

Public Abstract

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Title: Creation of Brand Equity in the Chinese Clothing Market

For multinational companies, China is undoubtedly a large and important market with 1.3 billion consumers. Chinese consumer's demand for and expenditure on medium to high-priced imported apparel brands are projected to increase as household income increases. However, China has a very different culture with Western countries. International marketers need to know how to use marketing effective strategies to reach the customer in order to be successful in this market.

An established brand equity creation model is used in this study to examine the directional relationships between eleven selected marketing strategies and four brand equity dimensions for imported clothing and sports shoes brands in China.

The results demonstrate that different marketing strategies work in different ways on creating brand equity in the Chinese market. Store image, event sponsorship, target marketing, and Web advertising have a strong combined effect on brand equity creation in China. Frequent price promotions have negative effects on brand quality level and brand image. The results also suggest that cultural differences mediate the effect of marketing efforts on brand equity creation.

For international marketers, this study should help find answers to the following key questions: How do we build brand equity through the appropriate marketing strategy in China? And do the marketing activities designed to build brand equity need to be modified to accommodate different attitudes or behaviors in China? For researchers, it expands existing brand equity creation models and provides a more systematic framework, which can be used in future similar research.