

帝京平成大学大学院

経営学研究科（修士課程）

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受験 番号							氏 名	

【問題】

以下の英語文を和訳してください。和訳にあたっては、英語の発音をそのままカタカナで表すのではなく、言葉の意味が正確に伝わるように日本語で説明してください。

Brand names and advertising that supports them are especially important as signals of quality and consistency – because a brand is a valuable asset, it acts as a disincentive to provide poor quality. For many consumer goods (and some producer goods) companies, their brand is their most important asset. Brands fulfill multiple roles. More importantly, a brand provides a guarantee by the producer to the consumer of the quality of the product. It does so in several ways. At its most basic, a brand identifies the producer of a product. This ensures that the producer is legally and morally accountable for the products supplied to market. Further, the brand represents an investment that provides an incentive to maintain quality and customer satisfaction. Hence, the brand represents a guarantee to the customer that reduces uncertainty and search costs. The more difficult it is to discern quality on inspection, and the greater the cost to the customer of purchasing a defective product, the greater the value of a brand. Thus, a well-known brand name is likely to be more important to us when we purchase mountaineering equipment than when we buy a pair of socks.

The traditional role of the brand as a guarantor of reliability is particularly significant in e-commerce. Internet transactions are characterized by the anonymity of buyers and sellers and lack of government regulations. As a result, well-established players in e-commerce – Amazon, Microsoft, eBay, and Yahoo! – can use their brand to reduce consumers' perceived risk.

By contrast, the value conferred by consumer brands such as Red Bull, Harley-Davidson, Mercedes-Benz, Gucci, Virgin, and American Express is less a guarantee of reliability and more an embodiment of identity and lifestyle. Traditionally, advertising has been the primary means of influencing and reinforcing customer perceptions. Increasingly, however, consumer goods companies are seeking new approaches to brand development that focus less on product characteristics and more on “brand experience,” “tribal identity,” “shared values,” and “emotional dialogue.” Traditional mass-market advertising is less effective for promoting this type of brand identity as word-of-mouth promotion deploying web-based social networks – what has been referred to as *viral marketing* or *stealth marketing*.

出典：Robert M. Grant, *Contemporary Strategy Analysis*, 7th ed. (John Wiley & Sons Ltd, 2010), p. 258 [一部改変]