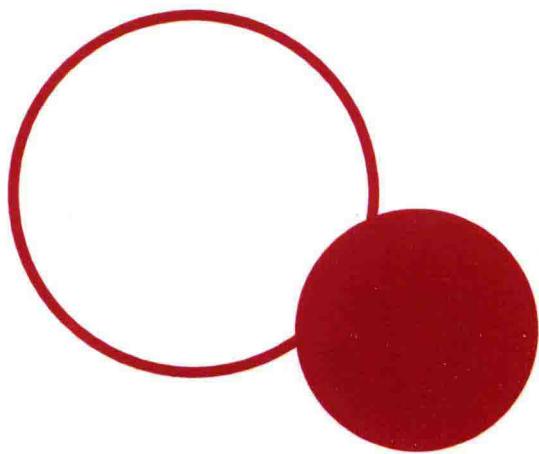


品牌延伸

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幸 佳◎著



中国出版集团

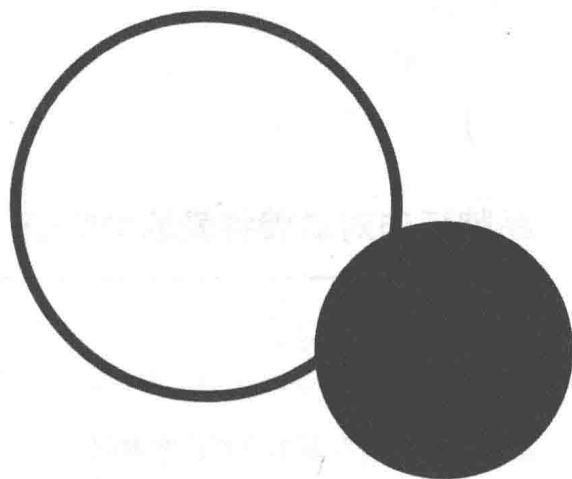


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摘 要

市场已进入品牌竞争时代，品牌成为企业最具价值的资产之一，品牌的壮大深刻地反映着产业的进步与发展。在这个产品过剩、媒体多元和广告爆炸时代，企业如何培养消费者与品牌关系成为亟待解决的问题。而在构建品牌与消费者的互动关系基础上，培养消费者的品牌钟爱，正成为品牌企业创造持续竞争优势的新策略。

品牌钟爱 (Brand Love) 是消费者对满意品牌的情感依恋程度 (Carroll 和 Ahuvia, 2006)，反映了强势的品牌关系，是消费者品牌关系管理研究的新领域，是品牌关系理论的延伸与深化，对提升品牌忠诚和品牌资产具有重要作用，因此受到理论界的重视。品牌钟爱主要表现为消费者对品牌积极的、正面的认知和情感。目前理论研究主要对品牌钟爱的概念内涵、品牌钟爱与品牌忠诚的总体关系等内容做了初步探讨。但相对于西方已有的品牌钟爱研究，聚焦于中国本土化的理论研究和实证研究仍比较匮乏。现有的品牌钟爱文献对如何进行品牌钟爱的结构维度剖析尚未达成共识，此外鲜有品牌延伸对品牌钟爱影响的文章。

品牌延伸作为品牌资产管理理论的重要分支，已成为品牌研究领域最受关注的研究主题之一。随着新品牌导入市场的营销费用急剧增加，品牌延伸成为企业进行品牌管理的重要战略之一 (Czellar, 2003; Keller, 2006)。虽然成功的品牌

延伸能减少消费者的风险感知、降低营销引入的成本，能给企业提供新的利润来源，还能加强母品牌的含义及品牌资产，但是失败的品牌延伸概率很高，不仅新产品延伸失败，还使消费者对母品牌的定位和形象产生怀疑，使母品牌的核心联想被弱化，母品牌的定位和形象不再被认可，企业的品牌资产严重受损，给企业造成很大的经济损失。

品牌延伸正反两方面认知推动学术界对其深入研究。研究发现，实施品牌延伸后，消费者对母品牌的认知和情感如果能够被顺利转移到对延伸产品的评价过程中，就可大幅度降低消费者对新产品的感知风险，品牌延伸更容易取得成功。而品牌钟爱是顾客对满意品牌情感上强烈的依恋程度（Carroll & Ahuvia, 2006），正是强势品牌关系的反映，那么对母品牌钟爱是否能被转移至延伸产品，延伸后，母品牌钟爱是否会被稀释这一问题值得研究。学术界对品牌延伸问题有非常深入的研究，也有很多方法衡量品牌延伸的效果，例如市场份额、对品牌忠诚的影响、延伸几年后品牌是否存在、对品牌个性的影响、对品牌资产的影响等，然而还没有学者对品牌延伸和品牌钟爱之间的关系进行研究。本书尝试从消费者的视角出发，以我国的社会文化为研究背景，通过对品牌钟爱、品牌延伸的相关文献研究来探索性地构建品牌延伸对品牌钟爱的影响机理和测度，填补国内外理论研究的空白，为丰富和完善品牌延伸理论做出理论贡献，为我国企业更好地实施品牌延伸策略提供理论指导和对策建议。

本书的研究目的是探讨品牌延伸对品牌钟爱的影响，以在校大学生钟爱的品牌进行实验法调查。重点围绕以下四个方面研究问题：其一，品牌钟爱能否转移的问题，以提高企业品牌资产利用效率，推动我国企业品牌延伸的策略。其二，在延伸过程中，母品牌钟爱在什么条件下能转移至延伸产品，探讨了钟爱转移的边界条件——延伸一致性（种类相似性和形象相似性、消费者期望性）的作用。其三，钟爱转移过程中，不当的延伸（如不一致性）是否对母品牌钟爱有稀释效应。其四，提出品牌延伸中的管理策略，避免不当延伸对企业品牌资产的稀释，

给企业造成风险，为中国品牌保护战略的实践运用提供策略。具体而言，本研究对所论证的主题分为五个章节进行阐述。

第一章主要阐述了本论文的研究背景、问题的提出、研究目的和意义、研究内容、方法、流程及创新性。

第二章是文献综述和相关理论基础回顾，主要对品牌关系理论、心理学中的爱情理论、品牌钟爱理论、品牌延伸理论的国内外研究文献进行回顾，对研究模型中相关变量如消费者创新性、产品涉入度、延伸一致性、品牌延伸态度等变量及研究中所用的相关理论基础进行梳理和总结，尤其是对品牌钟爱量表开发做了一定研究。

第三章理论框架和假设提出，主要是在第二章文献研究法基础上，提出了本书研究的品牌钟爱转移模型和对母品牌钟爱的反馈模型。转移模型主要探究品牌钟爱能否转移及钟爱转移的边界条件，分析了产品种类相似性、品牌形象相似性、消费者期望性对母品牌钟爱与延伸产品钟爱的影响。反馈模型探究了延伸一致性对母品牌钟爱的影响，其中涉及了品牌延伸态度的中介效应、产品涉入度和消费者创新性在其中的调节效应。

第四章为研究设计和实证研究，主要是通过预测试、实验一、实验二、实验三对第三章所提模型与假设进行检验和讨论。首先第一节的预测试主要是对变量的操控及预测。其一，通过对母品牌筛选，选出消费者钟爱程度不同的两个母品牌，以对母品牌钟爱程度高低进行操控。其二，通过虚拟延伸产品设计，对延伸一致性的三维度变量进行操控，并进行预测试检验。第二节主要是对正式研究中所用量表的信度和效度进行预测试，主要是对量表的内容、措辞、顺序及填写说明等进行沟通交流，识别并消除问卷当中可能存在的问题，为正式的研究设计做铺垫。第三节主要是研究钟爱能否转移的问题。第四节主要是研究钟爱转移边界的问题。第五节主要是研究品牌延伸对母品牌钟爱反馈效应的影响。

第五章主要对本研究进行总结。主要包括整理、归纳研究假设验证结果、主

要的研究结论、管理借鉴、研究的创新点、研究局限与未来研究展望。

本书主要使用 SPSS19.0 和 AMOS7.0 两个统计软件包,采用描述性统计分析、探索性因子分析、验证性因子分析、方差分析、T 检验、结构方程模型等方法对理论假设进行了实证检验。通过控制产品种类相似性、品牌形象相似性、母品牌钟爱研究变量,借助问卷调查的形式收集一手资料,探寻品牌延伸对品牌钟爱的影响,构建两个理论模型并提出假设。本书的价值主要贡献在以下几个方面:

第一,本研究没有简单套用心理学中的爱情维度研究成果,而是更为深入地以消费者内心理解的品牌钟爱概念内涵为基础,通过访谈法、问卷法进行品牌钟爱的结构维度构建研究,为进一步的系统研究奠定了基础。品牌钟爱具有品牌满意与信任、品牌激情、自我品牌关联三个维度。品牌满意与信任反映了消费者对品牌的基本诉求,是一个理性维度;自我品牌关联是指消费者将品牌作为建构、强化和表达自我的综合概念,它反映了消费者通过品牌联想以达到自我确认和自我提升目的的心理需求;品牌激情是消费者对该品牌的热情、痴迷乃至狂热,体现了消费者对品牌表现出一种高度强烈的消费情感,是感性维度。品牌钟爱这一概念的提出到现在只有短短的几年时间,营销学界对其的深入研究才刚刚开始,本研究深化了已有的品牌钟爱研究成果,取得了一定的理论进展。

第二,发现钟爱是可以转移的,即母品牌钟爱正向影响延伸产品钟爱,情感迁移模型和联想记忆模型理论在延伸理论中也得到验证。现有研究还没有探讨过这两个量变影响,而本研究把这两个变量同时放入模型考察钟爱能否转移的问题。这一发现完善和丰富了以前的研究成果。这意味着企业应借助品牌塑造、品牌体验、消费者需求满足来提升消费者对母品牌钟爱,而企业应尽量选择消费者钟爱的品牌进行延伸,从而顺利地将母品牌钟爱转移至延伸产品钟爱,以提高延伸成功概率,降低延伸风险。

第三,验证了品牌钟爱转移的边界条件,发现产品种类相似性、品牌形象相

似性能增强母品牌钟爱对延伸产品钟爱的转移，因而，企业在运用品牌延伸策略时，应尽量选择产品种类相似性、品牌形象相似性较高的延伸产品进行延伸，以提高消费者对延伸产品信任，从而提高消费者对延伸品牌钟爱，以维系消费者品牌关系。研究还发现消费者期望性负向调节母品牌钟爱与延伸产品钟爱之间的关系，当消费者对母品牌钟爱程度较高时，应降低消费者期望，来提高对延伸产品钟爱；当消费者对母品牌钟爱程度较低时，应提高消费者期望，来提高对延伸产品钟爱。因此，企业应根据不同目标顾客，采取不同营销策略。

第四，本研究把延伸一致性划分为三个维度——种类相似性、形象相似性、消费者期望性，把它们同时纳入一个模型考察其对品牌钟爱的影响。以往研究都是从产品或品牌本身视角研究契合度，本书引用期望性这一概念，从消费者感知的视角研究契合度，建立了延伸一致性对母品牌钟爱的反馈效应研究框架，发现品牌延伸会对母品牌钟爱产生稀释效应。相对高产品种类相似性、高品牌形象相似性、高消费者期望性，低产品种类相似性、低品牌形象相似性、低消费者期望性对母品牌钟爱的稀释效应更明显。因此企业延伸时，还应从消费者感知的视角研究契合度，注重消费者体验，从视觉、嗅觉、听觉、味觉等多方面体验考虑消费者感知，提高消费者满意度。

第五，发现延伸一致性通过品牌延伸态度正向影响消费者对延伸后母品牌钟爱。但消费者创新性会调节延伸一致性对延伸品牌态度的影响。消费者创新性对产品种类相似性、品牌形象相似性与品牌延伸态度之间的关系起负向调节作用，对期望性与品牌延伸态度之间的关系起显著的正向调节作用。给企业的启示是，品牌延伸之前，首先要研究消费者的创新性，寻找自己品牌和产品的高创新性消费者，寻求高创新性消费者的意见，加强与他们的沟通，让他们成为延伸产品的早期接受者和引导者。此外对高创新性消费者应提高其对延伸产品的期望性，从而提高其对品牌延伸的态度，提高对延伸产品的评价。

第六，消费者涉入度会调节延伸一致性对延伸品牌态度的影响。消费者卷入

度水平正向影响产品种类相似性、品牌形象相似性与延伸品牌态度之间的关系。即消费者对延伸产品涉入度越高,产品种类相似性、品牌形象相似性对延伸品牌态度影响越大。但消费者卷入度水平负向影响期望性与延伸品牌态度之间的关系。在高消费者涉入度水平下,消费者期望性越低,则对消费者的品牌延伸态度越高。因而,企业可根据消费者涉入度来细分市场,对其采取不同营销策略。

上述研究结论说明,评价品牌延伸效果的情感迁移模型和联想记忆模型可以解释母品牌钟爱对延伸品牌钟爱转移的影响关系;分类理论和强化理论在解释产品种类、形象相似性对钟爱转移的影响过程中发挥着作用;精细加工可能性模型可以解释产品涉入度对延伸契合度和品牌依恋之间的关系的调节作用。期望确认理论可以解释期望性在研究中的作用。

根据研究结论,为企业实施品牌延伸策略和提高消费者品牌钟爱提出以下对策建议:(1)企业应根据延伸一致性和母品牌钟爱程度不同来制定品牌延伸策略;(2)企业应考虑选择具有较高母品牌钟爱的品牌来实施品牌延伸策略;(3)企业可以通过提升品牌延伸态度来提高消费者对延伸后母品牌的钟爱;(4)企业实施品牌延伸策略时,可以考虑选择消费者创新性、消费者涉入度、消费者对母品牌钟爱程度为标准进行市场细分,然后根据延伸一致性的高低来选择恰当的目标市场。

品牌延伸与品牌钟爱之间的关系还需要更多更深入的研究,借助更多的模型去分析验证,需要相关专业人士从实践中总结出更好的研究模型,经验证推广后更好地指导企业的品牌管理实践。

Abstract

The market has entered the era of brand competition, the brand has become one of the most valuable corporate assets, the growing of brand deeply reflected progress and development of the industry. In this surplus of products, media pluralism and advertising explosion era, how to cultivate the relationship between the consumer and the brand has become an urgent problem. Built on interaction between brands and consumers, the brand love of consumer is becoming a new policy of enterprise creating sustainable competitive advantage。

Brand Love is the degree of emotional attachment to satisfaction with the brand (Carroll and Ahuvia, 2006), reflecting the strong brand relationship, is a new area of research on consumer brand relationship management, deepening of the brand relationship theory, enhancing brand loyalty and brand equity. Brand love is an important part of the new, hot area of brand research, Mainly reflected consumers positive, positive cognitive and emotional brand. At present, the theoretical research mainly focuses on the concept of brand love, the relationship between the brand love and the brand loyalty. But compared to the western existing brand love research, Chinese consumer brand love research in the basic, systematic theoretical framework and the empirical research are still relatively scarce. Existing literature on how to carry out the structure and dimension analysis of the brand love has not yet reached a consensus, in addition to the impact of Brand Extension has little effect on the article.

Brand extension is an important branch of the theory of brand asset management, has

become one of the most popular research topics in brand research areas. With a sharp increase in marketing costs of new brands into the market, brand extension has become one of the important strategies of brand management in enterprises (Czellar, 2003; Keller, 2006). Successful brand extension can reduce the risk perception of consumers, reduce the cost of marketing, can provide a new source of profit for the enterprise, can enhance the meaning of the parent brand and brand equity. But the failure of brand extension probability is very high, not only new products failed extension and also the parent brand core Lenovo is weakened, the parent brand's positioning and image are no longer recognized, serious damage to the brand assets , causing great economic losses to the enterprise.

Both positive and negative cognition on Brand extension

promote academic research . Study found that if the consumer 's parent brand cognition and emotion can be smoothly transferred to the extension of product , you can greatly reduce consumer perceived risk of new products, and brand extension is more likely to succeed. Brand Love is customer strongly attachment to satisfaction brand (& Ahuvia Carroll, 2006) , which is reflection of the strong brand relationship. whether the parent brand love can be transferred to extension product, or parent brand love would diluted , the problem is worthy of study. Academic research of brand extension is in-depth , there are many methods to measure brand extension effect, such as market share, impact on brand loyalty、 brand personality、 brand equity. However, there are no scholars to study the relationship between brand extension and brand love.

This paper attempts to starting from the consumer's point of view, through China's social and cultural background , explore the impact of brand extension on brand love, filling the gaps in the domestic and international theoretical research, enriching and improving the brand extension theory making a contribution on China's enterprises better implementation of brand extension strategy .

The purpose of this study is to explore the impact of brand extension on brand love. By constructing a transfer model and a feedback model on brand love, focusing on the following four research questions: first, whether the brands love can be transfer , in order to improve the efficiency of the use of brand assets of enterprises, and promote

China's enterprise brand extension strategy. Second, in the extension process, what conditions the parent brand love can transfer to extension products, discussing the transfer boundary condition of category similarity、image similarity and consumer expectation. Third, whether there is a dilution effect on parent brand love when meeting improper extension (such as inconsistency). Fourth, advance risk prevention strategies on brand extension, to avoid dilution of improper extension on brand assets, and provide strategies for Chinese brand protection strategy.

The main contents of this research include four parts.

First of all, summarized the related research, clear the theme of this study, through the review of related literature and theoretical basis. secondly, develop the brand love scale on Chinese consumers. The paper absorbed the basis of previous studies, using interview method and questionnaire method, understanding brand love core connotation, and refining the structure dimension of the brand love from the Chinese consumer; Again, explores brand love can be transferred, transfer border issues, mainly analyzing the role of product category similarity and brand image similarity, consumers expect of the extension product. Finally, it explores the feedback effect of the extension on the parent brand love, which involving the mediating effect of brand extension attitude, the moderating effect of product involvement and consumer innovativeness. Specifically, the study subject is divided into five chapters.

The first chapter mainly elaborates the research background, the problem, the purpose, significance, the research content, the method, the process and the innovation.

The second section is the review of the related literature and the theoretical basis, mainly on brand relationship theory, Chinese psychology of love, brand love, brand extension, and related variables, such as consumer innovativeness, product involvement, the consistency of extension. Especially the development of brand love.

Chapter three is the theoretical framework and hypotheses proposed, mainly research brand love can be transferred, transfer condition and influence on the parent brand love. Propose the feedback model and transfer model of the brand love.

The fourth chapter is the research design and empirical research, mainly including the pretest, experiment1, experiment 2, Experiment 3. First forecast test is mainly

manipulation and prediction of variables. Including

the parent brand selected , to control the degree of parent brand love level. Second, control the consistency of the brand

through the virtual product design. The second section is mainly to pretest the reliability and validity of the questionnaire . Mainly on the scale of content, expression, sequence and complete instructions for communication. The third section is mainly about the transfer of the brand love. The fourth section is mainly about the research of the transfer boundary. The fifth part is to study the effect of brand extension on the parent brand's love feedback effect.

The fifth chapter is a general discussion, the main conclusions of this paper are summarized. Including lessons from the management, the innovation of research, research limitations and future research prospects.

In this paper, we mainly use SPSS19.0 and AMOS7.0 statistical software package, using descriptive statistical analysis, exploratory factor analysis, confirmatory factor analysis, variance analysis, structural equation modeling analysis. By controlling the product category similarity and brand image similarity, parent brand love research variables, with in the form of a questionnaire survey to collect first-hand information, and to explore the mechanism of brand extension impact on the brand love, construct the theoretical model and put forward the hypothesis. The value of this paper main in the following aspects:

First, this study has no applied love dimensions of psychology research , but more understood the concept of brand love deeply in the hearts of consumers , construct the structural dimensions of the brand love through interviews and questionnaire method , laying the foundation on the further development of the brand love. Brand Love has the brand satisfaction , trust, passion and self brand association. Brand satisfaction and trust reflects the basic demands of consumers, which is a rational dimension; self brand association referred to the consumer regarding brand as a self construction, which strength and express self recognition and self promotion, satisfying the purpose of psychological needs (Escalas 和 Bettman , 2009) 。 Brands Passion is the enthusiasm of consumers to the brand, obsession and fanaticism, reflecting a highly intense emotional consumption for the consumers , which is the perceptual dimension. This study deepen the

existing research results of the brand love, has made certain progress in the theory.

Second, we found that love can be transferred, that is the positive impact of the parent brand love can extend product love, emotional migration model and associative memory model theory has been verified in the extension theory.

Existing research has not explored the quantitative influence on the two variables ,and research prove the question of love can transfer.This discovery improve and enrich the previous studies. This means that the enterprises could meet consumer demand to enhance the parent brand love by means of brand building, brand experience, and the enterprises should try to choose a favorite brand , in order to improve the probability of the extension success, reduce risk of extension.

Third, verify the boundary conditions of brand love transfer, product category similarity and brand image similar strength transfer from the parent brand love to the extension products. Therefore, the enterprise should be as far as possible to choose the product category similarity and brand image similar extension to enhance consumer trust on the extension products, improve the brand love on consumer, maintain customer brand relationship.Research found the the consumer expectation will affect the transfer between the

parent brand love and extension product love. When the degree of parent brand love is high, enterprises should reduce the expectations of extension product to improve extension product love; when consumers of the low degree of parent brand love, enterprises should raise consumption expected to improve brand love on the extension product . Therefore, enterprises should adopt different marketing strategies according to different target customers.

Fourth, this study divides the extension consistency into three dimensions: the category similarity, the image similarity, the consumer expectation, and they are included in a variable to investigate the impact of their love for the brand. Previous studies on extensions fit are from products or brands perspective. This study quoted expectations of consumer,froming the perspective of consumer perceived fit, establishing the feedback effect and extension effect

to the brand love . Found that brand extensions will have a dilution effect on the

parent brand love. Relatively high product category similarity, high brand image similarity and high consumer expectations, low product category similarity, low brand image similarity, low consumer expectations dilution effect is more obvious.

Fifth, this study found that extension consistency has a positive effect on brand love through brand extension attitude. But consumer innovation will regulate extension consistency on extension effect of brand attitude. Consumer innovation has a significant negative moderating effect between product category similarity、 brand image similarity and brand extension attitude; Consumer innovation has a significant positive moderating effect between expectations and brand extension attitude.

Revelation to the enterprise, first of all enterprise should find their high innovative consumer before brand extension, seeking opinions of high innovative consumer , strengthen communication with them. In addition to the high innovative consumers, enterprise should improve their expectations of the extension product, so as to enhance its brand extension attitude, improve the evaluation of the extension product.

Sixth, consumer involvement will moderate the impact of the extension consistency on brand attitude. Consumer involvement is positively related to the relationship between product category similarity, brand image similarity and brand attitude. But the consumer involvement is negatively related to the relationship between consumer expectations and brand attitude. In the high consumer involvement level, the lower consumer expectations, the consumer's brand extension attitude is much higher. Therefore, enterprises should make

market segments and take different marketing strategies basing on consumer involvement level.

The conclusions of the study evaluate that the emotional migration model and associative memory model can explain the impact of the transfer of the parent brand love to extend produce's love. Classification and reinforcement theories interpret product categories similar and the image similar play a role on transfer effect of love ; the elaboration likelihood model can explain moderating effects of product involvement between extensions fit and brand extension attitude. Expectation Confirmation Theory can explain the role of expectation in the study.

According to the conclusion of the study, enterprise put forward the following suggestions to improve of brand extension strategy : (1) enterprise develop the brand extension strategy according to the consistency of extension and the different degree of parent brand love ; (2) enterprises should consider to choose higher love of parent brand to implement the strategy of brand extension. (3) the enterprise can improve consumer stepmother brand love through the enhancement of brand extension attitude; (4) enterprise should consider consumer imitativeness or consumer involvement as the standard of market segmentation, then choose appropriate target market according to the consistency of extension or the level of the parent brand love.

The relationship between brand extension and brand love also need more more in-depth study, with more model to analysis and verify from practice research model, promoting brand management for enterprise.

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