

# 母品牌態度與聯合品牌態度之關係：消費者多樣化尋覓特質與分析型購買特質的干擾角色

## The Relationship between Attitude toward the Parent Brand and Attitude toward the Co-Brand: The Moderating Role of Consumer's Variety-Seeking and Analytical Shopping Trait

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林少龍\*

Shao-Lung Lin

紀婉萍\*\*

Wan-Ping Chi

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\* 中國文化大學國際貿易學系教授

Professor, Department of International Trade, Chinese Culture University.

\*\* 中國文化大學國際企業管理學系博士生（聯絡作者）

Ph. D. Student, Department of International Business Administration, Chinese Culture University.  
(correspondence author)

## 摘要

本研究主要目的為探討消費者之多樣化尋覓特質及分析型購買特質對母品牌態度與聯合品牌態度的干擾效果。研究設計採用鮮果汁運動飲料作為聯合品牌產品，程序包含預試與主要研究，預試目的為篩選出主要研究所需的聯合品牌及產品。主要研究採用 3 (鮮果汁品牌)×3 (運動飲料品牌)的 9 種情境設計，每一種情境的樣本數 30 人，回收有效樣本 267 人。研究結果顯示：(1)母品牌態度正向影響聯合品牌態度；(2)高多樣化尋覓特質消費者相對於低多樣化尋覓特質者而言，母品牌態度更正向影響聯合品牌態度；(3)高分析型購買特質消費者相對於低分析型購買特質者而言，母品牌態度更正向影響聯合品牌態度。本研究討論研究發現在理論及實務上的意涵，並對未來研究方向提出建議。

**關鍵字：**母品牌態度、聯合品牌態度、多樣化尋覓特質、分析型購買特質

## ABSTRACT

The main purpose of this study is to explore the moderating effects of variety-seeking and analytical shopping trait on the relationship between attitude toward the parent brand and attitude toward the co-brand. This study used a pretest and a main study, and fictitious sports drink of fresh juice as the co-branded product. The purpose of pretest is to select core brands and co-brand product. The main study was 3 (Fresh Juice Brands)×3 (Sports Drink Brands), 9 design scenarios. Each scenario was assigned to 30 college students. The data were provided by 267 students. The result reveals that (1) attitude toward the parent brand positively affects attitude toward the co-brand; (2) for consumers with higher variety-seeking in contrast to those with lower variety-seeking, the positive effect of attitude toward the parent brand on attitude toward the co-brand is stronger; (3) for consumers with higher analytical shopping trait in contrast to those with lower analytical shopping trait, the positive effect of attitude toward the parent brand on attitude toward the co-brand is stronger. This study discusses the implications in theory and in managerial practice, and suggestions for the future study.

**Keywords:** Attitude toward the parent brand, Attitude toward the co-brand, Variety-seeking, Analytical shopping trait