

**The Impact of Product Innovation on Behavior Intention:
The Measurement of the Mediating Effect of the Brand
Image of Japanese Anime Dolls**

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ABSTRACT This paper aimed to investigate the correlation between product innovation and brand image, brand image and behavior intention, as well as whether or not product innovation affects the behavior intention through the mediating effect of the brand image. In this study, the consumers' perception of anime dolls in three aspects, namely, product innovation, brand image, and behavior intention were adopted as the research variables. Additionally, the consumers who had experienced buying Japanese anime dolls in major model specialty stores in Southern Taiwan were adopted as the research subjects. Then, an empirical study on the impact of the Japanese anime dolls on the consumer behavior in Asia was conducted. The brand image served as the mediating variable of product innovation and behavior intention and the results were measured. The results show that product innovation had a positive impact on the brand image, thus the hypothesis was partially supported; the hypothesis that the brand image had a positive impact on the behavior intention was established; the hypothesis that product innovation affected the behavior intention through the mediating effect of the brand image was also partially supported. This study therefore derived at the following conclusions: The mediating effect of the brand image indeed existed. Through a good brand image, product innovation had a certain extent of impact on customer loyalty and willingness to pay. Follow-up researches may include other factors that possibly affect product innovation, brand image, and behavior intention, such as sub-culture, situational factors, psychological variables, and so on, in order to understand the extent of impact the variables have on the research.