

A Study the Effect of Brand Innovation on Consumer Decision in Catering Industry

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ABSTRACT Catering industry in Taiwan is gradually concerned internationally, presenting the boom of Taiwanese diet. The increasing competitors also have local catering be popular and continuously develop. This study aims to discuss the effects of Brand Innovation on Consumer Decision. By distributing and collecting questionnaires on-site, 300 copies of questionnaires were redistributed to the consumers of Howard Taipei, and 194 valid copies are retrieved, with the retrieval rate 65%. Each retrieved copy is regarded as a valid sample. The research results show partially positive effects of Brand Innovation on Information Input, Information Processing, Decision-Making Process, and Situational Factors in Consumer Decision and notable effects of demographic variables on the correlations between Brand Innovation and Consumer Decision. The research results are expected to provide some suggestions and reference for catering businesses which intend to practice Brand Innovation management.