品牌价值
的形象识别效应

Examining the Image Identity Cue
Effect on Brand Equity

于君英 / 著

品牌价值的形象识别效应

于君英 著

企业管理出版社

摘　要

　　品牌价值作为品牌战略绩效的重要指标之一，不仅由企业微观活动所决定，更受制于产业环境的影响。这些重要特质使得营销视角的品牌价值成为将品牌经营形成强势品牌的一个重要评估手段。而研究品牌价值的形象识别效应以及品牌价值指标内在生成机制，仍是品牌价值学术研究领域亟待解决的重要课题。从产业经济视角进行品牌价值研究，可为培育本土强势品牌提供理论依据、为产业升级提供政策指导。

　　我国服装市场是一个相对充分开放的市场，同时也是接近于完全竞争的市场。国际顶级奢侈品和知名品牌、日韩等国新崛起的品牌、来自我国港澳台和大陆本土崛起的品牌等，在我国市场上扮演着不同的角色，低进入门槛等特质使得服装品牌之间的竞争日趋激烈并充满着诸多变数。以服装品牌为研究对象，探索品牌价值形成规律，可为促进我国服装业的健康发展和战略升级提供有益借鉴。

　　本书从服装产业经济视角对品牌价值的形象识别效应进行实证研究，研究主线如下：

　　理论框架上：通过对品牌价值文献的梳理提出品牌价值传导过程概念框架，基于品牌形象三个方面论述提出品牌价值的形象识别效应的研究假设。

方法上：采取组合量表模式设计问卷，并通过预测试来确保品牌价值综合评价量表的可靠性；运用双重评价模式和逐级分层等额抽样，共选取6个城市共计2215位一般消费者和97位服装业内人士来对服装品牌价值进行评价，保证品牌价值评价主体样本代表性和一手数据有效性；采取德尔菲法等遴选服装品牌，最终共选取153个服装品牌作为被评价对象，使得评价客体具有服装产业品牌经营的代表性；应用因子分析法和标准离差法构建品牌价值评价的层次模型。

实证研究上：应用多元方差分析法验证品牌价值的品牌形象识别效应。

产业经济层面上：应用新产业组织理论，分析服装产业消费和供应结构、品牌运营商市场行为对品牌价值的影响。

本书主要研究工作包括：

（1）构建品牌价值传导过程概念框架

通过对文献研究，构建品牌价值链传导过程概念框架：品牌价值是企业对品牌投入的结果函数。企业对品牌的投入，使得品牌在市场上形成品牌形象识别指标的各种表现，从而影响营销视角的品牌价值；而营销视角的品牌首先是具有顾客价值，进而才可能对企业产生价值；只有对顾客和企业均具有价值的品牌才可能会有持续的正收益，从而最终导致品牌具有量化的财务价值。

论证品牌形象识别的理论依据，并依据品牌的产品形象、利益形象和实力形象，结合服装品牌特点提出六个品牌形象识别指标；以六个品牌形象识别指标为控制变量提出品牌价值的形象识别效应的研究假设，即：品牌价值具有产品类别效应、品牌来源地效应、价格档次效应、品牌声誉效应、市场经营时间和店铺规模效应。

（2）探索品牌价值评价指标递减规律和内在联系

通过曲线回归分析发现：将153个品牌的各指标从大到小排列，

进行曲线回归分析,无提示知晓度呈对数曲线递减规律($n \leqslant 13.77$)和指数曲线递减规律($n > 13.77$);有提示知晓度呈指数递减规律;消费者感知评价指标和服装业内人士评价指标呈立方函数曲线递减规律。

指标的内在联系:应用主成份分析获得品牌价值评价数据的四个主成份,即品牌形象、行为忠诚、品牌知名度和情感忠诚;以指标权重数据为基础进行的因子分析获得五个公因子,分别是价值满意度、品质行为忠诚度、印象深刻度、联想溢价和领导力等因子。

(3)构建品牌价值综合评价实证模型

以上述研究为基础提出品牌价值评价的五层次结构模型,并运用秩和检验法验证若干层次结构模型排名的差异。研究结果发现:五个层次结构模型得到的品牌价值排名没有显著性差异,且五个品牌价值指数之间相关性非常高,接近1。这个研究结果说明以同一数据为基础,进行的不同实证运算模式之间得到的结果没有显著性差异。

(4)进行品牌形象识别效应实证比较研究

运用多元方差分析法验证品牌形象识别对品牌价值影响的主效应和交互效应。通过实证分析发现:

服装品牌的适用性场合和性别对品牌价值的效应显著;服装品牌的来源地效应显著;服装品牌的价格档次效应显著,档次越高,品牌价值指数越高;服装品牌的市场声誉效应显著,市场声誉越高,则品牌价值指数越高;服装品牌的时间效应显著但不明显,结论是除了顶级奢侈品品牌,服装品牌价值以15年为分水岭,即在我国市场经营时间超过15年的品牌价值显著高于不足15年的服装品牌价值;服装品牌的店铺规模效应显著,服装品牌的店铺规模以500为分界线,即店铺数量高于500家的服装品牌价值显著高于不足500家店铺的服装品牌的品牌价值。

（5）分析服装产业结构行为对品牌价值的影响

结合新产业组织理论的动态市场结构行为绩效分析范式：分析服装市场需求和供应结构特征以及服装市场行为对品牌价值的影响。结合服装品牌案例，分析品牌运营商的营销行为、广告公关行为、合并重组和延伸行为对品牌价值的影响。

本书研究的创新点主要体现在以下三个方面：

（1）品牌价值研究视角的创新

从产业经济学的视角展开研究，以服装业为对象选取153个代表性品牌进行实证研究，是品牌价值学术领域第一次进行多样本实证比较研究；其次，基于新产业组织理论的动态、双向的 SCP 分析范式论证服装产业结构行为和品牌价值的影响以及服装产业结构行为对品牌价值形成态势的成因。由此可见，本文区别于以往从营销学和财务学的微观企业管理视角进行的品牌价值研究。

（2）品牌价值理论补充

在以下三个方面对品牌价值理论进行补充：

①品牌价值传导过程：基于品牌价值研究的理论基础，如王成荣、Biel、Keller 等人理论思想，构建品牌价值传导过程概念框架。品牌价值是企业对品牌的投入的结果函数。企业对品牌的投入，使得品牌在市场上形成品牌形象属性指标的各种表现，从而影响营销视角的品牌价值；而营销视角的品牌首先是对顾客具有价值，进而才可能对企业产生价值；只有对顾客和企业均具有价值的品牌才可能会有持续的正收益，从而最终才导致品牌具有数量化的财务价值。

②以物质范畴为基础，探讨品牌形象的物质形象和意识形象的关系，并以品牌形象的三个属性指标——产品形象、利益形象和企业形象为基础，提出可识别的品牌形象指标。基于前人的品牌价值的观点，将营销视角品牌价值评价指标矩阵化，即横向维度包括：

品牌对顾客的价值和对企业的价值；纵向维度包括：行为因素、情感因素和品牌形象三个维度。

③系统性实证品牌形象识别效应研究：虽然学术界关于品牌的属性或来源地研究相对比较多，但系统地以品牌形象识别为基础的研究相对来说不多，尤其是探索服装类别、价位档次、时间和店铺规模对品牌价值的主效应和交互效应，在国内外学术领域鲜有所见。

（3）品牌价值研究方法创新

①评价模式创新：将营销视角品牌价值的指标体系矩阵化，据此设计消费者和渠道商双重评价模式。本文对品牌价值的评价研究采取的消费者感知评价和渠道商评价的双重评价模式是一次有益的探索。

②品牌价值综合评价模型的比较研究：分别通过数据的主成份分析获取的主成份，和对指标权重的因子分析获得的公因子所建立的5个层次结构模型，得出以同一数据的不同实证算法之间得到的品牌价值排名，这也是一次有意义的探索，为后续的研究奠定了基础。

关键词：品牌价值；服装产业经济；形象识别效应；双重评价模式；层次结构模型

ABSTRACT

Brand equity is one of the important indicators of brand strategy performance which is not only determined by the activities of enterprises, but also impacted by industry environment. Study on brand equity from industrial economy perspective can provide a theoretical basis for the cultivation of strong local brands and policy guidance for the industrial upgrading. These important distinguishing features make the brand equity of marketing perspective become an important means of strong brand assessing about brand management. And the study on identity cues effect on brand equity and generating mechanism of brand equity is a burning question within the academic research field.

China clothing market is relatively fully open and almost perfect competion. International brands, brands of Japan and Korea, and brands of Hong Kong, Macao, Taiwan and mainland, act different roles in China clothing market. The characteristics such as low barriers to new entry make the competition increasingly fierce and filled with many changes.

The Competition of apparel industry currently has been in the evolution from initial competition on economies scale of production to the competition on strength of design and brand. Therefore, choosing representative brands of clothing industry as study objective and exploring brand equity formation law of these brands can provide useful lessons to promote the healthy development and strategies for upgrading of China's

apparel industry.

From the apparel industry perspective, this study examines the effect of identity cues on brand equity. The research methodology is the following:

Theoretical framework: Based on literature of brand equity, this paper proposes conceptual framework of brand equity transmission, and based on three aspects of brand image, it proposes the hypothesis of identity cues effect on brand equity.

Research Methods: based on formative composite scale, to design a questionnaire which is pre-tested to ensure the validity of comprehesive evaluation of brand equity.

Use dual-survey mode and stratified sampling of 2215 consumer respondents and 97 professionals of apparel industry, to ensure representative of sample and primary data.

Choose apparel brands by method Delphi and finally select 153 apparel brands and make the evaluation objective representative of apparel industry.

Use factor analysis and standard deviation method to construct the evaluation model of brand equity.

Empirical research: Apply multivariate variance analysis to verify hypothesis of the brand identity effect on brand equity.

Apparel industrial Economics: Based on the history of the brand evolution of brand in apparel market, apply new industrial organization to analyze industrial structure and behavior effect on brand equity.

The main research contents are as follows:

(1) Building conceptual framework of brand equity transmission process

Based on literature review, this paper builds conceptual framework of brand equity transmission process: Brand equity is the result of business investment in the brand program. Business investment in the brand results in manifestations of brand identity indicators, thus affecting

brand equity in the marketing perspective; The brand, in marketing perspective must first have value to customers, then it may have value to enterprises; Brand has positive benefit not only to customers but also to enterprises, which eventually leads to a great financial value of brand.

Based on the product image, benefit image and strength image of brand and the characteristic of apparel brand, this paper refines six incicators of brand identity, and proposes the hypothesis of identity cues effect on brand equity, that is product type effect, brand origin effect, price level effect, brand reputation effect, market operation time effect and shop scale effect on brand equity.

（2）Exploring the diminishing law of brand equity index system and internal links

By curvilinear regression analysis, the study found that diminishing law of unaided-recall of brand is shown as Logarithms function when N (means ranking) is equal to or less than 13.77 and Exponent function when N is greater than 13.77 among the 153 brands. The diminishing law of aided-recall of brand is shown as Exponent function. The diminishing law of others indicators of brand equity is shown in Cubic function.

Internal link among indicators: by principal component analysis, this paper gains four main components, which are brand image, behaviour loyalty, brand awareness and emotional loyalty; By factor analysis of index weights survey data, it obtains five common factors, i. e. value and satisfaction, quality-behaviour-loyalty, impression, lenovo & premium and leadership.

（3）Establishing empirical comprehensive evaluation model of brand equity

Based on the above research, this book designed the investigating mode of dual-evaluation of consumers and channel sellers. The study obtained four main components based on evaluation data, and five common factors by factor analysis based on index weights data. It proposed

5 hierarchy evaluation models of brand equity, and found ranking result of five brand equity model are no significant differences. This study shows that based on the same data the results of the different empirical expression patterns are not significantly different.

(4) Emperical research on identify effects of brand equity

Using the SPSS GLM, this paper verifies the effect of the brand identity cues on the brand equity. The empirical analysis findings are as follows:

The effect of apparel brand occasions and gender on the brand equity is significant; And apparel brand origin effect is significant.

Apparel brand price grade effect is significant. The higher the grade, the higher the brand equity index; Apparel brand reputation effect is significant, higher reputation in the market has higher index of brand equity.

Apparel brand management time effect is not significant. The conclusion is that the watershed of brand equity index is 15 years apart from the top luxury brands. That is the brand equity index of market operation with more than 15 years is significantly higher than that with less than 15 years market operation in China market;

Stores scale effect of apparel brand on brand equity index is significant. Aa for the stores size of apparel, 500 is the dividing line. That means that the brand equity index of stores scale with more than 500 stores is significantly higher than the brand equity index with less than 500 stores market operation in China market.

(5) Discussing structure and behavior impact of apparel industry on the brand equity

Based structure-conduct-performance analysis paradigm of market, this paper analyses the relationship of the demand structure, the supply structure, and the marketing behavior of clothing brand enterprises with brand equity of the apparel industry. Any brand equity is the result of the interaction between the middle view of industry and behavior of en-

terprises micro-behavior. Finally, with combination of demand and supply of the brand, this paper forecasts that tide brand will seek to enter the clothing market over the next decade in China, and draw the conclusions of wheeled effect between demand and supply of apparel brand.

The innovative points of the paper are followings:

(1) Innovativeness in the perspective of brand equity study

From the perspective of industry economics to study, the paper chooses a 153 representative apparel brands as study objective to carry out the empirical and comparative research, which is the first time of so large brand sample in brand equity academic study fields. The perspective of this research is clearly different from previous studies with little comparative analysis of industry economics thanks to the previous research limited by the research funds.

Secondly, based on the new industrial organization theory of the ynamic and two-way SCP paradigm, the paper analyses the influence of apparel structrue and behavior on brand equity and the cause of formation of brand equity. Thus, the study is distictively different with previous study in the micro-perspective of marketing and financial field.

(2) Innovativeness of abundant to brand equity theory

Brand equity transmission process: Based on the theoretical basis of brand value, such as Wang Chengrong, Biel, Keller and others theoretical ideas, the paper builds the conceptual framework of conduction process of brand equity. Brand equity is the function results of business investment into brand. Business investment in the brand makes the brand form a variety of performance of brand image attributes indicators in the market, thus affects brand equity of marketing perspective. The brand of marketing perspective provides value to the customers, thus it may have value to the enterprises; only the brand which provided value to the customer and enterprises can continually gain profit, which eventually leads to the brand equity in financial perspective.

This paper proposes, that brand image includes conscious image

and physical image, then it divides brand image into three attributes such as product image, benefit image and strength image. These three attributes finally propose as image identity indicators. This paper matrixes brand equity evaluation index of the marketing perspective into two dimensions, the horizontal dimensions of the brand equity are the value of brand to customers and value of brand to the enterprise; the vertical dimensions are divided into behavioral indicators, emotional indicators and brand image. Finally this paper proposes theoretical framework of the brand value chain, and concludes that the six indicators of brand image attributes have an impact effect on brand equity.

Although there are a lot of academic study about the brand's attributes effect or brand origin effect on brand equity, there is relatively little about the systematic empirical study of brand identity cues on brand equity, still much less about the apparel category effect, price level effects, time scale effect and shops scale effect.

(3) Innovativeness of brand equity study methods

Innovation of evaluation model: The paper sets up indicator system matrices of brand equity in marketing perspective, and based on that, it designs the dual mode with consumer perception and channel experts evaluation.

Comparison of comprehensive evaluation model of brand equity: The paper establishes 5 hierarchy evaluation models of brand equity by principal components and the factor analysis, and gains the conclusion that there is no significant difference between the brand equity ranking by 5 hierarchy models, which is a meaningful exploration and sets up the foundation for the follow-up study.

Key words: Brand Equity; Apparel Industrial Economic; Image and Identity effect; Double Evaluation by Consumer & Distributor; Hierarchical Structure Model

目　录