

參 考 文 獻

一、中文部分

王宇廷(1998),品牌聯合促銷對核心品牌印象影響效果之研究-品牌延伸觀念的應用,淡江大學國際貿易學系未出版之碩士論文,11-30。

李怡寬(1994),影響品牌延伸領域及消費者對品牌延伸評估因素之研究,國立中央大學企業管理研究所未出版之碩士論文,20-42。

陳正男與李勝祥(1999),原品牌及延伸產品認知對於品牌延伸購買意願之影響,交大管理學報,19(1),1-32。

黃靖萱(2001),品牌聯盟對蓮霧品牌評價影響之研究,屏東科技大學農企業管理系未出版之碩士論文,31-39。

鄭英輝(1998),品牌人格與產品類別對品牌延伸評價的影響,中央大學企業管理研究所未出版碩士論文,15-27。

趙琪(1996),交易成本觀點下品牌延伸決策之研究,台灣大學商學研究所未出版博士論文。

Coleridge, N. (1995),流行陰謀：名牌時裝帝國遊記(The Fashion Conspiracy)(張定綺譯),台北：時報文化。

Dearlove, D. (2005),The Ultimate Book of Business Thinking(林秀津

譯)，台北：商業周刊 no.21003。

Janet, B., & Liz, C. (1994) , Fashion Marketing(洪瑞麟譯)，台北：五南。



二、英文部分

Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(January), 27-41.

Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name, New York: The Free Press.

Aaker, D. A. (1992). The value of Brand Equity. *Journal of Business Strategy*, 13(4), 27-32.

Aaker, D. A. (1996). Measuring brand equity across product and markets, *California Management Review*, 38(3), 102-120

Aaker, D. A. (1996_a). Building strong brands, New York: The Free Press.

Aaker, D. A. (1996_b). Measuring brand equity across products and markets, *California Management Review*, 31, 191-201.

Aaker, D. A. (2000). *Strategy market management*, 379.

Athaide, T. (1994). Realise the rise in a strategy of brand extension, *Journal of marketing*, August (4), 6.

Barbara, H. H. (1997). The Power of Public Relations in Brand Management. *Marketing News*, 31(1), 11-12.

Barwise, P. (1993). Introduction to the special issue on brand equity,

International Journal of Research in Marketing.

Bennett, P. D. (1998). *Dictionary of marketing terms*. Chicago, III: American Marketing Association , 1998 - lavoisier.fr.

Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(3), 139-168

Bhat, S., & Reddy, K. S. (1997). *Investigating the dimensions of fit between a brand and its extension*, AMA 1997 Winter Educators' Conference, 8, 186-194.

Bhat, S., & Reddy, K. S. (1998). Symbolic and functional position -ing of brands. *Journal of Consumer Marketing*, 15(1), 32-44.

Bhat, S., & Reddy, K. S. (2001). The Impact of parent brand attributes associations and affect on brand extension evaluation. *Journal of Business Research*, 53(3), 111-122.

Bhat, S., Sobodh, & Srinivas, K. R. (2001). The impact of parent brand attitude associations and affect on brand extension evaluation. *Journal of Business Research*, 53(3), 111-122.

Biel, A. (1992). How brand image drives brand equity. *Journal of Advertising Research*, 32, 6-12.

Bird, M., Channon, C., & Ehrenberg, A. S. C. (1970). Brand usage, brand image, and advertising policy. *Journal of Marketing Research*, 6(1), 28-32.

Blackett, T. (1991). The valuation of brands. *Marketing Intelligence and Planning*, 9(1), 27-35.

Blackston, M. (1995). Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 5(7), 78-83.

Bouch, M. D., & Loken, B. (1991). A process-tracing study of brand extension evaluation. *Journal of Marketing Research*, 28(1), 16-28.

Bonner, P. G., & Nelson, R. (1985). *Product attributes and perceived quality: foods, in perceived quality*. Jacoby, Lexington, Mass -achusetts: Lexington Books, 64-79.

Brasco, T. C. (1988). *How Brand Name are Valued for Acquisitions*. Massachusetts: Marketing Science Institute.

Bristol, T. (2002). Potential points of brand leverage: consumers' emergent attributes. *The Journal of Product and Brand Management*, 11(4), 198-212.

Brodsky, M. (1994). Labor market flexibility: a changing international perspective, *Monthly Labor Review*, 117(11), 53-60.

Broniarczyk, S. M., & Alba, J. W. (1994). The Importance of the Brand in Brand Extension. *Journal of Marketing Research*, 31(2), 214-228.

Bullmore, J. (1984). The brand and its image revisited. *International Journal of Advertising*, Vol. 3, 235-238.

Chernatony, L. D., & McWilliam G. (1989). Branding Terminology The Real Debate. *Marketing Intelligence and Planning*, (July/August) , 29-32.

Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995) Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25-40.

Cohen, J. B. (1982). The role of affect in categorization toward a reconsideration of the concept of attitude. *Advances in Consumer Research*, Vol 9, 94-110.

Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis, *in advances in consumer research*, Vol. 17, (Ed.)

Doyle, P. (1989). Building successful brands: The strategic options. *Journal of Consumer Marketing*, 5(1), 77-95.

Dyson, P., Farr, A., & Hollis, N. S. (1996). Understanding, measuring, and using brand equity. *Journal of Advertising Research*, 36(6), 9-21.

Engle, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer Behavior* (6th ed.).

Farquhar, P. (1989). Managing brand equity. *Marketing Research*, 1(3), 24-33.

Fishbein, M. (1963). An Investigation of the Relations Between Beliefs about an Object and the Attitude Toward That Object. *Human Relations*, 16, 233-240.

Fiske, S. T., & Pavelchak, M. A. (1986). Category-based versus piecemeal-based affective responses: developments in schema-triggered affect, in Sorrentino, R. M. & Higgins, E. T. (Eds.), *Handbook of Motivation and Cognition: Foundations of Social Behavior*. Guilford Press, New York, NY, 167 -203.

Friedmann, Roberto, & Lessig, V. P. (1987). Psychological meaning of products and product positioning. *The Journal of Product Innovation Management*, 4 (4), 265-273.

Gardner, B. G., & Levy, S. J. (1955). The Product and The Brand, *Harvard Business Review*, 33(2), 33-39.

Gardner, M. P. (1985). Mood states and consumer behavior: A critical review. *Journal of Consumer Behavior*, 12(4), 281-300.

Gurhan-Canli, Z., & Maheswaran, D. (1998). The effects of extensions on brand name dilution and enhancement. *Journal of Marketing Research*, 35(4), 464-473.

Henderson, J. M., & Quandt, R. E. (1980). *Microeconomic theory: A mathematical approach*. McGraw-Hill Boo, Company: New York.

Herzog, H. (1963). *Behavioral science concepts for analyzing the consumer, in marketing and the behavioral sciences*. Perry Bliss, (Ed.), Boston, Massachusetts: Allyn and Bacon, 76-86.

Howard, J. A., & Sheth, J. N. (1969). *The Theory of Buyer Behaviour*. New York: John Wiley and Sons, 10-100.

Huang, H. C., & Willans, J. (1998). Independent menswear retailers' views on designer menswear brand extension. *Journal of Fashion Marketing and Management*, 2(3), 285-293.

Kamins, M. A., & Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar and unfamiliar brands. *Journal of the Academy of Marketing Science*, 19(3), 177-185.

Kamakura, W. A., & Russell, G. J. (1990). Measuring brand value with scanner data. *International Journal of Research in Marketing*, 10, 9-22.

Kamakura, W. A., & Russell, G. J. (1993). Measuring brand value with scanner data & quot. *International Journal of Research in Marketing*, 10, 9-22.

Keller, K. L., & Aaker, D. A. (1992). The Effect of sequential introduction of brand extensions. *Journal of Marketing Research*, 29(2), 326-35.

Keller, K. L., (1993). Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.

Keller, K. L. (1998). *Strategic brand management: Building, measuring and managing brand equity*. Upper Saddle River, New Jersey: Prentice Hall.

Kim, W. C. (1989). Developing a global diversification measure. *Management Science*, 35, 376-383.

Kim, P. (1990). A Perspective on Brands. *Journal of Consumer Marketing*, 7(4), 20-30.

Kolter, P. (1991). *Marketing Management* (7th ed). New Jersey Prentice-Hall International.

Kotler, P. (1994). *Marketing management : Analysis, planning, implementation, and control* (8th Edition). New Jersey, Prentice-Hall Inc.

Krishnan, B. C., & Michael, D. H. (2001). Brand Equity: Is it more important in services? *Journal of Services Marketing*, 15(5), 328-342.

Laforet, S., & Saunders, J. (1994). Managing brand portfolios: Why leaders do what they do. *Journal of Advertising Research*, 34(5), 7-64.

Lanza, D. R. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*, 18(5), 410-425.

Lasser, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19.

Leuthesser, L., Kohli, C. S., & Harich, K. R. (1995). Brand equity: The halo effect measure, *European Journal of Marketing*, 29(4), 57-66.

Levy, S. J., & Glick, I. O. (1973). Imagery and symbolism. in *Marketing Manager's Handbook*. Stewart Britt, (Ed.), Chicago: Darnell, 961-969.

Louviere, J. J., & Johnson, R. (1988). *Measuring brand image with conjoint analysis and choice models*. In: Leuthesser, L. (Ed.), Defining, measuring and managing brand equity: A conference summary. Cambridge, Massachusetts: Marketing Science Institute Report, 88-104.

Mahajan, V., Rao, V. R., & Srivastava, R. K. (1994). An approach to assess the importance of brand equity in acquisition decisions, *Journal of Produce Innovation Management*, 11(3), 221-235.

Martin, G. S., & Brown, T. J. (1990). *In search of brand equity: The conceptualization and measurement of the brand impression construct*. In: Childers, M. L., et al., (Eds.), *Marketing theory and applications*, 2, Chicago, Illinois: American Marketing Association, 431-438.

Meenaghan, T. (1991). Sponsorship-legitimising the medium, *European Journal of Marketing*, 25(11), 5-10.

Moore, J. E. (1993). *The impact and memo ability of ad-induced feelings : Implications for brand equity*. In: *Brand equity and advertising*, Aaker, A. D. & Biel, L. A., (Ed.), New Jersey: Lawrence Erlbaum Associates, Inc. 195-211.

Mullen, M., & Mainz, A. (1989). Brands, bids and balance sheet: Putting a price on protected products. *Acquisitions Monthly*, 24(4), 26-27.

Nakamoto, K., & Mcinnis, B. C. (1991), *Examining factors that influence the perceived goodness of brand extensions*, Working Paper, University of Arizona.

Newman, J. W. (1957). New insight, new progress for marketing. *Harvard Business Review*, 35, 95-102.

Oliver, R. L. (1999). *Value as excellence in the consumption experience*, 2, in the Consumer Value, 44-184.

Owen, S. (1993). *The landor image power survey : A global assessment of brand strength*. In: Aaker, D. A. & Biel, L. A. (Eds.), *Brand Equity and Advertising : Advertising's Role in Building Strong Brands*, 11-30.

Park, C. S., & Srinivasan, V. (1994). A survey-base method for measuring and understanding brand equity and extendibility. *Journal of Marketing Research*, 31(5), 271-288.

Park, C. W., Joworski, B. J., & MachInnis, D. J. (1996). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145.

Park, C. W., Sandra, M., & Robert, L. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *Journal of Consumer Research*, 18(3), 185-193.

Peter, J. P., & Olson, P. (1994). *Understanding Consumer Behavior*. Burr Ridge, Illinois: Richard D. Irwin, Inc.

Peter, O. (1993). *Consumer behavior* (3th ed). Taipei: Hwa-Tai Co.

Pitta, D. A., & Katsanis, L. P. (1995). Understanding brand equity for successful brand extension. *The Journal of Consumer Marketing*, 12(4), 51-65.

Rao, A., & Monroe, K. (1989). The effect of price, brand name, and

store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351-357.

Ratchford, B. T. (1987). New insights about the FCB Grid. *Journal of Advertising Research*, 27(4), 24-38.

Rangaswamy, A., Burke, R. R., & Oliva, T. A. (1993). Brand equity and extendibility of brand names. *International Journal of Research in Marketing*, 10(1), 61-75.

Ries, A., & Trout, J. (1986). *Positioning: The battle for your mind*. New York: McGraw-Hill.

Rise, A., & Rise, L. (1998). *The 22 Immutable Laws of Branding*. USA : Harper-Collins, Inc.

Reddy, S. K., Holak, S. L., & Bhat, S. (1994). To extend or not to extend: Success determinants of line extensions. *Journal of Marketing Research*, 31(2), 243-262.

Rock, D. W., & Levy, S. J. (1983). Psychology themes in consumer grooming rituals. *Advances in Consumer Research*, 10(2), 329-333.

Romeo, J. B. (1991). The Effect of negative information on the evaluations of brand extensions and the family brand. *Advance in Consumer Research*, 18(1), 399-406.

Roth, A. V., & Giffi, C. A. (1995). Critical factors for achieving world class manufacturing, *Operations Management Review*, 10(2), 1-29.

Schmitt, B. H., & Laurette, D. (1992). Contextualized representations of brand extensions: Are feature lists or frames the basic components of consumer cognition? *Marketing Letter*, 3(2), 115-126.

Shocher, A., & Weitz, B. (1988). *A perspective on brand equity principles and issues*. In : Summary of marketing science institute conference, Cambridge, Massachusetts. Report, 88 -104.

Simon, C. J. & Sullivan, M. W. (1993) . The measurement and determinants of brand equity: A financial approach. *Marketing Science*, 12(1), 1-28.

Smith, J. W. (1991). *Thinking About Brand Equity and the Analysis of Consumer Transactions*. In: Managing brand equity: A conference summary (Report No. 91-110). Cambridge, Massachusetts: Eliot Maltz, (Ed.), Marketing Science Institute, 17-18.

Sommers, M. (1963). *Product symbolism and the perception of social strata*. In: Toward Scientific Marketing, (Ed.), Stephen A. Greyser, Chicago, Illinois; American Marketing Association.

Srinivasan, V. (1979). Network models for estimating brand-specific effects in multi-attribute marketing models. *Management Science*, 25(1), 11-21.

Srivastava, R. K., & Shocker, A. D. (1991). *Brand equity: A perspective on Its meaning and measurement* (Report NO. 91-124). Cambridge, Massachusetts: Marketing Science Institute.

Stobart, P. (1989). *Alternative methods of brand valuation*. In: Murphy, J. (Ed.), brand valuations: Establishing a true and fair view. London: The interbrand group.

Sullivan, M. W. (1992). Brand extension: When to use them. *Management Science*, 38 (2), 793-806.

Sunde, L., & Brodie, R. J. (1993). Consumer evaluations of brand extensions: Further empirical results. *International Journal of Research in Marketing*, 10(1), 47–53.

Tauber, E. M. (1981). Brand franchise extension: New product benefits from existing brand names. *Business Horizons*, 24(2), 36-41.

Tauber, E. M. (1988). Brand leverage: Strategy for growth in a cost control world. *Journal of Advertising Research*, 31(3), 26-30.

Walters, C. G. (1978). *Consumer behavior: theory and practice* (3th ed.), Homewood, III. :Richard D. Irwin, Inc.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 4-22.

