

O-10

The Effect of Consumer' S Brand Identification of Fashion Luxury Product on
Brand Relationship Quality and Brand Loyalty

Myung-Sun Chung, Soo-Jin Kim
Chonnam National University

I. Introduction

The concept of a relationship with a brand is neither novel nor outrageous. It is readily understandable as an analogue-between brand and consumer-of that complex of cognitive, affective, and behavioral processes which constitute a relationship between two people(Blackstone, 1993).

With people, we can infer the nature of the relationship by observing the attitudes and behaviors they display toward each other.

The brand loyalty literature is perhaps most capable of informing theory concerning consumer-brand relationships. This research stream has stagnated of late, however(Lehmann 1996)¹⁾, with the majority of insights and contributions generated before the emergence of methods capable of truly informing the phenomenology of consumer-brand bonds(Sherry 1987)²⁾. Although loyalty itself is a fertile relationship concept, its nuances have been lost in traditional brand loyalty research.

The purpose of this study was to examine the effect of consumer's brand identification of fashion luxury product on consumer brand relationship quality and brand loyalty.

II. Method

The questionnaire developed through the literature search and a survey was conducted both in on-line and off-line questionnaire simultaneously. Finally 217 data from women frequency, factor analysis, regression analysis, pass analysis by SPSS for WIN program.

III. Results

The results were as follows. First, consumers' brand identification was

composed three factors: actual, ideal, social factor. Consumer-brand relationship quality was composed two factors; trust, satisfaction factor. Second, consumer's brand identification of fashion luxury product significantly influenced on the consumer-brand relationship quality. Third, consumer's brand identification of fashion luxury product significantly influenced on the brand loyalty. Fourth, consumer's brand identification of fashion luxury product had both direct and indirect effects on brand loyalty mediated by consumer-brand relationship quality. The results indicated that causal relationship was existed among these variables.

IV. Conclusions and Implications

The results of this study have an important theoretical implication, concerning the relationship between brand and consumer, Recently, with the increasing number of Fashion Luxury Users, more business have been focusing on customer relationship management(CRM) The development of brand identification affects the building of a relationship between brand and consumer, In other words, when brand image(personality) seems attractive, brand identification is created. Brand image(personality) would also help a brand powerfully differentiate itself from competing situations, although they are necessarily similar to each other, physically and functionally. In short, developing and maintaining brand identification through brand image (personality) helps consumers consider the brand as their long-term companion. this kind of long-term relationship with customers is the main objective of CRM.

Academically, this study has the following theoretical implications. Unlike previous research, this study tested possible relationships between brand and consumer of fashion luxury products. In short, careful management of brand helps consumers to develop a favorable mage of the company.

References

-
- 1) Lehmann, Donald(1996). Another Cup of Coffee: The view from Different Frames. *Advances in Consumer Research*, 23, 309.
 - 2) Sherry, John. (1987). *Cereal Monogamy: Brand Loyalty as Secular Ritual*

in Consumer Culture. paper presented at annual conference of Association
of Consumer Research, Boston.