

, , \*

-

(brand identification)가

, (brand affect)

(hedonic product)

(utilitarian product)

, 가 가 ,

, 가 가

가 가 ,

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(Lee, Ji - young)

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\* Relationships among Brand Identification, Brand Affect, and Brand Loyalty : Utilitarian Products vs. Hedonic Products





가 (attitudinal attachment) (attitudinal loyalty) (Chaudhuri & Holbrook, 2001; Keller, 2002). (behavioral loyalty) (Fournier, 1998). (customer -based brand equity) share) (Aaker, 1997; Keller, 2002). (unique) 가 (Chaudhuri & Holbrook, 2001), (cognitive), (affective), (conative) 가 (Oliver, 1993; , 2001). , Day(1969) products) products) 가 Griffin(1994) .Babin Darden

Dick Basu(1994) , (true loyalty) 가 (spurious loyalty) ( , 2001). (2001) (Boulding & Kirmani, 1993), (Narayandas, 1996), (Anderson & Sullivan, 1993; Cronin & Taylor, 1992), 가 (Narayandas, 1996) 4) Holbrook Hirschman(1982)

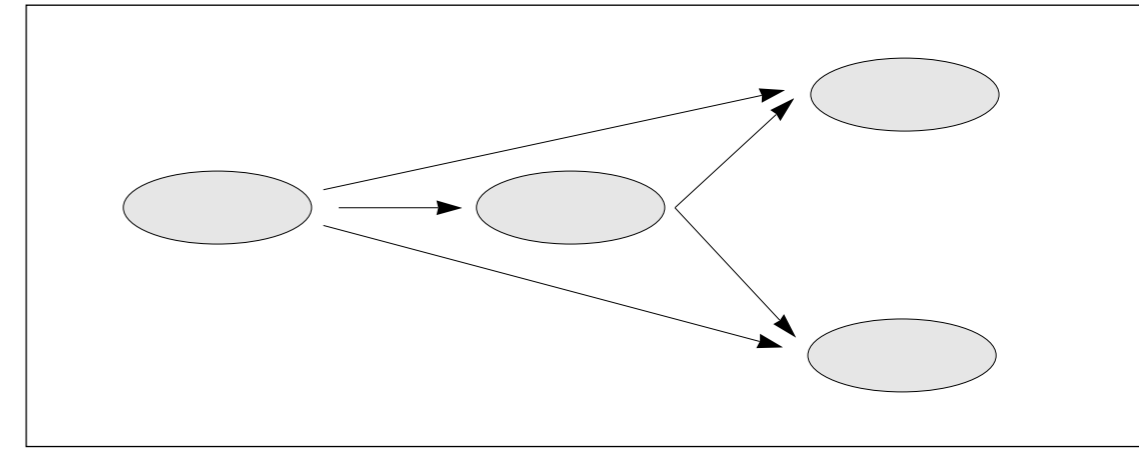
가 가 가 가 (hedonic) (utilitarian) 가 (Batra & Ahtola, 1990; Mano & Oliver, 1993). Dhar Wertebroch(2000) 가 가 가 가 (Hirschman & Holbrook 1982). 가 가 (Chaudhuri & Holbrook, 2001). 가 가 / 가

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3.

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< 1 >



가

1) 가 ( , 2002).  
Graeff(1996)  
가 .Grubb Grathwohl (1967)  
< 가 1 >

2) 가 가 가 가  
(1) 가  
<가 2-1>  
가 , 가  
(Swann et al., 1994). 가 <가 2-2>

( , 2002).  
가 , 가  
가 . 가  
<가 1>  
가 가  
<가 3-1>

<가 3-2>

(2) 가 가 가  
- vs. 가 가  
<가 5-1> 가  
<가 5-2> 가  
(Hirschman, 1983; Hirschman & Holbrook, 1982; Holbrook, 1986; Holbrook & Hirschman, 1982).  
가 , ,  
(Strahilevitz & Myers, 1998). 가 가  
, 2002). 가 가 가 가  
. Bazerman et al.(1998) 가 가  
가 가  
<가 4> 가



185  
 89 (48.1%), 96 (51.9%) 0.8  
 20 가 <  
 4 (2.2%), 20 29 150 (81.1%), 30 1>  
 39 가 29 (15.7%), 40 2  
 (1.1%) 20 가 (2)  
 (62.7%), (32.4%), (3.2%),  
 (0.5%), (0.5%)  
 (face validity)  
 4)  
 (1) analysis) (Bagozzi & Yi, 1991).

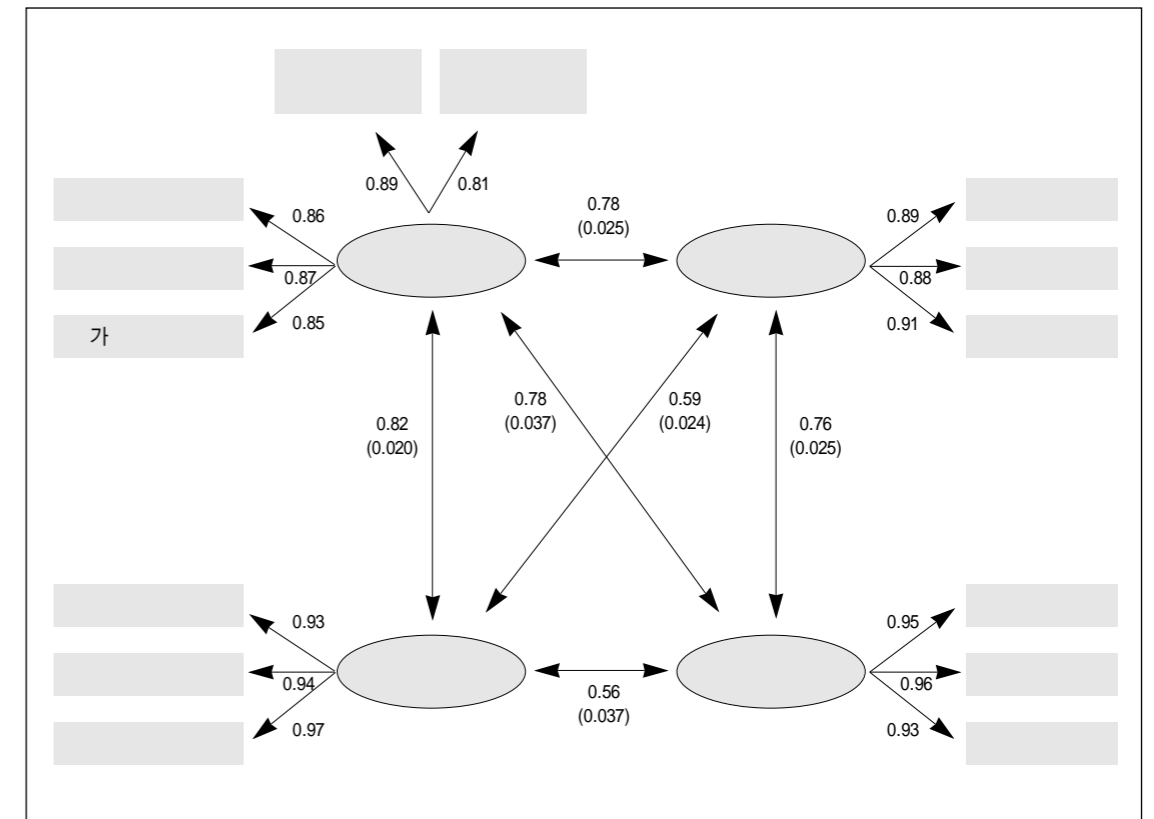
Cronbach  $\chi^2 = 260.686(p=0.00)$ , GFI=0.908,

< 1>

|  |             | Cronbach |
|--|-------------|----------|
|  | 가           | .9275    |
|  |             | .9611    |
|  |             | .9211    |
|  | 가<br>가<br>가 | .9644    |

AGFI=0.864, RMR=0.036, NFI=0.957 0.76 1.0  
 Chaudhuri  
 Holbrook (2001)  
 0.64  
 (Bagozzi & Yi, 1991). 0.59  
 ( , ± Chaurhuri  
 2SE) 1.0 Holbrook (2001)  
 (Anderson & Gerbing, (0.51).  
 1988; Bagozzi & Yi, 1988).

< 2>

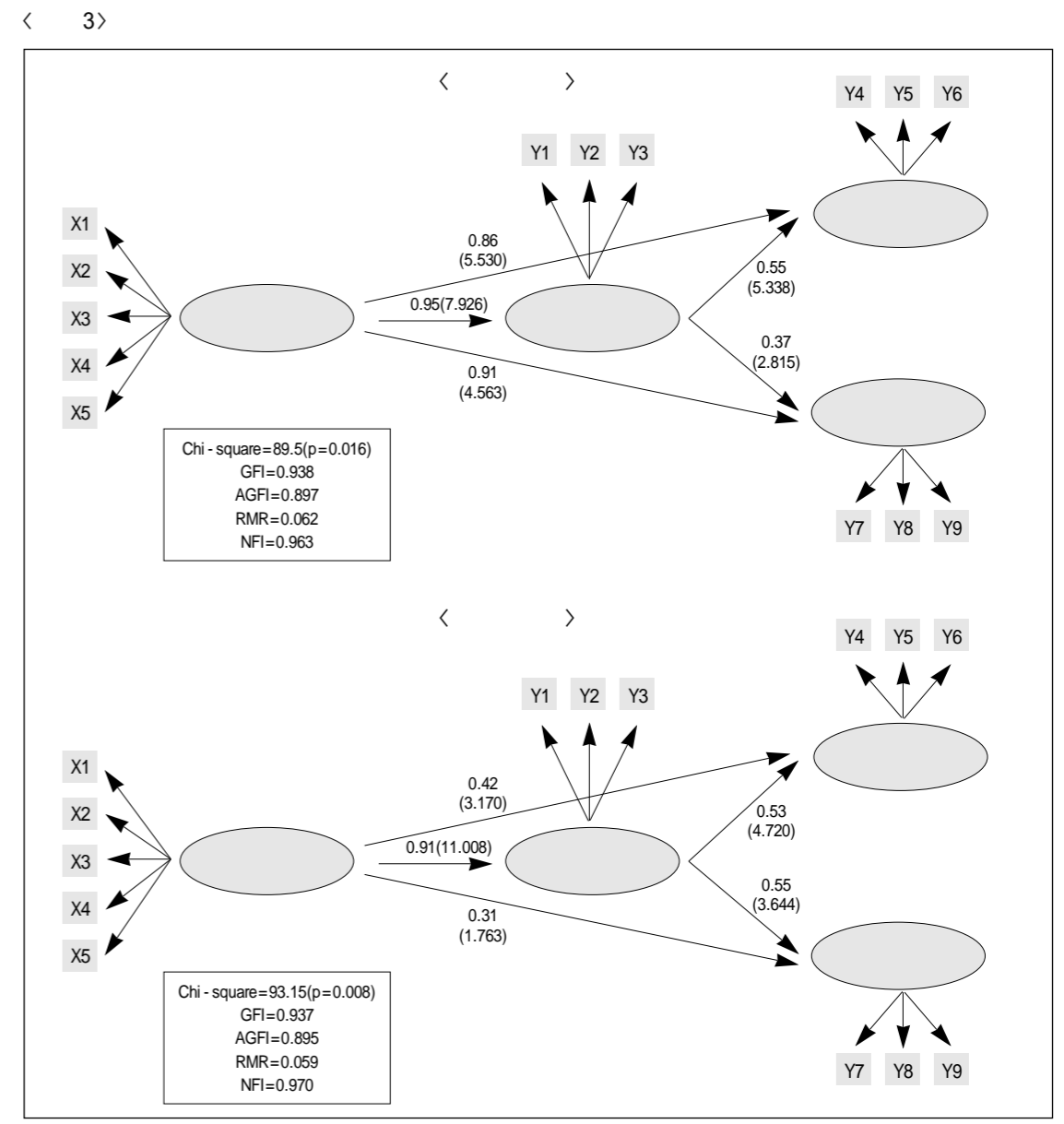


(3) 가  
 LISREL8 (MLE : Maximum Likelihood Method) (Jöreskog, 1990).  
 가 <가 2-2>  
 가 <가 3-1>  
 가 <가 3-2>  
 가 <가 1>  
 가 <가 2-1>  
 가  $\chi^2(63) = 117.8(p=0.00)$ , GFI=0.958, AGFI=0.930, RMR=0.056, NFI=0.981  
 가  $\chi^2(63) = 89.5(p=0.016)$ , GFI=0.938, AGFI=0.897, RMR=0.062, NFI=0.963

< 2 > 가

| 가 | 가 | (t)                          | 가 |
|---|---|------------------------------|---|
|   | + | 1.05(17.670)                 | 가 |
|   | + | 0.54(5.977)                  | 가 |
|   | + | 0.51(4.250)                  | 가 |
|   | + | 0.43(6.297)                  | 가 |
|   | + | 0.34(3.680)                  | 가 |
|   |   | $\chi^2(63) = 117.8(p=0.00)$ |   |
|   |   | GFI=0.958, AGFI=0.930        |   |
|   |   | RMR=0.056, NFI=0.981         |   |

가 (multiple group analysis)  
 $\chi^2(63) = 93.15(p=0.008)$ , GFI=0.937, AGFI=0.895, RMR=0.059, NFI=0.970  
 . <가 >











- (1999).
- (2001).
- 3(2), 92 - 113.
- (1990).
- (1999).
- self - monitoring
- (2004).
- (2002).
- 17(3), 1 - 33.
- (2004).
- CS
- 19(3), 81 - 112.
- (2001).
- 12(1), 53 - 74.
- (1999).
- (2001).
- CRM CRM.
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## Abstract

# Relationships among Brand Identification, Brand Affect, and Brand Loyalty - Utilitarian Products vs. Hedonic Products

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This study investigates the influence of brand-self identification on brand loyalty by employing the concept of brand affect. This study especially focuses on the mediating role of brand affect between brand identification and brand loyalty. This study also examines the differential influence of brand identification on brand loyalty between the two product classes: hedonic products and utilitarian products.

Several interesting results are found. First, brand identification has a positive influence on brand loyalty; that is, as brand identification increases, both attitudinal and behavioral loyalty increase. Second, brand identification can have a positive influence on brand affect; consumers may feel pleased when they purchase the brand that gives high brand-self identification. Third, brand affect can have a positive influence on brand loyalty. Fourth, the influence of brand identification on both attitudinal loyalty and behavioral loyalty is greater for hedonic products than for utilitarian products.

Key words : brand identification, brand affect, brand loyalty, behavioral loyalty, attitudinal loyalty, hedonic products, utilitarian products