

題目	品牌延伸中屬性移轉的不對稱效果
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摘要	在品牌延伸的研究中證實，當品牌延伸至相似的產品類別時，功能移轉為主要的移轉類型。而在移轉至不相似的產品類別時，形象移轉是主要的移轉類型。本研究目的在探討在相似延伸中形象移轉的效果，以及在不相似的延伸中功能移轉的效果。研究結果顯示，在相似的延伸中，正面的形象屬性相對於負面的形象屬性也有助於延伸的評價，特別是當功能屬性也是正面時。然而，在不相似的延伸中，當形象屬性是正面時，正面的功能屬性相較於負面的功能屬性會導致較差的延伸評價，此差異在負面的功能屬性下則不存在，因此本研究觀察到了屬性移轉的不對稱效果，本研究以品牌概念的寬度來解釋此現象。功能屬性強的品牌有較窄的品牌概念，會導致在不相似品牌的延伸中較差的 brand 延伸評價。本研究也進一步探討了此結果的學術與管理意涵。
關鍵字	不對稱效果；品牌延伸；功能屬性；形象屬性
Title	The Asymmetric Impact of Attribute Transfer on Brand Extension Evaluations
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Abstract	In brand extension, functional knowledge transfer dominates when extending to a similar product category. Image knowledge transfer dominates when extending to a dissimilar category. The present research investigates the effects of imagery attribute on similar extensions when the dominant knowledge transfer is functional in nature, and the effects of functional attributes on dissimilar extensions when the dominant knowledge transfer is imagery. It is found that for similar extensions, positive image attribute also helps with the extension evaluation, especially when functional attributes are positive. However, for dissimilar extensions, positive functional attributes result in lower extension evaluation than negative functional attribute when imagery attribute is positive. This difference disappears when imagery attribute is negative. An asymmetry of attribute transfer is observed. This asymmetry is explained in terms of the width of brand concept. Stronger functional appeal leads to narrower brand concept and therefore lower evaluation for dissimilar extensions. Finally, academic and managerial implications of the research are discussed.
Key Words	Asymmetric effect; Brand extension; Functional attribute; Imagery attribute