#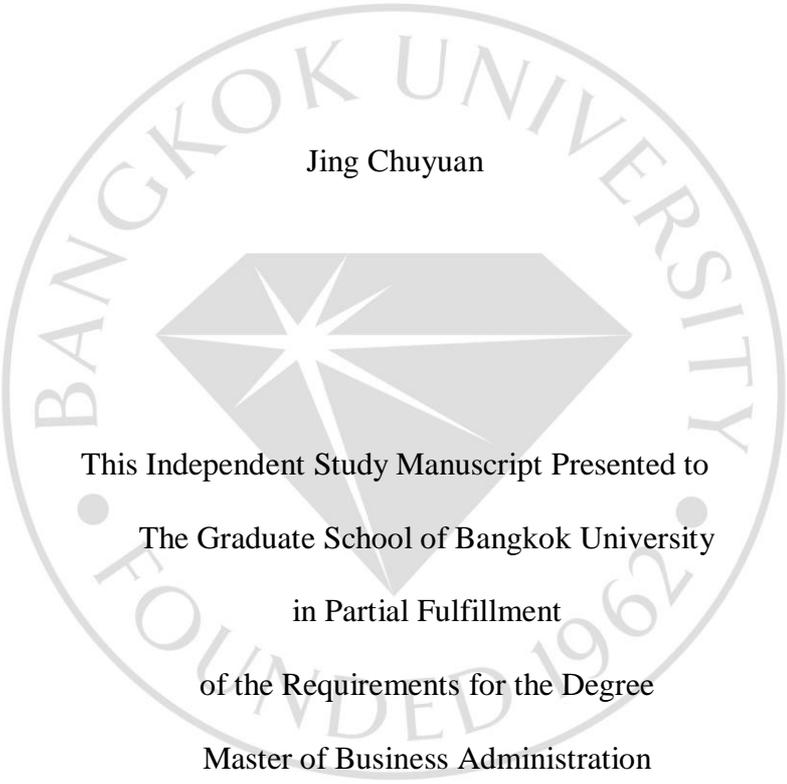 THE RELATIONSHIP BETWEEN BRAND KNOWLEDGE, BRAND EXPERIENCE, BRAND TRUST AND BRAND LOYALTY ON LUXURY BRAND PERFUME TOWARD CHINESE CONSUMERS

THE RELATIONSHIP BETWEEN BRAND KNOWLEDGE, BRAND

EXPERIENCE, BRAND TRUST AND BRAND LOYALTY ON LUXURY BRAND

PERFUME TOWARD CHINESE CONSUMERS

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EXPERIENCE, BRAND TRUST AND BRAND LOYALTY ON LUXURY
BRAND PERFUME TOWARD CHINESE CONSUMERS

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The Relationship between Brand Knowledge, Brand Experience, Brand Trust and

Brand Loyalty on Luxury Brand of Perfume toward Chinese Consumers(46pp.)

Advisor: Asst. Prof. Kasemson Pipatsirisak, D.B.A.

ABSTRACT

The purpose of this study is to examine the relationship between brand knowledge, brand experience, brand trust and brand loyalty among Chinese consumers who have experiences in using luxury brand of perfume. The 130 samples were randomly selected from consumers who live in China. The quantitative research was applied by using questionnaire: The reliability with the value of 0.907 and content validity conducted by the specialized scholar were implemented. The frequency: means, standard deviation, and multiple regression analysis were applied as the statistical instrument for data analysis and hypothesis testing at 0.05 of significant level.

 Keywords: Brand knowledge, Brand experience, Brand trust, Brand loyalty, Luxury perfume

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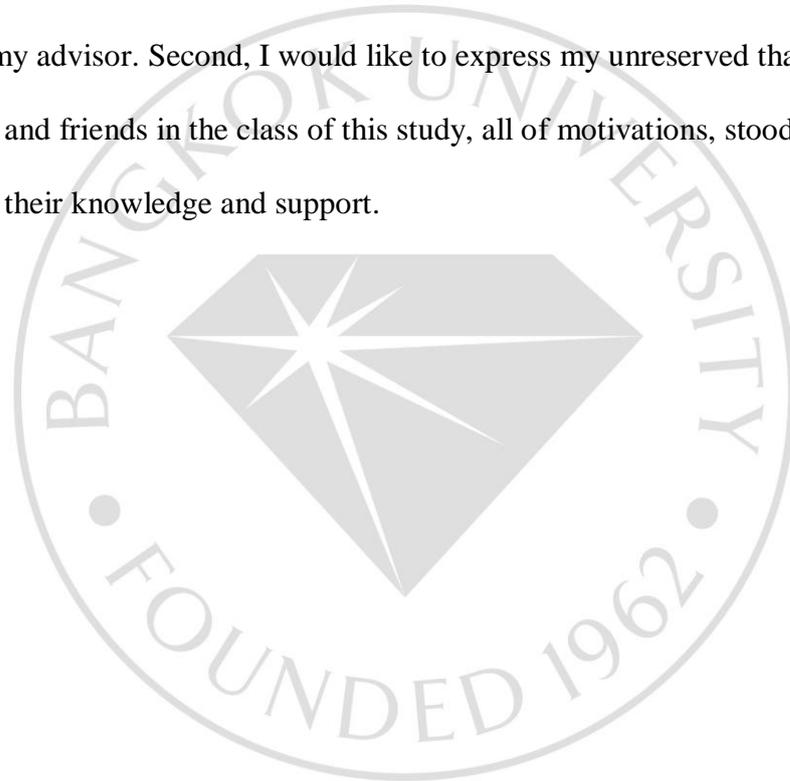
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CHAPTER 1

INTORDUCTION

1.1 Problem Identification and Background

The perfumes industry has experienced significant product innovations over the last few years. The use of natural and renewable ingredients is getting good attraction. Apart from traditional perfume packaging methods, perfumes are now available in the form of travel sprays and rollerballs, which is expected to boost the global perfumes market growth over the forecast period. The global perfumes market is estimated to be valued at US$ 39.67 by 2016 end and is expected to register a CAGR(compound annual growth rate) of 5.9% over the forecast period (2016–2026) (2017). As the demand of perfumes increase, the global and domestic market players looking for the opportunities towards the perfumes industry, which cause the large competition in this market. Meanwhile, the consumers are provided the wider choices of perfumes in the retail outlets. The perfumers have to make strategies for their brands to stand out from the competition. So, in order to decide the effective marketing strategies to build the strong brand, the perfumes and marketers have to understand the consumers purchase decision and consumption behaviors (Gentlemen, 2017).

China has become growing market with largest population. For perfume industry China has been a vague market until recently. Formerly Chinese citizens were not used to wearing perfumes on daily basis. Culturally wearing a perfume was not a norm like in other countries. Perfumes also cost more than skincare and

cosmetic products, therefore general public was not too much inclined to own an expensive bottle of perfume It is no secret that behavior and cultural trends of Chinese market are changing due to increased disposable income and westernization. Now, in first tier cities, where people have more awareness about luxury brands prefer to buy luxury brand perfume than a brand bag, which is still a luxury product but little less expensive. It is necessary to determine what features are vital for consumers and whether they are contained in the primary brand. Most consumers mention the importance of such characteristics as: fragrance duration, prestige, exclusiveness, popularity and so on. All of these characteristics clearly defined through a comprehensive study of consumers' reception toward brand knowledge, brand experience, brand trust and brand loyalty within competitive environment (Gentlemen, 2017).

1.2 The purposes of the study

The purpose of this study is to examine the relationship between brand knowledge, brand experience, brand trust and brand loyalty among Chinese customers who have experiences in using luxury brand of perfume. The unexpected results of this study would be significant for extending marketing knowledge and providing the guideline for making business strategies in China market.

1.3 Contribution of the Study

Facing the severe market competition and the difficulty of keeping old customers, managers have to adopt a lot innovative marketing strategy. The one of most popular strategies are to enhance the purchasing intention of existing customers

through building brand relationships. Considering the real business, the findings of
this study will support the marketing to develop their strategies to maintain the loyalty
from customers when facing the competitive marketing situation.

CHARPTER 2

LITERATURE REVIEW

Presently, the brand is important to distinguish the different products from different companies in a global market. The brand is the visual difference for the consumer that purchases it luxury products are characterized by the following characteristics: quality and high prices to distinguish it from other products.

Luxury is defined as something expensive and extravagant that is difficult to obtain, is something superfluous and unnecessary (Saviolo & Corbellini, 2009), whose goods are known for providing consumers with extra pleasure, comparing with normal goods, with the objective of not only being functional but sensorial (Stegemann, 2011). "Luxury brands are regarded as images in the minds of consumers that comprise associations about a high level of price, quality, aesthetics, rarity, extraordinariness and a high degree of non-functional associations" (Heine, 2012).

Shortly, luxury brand, defines something different and beautiful, not available to everyone because of either financial problems or limited supply (Dubois, Laurent, & Czellar, 2001). The perfume fit this description: they are high quality and pricey products, with society recognition, exquisite and exclusive in that each perfume assumes a different fragrance when combined with the consumer's body odour (Filipe Rosário &Paula Lopes, 2017). In addition, perfumes are luxury brands widely recognized in other segments, such as haute couture, cars, jewellery, luggage and shoes. The luxury perfumes considered, are part of well-known brands groups, and which are acquired by the status they can confer to the consumer. On the other hand, there is an important fact directly related to the price and benefits that these types of

products can provide.

2.1 Brand Knowledge and Brand Loyalty

Brand knowledge refers to brand awareness (whether and when consumers know the brand) and brand image (what associations consumers have with the brand). Brand knowledge measures are sometimes called "customer mind-set" measures because they capture how the brand is perceived in the customer's mind (Aaker, Jennifer, 1997). A common strategy is for consumers to use knowledge that they have acquired and stored in their own memories (Bruck, 1985). This is important for perfumes purchasing when involves the complex decision-making, which will depend on customers'personal knowledge base. Costumers develop knowledge about particular brands, the brand loyalty increases from have more knowledge about the brand (Muthukrishnan & Weitz, 1991). Considering the previous theory, the loyalty arises from more knowledge of brand perfume costumers obtained. Therefore, the author will propose the hypothesis as follows:

Hypothesis1: customers brand knowledge has a positive relationship with brand loyalty.

2.2 Brand Experience and Brand Loyalty

A further factor regarding to the decision-making about perfume perfumes is usage or brand experience (Dodd et al., 2005). "Brand experience is described as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments where the consumers has been exposed to the brand" (Brakus, Schmitt, & Zarantonello, 2009). Brand Loyalty evolves from past experience and prior

interaction (Garbarino & Johnson, 1999). Therefore, the author will propose the hypothesis as follows:

Hypothesis2: customers Brand experience has a positive relationship with brand Loyalty.

2.3 Brand Trust and Brand Loyalty

Brand trust is defined as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri & Holbrook, 2001). The trust makes customers become intimate to a company (Morgan & Hunt 1994). Trust is created when a company promises to provide quality products to consumers and successfully meets the promise (Nawaz & Usman, 2011). Scholars have explained "trust is crucial in creating brand loyalty" (Morgan & Hunt, 1994). Therefore, brand trust play very important role in building and maintaining both attitudinal and behavioral brand loyalty in both B2C and B2B sectors (Doney & Cannon, 1997; Fournier, 1998), based on these idea, the author proposed the following hypnosis's:

Hypothesis 3: Brand trust has a positive relationship with brand loyalty。

2.4 Theoretical Framework

This study primarily focusses on the factors affect brand loyalty. Figure 2.1 illustrates the research framework for this study, showing the independent variables brand knowledge, brand experience and brand trust and dependent variable brand loyalty as shown in figure 2.1.
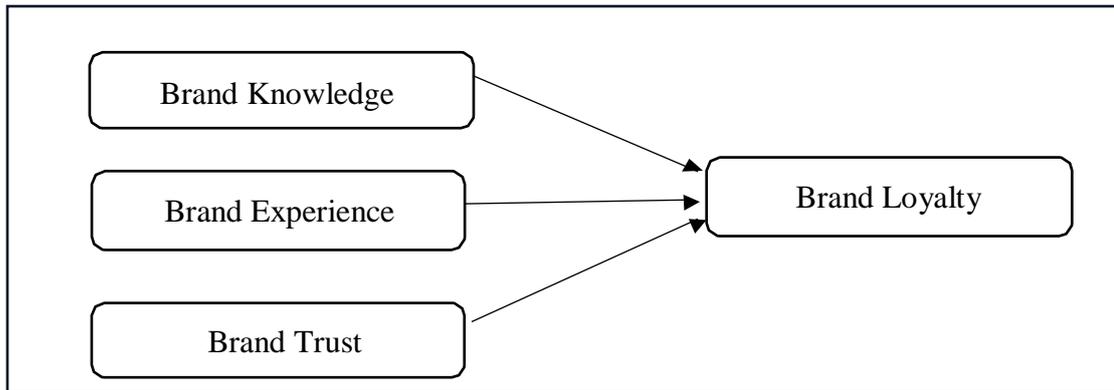
Figure 2.1: The impact of brand knowledge, brand experience and brand trust

on brand loyalty.
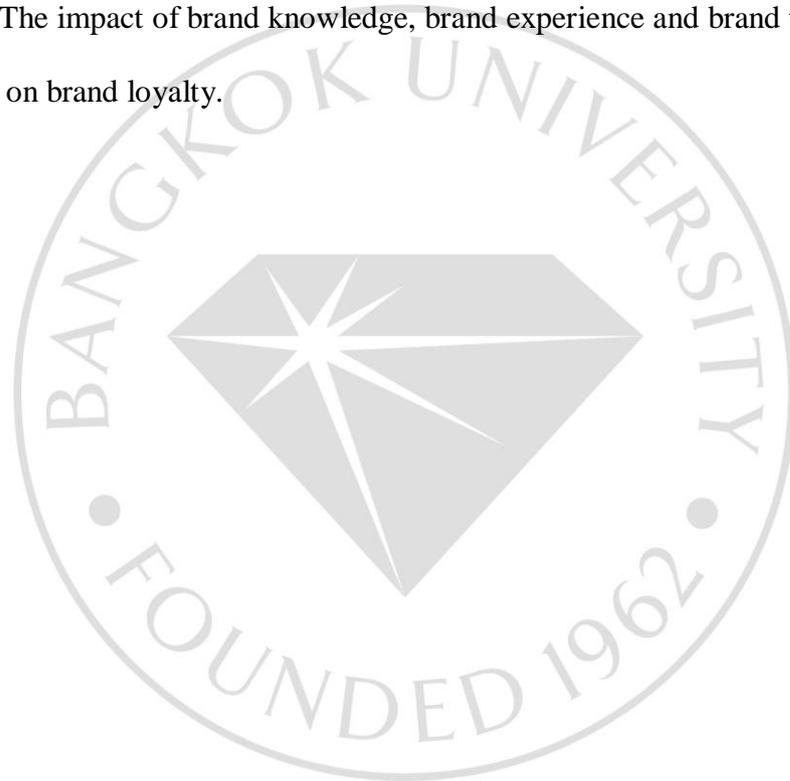
CHARPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The study explores the relationships among brand experience, brand experience, brand trust and brand loyalty. The survey method was used to collect data, as this is a quantitative research. The closed ended questionnaires used to collect date, which was designed by using five-point scale to investigate the relationship between brand experience, brand experience, brand trust and brand loyalty. The author used 5 level of agreement to design the questionnaire: 1=strongly disagree, 2= disagrees, 3=neutral 4=agree, 5=strongly agree.

3.2 Sampling Method and Sampling Selection

The purposive random sampling method was conducted as follows:

3.2.1 The 130 samples were living in China.

3.2.2 The study applies convenient sampling method and collects data through

online questionnaire platform.

3.3 Reliability and Content Validity Assessment

3.3.1 Reliability

The questionnaires make sure that all respondents had a common

understanding to answer all questions in the questionnaires. The reliability was

indicated by using the value of Cronbach's Alpha Coefficient.

The value of Cronbach's Alpha Coefficient overall questionnaires was 0.907,

as the results showed in Table 1, the value for brand knowledge, brand

experience, brand trust and brand loyalty were 0.749, 0.819, 0.816, 0.856

respectively. According to Cronbach (1951), the acceptable value of Alpha

must be 0.70 or upper. Therefore, the reliability of the questionnaire was

acceptable to use for this study.

Table 3.1: the reliability of questionnaire

Transactions	Cronbach's Alpha Coefficient	Items
Brand Knowledge	0.749	5
Brand Experience	0.819	4
Brand Trust	0.816	4
Brand Loyalty	0.856	4
Overall	0.907	17

3.3.2 Content Validity

In order to approve the content of questions in the questionnaire, a researcher

submitted the questionnaire to the adviser for determination and suggestions.

After that the researcher had developed the questionnaire based on the

adviser's suggestion before distributing it to the pilot-test samples for

measuring reliability value.

3.4 Statistics and Data Analysis

3.4.1 Descriptive Statistics

Mean and Standard Deviation were applied to explain the respondents'

attitudes including brand knowledge, brand experience, brand trust and brand

loyalty.

3.4.2   Inferential Statistics

The Multiple Regression Analysis was applied to investigate the impact of

brand knowledge, brand experience, brand trust on brand loyalty. The test of

impact was statistically significant.

CHARPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

4.1 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of samples classified by Gender

Gender	Frequency(n)	Percentage (%)
Male	63	48.5
Female	67	51.5
Total	130	100

The majority of respondents are female that was equal to 51.5% and male was 48.5% respectively.

Table 4.2: Frequency and Percentage of samples classified by Age

Age (years)	Frequency	Percentage (%)
18-24	25	19.2
25-34	83	63.8
35-44	22	16.9
Total	130	100

Most respondents age are in the range between 25-34 years (63.8%) followed by 18-24 years 19.2% and 35-44 years 16.9% respectively.

Table 4.3: Frequency and Percentage of samples classified by Education

Education	Frequency	Percentage (%)
Below bachelor's degree	16	12.3
Bachelor's degree	65	50.0
Higher than bachelor's degree	48	37.7
Total	130	100

Most respondents have education level in bachelor's degree (50.0%), followed by high than bachelor's degree (37.7%), and below bachelor's degree (12.3%) respectively.

Table 4.4: Frequency and Percentage of samples classified by Income

Income	Frequency	Percentage (%)
Under ¥4,999	38	29.2
¥5,000-¥9,999	42	32.3
¥10,000-¥19,999	29	22.3
¥20,000+	21	16.2
Total	130	100

The majority of respondents' monthly incomes is ¥5,000-¥9,999 (32.3%), under ¥4,999 (29.2%), ¥10,000-¥19,999 (22.3%) and ¥20,000 up (16.2%) respectively.

Table 4.5: Frequency and Percentage of samples classified by knowing luxury brand

of perfume

knowing luxury brand of perfume	Frequency	Percentage (%)
yes	70	53.8
no	60	46.2
Total	130	100

The majority of respondents know a lot of luxury brand of perfume (53.8%), in contrast, 46.2% of respondents did not know a lot of luxury brand of perfume (46.2%) respectively.

Table 4.6: Frequency and Percentage of samples classified by attention to luxury brand of perfume advertising from magazine or TV

attention to luxury brand of perfume advertising from magazine or TV.	Frequency	Percentage (%)
yes	68	52.3
no	62	47.7
Total	130	100

The majority of respondents pay attention to luxury brand of perfume advertising from magazine or TV which was equal to 68 respondents (52.3%), the respondents do not pay attention to luxury brand of perfume advertising from magazine or TV which was equal to 62 respondents (47.7%)

Table 4.7: Frequency and Percentage of samples classified by value of perfume as a part of your social life

value of perfume as a part of your social life	Frequency	Percentage (%)
yes	55	42.3
no	26	20.0
sometimes	49	37.7
Total	130	100

The majority of respondents get valued of perfume as a part of their social life which was equal to 55respondents (42.3%), the respondents would not get valued of perfume as a part of their social life which was equal to 26 respondents (20.0%) sometimes get valued of perfume as a part of their social life 49(37.7%) respectively.

Table 4.8: Frequency and Percentage of samples classified by using perfume would make a women or men feel more attractive.

using perfume would make a women or men feel more attractive.	Frequency	Percentage (%)
yes	95	73.1
no	9	6.9
sometimes	26	20.0
Total	130	100

The majority of respondents using perfume would make a women or men feel more attractive which was equal to 95respondents (73.1%), the respondents using

perfume would not make a women or men feel more attractive which was equal to 9

respondents (6.9%) sometimes using perfume would make a women or men feel more

attractive 26(20.0%)

Table 4.9: Frequency and Percentage of samples classified by specific brand of

perfume

specific brand of perfume	Frequency	Percentage (%)
yes	61	46.9
no	69	53.1
Total	130	100

The majority of respondents have no any specific brand of perfume in

their mind was equal to 69respondents (46.9%), the respondents using perfume have

any specific brand of perfume in your mind was equal to 9 respondents (53.1%)

4.2 The Analysis of Brand Knowledge

Table 4.10: Mean and Standard deviation of brand knowledge

Brand Knowledge	Mean	Std.Deviation	Interpretation
1 You know a lot of luxury brands of perfumes	3.38	.901	Rather Agree
2 You remember logo and packaging of luxury brands of perfume.	3.39	.984	Rather Agree

(Continued)

Table 4.10 (Continued): Mean and Standard deviation of brand knowledge

3 You know how to use luxury perfume in any occasions.	3.15	1.042	Moderate
4 You can realize the fragrance of each luxury brand of perfume.	3.27	1.203	Moderate
5 You know what luxury brands of perfume are very famous in the market	3.39	1.171	Rather Agree
Total	3.31	1.060	Rather Agree

According to the Brand Knowledge most respondents rather agreed that the samples know a lot of luxury brands of perfumes famous in the market (Mean=3.39, S.D.=1.171), followed by "the samples remember logo and packaging of luxury brands of perfume" (Mean=3.39, S.D.=0.984), and "the samples know a lot of luxury brands of perfume" (Mean=3.38, S.D.=.901) respectively.

Moreover, the samples moderately agreed that the samples realize the fragrance of each luxury brand of perfume (Mean=3.27, S.D.=1.203), followed by "the samples know how to use luxury perfume in any occasions" (Mean=3.15, S.D.=.869), and how to use luxury perfume in any occasions (Mean=3.15, S.D.=.869) respectively.

4.3 The Analysis of Brand Experience

Table 4.11: Mean and Standard deviation of brand Experience

Brand Experience	Mean	Std.Deviation	Interpretation

(Continued)

Table 4.11 (Continued): Mean and Standard deviation of brand Experience

1 The luxury brand of perfume that you use is very expensive	3.19	1.128	Moderate
2 The luxury brand of perfume that you use has romantic fragrance duration	3.27	1.026	Moderate
3 The luxury brand of perfume that you use makes you very attractive among friends on other people.	3.43	1.011	Rather Agree
4 The luxury brand of perfume that you use influence yourself-confidence during working with your colleagues.	3.44	1.012	Rather Agree
Total	3.33	1.044	Rather Agree

According to the Brand Experience most respondents rather agreed that the luxury brand of perfume that the samples used, influenced themselves-confidence during working with their colleagues (Mean=3.44, S.D.=1.012), followed by "the luxury brand perfume that the samples used, made them very attractive among friends on other people" (Mean=3.43, S.D.=1.012) respectively.

Moreover, the samples moderately agreed that the luxury brand of perfume that the samples used, had romantic fragrance duration (Mean=3.27, S.D.=1.026), followed by" the luxury brand of perfume that samples used, was very expensive" (Mean=3.19, S.D.=1.128) respectively.

4.4 The Analysis of Brand Trust

Table 4.12: Mean and Standard deviation of brand Trust

Brand Trust	Mean	Std.Deviation	Interpretation
1 The luxury brand of perfume that you use has good quality.	3.70	.983	Rather Agree
2 you believe the brand you use have good reputation	3.83	.954	Rather Agree
3 The luxury brand of perfume that you use has reasonable price.	3.50	.908	Rather Agree
4 The luxury brand of perfume that you use is guaranteed.	3.76	.876	Rather Agree
Total	3.69	.928	Rather Agree

According to the Brand Trust most respondents rather agreed that the luxury brand of perfume the samples used, had good reputation (Mean=3.83,S.D.=0.954), followed by "the luxury brand of perfume the samples used, was guaranteed" (Mean=3.76,S.D.=0.876), " the luxury brand of perfume the samples used, had good quality" (Mean=3.70,S.D.=0.983), and " the luxury brand of perfume the samples used, had reasonable price" (Mean=3.50,S.D.=0.908) respectively.

4.5 The Analysis of Brand Loyalty

Table 4.13: Mean and Standard deviation of brand Loyalty

Brand Loyalty	Mean	Std.Deviation	Interpretation
1 You still buy the specific brand of perfume if their price has been increasing	3.58	.978	Rather Agree
2 you insist to purchase the specific brand of perfume for your next purchase.	3.51	.942	Rather Agree
3 you recommend the specific brand you use to your friends and family members	3.56	1.011	Rather Agree
4 you encourage your friends and family to choose specific brand that you use.	3.42	.995	Rather Agree
Total	3.51	.981	Rather Agree

According to the Brand Loyalty most respondents rather agreed that the samples still buy the specific brand of perfume if their price has been increasing (Mean=3.58,S.D.=0.978), followed by the samples recommend the specific brand to friends and family members (Mean=3.56,S.D.=1.011), followed by the samples insist to purchase the specific brand of perfume for next purchase (Mean=3.51,S.D.=0.942), and followed by the samples encourage friends and family to choose specific brand (Mean=3.42,S.D.=0.995) respectively.

4.6 The Analysis of Hypothesis testing

Table 4.14: Multiple Regression Analysis

Independent Variables	B	Beta	t	Sig.
Brand Knowledge	.141	.130	1.573	.118
Brand Experience	.246	.252	2.748	.007*
Brand Trust	.433	.094	4.609	.000*

Dependent variable: Brand Loyalty

Adjusted R square=.433 df= (3), (126) F=33.794 P*<0.05

According to table 4.15, it was found that brand experience and brand trust affected brand loyalty on luxury brand of perfume (Beta=.252, and .094) in summary, the hypothesis was accepted only brand experience and brand trust.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Conclusions

5.1.1 Demographic data

According to the findings, most of samples are female; the age of sample mostly between 25-34; the education of most samples is Bachelor's degree; the income of most sample is between RMB5,000-RMB999.

From 130 samples, the percentage of the majority of respondents are as following : there are 78.5% of samples using perfume, 65% of samples knowing luxury brand of perfume; 52.3% of samples paying attention to luxury brand perfume advertising from magazine or TV; 42.3% of samples getting valued of perfume as a part of social life; 73.1% of samples using perfume making them feel more attractive; 53.1% of samples having no specific brand of perfume.

5.1.2 Variables

According to the findings, the majority of the respondents rather agreed with brand knowledge (Mean=3.31, S.D.=1.060); the majority of the respondents rather agreed with brand experience (Mean=3.69, S.D.=0.928); the majority of the respondents rather agreed with brand Trust (Mean=3.51, S.D.=0.981); Dependent variable: Brand Loyalty, Adjusted R square=.433 df= (3), (126) F=33.794 P*<0.05

5.1.3 Hypothesis testing

It was found that brand experience and brand trust affected brand loyalty on luxury brand of perfume (Beta=.252, and .094), the hypothesis was accepted only brand experience and brand trust.

5.2 Discussion

The results of this study showed that Perfume brand experience and brand trust had a positive effect on brand loyalty, brand knowledge has no effect on brand loyalty as Garbarino & Johnson (1999) illustrated that consumers loyalty arises, not from perfume knowledge, but past experience and prior interaction with brand, and consumers who have more trust on brand perfume will be more likely to continue purchasing the special brand. This result supports previous research which has found that trust is an important driver of loyalty toward a product or a brand (Zeithaml & Berry, 1996). It may have suggested that the customers with good experience and high level of trust increase the customers loyalty.

5.3 Managerial Implication

The study findings provided valuable managerial implications to help international marketers create the effective campaigns for marketing as follows:

5.3.1 According to the findings, most of consumers are attracted by the brand logo and package, and they know the famous brands of luxury perfume in the market. Therefore, the managers should take effective strategies for brand logo and product packaging, and marketing strategies to promote the brands.

5.3.2 According to the finds, most of consumers respond the luxury brand of perfume makes them more attractive and more self-confidence. That means luxury brand perfume as a part of social life comes into people's daily life,

since the demand increasing, there are lots of competitors will appear in the

market, which help managers adjust the strategies to become a winner from

competitors.

5.3.3 According to the findings, we also can see that the luxury brand of

perfumes consumers used has good quality, good reputation, and

reasonable price, and is guaranteed. So, keeping the loyalty of

consumers, managers must formulate the marketing strategies,

considering the above factors.

5.4 Recommendation for Future Research

Regarding to brand knowledge, it did not inference the brand loyalty. the

researcher would recommend others to further study the reason why there was no any

impact on brand loyalty. In addition, this study focused on overall market in China,

hence the results would not be applicable to all customers with different regional

consumers behavior. Therefore, the research would like to recommend the other

researches to study about this topic with the specific region. The benefits of the

further study will be contributed to the business owners when want to expand the

market size.

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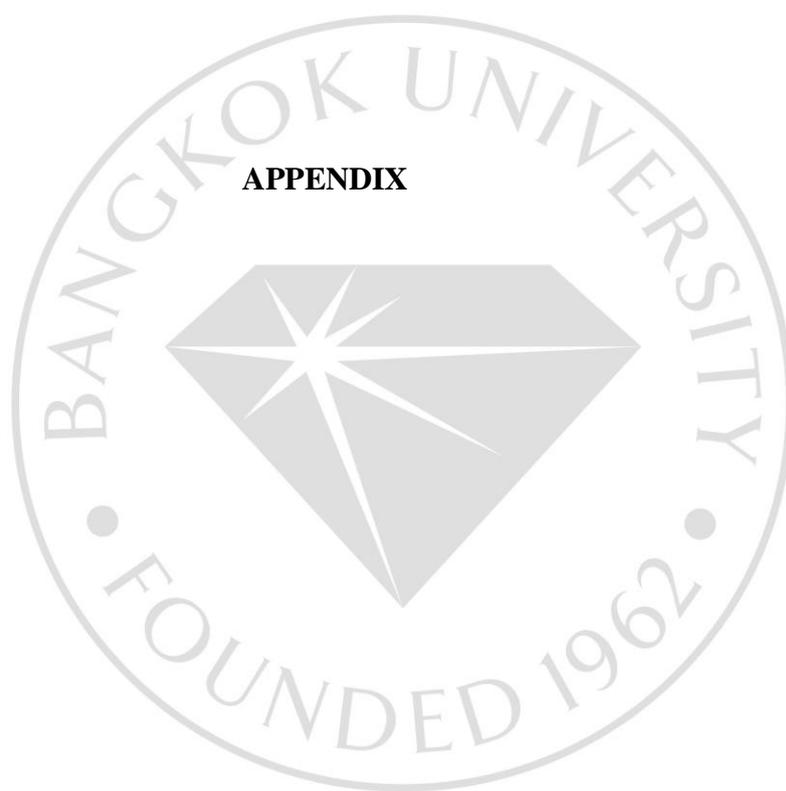
APPENDIX

APPENDIX A

Survey Questions

(English)

Questionnaires

My Name is Jing Chuyuan from Bangkok University. I am working on my independent study of MBA program. My topic is to study the relationship between brand knowledge, brand experience, brand trust and brand loyalty on luxury brand of perfume for Chinese consumers. So this questionnaire is being designed as a significant part of my dissertation. All the personal information is used for research purposes and will be strictly confidential.

This questionnaire includes general questions and specific information, which will be completed in approximately 5-7 minutes, and it would be grateful if you could spend a few minutes to complete it. Please answer the following questions and make sure that you have not missed any one.

Part I: Demographic data (please select only one answer mostly based on your own options)

1. Gender

    A. Male   B. Female

2. Age

    A.18-24   B. 25-34   C. 35-44   D. 45-54   E.55-64   F.65+

3. Education

    A. Below bachelor' degree B. Bachelor's degree C. High than bachelor's degree

4. Income

A. Under ¥4,999 B. ¥5,000-¥9,999 C. ¥10,000-19,999   D ¥20,000+

5. Do you know a lot of luxury brand of perfume?

A. Yes   B.   No

6. Do you pay attention to luxury brand of perfume advertising from magazine or

TV?

A. Yes   B. No

7. Would you get valued of perfume as a part of your social life?

A. Yes   B No   C. sometimes

8. Do you think that using perfume would make a women or men feel more

attractive?

A. Yes   B. No   C. Sometimes

9. Do you have any specific brand of perfume in your mind?

A. Yes   B. No

Part II: The attitude of Chinese customers toward the brand knowledge,

brand experience, brand trust and brand loyalty toward luxury brand perfume.

Direction: Please put ✓in the only one block which is mostly related to you

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly

agree

Brand Knowledge	Level of agreement				
You know a lot of luxury brands of perfumes.	1	2	3	4	5

You remember logo and packaging of luxury brands of perfume.	1	2	3	4	5
You know how to use luxury perfume in any occasions.	1	2	3	4	5
You can realize the fragrance of each luxury brand of perfume.	1	2	3	4	5
You know what luxury brands of perfume are very famous in the market	1	2	3	4	5
Brand Experience					
The luxury brand of perfume that you use is very expensive.	1	2	3	4	5
The luxury brand of perfume that you use has romantic fragrance duration.	1	2	3	4	5
The luxury brand of perfume that you use makes you very attractive among friends on other people.	1	2	3	4	5

he luxury brand of perfume that you use influence yourself-confidence during working with your colleagues.	1	2	3	4	5
Brand Trust					
The luxury brand of perfume that you use has good quality.	1	2	3	4	5
you believe the brand you use have good reputation	1	2	3	4	5
The luxury brand of perfume that you use has reasonable price.	1	2	3	4	5
The luxury brand of perfume that you use is guaranteed.	1	2	3	4	5
Brand Loyalty					
You still buy the specific brand of perfume if their price has been increasing.	1	2	3	4	5

you insist to purchase the specific brand of perfume for your next purchase.	1	2	3	4	5
you recommend the specific brand you use to your friends and family members.	1	2	3	4	5
you encourage your friends and family to choose specific brand that you use.	1	2	3	4	5

Thanks so much for your time in completing this survey questionnaire.
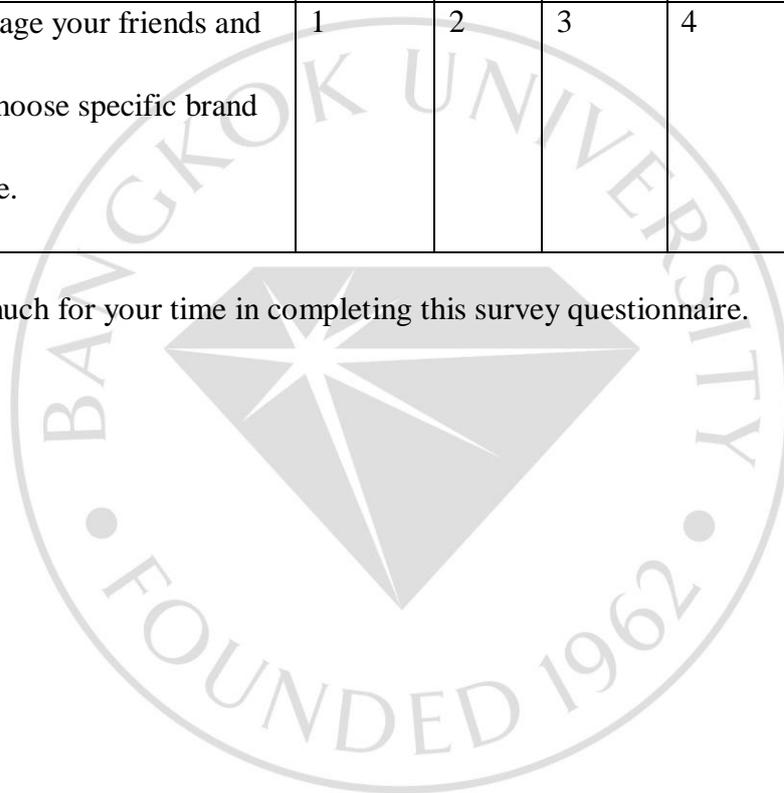
APPENDIX B

Survey Questions (Chinese)
问卷调查

亲爱的参与者：

你好！

我叫景楚媛，是一名正在曼谷大学读 MBA 的学生，我现在正在研究"品牌忠诚度与品牌知识，品牌经验和品牌信任度之间的关系"。希望您热心提供您的看法和意见，得到您的支持。本问卷为单选题（答题要求）。<p>本问卷分为两个部分：第一部分为人口因素信息（单选题）第二部分为品牌知识，品牌经验，品牌信任度和品牌忠诚度 （单选题）本调查是不记名方式，能倾听您的想法，我感到非常荣幸。谢谢！

第一部分：

请您在最符合您个人情况的选项前打勾（√）或任何您喜爱的标记。

1. 性别
   A. 男　B. 女
2. 年龄

   A.18-24　　　　B. 25-34　　　C. 35-44　　　D. 45-54　　　E.55-64　 F.65+
3. 教育水平
   A.低于本科水平 B. 本科水平 C. 高于本科水平
4. 收入
   A. 低于¥4,999 B. ¥5,000-¥9,999 C. ¥10,000-19,999　　 D ¥20,000+

5. 您知道很多品牌香水？
   A. 是　　　　　　　B. 否
6. 您会从杂志或者电视上关注品牌香水？
   A. 是　　　　　　B. 否
7. 您会重视香水作为您社交生活的一部分吗？
   A. 是　　　　　B 否　　　　　　　　C. 偶尔
8. 您认为使用香水会使女性或男性更有吸引力吗？
   A. 是　　　　　B. 否　　　　　　　C.偶尔
9. 您有特定使用的香水品牌吗？
   A. 是　　　　B. 否

第二部分，在以下陈述中，请您在最符合您个人感受程度的框里打勾（√）或者任意您喜爱的标记（5和1分别代表认可度最高和最低）。

1=强烈不认可 2=不认可 3=普通 4=认可　5 强烈同意

品牌知识	认可度程度				
您知道很多高档品牌的香水	1	2	3	4	5
您记得高档品牌香水的标志和包装	1	2	3	4	5
您知道在何种场合使用何种高档香水	1	2	3	4	5
您可以识别出每一个高档品牌香水的香味	1	2	3	4	5
您知道哪个高档香水在市场上非常有名	1	2	3	4	5
品牌体验					

您使用的高档品牌香水非常昂贵	1	2	3	4	5
您使用的高档品牌香水的香味浪漫且持久	1	2	3	4	5
您使用的高档品牌香水让您在其他朋友中间非常有吸引力	1	2	3	4	5
您使用的高档品牌香水会影响您与您的同事一起工作时的自信心	1	2	3	4	5
品牌信任度					
您使用的高档品牌香水质量很好	1	2	3	4	5
您相信您使用的品牌具有良好的声誉	1	2	3	4	5
您使用的高档品牌香水价格合理	1	2	3	4	5
您使用的高档品牌香水是有保证的	1	2	3	4	5
品牌忠诚度					

如果价格不断上涨，你仍然会购买特定品牌的香水	1	2	3	4	5
下一次购买，您会坚持购买特定品牌的香水	1	2	3	4	5
您推荐您使用的特定品牌给您的朋友和家人	1	2	3	4	5
您鼓励您的朋友和家人选择您使用的特定品牌	1	2	3	4	5

非常感谢您的参与

景楚媛

BIODATA

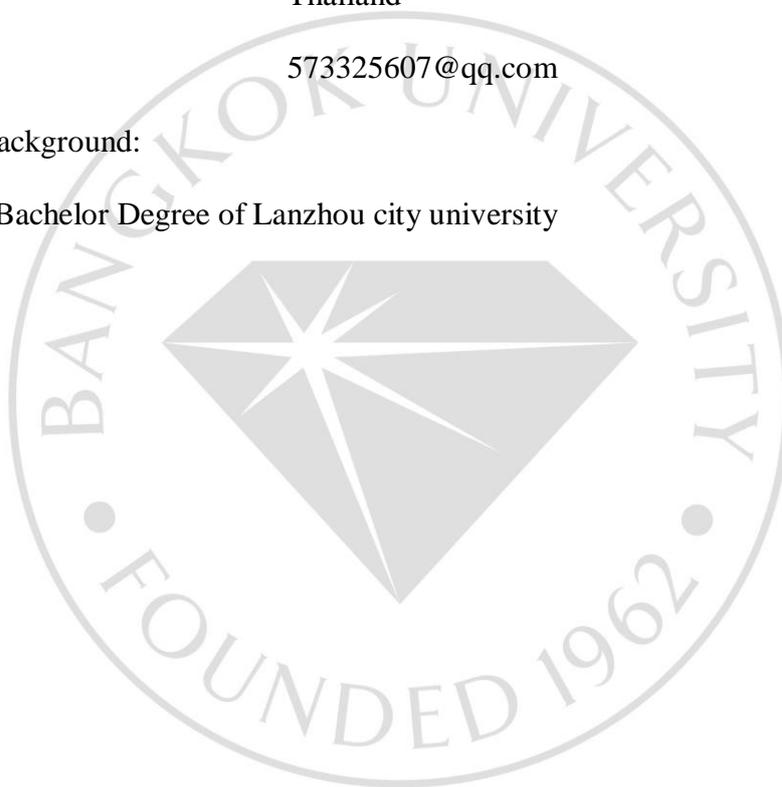Name-Surname: Jing Chuyuan

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