

性別差異會影響消費者對於聯合品牌產品的態度？

Does Gender Difference Impact Consumers' Attitudes toward High-tech Luxury Co-branded Products?

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摘要

本篇文章在檢視性別效果在消費者對聯合品牌 (Co-branded) 產品結合高科技及奢華特色在態度上的差異。這種類型的產品被稱之為高科技奢華聯合品牌產品(CHLs)。依據ABC 態度模型(情感(Affect), 認知(Cognition)及行為意圖(Behavior))三個構面, 這篇文章欲探討聯合品牌產品成功的秘訣。實證結果指出男性及女性消費者高度關心聯合品牌產品的產品配適度(Product Fit)。女性消費者比男性消費者更關心聯合品牌產品的品牌配適度(Brand Fit)。在認為此聯合品牌產品擁有更強的高科技產品特色前題之下, 男性消費者比女性消費者有更高的動機去推薦購買高科技奢華聯合品牌產品。相對而言, 在認為聯合品牌產品擁有更強的奢華特色前題之下, 女性消費者比男性消費者有更高的動機去推薦購買高科技奢華聯合品牌產品。文章的結果為聯合品牌產品的行銷經理人建立一個長期整合的行銷策略去推廣聯合品牌產品。

關鍵字：聯合品牌，性別差異，ABC 態度模型，產品配適度，品牌配適度

ABSTRACT

This study examines gender effects on consumer attitude towards co-branded products resulting from the integration of high-tech and luxury features. These products are named co-branded products with high-tech and luxury features (CHLs). Based on the ABC (Affect, Behavior, and Cognition) model of attitudes, this study explores how gender drives the success of CHLs. The empirical results show that both male and female consumers show their high concerns about product fit of co-branded products. Female consumers pay more attention to brand fit of co-branded products than male consumers. In terms of strong attitude toward high-tech products, male consumers' attitude toward behavior (recommendation to buy CHLs) is higher than that of female consumers. Relatively, with regards to attitude toward luxury brands, female consumers who have a strong attitude toward luxury brands express strong motivation to recommend CHLs. The results may direct marketing managers of co-branded products in establishing integrated long-term market strategies to promote co-branded products.

Keyword: Co-branding, Gender difference, ABC model of attitudes, Product fit, Brand fit