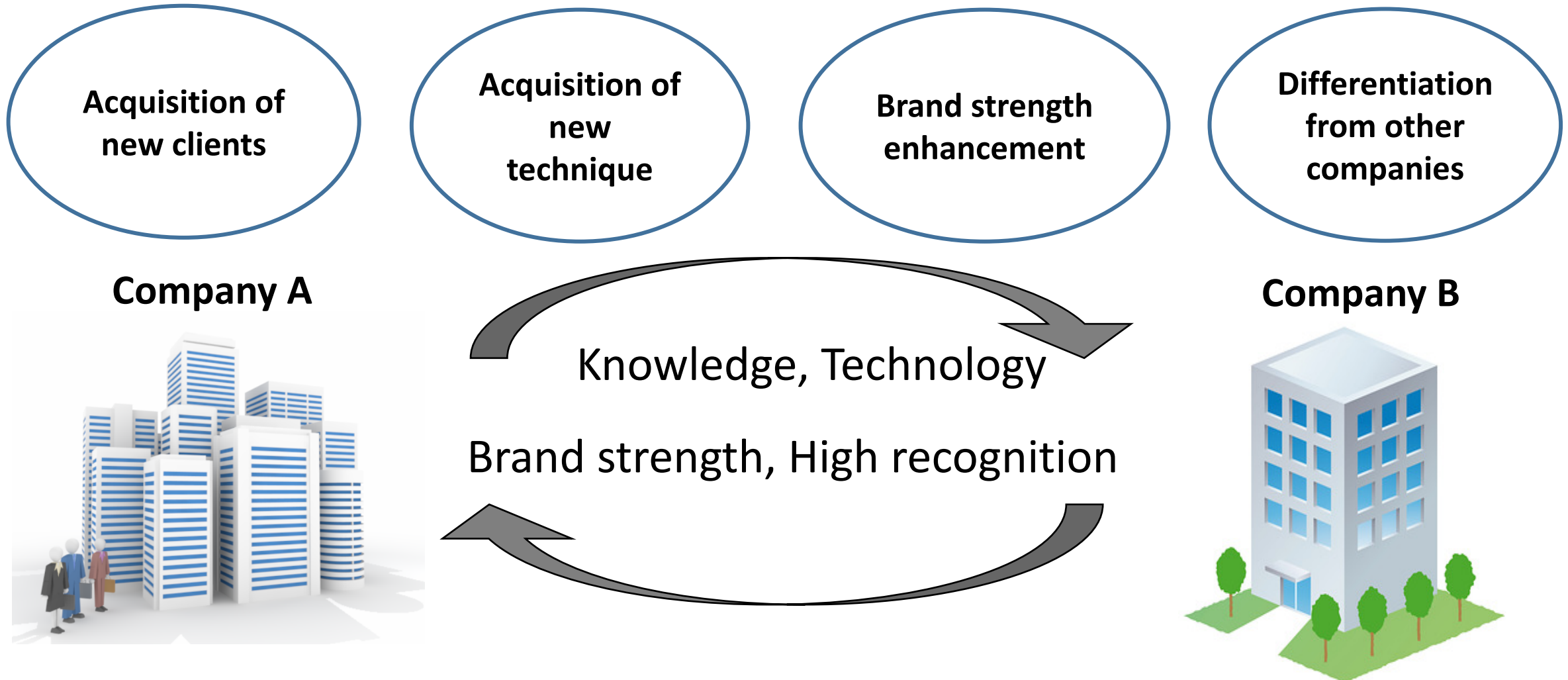


How Will Be Self-Brand Connection to High-Priced Brands Changed by Brand Collaborations?

Kansai University
Chiba Seminar Group C
Makoto Okazaki
Hikaru Nozaki
Hitomi Fukui

What's the "collaboration"?

- The action of working with someone to produce something.
- Something produced in collaboration with someone.



SBC = Self-Brand Connection



BOND

Love, Trust, Commitment, Loyalty



☐ Provides self-esteem

☐ Symbol of personal accomplishment

☐ Expresses individuality

☐ Tool for social integration

☐ Connect you to the past

Example : People Who Have a High SBC to CHANEL

Tomorrow is a special day.
I need gorgeous
accessories....

I want bigger
black bag....

I want a new
lipstick...

I got my salary...
I want new shoes....



Example : People who have a high SBC to CHANEL



The View From CHANEL (high-priced brand)



×



=



Easy to get!



《Advantage for CHANEL》

- Improving awareness
- Acquisition of new clients
- Newsworthy

《Advantage for UNIQLO》

- Improving brand value
- Differentiation from other companies
- Newsworthy

The Negative Aspect of Collaboration

It had meaning
when it was
expensive. But
now...

It is disgusting that
many people have
my favorite brand...

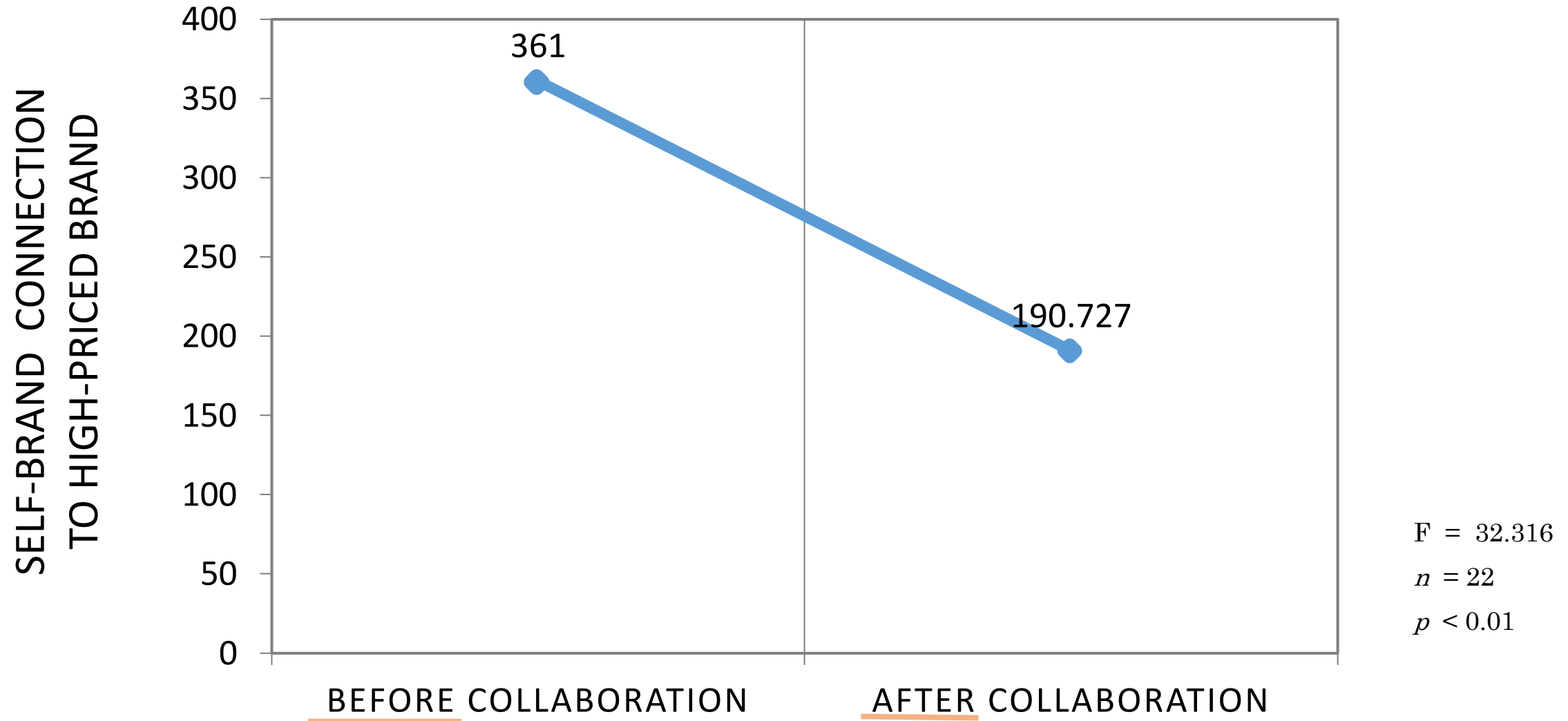
I feel brand
value became
weak...

My superiority
complex has
disappeared..



Result of ANOVA

Simple effect of collaboration with non moderator



3 Moderators for Maintaining Customer's SBC

Case 1

First moderator

Limited quantity

Case 2

Second moderator

Collaboration with
high-priced brand

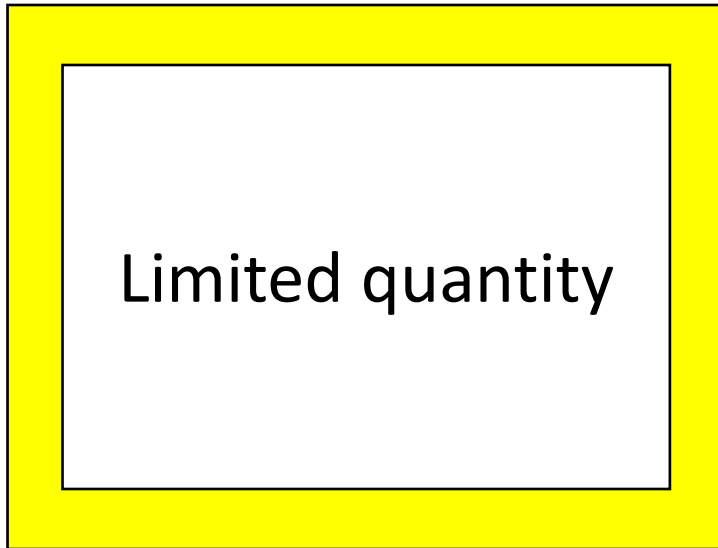
Case 3

Third moderator

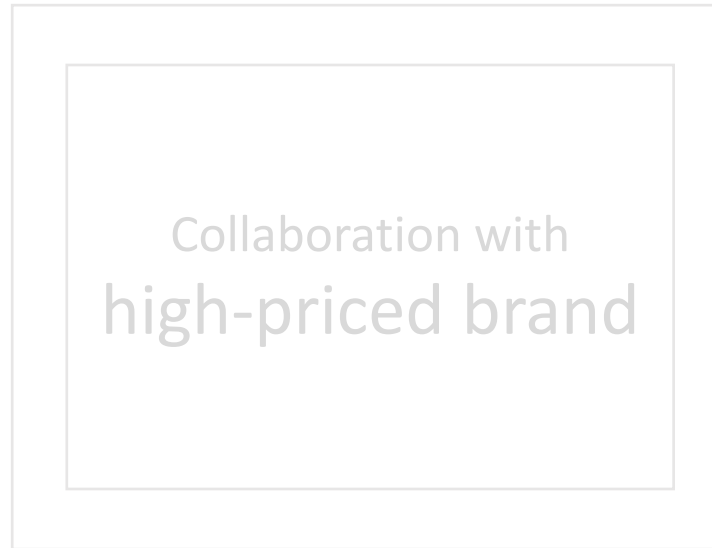
Establishing
new brand

First Moderator

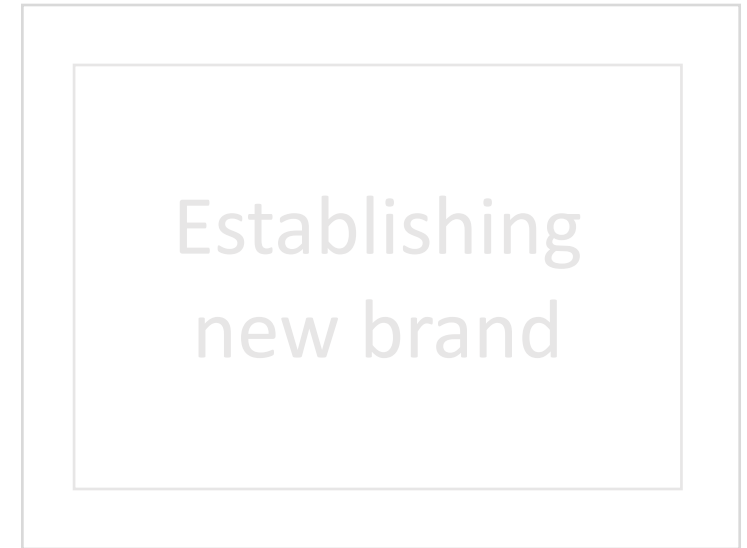
Case 1



Case 2

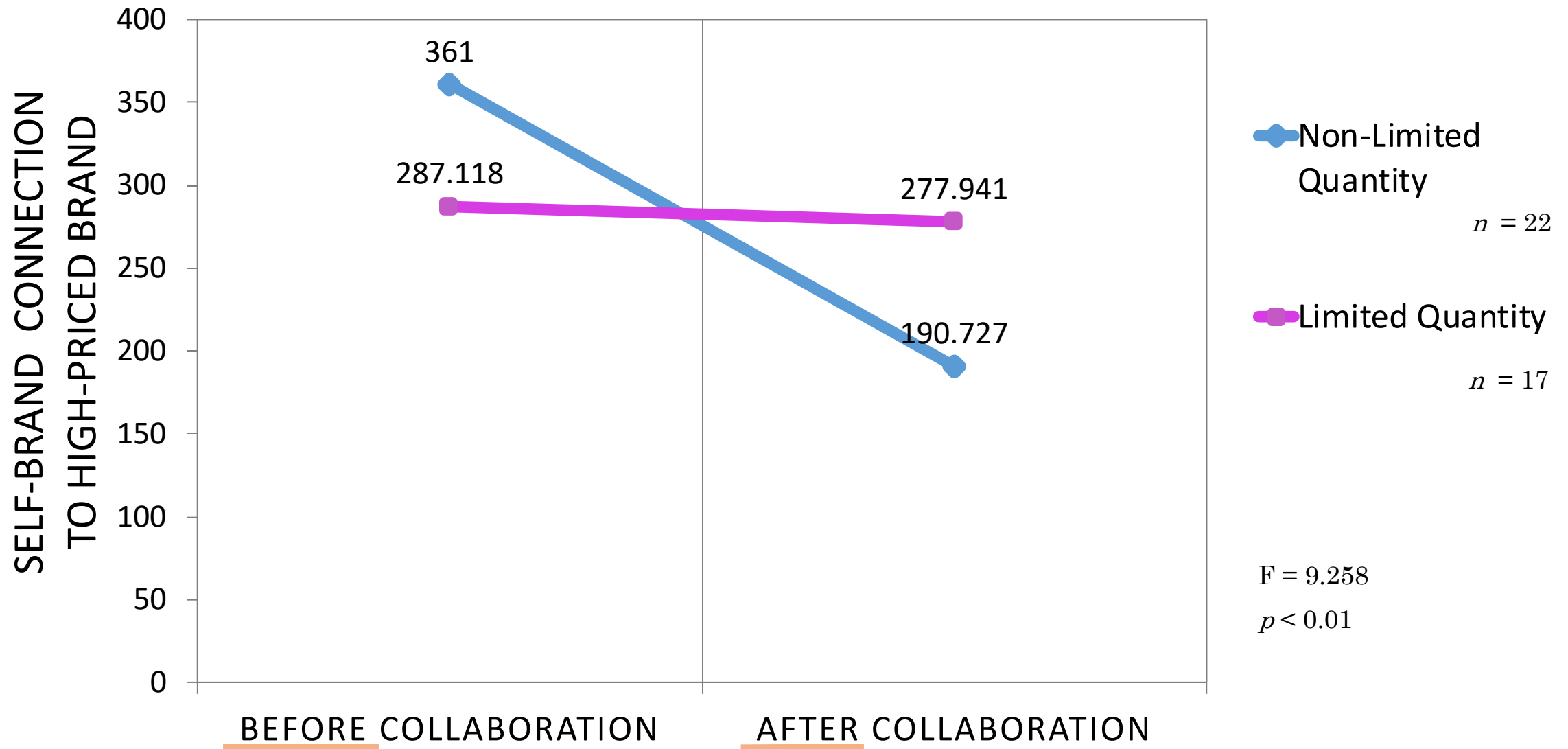


Case 3



Does limited quantity moderate negative effect of collaboration ?

Case 1 Result of ANOVA



Discussion for case 1

Non moderator

Limited quantity

SBC goes
down

SBC is
maintained

With “Limited quantity,” it has high scarcity. Only just a few people can get the product. Limited quantity moderates negative effect of collaboration.

Second Moderator

Case 1

Limited quantity

Case 2

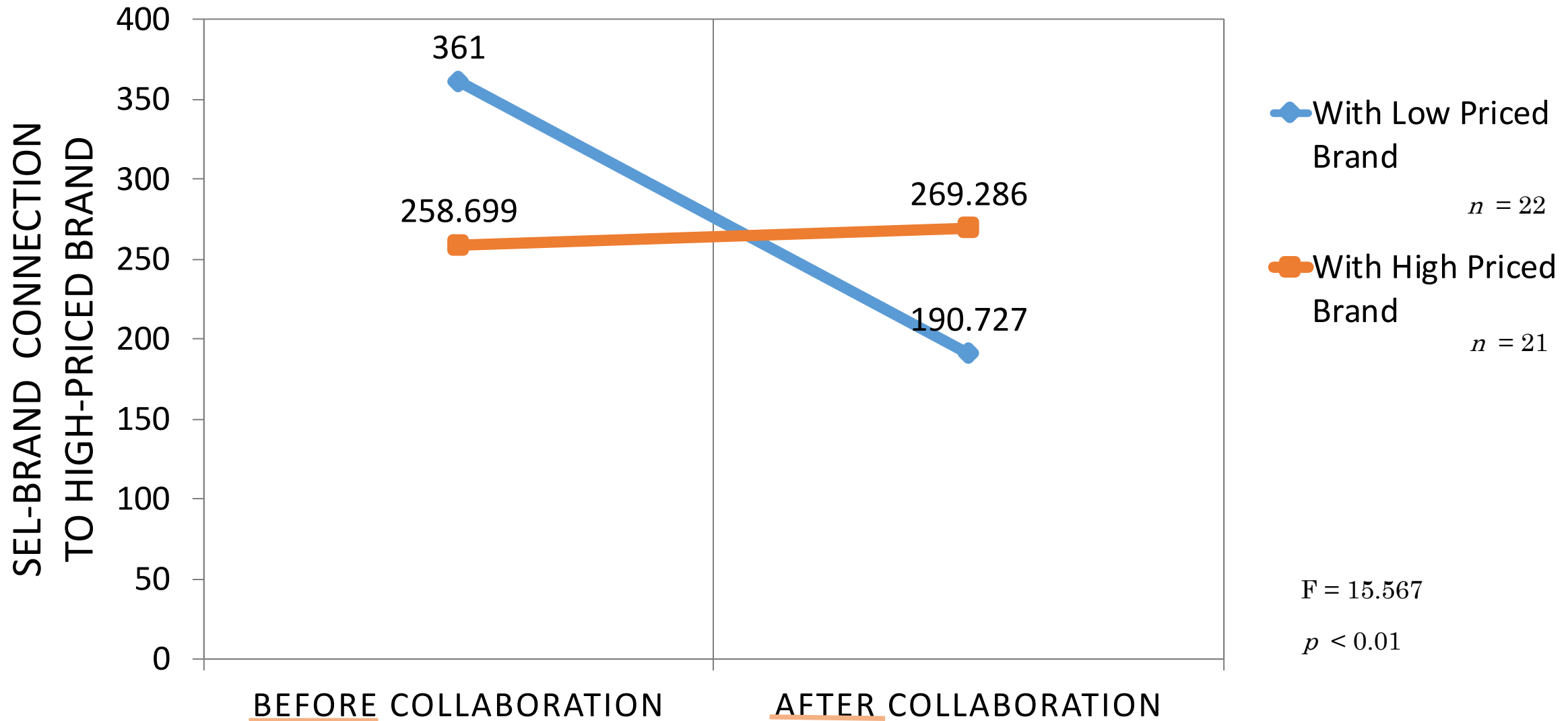
Collaboration with
high-priced brand

Case 3

Establishing
new brand

Does Collaboration with high-priced brand moderate
the negative effect of collaboration ?

Case 2 Result of ANOVA



Discussion for Case 2

Non moderator

Collaboration with
high-priced brand

SBC goes
down

SBC is
maintained

Brand image will stay high in collaboration if the product is marketed as a high-priced brand. Also, the brand can maintain its brand value. Collaboration with a high-priced brand moderates negative effect.

Third Moderator

Case 1

Limited quantity

Case 2

Collaboration with
high-priced brand

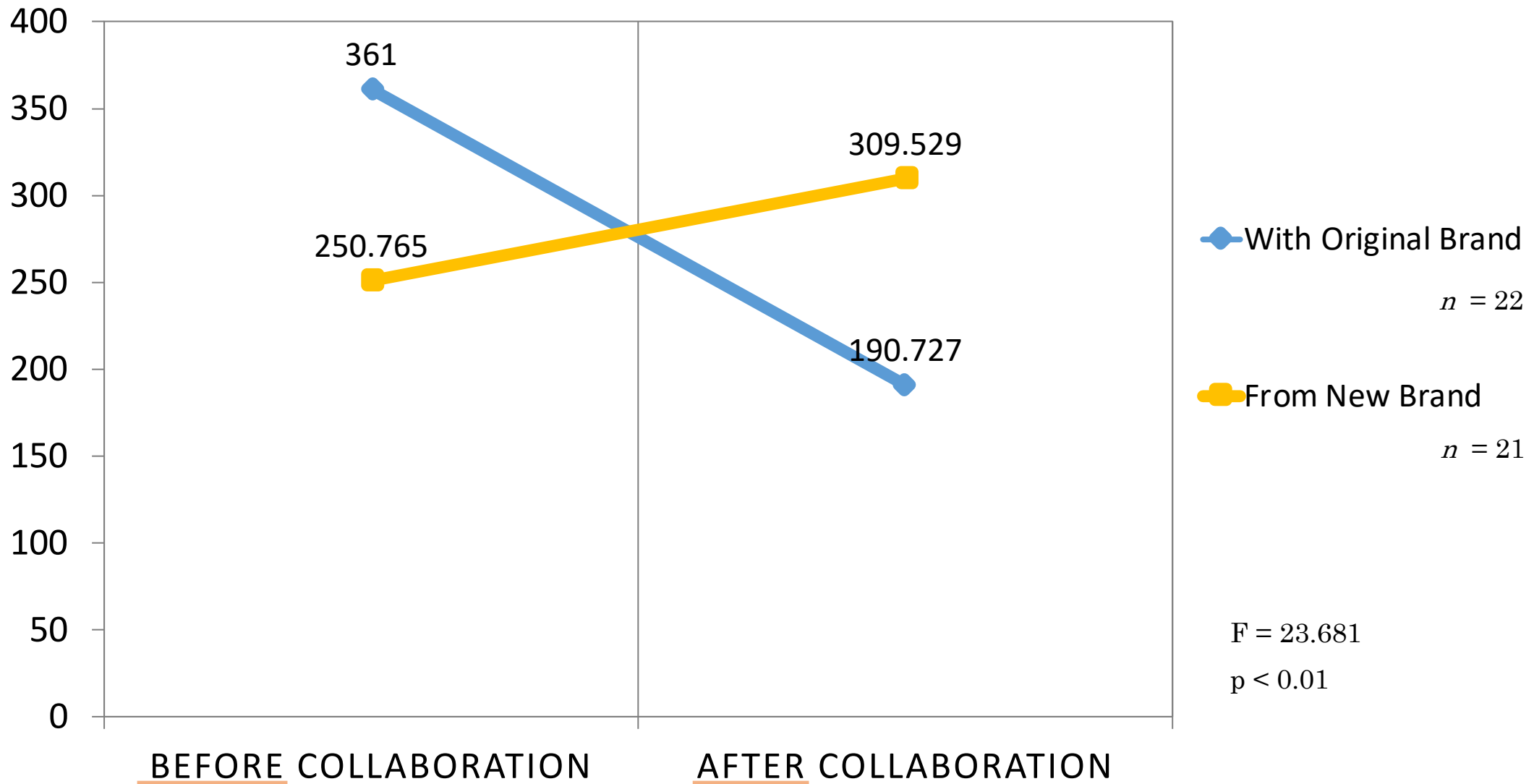
Case 3

Establishing
new brand

Does Establishing new brand moderate
the negative effect of collaboration?

Case 3 Result of ANOVA

SELF-BRAND CONNECTION
TO HIGH-PRICED BRAND



Discussion for Case 3

Non moderator

Establishing
new brand

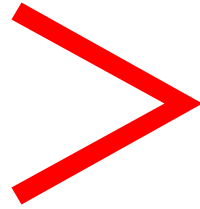
SBC goes
down

SBC goes
up

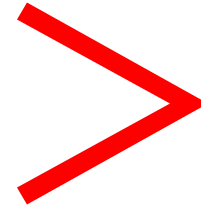
Customers will distinguish their favorite brand from the new brand. So they won't dislike the new collaboration. Establishing a new brand moderates the negative effect of collaboration.

Conclusion

Establishing new brand



Collaboration with high priced brand



Limited quantity

- Maintaining a relationship between customers and brand image
- Acquiring new clients
- Brand image isn't hurt
- Keeping original customers

- Maintaining a relationship between customers and brand
- Creating word of mouth
- Moderating customer's negative feelings
- Newsworthy

- Maintaining a relationship between customers and brand
- Maintaining high scarcity
- Superiority complex is maintained.