

**How to Build Brand Awareness? – The Antecedents of
Brand Awareness**

By
Ching-chien Lin
林靖阡

Submitted to the Faculty of
Department of International Affairs in partial fulfillment
of the requirements for the degree of
Bachelor of Arts in International Affairs

Wenzao Ursuline University of Languages
2024

WENZA O URSULINE UNIVERSITY OF LANGUAGES
DEPARTMENT OF INTERNATIONAL AFFAIRS

This senior paper was presented

by

Ching-chien Lin
林靖阡

It was defended on

November 18, 2023

and approved by

YuJane Chen, Associate Professor, Department of International Affairs

Signature: _____ Date: _____

Ren-Her Hsieh, Associate Professor, Department of International Affairs

Signature: _____ Date: _____

Adviser: Shao-Tzu Wu, Assistant Professor, Department of International
Affairs

Signature: _____ Date: _____

Copyright © by Ching-chien Lin 林靖阡

2024

How to Build Brand Awareness? - The Antecedents of Brand Awareness

Ching-chien Lin, B.A.

Wenzao Ursuline University of Languages, 2024

ABSTRACT

Brand awareness is crucial because it helps a company's products or services to be recognized and remembered by consumers, which ultimately drives sales and develops customer loyalty. Previous research concentrated on the effects of brand awareness rather than on the antecedents of brand awareness and guiding businesses on how to enhance brand awareness. Therefore, this study focuses on the factors that contribute to brand awareness.

This study incorporates both qualitative and quantitative research methods. Through my research, I have explored the factors that shape brand awareness. First, brand image is one of the factors that affect brand awareness. Consumers are more likely to remember brands with good images than brands without special features. Second, a good brand story will make people curious and want to know more about the values that the brand wants to convey. After consumers read the story, they will be deeply impressed by the brand. Third, the aesthetic perception, special product design capture consumers' attention and leave a lasting impression on consumers. Product differentiation distinguish a product from other similar ones in the market, increasing brand recognition. Social media marketing is also an important channel. Brands use social media platforms to market products, convey the brand to target customers, and make them interested in the brand. To sum up, this study helps brands better understand the factors that contribute to brand awareness.

Key words: brand awareness, brand image, brand story, aesthetic perception, product differentiation, social media marketing

TABLE OF CONTENTS

LIST OF TABLES.....	ix
INTRODUCTION	10
Background	10
Motivation.....	11
Research Purpose.....	12
Research Questions.....	12
Contribution	13
Limits	14
Delimits	14
LITERATURE REVIEW AND HYPOTHESES	15
Definition Of Brand Awareness	15
Dimensions of Brand Awareness.....	15
The Importance Of Brand Awareness.....	16
The Impact Of Brand Awareness	17
Brand Trust.....	17
Brand Loyalty.....	18
Brand Equity.....	18
Customer satisfaction.....	19
Price fairness	20
Market performance	21
Research Hypotheses	22
H1: Brand image positively affects brand awareness.....	22
H2: Brand story positively affects brand awareness	23
H3: Aesthetic perception positively affects brand awareness	24
H4: Product differentiation positively affects brand awareness	24
H5: Social media marketing positively affects brand awareness.....	25
H6: Brand awareness positively affects purchase intention.....	25
METHODOLOGY	26
Research Design	26
Data Collection.....	26
Qualitative research	26

Measures	27
Mediating Variable	27
Dependent Variables	27
Independent Variables	28
DATA ANALYSIS	31
Case Study	31
CASETiFY.....	31
Product.....	31
Cooperation.....	32
Environmental Protection and Sustainable Development.....	32
Summary	33
Franz.....	34
SEAGULL DECOR	34
The Establishment of Franz	34
Brand Name and Style.....	35
Market Positioning	35
Company Environment	35
Design and Research & Development	35
Marketing	36
Distribution Channels.....	37
Summary	38
D+AF shoes.....	39
Optimizing the Website	39
Domestic Marketing	40
Advertisement.....	41
International Marketing	41
Exhibitions and Events.....	42
Brand Value	42
Summary	42
Oatly.....	44
The Rise of Oat Milk	44
Brand Repositioning	44
Promotion and Marketing Strategies	45
Brand Values.....	46
Brand Challenges.....	46
Summary	47
Magi Planet	48
Magi Planet: The Popcorn	48

Product Quality and Taste	48
Utilization of Multiple Marketing Channels.....	48
High-Quality Customer Service.....	49
Brand Values.....	49
Summary	49
Reliability Analysis	50
Statistical Analysis	51
Research Results	55
CONCLUSION	56
Suggestion	58
APPENDIX.....	59
Questionnaire	59
BIBLIOGRAPHY	65

LIST OF TABLES

Table 1. The Reliability Test	50
Table 2. Correlation Matrix	51
Table 3. Standardized Regression Coefficients from Analyses Predicting Brand Awareness	52
Table 4. Standardized Regression Coefficients from Analyses Predicting Purchase Intention	54
Table 5. Hypotheses results	55

INTRODUCTION

Background

Brand awareness is essential to success in the contemporary commercial world. With fierce competition in the market, a well-known brand could draw in more consumers. For instance, Apple is known for its innovative products and unique designs. Apple's brand awareness attracts a large amount of media attention and consumer anticipation when launching new products, thereby prompting people to queue up to purchase the latest products. There are numerous brands in the smartphone market, but what sets Apple apart and makes it so renowned in the market is not only its innovative technology but also its successful establishment of brand awareness through design, brand image, and marketing.

Damage to brand awareness can cause significant harm to a brand and puts the brand under constant pressure. For instance, In 2015, Volkswagen was exposed for cheating on emissions tests for its diesel engines.¹ This scandal revealed significant issues with Volkswagen's compliance with environmental regulations, impacting the brand's reputation and recognition. Many car owners lost trust in the company and felt disappointed, leading to a decrease in customer loyalty. However, many individuals chose to switch to other automotive brands, resulting in a significant decline in sales.

As a result, brand awareness can influence consumers' willingness to purchase, and when brand awareness is damaged, it can pose a crisis for the business. Therefore, brand awareness is vital to the companies. However, with numerous competitors, building brand awareness is not an easy task. This study aims to find out the factors that contribute to brand

¹ "國際縱橫：大眾醜聞「打擊柴油汽車業」," 2015, https://www.bbc.com/zhongwen/trad/world_outlook/2015/10/151010_world_outlook_vw_scandal_explained.

awareness. By understanding what factors create brand awareness, businesses can use these factors in a targeted approach to build strong brand awareness.

Motivation

Brand awareness is the extent to which consumers know the brand. It reflects a brand's exposure and level of recognition in the market, including consumers' familiarity with the brand name, logo, goods, and services.

There have been some studies in the past on the impact and advantages of brand awareness. First, Rong Huang and Emine Sarigollu concluded that brand awareness is important for consumer decision-making.² During the consumer's decision-making process, there is a concern about purchasing inferior products. Therefore, brands with high awareness are seen as an essential indicator. Consumers tend to purchase brands they are already familiar with, thus reducing the risk of their purchase. Second, brand awareness has a positive effect on brand trust, indicating that when consumers are more aware of a brand, they are more likely to trust it.³ Well-known brands can elicit positive reviews from consumers. These positive reviews bolster brand trust. As more and more individuals provide favorable assessments of the brand, it can influence the trust of other consumers in the brand. Third, when purchasing a product for the first time, the awareness heuristic ought to be especially significant. The well-known brand may have been selected by consumers initially due to the perception that it is most likely the best. The decision heuristic may change to "buy the brand I bought last time because it was satisfactory" if the experience seems satisfactory. Customers

² Rong Huang and Emine Sarigöllü, "How brand awareness relates to market outcome, brand equity, and the marketing mix," *Journal of business research* 65, no. 1 (2012).

³ Mohammad Mudzakkir and Iva Nurfarida, "The influence of brand awareness on brand trust through brand image," *Available at SSRN 2670597* (2015).

will be less inclined to try out new brands in these conditions.⁴

Previous research has primarily focused on the effects of brand awareness, but there is limited literature that informs us about the factors that can shape brand awareness. This study aims to identify the factors that can enhance a brand's awareness, seeking to fill the gaps in the existing literature. Additionally, it aspires to provide practical recommendations for emerging companies.

Research Purpose

The purpose of the study is to explore the factors that can shape and enhance brand awareness. In order to assist the brand in developing better marketing strategies and increasing brand awareness, the researcher combines case study and statistical analysis to explore some antecedents of brand awareness and hopes these findings can be helpful for firms to build their brand awareness.

Research Questions

In the past, there has been limited research on the antecedents of brand awareness. Therefore, I conduct qualitative research to identify the factors that can shape brand awareness. Then, I use statistical analysis to verify the impact of these factors, which are discovered in the cases study, on brand awareness and the influence of brand awareness on purchase intention.

⁴ Wayne D Hoyer and Steven P Brown, "Effects of brand awareness on choice for a common, repeat-purchase product," *Journal of consumer research* 17, no. 2 (1990).

1. How to build up brand awareness for emerging brands?
2. What factors statistically affect brand awareness?

Contribution

A lot of studies in the past has focused on examining the impact of brand awareness. This study, however, emphasizes the factors that can influence brand awareness, filling a gap in the existing literature.

According to my research questions, my research found that brand image, brand story, aesthetic perception, product differentiation, and social media marketing influenced brand awareness. A good brand image makes it easier for the brand to stand out and also keeps consumers consistently engaged with the brand, thereby enhancing brand awareness. Consumers are more likely to share a brand that impressed them, which can generate an alternative form of exposure. Moreover, a compelling brand story can capture the attention of consumers. When they are interested in the story, they are more inclined to learn more about the brand's products. The feelings a brand evokes in consumers are important. For instance, when a brand's design is unique or incorporates special packaging designs for holidays, it can capture consumers' attention. Distinguishing oneself from competitors and highlighting brand differentiation can make a brand stand out in the market and garner more attention. For example, when it comes to boots, consumers are more inclined to purchase brands that offer boots tailored to their calf size. Furthermore, the internet is something that most consumers interact with today. Brands can reach consumers when they are searching for products and reading related content. Brands engage in social media marketing, such as creating advertisements and collaborating with influencers to promote their products.

According to the statistical results, the researcher found that brand image, brand story,

aesthetic perception, and social media marketing positively affect brand awareness.

Therefore, brands can make changes or put effort into these aspects. The researcher also found that brand awareness positively affects purchase intention. Consumers tend to purchase brands they are familiar with, as these brands have typically earned their trust. Brands with high awareness enjoy a good reputation, reducing consumer uncertainty and making it easier for them to make purchase decisions.

Limits

Since I cannot directly interview brand executives, I cannot gain practical insights into the factors influencing brand awareness and how to establish brand awareness.

Delimits

Although I do not have the opportunity to interview brand executives, I've collected the brand story and core value by exploring their official website. Moreover, I have collected multiple cases from the Kung-Hwa Management Cases Collections, HONG KONG ECONOMIC JOURNAL MAGAZINE, monthly magazine (MANAGER TODAY), TechNews, Business Weekly, and CommonWealth Magazine. This allowed me to gain a comprehensive understand of the brand.

LITERATURE REVIEW AND HYPOTHESES

Definition Of Brand Awareness

Consumers' ability to verify prior exposure to the brand is known as brand awareness.⁵ It is how consumers know and recognize a specific brand in a given market. Brand awareness involves a variety of factors. It includes the perceptions, associations, and feelings that customers have about a brand. A brand with high awareness has advantages over its competitors in a highly competitive market and enhanced client trust and loyalty.

Dimensions of Brand Awareness

Brand recognition and brand recall performance compose brand awareness. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In simple terms, for a brand to be recognized, customers must accurately identify it as something they have seen or heard before. Brand recall is the capacity of consumers to recall a brand when presented with the product category, the needs that the category meets, or another kind of cue. In other words, brand recall necessitates that customers accurately recall the brand from memory.⁶

Brand awareness consists of several other factors that affect consumers' knowledge and impression of a brand, in addition to brand recognition and recall. It includes brand associations and brand knowledge. Consumers' mental connections and interpretations of a brand are known as brand associations. These connections can be made based on brand

⁵ Kevin Lane Keller, "Conceptualizing, measuring, and managing customer-based brand equity," *Journal of marketing* 57, no. 1 (1993).

⁶ Keller, "Conceptualizing, measuring, and managing customer-based brand equity."

characteristics, values, and personalities connected to the brand. Brand knowledge refers to the range and depth of information people have about a brand. Furthermore, there's a good chance that various brand knowledge facets will interact. For example, certain kinds of thoughts, feelings, or attitudes might require a high level of brand awareness and familiarity.⁷ These aspects of brand knowledge interact to produce a positive effect, whereby greater levels of brand familiarity and awareness open up the possibility for more significant and effective customer responses.

The Importance Of Brand Awareness

When making a purchase of a good or service, brand awareness is important because it can influence how consumers perceive risk and how confident they are in their choice because of the brand's distinctiveness.⁸ Brand awareness plays a crucial role in reducing the risk of error in purchasing products, as consumers use brands as a marker of product quality. When consumers trust a brand, they do not need to extensively search for information about the product's quality attributes.⁹

According to Rossiter and Percy, building brand awareness is the first step in the communications process and is necessary for it to proceed.¹⁰ There cannot be any other communication effects without brand awareness. A brand needs to be made known to the consumer before they will purchase it.¹¹ Brand awareness is a prerequisite for the

⁷ Kevin Lane Keller, "Brand synthesis: The multidimensionality of brand knowledge," *Journal of consumer research* 29, no. 4 (2003).

⁸ Muhammad Ehsan Malik et al., "Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer," *International Journal of business and social science* 4, no. 5 (2013).

⁹ Mudzakkir and Nurfarida, "The influence of brand awareness on brand trust through brand image."

¹⁰ John R Rossiter and Larry Percy, *Advertising and promotion management* (McGraw-Hill Book Company, 1987).

¹¹ Emma Macdonald and Byron Sharp, "Management perceptions of the importance of brand awareness as an indication of advertising effectiveness" (Massey University, Department of Marketing, 2003).

development of brand attitude and purchase intention.¹² Consumers must become familiar with a brand before they are considering making a purchase, as brand awareness is a necessary precondition for the development of positive brand attitudes and purchase intentions, highlighting its central role in influencing consumer behavior and brand success.

The Impact Of Brand Awareness

Brand Trust

Trust is an important aspect of business. If customers don't trust the brand, it will be difficult for it to develop.¹³ Loss of brand trust has a negative impact on the brand, leading to financial burdens during decreased sales and potentially resulting in consumers sharing negative feedback that harms the brand's image. Therefore, maintaining brand trust is critical for the success and sustained growth of a brand. Businesses should take trust seriously and implement measures to establish or uphold consumer trust to avoid long-term adverse effects.

Brand awareness has a positive effect on brand trust, indicating that when consumers are more aware of a brand, they are more likely to trust it. The study conducted on Islamic product brands in the City of Malang found a significant positive relationship between brand awareness and brand trust, indicating the importance of building and maintaining brand awareness to enhance consumer trust in a brand.¹⁴ According to the research of Bernarto et al, brand trust increases with increased brand awareness. There was a chance that consumers' trust in the coffee shop would grow if the management took good care of the facilities they

¹² Larry Percy and Robert J Donovan, "A better advertising planning grid," *Journal of advertising research* 31, no. 5 (1991).

¹³ Mudzakkir and Nurfarida, "The influence of brand awareness on brand trust through brand image."

¹⁴ Mudzakkir and Nurfarida, "The influence of brand awareness on brand trust through brand image."

already had, like having an operational electrical outlet. They would believe that it was a very secure location.¹⁵

Brand Loyalty

Brand loyalty refers to consumers' loyalty and continued purchase inclination towards a specific brand. It indicates that consumers are willing to purchase products from the same brand and are less likely to switch to other brands. According to the research of Bernarto et al, brand loyalty increases with increased brand awareness. Once consumers were aware that the coffee shops offered outstanding goods and comprehensive services, they would become loyal customers who would speak well of the establishments and place their business above all others. Because the competition among coffee shops also included providing facilities, interesting menus, and concentrating the growth of new coffee shops, managing loyalty through brand awareness was crucial. As a result, the management needs to be creative to set the coffee shops apart from the competition. For instance, they could offer a sizable television with channels that show international soccer matches. Customer loyalty would rise concurrently with such distinctiveness, particularly among football enthusiasts.¹⁶

Brand Equity

Brand equity is the added value that a brand brings to goods and services, which can interpret brand value and can be reflected in consumers' views, feelings, preferences, and actions. The value that a product's brand name adds is referred to as "brand equity".¹⁷ It is

¹⁵ Innocentius Bernarto et al., "The influence of brand awareness, brand image, and brand trust on brand loyalty," *Jurnal Manajemen* 24, no. 3 (2020).

¹⁶ Bernarto et al., "The influence of brand awareness, brand image, and brand trust on brand loyalty."

¹⁷ Cathy J Cobb-Walgren, Cynthia A Ruble, and Naveen Donthu, "Brand equity, brand preference, and purchase intent," *Journal of advertising* 24, no. 3 (1995).

necessary to consider brand awareness when evaluating brand equity.¹⁸ According to the research, the results show that consumer-based brand equity measurements by incorporating brand awareness and loyalty with the brand have a significant positive relationship.¹⁹ Through consistent product quality, creative marketing tactics, and strong brand positioning, manufacturers work to develop and improve brand equity. Marketers are aware of the value of brand equity and how it affects consumer preferences and purchasing behavior. Customers are drawn to the shelves of shops by strong brand equity because they are looking for reliable and well-known products.

Customer satisfaction

The research has been proven that brand awareness has a positive and significant effect on customer satisfaction.²⁰ Firstly, when consumers are familiar with a brand, its products, or services, they tend to develop a sense of trust and confidence in their purchase decisions. Consumers know they are purchasing from a familiar brand, which boosts their confidence. This heightened awareness not only fosters positive perceptions but also enhances advocacy, as individuals feel a stronger connection to the brand. Moreover, brand awareness serves as a key driver of customer satisfaction by enabling customers to make informed choices and reducing their perceived risk associated with the purchase. Consumers don't have to expend extra effort to seek and compare unfamiliar brands. Additionally, renowned brands establish relationships with customers, providing better post-purchase service, which further enhances satisfaction. Consequently, businesses must prioritize brand awareness initiatives as an

¹⁸ Muhammad Qasim Shabbir, Ansar Ali Khan, and Saba Rasheed Khan, "Brand loyalty brand image and brand equity: the mediating role of brand awareness," *International journal of innovation and applied studies* 19, no. 2 (2017).

¹⁹ Muhammad Asif et al., "Impact of brand awareness and loyalty on brand equity," *Journal of Marketing and Consumer Research* 12, no. 1 (2015).

²⁰ Gunawan Bata Ilyas et al., "Reflective model of brand awareness on repurchase intention and customer satisfaction," *The Journal of Asian Finance, Economics and Business* 7, no. 9 (2020).

integral component of their marketing strategies, recognizing its undeniable influence on customer satisfaction and long-term success.

Price fairness

The degree to which consumers believe that prices are fair is also influenced by brand awareness. When the target price is positively correlated with alternative prices or the internal reference price, it is because the consumer is well-aware of the product's popularity. On the other hand, a brand name that the consumer is unfamiliar with is probably going to make it harder to compare the focal price to other prices, which will hurt the internal reference price. Additionally, customers develop corresponding perceptions of quality based on their experiences with brand popularity and brand class, which in turn affects perceptions of price fairness. Therefore, brand awareness influences price fairness through quality perceptions in addition to directly improving consumer views of price fairness.²¹

When a brand establishes a reputation in the market, consumers often consider its prices fair because they believe that the products or services offered by these brands have higher quality. Consumers have high expectations for their products. Therefore, the pricing of well-known brand products is usually more readily accepted. On the other hand, for less known or unfamiliar brands, consumers may need help to judge the fairness of prices. Because they are unfamiliar with the brand, they need more information to compare and evaluate the products or services of these brands. This may lead to an impact on their perception of price fairness because they are still determining the actual value of the product. In conclusion, brand awareness influences the perception of price fairness. Therefore, brand awareness plays a

²¹ Kambiz Heidarzadeh Hanzaee and Ronak Mirzai Yazd, "The impact of brand class, brand awareness and price on two important consumer behavior factors; customer value and behavioral intentions," *African Journal of Business Management* 4, no. 17 (2010).

crucial role in shaping the perception of price fairness and market competitiveness.

Market performance

The impact of brand awareness on market performance lies in how brand awareness influences consumers' purchasing decisions. Well-known brands are recognized and remembered in the market, leading consumers to choose products or services from these brands when shopping. This increases the brand's market share and sales revenue. Additionally, loyal customers tend to prefer buying and continuing to support well-known brands because they have trust in the brand. This provides the brand with a stable source of income and reduces the risk of market fluctuations.

The study indicates that, when it comes to service brands in developing economies, overall brand awareness has a predictive relationship with market brand performance. As a result, brand managers' ability to consistently improve their services' brand awareness strategies in order to improve market brand performance is a major factor in determining a business's marketing success.²² Furthermore, well-known brands have an advantage in the market. They can attract more partners and investors, creating opportunities for sustained business growth. Therefore, the efforts to enhance brand awareness not only contribute to improved brand performance in the market but also have a profound impact on the overall success and sustainability of the business. This highlights the importance of brand awareness as a crucial factor in marketing strategies for achieving success in the business. Furthermore, well-known brands are more attractive to partners and investors, providing opportunities for the growth of the company.²³ Partners and investors are more willing to collaborate with

²² Peary Kilei, Mike Iravo, and Jane Omwenga, "The impact of Brand Awareness on Market Brand Performance of service Brands: contextual consideration of Kenya" s banking industry," *European Journal of Business and Management* 8, no. 10 (2016).

²³ ChatGPT. "The advantage of well-known brand in the market" 2023-09-12. <https://openai.com/chatgpt>.

famous brands and support their expansion and development, which accelerates the growth of the business. In summary, brand awareness not only enhances the market share but also the brand's visibility and appeal in the market, contributing to better market performance for the business. Therefore, brand awareness is crucial for the market success and sustainable growth of the company.

Research Hypotheses

The term "brand image" describes how consumers view a brand based on the associations they have in their minds.²⁴ Brand image can convey the core value of the brand, allowing consumers to understand the brand's vision and mission. When consumers see the brand's logo, advertisements, or products in the market, they can associate themselves with the brand, and consumers are generally more likely to associate with brands they find attractive and trustworthy. A powerful and positive image may set a brand apart, sway consumer choices, and build long-term brand equity. Cultural factors can influence brand image and vary across different markets. Firms frequently modify their image to accommodate regional tastes and cultural differences. Successful international brand management requires an understanding of the cultural context and a willingness to modify the brand image accordingly.²⁵

H1: Brand image positively affects brand awareness

²⁴ Keller, "Conceptualizing, measuring, and managing customer-based brand equity."

²⁵ Kent Grayson and Radan Martinec, "Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings," *Journal of consumer research* 31, no. 2 (2004).

While every brand has a history, creating an appealing story is crucial to developing a powerful brand. Customers can understand a brand's meaning through a well-structured narrative, which facilitates people's ability to "decompose events and experiences into smaller pieces for easy processing."²⁶

Brand stories can grab consumers' attention. An emotionally engaging brand story can engage customers on a deep level by including features like relatable characters and meaningful experiences. Usually, stories arouse consumers' resonance and curiosity, making them want to know more about the brand. Compelling brand stories are memorable. Consumers are more likely to share interesting, touching, or meaningful brand stories to a broader audience. Brand stories can also highlight what makes a brand unique. By emphasizing uniqueness, a brand can differentiate itself from competitors and increase recognition.

H2: Brand story positively affects brand awareness

According to the study of Hong-Wun Chen, the first person to mention the use of aesthetics in marketing was Schmitt. He defined the new topic of "Marketing Aesthetics". He believed that brands could use the perceived experience and satisfaction generated by "beauty" as identification factors to carry out a kind of marketing that involves strategic planning and execution to involve "beauty" in the brand's identity.²⁷ Aesthetic perception refers to an individual's subjective feelings regarding the appearance, form, design, or aesthetic aspects of objects or things. Brand logo, and product packaging design style are elements of aesthetic

²⁶ Wen-yeh Huang, "Brand story and perceived brand image: Evidence from Taiwan," *Journal of Family and Economic issues* 31 (2010).

²⁷ 陳鴻文, "美學知覺、品牌故事知覺、知覺價值與購買意願之關係—價格敏感度的調節效果," (2016).

perception. These elements can attract consumers' attention. During special holidays, consumers often seek products related to the holiday theme. Brands can capture public attention by incorporating holiday-related elements such as Santa Claus into their packaging design. As a result, the brand's exposure will increase because when the holidays arrive, consumers will be the first to think of the brand and recommend it to others.

H3: Aesthetic perception positively affects brand awareness

Product differentiation refers to giving a product uniqueness through its characteristics, features, design, and quality, to make it distinct from the products of competitors in the market. It is reasonable to assume that a company's product diversification level will have an impact on the extent and type of its international diversification.²⁸ Different products can meet the needs of different consumers. The variety of products can attract a broader audience, including those who have never engaged with the brand. When a product has unique features in the market, it helps attract consumers' attention. Distinctive Products are easy to remember because they are different from other products. This uniqueness can increase brand awareness and make it easier for consumers to recognize and remember the brand.

H4: Product differentiation positively affects brand awareness

Nowadays, social media marketing has developed into a powerful and influential technique that businesses use to build brand awareness and foster customer relationships.

²⁸ Margarethe F Wiersema and Harry P Bowen, "Corporate diversification: The impact of foreign competition, industry globalization, and product diversification," *Strategic Management Journal* 29, no. 2 (2008).

Customers think it's important to communicate with brands directly on social media. It raises customer awareness regarding brand.²⁹ Social media platforms have hundreds of millions of users, providing brands with a plethora of exposure opportunities. It offers a large and varied audience. Brands can boost their exposure and attract consumers who might not otherwise be aware of their products or services by using social media marketing efficiently.

H5: Social media marketing positively affects brand awareness

Purchase intention is an important concept in marketing and the foundation for consumer decision-making. This concept is significant because it can shed light on consumer preferences and behavior. In general, convenience, security, and other factors influence consumers' decision to buy a product with a well-known brand. They avoid the risk of using them, because they are familiar with the brand and assume it is already reliable.³⁰ Some brands are the symbols of social status and identity. Purchasing products from these brands can make consumers feel connected to a particular social group or set of values. This social identification can stimulate purchase intention because people are willing to express their identity and values through buying specific brands.

H6: Brand awareness positively affects purchase intention

²⁹ Mehrullah Jamali and Rohail Khan, "The impact of consumer interaction on social media on brand awareness and purchase intention! Case study of Samsung," *Journal of Marketing* 114, no. 1 (2018).

³⁰ Muhammad Arie Permana Ambolau, "The influence of brand awareness and brand image on purchase decision (Study on Aqua consumers in Administrative Science Faculty Brawijaya University Class of 2013)" (Brawijaya University, 2013).

METHODOLOGY

Research Design

In this study, the researcher divides the literature review into three parts, including the definition of brand awareness, the importance of brand awareness, and the impact of brand awareness.

This research combines qualitative research and quantitative research, aimed to provide an in-depth understanding of the elements involved in building brand awareness. To understand how to build brand awareness, the case study approach was used. The cases were collected from magazines and previous studies. The questionnaire includes a series of questions about the elements of brand awareness building. I use statistical methods (ex., Linear regression analysis) to examine the causal relationship between variables. Based on the statistical results, the researchers can verify which factors positively impact brand awareness.

Data Collection

Qualitative research

For the case study, I have collected information on brands from the Kung-Hwa Management Cases Collections, HONG KONG ECONOMIC JOURNAL MAGAZINE, monthly magazine (MANAGER TODAY), TechNews, Business Weekly, and Commonwealth Magazine. Then, I organized the process of building brand awareness into cases, which included the brand's history and the methods through which the brand

established its brand awareness.

Quantitative research

Some of my questionnaire questions were referenced from previous studies, and the brand story in the questionnaire is taken from the brand's official website. The charts for social media marketing are derived from the brand's official Facebook group.

The questionnaire was conducted by online google form. It was distributed online through line group and Facebook group. 150 questionnaires were collected. After the data collection, I use SPSS software to check the reliability and analyze the data.

Measures

The Likert scale will be used to design the questionnaire. Likert scales are divided into seven degrees which are strongly agree, agree, neutral, disagree, strongly disagree.

Mediating Variable

Brand awareness: Brand awareness is the extent to which consumers are aware of and recognize a specific brand in a given market.

1. When I buy related products, I will first think of Magi Planet.
2. I think Magi Planet's brand awareness is very high

Dependent Variables

Purchase intention: Prior research defined a purchasing decision as an individual's choice to adopt a certain product or service offered by a business above those offered by its

competitors.³¹ The measurement of questions referred to Han-Yi Chang³²

3. I will consider purchasing products from Magi Planet
4. I will purchase the products from Magi Planet.
5. If someone asks me to buy popcorn, I recommend Magi Planet
6. If I want to buy popcorn, I will choose Magi Planet

Independent Variables

Brand image: Brand image is considered to be consumer perceptions of a brand as represented by the brand associations they have stored in their memory.³³

7. Magi Planet has a good sense of design
8. Magi Planet is reliable
9. The quality of Magi Planet is very high
10. Magi Planet focuses on product innovation and continuous improvement
11. Magi Planet is popular
12. Magi Planet has a good reputation
13. Magi Planet is a leading brand

Brand story: Brand storytelling is a narrative of a brand that conveys the brand's origin, history, and core values. The measurement of questions referred to Han-Yi Chang³⁴

14. This story conveys the message of brand building and caught my attention

³¹ Jalal Rajeh Hanaysha, "Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator," *International Journal of Information Management Data Insights* 2, no. 2 (2022).

³² Han-Yi Chang, "價格敏感度、知覺價值、品牌形象與品牌再購買意願之關係研究 - 以家樂福品牌為例," (2019), <https://hdl.handle.net/11296/zv3m9w>.

³³ Keller, "Conceptualizing, measuring, and managing customer-based brand equity."

³⁴ Chang, "價格敏感度、知覺價值、品牌形象與品牌再購買意願之關係研究 - 以家樂福品牌為例."

15. After reading this brand story, I feel the same way
16. After reading this brand story, I feel that the brand are working very hard in their business.
17. After reading this brand story, I believe that the brand will maintain good quality
18. After reading this brand story, I am interested in the products
19. This brand story helps me remember the brand

Aesthetic perception: Aesthetic perception refers to an individual's subjective feelings regarding the appearance, form, design, or aesthetic aspects of objects or things. The measurement of questions referred to Han-Yi Chang³⁵

20. This product can be combined in daily life
21. The appearance of this product is unique
22. The appearance of this product is creative
23. The characteristics of this product are easy for consumers to feel
24. This product not only meets practical needs, but also have spiritual satisfaction
25. The designed graphics will attract me

Product differentiation: Finding and highlighting a brand's distinct advantages over competitors is the process of product differentiation. The measurement of questions referred to Tsan-Wen Sheng³⁶

26. Magi planet's flavor selection is more diverse than other brands
27. Magi planet has a unique flavor that is clearly different from other brands
28. Magi planet's flavors can meet the needs of different customers

³⁵ Chang, "價格敏感度、知覺價值、品牌形象與品牌再購買意願之關係研究 - 以家樂福品牌為例."

³⁶ 盛榮雯, "產品差異化、顧客權益與購買意願實證研究:以影音串流平台之原創內容為例," (2020), <https://hdl.handle.net/11296/6gv35a>.

29. Magi planet's flavors are different from traditional flavors

30. Magi planet's flavors brings me a different feeling from traditional popcorn

Social Media Marketing: Social media marketing refers to the use of platforms to interacting with the audience, including content posting, engaging with customers, and creating advertisements.

31. This post helps me understand the brand

32. This post attracts my attention to the brand

33. This post helps increase brand exposure

34. This post motivates me to share brand information

DATA ANALYSIS

Case Study

CASETiFY

Wu Peishen and Yang Ziyi in Hong Kong co-founded CASETiFY. It is currently the largest personalized electronic accessories brand in terms of revenue. Also selling mobile phone cases, but why has CASETiFY become so popular worldwide? CASETiFY developed along with the popularity of Instagram. In 2010, the newly established Instagram inspired Wu Peishen. "We don't regard mobile phone cases as commodities. It is a canvas for creativity and a design challenge." In the beginning, CASETiFY called "Casetagram," which combines the phone case with Instagram to provide personalized service. The customization service allows users to choose pictures and provides a variety of picture arrangement templates. The user selects the template, uploads the images, and "Casetify" is responsible for making and mailing the mobile phone case. The main target customers are Generation Z (people born between 1995 and 2005).

Product

CASETiFY, famous for its mobile phone cases, also sells cases for Air pods, Apple Watch, iPad, MacBook, and daily necessities. Having many options helps CASETiFY break away from being just a phone case brand and attract customers looking for other products.

The difference between CASETiFY and its competitors is the customization service. All products are customized. In physical stores, as long as there are models and styles in stock, they can be printed on the spot in as little as 30 minutes. Standard customization options

include case printing, design, type, material, and color, as well as adding text and photos; CASETiFY has thousands of designs to choose from and releases new designs frequently. In terms of colors, there are clear, transparent, and matte colors with various shades, which customers can also customize with their name as text. CASETiFY also has photo grid cases where customers can choose their layout and upload photos from their Instagram, Facebook, or other devices. Offering customization builds a connection between customers and the brand.

The most important thing about a mobile phone case is quality and protection. CASETiFY not only cares about the aesthetic value of its products. Still, they also making cases that protect the device. They ensure everything is drop-tested and quality assured before having their in-house designers design it. Another unique thing about the cases is that they are made of Qitech material. This material is a trademark of CASETiFY and is a material that distributes and absorbs shock well to protect your device.

Cooperation

CASETiFY has own designs and collections, but most of its products come from collaborations with outside artists. The Co-Lab is the hub for CASETiFY's alliances and partnerships with brands, TV shows, movies, and celebrities. They collaborate with Twice, KFC, Saint Laurent, SpongeBob SquarePants, Black Pink, and more.

Because CASETiFY is visually appealing, expect them to be posted on social media, whether through mirror selfies or telling people about CASETiFY. The mirror selfie route is super standard on Instagram, as well as unboxing videos on TikTok, using this method to increase brand awareness.

Environmental Protection and Sustainable Development

Producers of phone cases typically use large amounts of plastic in their processes, which

has a negative impact on the environment. Because CASETiFY is aware of this, they have improved sustainability. The first 100% biodegradable custom phone case in the world is the compostable phone case from CASETiFY. They have developed the Re/Casetify line of phone cases, which includes cases made from used phone cases.

Summary

CASETiFY, famous for its mobile phone cases, also sells cases for Air pods, Apple Watch, iPad, MacBook, and daily necessities. They offer customized services where consumers can choose their photos to create personalized phone cases. In physical stores, as long as there are models and styles in stock, they can be printed on the spot in as little as 30 minutes. They use social media to communicate the uniqueness of their brand. The mirror selfie of influencers is popular on Instagram, as well as unboxing videos on TikTok, using this method to increase brand awareness.

Franz

SEAGULL DECOR

In 1969, the parent company of Franz Porcelain, Hai Chang Industrial Co., Ltd., was founded in Puli Township, Nantou, Taiwan. It specialized in producing dolls and decorations for Christmas trees and had excellent manufacturing technology and design research capabilities. Over time, it progressed to the ODM (Original Design Manufacturer) stage, producing Christmas decorations, teddy bear dolls, and more. Due to its high-quality products, it gained the favor of many internationally renowned brands.

Western culture places a strong emphasis on gift-giving, especially during holidays like Christmas, which creates a significant market opportunity. In a competitive market, major brands focused on gift marketing while outsourcing production to lower-cost contract factories. However, due to economic challenges and cost considerations, orders shifted to mainland China, causing pressure on Taiwanese contract manufacturers who resorted to price reductions to secure orders.

The Establishment of Franz

In 2001, Hai Chang and its clients had disagreements over product pricing. While the clients preferred products for the mid-range market, Hai Chang designed a \$200 porcelain figurine of Santa Claus, which received a positive response during a trial sale in Chicago. Franz Porcelain was officially established, primarily focusing on the premium market in the United States. Leveraging the foundation laid by its parent company's three decades of gift manufacturing experience, Franz Porcelain quickly entered the international market.

In 2003, an economic downturn led to a contraction in the European and American gift markets, posing a threat to Franz Porcelain and other brands. Some brands recognized Franz Porcelain's influence and attempted to restrict Hai Chang Group's operations. However, Hai

Chang had a long history of dedication and achievements, and brand clients needed help finding alternative high-quality contract manufacturers, so they returned to Hai Chang, providing Franz Porcelain with time to solidify its brand marketing.

Brand Name and Style

Franz Porcelain was named after Mr. Chen Li-Heng's foreign name, "FRANZ." The seagull in the logo symbolizes soaring high and spreading Eastern aesthetics worldwide. Mr. Chen believed that attracting consumers relied not on advertising but on creating outstanding products.

Market Positioning

To stand out in the market, Franz Porcelain used nature as its creative inspiration. Products were designed to meet consumers' needs and desires rather than the personal preferences of designers. The primary target audience was independent women aged 30 to 60 who were affluent, leisurely, and enjoyed life.

Company Environment

The factory management was characterized by a humane approach, surrounded by nature, with features like libraries, gyms, and basketball courts. Franz Porcelain believed that only with compassionate employees could they produce humane products and convey the brand's message to customers.

Design and Research & Development

Unlike many renowned porcelain brands that used traditional decal patterns, Franz Porcelain adopted unconventional shapes and hand-painted designs. Mr. Chen was the Design Director, upholding Franz Porcelain's brand spirit and style. Products were rigorously tested

in the market, with thousands of designs considered before production. The "80-20 rule" was used, with only the top 20% of designs selected for the show. This iterative process allowed them to understand why some designs performed well, and others did not.

Understanding different cultures in various countries was essential. Franz Porcelain had over 20 designers from other countries, including the United States, France, and Germany, to understand consumers' preferences in different regions. To maintain innovation, Franz Porcelain continuously designed new products and participated in international gift exhibitions.

Investment in digital design tools, such as CAD (Computer-Aided Design), CAM (Computer-Aided Manufacturing), and 3D sculpting technology, enhanced design capabilities. Rapid Prototyping technology allowed Taiwanese designers to create digital models, which were handcrafted in factories in mainland China, Shenzhen, and Jingdezhen and sold in high-end department stores in Europe and America. Franz Porcelain was willing to invest in learning and upgrading technology.

Marketing

Franz actively participated in various events, including self-organized art and cultural exhibitions and coverage in professional magazines. Recognizing that their consumers constituted a specific niche group, they believed that the quickest way to build brand recognition was to participate in domestic and international exhibitions and competitions. This allowed Taiwanese designers to understand customer preferences and needs.

Franz's brand spirit and innovative designs received recognition through numerous awards within a short period. In the United States, the "Dancing Butterflies" series stood out among over 30,000 entries at the New York International Gift Fair, winning the "Best Gift Collection First Prize." In 2004, Franz Porcelain was nominated by the Giftware and

Collectibles Retailers Association in the UK for "Best Supplier," "Best Designer," "Best Solo Tabletop Accessory," and "Best Jewelry Accessory," winning the annual first prize for "Best Solo Tabletop Accessory." The "Leisurely Forgetting I" series received the "National Product Image Gold Award," the highest honor for Taiwanese products, in 2005.

Distribution Channels

The main sales channels were department store counters, including prestigious locations such as Harrods in the UK, Neiman Marcus in the US, and David Jones in Australia. To penetrate the US market, Franz Porcelain established a business headquarters in San Francisco and hired experienced professionals familiar with the American market for marketing in the US region. In Europe, Australia, Canada, and other regions, they selected clients as marketing agents. Taipei was responsible for the Greater China region. The strategy adopted was "Taiwan for R&D, mainland China for production, and global marketing."

Mr. Chen, the CEO, placed great importance on product quality and on-time delivery. He checked with the production department to ensure timely shipments. After three to four years of effort, Franz Porcelain gained recognition through awards from various countries. In 2005, as orders overgrew, the factory relocated from Dongguan to Jingdezhen, improving production efficiency and delivery times. However, due to the influx of new employees, production efficiency needed to meet expectations. To address this, experienced artisans were transferred from Xiamen to train the new workforce, leading to increased production skills and efficiency.

For Mr. Chen, innovation was the core value of Franz Porcelain. Therefore, he initiated a unique business model:

- Design by Taiwanese Franz Porcelain
- Supervision by the National Palace Museum in mainland China

- Production by French manufacturers

This model marked a significant shift in Chinese porcelain from "manufacturing" to "creation."

Summary

To enhance brand awareness and establish a brand image, Franz Porcelain actively participated in various events, including self-organized art, cultural exhibitions, and coverage in professional magazines. They recognize that their consumers constituted a specific niche group, they believed that the quickest way to build brand recognition was to participate in domestic and international exhibitions and competitions. Franz also combines Western and Chinese cultural elements, using elements like flowers and birds in their designs. This cultural fusion enables the brand to attract a wide range of consumers in the global market, reflecting Franz Porcelain's respect and appreciation for cultural diversity.

D+AF shoes

In 2005, founder Zhang Shiqi established D+AF after facing challenges in finding shoes for his partner with tiny feet. The brand initially relied on platform traffic for its business, but as website traffic declined and competition imitated its shoe designs, it faced losses. Zhang Shiqi realized the need to differentiate beyond just pricing and decided to regain control. In 2015, they launched their brand's official website to rebuild their customer base, though this move came a few years later than some of their competitors. In late 2020, amid the pandemic, they opened physical stores to meet customers' try-on needs, a move that was significantly delayed compared to many online shoe and fashion brands, which had already been in business for over a decade.

D+AF's women's shoe brand places a strong emphasis on precise positioning and market analysis. They continuously adjust and optimize their products and sales strategies based on the needs and preferences of their target customers, aiming to enhance their brand value and market position. Additionally, D+AF collaborates with the fashion industry, staying updated with fashion trends and changes in consumer demands, continuously releasing new products and innovative designs. This market positioning and strategy further elevate D+AF's brand recognition and competitiveness in the market.

Optimizing the Website

While most e-commerce businesses prioritize cost-efficiency, CEO Zhang Shiqi believes that "not everything should be solely about cost-effectiveness; money is the least valuable." D+AF did not use standard e-commerce website templates available in the market. Instead, they invested more in hiring a professional team and took three years to build their official website. The website is fully customized and available in multiple languages. It allows

interface adjustments based on customer feedback. D+AF streamlined the order process, simplifying data entry, offering secure and SMS-free payment verification, and reducing checkout time from two minutes to 10 seconds.

CEO Zhang Shiqi focuses on building a brand rather than just facilitating transactions. While other online fashion brands introduce new products approximately every two weeks, D+AF introduces new products almost every week, with a wide range of styles. They maintain a design team twice as large as other brands, with 6 to 8 designers. They release over a thousand designs each year, with more than 10,000 SKUs. Unlike other brands that typically offer six or seven popular shoe sizes for each design, D+AF covers sizes from the smallest 34 to the largest 43, spanning ten sizes, catering to the needs of women with special foot sizes. D+AF's top-selling slim boots, targeted at young women in their twenties and thirties, make up 30% of their overall revenue during the autumn and winter.

Domestic Marketing

D+AF invested 3 million TWD in opening a standalone, 100-square-meter flagship store in Taipei's East District. They also planned a VIP room where members could book fitting services. They provided tablet-based shoe viewing and selection, with shoes delivered for trying on. The CEO sees physical stores as an extension of the brand's image, focusing on understanding customer needs before thinking about what to do, how to do it, and what to offer, avoiding a single-minded focus on cost recovery, thus increasing the likelihood of hitting the target customers. When the physical store opened, there were long queues for the first two months. In February 2021, the monthly revenue of the physical store reached 5 million TWD, breaking even with the renovation costs. The stores in Taipei adopt various design styles to appeal to different customer preferences and encourage customers to take photos and share on social media, effectively promoting the brand.

Advertisement

While building physical stores, D+AF also increased exposure through Google My Business and Google Ads. With localized advertising campaigns, they achieved a 44% increase in customers converting from Google My Business to physical stores, with a 14% reduction in the cost per conversion. D+AF recognized that advertising might fatigue consumers, so they used different social media campaigns, such as the D+AF GIRL event, which encouraged users to share fashion photos on social media through a UGC (User-Generated Content) model, generating discussions and deeper interactions between customers and the brand. To attract international customers on social media platforms, D+AF traveled to famous locations in Paris, New York, Greece, and others for photoshoots, creating a multinational brand image. For neighboring markets like Japan, South Korea, Hong Kong, Macau, and Singapore, D+AF collaborated with local influencers and used Instagram and YouTube for promotion, increasing online visibility. Instead of relying on popular KOLs with many followers, D+AF preferred micro-influencers and KOCs (Key Opinion Consumers). Some of these partnerships were initiated by micro-influencers, such as a previous collaboration with a micro-influencer in Japan that brought in 100 orders.

International Marketing

D+AF expanded internationally, entering 33 markets in Europe, the Americas, Southeast Asia, and Japan and South Korea with women's shoes priced at less than 1,000 TWD. In 2020, their international revenue reached nearly 100 million TWD. Cultural differences were a challenge for cross-border e-commerce, so CEO Zhang Shiqi integrated different cultures into monthly afternoon tea meetings. For example, colleagues responsible for Japan prepared Japanese tea and introduced Japanese festivals and customs to enhance understanding of diverse cultures. This led to more culturally relevant marketing activities, such as selling

sandals before Thailand's Songkran Festival or offering discounts during department store anniversaries in Japan, enhancing cross-border sales effectiveness. D+AF aims to be ahead of others by offering better and more complete services.

Exhibitions and Events

D+AF's women's shoe brand actively participates in fashion exhibitions and events. These exhibitions and events provide excellent opportunities for the brand to showcase its design philosophy and product style and serve as crucial platforms for interactions with customers, industry professionals, and media. By participating in these exhibitions and events, D+AF's women's shoe brand gains more exposure and attention, further enhancing brand recognition.

Brand Value

"D+AF understands how to create a sense of lifestyle, not just sell products," observed the marketing director of the Gate Group. For lifestyle products, consumers need to feel that the brand "understands their lifestyle needs and is a good friend to enhance their taste." D+AF's social media operations focus on sharing fashion outfits with fans rather than just promoting products.

Summary

D+AF offers a wide range of sizes; consumers can also choose boots that fit their calf circumference. They focus on precise market positioning and continuous product adaptation. D+AF participates in fashion events, and its social media strategy focuses on sharing fashion outfits to connect with customers. They have successfully expanded into international

markets and prioritize understanding diverse cultures to tailor marketing activities. The brand's focus is on creating a lifestyle brand that understands and enhances customer taste.

Oatly

The Rise of Oat Milk

Initially, Oatly was a traditional plant-based protein beverage company. In 1989, Swedish scientist Rickard Öste, aiming to address the issue of lactose intolerance that many people faced when consuming milk, embarked on a quest to find an alternative to milk. After extensive research, he chose oats and invented an enzyme that transformed solid oats into liquid, thus giving birth to the brand, Oatly. Plant-based milk is not uncommon, with soy milk, almond milk, and others being familiar choices. Oat milk, being one of these plant-based options, doesn't differ significantly in taste from cow's milk and other plant-based milk alternatives. Consequently, consumers found it challenging to identify any unique qualities in the product, and Oatly's early sales performance attested to the failure of innovation in the oat milk category.

Brand Repositioning

For those with lactose intolerance, oat milk wasn't the only option, as there were already some plant-based milk alternatives on the market. Moreover, oat milk's taste was similar to other milk alternatives, making it less distinguishable to consumers. In 2013, the newly appointed CEO, Toni Petersson, and Chief Creative Officer, John Schoolcraft, shifted their focus to the middle-class consumer base. They discovered that for the middle-class, they symbolized oat milk as a healthy lifestyle. Oat milk contained more dietary fiber and less fat than cow's milk, while avoiding the risk of excessive animal protein intake, which could lead to osteoporosis. Secondly, oat milk was environmentally friendly, with greenhouse gas emissions from oat milk production being only one-fifth of those from milk production, significantly reducing water and land resource consumption. Lastly, as no cows were

involved, oat milk could be considered a vegetarian option.³⁷ Oatly defined its customer base as the "Post Milk Generation."

Promotion and Marketing Strategies

Oatly took itself against cow's milk, adopting a provocative and humorous communication style to engage with consumers. Oatly's packaging design was straightforward, using a minimalist black-and-white style that made the product easily recognizable. They invested most of their resources in improving the product's quality and taste to meet consumer demands. To pique consumers' curiosity, they designed their product packaging with "the boring side" featuring stylized text instead of the typical mundane product descriptions. Phrases like "Wow, No Cow!" and "Yes, We're Vegans, So What About It?" were printed on the packaging and updated periodically to maintain consumer interest.

Oatly quickly gained popularity among global celebrities, with more and more stars and influencers posting photos on Instagram with hashtags related to a healthy lifestyle. Oatly experienced stock shortages due to word-of-mouth in the coffee industry. Former Starbucks Chairman and CEO Howard Schultz invested in Oatly as they developed a new product, Barista, designed to replace milk in coffee, making coffee healthier. Leveraging Starbucks' global presence, Oatly began establishing its brand influence worldwide. While Oatly's product remained relatively unchanged, it repositioned itself based on the desired lifestyle and environmental advocacy, propelling it to become one of the brightest stars in the global consumer goods market.

Besides Starbucks, Oatly also collaborated with coffee brands like Pacific Coffee and Third-wave coffee shops. They entered premium supermarkets such as Ole' and organized the "Vegetarian" music festival Way Out West in Sweden in 2015, promoting vegetarian and eco-

³⁷ ChatGPT. "How does Oatly repositioning?" 2023-05-03. <https://openai.com/chatgpt>.

friendly ideals. On social media, aside from featuring Oatly products, many users sported Oatly "Post Milk Generation" T-shirts, showing their support. Oatly partnered with well-known brands, including Blue Bottle Coffee in New York and IKEA in Sweden. These partnerships helped Oatly increase brand awareness, build consumer trust, and foster affection for the brand.

Brand Values

Oatly focuses on brand values, sustainability, and the promotion of nutritional and healthy living concepts, genuinely expressing their ideals. They believe that people appreciate an authentic brand. The core of Oatly lies in its vegetarian and eco-friendly, which is also the most pioneering and challenging aspect.

Brand Challenges

When a user commented, "This stuff tastes like crap!" Oatly quoted this statement not just on packaging, but also on their social media, where they featured user comments. This approach resonated with consumers and sparked discussions. While Oatly successfully attracted the population as an alternative to milk, the real challenge lies in appealing to a broader consumer base beyond those who "dislike cow's milk." Breaking free from the association with the coffee market and exploring new consumption scenarios is a more challenging yet promising endeavor for Oatly. Additionally, Oatly maintains an active Twitter presence, using a humorous posting style to attract a large group of followers and establish a strong interaction with customers.

Summary

In conclusion, how did Oatly build its brand awareness? Firstly, they drew consumers' attention by emphasizing the environmental friendliness of oat milk. Oatly focuses on sustainability, and the promotion of nutritional and healthy living concepts, genuinely expressing their ideals. Secondly, their product design was simple and clear, using a minimalist black and white style that made it easily recognizable. To pique consumers' curiosity, they designed their product packaging with a "the boring side" featuring stylized text instead of the typical mundane product descriptions. Lastly, their marketing approach was unique and creative, the interaction on the social media platform captivating more consumer attention through engaging and fascinating campaigns. These factors combined to enable Oatly to establish a robust brand recognition successfully.

Magi Planet

Magi Planet: The Popcorn

A popcorn brand renowned for its unique flavors and innovative packaging design. How did this brand establish its brand awareness in a competitive market?

Product Quality and Taste

Magi Planet offers unique flavors, and all products use fresh, natural ingredients, ensuring high-quality standards. The foundation of Magi Planet's brand recognition is its product quality and flavor, as superior product quality and taste foster consumer trust and identification, which promotes word-of-mouth effects and brand awareness.

A unique style characterizes Magi Planet's packaging design, and their marketing strategies are highly creative. The brand continuously innovates its packaging design, employing sustainable materials to create distinctive packaging. These innovative packaging designs capture consumers' attention, helping the brand stand out. Simultaneously, Magi Planet Popcorn focuses on marketing activities across social media and other online platforms, engaging with consumers to increase brand exposure.

Utilization of Multiple Marketing Channels

Magi Planet utilizes various marketing channels, including physical stores, online shops, e-commerce platforms, and social media. These channels reach different consumer groups, providing broader exposure and sales opportunities for the brand. For instance, on social media, Magi Planet attracts a large following and followers through food photography and consumer interactions, thereby expanding the brand awareness.

High-Quality Customer Service

The brand places a strong emphasis on providing high-quality customer service, ensuring consumers receive satisfactory experiences throughout the product selection, ordering, delivery, and after-sales processes. Exceptional customer service can inspire consumer purchasing intent and generate word-of-mouth effects, increasing brand awareness and image.

Brand Values

Brand culture and values are crucial elements of a brand's image, deeply resonating with consumers and obtaining a sense of identification and loyalty. The culture and values conveyed by Magi Planet emphasize innovation, quality, and promoting environmental sustainability—all of which align with modern consumers' values and contribute to a positive brand image and social impact.

Summary

Magi Planet's success attributed to product differentiation and packaging design. They combine popcorn flavors inspired by various cultures, offering various flavors such as kimchi and sweet potato. The founder personally visits local markets before expanding the brand internationally, creating localized features. Moreover, for Valentine's Day, they introduce flavors like strawberry milk with pink packaging. Building a brand requires sustained effort, and the successful experience of Magi Planet provides insights and reference for developing other brands.

Reliability Analysis

If Cronbach's α coefficient is >0.7 , it could be regarded as reliable.

Table 1. The Reliability Test

Test variables	Cronbach's α	Result
Brand awareness	0.964 >0.7	>0.7 , reliable
Brand image	0.991 >0.7	>0.7 , reliable
Brand story	0.977 >0.7	>0.7 , reliable
Aesthetic	0.969 >0.7	>0.7 , reliable
Product differentiation	0.977 >0.7	>0.7 , reliable
Social Media Marketing	0.957 >0.7	>0.7 , reliable
Purchase intention	0.967 >0.7	>0.7 , reliable

Note:dited by author

Statistical Analysis

Please refer to **Table 2** for the correlation matrix.

Table 2. Correlation Matrix

Means, Standard Deviations, and Correlations*								
Variable	Mean	S.D.	1	2	3	4	5	6
1.Brand image	4.1	1.68972						
2. Brand story	4.6657	1.29287	0.489**					
3. Aesthetic	4.9222	1.2503	0.481**	0.664**				
4. Differentiation	5.188	1.33275	0.459**	0.701**	0.780*			
5. Social media	4.8333	1.29651	0.540**	0.640**	0.689**	0.674**		
6. Brand awareness	4.6267	1.39412	0.691**	0.692**	0.734**	0.657**	0.774*	
7.Purchase intention	4.885	1.31704	0.606**	0.719**	0.740**	0.721**	0.775**	0.894**

p<0.01**

Table edited by author

Table 3. Standardized Regression Coefficients from Analyses Predicting Brand

Awareness

Standardized Regression Coefficients from Analyses Predicting Brand Awareness (N=150)	
	Model
Independent variable	
Brand image	0.315***
Brand story	0.177**
Aesthetic	0.272***
Differentiation	-0.053
Social Media	0.339***
Model F	95.196***
R ²	0.768
Adjusted R ²	0.760

p<0.05* p<0.01** p<0.001***

Table edited by author

H1: Brand image positively affects brand awareness

According to **Table 3.**, brand image has a positive influence on brand awareness. Hypothesis 1 is supported ($\beta=0.315$, $p<0.001$). Brand image establishes the overall impression and perception in the minds of consumers. A powerful and positive image may set a brand apart. Therefore, a good brand image can build brand awareness and stand out in the market competition.

H2: Brand story positively affects brand awareness

From **Table 3.**, hypothesis 2 is supported by the result ($\beta=0.177$, $p<0.01$). Brand storytelling conveys the value of a brand by telling its origins, history, or other relevant elements. It allows customers to understand the brand, create an emotional connection with potential customers, and resonate with them. A brand story helps stimulate consumers' interest in learning about the brand and makes it easier to remember and recognize.

H3: Aesthetic perception positively affects brand awareness

As can be seen from **Table 3.**, hypothesis 3 is supported by the result ($\beta=0.272$, $p<0.001$). Brands usually use visual beauty to attract consumers. Unique design elements make products unique. Special packaging for Christmas and Valentine's Day, for example, can establish emotional connections with consumers. In short, the brand can use attractive design to influence brand awareness.

H4: Product Differentiation positively affects brand awareness

According to **Table3.**, hypothesis 4 is not supported by the result ($\beta=-0.053$, $p>0.05$). Even if a product has differentiated features, if they are not communicated appropriately to potential consumers, they may not know or understand the differences. Therefore, brands need effective marketing and publicity to emphasize product differentiation.

H5: The social media marketing positively affects brand awareness

From **Table3.**, hypothesis 5 is supported by the result ($\beta=0.339$, $p<0.001$). Sharing valuable, interesting, or inspiring content on social media is part of social marketing. Brands can increase brand awareness by publishing product and promotional information on social media. Interested consumers will communicate with each other, thus increasing the brand's exposure.

Table 4. Standardized Regression Coefficients from Analyses Predicting Purchase Intention

Standardized Regression Coefficients from Analyses Predicting Purchase Intention (N=150)		
Independent variable	Model	
	1	2
Brand image	0.176**	-0.027
Brand story	0.208**	0.094
Aesthetic	0.198**	0.023
Differentiation	0.115	0.149*
Social Media	0.333***	0.114*
Brand Awareness		0.646***
Model F	83.739***	125.938***
R ²	0.744	0.841
Adjusted R ²	0.735	0.834

p<0.05* p<0.01** p<0.001***

Table edited by author

H6: Brand awareness positively affects purchase intention

From **Table4.**, hypothesis 6 is supported by the result ($\beta=0.646$, $p<0.001$). Brand awareness is a factor considered by customers when making purchasing decisions. Consumers trust in a brand that they are familiar with; it signifies their trust in the brand's quality and service. They believe that buying products from a familiar brand carries no risk. Therefore, brand awareness has a positive impact on consumer purchase intention.

Research Results

Table 5. Hypotheses results

Number	Hypotheses	Results
H1	Brand image positively affects brand awareness	Supported
H2	Brand story positively affects brand awareness	Supported
H3	Aesthetic perception positively affects brand awareness	Supported
H4	Product differentiation positively affects brand awareness	Not Supported
H5	Social media marketing positively affects brand awareness	Supported
H6	Brand awareness positively affects purchase intention	Supported

Table edited by author

CONCLUSION

For the first research question, how to build up brand awareness for emerging brands?

The case study indicates that brand image, brand story, aesthetic perception, product differentiation, and social media marketing are the factors that contribute to brand awareness.

For the second research question, the researcher used statistical analysis to verify whether those factors have a positive impact on brand awareness and to assess the importance of brand awareness in increasing consumer purchase intention.

According to the case study, CASETiFY utilizes social media platforms and collaborates with influencers to attract consumer attention by having them share custom-designed phone cases and photos of their use. This strategy has garnered substantial exposure on social media. Franz combines Western and Chinese cultural elements in their product designs, including traditional Chinese floral and animal patterns. These designs are well-received in Western markets. Franz preserves tradition while innovating, allowing it to establish a unique position in the market. Oatly has crafted a sustainable and environmentally friendly brand image, emphasizing the sustainability of its products and its commitment to the environment. Their advertisements and packaging highlight the use of plant-based ingredients to support sustainability. This brand image has attracted environmentally conscious consumers. The owner of D+AF offers a variety of sizes to cater to consumers with different foot sizes. While selling shoes like others, D+AF achieved product differentiation, which has garnered significant attention. This has led to the establishment of a strong brand awareness. Magi Planet incorporates holiday-themed designs into their packaging and products. For example, during Valentine's Day, they release strawberry milk-flavored products with pink packaging. This initiative has attracted many consumers and encouraged more people to become acquainted with the brand.

Though the statistical results, brand image, brand story, aesthetic perception, and social media marketing have a positive impact on brand awareness. Firstly, brand image is important in the process of building brand awareness. By having an attractive, productive, and positive brand image, the brand can increase its recognition in the market. Thus, the brand can start by establishing a good brand image in order to create brand awareness. Second, brand stories help consumers interested in the brand by convey the history and origin of brand. This creates an emotional connection between consumers and the brand, making them want to know more about the brand. Third, through the style of design, and visual beauty, brands can capture consumers' attention. Moreover, the role in design helps create lasting impressions. Additionally, brands post their relevant information and activities through social media platforms, which can establish interaction. On the other hand, social media can build fans and increase follower's loyalty. However, the findings indicate that product differentiation does not appear to significantly affect brand awareness. In some cases, consumers may focus more on the quality and value rather than the variety of products. Hence, product differentiation does not affect brand awareness. Brand awareness has a positive impact on purchase intent because consumers are concerned about the risk of buying from unfamiliar brands. They are more willing to purchase from well-known brands, reducing the perceived risk of their purchase.

In summary, building brand awareness is a crucial goal for all the business in nowadays market. These results provide businesses with important insights into how to successfully shape and promote their brands.

Suggestion

In a highly competitive market environment, effectively building brand awareness helps increase market share and improve performance. Based on the research findings, I offer the following recommendations. Firstly, brand image, brand story, aesthetics perception, and social media marketing have been crucial factors in building brand awareness. Brands can invest resources and efforts in these areas. Crafting brand image and conveying brand stories can establish emotional connections and pique consumer interest. Furthermore, visual designs are essential for capturing consumer attention. Incorporating holiday elements into product and packaging design can attract consumers seeking holiday-themed products. Advertising on social media platforms and collaborating with online influencers can garner more attention.

APPENDIX

Questionnaire

親愛的先生/小姐：

這是一份學術研究問卷，主要目的是探討「什麼因素建立起品牌知名度」。在此希望能耽誤您幾分鐘的時間填寫，懇請您提供寶貴意見。本問卷以不記名方式作答，且不對外公開，您的回答僅供學術研究使用，請放心填寫。您的協助將使本研究更具貢獻，在此獻上最誠摯的謝意！

敬祝事事順心、健康愉快！

文藻外語大學國際事務系

指導老師：吳紹慈 教授

學生：林靖阡

【第一部分：品牌知名度、形象】 請選擇您認為符合實際情況的選項，在適當的□打✓	非 常 不 同 意	不 同 意	有 點 不 同 意	普 通	有 點 同 意	同 意	非 常 同 意
1. 我有從各媒體看過或聽過 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Magi Planet 這個品牌是我熟悉的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 我常聽別人提起 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 當我購買相關商品時，會最先想起 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 我覺得 Magi Planet 星球工坊品牌的知名度很高	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Magi Planet 星球工坊有很好的設計感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Magi Planet 星球工坊是可靠的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Magi Planet 星球工坊品質是非常高的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Magi Planet 星球工坊注重產品的創新與持續改善	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Magi Planet 星球工坊的商品是具流行的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Magi Planet 星球工坊擁有良好的名聲	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Magi Planet 星球工坊是領導品牌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



關於 Magi Planet 星球工坊

「美味、創新、分享」是我們始終專注的三件事，從一顆蘑菇型玉米粒，到您手中的爆米花，我們堅持選用最優質的原物料。力求創新、顛覆您對風味的想像，創造出讓人驚艷的口感與品質。近年來更朝向開發「無添加」風味，成為台灣首家榮獲「AA無添加認證」的爆米花業者。希望您能共享有魔力的產品、有溫度的快樂。
Everything is POPssible!

是什麼樣的堅持？ 讓工程師變身創業家，爆出世界各地美味？

Magi Planet 星球工坊執行長 — Ben Lee

2010年創立 **Magi Planet** 星球工坊，憑藉著多元口味與品質堅持，成功打開海內外市場，成為W Hotel、台灣高鐵指定合作的爆米花品牌。

Ben堅信：「美味是不設限的！」任何一款產品上市前，一定要確保成分夠好風味夠驚艷，具備市場獨特性。

在品牌前進海外前，一定會實際走訪當地市場，做出在地化特色。為的就是希望消費者能體驗到前所未有的味蕾享受，有 **Magi Planet** 星球工坊的地方就有歡樂！



「不好吃的產品我們不賣」
「過度人工的風味我們不接受」

【第二部分：品牌故事】 請選擇您認為符合實際情況的選項，在適當的 □打✓	非 常 不 同 意	不 同 意	有 點 不 同 意	普 通	有 點 同 意	同 意	非 常 同 意
1. 這個故事傳達品牌建立的訊息，引起我的注意	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 看這個品牌故事，讓我感同身受	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. 看完這個品牌故事，我覺得業者很努力在經營	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 這個品牌故事，加深了我對店家的印象	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 看完這個品牌故事，我相信店家會維持良好的產品品質	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 看完這個品牌故事，讓我對店家的產品感到興趣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 這個品牌故事有助於我記得這個品牌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Magi Planet 星球工場爆米花在特殊的節日推出特別的包裝與口味，聖誕節以節日氛圍為靈感，以紅色的包裝散發節慶的喜悅，在浪漫的情人節，將草莓與牛奶結合在一起，推出名為「莓好愛情 Sweet Love」的口味。



【第三部分：美感知覺】 請選擇您認為符合實際情況的選項，在適當的 <input type="checkbox"/> 打✓	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
1. 此商品能與生活結合	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 此商品外觀是獨特的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 此商品外觀是具有創意的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 此商品的特質容易讓消費者感受到	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 此商品滿足實質需求外，也符合心靈滿足	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 店家經過設計的圖樣會吸引我	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

普通的爆米花都是經典、焦糖兩種口味，而星球工場的口味有甜/鹹/辣，像是使用台灣食材的雙色地瓜、蔗香焦糖、鹹蛋黃爆米花，以及創新元素松露巧克力太妃、玉米濃湯、青花椒麻口味等。

【第四部分：產品差異化】 請選擇您認為符合實際情況的選項，在適當的□打✓	非 常 不 同 意	不 同 意	有 點 不 同 意	普 通	有 點 同 意	同 意	非 常 同 意
1. 星球工坊的爆米花口味選擇比其他品牌更多樣化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 星球工坊的爆米花口味有獨特的風味，與其他品牌明顯不同	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 星球工坊的爆米花口味能夠滿足不同顧客的口味需求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 星球工坊的爆米花口味與傳統口味相比，具有顯著的差異	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 星球工坊的爆米花口味帶給我不同於傳統爆米花的新鮮感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


Magi Planet is at 星球工坊. May 22 · Taipei · 🌐

最純真的食材搭配-紅豆牛奶爆米花 🍿

 嚴選台灣農產紅豆，100%原豆加工製成 
 搭配特選紐西蘭進口奶粉，香濃滑順完美融合
 吃爆米花不用擔心太甜的問題! 我們使用海藻糖降低甜度40%
 讓你一口接一口不用擔心 🍿🍿
 經典再現還原紅豆牛奶冰棒風味
 值得你一試 👍

#星球工坊 #星球工坊爆米花 #爆米花 #爆米花推薦
 #MIT爆米花 #紅豆牛奶 #紅豆牛奶冰 #神還原系列



【第五部分：社群行銷】 請選擇您認為符合實際情況的選項，在適當的□打✓	非 常 不 同 意	不 同 意	有 點 不 同 意	普 通	有 點 同 意	同 意	非 常 同 意
1. 這則貼文有助於我了解品牌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 這則貼文能夠吸引我關注品牌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 這則貼文有助於增加品牌的曝光度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 這則貼文能夠促使我分享品牌資訊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

【第六部分：品牌知名度、形象以及購買意願】 通過了解以上資訊，請選擇您認為符合實際情況的選項，在適當的□打✓	非 常 不 同 意	不 同 意	有 點 不 同 意	普 通	有 點 同 意	同 意	非 常 同 意
1. 當我購買相關商品時，會最先想起 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 我覺得 Magi Planet 星球工坊品牌的知名度很高	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Magi Planet 星球工坊有很好的設計感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Magi Planet 星球工坊是可靠的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Magi Planet 星球工坊品質是非常高的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Magi Planet 星球工坊注重產品的創新與持續改善	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Magi Planet 星球工坊的商品是具流行的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Magi Planet 星球工坊擁有良好的名聲	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Magi Planet 星球工坊是領導品牌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 我會考慮購買 Magi Planet 星球工坊的商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 我有可能購買 Magi Planet 星球工坊的商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 如果有人向我詢問要買爆米花時，我會推薦 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. 若我現在要購買爆米花，我會購買 Magi Planet 星球工坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

第七部分：基本資料

※說明:請填寫符合您的個人選項

1. 性別：男性 女性
2. 年齡：14 歲(含)以下 15~19 歲 20~24 歲 25~29 歲 30~34 歲 35~39 歲 40~45 歲 46 歲(含)以上

3. 教育程度：高中/高職(含)以下 專科 大學 碩士 博士
4. 居住地區：北部地區 中部地區 南部地區 東部地區
5. 每天使用社群媒體的頻率：從不使用 一天不到 1 小時 1-3 小時
3-5 小時 超過 5 小時
6. 目前是否有工作：是 否 (「是」請填第六題，「否」請填第七題)
7. 平均月收入：
10000 元以下 10001~20000 元 20001~30000 元 30001~40000 元
40001~50000 元 50001~60000 元 60001~70000 元 70001 元以上
8. 每月生活費：
5000 元以下 5001~10000 元 10001~20000 元 20001~30000 元 40001 元

以上

BIBLIOGRAPHY

- 盛榮雯. "產品差異化、顧客權益與購買意願實證研究:以影音串流平台之原創內容為例." (2020). <https://hdl.handle.net/11296/6gv35a>.
- 陳鴻文. "美學知覺、品牌故事知覺、知覺價值與購買意願之關係—價格敏感度的調節效果." (2016).
- "國際縱橫：大眾醜聞「打擊柴油汽車業」." 2015, https://www.bbc.com/zhongwen/trad/world_outlook/2015/10/151010_world_outlook_vw_scandal_explained.
- Ambolau, Muhammad Arie Permana. "The Influence of Brand Awareness and Brand Image on Purchase Decision (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013)." Brawijaya University, 2013.
- Asif, Muhammad, Kaleem Abbas, Muhammad Kashif, Sadique Hussain, and Iltaf Hussain. "Impact of Brand Awareness and Loyalty on Brand Equity." *Journal of Marketing and Consumer Research* 12, no. 1 (2015): 67-72.
- Bernarto, Innocentius, Margaretha Pink Berlianto, Yohana F Cahya Palupi Meilani, Ronnie Resdianto Masman, and Ian Nurpatria Suryawan. "The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty." *Jurnal Manajemen* 24, no. 3 (2020): 412-26.
- Chang, Han-Yi. "價格敏感度、知覺價值、品牌形象與品牌再購買意願之關係研究－以家樂福品牌為例." (2019). <https://hdl.handle.net/11296/zv3m9w>.
- Cobb-Walgren, Cathy J, Cynthia A Ruble, and Naveen Donthu. "Brand Equity, Brand Preference, and Purchase Intent." *Journal of advertising* 24, no. 3 (1995): 25-40.
- Grayson, Kent, and Radan Martinec. "Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings." *Journal of consumer research* 31, no. 2 (2004): 296-312.
- Hanaysha, Jalal Rajeh. "Impact of Social Media Marketing Features on Consumer's Purchase Decision in the Fast-Food Industry: Brand Trust as a Mediator." *International Journal of Information Management Data Insights* 2, no. 2 (2022): 100102.
- Hanzaee, Kambiz Heidarzadeh, and Ronak Mirzai Yazd. "The Impact of Brand Class, Brand Awareness and Price on Two Important Consumer Behavior Factors; Customer Value and Behavioral Intentions." *African Journal of Business Management* 4, no. 17 (2010): 3775.
- Hoyer, Wayne D, and Steven P Brown. "Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product." *Journal of consumer research* 17, no. 2 (1990): 141-48.
- Huang, Rong, and Emine Sarigöllü. "How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix." *Journal of business research* 65, no. 1 (2012): 92-99.
- Huang, Wen-yeh. "Brand Story and Perceived Brand Image: Evidence from Taiwan." *Journal of Family and Economic issues* 31 (2010): 307-17.
- Ilyas, Gunawan Bata, Sri Rahmi, Hasmin Tamsah, Abdul Razak Munir, and Aditya Halim Perdana Kusuma Putra. "Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction." *The Journal of Asian Finance, Economics and Business* 7, no. 9 (2020): 427-38.
- Jamali, Mehrullah, and Rohail Khan. "The Impact of Consumer Interaction on Social Media on Brand Awareness and Purchase Intention! Case Study of Samsung." *Journal of Marketing* 114, no. 1 (2018).
- Keller, Kevin Lane. "Brand Synthesis: The Multidimensionality of Brand Knowledge."

- Journal of consumer research* 29, no. 4 (2003): 595-600.
- . "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." *Journal of marketing* 57, no. 1 (1993): 1-22.
- Kilei, Peary, Mike Iravo, and Jane Omwenga. "The Impact of Brand Awareness on Market Brand Performance of Service Brands: Contextual Consideration of Kenya's Banking Industry." *European Journal of Business and Management* 8, no. 10 (2016): 92-103.
- Macdonald, Emma, and Byron Sharp. "Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness." Massey University, Department of Marketing, 2003.
- Malik, Muhammad Ehsan, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Usman Riaz, N Hassan, Muhammad Mustafa, and Saleh Shahbaz. "Importance of Brand Awareness and Brand Loyalty in Assessing Purchase Intentions of Consumer." *International Journal of business and social science* 4, no. 5 (2013): 167-71.
- Mudzakkir, Mohammad, and Iva Nurfarida. "The Influence of Brand Awareness on Brand Trust through Brand Image." *Available at SSRN 2670597* (2015).
- Percy, Larry, and Robert J Donovan. "A Better Advertising Planning Grid." *Journal of advertising research* 31, no. 5 (1991): 11-21.
- Rossiter, John R, and Larry Percy. *Advertising and Promotion Management*. McGraw-Hill Book Company, 1987.
- Shabbir, Muhammad Qasim, Ansar Ali Khan, and Saba Rasheed Khan. "Brand Loyalty Brand Image and Brand Equity: The Mediating Role of Brand Awareness." *International journal of innovation and applied studies* 19, no. 2 (2017): 416.
- Wiersema, Margarethe F, and Harry P Bowen. "Corporate Diversification: The Impact of Foreign Competition, Industry Globalization, and Product Diversification." *Strategic Management Journal* 29, no. 2 (2008): 115-32.