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## 全球品牌资产:概念、测量与影响因素

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**摘 要:**全球品牌资产反映了全球品牌区别于一般品牌的价值来源,是当前国际营销学界和全球营销经理关注的重要主题,但有关该主题的研究成果仍相当有限,国内的研究还未真正开始。本文首先根据现有文献梳理了全球品牌资产的两类内涵,再从整合视角对全球品牌资产概念进行了重新界定,同时应用品牌价值链模型表征两类全球品牌资产内涵与全球品牌价值之间的关系,在此基础上分别阐述了与之对应的三种测量方式,并论述了经济发展水平、文化价值观和品牌来源国对全球品牌资产评价及其效应的影响机制。最后,本文展望了未来研究方向,以期国内关注该研究主题的学者提供参考。

**关键词:**全球品牌资产;全球品牌化;全球品牌价值链

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### 一、引 言

Kumar

Steenkamp 2013

Einhorn 2012

2014 2015

Interbrand“

100 ”

Keller 2013

Chabowski 2013

2013

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Motameni Shahrokhi 1998

Motameni Shahrokhi 1998 Hsieh 2004

2.

Steenkamp 2003 “ ” perceived brand globalness PBG Özsomer Altaras 2008

culture GCC “ ” global consumer Alden 1999

Steenkamp 2003

Özsomer Altaras 2008 Xie 2015

Özsomer 2012

Özsomer Altaras 2008 Özsomer 2012

Swoboda 2012 Alden 2013

Holt 2004

Keller 1993

” Hsieh 2004 “

” Steenkamp 2003

Dimofte 2010

Aaker Joachimsthaler 1999

Holt 2004

Steenkamp 2003

global brand authenticity

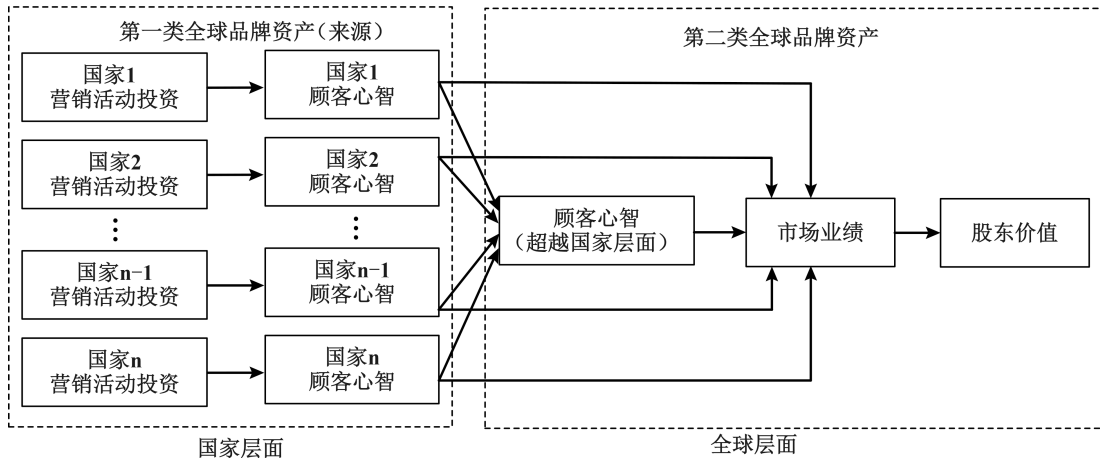


图1 全球品牌资产的概念界定在品牌价值链上的表征

global consumer culture positioning GCCP

Hsieh 2004 Cayla Arnould 2008

Akaka Alden 2010

Holt 2004

Shocker 1994 Hsieh 2004

Aaker Joachimsthaler 1999

Torres 2012

Keller 2013

Interbrand BrandZ

Dutordoir 2015

Interbrand  
 ”  
 Johansson 2012  
 EquiTrend  
 Interbrand “ 100  
 Dutordoir 2015

三、全球品牌资产的测量方法

“ / ” brand image customization/standardization  
 sensory functional social  
 100

Hsieh 2002 20 53  
 image symbolic image utilitarian image sensory economic  
 image

Hsieh 2004  
 national brand equity NBE

Keller 2013

Hsieh 2002 2004 Park Rabolt 2009

1994 Hsieh Li 2008  
 Motameni Shahrokhi 1998

1 Keller 1993 brand benefits  
 “ ”

Steenkamp 2003 Swoboda 2012

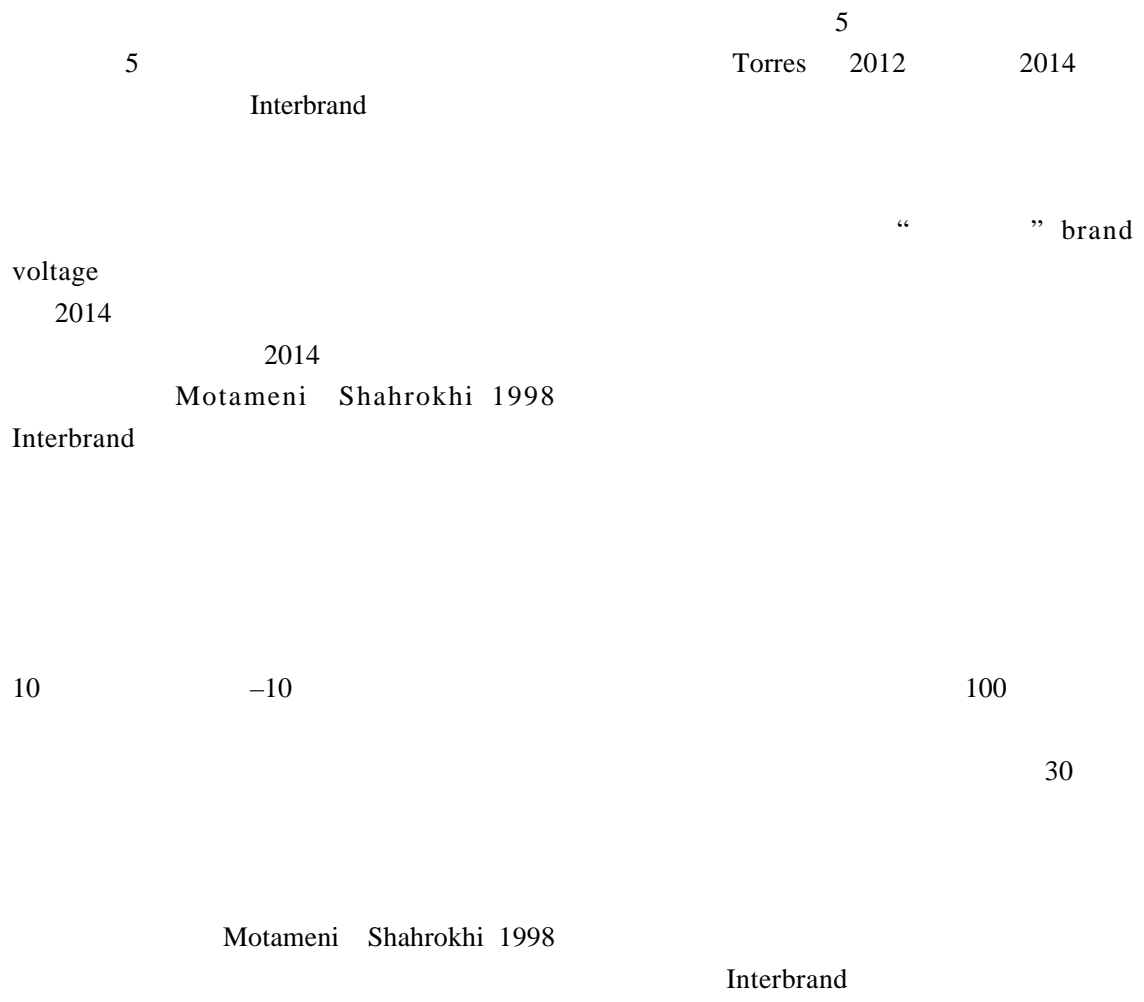
表1 现有文献所涉及的全球品牌资产维度

Holt 2004										12	6	18
Madden 2012										4	1	3
Özsomer 2012										3	3~8	6~16
Steenkamp 2003										2	4	8
Swoboda 2012										1	1	36
Alden 2013										3		
Dimofte 2008										1		
Dimofte 2010										1	3	
Özsomer Altaras 2008												-
Strizhakova 2008										4	10	
Strizhakova 2011										3	10	
Xie 2015										1	1	

Keller 2013

global BE Torres 2012

Interbrand “ 100 ” Top 100 Best Global Brands Millward  
 Brown BrandZ“ 100 ” Top 100 Most Valuable Global Brands  
 Interbrand



#### 四、全球品牌资产的影响因素

Hsieh 2002 2004 Park Rabolt 2009 Fischer 2010 “  
 ” brand relevance in category BRiC  
 BRiC

2013 Keller 2013

2013

Hsieh 2002

Dimofte 2010

Holt 2004

44%

Dimofte 2008

“ ”

5.4%

Schuiling Kapferer 2004 Young & Rubicam

Strizhakova 2011

self-identity

Xie 2015

Özsomer 2012 Swoboda 2012

Holt 2004 Dimofte 2008

Steenkamp

2003

Strizhakova Coulter 2013

/

“ ”

Craig Douglas 2006

Smith 2006

Hofstede 2001

Schwartz Boehnke

2004

11

self-construal



interdependent self-construal                      independent self-  
construal    Triandis 1989 Wong Ahuvia 1998

Hofstede 2001

Roth 1995a

Roth 1995b

Eisingerich Rubera 2010

—

Erdem 2006

2009

Schwartz 1994

Polo

Park Rabolt

Polo

Madden 2012

Hofstede 2001

Özsomer Altaras 2008

/

/

VS

Swoboda 2012

VS

attitude GA  
orientation GCO

Riefler 2012

globalization  
global consumption

“ ” foreignness

Tata

Kumar Steenkamp 2013

2014

Guo 2013

“ ”

“ ”

### 五、未来研究展望

Keller 2013

“ ” “ ”

Alden 2006

Kapferer 2012 Keller 1993 “ ”

“ ” “ ” 2015 “ ” 912 3% 200

2003 Özsomer 2012 Steenkamp

Xie 2015

Özsomer Altaras 2008

Guo 2013 Kumar

Steenkamp 2013

VS

VS

VS

VS

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## **Global Brand Equity: Conceptualization Measurement and Influencing Factors**

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(下转第67页)

