

品牌形象與品牌延伸績效間之關係的研究-以品牌愛戀為干擾變項

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摘要

由於新產品能在市場成功上市的機率日益降低，所以採品牌延伸方式進入市場，便成了企業新產品上市的重要策略。品牌延伸係指廠商運用一成功品牌名稱於後續推出之新產品、改良產品或原產品線的延伸產品上的一種品牌策略。相關學者泰半認為，於眾多影響品牌延伸成功的關鍵因素中，母品牌產品與新產品的品類越相近或契合度越高，則新產品越容易成功；然鮮少有研究探討於產品類別差異甚大的品牌延伸績效；換言之，於品類契合度甚低的情況下，企業如何提高品牌延伸的成功機率？如果一個消費者是如此愛戀某一品牌，則縱使企業採低契合度的品牌延伸，消費者對該品牌的延伸產品是否亦會毫不遲疑的接受呢？亦即，消費者對母品牌的愛戀，是否會毫無保留轉移至延伸產品上？質言之，本研究以信號理論為立論基礎並以品牌愛戀為干擾變項提出相關假設，而了解其於低契合度的品牌延伸的情況下，對品牌形象與品牌延伸績效間的關係的影響，並以問卷蒐集相關資料，而透過迴歸分析等統計技術以驗證假設。初步研究結果顯示，本研究的假設泰半獲得支持。

關鍵詞：品牌愛戀、品牌延伸、信號理論、干擾效果

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