

# A Study of The Relationship between Brand Image and Brand Extensions Performance-Using Brand Love as A Moderating Variab

張詠涵、唐啟發

E-mail: 384338@mail.dyu.edu.tw

## ABSTRACT

The possibility of successfully entering the market for the new products is getting lower and lower. Using brand extension as a way to enter the market, therefore, becomes an important market entrance strategy for the new products. Brand extension or brand stretching is a marketing strategy in which a firm marketing a brand new product, an improved product, or a product-line extension with a well-developed image uses the same brand name in a different product category. Most researchers believe that among factors that will influence the success of brand extensions, the fit between the product category of a parent brand and that of the extended products is the most important one. However, few studies have ever tried to investigate ways to improve the successful rate of brand extensions if the degree of fit between the product category of a parent brand and that of the extended products is low. One interesting moderating factor that may change the relationship between brand image and new product purchasing intend if the degree of fit between the product category of a parent brand and that of the extended products is low is the concept of brand love. In other words, customers may deeply in love with the parent brand that they will accept the extended product even if the degree of fit low. The purpose of this research, therefore, is to investigate the effects of brand love as a moderating variable under the low extension fit conditions with Signaling Theory as a guiding theory to develop related hypothesis. Information will be collected by the questionnaire and regression analysis will be used to test hypothesis. Most hypothesis are accepted and the implications of these research finding are discussed.

Keywords : Brand love、Brand extension、Signal theory、Moderating effect

## Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iii
..... iv 英文摘要.....	v	誌謝辭.....	v
..... vii 目錄.....	viii	圖目錄.....	viii
..... x 表目錄.....	xi	第一章 緒論 第一節 研究背景.....	xi
..... 1 第二節 研究動機.....	2	第三節 研究目的.....	3
..... 4 第二章 文獻探討 第一節 品牌愛戀.....	6	第二節 品牌延伸.....	6
..... 8 第三節 信號理論.....	10	第四節 購買意願.....	10
12 第三章 研究方法 第一節 研究架構.....	14	第二節 研究假設.....	15
第三節 變數操作性定義.....	17	第四節 資料蒐集與分析.....	18
..... 21 第四章 資料分析 第一節 個人基本資料樣本分析.....	21	第二節 信效度分析.....	22
..... 24 第三節 假設驗證.....	24	第五章 結論與建議.....	32
..... 34 附錄A 研究問卷.....	45	參考文獻.....	32
..... 5 圖2. 研究架構.....	15	表目錄 表1. 樣本特性.....	15
..... 21 表2. 信度分析.....	23	表3. 迴歸分析.....	23
..... 25 表4. 研究實證結果彙整表.....	30		

## REFERENCES

- 王佳晶(2006)「女性網路消費行為研究」,大葉大學資訊管理學系碩士論文。王詩晴(2003)「影響全球品牌成功推出副品牌之因素的探討 - 以精品業為例」,政治大學國際貿易學系碩士論文。林南宏,王文正,邱聖媛,鍾怡君(2007)「產品知識及品牌形象對購買意願的影響-產品類別的干擾效果」,行銷評論,第4卷第4期,頁481-504張長燕(2008)「臺北市國小教師對運動服品牌形象與購買意願模式之研究-線性結構方程模式之驗證」。國立臺北市立教育大學體育學系體育教學碩士學位班碩士論文。邱瑋珍(2006)「品牌形象與品牌態度對購買意願之影響研究」,淡江大學國際貿易學系國際企業學碩士班碩士論文。Albert, Noel, Dwight Merunka, and Pierre Valette-Florence (2008), "When Consumers Love Their Brands: Exploring the Concept and its Dimensions," Journal of Business Research, Vol. 61 No.10, p1062 - 75. Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: The Free Press. Aaker, D.(1990)

" Brand Extensions: The Good, the Bad, and the Ugly. ", Sloan Management Review, Vol.31, No.4,p47-56. Aaker, David A. and Kevin Lane Keller,(1990) " Consumer Evaluations of Brand Extensions, " Journal of Marketing, Vol.54, No.1, p27-41. Barone, Michael J., Miniard, Paul W., and Romeo, Jean B., (2000), " The Influence of PositiveMood on Brand Extension Evaluations. " Journal of Consumer Research; Vol. 26 No. 4, p386-400. Batra, Rajeev, Ahuvia, Aaron, and Bagozzi, Richard P., (2012), " Brand Love. " Journal of Marketing; Vol. 76 No. 2, p1-16. Batra, Rajeev, Lenk, Peter, and Wedel, Michel, (2010), " Brand Extension Strategy Planning:Empirical Estimation of Brand – Category Personality Fit and Atypicality. " Journal of Marketing Research (JMR); Vol. 47 No. 2, p335-347. Baek, Tae Hyun and King, Karen Whitehill, (2008) " Consequences of Brand Credibility in Services, " American Academy of Advertising Conference Proceedings;p191. Batra, R, Lenk, P., and Wedel, M., (2010) " Brand Extension Strategy Planning: Empirical Estimation of Brand – Category Personality Fit and Atypicality. " Journal of Marketing Research;,Vol. 47, No. 2, p335-347. Bhat, S. and S.K. Reddy , (2001), " The Impact of Parent Brand Attribute Associations and Affect on Brand Extension Evaluation, " Journal of Business Resesearch, Vol.53, No.3, p.111-122. Boush, David and Barbara Loken, (1991) , " A Process Tracing Study of Brand Extension Evaluations, " Journal of Marketing Research, Vol.28, No.1, p16-28. Boush, David M., Shannon Shipp, Barbara Loken, Ezra Gencturk, Susan Crockett, Kennedy, Betty Minshall, Dennis Misurell, Linda Rochford, and Jon Strobe, (1987), Affect Generalization to Similar and Dissimilar Brand Extensions, Psychology and Marketing, Vol.4, (Fall), pp. 225-237 . Broniarczyk, S. M. and Alba, J. W. (1994), " The Importance of the Brand in Brand Extension, " Journal of Marketing Research, Vol.31, No.2, p214-228. Boulding. W. and A. Kirmani (1993). " A Consumer-Side Experimental Examination of Signaling Theory, " Journal of Consumer Research, 20, No. 1, pp.111-123 Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. Journal of Personality and Social Psychology, 51, 1173-1182. Carroll, B. A., Ahuvia, A. C.,(2006). " Some antecedents and outcomes of brand love " . Marketing Letters 17, 79-89. Chang , Hong-Sheng, (2008), " Increasing hotel customer value through service quality cues in Taiwan " . Service Industries Journal,Vol. 28, No. 1, pp73-84. Dean, Dwane H. and Lang, Jane M. (2008), " Comparing three signals of service quality " , Journal of Services Marketing,Vol. 22, No. 1, pp48-58. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991), " Effects of price, brand, and store information on buyers ' product evaluations " , Journal of Marketing Research, Vol.28,No.3, pp307-319. Dobni, Dawn and Zinkhan, George M. ,(1990), " In Search of Brand Image: A FoundationAanalysis " , in Advances in Consumer Research Volume 17, eds. Marvin E. Goldberg, Gerald Gorn,and Richard W. Pollay, Provo, UT : Association for Consumer Research, Pages: 110-119. Erdem, T., Swait,J,(1998), " Brand equity as a signaling phenomenon. " Journal of Consumer Psychology, Vol.7, No. 2, pp131-157. Erdem, T., Swait, J., and Valenzuela, A. T., "Brands as Signals: Across Country Validation Study.(2006)," Journal of Marketing, Vol.70, No.1, pp.34-49. Eldomiaty, Tarek I. (2004), " Dynamics of Financial Signaling Theory And Systematic Risk Classes in Transitional Economies : Egyptian Economy in Perspective " , Journal of Financial Management & Analysis,Vol. 17, No. 2, pp41-59. Farquar, Peter H., and Paul M. Herr, (1992), " Dominance and Typicality in Brand Extensions, " inAdvances in Consumer Research, John F. Sherry and Brian Sternthal eds., Provo, UT: Associationfor Consumer Research, p256. Fournier, Susan, (1998), " Consumers and Their Brands: Developing Relationship Theory in Consumer Research, " Journal of Consumer Research, Vol.24 No.4, p343 – 73. Greifeneder, R., Bless, H., & Kuschmann, T. (2007). Extending the brand image on new products: The facilitative effect of happy mood states. Journal of Consumer Behavior, 6, 19-31 Herbig, Paul and John Milesicz,(1994), " Marketing Signaling Service Industries, " Journal of Services Marketing, Vol.8, No.2, pp19-35. Hutchinson, J. Wesley and Zenor, Mike,(1986), " Product Familiarity and the Strengths of Brand-Attribute Associations: A Signal Detection Theory Approach, " Advances in Consumer Research, Vol. 13, No. 1, pp450-453. Iyer, Shobha G., Banerjee, Bibek, and Garber, Lawrence L., (2011), " Determinants of Consumer Attitudes toward Brand Extensions: An Experimental Study. " International Journal of Management; Part 2, Vol. 28 No.3, p809-823. Inman, J. Jeffrey, McAlister, Leigh, and Hoyer, Wayne D,(1990), " Promotion Signal: Proxy for a Price Cut?" Journal of Consumer Research, Vol. 17, No. 1, pp74-81 Kirmani, Amna, and Rao, Akshay R.,(2000)," No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. " Journal of Marketing,Vol.64, No. 2, pp66-79. Kirmani, Amna.(1997),"Advertising Repetition as a Signal of Quality: If It's Advertised So Much, Something Must Be Wrong," Journal of Advertising, Vol. 26, No. 3, pp77-86 Kotler, P., (2000) " Marketing management " . New Jersey: Prentice- Halll, Inc., Kwon, K. N., and Schumann, D. W. (2010), " The Influence of Consumers' Price Expectations on Value Perception and Purchase Intention " . Advances in Consumer research, 28, 316-322. Laurent Linnemer.(1998) " Entry deterrence, product quality: Price and advertising as signals " .Journal of Economics & Management Strategy, 7(4):615 – 45. Linnemer, Laurent, (1998), " Entry Deterrence, Product Quality: Price And Advertising as Signals " , Journal of Economics & Management Strategy ,Vol. 7, No. 4, pp615-645. Malar, Lucia, Krohmer, Harley, Hoyer, Wayne D, and Nyffenegger, Bettina, (2010), " Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. " Journal of Marketing; Vol. 75 No. 4, p35-52. Meyvis, Tom, Goldsmith, Kelly, and Dhar, Ravi, (2012), " The Importance of the Context in Brand Extension: How Pictures and Comparisons Shift Consumers' Focus from Fit to Quality. " Journal of Marketing Research (JMR); Vol. 49 No. 2, p206-217. Milberg, Sandra J., Sinn, Francisca, and Goodstein, Ronald C., (2010), " Consumer Reactions to Brand Extensions in a Competitive Context: Does Fit Still Matter? " Journal of Consumer Research; Vol. 37 No. 3, p543-553. Monga , Alokparna Basu & Deborah Roedder John,(2010), " What Makes Brands Elastic?The Influence of Brand Concept and Styles of Thinking on Brand Extension Evaluation, " Journal of Marketing, Vol.74, No.3,pp80-92. Morris, R. (1987). " Signaling, agency theory and accounting policy choice. " Accounting and business research 69: 47~56. Moorthy, S., and Srinivasan, K. (1995). " Signaling quality with money-back guarantees: The role of transaction costs. " Marketing Science 14(4):442 – 466. Mitra, A., Swasy, J., & Aikin, K. (2006). " How Do Consumers Interpret Market Leadership Claims in Direct-to-Consumer Advertising of Prescription Drugs? " Advances in Consumer Research, 33, 381-388. Morwitz, V. G., & Schmittlein, D.

(1992). Using segmentation to improve sales forecasts based on purchase intent: Which "intenders" actually buy? *Journal of Marketing Research*, 29(4), 391-405. Ng, Sharon, (2010), " Cultural Orientation and Brand Dilution: Impact of Motivation Level and Extension Typicality. " *Journal of Marketing Research (JMR)*; Vol. 47 No. 1, p186-198. Nunnally, J.C., (1978), *Psychometric Theory*, New York: McGraw-Hill Park, C. Whan, S. Milberg, & R. Lawson,(1991), " Evaluation of Brand Extensions: the Role of Product Feature Similarity and Brand Concept Consistency, " *Journal of Consumer Research*, Vol.18, No.1, pp185-193. Pickett, Gregory M., Grunhagen, Marko, and Grove, Stephen J, (2001) " Signal Detection Theory: A Tool to Enhance Retail Service Quality, " *AMA Winter Educators' Conference Proceedings*;,Vol. 12, pp379-380. Price, L. J.,N. Dawar(2002). " The joint effects of brands|warranties in signaling new product quality. " *Journal of Economic Psychology*,23,165-190. Ramaseshan, B. and Tsao, Hsiu-Yuan, (2007) " Moderating effects of the brand concept on the relationship between brand personality and perceived quality, " *Journal of Brand Management* ;Vol. 14, No. 6, pp458-466. Rao A R, Qu L, Ruekert R W,(1999), " Signaling unobservable product quality through a brand ally, " *Journal of Marketing Research*, Vol.63, No.2, pp.258 - 268. Shimp, Terrence A. and Thomas J. Madden, (1988), " Consumer – Object Relations: A Conceptual Framework Based Analogously on Sternberg ' s Triangular Theory of Love, " in *Advances in Consumer Research*, Michael J. Houston, ed. Provo, UT: Association for Consumer Research,p163 – 68. Singh, Jaywant, Scriven, John, Clemente, Maria, Lomax, Wendy, and Wright, Malcolm, (2012), " New Brand Extensions. " *Journal of Advertising Research*; Vol. 52 No. 2, pp234-242. Sternberg, Robert J. (1986), " A Triangular Theory of Love, " *Psychological Review*,Vol.93 No.2, p119 – 35. Spence, A. M. (1974). " Market Signaling: Informational Transfer in Hiring and Related Screening Processes " . Cambridge: Harvard University Press. Srivastava, Joydeep and Mitra, Anusree,(1998), " Warranty as a Signal of Quality: The Moderating Effect of Consumer Knowledge on Quality Evaluations, " *Marketing Letters*; Vol. 9, No. 4, pp327-336. Steenkamp, J.E., and Wedel, M. (1991). " Segmenting retail markets on store image using a consumer-based methodology " ,*Journal of Retailing*, Vol.67, No.3, p300 – 320. Tashchian, Armen, J. Dennis White, and Sukgoo Pak, (1988), " Signal Detection Analysis and Advertising Recognition: An Introduction to Measurement and Interpretation Issues, " *Journal of Marketing Research*, Vol, 25, No. 4, pp397-404. Thomson, Matthew, MacInnis, Deborah J., and Park, C. Whan, (2005), " The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. " *Journal of Consumer Psychology*; Vol. 15 No. 1, p77-91. Tsao, Hsiu-Yuan, Pitt, Leyland F., and Berthon, Pierre,(2006),"An experimental study of brand signal quality of products in an asymmetric information environment" *Omega*; Vol. 34, No. 4, pp397-405 Volckner, F. and Sattler, H., (2006). " Drivers of Brand Extension Success " , *Journal of Marketing*, 70(2), 18-34. Whan Park, C., MacInnis, Deborah J., Priester, Joseph, Eisingerich, Andreas B., and Iacobucci, Dawn, (2010), " Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. " *Journal of Marketing*; Vol. 74 No. 6, pp1-17. Wallin, Ann C. and Coote, Leonard V, (2007),"what do brands signal? " *AMA Winter Educators' Conference Proceedings*; Vol. 18, pp90-91 Ye, Gewei and Van Raaij, W. Fred,(2004), " Brand equity: extending brand awareness and liking with Signal Detection Theory, " *Journal of Marketing Communications*; Vol. 10, No. 2, pp95-114. Yorkston, E. A, Nunes, J. C., and Matta, S,(2010), " The Malleable Brand: The Role of Implicit Theories in Evaluating Brand Extensions. " *Journal of Marketing*; Vol. 74, No. 1, pp80-93. Yeung, Catherine W. M., and Wyer Jr., Robert S. (2005), " Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations. " *Journal of Marketing Research (JMR)*; Vol. 42 No. 4, p495-506. Zhao, Hao, (2000), " Raising Awareness and Signaling Quality to Uninformed Consumers: A Price-Advertising Model " , *Marketing Science*,Vol. 19, No. 4, pp390-39 Zeithaml, V. A. (1988), " Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence " , *Journal of Marketing*, Vol.52, No.3, pp2-22.