

## Comparative Study on the Image, Satisfaction, and Loyalty of Fashion Brands

– focused on 4 main brands with second brands –

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### Abstract

This study is to examine and compare the brand power such as image, satisfaction and loyalty, of the main brands(Donna Karan, Anne Kelin, Michaa, Obzee) with successful second brands(DKNY, AK Anne Klein, it michaa, O'2nd) to launch the brand Extension. The results are the following. First, in the many demographical characteristics, the main brand most favored by women in their 20s were only affected by age. Second, All 4 brands had a strong urbane and luxurious image, while 'exotic' or 'sporty' scored the bottom. Third, the results of the brand satisfaction were given out different values for the 4 brands. The overall satisfaction level was highest in Donna Karan and Obzee equally. Fourth, if we look at the brand loyalty level of the brands, Donna Karan scored highest followed by Obzee, Michaa, and Anne Klein. All 4 brands have shown that customers had high confidence to the brand and a high willingness to repurchase them. Fifth, about how the images of the main brand influence the satisfaction level of the brands. For Donna Karan, Michaa, and Obzee, the brand images did have effects on the brand satisfaction, but Anne Klein's brand image didn't affect its satisfaction level. Sixth, all 4 brands have shown that satisfaction levels had effects in brand loyalty.

**Key Words** : main brand, Donna Karan, Michaa, Anne Klein, Obzee

### I . Introduction

Nowadays, with the enhancement of industrial technology, bringing in new customers just by functional features of a product has become difficult because significant functional differences between products have diminished. In order for firms to survive in this society that is becoming

more and more competitive, a better method to advertise the advantages of their product is needed. In this situation, brands are certainly what can carry out that role.

Aaker has explained 'Brand' differently for consumers and firms. According to him, brands for consumers is what that helps consumers to understand the product and aids in the thought

process, ultimately carrying out a critical role in the consumer's buying decision, improving the consumer satisfaction level of the product. Brands in the firm's perspective, on the other hand, is what enhances the effectiveness of marketing programs and brings up brand loyalty, not only improving business profits but also being the source of comparative superiority as it provides an opportunity for the brand to grow, strengthening the firm's influence on its distributors. Therefore, brands are not only what they are worth as assets, but rather, as consumers' purchasing behaviors are decided by the perception that the consumers have about the brand, brands are more valuable as more well known it is<sup>1)</sup>.

To be more specific, customers do not simply consider the essential characteristics of a fashion product, such as material and design, rather, they take external factors that a brand has, such as image, reputation, and credibility, as more important determinants before they decide to purchase a product. Thus, many fashion firms recognize brands as precious assets and seek for various methods to grow their company as well as their brand asset. Of those endeavors, brand Extension strategy is one of the most representative method.

Brand Extension utilizes the already existing brand's reputation and brand image, saving the expenses required to develop a new brand and also reduces the risk of failure at the same time when introducing a new brand. One method of brand Extension is launching second lines. Second Lines in fashion firms are brands that were made for mass-marketing of high-priced designer products that only a few customers purchase. Second brands are brands that have the brand reputation of the designer presented at a relatively inexpensive price level. According

to the brand's character that each firm pursues, these brands are differentiated into brands that target lower age brackets or those that emphasizes casual-wear instead of formal clothing.

For a successful launching of second brands, the role of the main brand, that has a strong brand power, is significant. Strong brand power comes from the diverse images and reputation that consumers have on the brand and is created by the satisfaction that the consumers feel after wearing the product, and such satisfaction levels emerges from brand loyalty. The positive image, satisfaction level, and customer loyalty of the main brand raises brand power, consequently bringing in positive influences in the second brand launching process.

If we examine precedent studies, research on brand Extensions were mainly conducted by the Business Administration branch. There were some research conducted by the fashion firms, however, they merely discussed about the relationship between the main brand and the second brand or the influences that brand images/reputation has on brand loyalty. Despite the fact that many studies show that the main brand has positive effects on the second brand, research on brand power, the most important factor that the main brand must have in order to successfully launch a second brand, is almost not conducted at all.

Therefore, this research, in order to examine the brand power that the consumer recognizes in the main brands that have successful second brands, conducted empirical case-studies on female customers in their 20s that are sensitive to fashion and have knowledge about fashion. The study investigated on consumer preference, brand image, customer satisfaction and brand

loyalty, then revealed the relationship in between such factors to ultimately suggest a successful second brand launching scheme utilizing proper brand power that the main brand should possess.

## II. Theoretical Background

In this section, the research first looks over the concept and precedent studies about brand image, satisfaction level, and loyalty as a theoretical background on brand Extension. Then, the research will move on to examining Donna Karan, Anne Klein, Michaa, and Obzee, the 4 brands that were chosen as research subjects.

### 1. Brand Extension

Nowadays, consumers that have interest in fashion have a tendency to emphasize brand image rather than the clothing itself. This is because they consider brands as a tool to express their own image and want to express their image using the brand's image. Thus, the importance of brand images in the modern society is strengthened as days pass by.

Reynolds and Guttman<sup>2)</sup> have defined brand image as a multidimensional concept that includes general traits such as consumer's emotions, impressions, perception about the product, belief and attitude, brand individuality, and the connection between emotion and attributes, while Keller<sup>3)</sup> has defined brand image as something that differentiates one brand from one another, a recognition that is projected by the consumer's memory about the brand. To achieve a positive brand image, firms took brand image differentiation as the most crucial factor in maintaining competitiveness, and is spending

efforts to create a distinct brand image. In this situation, consumers are selecting brands that can express their own images to others the most effectively.

Cheverton has said that creating a more favorable and positive image compared to competing brands is the way to become a long-life brand in the market and also mentioned that some brand images are more important than the products themselves<sup>4)</sup>. Dutton and Dukerich<sup>5)</sup> and Fornell<sup>6)</sup> have mentioned that the brand image of a firm enhances when consumer satisfaction level is high.

As all fashion products are produced under the style that fits in the boundaries of 'the latest fashion trend,' it is near impossible to differentiate products between brands by the products themselves. In this situation, factor that make consumers to choose a specific product is the satisfaction level and brand loyalty that they have got from past experiences of using the brand. Aaker<sup>7)</sup> has defined brand loyalty as when consumers decide that a certain brand has, whether in quality or in image, an edge compared to other brands and focuses on purchasing that specific brand. He also stated that it is an important factor created by purchase/use experiences. In other words, consumers create favorable feelings and attachment toward brands through past purchase experiences and use this information to reduce the risk factor of purchase uncertainty and also reduce the time spent in choosing products, showing a trend to be loyal to a specific brand<sup>8)</sup>.

Brand loyalty does not only act an important role for consumers but for firms also. Reicheld and Sasser<sup>9)</sup> have stated that when a firm reduces the customer breakaway rate to 5%, the rate of return for the firm will increase by 25~

80%, suggesting that loyal customers can produce long-term high profits. Griffin<sup>10)</sup> also emphasized the importance of brand loyalty as the cost of bringing in new customers is more than 5 times the cost required to maintain the existing customers.

Oh and Fiorito<sup>11)</sup> has stated that brand loyal customers emphasize the stylishness of the product more than the general customers. Kim Soojin and Kim Jaesook<sup>12)</sup>, in their research on the influence that the attachment to a brand of brand-name fashion consumers has on brand loyalty, found out that brand loyalty is higher as the older, the higher the education level, and higher the income level a consumer has. Oh Soomin and Hwang Sunjin<sup>13)</sup> have said that, in their research on brand loyalty, price, and price discounts, firms that have low brand loyalty are affected by price levels when firms that have high brand loyalty are almost unaffected by price. However they also mentioned that consumers may become favorable to the competing brand when the price of a competing brand is lower than the brand that the consumer prefers. This trend, especially for consumers in their 20s, results in the consumer moving away to a competing brand if the price differences are huge.

## 2. Case Study on brands

The brands that have been chosen as the research subjects are Donna Karan, Anne Klein, Michaa, and Obzee, which are main brands that have successfully expanded their second brands.

Donna Karan, starting from its establishment in 1985 as a top-class designer brand named after the designer's own name, now has diverse brands including DKNY, DKNY Jeans, and DKNY kids which range over various products from women's clothing, men's clothing, sportswear,

accessories, perfume, active wear, underwear, socks, and eyewear.

The main target of Donna Karan is career-women. Donna Karan is loved by not only women in New York but also women from all around the world for its sharp, sexy, and sophisticated image. 「Donna Karan」's fashion broke the stereotype of clothing for working-women having to be stiff and combative. Donna Karan emphasizes the unique beauty of women while also pursuing practicality, capturing career-women customers for its image of an active woman while not losing femininity.

In the 20th century fashion field led by males, her designs have brought class and individuality with the unique emotion of women and superb intuition, showing customers that career-women can also wear comfortable clothing that show character. The fact that she brought class and individuality to the fashion for career women has a significant meaning<sup>14)15)</sup>.

Anne Klein New York is a global brand that has a global reputation. It is a brand that targets 30s~50s women in the U.S. and 20s~30s women in Korea with its refined style and intellectual image emphasizing a simple but elegant feeling. It is one of the representative 'career-women' brand that has long satisfied the fashion demands of urban women with an indirect luxurious style following fashion trends. At its establishment in 1968, it quickly became the leader of the fashion industry by presenting jackets and pants that can be 'Mix & Matched' and other various items that go along with it. The beauty of moderation that excludes decorations, comfort, and high practicality are the brand's distinct features. It is a brand that has represented American luxury for over 40years and has a second brand known as AK Anne Klein<sup>16)17)</sup>.

The brand is introduced to Korea by Sungchang Interfashion Co., LTD, the licensed importer. It has almost 70 distribution networks domestically by expanding its business field to diverse items such as handbags, watches, shoes, belts, jewelry, and eyewear from women's clothing. Recently, they have recruited Ted Kim, a Korean designer, as a director to attempt diverse changes. They emphasize originality as a global designer brand<sup>18)19)</sup> while also stressing an image of Fashion Forward, and Timeless style<sup>20)</sup>.

Michaa, established in 1995, is a leading women's character/career brand that has the longest brand history out of the domestic brands that target women in their 20s~30s, and has created a positive reputation and image over a long period of time. By succeeding in launching 'it Michaa,' their second brand, Michaa is maintaining its position as the strong along with Handsome's 'TIME'. Michaa is a urban-style trend setter, a modern and polished brand that has a Northern European taste of style. The tailoring job creating the one and only 'Michaa style' by its perfect fit and style, differentiated material, and delicate detail. Michaa is recognized as the Korean Luxury Style and is gaining glowing reviews that it doesn't fall back competing with other luxurious brand name products<sup>21)22)</sup>.

Michaa does not only emphasize fashion trend but also takes customer communication seriously. For customer participation, Michaa created an active community between the customer and the brand in their blog to implement a proactive marketing strategy, attempting to expand their customer base and brand infrastructure by posting information related to Michaa, such as news or more detailed information about the brand, and bringing hot

lifestyle trend information to the customers<sup>23)</sup>.

Obzee, ever since its first establishment in Shinsa-dong Gangnam-Gu, attempted to maximize the individuality of young women. Obzee expanded to various lines such as O'2nd, Y& Kei, and Hanni Y. By 2008, SK NETWORK has taken over Obzee seeking to become a global brand.

Obzee has set 'Confident Feminine & Luxurious Chic' as the brand concept, expressing stylishly the delicateness of couture and New York style Chic with feminine emotion as a foundation. Obzee gained its brand competitiveness by focusing on developing designs that emphasizes the designer's philosophy even bolder in the designing process than other brands, presenting us with differentiated future-oriented designs that no other brands can imitate<sup>24)</sup>.

Starting with its exotic avant-garde style, Obzee has an unusual design feature. The product quality was improved initially by using 100% imported material, then, Obzee's unique splendor is displayed by adding handicraft decorations such as laces and beads, followed by a delicate cutting process that highlights the female silhouette. Obzee, through its distinct and exotic design pursuing to become a designer brand, has succeeded in its brand image marketing, creating a thick mania fan base. Also, Obzee is evaluated as a brand with high brand loyalty in the Women's character market<sup>25)</sup>.

Jung Minsoo has mentioned in the brand awareness evaluation compared with main brands, while Donna Karan(m=2.91) has a lower level of awareness as it has only a few shops in the country and customers aren't as exposed to advertisement, Obzee(m=3.34) has a high brand awareness level<sup>26)</sup>.

Shin Jiyoung, in her research comparing and

analyzing the brand asset of domestic women's character career brands(TIME, Michaa, KUHO, MOGG, and Obzee), shown that, in Michaa's case, the brand awareness/image had the largest influence on the brand followed by brand satisfaction, brand advertisement, and brand individuality while in the case of Obzee, brand satisfaction turned out to be the highest influencing factor followed by individuality, brand awareness/image, and brand advertisement: compared to other character career brands, Obzee shows higher brand individuality. Also, while Michaa had a higher brand image and satisfaction level, Obzee had a higher brand individuality level<sup>27)</sup>.

Baek Minjeong, in her research on Michaa, Mine, and Telegraph's brand image positioning, targeted on women in their 20s, found out that the research subjects had an unfavorable attitude for all three brands including Michaa. Also, Michaa had an intellectual and feminine image, and while customers weren't satisfied with the salespersons' service, customers were satisfied with the product display, display, and the appearance of the shops<sup>28)</sup>.

### III. Research Method

#### 1. Research Question

For the purpose of this research, the following research topics were set.

First. Examine the demographic characteristics of the women in their 20s who prefer each brand out of the 4 main brands.

Second. Compare and analyze the image, satisfaction level, and loyalty level of the main brands.

Third. Compare and analyze the influence that the main brand's image has on customer

satisfaction levels.

Fourth. Compare and analyze the influence that the main brand's satisfaction level has on the brand loyalty level.

#### 2. Measurement Tools

Survey sheets were used for this research. A preliminary survey was conducted on March and May 2008 for undergrad and graduate students majoring in fashion, then the actual survey was conducted on June 2008. Through the preliminary survey, Donna Karan, Anne Klein, Michaa, and Obzee were chosen as main brands that have successful second brands. This almost completely conforms to the brands that were chosen as successful brands in the research that Shin Sooyeon and Cho Jungah have conducted on the repositioning of domestic women's character · career brands<sup>29)</sup>.

The survey was constituted of, 1 questionnaire asking for the most favored main brand, 40 questionnaires on brand image, 12 on brand satisfaction, 16 on brand loyalty, and 4 on demographical characteristics, summing up to a total of 71 questionnaires. The questionnaires that were used in the survey were modified and developed from that of precedent studies of Jung Chanjin, Kim Jongsung, Jung Minsoo, and Cho Eunseong and used a 5 point scale.

The survey was given out to women in their 20s related to fashion. 217 out of the 243 survey responses that were turned in during June 1st~June 27th were used as data, excluding the few responses that lacked sincerity. Data analysis was made utilizing SPSS 12.0, using Mean value, chi-square evaluation, descriptive statistics, ANOVA, and multiple regression analysis.

#### 3. Demographical Characteristic

The results of analysis on the demographical characteristics of the research subjects that were chosen to study the customer psychology of customers of main brands that have second brands are shown in <Table 1>.

In case of age, the subjects ranged from 20 to 29 and the average value was 24. Occupation

showed 50.7% for Students and 47% for Employed/Looking for work.

Money spent on clothing showed that females who spend 100 thousand to 300 thousand won per month were the majority, scaling at 57.2%, while, those who spend less than 50 thousand were 5.10% and those who spend over 500 thousand

<Table 1> Demographical Characteristic

	Group	people	%
Age	Early 20s	159	73.30%
	Late 20s	58	26.70%
Occupation	Students	110	50.70%
	Looking for work	4	1.80%
	Office workers	103	47.50%
	Housewives	0	0.00%
	Unemployed	0	0.00%
	Total	217	100.00%
Money Spent on Clothing	Less than 50 thousand	11	5.10%
	50 thousand ~100 thousand	28	12.90%
	100thousand ~ 200 thousand	70	32.30%
	200 thousand ~ 300 thousand	54	24.90%
	300 thousand ~ 500 thousand	37	17.10%
	500 thousand ~ 1 million	16	7.40%
	More than 1 million	1	0.50%
	Total	217	100.00%
Residential Area	Dobong-gu, Nowon-gu, Gangbuk-gu, Seongbuk-gu	19	8.80%
	Seodaemun-gu, Eunpyeong-gu, Jongro-gu, Mapo-gu, Yongsan-gu, Jung-gu	34	15.70%
	Jungrang-gu, Dongdaemun-gu, Seongdong-gu, Gwangjin-gu, Gangdong-gu	20	9.20%
	Dongjak-gu, Gwanak-gu, Seocho-gu, Gangnam-gu, Songpa-gu	48	22.10%
	Gangseo-gu, Yangchun-gu, Yeongdeungpo-gu, Guro-gu, Geumcheon-gu	39	18.00%
	new towns(Bundang, Ilsan, Pyeongchon)	18	8.30%
	Kyunggi areas such as Kimpo, Joongdong, Gwangmyung, and Incheon	39	18.00%
	Total	217	100.00%

were, suprisingly, at 7.9%.

For the residential district, Dobong-gu, Nowon-gu, Gangbuk-gu, Seongbuk-gu shown 8.80%, Seodaemun-gu, Eunpyeong-gu, Jongro-gu, Mapo-gu, Yongsan-gu, Jung-gu shown 15.70%, Jungrang-gu, Dongdaemun-gu, Seongdong-gu, Gwangjin-gu, Gangdong-gu shown 9.20%, Dongjak-gu, Gwanak-gu, Seocho-gu, Gangnam-gu, Songpa-gu shown 22.10%, Gangseo-gu, Yangchun-gu, Yeongdeungpo-gu, Guro-gu, Geumcheon-gu shown 18.00%, new towns(Bundang, Ilsan, Pyeongchon) shown 8.30%, and Kyunggi areas such as Kimpo, Joongdong, Gwangmyung, and Incheon shown 18.00%. The subjects shown an overall even representation.

analyzing if there is any correlation between the main brand most favored by women in their 20s with demographical characteristics such as age, occupation, money spent on clothing, and residential area, is shown in <Table 2>. It happens that only age( $\chi^2=10.507$ ,  $p<.05$ ) had any statistical significance at a significance level of 5%. For women in their early 20s, 39.6% favored Donna Karan, 17% for Michaa, 13.8% for Anne Klein, and 29.6% for Obzee. Donna Karan was the most favored, followed by Obzee, Michaa, and then Anne Klein. On the other hand, for women in their late 20s, Donna Karan shown 34.5%, Michaa 34.5%, Anne Klein 3.4%, and Obzee 27.6%, Danna Karan and Michaa had the same level of customer preference, followed by Obzee and Anne Klein. Donna Karan was favored by both early and late 20s women, while Michaa was more favored by late 20s(34.5%) than early 20s(17%), and Anne Klein was more by early 20s(13.8%) than late 20s(3.4%). In the

#### IV. Research Result and Discussion

##### 1. The most favored main brand

The results of a chi-square evaluation

<Table 2> The most favored main brand according to demographical features

		Favored Brand					
		Donna Karan	Michaa	Anne Klein New York	Obzee	Total	
		n(%)	n(%)	n(%)	n(%)	n(%)	
Age	Early 20s	63(39.6)	27(17)	22(13.8)	47(29.6)	159(100)	$\chi^2=10.507$ $p=.015^*$
	Late 20s	20(34.5)	20(34.5)	2(3.4)	16(27.6)	58(100)	
Occupation	Students/Looking for work	46(40.4)	18(15.8)	14(12.3)	36(31.6)	114(100)	$\chi^2=4.958$ $p=.175$
	Office workers	37(35.9)	29(28.2)	10(9.7)	27(26.2)	103(100)	
Money Spent	Less than 100,000₩	11(28.2)	8(20.5)	7(17.9)	13(33.3)	39(100)	$\chi^2=10.656$ $p=.300$
	100,000~200,000₩	34(48.6)	11(15.7)	5(7.1)	20(28.6)	70(100)	
	200,000~300,000₩	16(29.6)	15(27.8)	8(14.8)	15(27.8)	54(100)	
	More than 300,000₩	22(40.7)	13(24.1)	4(7.4)	15(27.8)	54(100)	
Residential area	Seoul Gangnam	18(37.5)	10(20.8)	4(8.3)	16(33.3)	48(100)	$\chi^2=1.49$ $p=.960$
	Seoul Gangbuk	41(36.6)	25(22.3)	13(11.6)	33(29.5)	112(100)	
	Kyeonggi/newtown	24(42.1)	12(21.1)	7(12.3)	14(24.6)	57(100)	



case of Anne Klein, the preference level is extremely lower than other brands. This is thought to be caused by the fact that the brand's target customers are women in their 30s~50s in the U.S. while it targets women in their 20s~30s in Korea. It is estimated that, as people in their 20s in Korea are sensitive to fashion trends, the classic style of Anne Klein isn't so preferable for Koreans in their 20s, resulting in a low preference level. Other than that, occupation, money spent on clothing, and purchasing area had no statistical significance.

**2. Research on the main brands' images.**

The images that women in their 20s had on the 4 main brands are shown in <Table 3>. The results of an Oneway-ANOVA, which examined if there were any differences in the brand image factors, have presented that all factors- 'luxurious( $F=16.234, p<.001$ ),' 'showy( $F=95.431, p<.001$ ),' 'urbane( $F=29.11, p<.001$ ),' 'trendy( $F=12.542, p<.001$ ),' 'simple( $F=102.938, p<.001$ ),' 'sporty( $F=9.048, p<.001$ ),' 'exotic( $F=59.251, p<.001$ ),' 'sexy( $F=13.191, p<.001$ ),' 'feminine( $F=44.023, p<.001$ ),' and 'classical( $F=6.95, p<.001$ ),'

– had statistically significant differences at a 5% significance level. Overall, all 4 brands had different images. Donna Karan had a strong urban image, and while it is thought as simple and luxurious, it is also not thought of as sporty nor showy. Anne Klein was also thought as urbane, luxurious and feminine; the overall image of Donna Karan and Anne Klein were similar. Michaa's image, as seen in the precedent studies, was strongly feminine, urbane, and luxurious. In case of Obzee, it was showy, feminine, and luxurious, showing similar images with Michaa, however, Obzee has shown higher points in the 'exotic' factor, conforming to the research of Ji Yeon Shin stating that Obzee's brand individuality is superior to other women's character career brands. All 4 brands scored lowest in the 'sporty' image. Generally, all 4 brands are recognized as urbane and luxurious.

**3. Research on the Satisfaction level of main brands**

The results of the research on the satisfaction level of main brands are shown in <Table 4>.

**<Table 3> Comparative analysis on images of Main Brands**

image	Donna Karan	Michaa	Anne Klein	Obzee	total	F
Luxurious.	3.75(b)	3.57(b)	3.34(a)	3.72(b)	3.60	16.234***
Showy.	2.84(a)	3.48(b)	2.88(a)	3.91(c)	3.28	95.431***
Urbane.	4.06(a)	3.72(b)	3.61(b)	3.40(a)	3.70	29.11***
Trendy.	3.24(a)	3.55(b)	3.24(a)	3.59(b)	3.41	12.542***
Simple.	3.88(d)	2.95(b)	3.25(c)	2.53(a)	3.15	102.938***
Sporty.	2.37(b)	2.01(a)	2.40(b)	2.17(a)	2.24	9.048***
Exotic.	2.91(b)	2.87(b)	2.59(a)	3.65(c)	3.01	59.251***
Sexy.	3.05(b)	3.24(b)	2.82(a)	3.23(b)	3.09	13.191***
Feminine.	3.36(a)	3.96(b)	3.30(a)	3.85(b)	3.62	44.023***
Classic.	3.14(c)	2.89(a,b)	3.14(b,c)	2.82(a)	3.00	6.95***

\*\*\* $p<0.001$

The results of an oneway-ANOVA, which examined if there were any differences in the factors of brand satisfaction, have presented that factors such as 'image( $F=30.705$ ,  $p<.001$ ),' 'brand awareness and reputation( $F=25.232$ ,  $p<.001$ ),' 'product display( $F=22.758$ ,  $p<.001$ ),' 'product quality( $F=14.06$ ,  $p<.001$ ),' 'customer care(returns, refunds, etc)( $F=4.95$ ,  $p<.01$ ),' 'packaging,( $F=9.175$ ,  $p<.001$ )' 'design/color( $F=27.965$ ,  $p<.001$ ),' 'product diversity( $F=17.178$ ,  $p<.001$ ),' 'trendy( $F=4.599$ ,  $p<.01$ ),' 'product experience( $F=4.55$ ,  $p<.01$ ),' and 'employee attitude( $F=6.739$ ,  $p<.001$ ),' had statistically significant differences at a 5% significance level. On the other hand, 'Price( $F=1.665$ ,  $p>.05$ )' didn't show any significant differences between the 4 brands and customers have shown low satisfaction toward price. The customers have shown low satisfaction for Pricing for all 4 brands. This can be understood in the same context as the preliminary research conducted

on Michaa, Mine, and Telegraph that showed that customers were all unfavorable with the pricing. It can be inferred that customers have a perception that women's character casual brands are overpriced. The factors that customers were satisfied with are, for Donna Karan and Michaa, Brand Awareness and Reputation, Product Quality for Anne Klein, and Product display and display for Obzee. For Donna Karan, the most satisfying factor was Brand Awareness and Reputation, followed by Design and Color, Image, Product Quality, and Display, while for Anne Klein, it was Product Quality, followed by Service, Brand Awareness and Reputation, Product Display and Display, and Packaging. Unlike the other three brands, Anne Klein shown high points for customer service such as exchanges and returns. For Michaa, Brand Awareness and Reputation scored highest, followed by Design and Color, Product Display and Display, and Packaging. This conforms with

<Table 4> Comparative analysis on Satisfaction levels of Main Brands

satisfaction	Donna Karan	Michaa	Anne Klein	Obzee	total	F
Image	3.81(c)	3.46(b)	3.14(a)	3.64(b,c)	3.51	30.705***
Brand Awareness/Reputation	3.86(c)	3.53(b)	3.28(a)	3.74(c)	3.60	25.232***
Product Display and Coordination	3.67(b,c)	3.50(b)	3.26(a)	3.80(c)	3.56	22.758***
Product Quality	3.71(c)	3.49(a,b)	3.31(a)	3.58(b,c)	3.52	14.06***
Customer Service(returns, refunds)	3.53(b)	3.44(a,b)	3.29(a)	3.49(b)	3.44	4.95***
Packaging	3.58(b)	3.48(b)	3.25(a)	3.46(b)	3.44	9.175***
Design and Color	3.84(c)	3.51(b)	3.22(a)	3.69(b,c)	3.56	27.965***
Product Diversity	3.28(b)	3.39(b,c)	3.06(a)	3.57(c)	3.33	17.178***
Pricing	2.85(a)	2.94(a)	3.00(a)	3.00(a)	2.95	1.665
Trendy	3.28(a,b)	3.31(a,b)	3.18(a)	3.44(b)	3.30	4.599***
Product Experience	3.15(a,b)	3.08(a,b)	2.92(a)	3.24(b)	3.10	4.55
Employee Attitude	3.46(b)	3.31(a,b)	3.19(a)	3.45(b)	3.35	6.739***

\*\*\*  $p<0.001$

the research of Ji Yeon Shin which stated that Brand image and Brand awareness has the largest influence for Michaa. Obzee showed an order of Product Display and display, Brand Awareness and Reputation, Product Quality, and Product Diversity.

#### 4. Research on the Loyalty Level of Main Brands

The results of the research on the loyalty level of main brands is shown in <Table 5>. The results of an oneway ANOVA, which examined if there were any differences in the factors of brand loyalty, have presented that all factors – 'I am willing to repurchase( $F=20.686$ ,  $p<.001$ ),' 'I will repurchase this brand even if the prices are high( $F=14.9$ ,  $p<.001$ ),' 'I'll introduce the brand to others( $F=12.255$ ,  $p<.001$ ),' and 'I trust the brand( $F=22.799$ ,  $p<.001$ ),' – had statistically significant differences at a 5% significance level. All 4 brands shown willingness to repurchase, in particular, customers have shown a high willingness to repurchase Donna Karan and Donna Karan also had a high brand credibility. However, to the questionnaire asking the customers whether if they will purchase the brand even if the price is expensive, customers

shown a relatively low preference. Overall, the loyalty level of Anne Klein scored relatively lower than other brands, this is once again thought of as caused by the facts that Anne Klein is targeting the wrong customer group, that Anne Klein's products do not match the domestic trend, and that customers do not have sufficient information about Anne Klein.

#### 5. Comparing the influence that the image of Main brands have on satisfaction.

The results of the multiple regression analysis on the influence that the images of the main brands have on their satisfaction is shown in <Table 6> and <Table 7>.

The results of the multiple regression analysis that tested the hypothesis saying that the Brand image, of Donna Karan in <Table 6>, has an influence on its satisfaction, it appears that the regression equation turned out to be ( $R^2=.294$ ,  $F=8.583$ ,  $p<0.01$ ), having statistical significance in a 1% significance level. Out of the independent variables, 'luxurious( $t=4.54$ ,  $p<.001$ )', 'Urbane( $t=2.05$ ,  $p<.05$ )', 'Simple( $t=2.47$ ,  $p<.05$ )' were the most explanatory. On the other hand, for the results of the multiple regression analysis

<Table 5> Research on the loyalty level of Main Brands

Loyalty	Donna Karan	Michaa	Anne Klein	Obzee	total	F
May repurchase.	3.64(c)	3.29(b)	2.98(a)	3.43(b,c)	3.34	20.686***
I will purchase this brand despite the price is slightly expensive.	3.15(b)	2.88(a)	2.67(a)	3.19(b)	2.97	14.9***
I will introduce the brand to surrounding people.	3.36(b)	3.22(b)	2.95(a)	3.35(b)	3.22	12.255***
I trust in the brand	3.59(c)	3.18(a,b)	3.01(a)	3.37(b)	3.29	22.799***

\*\*\* $p<0.001$

<Table 6> The influence that the images of Danna Karan and Anne Klein has on their own satisfaction levels.

Brand Image	Danna Karan			Anne Klein		
	B	$\beta$	t	B	$\beta$	t
(Invariables)	1.60		6.53	3.13		12.30
Luxurious	0.23	0.33	4.54***	0.05	0.07	0.84
Showy	0.05	0.11	1.51	0.04	0.07	0.81
Urbane	0.08	0.14	2.05*	-0.04	-0.06	-0.74
Trendy	0.03	0.06	0.98	0.00	0.00	0.03
Simple.	0.10	0.18	2.47*	-0.04	-0.06	-0.72
Sporty	0.04	0.08	1.18	0.01	0.02	0.31
Exotic.	0.02	0.04	0.52	0.05	0.09	0.98
Sexy	-0.04	-0.08	-1.15	-0.00	-0.00	-0.04
Feminine	0.04	0.06	0.89	-0.04	-0.06	-0.67
Classic.	-0.02	-0.04	-0.60	0.10	0.19	2.26*
$R^2$	.29			.06		
F	8.58***			1.23		

\* $p < 0.05$ , \*\*\* $p < 0.001$

for Anne Klein, the regression equation turned out to be ( $R^2=.056$ ,  $F=1.231$ ,  $p < .05$ ). However, out of the independent variables, the 'Classic( $t=2.26$ ,  $p < .05$ )' image was the only image that had any influence on the brand's satisfaction level.

<Table 7> represents the influence that Michaa's image has on its satisfaction level. It turns out that there were influences that have statistical significance( $R^2=.293$ ,  $F=8.516$ ,  $p < .001$ ). To be more specifically speaking, the 'Luxurious ( $t=3.60$ ,  $p < .001$ )', 'Showy( $t=-2.85$ ,  $p < .01$ )', 'Exotic ( $t=2.94$ ,  $p < .01$ )', 'Urbane( $t=2.02$ ,  $p < .05$ )', and 'Trendy( $t=2.38$ ,  $p < .05$ )' image of the brand had influences on the satisfaction level. While the luxurious, exotic, urbane, and trendy image had positive(+) effects on the satisfaction level, the 'showy' image had a negative effect instead. The influence that Obzee's image had on the satisfaction level also turned out to have statistical

significance in a 5% significance level( $R^2=.309$ ,  $F=9.105$ ,  $p < .001$ ). Out of the diverse images, 'Exotic( $t=3.99$ ,  $p < .001$ )' and 'Luxurious( $t=2.60$ ,  $p < .05$ )' had positive effects on the satisfaction level, and this fact conforms with Ji Young Shin's research which stated that Obzee has a higher brand individuality than other character career brands.

If we look at the influences that the images of main brands have on their own brand satisfaction level, excluding Anne Klein, brand images of Donna Karan, Michaa, and Obzee did have influences on the satisfaction level. In particular, the fact that the 'Luxurious' image had a high influence on the satisfaction level shows that the consumer confidence of customers in their 20s preferring brand-name products. Customers in their 20s preferring brand name products can be said that they are more satisfied with clothing that have a luxurious image.

<Table 7> The influence that the images of Michaa and Obzee has on their own satisfaction levels.

Brand Images	Michaa			Obzee		
	B	$\beta$	<i>t</i>	B	$\beta$	<i>t</i>
(Invariables)	1.83		7.49	1.38		5.10
Luxurious	0.19	0.29	3.60***	0.14	0.19	2.60*
Showy	-0.13	-0.21	-2.85**	0.02	0.02	0.31
Urbane	0.10	0.16	2.02*	0.09	0.14	1.92
Trendy	0.10	0.16	2.38*	0.04	0.06	0.95
Simple.	-0.06	-0.10	-1.47	0.00	0.00	0.01
Sporty	0.05	0.10	1.30	0.03	0.05	0.71
Exotic.	0.12	0.21	2.94**	0.15	0.30	3.99***
Sexy	0.06	0.10	1.26	0.04	0.07	0.88
Feminine	0.03	0.04	0.60	0.06	0.08	1.18
Classic.	0.011	0.02	0.30	0.06	0.13	1.89
$R^2$	.29			.31		
<i>F</i>	8.52***			9.11***		

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

**6. Comparing the influence that the Satisfaction Level of Main Brands have on Brand Loyalty.**

The results of the multiple regression analysis conducted on the influence that the satisfaction level of main brands have on brand loyalty is shown in <Table 8> and <Table 9>.

<Table 8> shows the effects that the satisfaction level of Donna Karan and Anne Klein have on their Brand Loyalty. For Donna Karan, the satisfaction level did have statistical significance in a 0.1% significance level ( $R^2=.456$ ,  $F=14.197$ ,  $p < .001$ ). To be specific, 'Image( $t=3.75, p < .001$ )', 'Product Experience( $t=4.71, p < .001$ )', 'Brand Awareness and Reputation( $t=2.03, p < .05$ )', 'Design: Color( $t=2.45, p < .05$ )' had influences. The influence that Anne Klein's satisfaction level had on Brand Loyalty turned out to have statistical significance in a 5% significance level ( $R^2=.474$ ,  $F=15.332$ ,  $p < .001$ ). Out of the factors

of satisfaction, 'Image( $t=4.67, p < .001$ )', 'Brand Awareness and Reputation( $t=2.02, p < .05$ )', 'Packaging( $t=-2.20, p < .05$ )', 'Product Diversity( $t=2.60, p < .05$ )', and 'Product Experience( $t=2.25, p < .05$ )' have affected brand loyalty, however, 'Packaging' had a negative(-) effect.

In Donna Karan's case, although it is said that its satisfaction toward Brand Awareness and Reputation had influence on its brand loyalty level, from a practical view, Donna Karan's Brand Awareness and Reputation is relatively low domestically compared to other brands so that Donna Karan had to close down its branch in Lotte Department Store in 2009. An opposing research result was presented by Min-Soo Jeong whose research stated that Donna Karan's satisfaction toward brand awareness is low because Donna Karan only has a few branches domestically and because costumers aren't exposed to Donna Karan's advertisements so often.

<Table 8> The influence that the satisfaction level of Danna Karan and Anne Klein has on their own brand loyalty.

Brand Satisfaction	Danna Karan			Anne Klein		
	B	$\beta$	<i>t</i>	B	$\beta$	<i>t</i>
(Invariables)	-0.06		-0.19	0.36		1.55
Image	0.29	0.28	3.75***	0.35	0.39	4.67***
Brand Awareness and Reputation	0.14	0.15	2.03*	0.15	0.15	2.02*
Product Display and Display	-0.01	-0.01	-0.14	0.03	0.03	0.38
Product Quality	0.06	0.05	0.72	0.11	0.11	1.58
Customer Service	0.09	0.09	1.42	0.04	0.04	0.52
Packaging	-0.08	-0.08	-1.11	-0.16	-0.16	-2.20*
Design · Color	0.17	0.17	2.45*	-0.10	-0.10	-1.39
Product Diversity	0.06	0.07	0.99	0.16	0.17	2.60*
Pricing	-0.03	-0.03	-0.56	-0.02	-0.03	-0.44
Trend	0.04	0.04	0.55	0.08	0.09	1.32
Product Experience	0.21	0.28	4.71***	0.10	0.14	2.25*
Employee Attitude	0.03	0.03	0.50	0.09	0.09	1.16
$R^2$	.46			.51		
<i>F</i>	14.20***			17.96***		

\*\*\* $p < 0.05$ , \* $p < 0.01$ , \*\* $p < 0.001$

<Table 9> shows the effects that the satisfaction level of Michaa and Obzee have on their own brand loyalty. In Michaa's case the satisfaction level did have statistical significance in a 0.1% significance level ( $R^2=.474$ ,  $F=15.332$ ,  $p < .001$ ). To be specific, factors of satisfaction such as 'Design·Color( $t=3.99$ ,  $p < .001$ )', 'Image ( $t=3.26$ ,  $p < .01$ )', 'Product Quality( $t=2.95$ ,  $p < .01$ )', 'Product Experience( $t=2.75$ ,  $p < .01$ )', 'Pricing( $t=2.12$ ,  $p < .05$ )' had effects on brand loyalty. Obzee also showed that the satisfaction level did have influences on brand loyalty ( $R^2=.471$ ,  $F=15.076$ ,  $p < .001$ ), and to be more specific, 'Image( $t=2.95$ ,  $p < .001$ )' and 'Product Experience( $t=2.60$ ,  $p < .05$ )' had influences on brand loyalty.

In Michaa's case, as a domestic character /career fashion brand that has accumulated a positive image over a long period of time, satisfaction toward Brand image had influence on its brand loyalty level. Unlike other brands, Michaa came closer with the consumers through marketing strategies utilizing interactive communication with the consumers such as its blog, which led on to a more diverse source of satisfaction toward the brand and consequently enhancing its brand loyalty level. Also, the results supported the research results of Ji Yeon Shin who stated that Michaa and Obzee's brand loyalty levels are influenced by their satisfaction toward their Brand images.

**<Table 9> The influence that the satisfaction level of Michaa and Obzee has on their own brand loyalty.**

Brand Satisfaction	Michaa			Obzee		
	B	$\beta$	<i>t</i>	B	$\beta$	<i>t</i>
(Invariables)	0.33		1.17	-0.10		-0.33
Image	0.24	0.26	3.26**	0.23	0.23	3.00**
Brand Awareness and Reputation	0.03	0.03	0.39	0.06	0.06	0.78
Product Display and Display	0.05	0.06	0.77	0.11	0.11	1.48
Product Quality	0.21	0.21	2.95**	0.07	0.06	0.82
Customer Service	-0.11	-0.10	-1.45	0.06	0.05	0.70
Packaging	-0.06	-0.06	-0.83	0.06	0.05	0.60
Design · Color	0.30	0.30	3.99***	0.12	0.14	1.81
Product Diversity	-0.04	-0.04	-0.61	0.02	0.02	0.29
Pricing	0.11	0.13	2.12*	0.07	0.09	1.47
Trend	-0.08	-0.08	-1.24	-0.01	-0.06	-0.10
Product Experience	0.14	0.17	2.75**	0.13	0.16	2.60*
Employee Attitude	0.06	0.05	0.83	0.05	0.05	0.74
$R^2$	.47			.47		
<i>F</i>	15.33***			15.08***		

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

According to the <Table 8>, <Table 9>, All 4 brands have shown that brand loyalty is higher if the brand image is satisfactory. We can also see that brand loyalty is higher when customers are satisfied with Design/Color, brand awareness and reputation or Product Experience.

## V. Conclusion and Suggestions

This research has its purpose in suggesting a guideline to launch a successful second brand utilizing proper brand power that the main brand should possess, for fashion firms that are planning on launching second brands.

Survey sheets with 71 questionnaires were

completed by 217 fashion-related women in their 20s, and data analysis was made utilizing SPSS 12.0, using Mean value, chi-square evaluation, descriptive statistics, and multiple regression analysis.

The results of the research and suggestions are the following.

First, out of the many demographical characteristics, age was the only factor that had any influence in selecting the main brand most favored by women in their 20s. Women in their early 20s shown a trend to prefer Donna Karan the most, followed by Obzee, Michaa, and Anne Klein. On the other hand, women in their late 20s preferred Danna Karan and Michaa the most at equal numbers, followed by Obzee and Anne

Klein. Particularly, customer preference toward Anne Klein was extremely lower relative to other brands. This is thought to be caused by the fact that, despite the original target of Anne Klein are 30s~50s women who pursue classic style fashion, Anne Klein is aiming for women in their 20s who rather pursue fashion trends. We can see that it is an important matter to select appropriate targets when launching a second brand.

Second, for the brand image research. Consumers recognize Donna Karan as urbane, simple, and luxurious. Anne Klein has a similar image to Donna Karan; urbane, luxurious, and feminine. Michaa has a feminine, urbane, luxurious, and trendy brand image, while Obzee had an image of an urbane, luxurious, and feministic style. All 4 brands had a strong urbane and luxurious image, while 'exotic' or 'sporty' scored the bottom. Therefore, for fashion brands that are planning to implement second brand Extensions, it is likely that it would succeed if the main brand's image is 'luxurious.' For brands that have a sporty image, some more consideration should be given before implementing a second brand Extension strategy.

Third, the results of the brand satisfaction research given out different values for the 4 brands. Donna Karan and Michaa were satisfying the most in Brand Awareness and Reputation rather than Product Quality, while Anne Klein was most satisfying for Product Quality and Obzee was for Product Display and Display. Most of the brands were more satisfying with external factors such as Brand Awareness and Reputation and Display rather than internal properties of the product. Only Anne Klein was satisfying more for the quality of the product itself rather than the brand-name like the other three brands were. For all the brands, customers have shown that most of them feel that prices

are too high, scoring 'Pricing' as the lowest satisfactory factor. In this, Fashion firms that are planning on launching second brands should research deeper in the pricing process. However, if the price is set too low, the luxurious brand-name product image of second brands might become damaged so an appropriate price level setting should be considered an important task.

Fourth, if we look at the loyalty level of the brands, all 4 brands have shown that customers had high confidence to the brand and a high willingness to repurchase. However, customers were relatively against the questionnaire asking if the customers would purchase the brand despite expensive prices compared to other questionnaires. Therefore, as we can say that main brands that have high customer loyalty are more likely to succeed in the brand Extension strategy, fashion firms that are preparing second brands should maintain customer loyalty to the main brand through mileage systems and such.

Fifth, about how the images of the main brand influence the satisfaction level of the brands. For Donna Karan, Michaa, and Obzee, the brand images did have effects on the brand satisfaction, but Anne Klein's brand image didn't affect its satisfaction level. In Donna Karan's case, its luxurious, urbane and simple image had effects in its satisfaction, while for Michaa, its luxurious, exotic, urbane, and trendy image had positive(+) effects while its showy image had negative(-) effects. For Obzee, its exotic and luxurious image had influences on its satisfaction level.

Sixth, all 4 brands have shown that satisfaction levels had effects in brand loyalty. For Donna Karan, the satisfaction toward its image had the highest influence on its brand loyalty, followed by other factors such as Product Experience, Brand Awareness and



Reputation, and Design·Color. For Anne Klein, factors such as Image, Brand Awareness and Reputation, Packaging, Product Diversity, and Product Experience had influences, but, among the rest, 'Packaging' had a negative(-) effect. Michaa was influenced by Design·Color, Image, Product Quality, Product Experience, and Pricing and Obzee was influenced by Image and Product Experience. Overall, satisfactions toward Image, Brand Awareness and Reputation, and Product Experience heightened consumer's brand loyalty. A marketing strategy that identifies consumer demand, through consistent and active consumer research, and increases consumer satisfaction to create a maniac fan base is necessary.

As we have seen in this research, due to the imports of foreign famous brands, for domestic brands, despite the fact that they have high quality, their pricing and images tend to be undervalued. So, firms should spend efforts to maintain their brand reputation.

Therefore, we can see that for firms that are planning on second brand Extensions, only those who establish a firm brand reputation through long-term policies/investment then take interest in creating differentiated second line products that share the well established main brand's brand image, are successful in launching second brands.

For main brands that gain favorable evaluations from the consumers through positive images or brand awareness/reputation, a good strategy when expanding a second brand would be using their brand mark or exposing their brand mark through product designs that utilize the brand marks, alluring and allowing consumers to have trust in the newly established brand.

Also, although main brands shown high satisfaction and loyalty toward various factors

such as their Design, Image, and the Products themselves, Price has shown relatively low satisfaction and loyalty. Thus, fashion firms that plan on launching second brands would have to suggest a pricing level that consumers will be satisfied with their main brand's reputation and credibility as a basis.

As the brands that were studied upon are somewhat too expensive for women in their 20s to purchase, follow-up researches should include women in their 30s or 40s that have the economic leeway for a broader scale research. Also, research that sorts out the studied brands into domestic and foreign brands and compares and analyzes the differences between them would be a valuable study as well.

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Received May 28, 2010

Revised (June 29, 2010 July 8, 2010 )

Accepted July 12, 2010