

Research about The Effect of Customer-Brand Relationship of Fashion Social Brand on Brand Equity

Youn Kue Na

Researcher, Dept. of Art & Culture Research Institute, Chung-Ang University

패션 사회적 브랜드-소비자 관계가 브랜드 자산에 미치는 영향 연구

나 윤 규

중앙대학교 예술문화원, 선임연구원

(2015. 10. 12 접수; 2016. 3. 16 수정; 2016. 3. 21 채택)

Abstract

사회적기업의 브랜드를 추구하는 패션 소비층은 개인적인 가치 기준을 바탕으로 합리적인 소비 생활을 하며 브랜드 이미지를 중시하고 자신만의 감도를 찾는 공통된 특징을 가지고 있다. 이러한 추세에 따라 패션 사회적 브랜드는 새로운 각도에서 소비자들을 이해하며 환경변화에 능동적으로 대응할 필요성이 요구되고 있다. 이에 본 연구에서는 패션 사회적 브랜드-소비자 관계의 세부적 요인이 브랜드 자산 구성요소들에 미치는 구조적 관계에 대해 규명하며, 연구결과를 기준으로 패션 사회적 브랜드가 소비자의 구매행동을 예측하여 보다 효율적인 브랜드 전략을 진행하는데 있어 시사점을 제공하고자 한다. 이를 위해 2015년 4월 1일부터 30일까지 〇〇 패션 사회적 브랜드 상품 구매경험자를 800명을 대상으로 설문을 실시하였으며, SPSS 20.0, AMOS 20.0을 사용하여, 빈도분석, 신뢰도 분석, 요인분석 및 경로분석을 실시하였다.

이상을 바탕으로 도출된 연구결과는 다음과 같다. 첫째, 브랜드-소비자 관계의 행위적 몰입, 인지적 믿음은 브랜드 인지도에 유의한 영향을 미쳤으나, 감성적 유대는 브랜드 인지도에 영향을 미치지 않았다. 둘째, 브랜드-소비자 관계의 행위적 몰입, 감성적 유대, 인지적 믿음은 브랜드 이미지에 유의한 영향을 미쳤다. 셋째, 패션 사회적 브랜드 이미지는 브랜드 태도 및 브랜드 충성도에 유의한 영향을 미쳤다. 넷째, 패션 사회적 브랜드의 지각된 품질은 브랜드 이미지, 브랜드 태도, 브랜드 충성도에 유의한 영향을 미쳤다. 다섯째, 패션 사회적 브랜드 태도는 브랜드 충성도에 유의한 영향을 미쳤다.

Key Words: 소비자-브랜드관계(The customer-brand relationship), 행위적 몰입(Behavioral immersion), 감성적 유대(Emotional bond), 인지적 믿음(Cognitive belief), 브랜드자산(Brand equity)

I. Introduction

Social enterprise is a new form of organization that includes publicity-focused social characteristics and profit-oriented characteristic as an enterprise

(Cho et al, 2008). Also it can be defined as a private enterprise for public interest, a company which do social business to pursue profit or a company with social purposes (Peredo &McLean, 2006). Above all, social value that provided from

social enterprise is giving benefit and interest of community oriented subjective preference on a subject. This possibly expresses sense of belonging from optional measures related with certain group which consume certain brand (Lee & Ryu, 2012). In other words, social value that produced by social enterprise can be defined as very important equity on relation between brand and consumer for enterprise management (Park et al., 2009).

Specifically, fashion consumers, who pursue brand of social enterprise, have common characteristic of finding their own sense, focusing on brand image and rational consumption life based on individual value. As following this trend, fashion social brand is required to understand consumers and response actively on environment change. Furthermore, fashion consumers have largely feel about image from incorporeal brand equity, so they consider how to grow the brand equity. However, general social enterprises is including fashion social enterprises working field with market failure (Cho, 2010) and contain risks to worsen grow foundation of brand due to trend of depending on government support (Roh, 2008). Therefore, the researches are about how to form brand equity and focusing on relation with consumers in stand-alone brand perspective for securing autonomy of social enterprise.

Moreover, brand is no longer seem to be passive but it is active from perspective that fashion product have more emotional aspect than rational and social significance, emotional experience and consistency with brand on brand equity, which means customer-brand relation is important (De Wulf et al., 2001). Especially consumers reflect their actual and rational ego to brand that shows by themselves well, which leads to higher satisfaction to the brand and stronger relationship between customers and brands (Keller, 2001). Contrary to limits of products' characteristics, benefits, images and awareness in existing analysis (Aaker, 1996), analysis now proceed to direction is based on relational elements with brand based

on consumers' emotion and experience (Keller, 2003) and this presents are the statement individual affinity and consistency over positive attitude on brand should be newly added in brand equity analysis has grown gaining ground (Keller, 2003).

This research integrate the statement above that structural effect relationship among brand equity components from perspective that customer-brand relationship would have effect on structure of relationship and brand equity value of fashion social brand.

II. Theoretical Background

1. Social Brand

In this research, social brand is a brand type of social enterprise that conducts provision of service and useful products by social values. It can be social and public beneficial purposes for aiming to create social service(Cho et al., 2008).

Especially expansion of fulfilling share value as fundamental characteristic of social enterprise where focus on social value such as social integration has become an important factor of deciding sustainability of those enterprises(Jung & Lee, 2012). By that, process of reinterpreting created contents has become important in perspective of consumer and reproducing into new highly creative product(Hartley, 2004). Furthermore, importance of innovative activities that create values has been increased on above perspective and creating new value by combining necessary equity on delivering the created value on consumer group(Al-Debei et al., 2013).

There are many preceding researches shows that consumer attitude about enterprise's public benefit related marketing program links to specific marketing results such as purchase intention and recommendation about the enterprise's brand (Pracejus & Olsen, 2004; Cornwell & Coote, 2005). Especially, Kitchin(2003) suggested that

social activities should be approached as brand management perspective. Also Klein & Dawar (2004) claimed that social responsibility activity is important role on brand evaluation through forming an image about product. Lacey and others(2010) argued that effort of social activity link to success of brand by enhancing immersion on enterprise. In addition, Hoeffler and Keller (2002) conceptually suggested that corporate social marketing impact on brand equity through construction of brand reputation and increasing brand image, lift-up of brand trust and brand emotion, and creating brand community.

2. Consumer-Brand Relationship

Many strategies and activities for forming and maintaining companies' customer-brand relationship deemed very important because the direction changed to maintain existing customers rather than absorbing new(Lee et al, 2006). In case customers, especially, form relationship with brand from many accesses to brand that expands to marketing and communication if the brand is seem beneficial and valuable to them(Gu & Lee, 2003). Customers then associate the brand with strong impression evaluating and purchasing, which leads to strong brand equity by increasing loyalty through process of forming relationship (Lee & Lim, 2003). Thus, customer-brand relationship has grown become important information of brand management that makes gaining consumers' confidence available, and valuable tools that can structure strong brand equity(Gu & Lee, 2003).

In precedent researches on customer-brand relationship, Blackstone(1993) mentioned that customer-brand relationship are an interaction between consumers' attitude toward brands and brands' attitude toward customers, and Choi and Cho(2005) said that it is a complex of cognitive, sensual and behavioral process that occurs between customers and brands like among individuals' relationship. Fournier(1998) said qualitative level

of customer-brand is love/passion, ego-related, mutual dependence, immersion and affinity mentioning the concept that shows general quality, depth and strength of customer-brand relationship. Aaker(1999) described the importance of customer-brand relationship about brand equity form with functional benefits model, ego expression model and relationship based model. Likewise, brand provides opportunity that forms relationship with customers, and customers would structure relationship with brand in case it is deemed to be beneficial and valuable(Wester, 2000).

3. Brand Equity

Brand equity is not a temporary value of concept but a value of accumulated attitude and concept through continuous experiences of purchase behavior(Suh & Yi, 2006). This brand equity has been comprehensively suggested from existing research such as Experiential Marketing (Schmitt, 1995), Emotional Access Method(Pham et al, 2001), Forming Relationship with Customers (Blacston, 1993; Blattbeg et al., 2001), and various accessing method to brand management has been also added. Especially since Shocker and Weitz (1988) suggested brand equity consists of brand loyalty and brand association, many precedent researches has suggested diverse components according to object of analysis. Aaker(1991) said brand image could be planted by successfully forming identity system, strategical plan to brand from marketing strategy perspective, and positioning. Aaker(1996) not only suggested brand equity but general brand management solution including elements directly related with brand equity. Also, Srivastava and Shocker(1991) said brand equity could be measured by brand image and competitive position related with consumers' desire, and suggested 6 components of brand equity; brand image, brand awareness, brand loyalty, realized value, distribution coverage and use inexplicable for its measured property. Keller(1993) described

brand equity as the concept of Brand Knowledge classifying them from 2 aspects; brand awareness and brand image. Also, brand awareness was described including recall to brand and brand awareness, and brand image was described including type of association related with brand, preference of brand association, strength of grand association and unique feature of brand association.

III. Research Method and Procedure

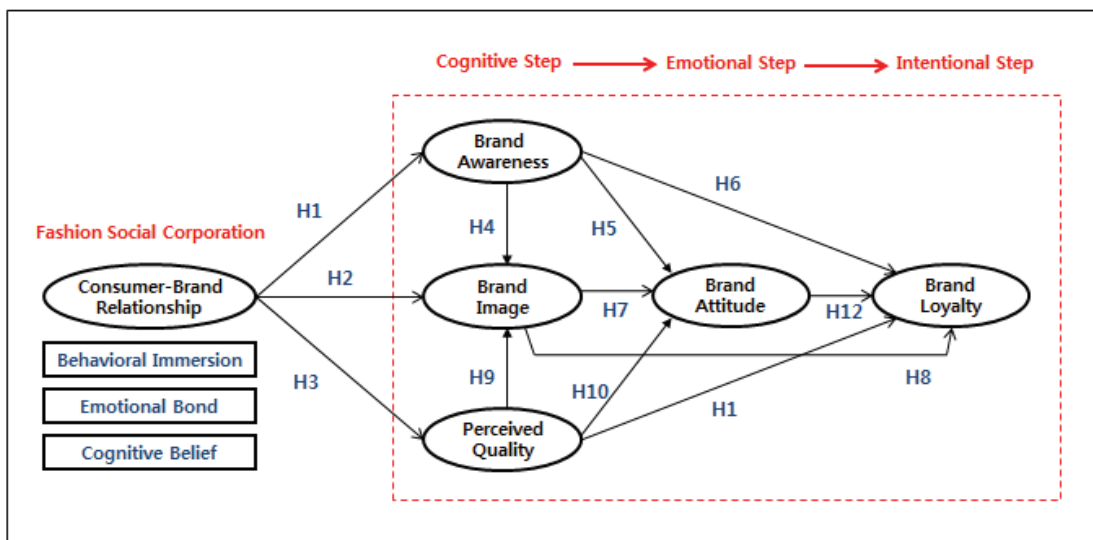
1. Research model and hypotheses

Existing research has been proceeded to understand fragmentary impact through few variables to brand equity form based on Aaker(1996)'s Brand Equity Model, Keller(1993)'s Brand Equity Model and Fournier(1998)'s Quality of Brand Relationship Model. However, there are a limit to suggest above models as diverse social brand and emotional fashion consumers oriented brand equity structure model. Specific researches on fashion consumers or development of social brand are insufficient so they are difficult to apply to fashion social brands that exists in period of

growth. Thus this research not only find researches about process of brand equity forming model but understand social brand-fashion customer relationship for practical and integral structure of brand equity.

This research thus sets major elements appeared in following theoretical background to form research model and research hypothesis. First, as mentioned in theoretical background, this research contained behavioral components among diverse brand equity components. Especially 4 elements excluding exclusive brand equity from company's perspective in Aaker's theory and 5 elements showed in many precedent researches are components of fashion social brand equity model.

Second, customer-brand relationship is made when fashion consumers regard using specific social brand as beneficial and then have opportunity to form relationship with chosen brand. By experiencing brand, customers form relationship with brand through companies' marketing and communication and increase loyalty to the brand, which leads to form of strong brand equity. Also, customer-brand relationship are adopted as preceding variables that affects brand awareness and brand image, elements of brand equity, based on research that proved relationship



<Figure 1> Research model

with elements of brand equity, written by Choi and Cho(2005), and is understood that behavioral immersion, emotional affinity and cognitive belief are important preceding factor to components of brand equity.

H 1. Fashion social brand-consumer relationship would have noticeable impact on brand awareness.

H 2. Fashion social brand-consumer relationship would have noticeable impact on brand image.

H 3. Fashion social brand-consumer relationship would have noticeable impact on perceived quality.

Third, based on research of Yi and La(2002) and Lim(2005), to draw different conclusion from existing research on brand equity, components of brand equity, brand awareness, brand image and perceived quality are formed as cognitive step and then emotional step, brand loyalty are measured in order as intentional step. The relationship of components that forms cognitive step, brand awareness and perceived quality with brand image would be set from research related with components of fashion brand equity based on consumers' evaluation written by Kim and Lim(2004). In other words, to procure brand image based on conclusion that components of brand equity, brand image and perceived quality have noticeable impact on brand image, brand awareness and perceived quality shall be understood as important factors.

Also, the relationship between brand attitude and loyalty prevent switch of brand, important factor that increases value of brand equity through brand attitude, emotional step of Fashion social brand, and brand equity, intentional step will be analyzed based on researches that positive attitude have noticeable impact on brand equity(Aaker, 1996: Bello & Holbrook, 1995) and consumers' brand attitude is a standard of purchase when actual customers are choosing brand(Lee &Lim, 2005).

H 4. Awareness of fashion social brand will

impact significantly on brand image.

H 5. Awareness of fashion social brand will impact significantly on brand attitude.

H 6. Awareness of fashion social brand will impact significantly on brand loyalty.

H 7. Image of fashion social brand will impact significantly on brand attitude.

H 8. Image of fashion social brand will impact significantly on brand loyalty.

H 9. Perceived quality of fashion social brand will impact significantly on brand image.

H 10. Perceived quality of fashion social brand will impact significantly on brand attitude.

H 11. Perceived quality of fashion social brand will impact significantly on brand loyalty.

H 12. Fashion social brand attitude will impact significantly on brand loyalty.

3. Measurement

This research set OO fashion social brand as target since it has tried various approaches (Economic Activities, Social activities, Environmental activities and Cultural activities) to collect trustful and valid data for measurement tools in this research. This research also suggested types and cases of CSR that has been conducted in OO fashion social enterprise, which customers has been experienced at the beginning of survey. Then let consumers to write purchased products and CSR activities that, which has experienced from the brand.

A survey was used to measure and perform this research, fashion social brand-consumer relationship, brand equity, population statistics are formed as special items. The fashion social brand of this research the consumer relationship is based on precedent researches of Aaker(1999), Fournier (1998), Gu and Lee(2003), Lee et al.(2006), Wester (2000) and etc., 13 questions were measured using 5 points of Likert scale. Fashion social brand equity was measured using 3 questions of brand awareness, 4 questions of brand image, 4

questions of perceived quality, 3 questions of brand awareness and 4 questions of brand loyalty (total 18 questions) by 5 points of Likert scale, based on precedent researches of Aaker(1996), Blattberg et al.(2001), Suh and Yi(2006) and etc.

4. Data Collection and Analysis

The survey of the research was proceeded using 2 methods, prior investigation and main investigation. Preliminary investigation was done targeting from twenties to forties, total of 100 people, around OO fashion social brand's off-line and online stores of Seoul, Gyeonggi-do, with OO fashion social brand's executive and professionals. Main investigation was done after changing questions of survey referring to conclusion of preliminary investigation.

The questions that respondents think hard to answer was fixed then main survey was conducted from April 1, 2015 to 30th, using OO fashion social brand's off-line and online stores and blog.

Especially this research is to deduce equity structure model for sustainable growth of fashion social brand which is in period of growth currently, so primarily it selected customers with purchase experiment excepts non-purchased consumers

from all consumers from existing researches.

Therefore, survey stopped for customers who did not buy OO fashion social brand, and 800 copies of survey that did not have missing value among 1,000 copies were used for final analysis' materials. The method of analysis was SPSS 20.0 AMOS 20.0, and analyzed frequency analysis, reliability analysis, exploratory factor, confirmatory factor, correlation analysis and path analysis.

5. Demographic characteristics of research subjects

Characteristics of population statistics of subject are suggested in <Table 1>. that female: 456 (57.0%), male: 344(43.0%), and age of 30~39 was the largest number: 445(55.6%), age of 20~29: 185(23.8%), and age of 40~49: 170(21.3%). In academic ability, graduate group was the largest number: 487(60.9%), under high school diploma: 215(26.9%), college registered students: 63(7.9%), over graduate course post graduate degree:53 (4.4%), which shows high level of academic ability. In job item the result related on job, the number of company employee was the largest: 228(28.5%), self employed: 154(19.3%), housewife homemaker: 146(18.3%), miscellaneous: 72(9.0%).

<Table 1> Demographic characteristics of the samples

Division		person(Frequency) (%)
Sex	Women	456(57.0)
	Men	344(43.0)
Age	30s	445(55.6)
	20s	185(23.8)
	40s	170(21.3)
Education	College students or graduates	487(60.9)
	High school graduates	215(26.9)
	Junior college students or graduates	63(7.9)
	Graduate(or above) students	53(4.4)
Job	workers	228(28.5)
	Self employed	154(19.3)
	Homemaker	146(18.3)
	Miscellaneous	72(9.0).
Total		800 (100.0)

IV. Research findings and discussions

1. Factor Analysis

The evaluation of path model in this rep. 2-3search was done using exploratory factor analysis and confirmatory factor analysis in first phase to evaluate measurement model, and variables under proper standard were deleted. In second stage, path analysis was done based on the conclusion of measurement model evaluation. Before evaluating measurement model, reliability was reviewed calculating Cronbach's factor α , an evaluation method of internal consistency. First, factor analysis on total 13 questions to know relationship of fashion social brand-consumer showed 3 factors of 'behavioral immersion', 'emotional affinity' and 'cognitive belief' over characteristic root 1.0, stated in (Table 2). These factors' total variance explained were 74.212%. And in total questions of 18 about fashion social brand equity showed 5 factors of 'brand awareness',

'brand image', 'perceived quality', 'brand attitude' and 'brand loyalty' over characteristic root 1.0, stated in (Table 3). These factors' total variance explained were 78.091%.

2. Research Unit Model's Goodness of Fit Index

In this research, goodness is decided in accordance with χ^2 's value of P-value, GFI, AGFI, RMR, NFI, CFI and etc. Conclusion of verification model to a single factor showed that factors that interrupts unity of model were not found in general. Thus, all analyzed variables satisfied goodness of fit index to measurement model of verification analysis and path analysis (Table 4).

3. Correlation Analysis

In order to examine the discriminant validity of this research, the author has confirmed the inclusion of the correlation coefficient estimate 1 (between research concepts) in the correlation matrix

(Table 2) Reliability and validity analysis of fashion social customer-brand relationship

Variables	Items	Factor loading	Eigen-values	Variance	Cronbach's α
behavioral immersion	I'm willing to purchasing intention ○ ○ brand continuously	.819	5,691	31,615	.951
	I'd like to relation with ○ ○ brand for long time	.791			
	I'm getting help feeling by using ○ ○ brand	.786			
	It is good experience about purchasing ○ ○ brand for me	.764			
	I'm not regretting about choosing ○ ○ brand	.761			
emotional bond	The ○ ○ brand is expressing my uniqueness well	.792	4,382	24,342	.933
	The ○ ○ brand is realizing specializing feeling to me	.763			
	The ○ ○ brand is good matching in my life style	.758			
	The ○ ○ brand is triggering my interest due to shows well my role-model	.752			
cognitive belief	I'm trust on ○ ○ brand	.790	3,286	18,255	.838
	I'm believe that the ○ ○ brand's quality is more than expectation	.779			
	I consider the ○ ○ brand is effort to design by satisfy consumers	.777			
	I'm not considering other brand due to ○ ○ brand	.722			

〈Table 3〉 Reliability and validity analysis of fashion social brand equity

Variables	Items	Factor loading	Eigen-values	Variance	Cronbach's α
brand awareness	I can be defining OO brand' logo and symbol	.839	2,955	13,433	.844
	I'm interest on OO brand	.784			
	I know well about OO brand	.778			
brand image	I think the OO brand is uniqueness more than other brand	.835	3,110	14,138	.877
	I like OO brand's differentiation image	.789			
	I think the OO brand have distinctive message delivery	.765			
perceived quality	I think the OO brand have sophisticated and luxurious image	.747	3,627	16,488	.909
	I like the OO brand's product quality	.864			
	I believe the OO brand's performance and functions	.839			
brand attitude	I trust the OO brand's product	.786	3,412	15,509	.947
	I believe the OO brand's product	.748			
	I prefer to OO brand	.824			
brand loyalty	I like OO brand	.797	4,075	18,523	.925
	I feel friendly with OO brand	.795			
	I feel attachment on OO brand	.814			
	I frequently purchase OO brand rather than other brand	.804			
	I have recommendation intention about OO brand to others	.781			
	I'm willing to purchasing OO brand in the future	.778			

〈Table 4〉 Result of Confirmatory factor analysis of the model fit

Variables	goodness of fit index								
	X^2	df	P-Value	GFI	AGFI	RMR	NFI	CFI	item
behavioral immersion	99.973	14	.000	.961	.922	.025	.970	.974	5
emotional bond	43.473	5	.000	.981	.942	.014	.987	.988	4
cognitive belief	27.297	5	.000	.986	.958	.017	.985	.988	4
brand awareness	294.865	5	.000	.967	.934	.022	.970	.971	3
brand image	56.383	2	.000	.916	.911	.020	.903	.907	4
perceived quality	102.285	2	.000	.941	.905	.021	.959	.959	4
brand attitude	78.131	2	.000	.950	.945	.015	.975	.976	3
brand loyalty	60.508	5	.000	.972	.916	.017	.980	.982	4

〈Table 5〉 Result of Correlation Analysis

Variables	1	2	3	4	5	6	7	8
1. behavioral immersion	1							
2. emotional bond	.799	1						
3. cognitive belief	.434**	.242**	1					
4. brand awareness	.392**	.267**	.363**	1				
5. brand image	.179**	.179**	.155**	.286**	1			
6. perceived quality	.426**	.298**	.513**	.000	.000	1		
7. brand attitude	.157**	.164**	.157**	.000	.000	.000	1	
8. brand loyalty	.198**	.082*	.214**	.000	.000	.000	.000	1

1-8: Pearson Cross-Correlation, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

(Anderson & Gerbing, 1988). All correlation coefficients did not include 1 within statistically significant level ($p < 0.05$, $p < 0.01$), indicating the discriminant validity has been secured (Table 5).

4. Verification of Path Analysis and Hypothesis

1) Verification of Path Analysis

Suitability and parameter of path analysis is presumed through maximum likelihood estimation. Goodness of fit index of path analysis to general model is $X^2=711,040$ ($df=13$, $p= .000$), $GFI= .978$, $AGFI= .984$, $RMR= .015$, $NFI= .909$, $CFI= .910$, $RMSEA= .030$, which means they are satisfied to describe relationship among research concepts of hypothesis model (Table 6).

2) Verification of Fashion Social Brand Asset Forming Model Hypothesis

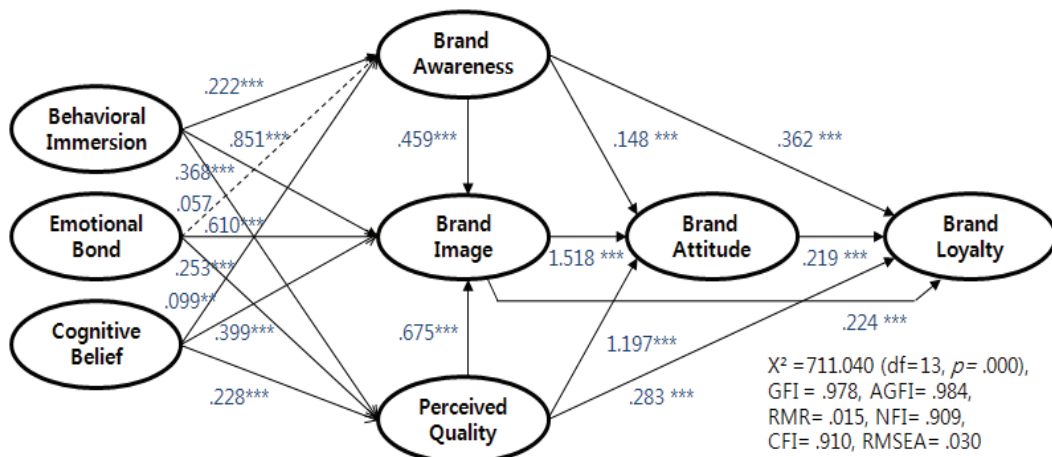
Conclusion of verification of research hypothesis about factors of fashion social brand is suggested in (Figure 2) and (Table 7).

It matches with conclusion of Kim and Lim(2002) that perceived quality, components of brand equity, affects brand image in research about components of fashion brand equity based on consumers' evaluation. This shows brand strategy that can increase brand's perceived quality to procure fashion social brand's image is necessary. Also, brand attitude is a general property evaluation to specific brand which exists inside consumers' mind, and brand attitude could be translated as an important factor to structure fashion social brand through relationship with brand attitude, cognitive and emotional step of fashion social brand's awareness, brand image, perceived quality, like conclusion of Yi and La(2002) that it is important factor in brand equity management. It also matches with conclusion of Aaker(1996), Bello and Holbrook(1995) that positive

(Table 6) Result of the estimation of the model fit

concept	goodness of fit index								
	X ²	df	p-value	GFI	AGFI	RMR	NFI	CFI	RMSEA
study model	711,040	13	.000	.978	.984	.015	.909	.910	.030

GFI = Goodness of fit index, AGFI=Adjusted goodness of fit index, RMR = Root mean square residual, RMSEA = Root mean square error of approximation, NFI=Normed fit index, CFI = Comparative fit index.



(Figure 2) Model of research findings

〈Table 7〉 Results of research hypothesis testing

Type	Pathway	Estimate	S.E.	C.R.	p-value	Result
H1-1	behavioral immersion → brand awareness	.222	.038	5.888	.000***	Accept
H1-2	emotional bond → brand awareness	.057	.036	1.575	.115	Reject
H1-3	cognitive belief → brand awareness	.099	.037	2.674	.007**	Accept
H2-1	behavioral immersion → brand image	.851	.066	12.874	.000***	Accept
H2-2	emotional bond → brand image	.610	.049	12.557	.000***	Accept
H2-3	cognitive belief → brand image	.399	.035	11.308	.000***	Accept
H3-1	behavioral immersion → perceived quality	.368	.031	12.035	.000***	Accept
H3-2	emotional bond → perceived quality	.253	.026	9.676	.000***	Accept
H3-3	cognitive belief → perceived quality	.228	.024	9.393	.000***	Accept
H4	brand awareness → brand image	.459	.036	16.274	.000***	Accept
H5	brand awareness → brand attitude	.148	.029	6.582	.000***	Accept
H6	brand awareness → brand loyalty	.362	.025	5.592	.000***	Accept
H7	brand image → brand attitude	1.518	.117	12.969	.000***	Accept
H8	brand image → brand loyalty	.219	.037	5.569	.000***	Accept
H9	perceived quality → brand image	.675	.071	9.523	.000***	Accept
H10	perceived quality → brand attitude	1.197	.091	13.151	.000***	Accept
H11	perceived quality → brand loyalty	.283	.028	5.568	.000***	Accept
H12	brand attitude → brand loyalty	.224	.038	5.834	.000***	Accept

attitude toward brand preventing switch of brand affects brand loyalty and Lee and Lim(2005) that consumers' brand attitude would be a standard for actual customers when they are choosing brand. In other words, through positive brand attitude as emotional step of fashion social brand, brand loyalty, deliberate step of brand equity, could be increased.

First, conclusion of path analysis of customer-brand relationship; behavioral immersion, emotional affinity, cognitive belief and brand awareness is following: Behavioral immersion is analyzed that it affects brand awareness, so hypothesis H 1-1 is adopted. Emotional affinity does not affect brand awareness, so hypothesis H1-2 is dismissed. H1-3 is adopted for cognitive belief affects brand awareness. Conclusion of effects of customer-brand relationship on brand image showed behavioral immersion affected brand image, so hypothesis 2-1 is adopted. Also, emotional affinity

was found to affect brand image, so hypothesis H2-2 is adopted. Cognitive belief also affected brand image, so hypothesis H2-3 is adopted. The relationship between customer-brand relationship and perceived quality is following: behavioral immersion affected perceived quality, so hypothesis H3-1 is adopted. emotional affinity also affected perceived quality, so hypothesis H3-2 is adopted. Cognitive belief was also found to affect perceived quality, so hypothesis H3-3 is adopted.

Second, conclusion of path analysis among fashion social brand, brand image, brand attitude and brand loyalty is following: brand awareness does not affect brand image, so H4 is adopted. Meanwhile, brand awareness affected brand attitude, so hypothesis H5 is adopted. brand awareness also affected brand loyalty, so hypothesis H6 is adopted.

Third, conclusion of path analysis about fashion social brand, brand attitude and brand loyalty is

following: Brand image affected brand attitude, so hypothesis H7 is adopted. Brand image affected brand loyalty, so hypothesis H8 is adopted.

Fourth, Conclusion of path analysis about fashion social brand's perceived quality, brand image, brand attitude and brand loyalty is following: Perceived quality affected brand image, so H9 is adopted. Perceived quality also affected brand attitude, so hypothesis H10 is adopted. Perceived quality also affected brand loyalty so hypothesis H11 is adopted.

Fifth, conclusion of relationship between fashion social brand and brand loyalty shows that brand attitude affected brand loyalty, so hypothesis H12 is adopted.

This conclusion matches with conclusions of Choi and Cho(2005) about relationship with brand equity among quality level of customer-brand relationship and customer-brand relationship affects brand awareness and brand image, elements of brand equity. It also matches with conclusion of Gu and Lee(2003) that customer-brand relationship is important factor to gain consumers' confidence. This shows behavioral immersion, emotional affinity and cognitive belief that are customer-brand relationship to fashion social brand are important preceding factor to components of brand equity. But formation of emotional bond between measured brand and consumers seemed lacked by reflecting research of Keller(2003) that brand awareness shall be measured through direct experience for long time as retrospect. Also brand association from high brand awareness can be preference of quality and immersion. Also it can be helpful to consider brand at the point of purchase by inducing preferable activities about brand (Yoo et al., 2000).

V. Conclusion

This research defined structural relationship that factors of fashion social brand-consumer relationship

affects components of brand equity, and would provide points to proceed effective brand strategy by fashion social brand predicting consumers' purchasing behavior with the standard.

Conclusions of the research are following: First, behavior immersion should be increased to raise brand awareness of fashion social brand, make customers continuously buy brand without regret having affinity and good experience. Also, cognitive belief relationship should be made by increasing beliefs toward brand quality. More active promotion, PPL should be added and reinforced that has been proceeded discriminating it as ○○ fashion social brand among diverse social activities. Also, timely and structural promotion strategy is needed proceeding diverse and new socially associated marketing. Above all, these activities should be proceeded under condition they have been successful as existing strategy.

Second, to increase brand image and perceived quality of fashion social brand, emotional affinity should be made by making affinity with, good experience with brand and brand showing characteristics, getting along with life style, and making customers feeling special. Cognitive belief that makes customers feel other brands are not needed to consider should be made designing brand for consumers' taste. Moreover, to increase brand image, perceived quality should be increased with identifiable brand's logo or symbol making them close, good quality and function and feature. Subsidiary items related with consumers' common life style and social issue should be developed. Brand's social identity should be maintained even though it is small production through prior investigation of seasonal trend and popular items in item access method. This would create innovational brand image that satisfies consumers' needs beyond limit of sales-centered fashion items. Continuous effort toward brand management through reinforced cooperation for development of new materials that expands to

innovation of products is needed. This should be done focusing on collecting information from consumers' perspective and translate them from brand strategy perspective to make designers develop items from expanded and strategic views. In other words, design development that well accommodates diverse tastes of customers by introducing character of fashion social brand and employing outstanding design-talented people. Also, developing cooperation with brand of diverse area or designers to reinterpret brand connecting brand identity and new designers' perspective are needed to make new products that suits to customers' trend. Eventually, design centered paradigm through design management centered process and support of physical environment should be reinforced.

Third, brand's logo or symbol should be identifiable to increase fashion social brand attitude, loyalty and affinity. Also, it should be more unique than other brands sending special messages, and should be gorgeous and luxurious brand image. Perceived quality about belief and trust toward brand that it has good function and feature should be increased. Moreover, to increase fashion social brand loyalty, affinity and brand attitude that raises close feeling should be increased. IMC process integrated with promotion, store DP, customer reception, product, PR/PPL that well deliver uniform details and images to customers should be made through new method of naming of strategic product, patterning of style and expanding.

This research has following limits and suggests direction of future research. First, it can be point out about samples' form and surveys' limit. Measuring variables targeting customers who had purchasing experience in ○○ fashion social brand's off-line and online store and executing survey may show generalization possibility about subjects, but increasing the possibility of generalization is needed through overcoming method of experiential survey and with more sophisticated sampling.

Second, more factors not found may exist than customer-brand relationship management considered as preceding factors of brand equity. Especially diverse variables that works as parameter and preceding factors such as character toward brand and consumers' psychological character from brand equity forming perspective should be analyzed.

Reference

- Aaker, A. D. (1996). Measuring Brand Equity Across Products & Markets. *California Management Review*, 38, 102-120.
- Aaker, A. D. (1996). *Building Strong Brands*. New York: The Free Press.
- Aaker, A. D. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Aaker, J. L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research*, 36(2), 45-57.
- Al-Debei, M., Al-Lozi, G., & Fitzgerald, G. (2013). Engineering innovative mobile data service: Developing a model for value network analysis and design. *Business Process Management Journal*, 19(2), 45-57.
- Anderson & Gerbing (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- Bello, D. C., & Holbrook, H. P. (1995). Does an Absence of Brand Equity Generalize across Product Classes? *Journal of Business Research*, 34, 125-131.
- Blackston, M. (1993). *Brand Equity and Advertising: Advertising Role in Building Strong Brands*. Hillsdale, NJ, 113-124.
- Blattberg, R. C., Gary, G., & Jacquelyn, S. T. (2001). Managing Customer Acquisition. *Direct Marketing*, 64(October), 41-55.
- Cho, Y. B., Kwag, S. H., & Ryu, J. R. (2008). A Study On Knowledge Workers' Job Satisfaction And Life Satisfaction According To Their Position

- In Labor Market. *Journal of Human Resource Management Research*, 15(1), 173-200.
- Cho, Y. B., & Ryu, J. B. (2014). The measurement of social values of social enterprises, the exploration of ine approach and development direction: Focused on strengths of the SROI. *Journal of Humman Resource Management Research*, 21(3), 475-494.
- Choi, M. W. & Cho, B. L. (2005). A Study of the Brand Relationship Quality: With Focus on the Relation with the Components of Brand Equity. *Korean journal of advertising and public relations*, 7(4), 22-31.
- Cornwell, T. B., & Coote, L. V. (2005). Corporate sponsorship of a cause: The role of identification in purchase intent. *Journal of Business Research*, 268-276.
- De Wulf, K., Odekerken-Schroder, G., & Iacobucci, D. (2001). Investments in Consumer Relationships: A Cross-Country and Cross-industry Exploration. *Journal of Marketing*, 65(4), 33-50.
- Fournier, S. (1998). Consumer and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(3), 343-372.
- Gu, J. L. & Lee, M. S. (2003). A Study on the interaction among Components of Brand Equity by the Types of Consumer-Brand Relationship. *Consumption Culture Study*, 6(3), 99-123.
- Hartley, J.(2004). *Case study research*. In Catherine Cassell & Gillian Symon (Eds.), *Essential guide to qualitative methods in organizational research* (pp.323-333). London: Sage.
- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Publick Policy and Marketing*, 21(1), 78-89.
- Jung, J. S., & Lee, M. J.(2012). Scientific Technology ODA Strategy Using Appropriate Technology: Based on Creating Shared Value. *Korean Management Consulting Review*, 12(4), 421-443.
- Kim, H. J. & Lim, S. J. (2002). The Components of Consumer-Based Fashion Brand Equity, *The Research Journal of the Costume Culture*, 10(6), 680-696.
- Kim, H. J. & Lim, S. J. (2004). The Conceptual Framework of Building Fashion Brand Equity: Focused on casual wear brand. *Journal of the Korean Society of Clothing and Textiles*, 28(2), 252-261.
- Kitchin, T. (2003). Corporate social responsibility: A brand explanation. *Brand Management*, 10(4), 312-326.
- Keller, K. L. (2001). Building Customer-Based Brand Equity. *Marketing Management*, 10(2), 14-19.
- Keller, K. L. (2003). *Building, Measuring, and Managing Brand Equity*(2nd ed.). New Jersey, NJ: Prentice Hall, 56-67.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-based Brand Equity. *Journal of Marketing Research*, 57(January), 1-22.
- Klein, J. & Dawar, N. (2004). Corporate socail responsibility and consumers' attributions and brand evaluations in a product0harm crisis. *International Journal of Research in Marketing*, 21(3), 203-217.
- Lacey, R., Angelin, G., Close, R., & Zachary F. (2010). The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness. *Journal of Business Research*, 63, 1222-1228.
- Lee, H. S. & Lim, J. H. (2005). Measuring Customer Satisfaction: Evaluation of NCSI and KCSI and Suggestions for Developing a New Index. *Korea Marketing Review*, 20(3), 137-160.
- Lee, H. J., & Ryu, S. H. (2012). Effects of Social Values of Social Enterprises on Attitude towards Social Enterprises and Purchase Intention: Mediating Effects of Identification. *Academy of customer satisfaction management*, 14(1), 197-216.
- Lee, Y. L., Nam, J. S., & Jo, S. M. (2006). Effects of Brand Familiarity and Coupon Proneness of a Restaurant Chain on Coupon Redemption & Revisit Intention, *Journal of the East Asian Society of Dietary Life*, 16(4), 481-487.
- Park, S. H., Kim, J. W., & Park, J. S. (2009). The

- Effect Of Social Values Of Social Enterprise On Employees Job Attitudes. *Journal of Human Resource Management Research*, 16(4), 99-119.
- Peredo, A. M., & McLean, M. (2006). Social Entrepreneurship: A Critical Review of the Concept. *Journal of World Business*, 41(1), 56-65.
- Pham, M. T., Joel, B. C., John W. P., & Hughes, G. D. (2001). Affect Monitoring and the Primacy of Feelings in Judgment. *Journal of Consumer Research*, 28(Sep), 167-188.
- Pracejus, J., & Olsen, D. G. (2004). The role of brand/cause fit in the effectiveness of cause-related marketing campaigns. *Journal of Business Research*, 57, 635-640.
- Schmitt, B. (1995). Issues of Corporate Identity in East Asia. *The Columbia Journal of World Business*, Winter, 28-36.
- Shocker, A. D., & Weitz, B. (1988). A Perspective on Brand Equity Principles and Issues. In: *Defining, Measuring and Managing Brand Equity*. Conference Summary (Report no 88-104), Marketing Science Institute, Cambridge, Ma.
- Srivastava, R. K. & Shocker, A. D. (1991). *Brand Equity: A Perspective on Its Meaning and Measurement*. Cambridge, MA: Marketing Science Institute.
- Suh, J., & Yi, Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement. *Journal of Consumer Psychology*, 16(2), 145-155.
- Wester, F. E. Jr. (2000). Understanding the relationship among Brands Consumers and Resellers. *Journal of the Academy of Marketing Science*, 28(1), 17-23.
- Yi, Y. J. & La, S. A. (2002). Brand Personality-Brand Identification-Brand Equity Model : An Exploratory Study on the Difference Between Users vs. Non-Users. *Korea Marketing Review*, 17(3), 1-33.
- Yoo, B. H., Donthu, N. & Lee, S. H.(2000), An Examination of Selected Mix Elements and Brand Equity. *Journal of the Marketing Science*, 28(2), 195-211.