

# 哀兵與優勢者品牌傳記的相對效果：以品牌概念形象、產品知覺身體風險為干擾

## The Comparative Effects of Underdog and Top-Dog Brand Biographies: The Moderation of Brand Concept Images and Perceived Physical Risk of Products

企業管理學報 第 119 期 (107 年 12 月) 頁 1-39

DOI: 10.3966/102596272018120119001

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## 摘要

用故事打造品牌是行銷策略中常見的方式，而近年更興起哀兵品牌傳記的行銷手法。本研究旨在比較哀兵及優勢者品牌傳記，對於消費者品牌認同、信念、態度、購買意願及選擇的相對效果，實驗結果發現：(1) 哀兵品牌傳記 (相較於優勢者)能有效提升消費者的品牌選擇；(2) 優勢者品牌傳記對於高知覺身體風險產品能產生較佳廣告效果，然哀兵品牌傳記則對低知覺身體風險產品產生較佳作用；(3) 在不同概念形象品牌與知覺身體風險產品的組合情況下，品牌傳記類型的相對效果有異；(4) 優勢者品牌傳記需透過品牌信念、哀兵品牌傳記需透過品牌認同之中介始能創造較佳效果。

**關鍵字：**品牌傳記、哀兵、優勢者、品牌概念形象、產品知覺身體風險

## ABSTRACT

Using the power of stories to create outstanding brands is a common marketing strategy. In recent years, a new marketing tactic, the “underdog brand biography,” has been proposed and used frequently in various industries. This study compares the effects of underdog and top-dog brand biographies on consumers’ brand identification, beliefs, attitudes, purchase intentions, and choices. The experimental results reveal the following: (1) underdog brand biographies can increase consumer brand choices more than top-dog ones can; (2) top-dog brand biographies result in better ad effects for products with high perceived physical risk, while underdog brand biographies produce better effects for products with low perceived physical risk; (3) the comparative effects of the two brand biographies differ across the combinations of brand concept images and the perceived physical risk of the products; and (4) top-dog brand biographies lead to better ad effects through the mediation of brand beliefs, while underdog brand biographies’ ad effects are mediated by brand identification.

**Keywords:** Brand biographies, Underdog, Top-dog, Brand concept images, Perceived physical risk