

THE INFLUENCE OF MARKETING STRATEGY ON BRAND IMAGE AND FUTURE OUTLOOK – AN EXAMPLE OF LA NEW INTERNATIONAL CORPORATION

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Abstract

This research aims to explore the impact of the marketing strategy used by La New International Corp. on its brand image and future prospects. The research uses three major constructs to analyze, namely the commodity cognitive construct, the image cognitive construct, and the activity understanding construct. The above three constructs are used to design the Likert 5-points scale questionnaire. The distribution targets are consumers who purchase La New products. The study uses descriptive statistics and Cronbach α test reliability, and then uses factor analysis and One-way ANOVA to discuss the collected questionnaires. The study found that: Firstly, the service attitude of La New sales staff is the most important factor in enhancing the brand image, and consumers also tend to increase their willingness to buy due to the improvement of their service attitude. Reflect the marketing strategies and methods used by La New, which can enhance the corporate image; Secondly, ANOVA analysis shows that "service attitude factors" are significantly positively correlated to consumers of different age groups and different monthly incomes, and "propaganda channel factors" are significantly positively correlated to consumers of different occupational categories. Finally, the research suggests that La New enterprise should strengthen their service attitude and etiquette training when training front-line staff. At the same time, La New's marketing department needs to have multiple changes in its promotional content to attract more consumers.

Keywords : La New International Corp.; Marketing Strategy; Brand Image; Corporate Image.

1. Background

In the 21st century's economic development and the improvement of the quality of life, shoes play the function of protecting the feet. Inappropriate shoes can cause damage to the feet, and non-breathable shoes can make the feet feel uncomfortable, so the choice of shoes is very important (Zhi-Xiong Zhao, 1997). Nowadays, people pay more and more attention to the maintenance of the feet. Inappropriate shoes can damage the health of the feet. Therefore, there are more and more choices of shoes on the market. However, people have never reduced the size of the feet (Yi -Kwon Seo, 1997). With the rise of the shoe industry, manufacturers have competed with each other and have begun to realize the importance of brands. Related companies have begun to establish brands (for example, La New, A.S.O. Group, Vanger). The research of Park et al. (1986) pointed out that brand image can bring consumers a certain degree of peace of mind. A good brand image can make consumers have confidence in the

product, thereby affecting consumers' evaluation of the product. With the establishment of various shoe brands, the competition between companies is becoming increasingly fierce. How to consolidate the company's customer base, maintain the company's position in the market, and even develop new customer sources, marketing strategies play a key role (Sin-Ya Weng, 2011).

Marketing strategies are mostly based on promotional activities. The research of Campbell and Diamond (1990) confirms that promotion can increase consumers' cognitive value of products, increase consumers' willingness to buy, and increase the income of enterprises. Kotler (1996) emphasized that nowadays companies are trying to maintain consumer loyalty, and sometimes the use of promotional activities can enhance consumers' purchase intention and increase consumption more than the use of advertising. Boone and Kurtz (2001) believe that if promotional activities can be perfected, the value of goods and services can be enhanced. Any promotional strategy must convey the correct message to consumers. If the promotional activities are exaggerated and false, they will reduce consumption the overall perception of the company and the product. Chernatony and McWilliam (1989) believe that brand is an important factor for consumers to purchase products. It is the guarantee of product quality and allows consumers to feel the added value of products. Therefore, when consumers buy products, they usually choose companies with good brand images to buy. How to build a good brand is through the marketing strategy of the company, through repeated promotion and implementation and improvement, as well as consumer feedback. It can make the brand better gradually.

Additionally, making the brand better, whether the company implements the marketing strategy for the product has other influences, which is one of the motives of our research; La New Enterprise's product marketing strategy is mainly for shoes made for a certain ethnic group (such as hiking shoes, sports shoes, air-cushion shoes). Y. Chao (2014) emphasized in the product sales strategy, consumer satisfaction and purchase frequency are one of the factors to affect the brand image. In terms of promotion, companies can not only attract original customers, but also expand new customers through advertising and online promotion. These multiple channels of publicity can also affect consumers' brand image of the company. In summary, when a company implements these marketing strategies, consumer satisfaction with this is very importantly related to the company's brand image, and the impact of these is the second motivation for our research. The scope of this research is mainly La New enterprise stores in Hsinchu and Miaoli areas, and five stores are randomly selected. The questionnaire is distributed to consumers who enter the store to conduct surveys and interviews. From the consumer's standpoint, to discuss the perception survey of the impact of La New's marketing strategy on the brand image, and then collect data for statistical analysis.

2. Literature Review

2.1. Brand Definition

According to the definition of the American Marketing Association (AMA) in 1960. "Brand is a name, phrase, logo, symbol, design, or a combination of them, used to identify the products or services of a seller or a group of sellers and distinguish them from competitors (Kotler and Keller, 2012).

According to the research of Li-Ling Qiu (2006), it is pointed out that the following understanding of brand is basically required:

1. A brand is a complex of products, services, and all the subjective impressions and experiences brought to consumers by external communication.
2. The factory makes goods and the consumers buy the brand, both of which can create value for the enterprise.
3. Products are easy to introduce new ones, but after a successful brand is established, it is forever.
4. There are many similar or identical products on the market, but there will only be one brand.
5. Brands with product functional benefits, symbolic benefits, and empirical benefits are called benefit portfolios.
6. If a brand has a good management method, it will create considerable value-added and become a source of differentiation and competitive advantage.
7. The brand represents the company's promise to consumers. Once the brand promise goes wrong, consumers will be lost, and the brand's image and position in the market will be hit hard.

Table 1. Brand definition summary

Scholar	Definition
AMA (1960)	A brand is a name, phrase, logo, symbol, design, or a combination of them
Bennet(1988)	A brand is a kind of name, symbol, noun, and design, which mainly allows product sales to be recognized
Chernatony & McWilliam (1989)	Brand is a recognizable pattern that allows consumers to feel the value-added of the product, and is an important clue tool for consumers to make purchasing decisions
Doyle(1990)	A brand is the use of a name, symbol, design, or a combination thereof, which enables a product or a specific organization to have the advantage of continuous differentiation
Aaker(1991)	A brand is used to identify the name or symbol of a seller's product or service, and to differentiate the product or service from competitors
Stanton <i>et al.</i> (1994)	The brand name is an easy-to-pronounce word, letter or number
Kotler & Keller(2009)	Brands are used to identify the source or manufacturer of a product, and to let consumers know the manufacturer or wholesaler who should be responsible for the product's performance

Source: compiled by this research

2.1.1. Brand Image

A brand is a collection of all tangible and intangible images of a company in the minds of consumers, while a brand image is a collection of brand associations in the minds of consumers, and is the overall cognition of the brand. The research of Jia-Wen Liou et al. (2017) found that brand is the main factor in judging product quality and considering whether to purchase. For the service industry, brand image and service quality will affect customer satisfaction and increase satisfaction. That will increase consumers' willingness to buy. Chen-Lung Yang et al. (2011)

declared from the consumer's point of view, word of mouth is also very important. Mass communication only lets consumers know about the existence of the product. When consumers' purchase motivation is mainly influenced by word of mouth, the influence of word of mouth is more persuasive than commercial advertising.

The research of Kang-Wei Chai et al. (2017) pointed out that brand image is often accompanied by service quality. When the service level is high, customers' willingness to spend will increase. For example, the shoe industry has services for customers to try on. At the same time as customers try on, the service attitude of employees affects consumers' willingness to buy. Based on the research of the above scholars, to establish a brand image, it is necessary to shape the core brand association (Keller, 2013) in the process of branding, and use marketing techniques to promote its own brand. Consumers pay attention to the company's products and use this as the basis for brand positioning.

Long-Yi Lin & Xi-Zhang Zeng (2008) explored the influence of brand strategy and corporate image on consumers' purchase intention. The research found that brand strategy has a positive influence on consumers' purchase intention. Hsiang-Ying Shen & Ming-Feng Tu (2018) are discussing the influence of corporate brand image on brand equity and purchase intention, taking consumers as the research object. The study found that brand image and purchase intention have a positive effect.

2.1.2. Marketing Strategy

In today's society, there are many companies that give consumers many choices. The competition among enterprises is also increasing. Therefore, with limited resources, make good use of the resources owned by enterprises to achieve maximum efficiency and establish a sustainable competitive advantage. The marketing strategy process includes: situation analysis, STP, marketing portfolio (Kotler and Keller, 2006).

(1). Situational analysis

When formulating a marketing strategy, we will start with contextual analysis. Through the analysis of the key strategic issues that have been screened out, we will formulate appropriate strategies to achieve marketing goals. The contextual analysis includes the following:

1. External analysis of external situational factors
2. Internal analysis for internal situational factors
3. SWOT sorted out based on internal and external analysis (strength, weakness, opportunity, threat)
4. Key strategic topics defined based on the above analysis results and other relevant information comprehensive research and judgment (Kotler and Keller, 2006).

(2). STP theory

Wendell Smith (1956) proposed market segmentation as an alternative marketing strategy, which is generally considered to be the prevailing marketing basis now. Market segmentation divides the market into smaller consumer groups with similar defined characteristics and needs. Companies must follow the basic principle of customer-centricity in the market. Marketers need to segment the screened market, select the desired target market from each market, and use the differentiated characteristics as the base to create your own positioning.

1). Segmentation

Kotler's (1998) research shows that market segmentation is mainly to describe the overview of each market and divide it into different ethnic groups. Consumers in each ethnic group are interested in market products or marketing combinations.

2). Targeting Market

Kotler's (1998) research puts forward three marketing strategies, namely: non-differential marketing, differentiated marketing, and centralized marketing. The main difference lies in the number of choices in the market. Undifferentiated marketing treats all markets as one group, and uses a single product or marketing strategy to satisfy this group to achieve a comprehensive cost advantage; differentiated marketing selects several market groups, and further tailors them for these markets. The products and marketing strategies of the company meet the needs of each market; the centralized marketing chooses a single market, designs appropriate products and marketing strategies for this market, and provides specialized services to expand the market.

3). Positioning

Product positioning is viewed from the perspective of the enterprise. Ries and Trout (1972) pointed out that the main market segment should be identified first, and the market should be investigated to find potential customers from the product or company's personality, characteristics, and branded in the minds of customers.

2.1.3. Marketing Mix

McCarthy (1960) divided the marketing mix into 4P: product, price, channel, and promotion. But the key in the market does not depend on the profit brought by each one, but the profit brought by the integrated marketing portfolio. When planning the marketing 4P, the overall consideration must be taken to achieve the maximum effect. The following is a detailed description of the marketing portfolio:

(1). Product strategy

Product strategy is the first step in the marketing mix. The focus is on product differentiation, and the ability to continuously develop new products that meet consumer needs to provide competitiveness. Kotler & Armstrong (2014) believes that from the perspective of benefits, the factors involved in individual product decisions include product attributes, brand, packaging, labeling, and product ancillary services. Only through these factors can be effectively attract customers.

(2). Price strategy

A study by Dolan (2014) pointed out that "creating the best pricing strategy" is the only factor that can bring a company's sales revenue, and it also affects consumers' willingness to buy. When consumers

buy goods, they will take quality and brand into consideration. When setting prices, companies must consider the industry, customers, and competition, and they need to show the uniqueness of their products. In the pricing process, customers, costs, and competitors are indispensable factors. Cost can be used to set the lowest price, and the competitor's price is a benchmark for pricing. Through consumers' evaluation of the product's characteristics, the final price is determined. When making price decisions, internal factors and external factors must be considered. Internal factors include marketing goals, marketing strategies and marketing combinations, and organizational considerations; external factors include market and demand, economic conditions, and other external environmental factors.

(3). Channel strategy

The research of Guang-Da Zhang (1999) shows that the channel refers to the sales channel, and channel decision-making mainly includes distribution channel type, channel density, and channel structure. Distribution channel types include traditional channel systems, horizontal marketing systems, vertical marketing systems, and reverse channels. The traditional channel system has a loose relationship between producers and wholesalers; the horizontal marketing system is to develop new market opportunities and achieve a win-win situation for increasing profits; the vertical marketing system is to integrate upstream, midstream, and downstream manufacturers to effectively manage the actions of channel members, Pursue the highest operational efficiency; the reverse channel refers to the flow from the consumer end to the manufacturer end and the customer leads everything.

Kotler & Armstrong (2014) believes that channel density refers to the subordinate middlemen in the retail class. There are mainly three types of strategic intensive distribution, selective distribution, and exclusive distribution. According to Sheng-Hsun Hsu et al. (2011) research pointed out intensive distribution is based on the convenience of location as the main factor; selective distribution is mostly presented in the form of specialty stores due to the low frequency of purchase; exclusive distribution requires close cooperation and cooperation between manufacturers and intermediaries, usually Will give exclusive agency rights in specific markets, in exchange for the sales method of middlemen's expertise, in order to maintain a high-level image.

According to the research of Shen-Ren Jeng (2014), according to the requirements that are met in the strategic structure of the channel structure, key indicators are selected according to the characteristics of these structures to discuss the measures to improve the channel in the future, and the following conclusions are obtained: 1. Channel strategy needs to be adjusted in line with sales locations; 2. The sales market determines the direction of product development; 3. Products and channels are complementary, and 4. Corporate image affects product image, which in turn affects sales profits. The channel structure lies in the number of channel levels, and is divided into zero-order channels and indirect channels. Due to the proliferation of the Internet, single channel or multiple channels have become a problem for companies to ponder.

(4). Promotion strategy

Promotions can provide consumers with short-lived and attractive incentives to promote consumers' desire to buy. Chen-I Huang (2015) research pointed out that most of the promotional activities are coordinated with the promotion strategy, especially DM and online advertising are the most common. Taking department stores as an example, there are many well-known brands entering, and they are

matched with anniversary promotional activities to increase consumers' willingness to buy. Zhi-Wen Ho (2013) research pointed out that most of the current advertisements use video and audio to promote, and the most common method is to use micro-films, so that the audience is less reluctant to watch advertisements, and videos can also be used for placement marketing. Let viewers want to use the same products, and increase the purchase rate. Kwei-Fen Shieh (2013) pointed out that advertising is no longer limited to advertising billboards, television, newspapers and magazines, etc. Consumers can collect product information and evaluations through the Internet, and then engage in consumption. From the research of the above scholars, it can be found that in terms of promotion strategy, promotion strategy must be supplemented in order to achieve the maximum effect.

2.2. La New Company Profile

La new International Co., Ltd. was established in 1996. With the brand spirit of "health, comfort and quality", it has been affirmed and supported by consumers and is the first brand of air-cushion shoes in Taiwan. La new uses horns and shoe shapes as its corporate identity, which symbolizes that the brand spirit is like a Taiwanese cow that never stops and is tenacious. It continues to show its vigorous vitality on the road to a leading brand in the healthy footwear industry. La new grasps the three major advantages of R&D, production, and quality. In 2001, Taiwan's only "Foot Research Institute" was established to develop the most suitable and comfortable footwear from the research on Oriental foot shapes; in 2002, La new was established "Quality Inspection Center", Quality assurance is implemented in every link of the development and production process; since 2005, the Institute has successively developed "three-density air-cushioned casual shoes", "core air-cushioned gentleman shoes" and revolutionary products "La new DCS comfortable kinetic energy air-cushion shoes". We are committed to providing consumers with the most comfortable walking tool on the surface.

La new currently has nearly 200 directly-operated stores in Taiwan, Japan, Vietnam and China, as well as nearly 20 department stores and shopping malls. It is the first to provide professional foot measurement services for consumers in the stores. and to provide Asian consumers with the most in-demand foot health services. Since 2000, the concept has been implemented in action, and a number of domestic and foreign "Ten Thousand People Walking" are held every year to lead consumers out of health! And La new can quickly sweep the market, but also to catch the increasingly important health trend. La new emphasizes foot care and is also very particular about the material. It uses materials from the Pittards leather factory in the UK, and the cost is twice that of other leather factories. Other manufacturers are gradually paying attention to the functionality and comfort of shoes, which is also a positive stimulus, enabling La new to continuously challenge new functions and technologies. Taiwan's own-brand shoe factories usually choose to enter the department store counters, but La New insists on the route of directly-operated chain stores, first to facilitate management, and second, to ensure operating income.

3. Research Methods

3.1. Research Framework

This study explores the impact of the marketing strategy of the case company La New on the brand image and future prospects. Through literature review, a specific research framework is drawn up, as shown in Figure 3-1. Zhen-Rong Shi (2005) pointed out that the main key to brand management lies in

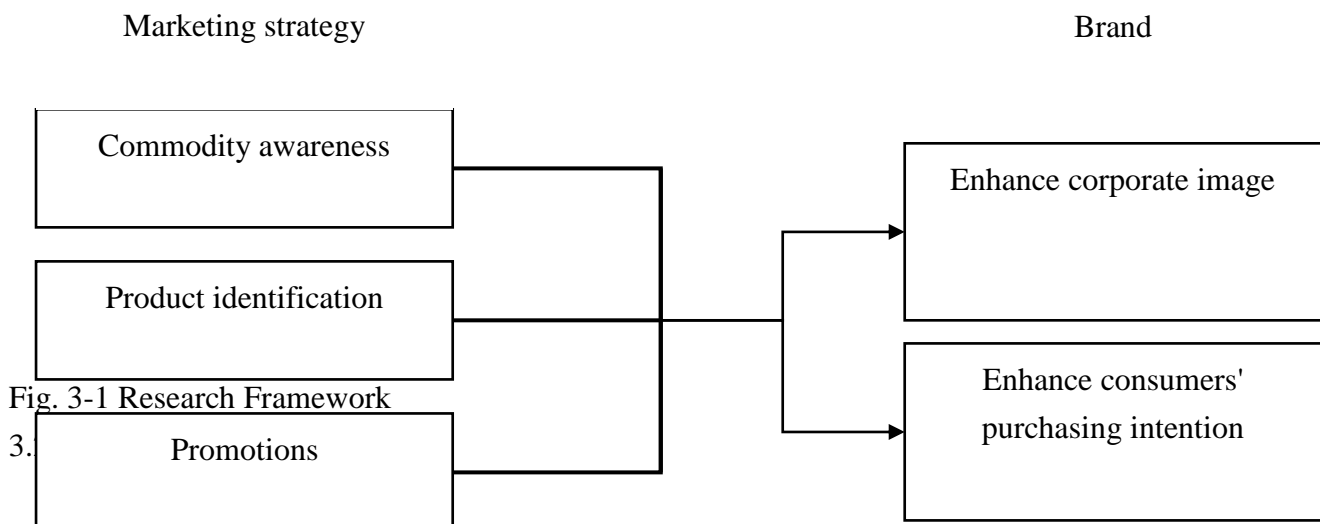
STP. Through market segmentation, the company's target market is selected, and then product positioning is carried out, so that the positioning of the brand and the product is consistent, and it can produce double benefits. In this case, differentiated marketing was adopted, several markets were selected as target markets, and products suitable for consumers in each market were created. At this point, the brand can be aligned with the product's positioning, which helps to enhance the brand image.

Yoo, Donthu & Lee (2000) believe that in 4P marketing, the marketing portfolio elements of consumer perception are regarded as the representative of marketing activities. Monroe and Krishnan (1985) stated that from consumers' purchasing decisions, it can be found that for consumers, price is an indicator of whether the product quality is good. Simon & Sullivan (1993) and Cobb-Walgren, Beal and Donthu (1995) emphasized that there is a positive relationship between advertising expenditure and brand image. Chun-Chao Liao's (2004) research pointed out that the frequency of holding promotional activities has a negative relationship with brand image, which will reduce consumers' image of the brand. Kang-Wei Chai et. al (2017) found that when the service quality is good, it will improve the evaluation, consumers' willingness to buy, and the brand image will also be improved; if the service quality is poor, it will not be able to attract consumers to buy goods, the brand image and service quality is inseparable. In addition to consumer appraisal, advertising is also an important key to brand image formation and word-of-mouth establishment.

According to the research of the above scholars, the marketing strategy is indeed importantly related to the brand image. The following conclusions can be drawn:

1. The frequency of La New's promotional activities will not reduce the brand image. It is inferred that consumers will have a positive impact on the brand image through promotional activities.
2. La New's methods of promoting promotional activities mainly focus on TV advertisements and online advertisements. Consumers have a positive impact on the brand image through these advertisements.
3. La New creates different products for each market group, so that consumers of each group can find products that suit them, which has a positive impact on the brand image.
4. From the positive effects of the above three points, it is inferred that La New's future prospects will allow consumers to have more product choices to help enhance the brand image, promotion and promotional activities will also enhance the brand image.

Inferred from the above analysis, the original research framework is shown in Figure 3.1:



In this study, SPSS20.0 statistical package software was used for data analysis and verification. The analysis is: descriptive statistics, reliability analysis, factor analysis, and One-way ANOVA.

Descriptive statistics provide a simple summary of the measured samples, and the results are quantified. This result is part of the statistical data that forms a broader content. The data is organized and summarized to describe the attributes of a certain group in order to have an overall understanding of the general characteristics of the data.

Reliability analysis refers to the degree of stability of the measurement results. It analyzes certain data and uses the "Cronbach's α " value as the result to verify the consistency of the impact of La New's corporate marketing strategy on the brand image and future prospects. Guelford (1965) pointed out that when the value of "Cronbach's α " is greater than 0.7, it means that the data is highly reliable and internally consistent, indicating that the marketing strategy has a high correlation with brand image and future prospects.

Factor analysis, the main purpose of factor analysis is to find out the structure of the data, use a few factors to explain a group of variables that are related to each other, and retain the most information, and then rename each factor. The application of factor analysis is to find potential factors, filter variables, summarize the data, select representative variables from the variables (select a variable to use among the factors), construct validity, and simplify the data (variables with high correlation, only One needs to be selected as a representative). The factor construct of the data is obtained by factor analysis, and the main factor is determined by the scale of the analysis result. In this study, KMO measure of sampling adequacy test and Bartlett test of Sphericity were first performed to test whether the analysis results are suitable for factor analysis. When the KMO value is greater than 0.6, the analysis result is good, and the significance is less than 0.01, which further proves that the data is very suitable for factor analysis.

3.2.4. One-way ANOVA

Use basic data to distinguish the respondent, and explore whether the four constructs have a significant impact on the company's marketing strategy based on the four constructs of education, age, occupation, and income. When the p value is less than 0.05, it means that the marketing strategy has a very significant impact on the company.

4. Results and analysis

4.1. Descriptive statistics

This questionnaire is divided into four parts, the first part: basic information. Part 2: Consumers' perception of La New products. Part 3: Consumers' perception of La New's image. Part 4: Consumers' understanding of La New promotion activities. Beside, this study adopts Likert 5-Points Scale, scoring the subjective cognition an "1" for strongly disagree, and a "5" for strongly agree. The higher the score of the subject, it means that they strongly agree that La New's marketing strategy will affect the brand image and future prospects. The distribution of the questionnaire for this study will be communicated with the manager of the La New enterprise store, and randomly selected consumers in the store to issue the questionnaire. Through the initial test, questionnaires are officially issued and collected, and then use SPSS software to analyze. The questionnaire was issued between December 2020 and February 2021. A total of 200 anonymous questionnaires were distributed, deducting damages and invalid responses, a total of 36, the number of valid questionnaires is 164, and the effective recovery rate is 82.00%. Execute

statistical analysis on the basic data of the subjects. The results of the analysis are shown in Table 2 and Table 3.

Table 2. Results of statistical analysis of basic data of subjects

Basic Statistics		frequency	(%)	Basic Statistics		frequency	(%)
Gender	Male	79	48.2	NT\$10,000 (Inclusive) below		9	5.5
	Female	85	51.8	NT\$10,001~ 20,000		5	3.0
Education level	Junior high (inclusiv e) and below	2	1.2	Monthly income	NT\$20,001 30,000	53	32.3
	High school	2	1.2		NT\$30,001 60,000	69	42.1
	Universit y (College)	103	62.8		NT\$60,001 90,000	19	11.6
	Institute (inclusiv e) or above	57	34.8		NT\$90,001 (Inclusive) above	9	5.5

Basic Statistics		frequency	%	Basic Statistics		frequency	%
Age	Under 18 years old (inclusive)	0	0				
	19-25 years old	45	27.4				
	26-30 years old	55	33.6				
	31~35 years old	32	19.5				
	36~40 years old	18	11.0				
	41~45 years old	9	5.5				

46~50 years old	3	1.8
51 years old (inclusive) and above	2	1.2

Table 3. Statistical analysis results of the occupational categories of the subjects

Occupational category	Frequency	%
Student	12	7.3 (%)
Technology Industry	38	23.2
Traditional manufacturing	9	5.5
Financial industry	17	10.4
Military public education	18	11.0
General service industry	51	31.1
Freelance	13	7.9
Other	6	3.7
Sum	164	100.0

4.2. Reliability analysis

The Cronbach's Alpha of the overall questionnaire in this study is 0.935, According to the study of Guelford (1965), "Cronbach's α " is generally between 0.35 and 0.7. In exploratory research, if the Cronbach's α value is greater than 0.7, it means that the questionnaire is highly reliable and can be analyzed. The reliability of this research in product cognition, image cognition, and activity understanding is greater than 0.7, so this research meets the reliability requirements of this level, as shown in Table 4.

Table 4. Reliability analysis results of each construct of the questionnaire in this research

Questionnaire constructs	Commodity recognition	Image recognition	Activity understanding
Cronbach's Alpha	0.847	0.871	0.882

4.3. Factor analysis

In this research, we will conduct KMO sampling suitability test to check the correlation between variables and Bartlett Test of Sphericity with the information obtained. $KMO=0.867>0.6$, indicating good analysis results. The KMO value is between 0 and 1. When the KMO value is larger, it means that the lower the partial correlation coefficient between any two variables. The more common factors there are, the better the effect of factor analysis and extraction of common factors, and the more suitable for factor analysis. The Bartlett Test of Sphericity value is 2193.529, $significance=0.000<\alpha=0.01$, which means this data is very suitable for factor analysis. Bartlett Test of Sphericity, Bartlett (1951) proposed a

spherical test for the correlation matrix between variables, and this test method showed a χ^2 distribution, the higher the correlation between the variables, the higher the value of χ^2 , indicating that it is more suitable for factor analysis.

This study uses principal-component analysis in factor analysis to find common factors, and selects common factors based on the eigenvalue greater than 1. The eigenvalue gradually flattened around factor 5, so choosing five factors can explain 62.689% of the total variation in total. Then through the Varimax, the selected factors are rotated to make their representative significance more obvious and easy to explain. The results are shown in Table 5, Table 6, and Table 7.

Table 5. Number of variables

No.	Variable
1	Do you think La New shoes are comfortable to wear?
2	Do you think there are many styles of La New shoes?
3	Do you think La New shoes are high quality?
4	Do you think La New shoes are durable?
5	Do you think wearing La New shoes will be very confident?
6	Do you think the quality of La New products is trustworthy?
7	Would you like to buy other La New products?
8	Do you think the on-site sales service attitude of La New store personnel is good?
9	Do you think the after-sales service of La New stores is good?
10	Would you give priority to buying La New shoes?
11	Do you think that La New has many outlets?
12	Compared to other footwear brands, do you like La New more?
13	Have you heard of La New from your friends?
14	Did you learn about the brand from La New's multiple channels?
15	Do most of the brands of shoes in your home are La New?
16	Do you think La New's advertising board is very eye-catching?
17	Do you think La New's TV commercials are attractive?
18	Do you often see La New ads on TV?
19	Do you think La New's full gift giving event can enhance your willingness to buy?
20	Do you think that La New holding cash discounts can enhance your willingness to buy?
21	Do you want La New to hold price promotions frequently? (You can enjoy the discount right away)
22	Are you willing to become a member of La New to get more member benefits?
23	Does the Product Endorser of La new influence your purchase intention?

Table 6. Extracted principal component analysis

Number	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
1	-0.061	0.077	0.714	0.029	0.118
2	0.553	0.084	0.239	0.054	-0.237
3	0.173	0.147	0.808	0.056	-0.029
4	0.190	0.082	0.766	0.078	0.200
5	0.664	0.220	0.334	0.123	0.007
6	0.280	0.150	0.693	0.127	0.201
7	0.346	0.333	0.521	0.100	0.143
8	0.196	0.125	0.227	0.235	0.810
9	0.196	0.194	0.249	0.170	0.821
10	0.632	0.389	0.200	0.023	0.320
11	0.657	0.081	0.159	0.073	0.233
12	0.754	0.282	0.079	0.224	0.219
13	0.588	0.014	0.035	0.166	0.353
14	0.167	0.073	-0.046	0.668	0.243
15	0.630	0.227	-0.009	0.314	0.103
16	0.308	0.298	0.095	0.634	0.223
17	0.209	0.204	0.253	0.795	0.029
18	0.027	0.115	0.072	0.880	0.037
19	0.311	0.777	0.001	0.245	0.048
20	0.140	0.831	0.239	0.143	0.000
21	0.018	0.792	0.330	0.109	0.096
22	0.299	0.662	0.197	0.153	0.327
23	0.283	0.512	-0.118	0.141	0.134

Table 7. The results of principal component analysis of marketing strategy factors

Name of Factor	Factor loading	Eigenvalue	explained variance
1. Brand factor			
Compared to other footwear brands, do you like La New more?	0.754		
Do you think wearing La New shoes makes you feel confident?	0.664		
Do you think that La New has many outlets?	0.657		
Would you give priority to buying La New shoes?	0.632	3.690	15.374%
Do most of the brands of shoes in your home are La New?	0.630		
Have you heard of La New from your friends?	0.588		
Do you think there are many styles of La New shoes?	0.553		
2. Promotional factors			
Do you think that La New holding cash discounts can enhance your willingness to buy?	0.831		
Do you want La New to hold price promotions frequently? (You can enjoy the discount right away)	0.792		
Do you think La New's full gift giving event can enhance your willingness to buy?	0.777	3.337	13.906%
Are you willing to become a member of La New to get more member benefits?	0.662		
Does the Product Endorser of La new influence your purchase intention?	0.512		
3. Quality factor			
Do you think La New shoes are high quality?	0.808		
Do you think La New shoes are durable?	0.766	3.215	13.395%
Do you think La New shoes are comfortable to wear?	0.714		

Do you think the quality of La New products is trustworthy?	0.693		
Would you like to buy other La New products?	0.521		
<hr/>			
4. Promotional channel factors			
Do you often see La New ads on TV?	0.880		
Do you think La New's TV commercials are attractive?	0.795		
Did you learn about the brand from La New's multiple channels?	0.668	2.714	11.307%
Do you think La New's advertising board is very eye-catching?	0.634		
<hr/>			
5. Service factor			
Do you think the after-sales service of La New stores is good?	0.821		
Do you think La New's store staff have a good on-site sales service attitude?	0.810	2.090	8.707%

The first factor is mainly composed of seven types of high-relevant variables, such as "La New shoe style", "Wearing La New shoes", "Buying La New shoes", "La New store outlet", "Love La New brand", "Learning La New brand", and "La New mostly". Therefore, the factor was renamed "brand factor". The factor loadings are between 0.553 and 0.754, the eigenvalue is 3.690, and the explained variance is 15.374%.

Factor 2 is mainly composed of five high-relevant variables, such as "holding cash discounts", "holding price promotions", "full gift giving activities", "member benefits", and "La new product endorser". This factor is renamed as "promotional factor". The factor loadings are between 0.512 and 0.831, the eigenvalue is 3.337, and the explained variance is 13.906%.

Factor 3 is mainly composed of five high-relevant variables, such as "high-quality shoes", "durable shoes", "comfortable shoes", "the quality of the products are trustworthy", and "purchase other La New products". The factor is renamed as "quality factor". The factor loadings are between 0.521 and 0.808, the eigenvalue is 3.215, and the explained variance is 13.395%.

Factor 4 is mainly composed of four high-relevant variables, such as "La New advertising", "TV commercials are very attractive", "multiple channels of publicity", and "advertising boards are very eye-catching". The factor is renamed as "propaganda channel factor", the factor loadings are between 0.634 and 0.880, the eigenvalue is 2.714, and the explained variance is 11.307%.

Factor 5 is mainly composed of two high-relevant variables such as "good after-sales service" and "good on-site sales service attitude". Therefore, this factor is renamed as "service factor", and the factor loadings are between 0.810 and 0.821, the eigenvalue is 2.090, and the explained variance is 8.707%. The five factors selected above can explain 62.689% of the total variation in total.

4.4. One-way ANOVA

One-way ANOVA was performed on the five factors after the renaming of age, and ranked according to the magnitude of the F test value. The results are shown in Table 8 for the one-way ANOVA of the five factors by age. It can be seen from Table 8 that the F test value of the "service attitude factor" is the largest, and the significance $p\text{-value}=0.005<0.01$, which means that the "service attitude factor" has a significant positive correlation with consumers of all ages.

Table 8. One-way ANOVA of age to five factors

		SS	DF	MS	F	Significance	Rank
Brand factor	Between group	7.883	6	1.314	1.330	0.247	2
	Interclass	155.117	157	0.988			
	Amounts	163.000	163				
Promotional factors	Between group	4.621	6	0.770	0.764	0.600	4
	Interclass	158.379	157	1.009			
	Amounts	163.000	163				
Quality factor	Between group	6.346	6	1.058	1.060	0.389	3
	Interclass	156.654	157	0.998			
	Amounts	163.000	163				
Promotional channel factors	Between group	2.750	6	0.458	0.449	0.845	5
	Interclass	160.250	157	1.021			
	Amounts	163.000	163				
Service attitude factor	Between group	17.780	6	2.963	3.204	0.005***	1
	Interclass	145.220	157	0.925			
	Amounts	163.000	163				

The One-way ANOVA of the five factors after the education level was renamed, and the rankings were made in order according to the value of the F test. The results are shown in Table 9 for the One-way ANOVA of the five factors by education level. It can be seen from Table 9 that the significance of the five factors is greater than 0.1, so these five factors are not significantly positively correlated with the education level factors.

Table 9. One-way ANOVA of five factors by education level

		SS	DF	MS	F	Significance	Rank
Brand factor	Between group	1.504	3	0.501	0.497	0.685	4
	Interclass	161.496	160	1.009			
	Amounts	163.000	163				
Promotional factors	Between group	3.186	3	1.062	1.063	0.366	2
	Interclass	159.814	160	0.999			
	Amounts	163.000	163				
Quality factor	Between group	0.725	3	0.242	0.238	0.869	5
	Interclass	162.275	160	1.014			
	Amounts	163.000	163				
Promotional channel factors	Between group	1.599	3	0.533	0.528	0.663	3
	Interclass	161.401	160	1.009			
	Amounts	163.000	163				
Service attitude factor	Between group	5.722	3	1.907	1.940	0.125	1
	Interclass	157.278	160	0.983			
	Amounts	163.000	163				

Occupation category performs One-way ANOVA of the five factors after its renaming, and ranks them in order according to the magnitude of the F value. Table 10 shows the One-way ANOVA of the five factors by occupation category. From Table 10, it can be seen that the F-value of the "propaganda channel factor" is the largest, and the significance $p\text{-value}=0.05 \leq 0.05$, which means that the "propaganda channel factor" has a significant positive correlation to consumers of different occupational categories.

Table 10. One-way ANOVA of five factors by occupational category

		SS	DF	MS	F	Significance	Rank
Brand factor	Between group	5.322	7	0.760	0.752	0.628	5
	Interclass	157.678	156	1.011			
	Amounts	163.000	163				
Promotional factors	Between group	5.061	7	0.723	0.714	0.660	6
	Interclass	157.939	156	1.012			
	Amounts	163.000	163				
Quality factor	Between group	8.536	7	1.219	1.232	0.289	4
	Interclass	154.464	156	0.990			
	Amounts	163.000	163				
Promotional channel factors	Between group	13.858	7	1.980	2.071	0.050**	1
	Interclass	149.142	156	0.956			
	Amounts	163.000	163				
Service attitude factor	Between group	10.377	7	1.482	1.515	0.166	2
	Interclass	152.623	156	0.978			
	Amounts	163.000	163				

The monthly income performs One-way ANOVA of the five factors after its rename, and ranks them in order according to the F value. The results are shown in Table 11 for One-way ANOVA of the monthly income to the five factors. From Table 11, it can be seen that the F-test value of "service attitude factor" is the largest, and the significance p-value=0.056<0.1, which means that "service attitude factor" is slightly positively correlated with the monthly income factor.

Table 11. One-way ANOVA of monthly income to five factors

		SS	DF	MS	F	Significance	Rank
Brand factor	Between group	3.026	5	0.605	0.598	0.702	4
	Interclass	159.974	158	1.012			
	Amounts	163.000	163				
Promotional factors	Between group	6.270	5	1.254	1.264	0.282	2
	Interclass	156.730	158	0.992			
	Amounts	163.000	163				
Quality factor	Between group	5.299	5	1.060	1.062	0.384	3
	Interclass	157.701	158	0.998			
	Amounts	163.000	163				
Promotional channel factors	Between group	2.592	5	0.518	0.511	0.768	5
	Interclass	160.408	158	1.015			
	Amounts	163.000	163				
Service attitude factor	Between group	10.669	5	2.134	2.213	0.056*	1
	Interclass	152.331	158	0.964			
	Amounts	163.000	163				

5. Conclusions and suggestions

5.1. Conclusions

There is no longer one choice for shoe brands. In response to consumer needs, the industry provides a variety of brands for consumers to choose from, and La New operators establish a market that belongs to the company. Based on consumers' subjective feelings, La New's service attitude is the most important factor in enhancing the brand image. Nowadays, consumers pay attention to high quality and high service when buying goods. In terms of service attitude, La New has perfect measures to enable consumers to feel a good atmosphere at the moment of purchase. Consumers attach importance to service attitude factors to increase their willingness to buy, which shows that the marketing strategies and methods used by La New can enhance the corporate image.

Through ANOVA analysis, it can be known that 1. "Service Attitude Factors" have a significant influence on consumers of different age groups and different monthly incomes; 2. "Publicity channel factors" have a significant influence on consumers of different occupational categories. Based on the

above two results, this study believes that La New companies should strengthen service attitude and etiquette training when training reception staff. At the same time, La New's marketing department must have diversified promotional content to attract more consumers.

Eigenvalue of the factor analysis of brand image enhancement: factor one brand factor (3.690) is greater than factor two activity promotion factor (3.337), greater than factor three quality comfort factor (3.215), greater than factor four propaganda channel factor (2.714), and greater than factor five service attitude factor (2.090). It can be seen that the eigenvalue of factor 1 is relatively large, so "brand factor" has a great influence on enhancing brand image (Shi-Ying Yang, 2008).

5.2. Suggestions

The products sold by La New have maintained the concept of health, comfort, high quality and no compromise. In recent years, consumption channels have diversified, competition among industry players has become more intense, and promotional activities have also emerged. The La New brand has gradually been ignored by consumers. People are already a little bit shy about high quality and high prices, and they go to other stores with discounts. This study suggests that the management of La New needs to adjust its operating methods, because the current economic situation is not good, and consumers will consider their purse purchasing power when purchasing high-quality and high-priced products. At the same time, it is also recommended that the marketing department of La New enterprises design different promotional content for different occupational categories to promote consumers' purchase intentions and also enhance the brand image of La New enterprises.

Researchers in the follow-up related industries must have a basic understanding: 1. The information obtained in this study can only represent consumers in the stores of La New companies in Hsinchu and Miaoli, and does not include consumers in other stores. 2. The marketing strategy referred to in this research refers to the marketing strategy for shoe products, and the marketing strategy for other products (such as household appliances, furniture) is outside the scope of this research. At the same time, it is also recommended that future researchers in related fields use the same research methods to explore 3C products, AI-related products, and other traditional industrial products, and determine whether they can reach the same conclusion. Furthermore, it is possible to compare the research on the same products and themes in the developing countries and the developed countries, where there are differences in conclusions.

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