



**THE IMPACT OF UNIQLO'S BRAND IMAGE ON CHINESE  
CONSUMERS' PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
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This Independent Study has been approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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### ABSTRACT

With China's rapid economic development and changing consumer preferences, international clothing brands such as UNIQLO have achieved remarkable success in the Chinese market. This study aimed to explore the impact of UNIQLO's brand image on Chinese consumers' purchase intention. The research objectives include: 1) To explore the impact of UNIQLO's company image on consumers' purchase intention; 2) To explore the impact of UNIQLO's user image have impact on consumers' purchase intention; 3) To explore the impact of UNIQLO's product image on consumers' purchased intention.

This study adopted the quantitative research method and used the Biel model to analyze UNIQLO's brand image, including company image, user image and product image. A questionnaire was designed and distributed to 343 UNIQLO consumers for data collection. The results of this study indicate that UNIQLO's company image, user image and product image have a positive impact on consumers' purchase intention. Based on the conclusions drawn, the following suggestions are made for UNIQLO's brand image: 1) To strengthen company image construction and actively assume social responsibility; 2) To focus on product and service quality and maintain product and service image; 3) To strengthen user image construction and shape brand personality.

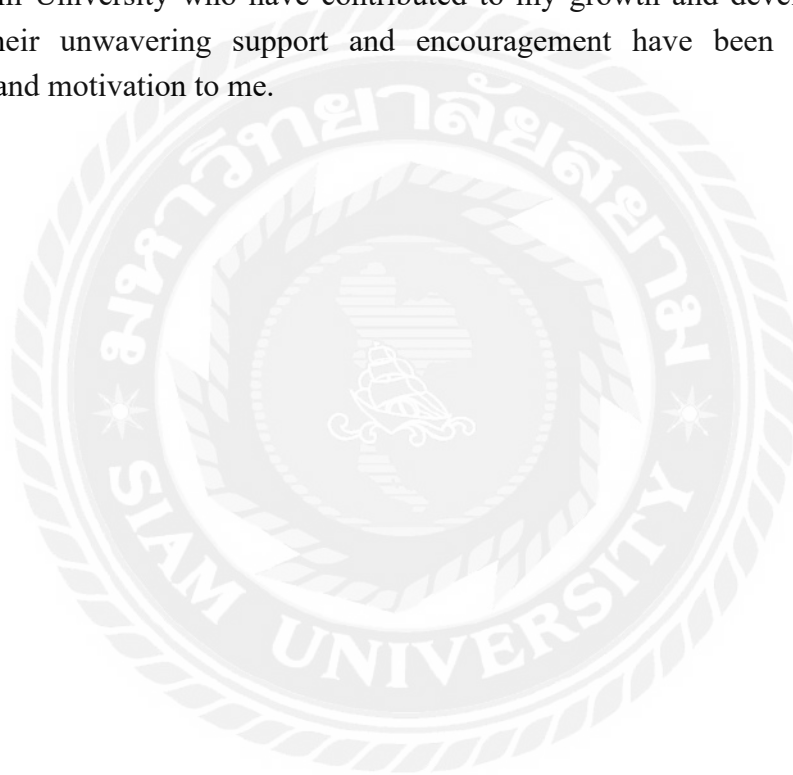
**Keywords:** brand image, purchase intention, UNIQLO, clothing industry, Biel Model

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## DECLARATION

I, LIU QIAN , hereby declare that this Independent Study entitled “The Impact of UNIQLO’s Brand Image on Chinese Consumers’ Purchase Intention” is an original work and has never been submitted to any academic institution for a degree.

*Liu Qian*

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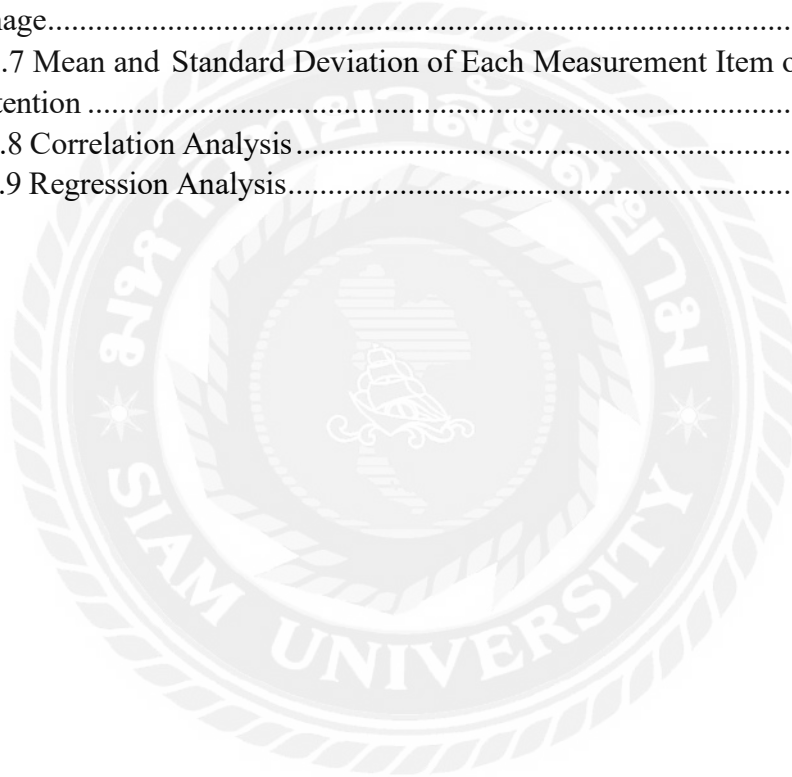
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# Chapter 1 Introduction

## 1.1 Background of the Study

Since the reform and opening up, China's economic foundation and science and technology have developed by leaps and bounds, and the comprehensive national strength has been greatly improved. With the growth of economic strength, people's focus is no longer simply on having enough food and clothing, but on this basis, they pursue healthier food and more comfortable and beautiful clothes. China has a population of 1.4 billion. Xu et al. (2007) proposed that brands are concepts proposed by consumers and exist in the minds of consumers in the form of cognition, association, attitude, and evaluation. As a populous country in the world, it determines that China's clothing market must have the characteristics of large demand. The clothing industry plays a vital role in the national economy and is a traditional pillar industry in China's industrial layout.

The China National Garment Industry Association proposed in the "Guiding Opinions on the Development of China's Garment Industry in the 14th Five-Year Plan and Long-Term Goals for 2035": During the "14th Five-Year Plan", efforts should be made to cultivate a large number of world-famous, world-class and world-influential brands. By 2035, China's clothing industry will be built into a leader in global fashion trends, a driver of world clothing technology and a strong promoter of sustainable development. According to a report released by iiMedia Research, the retail sales of clothing products of units above the designated size in China reached 997.46 billion yuan in 2021. During the epidemic, the state intervened and preferential policies were continuously implemented, but the market did not show a downturn. It is expected to reach 1,107.18 billion yuan in 2025. Chen (2019) extracted data from questionnaires in their book to analyze the impact of scenario marketing in the clothing industry, and concluded through data analysis that scenario experience can provide consumers with a good consumer experience and strengthen consumers' recognition and loyalty to the brand. Many aspects of the clothing market reflect the changes in the clothing industry. This change is mainly the change in the consumer subject. After the middle-aged and young people became the mainstream consumer subject, their consumption habits changed to the pursuit of personalized clothing and paying for high-quality merchant services. Under the influence of this trend, if China's companies want to form their own brand advantages in the international market, they must establish a good brand image. And studying the impact of the brand image of foreign clothing companies that have successfully internationalized on the purchase intention of China's consumers will also provide certain references for the brand strategies of China's clothing companies.

With the acceleration of reform and opening up, China has become the world's largest clothing consumer, and its clothing market has become a battleground for many international brands. Some multinational clothing brands have entered China one after another, accelerating the development of China's clothing market, especially in the field of affordable mass casual wear. Since 2002, fast fashion brands such as UNIQLO, H&M, GAP, ZARA, MANGO, C&A, etc. have opened stores in China's, deployed in first- and second-tier cities, and continued to expand in China. Some brands have even begun to deploy in third- and fourth-tier cities in China.

With its fashionable and classic design, high-quality product quality, affordable prices and quick-response business model, UNIQLO has become the most successful representative and has won the favor of China's consumers. In August 2015, UNIQLO had 387 stores in China, while in August 2020, the number of UNIQLO stores in China reached 767, surpassing the number of stores in its home market for the first time. In recent years, the number and scale of UNIQLO stores in China have continued to expand, while other fast fashion brands such as GAP, ZARA and HM have been acquired, closed and withdrawn from the China's market. In this case, the reasons why UNIQLO can achieve counter-cyclical growth are worth exploring. Fan (2021) studied the marketing methods of UNIQLO in a provincial city in the Yangtze River Delta and found that there were two problems in its promotion, namely, poor advertising strategy and excessive emphasis on young people. When studying the development of fast fashion brands in China, Zhao (2021) discussed the quality and environmental protection problems of UNIQLO's clothing products in the course of its operation. In addition, in the process of international economic integration, how brands can enter the international market and how brands and target markets can communicate effectively are all issues worth studying. The successful experience of UNIQLO in China is worth learning from for China's clothing companies.

In today's highly competitive market environment, companies must seek effective marketing strategies to distinguish themselves and attract consumers. In this process, brand image plays a vital role. The importance of brand image is highlighted in the following aspects:

Brand image plays a significant role in guiding consumers' purchase decisions. When consumers choose clothing, in addition to paying attention to product quality and price, they pay more attention to the brand's image and positioning. A good brand image can give consumers a sense of trust in the product, which in turn affects their purchase decisions. Jia (2019) believed that clothing brand image is a long-term accumulation of cultural and other elements in the minds of consumers, and the uniqueness of the brand.

The key is whether consumers' unique clothing preferences can be captured. Zhao et al (2022) conducted research on the image of clothing co-branded brands and

verified the relationship between clothing co-branded brand image, consumer trust and consumer purchase intention. Among them, consumer trust has different mediating effects in the other two variables.

Brand image plays an important role in shaping brand differentiation advantages. In the fiercely competitive clothing market, a unique brand image helps brands stand out from many competing products and attract and maintain consumers' attention. This differentiated brand image can help brands establish lasting competitive advantages and thus achieve long-term market development. Xu et al (2007) included clothing brands in the research field. On the basis of theories such as brand identification system, company image identification system, brand marketing and communication, they established the weight relationship between the image dimensions of different clothing brands, providing a quantitative basis for clothing brands to construct their own image characteristics. Yu et al (2016) studied the influence of the image shaping of physical stores on brand image, and found that the factors with the largest weights on the four primary indicators of store environment, service, goods and advertising are: the goods themselves, window design, on-site POP design and after-sales service.

Brand image is also crucial to promoting consumer brand loyalty. Brand image can not only improve consumers' awareness of the brand, but also deepen the emotional connection between consumers and the brand by conveying the brand's values and concepts, thereby increasing consumers' brand loyalty. Scholars such as Dai et al (2021) discovered that the color elements of clothing brands have a significant impact on brand loyalty, and constructed corresponding models through SOR theory, concluding that clothing brands can improve consumers' brand loyalty by increasing brand color salience. In conclusion, Zhang (2022) found through research that consumers' perception of product innovation will significantly affect consumer brand loyalty.

## **1.2 Questions of the Study**

Based on the Biel model, this study poses the following three research questions:

- (1) Does UNIQLO's company image have an impact on consumer purchase intention?
- (2) Does UNIQLO's user image have an impact on consumer purchase intention?
- (3) Does UNIQLO's product image have an impact on consumer purchase intention?

## **1.3 Objectives of the Study**

In order to analyze consumers' purchase intention for UNIQLO, the research objectives of this study are as follows:

(1) To explore the impact of UNIQLO's company image on consumers' purchase intention.

(2) To explore the impact of UNIQLO's user image have impact on consumers' purchase intention.

(3) To explore the impact of UNIQLO's product image have impact on consumers' purchase intention.

## **1.4 Scope of the Study**

This study is quantitative research. Second-hand data from 2019 to 2024 were obtained through Internet channels and internal data of enterprises to understand the basic situation were collected. Then, a questionnaire survey was conducted with 343 consumers who purchased UNIQLO products in September 2024. By searching CNKI with the keywords "brand image, purchase intention, UNIQLO, clothing industry, Bill model", a total of 81 relevant documents were retrieved, of which 43 highly relevant documents provided secondary data support for this study.

## **1.5 Significance of the Study**

### **1.5.1 Theoretical Significance**

There are many studies on brand image abroad, but in terms of specific development and application in various industries, it is still in an early stage, and there are few in-depth and systematic applied research results. Therefore, theoretical research is often ahead of applied research. This study combines the specific analysis of UNIQLO's international brand image and attempts to find new angles and new viewpoints on brand image research.

### **1.5.2 Practical Significance**

As more and more multinational clothing companies successfully enter the Chinese market, brands such as ZARA, H&M, UR and UNIQLO have won the favor of consumers in China. However, Chinese clothing companies have problems such as weak brand competitiveness and low popularity. This study took UNIQLO as an example to study whether its behavior of creating an international brand image has an impact on Chinese consumers, which has important reference significance for the brand building of Chinese clothing companies. Under the current strategic background of implementing a strong brand country, helping them establish a good brand image while ensuring the quality of their products will be conducive to the future development of Chinese clothing brands.

## **1.6 Definition of Key Terms**

### **1.6.1 Brand Image**

Brand image refers to the individual characteristics of an enterprise or a certain

brand in the market and in the minds of the public. It reflects the public, especially consumers' evaluation and cognition of the brand. Brand image includes product name, packaging, pattern advertising design, etc. Image is the foundation of the brand, so enterprises must attach great importance to shaping brand image.

### **1.6.2 Company image**

Company image is the external manifestation of the brand, which includes the perceptible hard elements of the brand, such as product quality, design style, service standards, etc. At the same time, the company image also carries the soft attributes of the brand, such as brand culture, values and social responsibility, etc.

### **1.6.3 User image**

User image is the consumer's subjective perception of a brand, which reflects the interaction and relationship between the consumer and the brand. The hard attributes of user image may include the user's evaluation of product performance, while the soft attributes may include the user's loyalty and trust in the brand.

### **1.6.4 Product image**

Product image is the core of the brand, which is directly related to the features and functions of the product. The hard attributes of a product include its performance, price and ease of use, while the soft attributes are reflected in aspects such as user experience and brand image story, which can trigger consumers' inner emotional response.

### **1.6.5 Consumer Purchase Intention**

Consumer purchase intention refers to the intensity of a consumer's tendency or desire to purchase a product or service. It is the subjective psychological state of a consumer when considering whether to make a purchase, and reflects the consumer's demand and preference for a specific product.

## Chapter 2 Literature Review

### 2.1 Overview of Brand

In a market economy with diverse products and extremely rich information, brands can effectively differentiate a company's products and services from those in the same industry. Brands are surpassing competitive factors such as price and products, becoming the most vital and differentiated competitor for companies to occupy the market. The recognition of brands is because the intangible value contained in the brand is receiving widespread attention. Through this intangible value, merchants and consumers are closely connected. After merchants mark the goods with brand logos, they let consumers enjoy the goods and make consumers measure the goods with their hearts and choose to believe. Hu (2016) believed that brands are unique interest carriers, value systems and credit systems formed by systematic production, interactive communication, and interest consumption based on elements such as material products or services, consumer experience perceptions, symbol systems and symbolic meanings. Liu (2022) believed that brands have values, and if brand development wants to last, it must adhere to the correct values.

The purpose of a company's own brand management is to build and maintain a unique and strong brand image to achieve multiple key goals. Through brand management, companies can clearly define their position in the market and identify their target consumer groups. Moreover, a brand is not only a logo for a product or service, but also a bridge to establish an emotional connection between a company and its consumers. A strong brand can inspire consumers' sense of identity and belonging, thus prompting them to become loyal users of the brand, willing to make repeat purchases and recommend others.

Brand marketing is the process of making consumers form a cognition of the company's brand and products through marketing. Brand marketing is not only for selling products, but also for building and enhancing brand image and ultimately realizing brand value. Through the use of various strategies in marketing, it is the process of target consumers forming cognition, recognition and approval of the company's brand and products. When studying tea beverage companies, Chen (2019) proposed to establish a brand image to deepen consumer cognition, shape the brand image and create brand IP by understanding consumer preferences and needs, and achieve multi-faceted marketing and continue brand tone by expanding the brand's product categories. Zhang & Li (2022) analyzed the overall framework of company brand marketing under the background of digital economy, explaining that only by abandoning traditional marketing thinking, establishing digital thinking, and raising brand marketing to the height of company development strategy can companies

achieve brand competitiveness.

With the development of network technology, a new marketing method has emerged which is live streaming. Enterprises can place advertisements through Douyin, Weibo, Taobao and other platforms to attract consumers' attention, increase the rate of online interaction with consumers, and form a two-way marketing method online and offline. Zhang (2022) combined research on big data and marketing, analyzed the opportunities and threats encountered by marketing in the big data era, and proposed corresponding marketing strategies based on the characteristics of the big data era. New product development has also brought fresh blood to the continued development of fast fashion clothing brands. UNIQLO has also cooperated with Marvel Films and Television to launch co-branded clothing. Liu & Gao (2015) pointed out that excellent content, incentive mechanisms, the unique charm of Internet celebrities, and good interactions can significantly and positively affect consumers' purchase decisions. Experiential marketing can make brands more competitive by communicating and interacting with consumers. Li (2023) believed that for products with low experience, consumers can judge their product value online. For products with high experience, the value cannot be judged through online channels and can only rely on Brick and mortar store. Meng & Cui (2020) took UNIQLO's kaws co-branded products as an example to analyze the co-brand marketing of well-known brands and other brands. They believed that major brands carry out co-brand marketing, make full use of their respective brand resources, and focus on the brand to target consumers. The appeal can improve the brand's position in market competition.

## **2.2 Research Review on the Current Status of UNIQLO**

Some scholars have conducted research on UNIQLO's brand strategy. Wang (2020) believed that the introduction and application of UNIQLO's own-brand professional retailer business model (SPA model) can achieve a rapid response to the market, highlighting its strategic application in retail brands. Based on the analysis of the marketing environment, Zhao (2017) used the 4Ps theory and localization theory as the theoretical framework to objectively analyze the specific ways in which UNIQLO conducts brand marketing in China from five aspects: product, price, channel, promotion and localization strategy. Wang (2022) summarized UNIQLO's localization marketing strategy in China, including the adoption of the SPA model, clear product positioning, adherence to the direct sales model and the promotion of online marketing. Peng (2021) summarized UNIQLO's brand strategy based on the "Internet+" environment, including the innovation of the SPA business model, social network marketing, the promotion and use of its own applications, and dual-channel marketing.

In their study of the international clothing brand UNIQLO, Fan (2021) analyzed



UNIQLO's SPA model and concluded that the reason for UNIQLO's success was the adoption of efficient supply chain management, the guidelines of the "craftsman project" and the creation of technological clothing products. Liu (2022) used UNIQLO as an example to study digital marketing in the post-epidemic context and concluded that UNIQLO adopted an offline and online dual-channel integrated marketing model to accurately target the target group and obtain a large amount of economic benefits. Cao (2022) took the UNIQLO brand as an example to analyze the current status of the application of design thinking with user experience as the core in brand design, and to create an excellent brand design that satisfies the user experience.

Regarding the specific marketing model in the context of the new media era, Zhu et al (2017) combined classic cases such as UNIQLO's clock plug-in and virtual queue to explore its marketing strategies such as experience marketing and relationship marketing. In terms of integrated marketing, Zhao (2018) took UNIQLO as an example to study the formation and implementation background of the integrated marketing strategy under the O2O2O model, and explained the implementation details of integrated marketing from the aspects of products, prices, channels, etc. In terms of global development strategy, Yu & Wang (2016) conducted a comprehensive analysis of UNIQLO's current strengths, weaknesses and opportunities based on the SWOT analysis method, and further proposed a global development strategy: UNIQLO should break away from the "fast fashion" positioning, build a real brand, improve the supply side, serve the needs, and constantly innovate itself and realize social responsibility.

### **2.3 Research Review on Purchase Intention**

Foreign scholars have also conducted in-depth discussions on the factors that affect consumers' willingness to buy from different perspectives: Sharma et al (1994) conducted an empirical study from the perspective of consumption scenarios. The results show that the factors that affect consumers' willingness to buy include both direct factors and indirect factors. Factors that can directly affect consumers' willingness to buy include: store atmosphere, environment, layout and the service attitude of store staff can indirectly affect consumers' willingness to buy. Babin (1995) studied consumer behavior in the commodity retail industry from the perspective of the product itself. He concluded that the nature of the commodity itself has a significant impact on consumers' willingness to buy, and consumers' cognition and evaluation of the nature of the commodity directly determines their willingness to buy. Cordell et al. (1996) conducted research from the perspective of product externality. External cues refer to information related to the commodity, including brand name, price, and country of origin information. Changes in external cues will also affect

consumers' willingness to buy.

Some scholars have proposed that consumers' purchase intention can affect consumers' purchase intention (Patterson & Spring, 1997), and the definition standard of consumer satisfaction is whether the products or services purchased by consumers can meet their needs. Merchant services will affect consumers' judgment of products, and consumers' purchase intention has a significant intermediary effect on repurchase intention, which will promote the formation of consumers' purchase intention (Naeem, 2019).

Although the research on purchase intention started late in China, the research progress has been fast in recent years and the research results are relatively rich. Scholars have conducted in-depth research on purchase intention using various research methods from different industries and different perspectives. Zhu & Wang (2018) distinguished between consumer context and product attributes. The study showed that consumer personality characteristics and product information will affect consumers' purchase intention. Through the review of existing literature, scholars have divided the factors that affect consumers' purchase intention into three aspects. First, consumers' purchase intention is related to the country of origin, store, company, product, brand image and product information.

Khan & Arwab (2023) selected retailers as the research object to conduct an empirical study. The results showed that the image of retailers would stimulate the generation of purchase intention. Liu (2022) compared the origins of different brands and found that the image of the brand's country of origin would affect the purchase intention. Luo (2022) believed that the store image would affect the purchase intention. Second, consumer purchase intention is related to consumer satisfaction, consumer psychological attitude, and consumer evaluation. Ye & Huang (2024) believed that product scarcity appeal would have an effect on consumer psychological attitude, thereby affecting purchase intention. Zhu et al. (2022) studied the quality of online user reviews and found that it had a positive impact on consumer purchase intention. Wang (2020) conducted an empirical study on e-commerce consumption patterns, and their research conclusion was that platform usability and service response would also affect consumer purchase intention. Third, consumer purchase intention is related to consumer perception. Shao et al. (2019) concluded based on the investment model that consumer cognitive value is the core factor affecting purchase intention. Wang (2022) studied mobile short videos and found that perceived value promotes purchase intention.

## **2.4 Biel Model**

The Biel model, proposed by Biel, is a theoretical framework that explains the composition and expression of brand image. The model divides brand image into

three main components: company image, user image and product image. These three levels together shape the overall perception of the brand.

The Biel model proposed by Alexander L. Biel in 1993 explains and analyzes the formation of brand image and its impact on marketing strategies. The model emphasizes that brand image is reflected through three images: company image, user image and product image.

#### **2.4.1 Company Image**

In the context of the Biel model, company image refers to the overall impression the public has of an enterprise. This image encompasses not only the brand identity and advertising but also consumer experiences, company social responsibility, and cultural values. Literature indicates that a positive company image can enhance consumer trust, thereby influencing their purchase decisions and brand loyalty. Meng & Cui (2020) found that brand awareness has a positive impact on brand image. Brand image can directly affect consumers' purchase intention, and it can also indirectly affect purchase intention due to differences in brand attitudes. Research shows that factors such as crisis management, transparency, and communication with stakeholders are crucial in shaping the company image.

#### **2.4.2 User Image**

User image refers to the self-identity consumers form when choosing and using products. The Biel model emphasizes that user image is profoundly influenced by social factors, cultural background, and personal experiences. Literature suggests that consumers tend to select products that enhance their social status or personal identity. Keller (2003) emphasized the source of brand equity from the perspective of consumers, pointing out that brand equity is due to consumers' different responses to marketing activities due to their different brand knowledge, and proposed the CBBE model. For example, luxury brands are often perceived as status symbols, attracting consumers who seek high social recognition.

#### **2.4.3 Product Image**

Product image refers to consumers' perceptions and emotional responses toward a product, usually including aspects such as appearance, functionality, quality, and brand reputation. Zhao (2017) believed that content marketing ultimately has a positive effect on brand loyalty. Within the framework of the Biel model, product image is a significant factor influencing consumer purchase decisions. Literature indicates that product design, packaging, and marketing strategies significantly impact the construction of product image.

## 2.5 Theoretical Framework

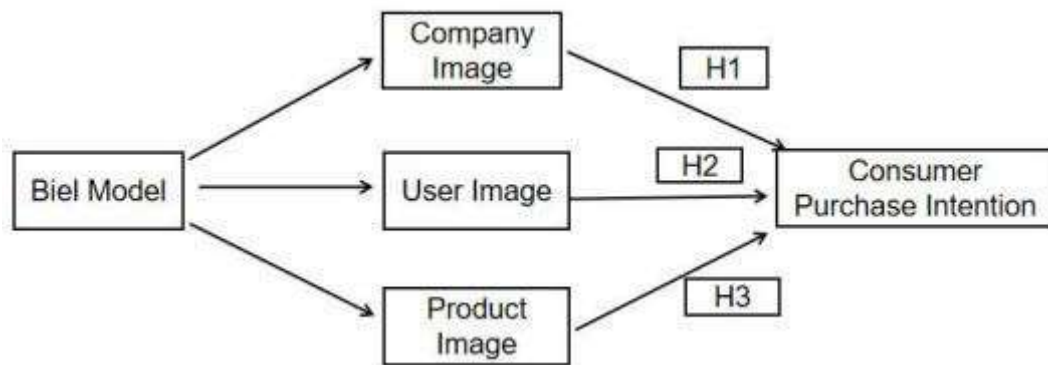
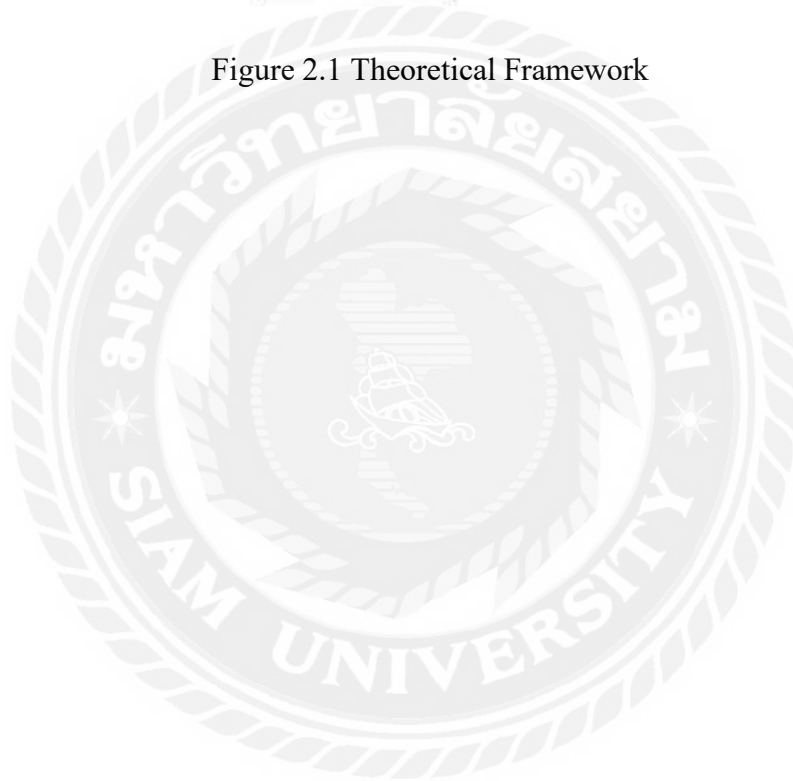


Figure 2.1 Theoretical Framework



## Chapter 3 Research Methodology

### 3.1 Research Design

The research method of this study is the quantitative method, using a questionnaire survey.

Questionnaire survey: This study starts from the consumers of UNIQLO products, explores the willingness to buy UNIQLO, summarizes the relevant research, extracts information, and draws on the research of previous scholars to design the measurement items, scale questions and basic information questions of the questionnaire.

### 3.2 Population and Sample

This study used a questionnaire survey to collect data. The population was the consumers who had purchased UNIQLO products and the number of sample was 350.

### 3.3 Hypothesis

This study adopts the Biel's brand image model. Based on the existing research of domestic and foreign scholars, the research hypotheses of this study are proposed.

H1: UNIQLO's company image has a positive impact on consumers' purchase intention.

H2: UNIQLO's user image has a positive impact on consumers' purchase intention.

H3: UNIQLO's product image has a positive impact on consumers' purchase intention.

### 3.4 Research Instrument

This study designed a questionnaire based on the Biel model. The questionnaire is divided into four parts (Table 3. 1). The first part is the basic information of consumers participating in the survey (questions 1-6), mainly including basic information including gender, age, occupation, education level, income, and number of purchases; the second part is the company image (questions 7-10); the third part is the user image (questions 11-14); the fourth part is the product image (questions 15-19); the fifth part is consumers' purchase intention (questions 20-22).

Table 3.1 Questionnaire Outline

Variable	Question	Coding
1.Basic Information	What is your gender?	Q1
	What is your age?	Q2

	What is your occupation?	Q3
	What is your educational level?	Q4
	What is your income situation?	Q5
	How many times have you purchased UNIQLO products?	Q6
2.Company Image	UNIQLO brand company is large in scale?	Q7
	UNIQLO brand has been established for a long time?	Q8
	UNIQLO brand company has strong R&D and innovation capabilities?	Q9
	UNIQLO brand company employees and stores have a good image?	Q10
3.User Image	UNIQLO consumers are mainly young college students?	Q11
	UNIQLO consumers have received higher education?	Q12
	UNIQLO consumers are very individualistic and have good taste?	Q13
	UNIQLO consumers have a higher social class?	Q14
4.Product Image	UNIQLO brand logo design is recognizable?	Q15
	UNIQLO brand clothing is good quality and cheap?	Q16
	UNIQLO brand clothing is colorful and has stylish patterns?	Q17
	UNIQLO brand clothing styles are novel and diverse?	Q18
	UNIQLO brand clothing is of good quality and the fabrics are comfortable?	Q19
5.Purchase Intention	I will introduce and promote UNIQLO brand clothing to others?	Q20
	I am willing to pay a higher price for UNIQLO brand clothing?	Q21
	I will continue to buy UNIQLO brand clothing in the future?	Q22

### 3.5 Reliability and Validity Analysis of the Scale

#### 3.5.1 Reliability Analysis of the Scale

Reliability analysis is to test the reliability and internal consistency of the scale. The Cronbach alpha coefficient is usually used to measure the reliability of the scale. According to previous studies, when the Cronbach alpha coefficient of a scale is lower than 0.7, it means that the internal consistency of the scale is poor and the scale needs to be recompiled; when the Cronbach alpha coefficient of a scale is higher than 0.7, it means that the internal consistency of the scale is good; if the Cronbach alpha coefficient of a scale is higher than 0.9, it means that the internal consistency of the variables designed for the scale is very good. This study used a Cronbach alpha coefficient higher than 0.7 as a test to see if the reliability meets the standard.

Table 3.2 Reliability Analysis

Scale	Cronbach's a lpha Coefficient	Number of Items
Company Image	0.848	4
User Image	0.829	4
Product Image	0.859	5
Purchase Intention	0.855	3

Table 3.2 shows the reliability analysis results of each scale. The results show that the Cronbach alpha coefficients of the company image, consumer image, product image, and purchase intention scales are 0.848, 0.829, 0.859, and 0.855, respectively, all greater than 0.7, indicating that the reliability of the scales in this study has passed the test and each scale has good reliability.

### 3.5.2 Validity Analysis of the Scale

Validity analysis is used to test the validity of the measurement scale, that is, the degree of agreement between the measurement scale and the content to be measured. The higher the degree of agreement between the scale and the higher the validity. Before conducting exploratory factor analysis, the KMO test and Bartlett's sphericity test were first performed on the scales used to evaluate the suitability of the scales for exploratory factor analysis. Specifically, when the KMO value exceeds the threshold of 0.6 and the probability of significance of the chi-square statistic obtained by Bartlett 's sphericity test is less than 0.05, it can be considered as meeting the conditions for exploratory factor analysis.

Table 3.3 KMO and Bartlett Sphericity Test

KMO value		0.892
Bartlett's test of sphericity	Approximate chi-square	2979.831
	<i>df</i>	120
	<i>p</i> value	0

Table 3.3 shows the results of KMO and Bartlett's sphericity test. The results show that the KMO value of the scale in the questionnaire is 0.892. The approximate chi-square statistical value of Bartlett's sphericity test is 2979.831, and the significance is 0.000, which is less than 5%, indicating that the question items used in the scale are relevant and the data is suitable for factor analysis.

### 3.6 Data Collection

This study collected data through the Internet, using the "Questionnaire Star" tool and filling in the answers through WeChat. The survey subjects were consumers who had purchased UNIQLO products. 350 questionnaires were distributed. After review, 7 invalid questionnaires were found and 343 valid questionnaires were finally

collected, and a simple analysis of the reliability and validity of the questionnaire pre-survey was conducted.

### **3.7 Data Analysis**

The characteristic feature is the in-depth analysis of data through statistical methods. The analytical methods employed in this study include reliability analysis, validity analysis, correlation analysis, multiple linear regression analysis, principal component analysis, and descriptive statistical analysis. The research distributed and collected online questionnaires, using SPSS analysis tools to extract four factors: product image, user image, company image, and purchase intention.





## Chapter 4 Findings and Discussion

### 4.1 Findings

#### 4.1.1 Sample Demographic Characteristics

In the sample, in terms of age distribution, the young and middle-aged group aged 18 to 30 occupies a dominant position, especially the 26 to 30 age group has the largest number of people, reaching 38.19%.

In terms of educational background, the sample with a bachelor's degree account for the highest proportion, at 44.02%, followed by college degrees and high school/technical secondary school degrees. Postgraduates and above also account for a certain proportion, indicating that the overall educational level of the sample is relatively high.

In terms of occupational distribution, company employees account for the highest proportion, reaching 49.56%, followed by public institution staff/civil servants and students, accounting for 19.24% and 18.66% respectively.

In terms of monthly income, the sample is mainly concentrated in the range of 30,000 to 18,000 yuan, accounting for more than 50%, reflecting the main characteristics of the middle-income group. In addition, regarding the purchase frequency of UNIQLO products, the highest proportion of sample purchased between 3 and 10 times, totaling 81.34%, indicating that the brand has a certain consumer base and loyalty in the market.

Table 4.1 Descriptive Statistics of Sample

Variable	Category	Number of People	Percentage (%)	Cumulative Percentage (%)
Gender	male	129	37.61	37.61
	female	214	62.39	100
Age	Under 18 years old	12	3.5	3.5
	18~25	108	31.49	34.99
	26~30	131	38.19	73.18
	31~40	45	13.12	86.3
	41~50	twenty one	6.12	92.42
	51~60	15	4.37	96.79
	60 and above	11	3.21	100
Education	Junior high school and below	29	8.45	8.45
	High school / technical secondary school	49	14.29	22.74

	College	78	22.74	45.48
	Undergraduates	151	44.02	89.5
	Graduate students and higher	36	10.5	100
Occupation	Student	64	18.66	18.66
	Freelancer	31	9.04	27.7
	Retirement / Resignation	12	3.5	31.2
	Company employees	170	49.56	80.76
	Public institution staff / civil servants	66	19.24	100
Monthly Income	3000 yuan and below	56	16.33	16.33
	3001~5000 Yuan	75	21.87	38.19
	5001~8000 Yuan	110	32.07	70.26
	8001~12000 Yuan	65	18.95	89.21
	12001~15000 Yuan	30	8.75	97.96
	15000 yuan or more	7	2.04	100
Number of Times you have Purchased UNIQLO Products	3 times	32	9.33	9.33
	3~5 times	130	37.9	47.23
	6~10 times	149	43.44	90.67
	10 times	32	9.33	100
Total		343	100	100

#### 4.1.2 Principal Component Analysis

Table 4.2 is the total score difference explanation table obtained by using principal component analysis. The results show that 4 factors with eigenvalues greater than 1 were extracted from all measurement items, and the eigenvalues were 6.87, 1.799, 1.403, and 1.109 respectively. The cumulative variance explanation rate of the 4 factors was 69.871%, which was greater than 60%, indicating that the extracted 4 factors had good explanatory power for the original measurement items.

Table 4.2 Total Variance Explained

Element	Initial Eigenvalues			Extracting the Sum of Squares of Loadings			Sum of Squares of Rotating Loads		
	Total	Percentage of variance	Accumulation %	Total	Percentage of Variance	Accumulation %	Total	Percentage of variance	Accumulation %
1	6.87	42.935	42.935	6.87	42.935	42.935	3.182	19.886	19.886
2	1.799	11.241	54.176	1.799	11.241	54.176	2.807	17.543	37.429
3	1.403	8.766	62.942	1.403	8.766	62.942	2.722	17.014	54.443
4	1.109	6.929	69.871	1.109	6.929	69.871	2.469	15.428	69.871
5	0.696	4.347	74.218						
6	0.599	3.745	77.963						
7	0.551	3.444	81.407						
8	0.494	3.09	84.497						
9	0.428	2.673	87.169						
10	0.421	2.628	89.797						
11	0.349	2.18	91.977						
12	0.329	2.059	94.036						
13	0.281	1.753	95.789						
14	0.253	1.581	97.37						
15	0.231	1.445	98.815						
16	0.19	1.185	100						

Table 4.3 is the component matrix after rotation. The results show that the four factors extracted from all measurement items are company image, user image, product image, and purchase intention. Among them, company image is composed of three measurement items, user image is composed of four measurement items, product image is composed of five measurement items, and purchase intention is composed of three measurement items. The factor loading of each factor measurement item is greater than 0.5, and each item falls into the corresponding factor without cross-loading. This shows that the scale in this article is composed of company image, user image, product image, and purchase intention, that is, the scale has good structural validity.

Table 4.3 Rotated Component Matrix

Factor Name	Measurement Items	Factor Loading			
		Factor 1	Factor 2	Factor 3	Factor 4
Company Image	UNIQLO brand has been established for a long time			0.844	

	UNIQLO brand company has strong R&D and innovation capabilities			0.674	
	UNIQLO brand company employees and stores have a good image			0.628	
User Image	UNIQLO's consumers are mainly young college students		0.818		
	UNIQLO consumers have received higher education		0.788		
	UNIQLO consumers are very individual and have good taste		0.748		
	UNIQLO brand consumers have a higher living class		0.744		
Product Image	UNIQLO brand LOGO design is recognizable	0.71			
	UNIQLO brand clothing is good quality and affordable	0.775			
	UNIQLO brand clothing is colorful and has stylish patterns	0.791			
	UNIQLO brand clothing has novel and diverse styles	0.676			
	UNIQLO brand clothing is of good quality and the fabrics are comfortable	0.731			
Purchase Intention	I will introduce and promote UNIQLO brand clothing to others				0.749
	I am willing to pay a higher price for UNIQLO brand clothing				0.833
	I will continue to buy UNIQLO brand clothing in the future				0.778

#### 4.1.3 Descriptive Statistics of Variables

Table 4.4 shows the means and standard deviations of each measurement item of company image. First, in terms of the measurement item "UNIQLO brand company is large in scale", the mean value is as high as 4.446, significantly exceeding the median value. This shows that in the general perception of consumers, UNIQLO is regarded as a large-scale brand. company. This high average value not only highlights

UNIQLO's extensive influence and profound heritage in the market, but also reflects consumers' recognition of the brand's strength. Secondly, the mean value of "UNIQLO brand has been established for a long time" reached 4.586, which is the highest among all measurement items. This result clearly shows that consumers generally believe that the UNIQLO brand has a long history and profound cultural heritage. However, on the measurement item "UNIQLO brand company has strong R&D and innovation capabilities", the mean value is only 2.487, which is far lower than the median value, which is the lowest among all measurement items. This result reveals a significant deficiency in consumers' perception of UNIQLO's brand R&D and innovation capabilities, suggesting that the brand may need to increase investment in this area to enhance consumer awareness and trust. Finally, regarding the evaluation of "UNIQLO brand company employees and store image are good", the mean value is 3.388, which is at a medium level. This shows that consumers' views on UNIQLO's employees and store image are neither particularly positive nor negative, but rather in a relatively neutral state.

Table 4.4 Mean and Standard Deviation of Each Measurement Item of Company Image

Measurement Items	Sample Size	Minimum	Maximum	Average	Standard Deviation
UNIQLO is a large brand company	343	1	5	4.446	1.013
UNIQLO brand has been established for a long time	343	1	5	4.586	0.942
UNIQLO brand company has strong R&D and innovation capabilities	343	1	5	2.487	0.861
UNIQLO brand company employees and stores have a good image	343	1	5	3.388	1.144

Table 4.5 shows the mean and standard deviation of each measurement item of consumer image. First of all, the mean value of "Consumers of UNIQLO brand are mainly young college students" is 2.985, which is in the lower-middle range, implying that although young college students account for a certain proportion of consumers of UNIQLO brand, But it does not constitute all or the vast majority of its consumer subjects. In addition, the standard deviation of this measurement item is 1.253. The relatively large value indicates that consumers have significant differences and diversity in their perceptions of the age and educational background of the main

consumer groups of the UNIQLO brand. Secondly, the mean value of "UNIQLO brand consumers have received higher education" is 1.863, which is much lower than the median value. This clearly shows that in the general perception of consumers, UNIQLO brand consumers do not generally have a higher education background.

In the measurement item "UNIQLO consumers are full of personality and have good taste", the mean value reached 3.461, which is above the medium level. This result reflects that consumers generally believe that the consumer group of the UNIQLO brand has certain personality characteristics and taste pursuits, and they may pay more attention to clothing matching and personalized expression. Finally, the mean value of "UNIQLO consumers are of a higher living class" is 2.819, which is slightly below the medium level. This shows that in the perception of consumers, UNIQLO brand consumers do not generally belong to the upper living class.

Table 4.5 Mean and Standard Deviation of Each Measurement Item of User Image

Measurement items	Sample Size	Minimum	Maximum	Average	Standard Deviation
UNIQLO's consumers are mainly young college students	343	1	5	2.985	1.253
UNIQLO consumers have received higher education	343	1	5	1.863	0.962
UNIQLO consumers are very individual and have good taste	343	1	5	3.461	1.458
UNIQLO brand consumers have a higher living class	343	1	5	2.819	1.212

Table 4.6 shows the mean and standard deviation of each measurement item of product image. First, the mean value of "UNIQLO brand LOGO design is recognizable" is 3.854, which is above the medium level. This shows that consumers generally believe that the UNIQLO brand LOGO design is highly recognizable, can stand out from many brands, and leave a deep impression on consumers. Secondly, the mean value of "UNIQLO brand clothing is good quality and inexpensive" is 2.822, which is slightly below the medium level. This shows that consumers have a certain reservation about the balance between price and quality of UNIQLO brand clothing, and may think that it needs to be improved in some aspects.

In the measurement item "UNIQLO brand clothing is brightly colored and has fashionable and generous patterns", the mean is 2.7, which is below the medium level. This shows that consumers generally believe that UNIQLO brand clothing still has a

lot of room for improvement in color and pattern design, and may need to pay more attention to the integration and innovation of fashion elements. The mean of "UNIQLO brand clothing is novel and diverse in style" is 3.878, which is above the medium level. This shows that consumers generally believe that UNIQLO brand clothing has a high degree of novelty and diversity in style design, which can meet the personalized needs of different consumers. Finally, for the evaluation of "UNIQLO brand clothing is of good quality and comfortable fabrics", the mean is 2.828, which is slightly below the medium level. This shows that consumers have a certain reservation about the quality and fabric comfort of UNIQLO brand clothing, and may think that it needs to be improved in some aspects.

Table 4.6 Mean and Standard Deviation of Each Measurement Item of Product Image

Measurement Items	Sample size	Minimum	Maximum	Average	Standard Deviation
UNIQLO brand LOGO design is recognizable	343	1	5	3.854	1.171
UNIQLO brand clothing is good quality and affordable	343	1	5	2.822	1.247
UNIQLO brand clothing is colorful and has stylish patterns	343	1	5	2.7	1.231
UNIQLO brand clothing has novel and diverse styles	343	1	5	3.878	1.107
UNIQLO brand clothing is of good quality and the fabrics are comfortable	343	1	5	2.828	1.334

Table 4.7 shows the mean and standard deviation of each measurement item of purchase intention. First, the mean of "I will introduce and promote UNIQLO brand clothing to others" is 2.484, which is lower than the median value of 3, indicating that consumers are relatively less willing to actively introduce or promote UNIQLO brand clothing to others. Secondly, the mean of "I am willing to pay a higher price to buy UNIQLO brand clothing" is 2.157, which is the lowest among all measurement items. This result clearly shows that when consumers buy UNIQLO brand clothing, they are more sensitive to price and are not willing to pay too high a premium for the brand. Finally, in the measurement item "I will continue to buy UNIQLO brand clothing in the future", the mean is 2.915, which is slightly lower than the median value, but

compared with the other two measurement items, this result is more positive. This shows that consumers have a certain degree of willingness to continue to buy UNIQLO brand clothing, but it is not very strong.

Table 4.7 Mean and Standard Deviation of Each Measurement Item of Purchase Intention

Measurement items	Sample Size	Minimum	Maximum	Average	Standard Deviation
I will introduce and promote UNIQLO brand clothing to others	343	1	5	2.484	1.318
I am willing to pay a higher price for UNIQLO brand clothing	343	1	5	2.157	1.136
I will continue to buy UNIQLO brand clothing in the future	343	1	5	2.915	1.31

#### 4.1.4 Correlation Analysis

Correlation analysis aims to analyze the correlation or interdependence between two or more variables. This method is widely used in many fields such as social sciences, market research and psychology to reveal the intrinsic relationship between variables. This study used SPSS software to conduct the Pearson correlation analysis method to examine the linear correlation between variables.

Table 4.8 Correlation Analysis

Variable	Company Image	User Image	Product Image	Purchase intention
Company Image	1			
User Image	0.406**	1		
Product image	0.537**	0.454**	1	
Purchase Intention	0.503**	0.524**	0.560**	1

Note: \* means  $p < 0.05$ , \*\* means  $p < 0.01$ , \*\*\* means  $p < 0.001$ .

The results are shown in Table 4.8 :

The correlation coefficient between company image and purchase intention is 0.503,  $P < 0.01$ , which passed the significance test, indicating that company image and purchase intention are significantly positively related;

The correlation coefficient between user image and purchase intention is 0.524,  $P < 0.01$ , which passed the significance test, indicating that there is a significant positive correlation between user image and purchase intention;

The correlation coefficient between user image and purchase intention is 0.56,



$P < 0.01$ , which passed the significance test, indicating that product image and purchase intention are significantly positively correlated.

#### 4.1.5 Multiple Linear Regression Analysis

Multiple linear regression is a statistical analysis method widely used in social sciences, economics, medicine and other fields. It is mainly used to study the linear relationship between multiple independent variables and a dependent variable. This method attempts to predict or explain changes in the dependent variable by establishing a linear equation. The correlation analysis results show that there is a significant positive correlation between company image, user image, product image and purchase intention. On the basis of correlation analysis, this study further analyzes the impact of company image, user image, and product image on purchase intention by using a multivariate linear regression analysis. Table 4.9 shows the results of multiple linear regression analysis.

Table 4.9 Regression Analysis

	Unstandardized Coefficient		Standardized Coefficient	t	p	Collinearity Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
Constant	-0.601	0.217	-	-2.778	0.006**	-	-
Company Image	0.291	0.066	0.217	4.381	0.000***	1.474	0.678
User Image	0.327	0.052	0.296	6.33	0.000***	1.321	0.757
Product Image	0.35	0.058	0.309	6.088	0.000***	1.551	0.645
R <sup>2</sup>	0.437						
Adjust R <sup>2</sup>	0.432						
F	F (3,339)=87.808,p=0.000						

Note: \* indicates  $p < 0.05$ , \*\* indicates  $p < 0.01$ , \*\*\* indicates  $p < 0.001$ .

As seen from the table, first, the VIF values of the three independent variables, company image, user image, and product image, are all less than 3, indicating that the regression model established in this study does not have serious collinearity problems. Secondly, the R<sup>2</sup> of the regression model is 0.437, indicating that the three independent variables, user image, company image, and product image, can explain 43.7% of the changes in the dependent variable purchase intention. Finally, based on the regression coefficient, the regression equation can be obtained: Purchase intention =  $-0.601 + 0.291 \times \text{company image} + 0.327 \times \text{user image} + 0.350 \times \text{product image}$ . Among them:

(1)The standardized regression coefficient of company image on purchase intention is 0.217,  $p < 0.001$ , indicating that company image has a significant positive impact on purchase intention. As an important part of brand recognition, company image can convey the values of the enterprise, reputation and strength and other information. When consumers perceive a positive and positive image of a company, they are more likely to trust the brand and believe that its products or services have higher quality assurance, thereby enhancing their purchase intention;

(2)The standardized regression coefficient of user image on purchase intention is 0.296,  $p < 0.001$ , indicating that user image has a significant positive impact on purchase intention. Consumers' personal image characteristics not only shape their consumption preferences and needs, and also affects their perception and evaluation of brands and products. Therefore, when a product or brand matches a consumer's personal image, it is easier to inspire their purchase intention. ;

(3)The standardized regression coefficient of product image on purchase intention is 0.309,  $p < 0.001$ , indicating that product image has a significant positive impact on purchase intention. The standardized regression coefficient of product image on purchase intention is the most significant among the three. of. This result emphasizes the centrality of the product itself in consumer purchase decisions. Product image, including brand awareness, product quality, design style, functional practicability, etc., directly determines consumers' overall perception and value judgment of the product. When the product image matches consumers' expectations and needs, they will be more likely to make a purchase.

## **4.2 Discussion**

### **4.2.1 Company Image Impacts UNIQLO Consumers' Purchase Intention**

UNIQLO's company image plays a vital role in shaping consumers' purchase intentions. First of all, UNIQLO has won the trust and love of consumers with its simple and modern brand positioning. Through continuous marketing activities and advertising communications, the brand has successfully established itself as a fashion brand that represents high quality and cost-effectiveness. Research shows that a positive company image can significantly enhance consumers' trust, which directly affects purchase intention.

In addition, UNIQLO's efforts in social responsibility and sustainable development have also enhanced its brand image. As more consumers consider their social impact when choosing brands, UNIQLO's environmental initiatives and community involvement activities appeal to groups focused on ethical consumption. Such a company image not only increases brand loyalty, but also makes consumers more inclined to choose UNIQLO as their first choice for shopping.

#### **4.2.2 User Image Impacts UNIQLO Consumers' Purchase Intention**

Consumers' self-image and their identification with brands directly influence purchase decisions. In the case of UNIQLO, the brand has met the needs of different consumer groups through its diverse product lines and clear market positioning. Research shows that when shopping, consumers often consider how to express their personality and values through the brands they choose.

The versatile and simple clothing provided by UNIQLO not only caters to the lifestyle of modern urbanites, but also makes consumers feel that they can improve their image when choosing. This process of "identity recognition" makes UNIQLO not only a clothing brand, but also a manifestation of a life attitude. Through precise market segmentation, UNIQLO can effectively stimulate the purchase intention of the target consumer group.

#### **4.2.3 Product Image Impacts UNIQLO Consumers' Purchase Intention**

Product image is one of the key factors that affects consumers' purchase intention. UNIQLO's products not only pursue simplicity and practicality in design, but also focus on technological innovation and comfort, such as its unique HEATTECH and AIRism series. These product features not only meet consumers' functional needs, but also enhance the overall image of the brand.

UNIQLO has built a strong product image through high-quality materials and exquisite craftsmanship. This image not only enhances consumers' desire to buy, but also promotes word-of-mouth communication, making potential consumers have a positive perception of the brand. When comparing multiple brands, consumers tend to choose the brand with a more prominent product image, which further proves the direct impact of product image on purchase intention.

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

#### **5.1.1 UNIQLO's Company Image has a Positive Impact on Chinese Consumers' Purchase Intention**

This study shows that UNIQLO's company image plays a significant role in influencing consumers' purchase intention. Consumers generally recognize UNIQLO as a brand that focuses on quality and innovation. This positive image not only enhances consumers' trust, but also enhances their loyalty to the brand. The brand's efforts in social responsibility and sustainable development have further strengthened its image, making UNIQLO a more attractive choice for consumers when choosing to purchase. This shows that the shaping of a company's image is crucial for a brand's success in a highly competitive market.

#### **5.1.2 UNIQLO's User Image has a Positive Impact on Chinese consumers' Purchase Intention**

Research results show that the degree of fit between consumers' self-identity and brand image directly affects their purchase intention. Many interviewees see UNIQLO as a brand that matches their personal values and lifestyles, especially among young consumers who pursue simplicity and practicality. This sense of identity makes consumers more inclined to choose UNIQLO when making purchase decisions, believing that its products can effectively express personal style. It can be seen that the importance of brand in shaping emotional connection with target consumer groups cannot be ignored.

#### **5.1.3 UNIQLO's Product Image has a Positive Impact on Chinese Consumers' Purchase Intention**

This study also found that UNIQLO's product image also has a significant impact on consumers' purchase intention. Consumers' high recognition of the design, quality and functionality of UNIQLO's products has given it a unique competitive advantage in the market. Especially in a fast-paced living environment, consumers' demand for functionality and fashion have promoted their choice of UNIQLO. In addition, the brand's continuous innovation and regular product line updates have enhanced consumers' desire to purchase and further improved their satisfaction with the brand. Therefore, a good product image can not only directly increase purchase intention, but also effectively enhance consumers' brand loyalty.

## **5.2 Recommendation**

### **5.2.1 Strengthen the Construction of Company Image and have the Courage to Assume Social Responsibilities**

In order to enhance consumers' willingness to buy, Chinese clothing companies should strengthen their company image, especially in terms of social responsibility. UNIQLO actively practices social responsibility by setting up scholarships and donating clothing, showing the warmth and care of the brand. Other clothing companies can learn from this practice and carry out similar social responsibility projects to enhance their brand image and win the recognition and trust of consumers. At the same time, companies can enhance consumers' brand loyalty and make their brand image more popular by promoting their social responsibility activities.

### **5.2.2 Focus on Product and Service Quality and Maintain Product and Service Image**

Product and service quality directly affects consumers' willingness to buy. Clothing companies should focus on the innovation and practicality of product design and incorporate fashion elements to meet young consumers' pursuit of trends. In addition, companies can appropriately increase product lines such as professional wear according to market demand to attract more target consumers. In terms of pricing strategy, while maintaining the cost-effectiveness advantage, they can regularly carry out promotional activities to give back to new and old consumers, thereby increasing their willingness to buy.

In terms of service, companies should continuously improve the quality of store service, learn from UNIQLO's self-service shopping model, and launch more convenient services, such as self-service checkout and quick fitting rooms, to enhance consumers' shopping experience and increase consumer satisfaction and repeat purchase rate.

### **5.2.3 Strengthen the Construction of User Image and Shape Brand Personality**

User image is a reflection of consumers' emotional and social identification with a brand. Clothing companies should enhance consumers' emotional connection with the brand by telling brand stories and building brand culture. They can publish brand magazines or short videos to show consumers' lifestyles wearing branded clothing in different scenarios, thereby enhancing the brand's social recognition.

In addition, choosing the right brand spokesperson can effectively shape the user image. Companies should select spokespersons who identify with the target consumer group based on consumer research and use their influence to enhance the brand's appeal and recognition.

### **5.3 Further Study**

With the expansion of the research field, the research on the dimensional division of brand image is also constantly enriched, and scholars are also committed to developing new scales for different brands. There is also a need to continue to develop the dimensional scale of fast fashion clothing brand image, such as whether factors such as consumer personal characteristics and store image should be taken into account. It is expected that in future research on UNIQLO's brand image, its brand image can be divided into more accurate and comprehensive dimensions.

In future research, firstly, adopt a combination of online and offline methods to distribute questionnaires and conduct surveys. Secondly, focus on expanding the scope of samples and increasing the number of samples as much as possible to make the research objects more representative.



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## Appendix

Theory	Question	Coding
1.Basic Information	What is your gender?	Q1
	What is your age?	Q2
	What is your occupation?	Q3
	What is your educational level?	Q4
	What is your income situation?	Q5
	How many times have you purchased UNIQLO products?	Q6
2.Company Image	UNIQLO brand company is large in scale?	Q7
	UNIQLO brand has been established for a long time?	Q8
	UNIQLO brand company has strong R&D and innovation capabilities?	Q9
	UNIQLO brand company employees and stores have a good image?	Q10
3.User Image	UNIQLO consumers are mainly young college students?	Q11
	UNIQLO consumers have received higher education?	Q12
	UNIQLO consumers are very individualistic and have good taste?	Q13
	UNIQLO consumers have a higher social class?	Q14
4.Product Image	UNIQLO brand logo design is recognizable?	Q15
	UNIQLO brand clothing is good quality and cheap?	Q16
	UNIQLO brand clothing is colorful and has stylish patterns?	Q17
	UNIQLO brand clothing styles are novel and diverse?	Q18
	UNIQLO brand clothing is of good quality and the fabrics are comfortable?	Q19
5.Purchase Intention	I will introduce and promote UNIQLO brand clothing to others?	Q20
	I am willing to pay a higher price for UNIQLO brand clothing?	Q21
	I will continue to buy UNIQLO brand clothing in the future?	Q22