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**COMMUNICATION AND BRAND KNOWLEDGE AS DETERMINANTS OF RETAIL SERVICE BRAND LOYALTY- AN EMPIRICAL TEST IN A MULTIPLE RETAIL SERVICE BRAND CONTEXT**

*Kuan-Yin Lee and Yin-Chiech Hsu*

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<p><i>Abstract: The world is flat with Electronic Commerce moving it into new terrains of information exchange and means of conducting business activities. The acceptance of Electronic Commerce as an IT infrastructure depends on the users' conscious assessment of the influencing constructs as could be depicted in Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IDT), and Technology-Organization-Environment (T-O-E) model. The paper accused TAM and TPB of being traditional and utilitarian-based. Though TPB adds the constructs of perceived behavioral control and subjective norms to the original TAM's characteristic constructs of perceived usefulness (PU) and perceived ease of use (PEOU), both predominantly base analysis on attitudinal variables and view EC as purely productivity tool, communication mediator, or intelligent decision-making partners. Further, T-O-E model adds such descriptive constructs as firm's size, consumer readiness, trading partners' readiness, competitive pressure and scope of business operations. In order to make for better explanatory and predictive values, TAM need be integrated with other IT theories that incorporated decision-makers' social and idiosyncratic characteristics. This paper adds to existing body of knowledge on IT acceptance behavior and provides bases for more informed decision by offering such new constructs as company mission, individual difference factors, perceived trust, and perceived service quality. The proposed improved TAM and T-O-E Model of Innovation Adoption and Use combines the constructs to form a richer theoretical framework that guides the understanding, explanation and prediction of adoption and use behaviors of IT in an organized system.</i></p>			
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## OF BRAND IMAGE AND PRODUCT QUALITY ON DIFFUSION BRANDS OF DESIGNER JEANS

*Abstract: The study examines how status seeking and fashion innovative young consumers evaluate diffusion brands. The influence of different brand naming techniques and country of origin on brand image and product quality of diffusion brands are also examined. The results revealed that sub-brands and nested brands have similar product quality and brand image evaluation when compared to the parent brand. Furthermore, sub-brands and nested brands have demonstrated product quality fit and brand image fit with the parent brand. The findings suggest that a new brand is not a good substitute for the parent brand to express status. In addition, brand origin is a greater signifier of product or brand quality than country of origin.*

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*Abstract: This study investigates differences between adolescent influence in family purchase decisions in two similar cultures, namely South Korea and Taiwan. These cultures score almost identically along the dimensions of individualism, power distance, and long-term orientation. Results of a survey of South Korean and Taiwanese adolescents showed significant differences in their influence in family purchase decisions, and their use of influence strategies. Furthermore, we found a similar V-shaped pattern of influence in both groups as was reported in a recent study of Chinese and American adolescents (Wang et al., 2007). This contrasts with the conventional view of this as a declining pattern.*

<i>Jeong-Gil Choi</i> <i>Byung-Woo Lee</i> <i>Jin-won Mok</i>	AN EXPERIMENT ON PSYCHOLOGICAL GAZE MOTION: A RE-EXAMINATION OF ITEM SELECTION BEHAVIOR OF RESTAURANT CUSTOMERS	.....	68
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*Abstract: This study introduces a model on psychological gaze motion in which restaurant customers are observed as they make their menu selections. The experiment was conducted at various restaurants in Seoul, Korea. The goal is to determine whether a customer's selection of a menu item is systematically guided by the item's position on the menu or by chance. Gaze movement models such as this describe how customers move their eyes across the menu and how that plays a role in their ultimate choice of a menu item. Earlier studies suggest that in general, the upper part of a menu often catches the initial attention of the customer. However, this study finds that the middle part is the first spot of eye contact for all three types of menu panels studied. The findings also reveal a chasm between customers and menu suppliers with regard to menu choice. While menu suppliers believed that on the first glance, customers tend to gaze at the upper left part of a menu, this study shows that customers in fact are more inclined to focus their eyes on the center and as such, are more likely to choose items from that location. These results are important since most menu planners consider the first point of customer eye contact as the best spot to place their most strategic menu items.*

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*Abstract: The power of a brand lies in the minds of consumers, and the added value enjoyed by a retailer as a result of the role played by its brand - in the thoughts, words, and actions of consumers - is known as retail service brand equity. The study examined retail service retail service competing brand model of the influence of competition on brand equity formation process in consumers' consideration set. Among the responses were refusals and unusable responses, resulting in 173 and 91 usable responses in convenience and cosmeceutical store, respectively. And the data was examined through PLS (Partial Least Square) structural equation analysis to test the hypotheses. Planned communication brought negative influence on brand loyalty to a competitor brand in retail format of convenience store. In the retail format of cosmeceutical store, only when strong brand knowledge was established in the minds of consumers and they identify with the brand value of the retail service store, they reduce their loyalty with a competitor brand.*

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