

# *The Relationships among Brand Image, Brand Awareness, Brand Trust, Brand Preference, and Customer Perceived Value: An Empirical Study in Taiwan on Internet Service Providers*

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## **Abstract**

The number of internet users has been increasing dramatically since the 1990's. As revealed by the International Data Corp (IDC), the population who used the internet was about 160 million in 1998, but had been accumulated up to 600 million in 2002. In other words, the internet has been the rapidly growing medium with a superior developing potential than the traditional mass media. Therefore, the internet industry's

preparation and implementation of marketing mix strategies (price, product, promotion, place, and brand) are noteworthy. However, research on the symbolic use of brands in internet service providers has remained limited due to a lack of empirical study.

The brand is one of the most important assets that a corporation owns. It is also a short cut which transmits promise, acceptance, confidence, and hope to patrons. In order to take full advantage of the customer-brand relationship, a company must realize how consumers consider, perceive, and make procurements. Therefore, the purposes of this study are as follows: (1) to investigate the relationships among brand image, brand awareness, brand trust and brand preference, which is the choice of a specific internet service provider in the internet industry; (2) to explore customers' perceived value of internet service with respect to different brands. Results of this study will support the development of successful internet marketing strategies for building brand image, brand awareness, brand trust, and improving customer perceived value.

**Keyword:** Brand Image, Brand Awareness, Brand Trust, Brand Preference, and Customer Perceived Value.