

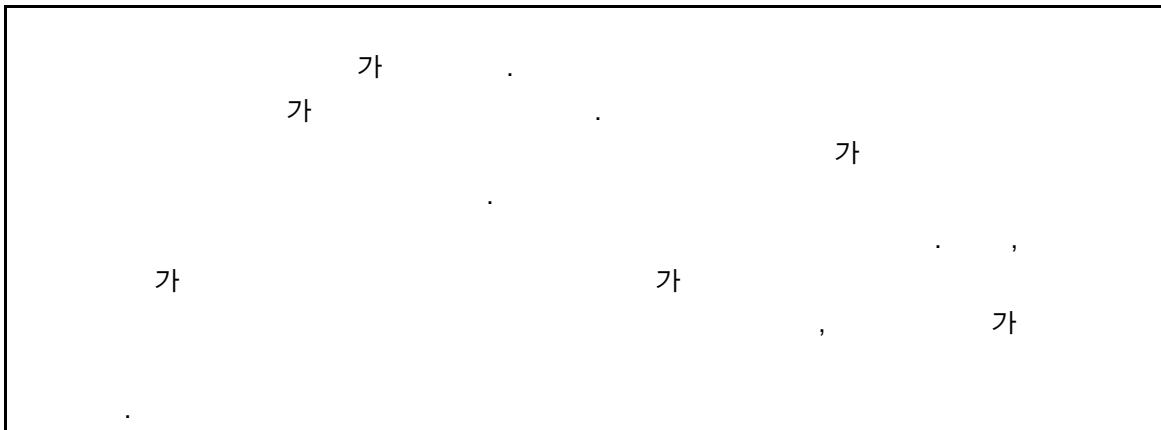
\*

## The Influence of Self-Congruity between Brand Personality and Self-Image on Attitude Toward Brand

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\* : 01. 11 : 02. 01

1.

가

(Dick, Chakravarti, and Biehal 1990; Simmons and Lynch 1991).

가 , 가  
 , 가 (Aaker 1996;  
 Aaker 1997; Batra, Lehmann and Singh 1993; Biel 1993; Plummer 1984). "

" ,  
 " " , " " " ,  
 " " , " " "

가 ,

가 . 가  
 가 가  
 (Holliday 1996), 가  
 (Biel 1993).  
 가

( )가

가 . Aaker (1997)  
 가 (BPS) , , ,

2.

2.1



2.2

(French and Glascher 1971; Hamm and Cundiff 1969), (Greeno et al. 1973), (Debevec et al. 1987; Domzal and Kernan 1993; Markus 1977), (Hong and Zinkhan 1995),

/ , (Heath and Scott 1998).

/ (Kassarjian 1971; Sirgy 1982).

가 Levy(1959) ,

가 . , 가

Grubb and Grathwohl(1967) "

가 "

가 가 .

- 가 .

- , 가 .

- , , ,

,

(Grubb and Hupp 1968; Grubb

and Stern 1971),

가?

가 가 .

, 가 (Swann, Stein-Seroussi, and Giesler 1992). ,

가 ,

가 (Swann, De La Ronde, and Hixon 1994). ,

가 가

, 가

Levy(1959) Grubb and Grathwhole(1967) ,

가 가 ( , Grubb and Hupp 1968; Dolich 1969; Ross 1971 ).

( , Dolich 1969; Hughes and Guerrero 1971; Munson 1974; Sirgy 1979, 1980, 1982a).

, Sirgy(1982)

/  
가

가

and Hupp 1968, Munson and Spivey 1980),  
가 (Landon 1974)

(Grubb  
(Gentry et al 1978),

Grubb and Hupp(1968)

가 ,  
가

Graffe(1996)

가

. Graffe(1997)

가

가

가

가

가

가

가

(Aaker 1996)

가

가

(Aaker 1997)

가 (Aaker 1997).  
 (aggregate)  
 (Aaker 1997). Aaker(1997) (Big Five Model)  
 가 , , , , ,  
 , , , , ,  
 . Big Five Model

가 , , , , ,  
 . , , , , ,  
 .

### 3. 가

#### 3.1 ,

,  
 가

가 1 .

(Epstein 1977). ,

(Festinger 1954).  
 가 , 가 가

가 . 가 가

Grubb Grathwohl(1967)

가

가 가 . Dolich(1969)

가

Sirgy(1981), Sirgy(1979, 1980) ,

가 . Samli and

. Ross(1971)

(Aaker 1997).

가 1

가 1:

3.2

가

utilitarian product) ( ;  
; hedonic product) ( (Mittal 1989;  
Vaughn 1980, 1986; Zaichkowsky 1985a). Vaughn(1986) '  
(think/feel)' 'think' 'feel'

가 가 (Ahtola 1985).  
가 가 가

MacInnes and Jaworski(1989)

가 가 가 가

(Engel et al. 1993; Babin et al. 1994). 가  
가가

가가

, 가

가

가

가

가 2

가 2:

가





, 3 가  
3

가

가

가

가

4.1.3  
Aaker(1997)가

(BPS)

가

(Aaker et al. 2001)가

42

2

75

. 2001 11

2

166

163

17

146

(Keller 1993)

5가

## 4.2

### 4.2.1

가

가

( 1992).

가 (cognition), (affect), (conation) 3

가

( 2000).

가

Michall and Olson(1981), Mackenzie,  
Lutz and Belch(1986), Edell and Burke(1987) " /  
가 " " / " 3가  
7 .

4.2.2

, ( ) 가  
가 가 가  
가 가  
2가 (Sirgy et al. 1997).

가 가

가 가

가

(Sirgy et al. 1997). 가

(Upsaw 1995).

"(Aaker 1997)

Aaker(1997)

(BPS)가

Aaker(1997)

42

가

, Grubb and Stern(1971)

가

Onkvisit and Shaw(1987)

"

" ' .

(Malhotra 1981).

" 가

?

?"

7

4.2.3

가

가

가

가

가

가

Sirgy(1991)가

가

Johar and

가 ,  
가

가

7가

7

5.

5.1

)

(  
(communality value<0.4)

18

< 5-1>

< 5-1>

		(eigen value)		(%)	Cronbach's
( )		4.723	.879 .847 .822 .799	19.423	0.8814
( )		3.527	.829 .829 .746 .743	35.757	0.8385
( )		2.040	.842 .840 .837 .683	51.281	0.7377
( )		1.794	.873 .691 .673	64.680	0.6767
( )		1.104	.764 .660 .648	73.264	0.6214

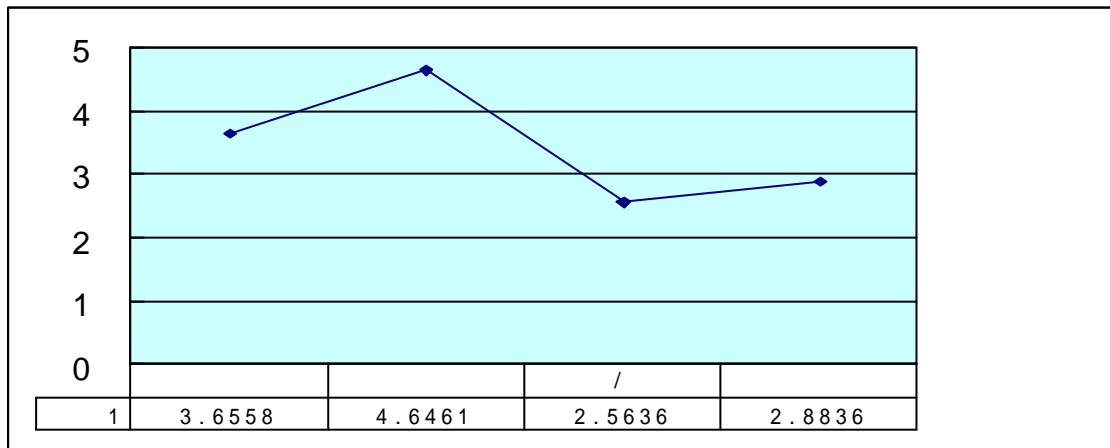
5.2

18  
 , , / , 4가  
 . Aaker(1997) 5가  
 가  
 가  
 가  
 가  
 (2000)

< 5-2>

	3.6558	1.2578
	4.6461	1.0708
/	2.5636	.9761
	2.8836	.9586

< 5-1>



가 가 < 5-2> ( 4.6461) ( 3.6558) 가 , , 가 가 , , 가 가 가 가 .

5.3

가 18 (principle component analysis) (varimax) < 5-4> . , , , 가 5 . , , , , .

&lt; 5-4&gt;

		(eigen value)		(%)	Cronbach's
( )		4.446	0.894 0.818 0.793 0.743	17.659	0.8542
( )		2.426	0.761 0.754 0.696 0.664 0.597	34.424	0.7763
( )		2.091	0.840 0.821 0.710	46.799	0.7608
( )		1.367	0.760 0.749 0.614	57.141	0.5749
( )		1.123	0.831 0.825	67.374	0.8179

5.4 가

. Sirgy(1982)

가

n



가  
 < 5-6> R2 .480  
 48%  
 (F=133.133, p<.01). 0.693(p<.01)  
 가

< 5-6>

	R2	F				
	0.480	133.133	.000*		0.693	0.000*

\*p<0.01

가  
 < 5-7> .5가  
 R2 0.219 21.9%  
 (F=7.867, p<0.01).

< 5-7>

	R2	F				
	0.219	7.867	.000**		-.059	.496
					-.241	.016*
					-.094	.245
					-.074	.443
					-.231	.003**

\* p<0.05 \*\*p<0.01

가  
 ( =-.241 p<0.05) ( =-.231, p<0.01)

-가



가

-가

가 1

가

가

가

가

< 5-8>

< 5-8>

가,

	R2	F				
	0.452	39.010	.000**		-.057	.413
					-.153	.024*
					-.069	.301
					-.027	.732
					-.230	.000**
				가	.535	.000**

\*p<0.05 \*\*p<.05

가

(F=39.010, p<.01).

( =-.230, p<.01)

( =-.153, p<.05)

가

가

-.231 -.230

가

-.153

-.241

가

가 1

5.6

가

2

2

< 5-9>

1

가

가

116

가

2

가

가

30 가 .

< 5-9 >

	가	가	
1	5.8937	5.6142	116
2	5.7333	3.5750	30

1 2 가 가  
 one-way ANOVA . 1 2 가 가  
 가 1 2  
 .(p<0.01)

< 5-10>

One-Way ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
	99.119	1	99.119	221.056	.000*
	64.568	144	.448		
Total	163.687	145			
	.613	1	.613	.665	.416
	132.666	144	.921		
Total	133.279	145			

가 <  
 5-11> 가  
 < 5-12>  
 < 5-11> < 5-12> 가  
 가 21.2% (F=5.929,  
 p<0.01).  
 가 (F=2.407, p>0.05).  
 가 가  
 가 2

< 5-11>

	R2	F				
	0.212	5.929	.000*			
			*			
					-.030	.759
					-.324	.011*
					-.013	.894
					-.060	.606
					-.194	.026*

p<0.05 \*\*p<0.01

< 5-12>

가

	R2	F				
	0.334	2.407	.066			
					-.166	.443
					-.054	.789
					-.248	.217
					-.014	.939
					-.338	.071

\* p<0.05 \*\*p<0.01

6.

6.1

가

가

가

가

가

3 2

가

,

가

가

가

가

가

가

6.2

Aaker (1997)

가 가

,

가  
가  
가

가

가

가

6.3

가

가 가 가

Aaker (1997) (BPS)

Aaker (2001)

(Dependence)

가 가

가

(motive)가

(Johar and Sigry 1991).

(motive) 가

가 (Park and Mittal 1985).

가

가 가

가 가

&lt; &gt;

(2000), " ,"  
 13 6 ( ), 307-328  
 (2000), " , 49 , 29~53  
 (1998), " , 9  
 , (2000), " FCB ,  
 11 4 ( )  
 (2000), " ,"  
 (1993), ,  
 , (2000), " ,"  
 2000

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