept, this study uses Cronbach's  $\alpha$  coefficient as the reliability criterion, and the analysis tool is SPSS statistical analysis software. The measurement standard of the coefficient is when Cronbach's  $\alpha < 0.30$ , the scale has low reliability level; when  $0.30 < \alpha < 0.70$ , has medium reliability level;  $\alpha > 0.70$  has high reliability level (周文賢, 2002).<sup>29</sup> This study uses the above-mentioned measurement standards as the basis for judging the reliability of the scale.

As the table 7 showed, the variables of brand myth, conformity, word-of-mouth, brand image, vanity, consumers' personality, and purchase intention was highly reliable because coefficient  $\alpha$  was higher than 0.7. Therefore, the questionnaire has high reliability.

**Table 7 Reliability analysis**

Variables	Cronbach's $\alpha$	Results
Brand myth	0.724 > 0.7	Highly Valid
Conformity	0.738 > 0.7	Highly Valid
word-of-mouth	0.871 > 0.7	Highly Valid
Brand Image	0.718 > 0.7	Highly Valid
Vanity	0.840 > 0.7	Highly Valid
Consumers' personality	0.785 > 0.7	Highly Valid
Purchase intention	0.859 > 0.7	Highly Valid

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<sup>29</sup>周文賢(2002), 多變量統計分析 SAS/STAT 使用方法, 智勝出版社

**Table 8 Correlation Matrix**

Means, Standard Deviations, and Correlation (N=263)							
Variables	Mean	S.D.	1	2	3	4	5
Conformity	4.9504	0.82110					
Word-of-mouth	5.9323	0.61768	0.307**				
Brand Image	5.3756	0.76775	0.366**	0.321**			
Vanity	5.3626	0.93052	0.131**	0.333**	0.298		
Brand Myth	4.9835	0.90205	0.455**	0.258**	0.592**	0.406**	
Purchase intention	5.7087	0.79452	0.269**	0.452**	0.528**	0.259**	0.379**

p < 0.05\*; p < 0.01\*\*

**Table 9 Regression**

Standardized Regression Coefficients from Analyses Predicting purchase intention  
(N=263)

Independent Variables	Model 1	Model 2
( Gender )	-0.108	-0.98
( Disposable income )	0.047	0.42
brand myth		0.376***
Model F	1.800	15.789***
$\Delta F$	1.800	43.179***
R <sup>2</sup>	0.014	0.155
$\Delta R^2$	0.014	0.141
Adjusted R <sup>2</sup>	0.006	0.145

p < 0.05\*; p < 0.01\*\*; p < 0.001\*\*\*

As the result showed in the table, from the brand myth of the table 9, it shows hypothesis 1 is supported ( $\beta=0.376^{***}$ ,  $p<0.001$ ). Brand myth positively influence on purchase intention. Before the customers buying products, they may worry about whether the brand is “mainstream” enough or not. Corporate can go through celebrity’s endorsements or advertisement to make consumer consider that the brand is famous and popular, to attract consumer want to buy the products.

**Table 10 Regression**

Standardized Regression Coefficients from Analyses Predicting Brand Myth(N=263)

Independent Variables	Model 1	Model 2	Model3	Model4	Model5
( Gender )	0.015	0.150	0.024	-0.020	0.004
( Disposable income )	-0.256	-0.56	0.050	-0.008	0.063
Conformity		0.459 <sup>***</sup>			
Word-of-mouth			0.273 <sup>***</sup>		
Brand image				0.593 <sup>***</sup>	
Vanity					0.420 <sup>***</sup>
Model F	0.116	22.918 <sup>***</sup>	6.404 <sup>***</sup>	46.437 <sup>***</sup>	11.963 <sup>***</sup>
$\Delta F$	0.116	68.463	18.966	138.955	52.187
$R^2$	0.001	0.210	0.069	0.351	0.169
$\Delta R^2$	0.001	0.210	0.068	138.955	0.168
Adjusted $R^2$	-0.007	0.201	0.058	0.343	0.159

$p < 0.05^*$ ;  $p < 0.01^{**}$ ;  $p < 0.001^{***}$

The relationship between conformity and brand myth, the result showed in the table 10, conformity positively influences on brand myth( $\beta=0.456^{***}$ ,  $p<0.001$ ). People who want to follow the majority, leading to cognitive dissonance, blindly following famous brands bought by the majority. Which means when the customer

has conformity behavior would increase their brand myth. The result of the hypothesis 2 the researcher proposed was supported.

Word-of-mouth positively influence on brand myth is the H3, and as the table10 showed the data, the  $\beta=0.273^{***}$ ,  $p<0.001$ , it means that word-of-mouth will influence on brand myth positively. Believe the suggestion and recommend by others, causes brand myth influenced. The result of hypothesis researcher proposed was supported.

Brand image positively influence on brand myth, the time when you choose a product, you will immediately think of those famous brands because their advertisements and images have been integrated into our daily lives. The result of the table10 shows,  $\beta=0.593^{***}$ ,  $p<0.001$ . The result of the hypothesis 4 was supported.

The relationship between vanity and brand myth, as we can see in the table, the  $\beta=0.420^{***}$ ,  $p<0.001$ . It means vanity positively influence on brand myth. In this way, they can demonstrate their distinguished status. Which means when the customer has vanity behavior would increase their brand myth. The result of the hypothesis 5 the researcher proposed was supported.

**Table 11 Hypothesis supports Table (N=263)**

<b>Hypothesis</b>		<b>Result</b>
<b>H1</b>	Brand myth positively influence on purchase intention.	<b>Support</b>
<b>H2</b>	Conformity positively influence on brand myth.	<b>Support</b>
<b>H3</b>	Word-of-mouth positively influence on brand myth.	<b>Support</b>
<b>H4</b>	Brand image positively influence on brand myth.	<b>Support</b>
<b>H5</b>	Vanity positively influence on brand myth.	<b>Support</b>
<b>H6</b>	Mediator relationship between Brand Myth and Purchase Intention.	<b>Support</b>

### **Mediator relationship between Brand Myth and Purchase Intention.**

After analyze the data, we can see that brand myth has relationship between purchase intention and independent variables (Conformity, Word-of- mouth, Brand image, and Vanity) As we can tell, the results of the hypothesis1 to hypothesis5 were supported. Next, the researcher would like to test the relationship between independent variables (Conformity, Word-of-mouth, Brand image, and Vanity). And dependent variable (purchase intention), and set brand myth as mediator variable between independent variables and dependent variable.

To figure out whether the mediator effect exists or not, there are two points should be fulfilled. First, the independent variable is significant to the dependent variable. Second, after input brand myth as mediator variable, the significant of the independent variables to the dependent variable (purchase intention) is reduced but the significant of mediator variable is significantly.

The results showed in the below table.

Conformity positively influence on purchase intention ( $\beta=0.277^{***}$ ,  $p<0.001$ )

Word-of-mouth positively influence on purchase intention ( $\beta=0.460^{***}$ ,  $p<0.001$ )

Brand image positively influence on purchase intention ( $\beta=0.524^{***}$ ,  $p<0.001$ )

Vanity positively influence on purchase intention ( $\beta=0.246^{***}$ ,  $p<0.001$ )

**Table 12 Regression**

Standardized Regression Coefficients from Analyses Predicting Purchase Intention(N=263)

Independent Variables	Model 1	Model 2	Model3	Model4	Model5
( Gender )	-0.018	0.150	0.021	-0.092	-0.056
( Disposable income )	0.47	0.41 0.277***	0.062	0.017	0.041
Conformity					
Word-of-mouth			0.460***		
Brand image				0.524***	
Vanity					0.246***
Model F	1.800	8.499***	22.677***	34.712***	6.625***
ΔF	1.800	21.611	63.561	99.171	16.065
R <sup>2</sup>	0.014	0.090	0.209	0.288	0.072
ΔR <sup>2</sup>	0.014	0.076	0.195	0.274	0.058
Adjusted R <sup>2</sup>	0.006	0.079	0.199	0.279	0.061

p < 0.05\*; p < 0.01\*\*; p < 0.001\*\*\*

After the researcher analyzed the data, we know that the independent variables (Conformity, Word-of-mouth, Brand image, and Vanity) positively influence on dependent variable (purchase intention). And next, the researcher would like to set brand myth as mediator variable to test whether the Moderated Mediation Effect exists.

The result shows in the below table. The researcher run the regression analysis twice, and the difference is the participation of the mediator variable (brand myth). The key to judging the mediator effect is “whether the significant of independent variable to dependent variable decreased” and “the significant of mediator variable is notable”.

Mediator effect refers to an important intermediary mechanism between the

independent variable and the dependent variable. After the mediator variable is added, the strength of the direct relationship between the independent variable is still significant after the mediator variable. the mediator effect is called partial mediation. And if it becomes irrelevant, it is called full mediation.

After added mediator variable (brand myth), the relationship still has significant positively influence on. But compare with the coefficient without mediator variable, the value of the coefficient after controlling the brand myth has been significantly reduced, showing that the cause variable and the brand myth are both important factors to increase the purchase intention. As we can see, the coefficient of Conformity, Word-of-mouth, Brand image, and Vanity decreased when mediator variable (Brand myth) exist.

The second conditions should be fulfilled to verify the mediator relationship. After input brand myth as mediator variable, the significant of the independent variables to the dependent variable (purchase intention) is reduced but the significant of mediator variable is notable.

The significant (p value) of conformity decreased from 0.000\*\*\* to 0.041\*, and the significant of brand myth is  $p=0.000<0.001$  (extreme significant) \*\*\*. Conformity fulfilled the second condition, it means the partial mediator relationship indeed exist.

The significant (p value) of word of mouth do not decreased, it still maintains  $p=0.000$ (extreme significant) \*\*\*. Although the significant of brand myth is  $p=0.000<0.001$  (extreme significant) \*\*\*, the mediator relationship does not exist.

The significant (p value) of brand image do not decreased, it still maintains  $p=0.000$ (extreme significant) \*\*\*. The significant of brand myth is  $p=0.117>0.005$ , which is not significant. The mediator relationship does not exist.

The significant (p value) of vanity decreased from  $0.000^{***}$  to  $0.99$ , and the significant of brand myth is  $p=0.000<0.001$  (extreme significant) \*\*\*. Vanity fulfilled the second condition, it means the complete mediator relationship indeed exist.

So, the result of the mediator relationship indeed exists between independent variables (Conformity and Vanity) and dependent variable (purchase intention), but the mediator relationship not exists between the independent variables (word of mouth and brand image) and purchase intention.

### Table 13 Regression

Standardized Regression Coefficients from Analyses Predicting Purchase Intention(N=263)

Independent Variables	Model 1	Model 2	Model3
( Gender )	-0.108	-0.126 <sup>*</sup>	-0.108
( Disposable income )	0.047	0.41	0.040
Conformity		0.277 <sup>***</sup>	0.132 <sup>*</sup>
Brand myth			0.316 <sup>***</sup>
Model F	1.800	8.499 <sup>***</sup>	13.045 <sup>***</sup>
$\Delta F$	1.800	21.611 <sup>***</sup>	24.373 <sup>***</sup>
$R^2$	0.014	0.090	0.169
$\Delta R^2$	0.014	0.076	0.079
Adjusted $R^2$	0.006	0.079	0.156

**Table 14 Regression**

Standardized Regression Coefficients from Analyses Predicting Purchase Intention(N=263)

Independent Variables	Model 1	Model 2	Model3
( Gender )	-0.108	0.021	0.007
( Disposable income )	0.047	0.62	0.055
Word of mouth		0.460 <sup>***</sup>	0.384 <sup>***</sup>
Brand myth			0.280 <sup>***</sup>
Model F	1.800	22.677 <sup>***</sup>	25.173 <sup>***</sup>
$\Delta F$	1.800	63.561 <sup>***</sup>	26.056 <sup>***</sup>
R <sup>2</sup>	0.014	0.209	0.282
$\Delta R^2$	0.014	0.195	0.073
Adjusted R <sup>2</sup>	0.006	0.199	0.270

**Table 15 Regression**

Standardized Regression Coefficients from Analyses Predicting Purchase Intention(N=263)

Independent Variables	Model 1	Model 2	Model3
( Gender )	-0.108	-0.920	-0.910
( Disposable income )	0.047	0.17	0.019
Brand image		0.524 <sup>***</sup>	0.464 <sup>***</sup>
Brand myth			0.102
Model F	1.800	34.712 <sup>***</sup>	26.800 <sup>***</sup>
$\Delta F$	1.800	99.171 <sup>***</sup>	2.472
R <sup>2</sup>	0.014	0.288	0.294
$\Delta R^2$	0.014	0.274	0.007
Adjusted R <sup>2</sup>	0.006	0.279	0.294

**Table 16 Regression**

Standardized Regression Coefficients from Analyses Predicting Purchase Intention(N=263)

Independent Variables	Model 1	Model 2	Model3
( Gender )	-0.108	-0.056	-0.077
( Disposable income )	0.047	0.41	0.040
Vanity		0.246 <sup>***</sup>	0.106
Brand myth			0.334 <sup>***</sup>
Model F	1.800	6.625 <sup>***</sup>	12.608 <sup>***</sup>
$\Delta F$	1.800	16.065 <sup>***</sup>	28.445 <sup>***</sup>
R <sup>2</sup>	0.014	0.072	0.164
$\Delta R^2$	0.014	0.058	0.093
Adjusted R <sup>2</sup>	0.006	0.061	0.151

## **Conclusion and Suggestion:**

All in all, after doing this research, we can realize the issue of brand myth is really important. Moreover, there are several research findings in this research.

- I. Brand myth positively influences on purchase intention.
- II. Conformity positively influences on brand myth.
- III. Word-of-mouth positively influences on brand myth.
- IV. Brand image positively influences on brand myth.
- V. Vanity positively influences on brand myth.
- VI. Some mediator relationship between Brand Myth and Purchase Intention.

The contribution of this research is that it can provide firms with the development of marketing strategies. For example, the reasons mentioned above will affect the brand myth, such as conformity, corporate can designed their advertisements following the fashion trend. Word of mouth can also develop the marketing strategy with offering discounts for the consumers who recommends friends or leaves five-star comments on websites to make other consumers form brand myths then increase purchase intentions. The other contribution is developing the scale of measuring brand myth.

## APPENDIX

您好:

首先感謝您撥空協助，本問卷為學術性質的研究，問題答案無關對與錯，所有填答

資料純供學術研究之用，內容絕對保密！敬請安心填答。感謝您撥冗填寫，謝謝您!

敬祝 身體健康 平安如意

### 一. 基本資料：

年齡：
<input type="checkbox"/> 20 歲以下
<input type="checkbox"/> 21-25 歲
<input type="checkbox"/> 26-30 歲
<input type="checkbox"/> 31-35 歲
<input type="checkbox"/> 36-40 歲
<input type="checkbox"/> 41-45 歲
<input type="checkbox"/> 46-50 歲
<input type="checkbox"/> 51 歲以上

性別
<input type="checkbox"/> 女
<input type="checkbox"/> 男

教育程度：
<input type="checkbox"/> 國小
<input type="checkbox"/> 國中
<input type="checkbox"/> 高中（職）
<input type="checkbox"/> 大學（專）
<input type="checkbox"/> 研究所（以上）

每月可支配所得：
<input type="checkbox"/> 20000 以下
<input type="checkbox"/> 20001-40000
<input type="checkbox"/> 40001-60000
<input type="checkbox"/> 60001-80000
<input type="checkbox"/> 80000 以上

職業：
<input type="checkbox"/> 學生
<input type="checkbox"/> 軍警
<input type="checkbox"/> 公務人員
<input type="checkbox"/> 教育
<input type="checkbox"/> 商
<input type="checkbox"/> 工
<input type="checkbox"/> 農
<input type="checkbox"/> 醫療
<input type="checkbox"/> 服務業
<input type="checkbox"/> 家管
<input type="checkbox"/> 退休
<input type="checkbox"/> 無

二. 在開始填答問卷之前，煩請您在心中設定“一個”最喜歡 / 最常買的品牌，

來完成以下題目。

品牌名稱: \_\_\_\_\_

品牌種類
<input type="checkbox"/> 電子產品
<input type="checkbox"/> 民生用品
<input type="checkbox"/> 運動用品
<input type="checkbox"/> 彩妝保養
<input type="checkbox"/> 服飾
<input type="checkbox"/> 嬰用品
<input type="checkbox"/> 餐廚用品
<input type="checkbox"/> 奢侈品/精品
<input type="checkbox"/> 汽車用品
<input type="checkbox"/> 圖書影音
<input type="checkbox"/> 其他：

一、(品牌迷思)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1.當我喜歡的品 牌，我會覺得商品 品質很好	<input type="checkbox"/>						
2.知名品牌比沒有 品牌的東西更好	<input type="checkbox"/>						
3.挑選產品時我會 優先選擇大品牌的	<input type="checkbox"/>						
4.品牌代表一種品 味	<input type="checkbox"/>						
5.品牌代表一種階 級	<input type="checkbox"/>						
6.購買東西時，就 是要買某個品牌	<input type="checkbox"/>						

二、(從眾行為)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1.和朋友一起買同款 產品時，我會有認 同感。	<input type="checkbox"/>						
2.我不會因為一些人 買了一些產品而受 到影響。	<input type="checkbox"/>						
3.我會因為聽朋友 的意見買東西而感 到滿意	<input type="checkbox"/>						
4.我通常也會喜歡 我朋友喜歡的產 品。	<input type="checkbox"/>						
5.我喜歡朋友推薦 的產品。	<input type="checkbox"/>						

6.我會喜歡大多數人 會買的產品。	<input type="checkbox"/>						
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三、(口碑)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1. 當我購買產品時，產品的評論有助於我的決策。	<input type="checkbox"/>						
2. 正面的線上評論的數量會影響我的決策	<input type="checkbox"/>						
3. 負面的線上評論的數量會影響我的決策	<input type="checkbox"/>						
4. 在購買新產品之前，我會詢問我的朋友或其他購買過相同產品的消費者。	<input type="checkbox"/>						
5. 我在購買產品前會先打聽口碑。	<input type="checkbox"/>						
6. 我在購買產品前會先確認品牌的口碑。	<input type="checkbox"/>						
7. 當我要從有很多正面評價的商店購買東西時，我會對它產生一種信任感。	<input type="checkbox"/>						
8. 當我查看顧客對產品的評論時，我會盡可能多地查看然後做出決定。	<input type="checkbox"/>						

四、(品牌形象)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1. 當我想購買此類產品時，我會立即想到 X 品牌。	<input type="checkbox"/>						

2. 我對X品牌有堅定的支持。	<input type="checkbox"/>						
3. 我認為我跟品牌表現出的意象具有一致關係是重要的	<input type="checkbox"/>						
4.我信任品牌因為它有好的形象。	<input type="checkbox"/>						
5.一般而言，好的品牌形象較能象徵地位。	<input type="checkbox"/>						

五、(虛榮心)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1.我的外表對我來說非常重要。	<input type="checkbox"/>						
2.我很在意我的外表。	<input type="checkbox"/>						
3.如果我和別人在一起並且看起來不是我最好的樣子，我會感到尷尬。	<input type="checkbox"/>						
4. 展現最好看的自己是值得努力的。	<input type="checkbox"/>						
5.我總是看起來很好是很重要的。	<input type="checkbox"/>						

六、(人格特質)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1.我通常都會相信別人	<input type="checkbox"/>						
2.基本上，我相信人性是善良的	<input type="checkbox"/>						

3.當我遇到困難時，我會傾向尋求他人的協助	<input type="checkbox"/>						
4.除非有原因，否則我通常會相信他人	<input type="checkbox"/>						
5.我擔心別人對我的看法	<input type="checkbox"/>						
6.我容易焦慮	<input type="checkbox"/>						
7.我容易被權威人物左右意見	<input type="checkbox"/>						

七、(購買意願)	非常不同意 1	有點不同意 2	不同意 3	普通 4	有點同意 5	同意 6	非常同意 7
1.未來我願意購買這個品牌的產品。	<input type="checkbox"/>						
2.未來我會想買這個品牌的產品。	<input type="checkbox"/>						
3.我會想買這個品牌的不同產品。	<input type="checkbox"/>						

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