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| 論文中文摘要： | 這篇論文的主要目的為探討品牌延伸、信任和新產品績效之間的關係。我們發現行銷面品牌延伸對於品牌信任有正向影響。顧客在購買高單價產品時會考慮到公司的形象和信譽，所以對於這類商品的公司而言信任是一項難以建立和維持的因素，我們也發現品牌信任對於產品績效有正面的因果關係。我們建議珠寶業的經理應該先將產品建立良好的行銷，接著建立起傑出的商譽，如此一來便可創造卓越的績效。 |
| 論文外文摘要： | The aim of this study is to illustrate the causal relationship among brand extension, trust, and new product performance. We found that brand trust is positively influenced by brand extension in market activities. Trust is an important element and it’s hard to build up and maintain because customers would consider the firms image when purchasing high-priced merchandises. We found that brand trust has a positive causal relationship on market performance. We suggest the managers in the jewelry industry should make good marketing in their products then building excellent goodwill. After that the company would have outstanding performances. |