

**TAIWANESE CONSUMERS PERCEPTIONS OF AMERICAN VERSUS
TAIWANESE APPAREL BRANDS**

By

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**A thesis submitted in partial fulfillment of
the requirements for the degree of**

MASTER OF ARTS IN APPAREL, MERCHANDISING, AND TEXTILES

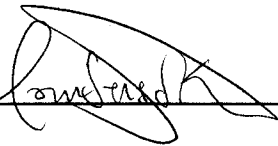
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May 2006

To the faculty of Washington State University:

**The members of committee appointed to examine the thesis of
YA-TING CHANG find it satisfactory and recommend that it be accepted**


Chair





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Abstract

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The purpose of this study was to describe Taiwanese consumers' perception of American and Taiwanese apparel brands. Data was collected from a convenience sample of 120 Taiwanese female consumers, age between 20-35 years old. The consumers' general perception, product attributes and store environments are examined in this study.

Data analysis was focused on contrasting differences in perceptions of the two brands selected for the study. Cross tabulation was used to examine similarity within consumer perception questions between the two brands. Frequency distributions were used to illustrate trends in the data tested by cross-tabulation and the chi-square test for distributional similarity. Factor analysis was used to summarize relationships in consumer's perception questions and reduce data to key concepts through creation of linear combinations of responses to correlated survey questions responses in this study. The interpretation of factors served to provide guidelines for strategizing brand promotion within a store setting.

The results indicated that Taiwanese female consumers had a positive perception of

the American apparel brand except for satisfaction with price. The result also suggested that international apparel marketer interested in the apparel market in Taiwan should pay attention to provide significant promotions to attract attention and gain repeat business. This would increase the competitiveness of their brand in apparel market in Taiwan. The domestic apparel marketer in Taiwan could do more research on building its brand image. Again, store promotions may be critical to gaining initial sales and brand recognition.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	viii
LIST OF FIGURES	xi
DEDICATION.....	xii
INTRODUCTION.....	1
<i>About Taiwan</i>	<i>1</i>
<i>Taiwan as a Target Market.....</i>	<i>2</i>
<i>Research Purpose</i>	<i>3</i>
<i>Definitions.....</i>	<i>3</i>
REVIEW OF LITERATURE	4
<i>Purchase Behavior</i>	<i>4</i>
<i>Country of Origin Effect</i>	<i>5</i>
<i>Store Image</i>	<i>6</i>
<i>Social Context.....</i>	<i>7</i>
<i>Brands.....</i>	<i>9</i>
<i>Market Segmentation</i>	<i>11</i>
<i>Asian Consumers</i>	<i>12</i>
<i>Taiwanese as Consumers</i>	<i>12</i>
<i>Research Approach</i>	<i>13</i>
<i>Objectives.....</i>	<i>14</i>
<i>Assumptions</i>	<i>14</i>
<i>Hypotheses</i>	<i>14</i>
METHOD	16
<i>Survey Development.....</i>	<i>16</i>
<i>Sample and Data Collection.....</i>	<i>17</i>
<i>Data Analysis</i>	<i>17</i>

RESULTS AND DISCUSSION.....	19
<i>Sample.....</i>	19
<i>Cross-Tabulation and Frequency Analysis</i>	19
<i>Factor Analysis Profiling Consumer Perceptions</i>	36
<i>Factor Analysis as Overview of Perceptions</i>	39
CONCLUSIONS	42
RECOMMENDATIONS	44
<i>Recommendation to International Apparel Marketer</i>	44
<i>Recommendation for Future Research.....</i>	45
LIMITATIONS.....	46
REFERENCE	47
APPENDIX A	51
Survey Instrument (English Version).....	51
APPENDIX B	59
Survey Instrument (Traditional Chinese Version).....	59
APPENDIX C	65
Human Subjects Form.....	65

LIST OF TABLES

1. Distribution of Participants' Age.....	19
2. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brand Familiarity.....	20
3. Distribution of Familiarity with Polo and Naturally Jo Jo Apparel Brands.....	20
4. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Preference.....	21
5. Distribution of Polo and Naturally Jo Jo Apparel Brands on Preference.....	22
6. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Willingness to Purchase.....	23
7. Distribution of Polo and Naturally Jo Jo Apparel Brands on Willingness to Purchase.....	23
8. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Product Design.....	24
9. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Product Design.....	25
10. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Brand.....	26
11. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Brand Image.....	26
12. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Exciting New Design.....	27
13. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Exciting	

New Designs.....	28
14. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Fit.....	29
15. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Fit.....	29
16. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Price.....	30
17. Distribution of Polo and Naturally Jo Jo Apparel Brands for Satisfaction with Price	31
18. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Workmanship.....	32
19. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Workmanship.....	32
20. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Shopping Service.....	33
21. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Shopping Service.....	34
22. Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Display of Product.....	35
23. Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Display of Product.....	35
24. Factors from Varimax Rotation.....	37
25. Factor 1: Experience with Brands.....	37
26. Factor 2: Shopping Experience.....	38

27. Factor 3: Familiarity with Brands..... 38

28. Percentage of the Apparel Purchasing Criteria..... 39

LIST OF FIGURES

Figure 1 Three factors model describing building brand image.....	43
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DEDICATION

This thesis is dedicated to my father Wu-Shiung Chang. With his enduring love and courage support me in accomplishing my dreams. No matter where he is, he is always in my heart.

INTRODUCTION

Today, the apparel business has become globalized. “ Globalization has increased the opportunities for a firm to expand its revenues by selling around world” (Hill, 2005, p. 6). In order to expand the business in different regions, it is necessary to understand local consumer perception toward apparel products. Thus, consumer perception in clothing becomes an important issue in today’s business world.

Taiwan was selected for this study because it is an important potential market for business. For instance, the U.S. Heritage Foundation and the Wall Street Journal ranks Taiwan’s Economic Freedom in fifth place in Asia (Council for Economic Planning and Development-Center for Economic Deregulation and Innovation, 2005). In 1991, Taiwan joined the Asia-Pacific Economic Cooperation (Asia-Pacific Economic Cooperation, 2006) and also become a member of the World Trade Organization in 2002 (World Trade Organization, 2006). This shows that Taiwan has already become such an international market. It also reveals that Taiwan’s business market has become more competitive than other regions.

About Taiwan

Taiwan, an island country of about 3,6000 square kilometers, is located on the southeastern coast of mainland Asia, east of China and between Japan and Philippines. This excellent location helped Taiwan to become an important transfer post in East Asia and therefore a prolific market for apparel products (Taiwan Tourism Bureau, 2002).

With a population of more than 23 million, Taiwanese people have achieved a high standard of living. In 2004, the national income reached \$290,101 million per year with an economic growth rate of 6.07% (Directorate-General of Budget Accounting and Statistics Executive Yuan R.O.C., 2005), which was considered a feature of a thriving economy.

Taiwan is a multicultural society which blends with Hakka, Taiwanese, and mainland Chinese cultures. Also, Taiwan was colonized by Japan from 1895 to 1945 and thus the influence of Japanese culture can be found in Taiwan's society (Wu, 2004). Because of its historical background, and its geographic location, it is easy for the people in Taiwan to accept the cultures of other countries. This effect also influences Taiwanese people's purchasing behaviors. (L.-C. Chang, 2005).

Taiwan as a Target Market

Because of steady economic growth and strong consumer demand, Taiwan attracts international marketers' eyes. According to Droker, Sander, Devos and Duvall (1989),

“The Taiwan market may seem small but its record of phenomenal economic growth, strong consumer demand, and improvements in market access for United States goods and services make it a particularly attractive market for both experienced and new to market exporters” (p. 2).

Taiwan's apparel market environment is different from other countries. The apparel business market is smaller than other countries. However, the excellent geographic location makes Taiwan become an important transfer post and easily accept the latest information from other countries. Under the stimulation of television programs and internet, the people in Taiwan can receive the fashion

information from other countries such as U.S., Japan, and European. Besides, the multicultural society makes Taiwanese consumers easily influence by other cultures. The consumers in Taiwan become volatile and hard to satisfy (Van Roo, 1989). Therefore, the apparel market in Taiwan becomes more fiercely competitive than other countries' apparel markets.

Research Purpose

The purpose of this quantitative study was to describe Taiwanese consumers' perception of American and Taiwanese apparel brands.

Definitions

1. Apparel: The clothing that people wear in the daily life.
2. Brand: Brands are an important element in creating individual identity, a sense of achievement and individuality for consumers (O' Cass & Frost, 2002).
3. American apparel brand: Polo represents American apparel brand.
4. Taiwanese apparel brand: Naturally Jo Jo represents Taiwanese apparel brand

REVIEW OF LITERATURE

Purchase Behavior

Previous studies focus on the perspective of need theories on clothing. Recently, clothing researchers have started to focus on benefits, needs or motives in purchasing clothing from the consumer's behavioral perspective (Shim & Bickle, 1994). "Clothing, then, applies to those objects that we obtain (by buying, receiving, or constructing) and attach to or wear on our body" (Kaiser, 1997, p.5).

An apparel company's target market has a variety of consumers. The characteristics of these consumers and their self-concepts may influence purchasing decisions (Shim & Bickle, 1994). Kim and Arthur (2003) found that a consumer's purchase intention can be influenced by their ethnic identity. They suggested that "marketers who understand, respect and cater to the ethnic component of consumer behavior may well be rewarded with higher sales" (S. Kim & Arthur, 2003, p.15). Consumers' knowledge about clothing will also modify their clothing purchase behavior (Jin & Koh, 1999).

Social definition of clothing is related to one's self-presentation and may influence consumer decision-making for clothing (M. Lee & Burns, 1993). Two types of benefits segmentation were introduced by Greenberg and McDonald (1989) which were person-based segmentation and occasion-based segmentation. Person-based segmentation discusses the purchase motivations based on personality traits. Lee and Burns (1993) also mentioned that personality traits such as self-consciousness may have an effect when determining consumer behaviors in clothing purchase decisions.

Personality traits associated with self-concept and lifestyle are important variables in understanding the consumer decision processes. Clark (2004) surveyed the relationship between college students' personality and fashion consciousness. She found personality can influence fashion consciousness.

On the other hand, occasion-based segmentation tries to divide purchase or consumption occasion rather than people. The requirements of situational role may be reflected in this case. Cassil and Drake (1987) also provided similar ideas. They categorized three evaluative criteria factors for social apparel: appropriateness, economic, and other-people directed. Appropriateness includes some subjectivity such as attraction, beauty, comfort or suitability for individual. Economic contains objectivity such as durability, price, and ease of care. Other-people directed relates to the external value such as prestige, brand name and fashionable on clothing. These are three criteria factors that are used when purchasing social occasion apparel among female consumers.

Country of Origin Effect

Huddleston, Cassill, and Hamilton (1993) evaluated female consumers' decision making. They found that the quality and the country of origin will influence the consumers' apparel selection criteria. Country of origin is a spontaneous and uncontrollable factor to affect consumer behavior (Liu & Johnson, 2005). Some studies focus on the relationship between country of origin and consumer product evaluation. Bilkey and Nes (1982) showed that consumers' attitude toward foreign products or foreign brands could be influenced by consumers' image or knowledge about that country.

Johansson, Douglas and Nonaka (1985) provided the evidence to support that stereotypes related to specific country of origin will affect the consumers' perceptions of attributes for some products. It means that a country image is becomes a bias and will influence the purchase decision. Han (1989) pointed out that the image from a particular country will indirectly affect consumers' attitudes toward the brand if consumers are not familiar with the country's products. Verlegh and Steenkamp (1999) showed that consumers' evaluation on product's quality could be influenced by the product's country of origin.

However, some researchers disagree about country of origin as a competitive advantage that can manipulate the consumer's purchase decisions. Agrawal and Kamakura (1999) reviewed some U.S consumer magazines and found that price premiums or discounts could also affect purchase decisions in terms of the image of the country. Liefeld (2004) also found that most North American consumers do not regard the country of origin product as an important cue in their choice processes.

Store Image

Another reason that may influence consumers purchasing behaviors is store image. Retailers use store image communicates their concept and distinguishes brand identity. The store decoration, a symbolic logo and store's name also convey the image which the retailers want to market (Guerin, 2005). Baugh and Davis (1989) investigated store image effect on consumers' perceptions. They found that consumers' perception toward product's quality was influenced by store image. Standforth and Lennon (1997) examined the effects of store policies on customer satisfaction. They argued that customer satisfaction could also be affected by visual merchandising. Consumers are

not only attracted by the merchandise they want, but also allured by the environment they want to fit in (Brannon, 2000).

“Consumers develop a store image from their perceptions of store attributes such as advertising, décor, store policy, and all other factors associated with the store” (Baugh & Davis, 1989, p. 16). Chinen, Jun and Hampton (2000) stated that U.S. consumers regard Japanese products as superior products relative to those of other advanced countries with regard to appearance, workmanship, reliability, and after sales service. Hong and Koh (2002) found that significant interactions between the consumer segments and demographics are the same across segments regarding preferred store attributes. The store attributes studied were price, variety, customer service, convenience, discount policy, information sources, promotion and apparel style. Although there are multiple attributes that can influence consumers’ purchasing decisions, brand is one of the most important attributes.

Social Context

Before brand identity can be discussed, social context needs to be addressed first.

Most cultures distinguish among individuals on the basis of categories. Kaiser (1997) stated:

“These distinctions often lead to unequal access to prestige, privileges, or power, we will consider these cultural categories as they relate to the concept of social stratification, or socioeconomic inequality” (p.412).

Status is an element of social stratification. Kaiser mentioned that “status involves a person’s position in a social hierarchy” (Kaiser, 1997 , p.414). Dress may be used to infer the attribute of status characteristics such as particular

expectations of wearers' behavior and identities, resulting in diverse levels of perceived prestige (Greenstein & Knottnerus, 1980).

Conspicuous Consumption

Status consumption is a process used by consumers to gain status or social prestige by acquiring and consuming goods that are perceived to be high in status (O' Cass & Frost, 2002). Veblen states that conspicuous consumption "claims a relatively larger portion of the income of the urban than of the rural population, and the claim is also more imperative" (Veblen, 1899 , p.37). Veblen (1899) identified conspicuous consumption as evidence of one's ability to afford or to spend freely on luxuries such as clothes or accessories. He also discussed how this standard of consumption became a trend in the highest social and pecuniary class.

Veblen's ideas about the concept of conspicuous consumption were critiqued by several writers. They argued that Veblen's ideas contradict American society and some of the material seems dated today. However, he still points out that the behavior of conspicuous consumption is a phenomenon in society.

Some evidence shows that the message about fashionability no longer only exists in the upper class, but exists in every social class. They also show that the concept of status and class framework have already changed in today's society. Kaiser argued that class structure plays an essential part in the modern conceptions of materialized fashion. "In American society, since at least 1800, the fashion picture was influenced not only by the upper classes, as Veblen's ideas would suggest, but also by the middle and working class" (Kaiser, 1997 , p.436). Fussell (1983) also mentioned that conspicuous

consumption was not only popular among the middle classes, but also popular among the working classes. He also addressed about the “category X” in the American class system, which indicates those people who resist categorization into the class system and only live follow their own rules. They are independent, dress for comfort, and free of status anxiety (Fussell, 1983).

Brands

Brands become symbolic of the consumers’ social status, self-expression, personal characteristics, and perception of good taste. O’Cass and Frost’s (2002) provided information about consumer’s motivations and behaviors in the conspicuous consumption of status products and brands. “Brands are seen as important in creating individual identity, a sense of achievement and individuality for consumers”(O’ Cass & Frost, 2002, p.67).

Some companies use the names of designers who have already succeeded in couture on their label. Because designer goods carry the perception of high price and exclusivity, they usually represent high quality, status, and prestige (Baugh & Davis, 1989). For example, the famous designer brand, Chanel, usually represents luxury goods. A good brand name can result in impressive profits and a good reputation for the apparel company. “In fashion industry, a desirable brand name allows companies to bridge the gap between expensive, high-fashion garments and affordable mass-market goods such as perfumes, accessories, and ready to wear diffusion lines” (Pavitt, 2005, p.187). Some people may believe that a brand name is equally good as a quality guarantee, while others may believe that brand name is important because of prestige

(Shim & Bickle, 1994). Consumers use brand names to assess the quality of products, and to determine a willingness to pay a higher price for a product (Huddleston, Cassill, & Hamilton, 1993). Apparel products which carry a designer label or a brand name usually give consumers feelings of higher quality versus apparel products which carry a nondesigner label (Davis, 1987). A well-known brand name can not only improve the quality of the products, but also enhance the consumer's perceptions of prestige and quality of design.

Some researches found that the consumer's evaluation of apparel includes price, care requirements, brand, product composition (color and style), store image, and advertising image (Davis, 1987; Eckman, Damhorst, & Kadolph, 1990). Apparently, visual image can directly impact a consumers' perception of the product. One of the most important visual images is brand image. Brand image can be transferred into a logo or trademark that presents visual identity (Van Gelder, 2003). Besides brand image, brand expression also plays an essential role in brand design. Brand expression includes brand positioning and brand personality. Brand positioning helps differentiate a product from its competition and distinguishes its evaluation in the market. It is important and necessary to emphasize the unique features and services for positioning a brand (Van Gelder, 2003). For example, the famous fabric brand, Gore-Tex, emphasizes the function of the fabric and guarantees the quality of the garment. "It establishes a relationship between the brand and a customer by generating a value proposition involving functional emotional, and self-expression benefits" (Brand, 1997, p.46).

Brand personality shows the brand's character (Van Gelder, 2003). For example, Levi's products in the United States usually portray a rugged character. Character is an

important strategy because brand is the bridge which connects products and consumers (Brand, 1997). In Asian-Pacific markets, brand image should be brief, memorable and indicate the function of the products. Brand image should also be built positively and emphasize reasonable prices (DeLong, Bao, Wu, Chao, & Li, 2004).

Market Segmentation

Market research plays an important role in planning and decision-making. “The role of marketing is to define and deliver the actual products and services that are sold under the brand’s banner” (Van Gelder, 2003, p.45). The most important component of market research is the target market (Rabolt & Miler, 1997). In order to know the consumer’s preferences and then target those customers, consumers should be categorized into market segments. This allows a company to focus on their core customers. By basing their designs on their core customers’ preference, companies get direction for creating appropriate products (Fiore & Kimle, 1997). The previous studies provided a key aspect of marketing which is identification of the market segments for each product. Schiffman and Kanuk (1983) said “benefit (or need) segmentation is defined as a segmentation by 'benefits sought' - the kinds of benefits consumers seek in products and services”. Shim and Bickle (1994) suggested that the female apparel market can be segmented by benefit segmentation.

Each segment can be developed by using marketing variables such as lifestyle, media habits and demographics. Hong and Koh (2002) found that Korean female consumers with higher levels of education evaluated store attributes as more important than those with lower levels of education. Younger Korean women in the fashion-oriented

segments evaluated discount policy as more important than did older women. They also suggest that retailers may also consider targeting specific consumers based on education and age rather than putting all consumers into one segment or several segments.

Asian Consumers

According to the survey conducted by *Elle* magazine, Asian women really value shopping and put more emphasis on fashion (Anonymous, 2003). Many studies have begun to keep an eye on this business opportunity and start to analyze consumers in Asia. In Japan, consumers are concerned about manufacturer information and judge their reputation (Wong & Ahuvia, 1998). In addition to the manufacturer information, the Korean consumers are also concerned about the product quality (Ulgado & Lee, 1998). Like the consumers in Korea, the consumers in China regard product quality as an important purchasing criterion. Siu and Chan (1997) examined Chinese consumer purchasing behavior. They found that most Chinese consumers in Hong Kong considered product quality as an essential evaluative criterion. DeLong, Bao, Wu, Chao and Li (2004) also suggests that US apparel company need to pay attention to product quality if they plan to extend their business to China.

Taiwanese as Consumers

Because of economic growth and strong consumer demand in Taiwan, researchers start to focus on Taiwanese consumers. However, the studies are still limited. Hsu and Burns (2002) compared Taiwanese and U.S. college women's clothing evaluative criteria. They found that the clothing evaluative criteria in both groups were very similar. The

quality and size/fit criteria were both the important criteria for both groups when they purchase clothing. This study also confirmed Van Roo's idea that the consumers in Taiwan were more aware of product's quality (Van Roo, 1989). Wang (1997) investigated the consumers' attitudes toward domestic versus U.S. apparel in Taiwan. She found that consumers in Taiwan preferred U.S. apparel in quality, fashionableness, attractiveness, and brand name attribute. Chang (2005) examined Taiwanese college students' purchase behavior toward luxury products at a Northwestern American university. She found most Taiwanese college students at a Northwestern American university believed that luxury products can represent their personal taste. Lee (1998) pointed out that Taiwanese consumer's purchase decisions could be manipulated by media. Lin and Sternquist (1994) used the sample of Taiwanese consumers to determine the country of origin effect on consumers' perceptions of garments. They found that country of origin significantly effected Taiwanese consumers' perception in sweater quality. The result of their study supported Verlegh and Steenkamp's (1999) statement about country of origin effect.

Research Approach

In this research, it was assumed that female (rather than male) consumers had a high awareness of clothing and brands. Subjects drawn from a highly aware population would provide a clearer profile of the Taiwanese consumers' clothing perception on American brands. The selected sample was Taiwanese female consumers who lived in North Taiwan (Taipei).

This study emphasized the consumer perception between different brands of apparel.

It was also specifically concerned about important factors which affect the purchasing behaviors in terms of apparel brands.

Objectives

1. To describe Taiwanese female consumers' perception of apparel brands.
2. To profile Taiwanese female consumers' perception of a representative American apparel brand (Polo) and domestic apparel brand (Naturally Jo Jo).

Assumptions

1. Taiwanese female consumers were highly interested and experienced in purchasing apparel product.
2. The instrument was appropriate for measuring participants' perception of American apparel brand.
3. All participants were able to read and comprehend the questionnaires.
4. All participants' responses exhibited truthfulness.
5. All participants' responded to all survey questions to the best of their ability.

Hypotheses

1. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding familiarity.
2. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding preference.
3. There is no difference between Taiwanese female consumers' perception of

American apparel brand and Taiwanese apparel brand regarding willingness of purchasing.

4. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding product design.
5. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding brand image.
6. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding exciting new design.
7. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding quality of fit.
8. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding satisfaction of price.
9. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding quality of workmanship.
10. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding shopping service.
11. There is no difference between Taiwanese female consumers' perception of American apparel brand and Taiwanese apparel brand regarding display of product.

METHOD

Survey Development

The survey questions were adapted from DeLong's study (DeLong, Bao, Wu, Chao, & Li, 2004), and divided into two parts: American brand and Taiwanese brand. Polo was used to represent an American brand, and Naturally Jo Jo was used to represent a Taiwanese brand, because they both have the similar design style and image.

The survey contained three sections totaling 22 questions on a 10-point Likert scale were used to measure Taiwanese female consumers' general perception in preference, product attribute, and store environment. The first section contained three questions and was used to examine the consumers' overall preference and awareness of each brand. The second section profiled product attributes as six characteristics: product design, brand image, exciting new design, quality of fit, satisfaction with price, and quality of workmanship. The third section profiled consumer's opinions about the purchasing environment relative to shopping service and display of product. The last section collected participants' demographic information: age, gender, residential area, household size, marital status and monthly income personal. There was also one open question which surveyed female consumers' perception in purchasing apparel products and helped to gather consumers own viewpoints on the topic.

This English survey was translated into Chinese prior to being self-administered. To maintain accuracy and clarity of meaning in two versions, the survey was translated by two Taiwanese graduate students. The survey was also reviewed and approved by

the thesis committees and Washington State University Institutional Review Board (IRB) to ensure the rights and privacy of participants before collecting data.

Sample and Data Collection

The data collection was conducted in Taipei from Dec 27th 2005 to Jan 7th 2006. Taipei is the capital of Taiwan and considered as an international city. Most of the participants were from the Bade Road community near the Living Mall, one of the major shopping centers in Taipei which offered both the Naturally Jo Jo and Polo stores. The respondents were selected randomly from the street and companies near that area.

A convenience sample was applied in this survey. There were 177 participants who completed survey, among whom 57 (47.5%) responses were excluded because they did not fit the selected sample. The selected sample was focused on Taiwanese female consumers who live in north Taiwan and the age between 20- 35.

Data Analysis

The research was designed to profile the Taiwanese consumers' apparel perceptions related to brands. The Statistical Package for the Social Sciences 13 (SPSS) was used to analyze the data. The questionnaire was modified from Delong's study (2004) (see appendix A). The instrument was considered appropriate and to have face validity for the purpose of this study. Reliability was tested using Chronbach's alpha with a resulting alpha of .90, a relatively high reliability that indicates that respondents were clear on the questions and consistent in their responses.

Cross-tabulation and factor analysis were applied to analyze the data. The SPSS Crosstabs procedure forms two-way and multi-way tables and provides a variety of tests

and measures of association for two-way tables (SPSS, 2004). Cross-tabulation was used for this study to show relationships between two brands. Chi-square is used to test the probability of the observed versus expected frequency which is based on the expected value in each category of the variables (Coladarci, Cobb, Minium, & Clarke, 2004). A significant finding in the form of a Chi-Square p value indicates that distribution presents a strong relationship between selected variables.

Factor analysis was used to summarize relationships in the eleven consumer's perception questions and reduce data to a conceptual level through creation of linear combinations of related survey questions responses in this study. This analysis was used to explore the minimum number of hypothetical factors that can account for the observed covariation, and considered as a technique of data reduction. The criteria to decide the number of factors was the standard practice of using an Eigenvalue greater than one, and a Varimax rotation to keep factors unique and interpretable. (J.-O. Kim & Mueller, 1978).

RESULTS AND DISCUSSION

Sample

The sample in this study consisted of 120 Taiwanese female consumers. The participants all lived in Taipei. The Table 1 exhibits the demographic information. Note that the distribution of participants' age was skewed toward ages 24-27 with a majority being between 24 and 31 years of age. This age range was deemed appropriate for the purposes of this study.

Table 1

Distribution of Participants' Age

Age	Percentage%
20-23	12.5
24-27	54.2
28-31	25.0
32-35	8.3

Cross-Tabulation and Frequency Analysis

The 11 hypotheses were tested using chi-square analysis of the differences in perceptions and supplemented through descriptive analysis within frequencies and overall perception profiles provided by factor analysis. Analysis begins with each hypothesis and concludes with the overview provided by factor analysis.

Hypothesis 1: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand Polo and Taiwanese apparel brand Naturally Jo Jo regarding familiarity.

Table 2

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brand Familiarity

Polo	Naturally Jo Jo			Total
	unfamiliar	neutral	very familiar	
unfamiliar	5	3	9	17
neutral	2	5	4	11
very familiar	31	21	40	92
Total	38	29	53	120

$\chi^2_{(4, N=120)} = 3.667, p > .453$

Table 3

Distribution of Familiarity with Polo and Naturally Jo Jo Apparel Brands

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Familiarity	Percent %	Familiarity	Percent %
unfamiliar	14.2	unfamiliar	31.7
neutral	9.2	neutral	24.2
familiar	76.7	familiar	44.2
Total	100	Total	100

Differences in the distribution of responses to familiarity with the American apparel brand, Polo, versus the familiarity on Taiwanese apparel brand, Naturally Jo Jo, were evaluated using cross-tabulation and Pearson's Chi-Square and were not significantly different (Pearson's Chi-Square, $p > .453$) and Hypothesis 1 was not be rejected.

Respondents were somewhat more familiar with the Polo brand than the Naturally Jo Jo brand, differences were not significant. As shown in Table 3, 76.7% of participants were familiar with the Polo brand while only 23.4% of participants were neutral or unfamiliar with Polo. This shows that a majority of participants were familiar with the Polo. On the other hand, 44.2% of participants were familiar with the Taiwanese apparel brand, Naturally Jo Jo, while 55.9% of participants were neutral or unfamiliar with Naturally Jo Jo. More than half of participants were unfamiliar with the Naturally Jo Jo brand apparel.

Hypothesis 2: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding preference.

Table 4

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands On Preference

Polo	Naturally Jo Jo			Total
	dislike	neutral	like	
dislike	4	5	4	13
neutral	10	17	8	35
like	42	16	14	72
Total	56	38	26	120

$\chi^2_{(4, N=120)} = 11.320, p < .023$

Table 5

Distribution of Polo and Naturally Jo Jo Apparel Brands on Preference

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Preference	Percent %	Preference	Percent %
dislike	10.8	dislike	46.7
neutral	29.2	neutral	31.7
like	60.0	like	21.7
Total	100	Total	100

Table 4 shows that preference for the American apparel brand Polo versus preference for the Taiwanese apparel brand Naturally Jo Jo were significantly different (Pearson’s Chi-Square, $p < .023$) and Hypothesis 2 was rejected.

Reviewing Table 5, it can be seen that participants strongly preferred the American apparel brand Polo more than they preferred the Taiwanese apparel brand Naturally Jo Jo. About 60% of participants preferred the American apparel brand Polo, and 40% participants were neutral or disliked this brand. More than half of participants preferred the American apparel brand Polo. However, only 21.7% of participants prefer the Taiwanese apparel brand Naturally Jo Jo, and a majority of participants (78.4%) were neutral or disliked this Taiwanese brand.

Hypothesis 3: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding willingness of purchasing.

Table 6

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Willingness to Purchase.

Polo	Naturally Jo Jo			Total
	no	neutral	yes	
no	12	5	4	21
neutral	9	13	5	27
yes	43	13	16	72
Total	64	31	25	120

$\chi^2_{(4, N=120)} = 9.725, p < .045$

Table 7

Distribution of Polo and Naturally Jo Jo Apparel Brands on Willingness to Purchase

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Willingness of purchasing	Percent %	Willingness of purchasing	Percent %
no	17.5	no	53.3
neutral	22.5	neutral	25.8
yes	60.0	yes	20.8
Total	100	Total	100

The willingness to purchase an American apparel brand Polo versus the willingness of purchasing on Taiwanese apparel brand Naturally Jo Jo were also significantly different from each other (Pearson's Chi-Square, $p < .045$) (See Table 6) and Hypothesis 3 was rejected.

Table 7 shows the distribution of the American brand Polo and Taiwanese brand

Naturally Jo Jo on willingness of purchasing. About 60% of participants showed they were highly willing to purchase the American apparel brand (Polo) while 40% of participants were neutral or unwilling to purchase this brand. Most of participants would buy this brand of apparel product. On the contrary, only 20.8% of participants show their willingness to purchase the Taiwanese apparel brand Naturally Jo Jo, and 79.1% of participants showed neutral or unwillingness to purchase this brand. The frequency distribution on willingness of purchasing shows this tendency for most participants to be willing to purchase the American apparel brand Polo more so than the Taiwanese apparel brand Naturally Jo Jo.

Hypothesis 4: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding product design.

Table 8

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Product Design

Polo	Naturally Jo Jo			Total
	dissatisfied	neutral	satisfied	
dissatisfied	3	5	4	12
neutral	10	16	8	34
satisfied	20	34	20	74
Total	33	55	32	120

$\chi^2_{(4, N=120)} = .464, p > .977$

Table 9

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Product Design

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Product design	Percent %	Product design	Percent %
dissatisfied	10.0	dissatisfied	27.5
neutral	28.3	neutral	45.8
satisfied	61.7	satisfied	26.7
Total	100	Total	100

As shown in Table 8, satisfaction with product design for American apparel brand Polo versus the satisfaction of product design on Taiwanese apparel brand Naturally Jo Jo were not significantly related to each other (Pearson’s Chi-Square, $p > .977$) and Hypothesis 4 was not rejected. On the satisfaction of product design part, Table 9 shows that 61.7% participants were satisfied with the American apparel brand Polo, and 38.3% participants were neutral or dissatisfied with this brand. In the contrast, only 26.7% of participants were satisfied with the Taiwanese apparel brand Naturally Jo Jo and 73.3% of participants were neutral or dissatisfied with this brand. Among 73.3% of participants, there were 45.8% of participants who selected neutral and 27.5% of participants selected dissatisfied as their responses.

Although the satisfaction with product design on American apparel brand Polo versus the satisfaction of product design on Taiwanese apparel brand Naturally Jo Jo were not significantly related to each other, distributions shown in Table 9 suggest that participants were slightly more satisfied with this American apparel brand than this Taiwanese apparel brand.

Hypothesis 5: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding brand image.

Table 10

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Brand Image

Polo	Naturally Jo Jo .			Total
	dissatisfied	neutral	satisfied	
dissatisfied	3	1	3	7
neutral	5	7	1	13
satisfied	36	27	37	100
Total	44	35	41	120

$\chi^2_{(4, N=120)} = 6.560 \text{ } p > .161$

Table 11

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Brand Image

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Brand image	Percent %	Brand image	Percent %
dissatisfied	5.8	dissatisfied	36.7
neutral	10.8	neutral	29.2
satisfied	83.3	satisfied	34.2
Total	100	Total	100

In Table 10, satisfaction with brand image of American apparel brand Polo versus the satisfaction of brand image on Taiwanese apparel brand Naturally Jo Jo were not significantly different from each other (Pearson's Chi-Square, $p > .161$). Hypothesis 5 was not rejected.

In frequency distribution on satisfaction with brand image part, more than 80%

participants were satisfied with the American apparel brand (Polo) while only 16.6% participants were neutral or dissatisfied with this brand image. This result shows that a majority of participants were satisfied with the American brand. However, responses were evenly distributed regarding the Taiwanese apparel brand image Naturally Jo Jo: 36.7% participants were dissatisfied, 29.2% participants were neutral, and 34.2% were satisfied with the Taiwanese apparel brand Naturally Jo Jo. (See Table 11).

The frequency distribution on satisfaction of brand image reveals a strong tendency for most participants to be more satisfied with the American apparel brand Polo than the Taiwanese apparel brand Naturally Jo Jo .

Hypothesis 6: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding exciting new design.

Table 12

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Exciting New Design

Polo.	Naturally Jo Jo apparel products			Total
	dissatisfied	neutral	satisfied	
dissatisfied	4	2	6	12
neutral	4	13	4	21
satisfied	29	27	31	87
Total	37	42	41	120

$\chi^2_{(4, N=120)} = 9.373, p > .052$

Table 13

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Exciting New Designs

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Exciting new design	Percent %	Exciting new design	Percent %
dissatisfied	10.0	dissatisfied	30.8
neutral	17.5	neutral	35.0
satisfied	72.5	satisfied	34.2
Total	100	Total	100

Two survey questions, the satisfaction of exciting new design on American apparel brand Polo versus the satisfaction of exciting new design on Taiwanese apparel brand Naturally Jo Jo were not significantly related to each other (Pearson’s Chi-Square, $p > .052$) (See Table 12) and Hypothesis 6 was not rejected.

Table 13 shows that a majority, 72.5% participants, were satisfied with the American apparel brand Polo on exciting new design while only 27.5% participants were neutral or unsatisfied with this brand. On the other hand, when considering exciting new design, 34.2% of participants were satisfied, 35% of participants were neutral, and 30.8% were dissatisfied with the Taiwanese apparel brand Naturally Jo Jo.

While not a significant different, it still could be determined from the frequency distribution on the satisfaction of exciting new design that participants were slightly more satisfied with this American apparel brand than the Taiwanese apparel brand.

Hypothesis 7: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding quality of fit.

Table 14

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Fit

Polo	Naturally Jo Jo apparel products			Total
	dissatisfied	neutral	satisfied	
dissatisfied	18	11	10	39
neutral	5	12	5	22
satisfied	17	24	18	59
Total	40	47	33	120

$\chi^2_{(4, N=120)} = 6.012, p > .198$

Table 15

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Fit

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Quality of fit	Percent %	Quality of fit	Percent %
dissatisfied	32.5	dissatisfied	33.3
neutral	18.3	neutral	39.2
satisfied	49.2	satisfied	27.5
Total	100	Total	100

Table 14 shows that the satisfaction of quality of fit on American apparel brand Polo versus the satisfaction on quality of fit on Taiwanese apparel brand Naturally Jo Jo were not significantly different (Pearson's Chi-Square, $p > .198$) and Hypothesis 7 was not rejected. The participants' satisfaction on quality of fit American apparel brand Polo and Taiwanese apparel brand Naturally Jo Jo were thus similar.

Table 15 shows 49.2% participants were satisfied with quality of fit of the American apparel brand Polo while 50.8% participants were neutral or dissatisfied with this brand. Thus, more than 50% participants were not really satisfied with the American apparel brand Polo on quality of fit part. Regarding the Taiwanese apparel brand Naturally Jo Jo on satisfaction with quality of fit, the distribution was more: 33.3% dissatisfied, 39.2% neutral. Although somewhat evenly distributed, the participants still tend toward a neutral perception (47.5%).

The frequency distribution on the satisfaction with quality of fit shows a slight tendency for participants to be more satisfied with the American apparel brand Polo. However, satisfaction with quality of fit on Taiwanese apparel brand Naturally Jo Jo tended toward a neutral perception.

Hypothesis 8: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding satisfaction of price.

Table 16

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Price

Polo	Naturally Jo Jo			Total
	dissatisfied	neutral	satisfied	
dissatisfied	29	29	9	67
neutral	11	15	2	28
satisfied	7	13	5	25
Total	47	57	16	120

$\chi^2_{(4, N=120)} = 3.299, p > .509$

Table 17

Distribution of Polo and Naturally Jo Jo Apparel Brands for Satisfaction with Price

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Price	Percent %	Price	Percent %
dissatisfied	55.8	dissatisfied	30.2
neutral	23.3	neutral	47.5
satisfied	20.8	satisfied	13.3
Total	100	Total	100

On the satisfaction with price (See Table 16) of American apparel brand Polo versus the satisfaction with price of Taiwanese apparel brand Naturally Jo Jo were not significantly different (Pearson’s Chi-Square, $p > .509$) and Hypothesis 8 was not rejected. However, the frequency distribution still could be revealed from Table 17 that participants tend to dissatisfied with this American apparel brand Polo. On the other hand, the percentage centralized toward neutral perception on the Taiwanese apparel brand.

Table 17 also shows a different distribution than the previous tables. A majority of participants (79.1%) selected neutral or dissatisfied with American apparel brand Polo on price, but only 20.8% of participants were satisfied with this brand. Among 79.1% of participants, more than 50% participants were strongly dissatisfied with the American apparel brand Polo on price. On Taiwanese apparel brand Naturally Jo Jo, the participants tended toward neutral (47.5%) on satisfaction with price. There were 39.2% participants dissatisfied and only 13.3% participants satisfied with the price on this Taiwanese apparel brand. Table 9 also shows the different points of view on the American brand Polo and the Taiwanese apparel brand Naturally Jo Jo.

Hypothesis 9: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding quality of workmanship.

Table 18

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Workmanship

Polo	Naturally Jo Jo			Total
	dissatisfied	neutral	satisfied	
dissatisfied	12	5	1	18
neutral	9	10	6	25
satisfied	24	37	16	77
Total	45	52	23	120

$\chi^2_{(4, N=120)} = 8.535, p > .074$

Table 19

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Quality of Workmanship

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Quality of workmanship	Percent %	Quality of workmanship	Percent %
dissatisfied	15.0	dissatisfied	37.5
neutral	20.8	neutral	43.3
satisfied	64.2	satisfied	19.2
Total	100	Total	100

In Table 18, two survey questions, the satisfaction of quality of workmanship on American apparel brand Polo versus the satisfaction of quality of workmanship on Taiwanese apparel brand Naturally Jo Jo were not significantly different (Pearson's Chi-Square, $p > .074$). Hypothesis 9 was not rejected.

Regarding satisfaction with quality of workmanship, 64.2% participants were satisfied with the American apparel brand Polo and only 35.8% participants were neutral or dissatisfied with this brand. Only 19.2% participants were satisfied with the Taiwanese apparel brand Naturally Jo Jo on quality of workmanship. But 80.8% of participants were neutral or dissatisfied with this brand. Of this group, 43.3% participants were neutral and 37.5% of participants were dissatisfied with this brand. Overall, most participants tended toward neutral perceptions (See Table 19).

From the frequency distribution on the satisfaction of quality of workmanship, most participants were satisfied with the American apparel brand Polo. On Taiwanese apparel brand Naturally Jo Jo part, the percentage concentrated on neutral perception.

Hypothesis 10: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding shopping service.

Table 20

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Shopping Service

Polo	Naturally Jo Jo			Total
	dissatisfied	neutral	satisfied	
dissatisfied	5	1	0	12
neutral	5	37	8	21
satisfied	6	36	22	87
Total	16	74	30	120

$\chi^2_{(4, N=120)} = 32.097, p < .000$

Table 21

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Shopping Service

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Shopping service	Percent %	Product design	Percent %
dissatisfied	5.0	dissatisfied	13.3
neutral	41.7	neutral	61.7
satisfied	53.3	satisfied	25.0
Total	100	Total	100

The Table 20 shows that the satisfaction with shopping service of American apparel brand Polo versus the satisfaction of shopping service of Taiwanese apparel brand Naturally Jo Jo were significantly different (Pearson’s Chi-Square, $p < .000$) and Hypothesis 10 was rejected.

In Table 21, 53.3% of participants were satisfied with American apparel brand Polo shopping service, and only 46.7% of participants were neutral or dissatisfied. However, there were only 5% of participants dissatisfied, and most of participants (41.7%) were neutral with this American brand Polo on shopping service. It still shows that most of participants were satisfied with their shopping service. On Taiwanese apparel brand Naturally Jo Jo, there were 25.0% of participants satisfied with shopping service, and 75% participants were neutral or dissatisfied with their shopping service. A majority of participants (61.7%) were neutral with Taiwanese apparel brand shopping service and only 13.3% participants were dissatisfied. Less than 25.0% of participants were satisfied with their shopping service.

The frequency distribution for the satisfaction of shopping service shows that most participants were satisfied with American apparel brand Polo. However, Taiwanese

apparel brand Naturally Jo Jo, the participants shows a strong tendency to neutral perception.

Hypothesis 11: There is no difference between Taiwanese female consumers' perception of U.S. apparel brand and Taiwanese apparel brand regarding display of product.

Table 22

Cross-Tabulation between Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Display of Product

Polo	Naturally Jo Jo			Total
	dissatisfied	neutral	satisfied	
dissatisfied	5	1	3	9
neutral	13	18	7	38
satisfied	12	32	29	73
Total	30	51	39	120

$\chi^2_{(4, N=120)} = 12.612, p < .013$

Table 23

Distribution of Polo and Naturally Jo Jo Apparel Brands on Satisfaction with Display of Product

American apparel brand (Polo)		Taiwanese apparel brand (Naturally Jo Jo)	
Display of product	Percent %	Display of product	Percent %
dissatisfied	7.5	dissatisfied	25.0
neutral	31.7	neutral	42.5
satisfied	60.8	satisfied	32.5
Total	100	Total	100

On the satisfaction of display of product on American apparel brand Polo versus the

satisfaction of display of product on Taiwanese apparel brand Naturally Jo Jo were significantly different (Pearson's Chi-Square, $p < .013$) and Hypothesis 11 was rejected.

Table 23 shows that more than 60% of participants were satisfied with the American apparel brand (Polo), and 39.2% of participants were neutral or dissatisfied with display of this brand. This shows that most participants (60.8%) were satisfied with the display of product. At the same time, 32.5% of participants were satisfied with Taiwanese apparel brand Naturally Jo Jo on display of product, 42.5% participants were neutral, and 25% participants were dissatisfied with the display of product.

The frequency distribution on the satisfaction of display of product reveals that most participants were satisfied with American apparel brand Polo. (See Table 23). The frequency distribution on Taiwanese apparel brand Naturally Jo Jo still concentrates on neutral perception.

Factor Analysis Profiling Consumer Perceptions

Factor analysis with Varimax rotation was used to identify combinations of variables and assembles components to explain variability among subjects' responses. The perception of American apparel brand and Taiwanese apparel brand resulted in three factors with a total variance of 72.35%. Table 24 shows the factor loadings for three factors of the perception on American apparel brand and Taiwanese apparel brand. Factor loadings are used to interpret meaning attributed to each factors. Only factor loadings over 0.5 are selected and labeled in the table for interpretation.

Table 24

Factors from Varimax Rotation

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	4.614	41.944	41.944
2	1.949	17.714	59.658
3	1.396	12.690	72.347

Table 25

Factor 1: Experience with Brands

Related Questions	Factor Loading
Preference	.740
Willingness of purchasing	.692
Satisfaction of product design	.831
Satisfaction of brand image	.784
Satisfaction of exciting new design	.804
Satisfaction of quality of fit	.744
Satisfaction of price	.550
Satisfaction of quality of workmanship	.815

Factor 1 provides the strongest explanation of variability (41.94%) (See table 24) and relates participants' experience with brand. Eight survey questions were included in this factor with high factor loading (>0.5).

Table 26

Factor 2: Shopping Experience

Related Questions	Factor Loading
Shopping service	.868
Display of product	.800

Factor 2 profiles participants' shopping experience with brands. Two survey questions were included in this factor with high factor loading (>0.5). The variable ranks second that provides the explanation of variability (17.71%) in table 24.

Table 27

Factor3: Familiarity with Brands

Related Questions	Factor Loading
Familiarity	.750

Factor 3 was associated with familiarity with brand, and it ranked third with explanation of variability (12.69%) (See Table 24). Only one survey question was included in this factor with high factor loading (>0.5).

Table 28

Percentage of the Apparel Purchasing Criteria

Purchasing criteria	Percentage
Price	26.6%
Design	25.4%
Quality	26.9%
Service	14.4%
Size	1.2%
Display	2.7%
Brand	2.7%

There was one open-ended question regarding consumers' purchasing criteria on apparel product. From Table 28, quality (26.9%), price (26.6%) and design (25.4%) were the three most important criteria when participants were making the decision to purchase apparel products.

Factor Analysis as Overview of Perceptions

Factor analysis with Varimax rotation identified combinations of variables that help profile consumer perceptions with apparel brands. Results include:

Factor 1: Experience with brands

There were eight survey questions included in this factor. The frequency distribution shows that most participants' tended to prefer and satisfied with American brand:

1. Preference: 60.0% participants preferred the American apparel brand versus 21.7% participants preferred the Taiwanese apparel brand.
2. Willingness of purchasing: 60.0% participants were willing to purchase the

American apparel brand versus 20.8% participants were willing to purchase the Taiwanese apparel brand.

3. Satisfaction with product design: 61.7% participants were satisfied with the American apparel brand versus 26.7% participants were satisfied with Taiwanese apparel brand.
4. Satisfaction of brand image: 83.3% participants were satisfied with the American apparel brand versus 34.2% participants were satisfied with the Taiwanese apparel brand.
5. Satisfaction with exciting new design: 72.5% participants were satisfied with the American apparel brand versus 34.2% participants were satisfied with the Taiwanese apparel brand.
6. Satisfaction of quality of fit: 49.2% participants were satisfied with the American apparel brand versus 27.5% participants were satisfied with the Taiwanese apparel brand.
7. Satisfaction with quality of workmanship: 64.2% participants were satisfied with the American apparel brand versus 19.2% participants were satisfied with the Taiwanese apparel brand.

Only one response shows that more than half of participants were dissatisfied with American apparel brand:

1. Satisfaction of price: 55.8% participants were dissatisfied with the American apparel brand versus 39.2% participants were dissatisfied with the Taiwanese apparel brand.

However, most participants tended to have neutral perceptions toward Taiwanese

apparel brand on satisfaction of product design, satisfaction of exciting new design, satisfaction of quality of fit, satisfaction of price and satisfaction of quality of workmanship. Thus experience with brands seems to be more developed with the American brand than the Taiwanese brand.

Factor 2: Shopping experience

Two survey questions were included in this factor. The frequency distribution shows that most of participants' responses tended toward satisfaction with the American brand:

1. Satisfaction with shopping service: 53.3% participants were satisfied with the American apparel brand versus 25.0% participants were satisfied with the Taiwanese brand.
2. Satisfaction with display of product: 60.8% participants were satisfied with the American apparel brand versus 32.5% participants were satisfied with the Taiwanese brand.

However, most participants tended to have neutral perceptions toward the Taiwanese apparel brand.

Factor3: Familiarity with brands

Only one survey question was included in this factor and most participants were more familiar with the American apparel brand than the Taiwanese apparel brand.

Reviewing the frequency distribution shows:

1. Familiarity: 76.6% participants were familiar with the American apparel brand versus 44.2% participants were familiar with the Taiwanese apparel brand.

CONCLUSIONS

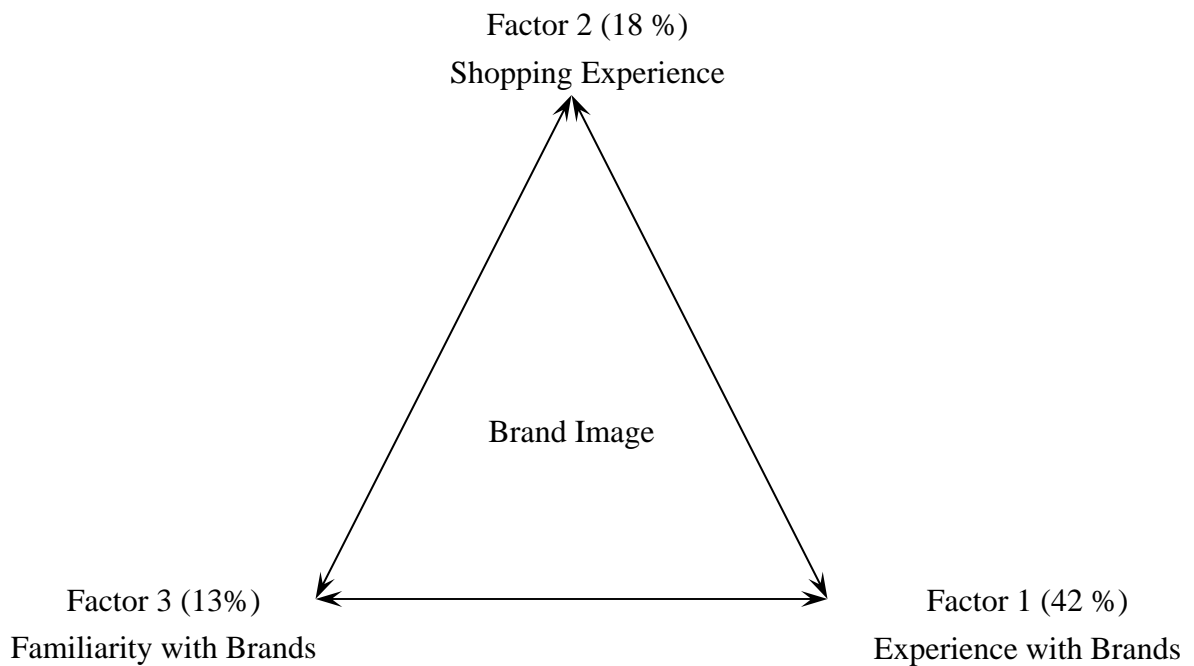
On the whole, this study showed a tendency for the sample group of Taiwanese female consumers to exhibit positive perceptions toward the American apparel brand. Satisfaction with price was not a positive perception and may be an area to consider further. These results strengthen a previous study by Wang (1997) that found Taiwanese consumers had positive perceptions toward American apparel brands with regard to quality of product and brand image. The open-ended question placed in the end of the survey asked for responses regarding Taiwanese consumers' apparel product purchasing criteria. The results revealed that price, design and quality were their three most important purchasing criteria. This finding also strengthens Van Roo's (1989) idea that Taiwanese consumers are aware of product's quality. Further, the results on brand awareness presented in this study suggest a link between brand image and perception of quality.

Factor analysis profiled key components of brand image perception as: 1) Factor 1: Experience with brands; 2) Factor 2: Shopping experience and 3) Factor 3: Familiarity with brands. Figure 1 provides a model proposing an effective strategy for building brand image must encompass all three factors. It is important to consider enhancing consumer perceptions of brands by first providing strong brand image and experience. That consumers shop regularly at a particular store is partially related to the shopping experience offered and possibly related to the brands offered by that store. Thus, the shopping experience in Factor 2 might be enhanced through special promotions to introduce products. Another aspect summarized by Factor 3 deals with familiarity with

brands. Without various means of building Factor 3 familiarity with brands through personal influence and media influence, consumers would not recognize the brand sufficiently to consider purchase. It should be considered that familiarity with a specific brand occurs on the background of awareness of brands in general and a general preference for shopping for apparel brands.

Figure 1

Three factors model describing building brand image.



RECOMMENDATIONS

Recommendation to International Apparel Marketer

In experience with brands, many American apparel brands such as Polo have successfully launched their apparel brand within the Taiwan apparel market. Results of this study indicate that a majority of the Taiwanese female consumers in the sample desired to purchase American apparel brand Polo and were strongly impressed by Polo's brand image. However, when the perceptions turn to product attributes, Taiwanese female consumers were not as impressed with the product itself and were strongly dissatisfied with the price. Although most Taiwanese female consumers in the study were dissatisfied with Taiwanese apparel brand image and showed low willingness to purchase it, their perceptions were neutral when it came to product attribute and the price. For the international apparel marketer interested in the apparel market in Taiwan attention could be paid to the provide promotions. It would increase the competitiveness in apparel market in Taiwan.

Recommendation to Domestic Apparel Marketer in Taiwan

In shopping experience, the results show that most Taiwanese female consumers were satisfied with the American apparel company. Their service policy and product display successfully earned consumer's loyalty. The domestic company could do more research on service policy and store environment.

American apparel brand is successful on building their external brand concepts. Because of their impressive brand image, it makes Taiwanese consumers familiar with

this brand. It also attracts Taiwanese consumers to purchase the product of American apparel brand. The domestic apparel marketer in Taiwan could do more research on building its brand image. In order to compete with foreign companies, they could use the price advantage and improve their external brand concepts. They would successfully survive the trend of the world of free market.

Recommendation for Future Research

Future research could emphasize the consumer perception of brands. They could examine the affect of brand image on consumers and find out how brand image affects consumers' purchasing decision. It would benefit a fashion company to build their brand identity. On the other hand, the research could also focus on the perception of quality. They could investigate the consumers' perception on quality if brand name is different. Additionally, men's perception on apparel brand could be an interesting topic for further research. It would help the fashion company which wants to launch their brand to male consumers understand their customers.

LIMITATIONS

There are some limitations of this study. First, the subjects all come from north Taiwan, their perception in clothing could not generalize to the whole population in Taiwan. Second, since the study only focused on one American apparel brand and one Taiwanese apparel brand, it may not represent the overall Taiwanese female consumers' perceptions of all American and Taiwanese brands.

Although there are still some limitations in this study, this study still reveals the Taiwanese female consumers' perception in foreign apparel brand and domestic apparel brand. The study not only shows the consumers' perception on clothing, but also implies Taiwanese female consumer criteria for purchasing apparel.

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APPENDIX A

Survey Instrument (English Version)

CONSUMER SURVEY (American products in Taiwan)

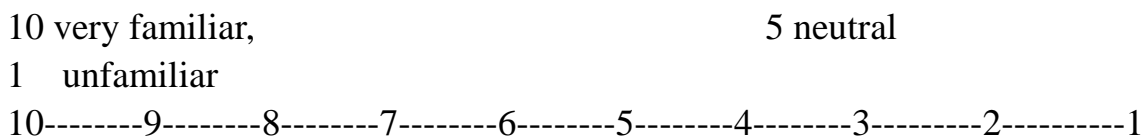
Introduction: My name is Ya-Ting Chang. I am a graduate student for master degree in Washington State University- Pullman, Department of Apparel, Merchandising, Design, and textiles. My thesis is about consumer behavior and apparel brand. I appreciate that you can help me to do this questionnaire. It is anonymous survey. Also, this study has been reviewed and approved for human subject participation by Washington State University Institutional Review Board. If you have any questions regarding this survey, I am glad to answer you directly!

Directions: Hello! Will you take a few minutes to respond to this survey about apparel products and markets? Please rank the following attributes of apparel in terms of their strength when considering POLO, an U.S. apparel brand. Place an "O" on the line using 10 being very familiar, 5 neutral, and 1 unfamiliar.

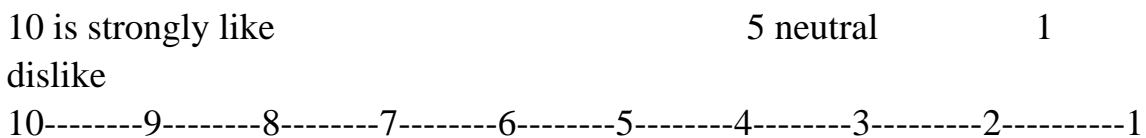
Now place an "O" according to your thoughts about POLO. Thank you!

GENERAL PERCEPTION OF THIS BRAND

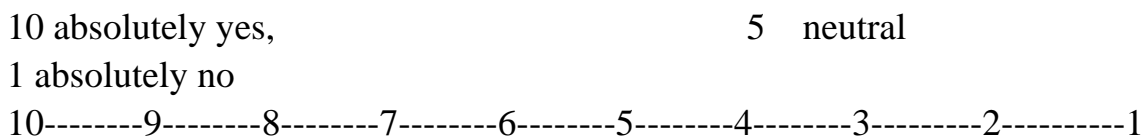
Are you familiar with this American apparel brand (POLO)?



Do you like this brand (POLO)?



Will you buy this POLO brand apparel products?



PRODUCT ATTRIBUTES

Please rate the satisfaction you have with POLO apparel products.

10 highly satisfied
dissatisfied

5 neutral

1 very

Product design

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Brand image

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Exciting new designs

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Quality of fit

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Satisfaction with price

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Quality of workmanship

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

STORE ENVIRONMENT

Please rate your satisfaction with the purchasing environment for Polo apparel:

10 highly satisfied
dissatisfied

5 neutral

1 very

Shopping Service

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Display of Product

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

Display of Product

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

As a consumer, what are the three most important things you look for in purchasing apparel products?

1.

2.

3.

Survey of consumers' background: Please circle correct category!

Age

20-23

24-27

28-31

32-35

< 35

Gender

Male

Female

Marital Status

Single

Married

Divorced

Residential Area

North (Taipei)

Middle (Taichung)

Mid-South (Tainan)

South (Kaohsiung)

Monthly Personal Income

< NT\$ 10,000

NT\$ 10,000-20,000

NT\$ 20,000-30,000

NT\$ 30,000-40,000

NT\$ 40,000-50,000

NT\$ >50,000

Household Size

> 6 people

6 people

5 people

4 people

< 4 people

APPENDIX B

Survey Instrument (Traditional Chinese Version)

產品屬性:

請就您的滿意程度為 POLO 評分

10 非常滿意

5 沒意見

1 非常不滿意

產品設計

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

品牌形象

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

新穎的設計(設計的新穎程度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

產品的品質(產品的合適度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

價格的滿意度

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

產品的品質(產品精緻度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

門市設計

請就您在門市購買經驗的滿意程度為 POLO 評分

10 非常滿意

5 沒意見

1 非常不滿意

服務滿意度

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

商品展示

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

消費者調查 (台灣的品牌)

說明: 當您想到台灣服裝品牌 NATURALLY JOJO 時, 請用 1 至 10 來回答下列問題。

10 非常熟悉 5 沒意見 1 不熟悉。 謝謝!

對NATURALLY JO JO的看法：

1. 您對於NATURALLY JOJO這個品牌的熟悉程度是?

非常熟悉 沒意見 不熟悉
10-----9-----8-----7-----6-----5-----4-----3-----2-----1

2. 您喜歡 NATURALLY JOJO，這個台灣品牌嗎?

非常喜歡 沒意見 不熟悉
10-----9-----8-----7-----6-----5-----4-----3-----2-----1

3. 您會購買 NATURALLY JOJO 的產品嗎?

絕對會 沒意見 絕對不會
10-----9-----8-----7-----6-----5-----4-----3-----2-----1

產品屬性:

請就您的滿意程度為 NATURALLY JOJO 評分

10 非常滿意

5 沒意見

1 非常不滿意

產品設計

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

品牌形象

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

新穎的設計(設計的新穎程度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

產品的品質(產品的合適度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

價格的滿意度

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

產品的品質(產品精緻度)

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

門市設計

請就您在門市購買經驗的滿意程度為 NATURALLY JOJO 評分

10 非常滿意

5 沒意見

1 非常不滿意

服務滿意度

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

商品展示

10-----9-----8-----7-----6-----5-----4-----3-----2-----1

身為一位消費者，在購買服裝產品過程中，哪3件事是您認為最重要的？

1.

2.

3.

您的基本資料: 請圈選符合您基本資料的範圍

年齡

< 20

20-23

24-27

28-31

32-35

< 35

性別

男

女

婚姻狀況

單身

已婚

離異

居住地區

北部地區 (Taipei)

中部地區(Taichung)

中南部地區 (Tainan)

南部地區 (Kaohsiung)

個人收入

< NT\$ 10,000

NT\$ 10,000-20,000

NT\$ 20,000-30,000

NT\$ 30,000-40,000

NT\$ 40,000-50,000

家庭人口

> 6 人

6 人

5 人

4 人

< 4 人

NT\$ > 50,000

APPENDIX C

Human Subjects Form

MEMORANDUM

TO: Ya-Ting (Lydia) Chang
Apparel, Merchandising, and Interior Design (2020)

FROM: Malathi Jandhyala (for) Kris Miller, Chair, WSU Institutional Review Board (3140) *MJ*

DATE: 7 October 2005

SUBJECT: Approved Human Subjects Protocol - New Protocol

Your Human Subjects Review Summary Form and additional information provided for the proposal titled "*Brand Perceptions in the Taiwanese Apparel Market.*," IRB File Number **8760-a** was reviewed for the protection of the subjects participating in the study. Based on the information received from you, the WSU-IRB **approved** your human subjects protocol on **7 October 2005**.

IRB approval indicates that the study protocol as presented in the Human Subjects Form by the investigator, is designed to adequately protect the subjects participating in the study. This approval does not relieve the investigator from the responsibility of providing continuing attention to ethical considerations involved in the utilization of human subjects participating in the study.

This approval expires on 6 October 2006. If any significant changes are made to the study protocol you must notify the IRB before implementation. Request for modification forms are available online at <http://www.ogrd.wsu.edu/Forms.asp>.

In accordance with federal regulations, this approval letter and a copy of the approved protocol must be kept with any copies of signed consent forms by the principal investigator for THREE years after completion of the project.

Washington State University is covered under Human Subjects Assurance Number FWA00002946 which is on file with the Office for Human Research Protections.

If you have questions, please contact the Institutional Review Board at (509) 335-9661. Any revised materials can be mailed to the Research Compliance Office (Campus Zip 3140), faxed to (509) 335-1676, or in some cases by electronic mail, to *irb@mail.wsu.edu*.

Review Type: NEW
Review Category: XMT
Date Received: 3 October 2005

OGRD No.: NF
Agency: NA