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브랜드 개성과 자아이미지의 일치성이 브랜드 태도에 미치는 영향에 관한 연구

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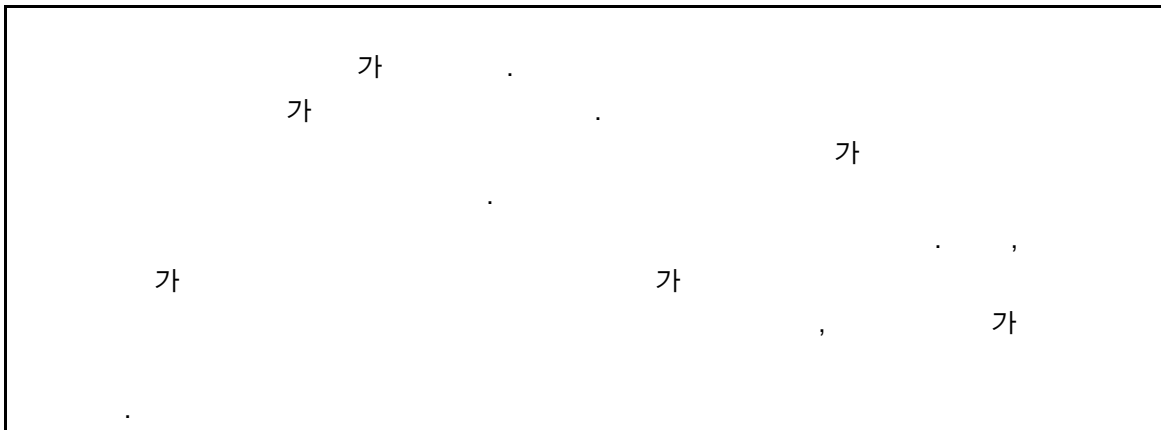
*

The Influence of Self-Congruity between Brand Personality and Self-Image on Attitude Toward Brand

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* : 01. 11 : 02. 01

1.

가

(Dick, Chakravarti, and Biehal 1990; Simmons and Lynch 1991).

가 , 가 . 가
 , 가 (Aaker 1996;
 Aaker 1997; Batra, Lehmann and Singh 1993; Biel 1993; Plummer 1984). "

" ,
 " " , " " " ,
 " " , " " "

가 ,

가 . 가
 가 가

(Holliday 1996), 가
 (Biel 1993). 가

()가

가 . Aaker (1997)
 가 (BPS) , , ,

2.

2.1

2.2

(French and Glascher 1971; Hamm and Cundiff 1969), (Greeno et al. 1973), (Debevec et al. 1987; Domzal and Kernan 1993; Markus 1977), (Hong and Zinkhan 1995),

/ , (Heath and Scott 1998).

/ (Kassarjian 1971; Sirgy 1982).

가 Levy(1959) ,

가 . , 가

Grubb and Grathwohl(1967) "

가 "

가 가 .

- 가 .

- , 가 .

- , , ,

,

(Grubb and Hupp 1968; Grubb

and Stern 1971),

가?

가 가 .

, 가 (Swann, Stein-Seroussi, and Giesler 1992). ,

가 ,

가 (Swann, De La Ronde, and Hixon 1994). ,

가 가

, 가

Levy(1959) Grubb and Grathwhole(1967) ,

가 가 (, Grubb and Hupp 1968; Dolich 1969; Ross 1971).

(, Dolich 1969; Hughes and Guerrero 1971; Munson 1974; Sirgy 1979, 1980, 1982a).

, Sirgy(1982)

/
가

가

and Hupp 1968, Munson and Spivey 1980),
가 (Landon 1974)

(Grubb
(Gentry et al 1978),

Grubb and Hupp(1968)

가 ,
가

Graffe(1996)

가

. Graffe(1997)

가 가

가

가

가

가

가

가

(Aaker 1996)

가

가

(Aaker 1997)

가 (Aaker 1997).
 (aggregate)
 (Aaker 1997). Aaker(1997) (Big Five Model)
 가 , , , , ,
 , , , , ,
 . Big Five Model

가 , , , , ,
 . , , , , ,
 .

3. 가

3.1 ,

,
 가

가 1 .

(Epstein 1977). ,

(Festinger 1954).
 가 , 가 가

가 . 가 가

Grubb Grathwohl(1967)

가

가 가 . Dolich(1969)

가

Sirgy(1981), Sirgy(1979, 1980) ,

가 . Samli and

. Ross(1971)

(Aaker 1997).

가 1

가 1:

3.2

가

utilitarian product) (;
; hedonic product) ((Mittal 1989;
Vaughn 1980, 1986; Zaichkowsky 1985a). Vaughn(1986) '
(think/feel)' 'think' 'feel'

가 가 (Ahtola 1985).
가 가 가

MacInnes and Jaworski(1989)

가 가 가 가

(Engel et al. 1993; Babin et al. 1994). 가
가가

가가

, 가

가

가

가

가 2

가 2:

가

, 3 가
3

가

가

가

가

4.1.3
Aaker(1997)가

(BPS)

가

(Aaker et al. 2001)가

42

2

75

. 2001 11

2

166

163

17

146

(Keller 1993)

5가

4.2

4.2.1

가

가

(1992).

가 (cognition), (affect), (conation) 3

가

(2000).

가

Michall and Olson(1981), Mackenzie,
Lutz and Belch(1986), Edell and Burke(1987) " /
가 " " / " 3가
7 .

4.2.2 ,

() 가
가 가
가
2가 (Sirgy et al. 1997).

가 가

가 가

가

(Sirgy et al. 1997). 가

(Upsaw 1995).

"(Aaker 1997)

Aaker(1997) (BPS)가
Aaker(1997) 42

가

, Grubb and Stern(1971) 가

Onkvisit and Shaw(1987)

"

" ' .

(Malhotra 1981).

" 가

?

?"

7

4.2.3

가

가

가

가

가

가

Sirgy(1991)가

가

Johar and

가 ,
가

가

7가

7

5.

5.1

)

(
(communality value<0.4)

18

< 5-1>

< 5-1>

		(eigen value)		(%)	Cronbach's
()		4.723	.879 .847 .822 .799	19.423	0.8814
()		3.527	.829 .829 .746 .743	35.757	0.8385
()		2.040	.842 .840 .837 .683	51.281	0.7377
()		1.794	.873 .691 .673	64.680	0.6767
()		1.104	.764 .660 .648	73.264	0.6214

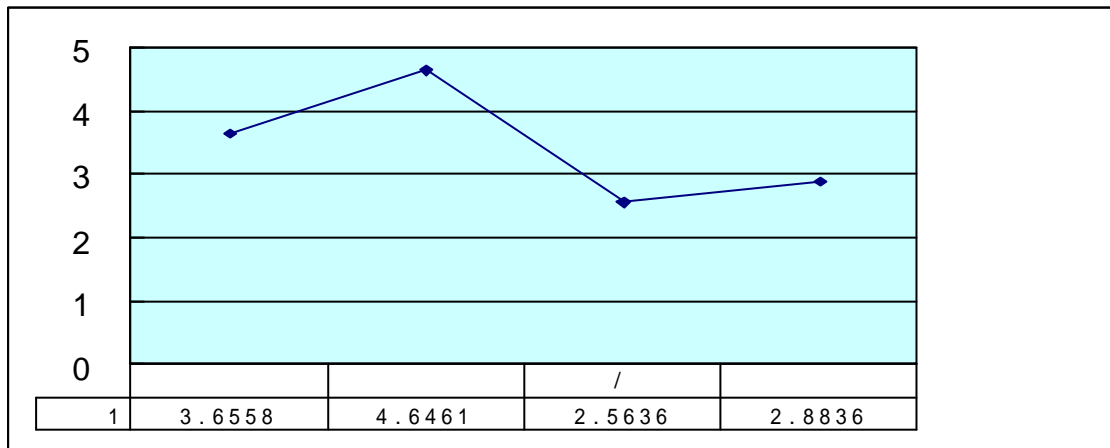
5.2

18
 , , / , 4가
 . Aaker(1997) 5가
 가
 가
 가
 가 (2000)

< 5-2>

	3.6558	1.2578
	4.6461	1.0708
/	2.5636	.9761
	2.8836	.9586

< 5-1>



가 가 < 5-2> (4.6461) (3.6558) 가 , , 가 가 , , 가 가 가 가 .

5.3

가 18 (principle component analysis) (varimax) < 5-4> . , , , 가 5 . , , , , .

< 5-4>

		(eigen value)		(%)	Cronbach's
()		4.446	0.894 0.818 0.793 0.743	17.659	0.8542
()		2.426	0.761 0.754 0.696 0.664 0.597	34.424	0.7763
()		2.091	0.840 0.821 0.710	46.799	0.7608
()		1.367	0.760 0.749 0.614	57.141	0.5749
()		1.123	0.831 0.825	67.374	0.8179

5.4 가

. Sirgy(1982)

가

n

$$SC = \left\{ \sum_{i=1}^n |BP_i - SI_i| \right\} / n \quad \dots \dots \dots (4-1)$$

SC(Self - Congruity):

BP_i(Brand Personality): i

SI_i(Self Image): i

n =

i =

가 , , , , , 4
5

5가
< 5-5>
가

< 5-5>

	1.8099	1.1407
	2.2630	1.0753
	2.0023	1.1131
	1.7432	1.2975
	1.4932	.7783

5.5

가
가
가
가
가

가
 < 5-6> . R2 .480
 48%
 (F=133.133, p<.01). 0.693(p<.01)
 가

< 5-6>

	R2	F				
	0.480	133.133	.000*		0.693	0.000*

*p<0.01

가
 < 5-7> . 5가
 R2 0.219 21.9%
 (F=7.867, p<0.01).

< 5-7>

	R2	F				
	0.219	7.867	.000**		-.059	.496
					-.241	.016*
					-.094	.245
					-.074	.443
					-.231	.003**

* p<0.05 **p<0.01

가
 (=-.241 p<0.05) (=-.231, p<0.01)
 -가

가

-가

가 1

가

가

가

가

< 5-8>

< 5-8>

가,

	R2	F				
	0.452	39.010	.000**		-.057	.413
					-.153	.024*
					-.069	.301
					-.027	.732
					-.230	.000**
				가	.535	.000**

*p<0.05 **p<.05

가

(F=39.010, p<.01).

(=-.230, p<.01)

(=-.153, p<.05)

가

가

-.231 -.230

가

-.153

-.241

가

가 1

5.6

가

2

2

< 5-9>

1

가

가

116

가

2

가

가

30 가 .

< 5-9 >

	가	가	
1	5.8937	5.6142	116
2	5.7333	3.5750	30

1 2 가 가
 one-way ANOVA . 1 2 가 가
 가 1 2
 .(p<0.01)

< 5-10>

One-Way ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
	99.119	1	99.119	221.056	.000*
	64.568	144	.448		
Total	163.687	145			
	.613	1	.613	.665	.416
	132.666	144	.921		
Total	133.279	145			

가 <
 5-11> 가
 < 5-12>
 < 5-11> < 5-12> 가
 가 21.2% (F=5.929,
 p<0.01).
 가 (F=2.407, p>0.05).
 가 가
 가 2

< 5-11>

	R2	F				
	0.212	5.929	.000*			
			*			
					-.030	.759
					-.324	.011*
					-.013	.894
					-.060	.606
					-.194	.026*

p<0.05 **p<0.01

< 5-12>

가

	R2	F				
	0.334	2.407	.066			
					-.166	.443
					-.054	.789
					-.248	.217
					-.014	.939
					-.338	.071

* p<0.05 **p<0.01

6.

6.1

가

가

가

가

가

3 2

가

,

가

가

가

가

가

가

6.2

Aaker (1997)

가 가

,

가
가
가

가

가

가

6.3

가

가 가 가

Aaker (1997) (BPS)

Aaker (2001)

(Dependence)

가 가

가

(motive)가

(Johar and Sigry 1991).

(motive) 가

가 (Park and Mittal 1985).

가

가 가

가 가

< >

(2000), " ,"
 13 6 (), 307-328
 (2000), " , 49 , 29~53
 (1998), " , 9
 , (2000), " FCB ,
 11 4 ()
 (2000), " ,"
 (1993), ,
 , (2000), " ,"
 2000

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