

Title	ブランド認知のために意味的価値を付加する限定販売戦略 日本酒限定販売の事例研究
Author(s)	黎, 凱婕
Citation	
Issue Date	2016-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/14128
Rights	
Description	Supervisor:内平 直志, 知識科学研究科, 修士

The Influence of Brand Awareness with the Premium Value of the Limited Product -Case study of Sake maker-

LI Kaijie

School of Knowledge Science,
Japan Advanced Institute of Science and Technology
March 2017

Keywords: brand awareness, sales of limited products, premium value

In recent years, to improve the brand awareness of the enterprises, they stand out the uniqueness and difference of their own brand, tried every marketing strategy. In this research, focusing on the strategy of sales of limited products. Compare with the normally limited products, adding the special story (introduction of the product), whether the brand awareness and buying desire of the consumers are effectively improved or not. Thereby, promoting the brand awareness of the enterprise. In this research, Sake market was selected as the research object, also the makers and consumers were investigated separately.

In this research, 4 Sake makers had been chosen. Those 4 Sake makers have the completely different strategy of marketing. Each of them was having about an hour of interview with the manager. In the interview of the Sake makers, confirm the influence of the premium value of the limited products with the operate and able to make improvement of the other product of the same brand. Especially when the makers and consumers have the close communication, the products have a great help, and having the new look, so that the consumers can re-understanding of the brand. Also, can improve the sales of other product of the brand.

In order to find out how the premium values of the limited product can improve the brand

awareness by the consumers, we set up an experiment of the consumers with purchasing action and brand awareness change.

In the experiment of the consumer and Sake, by the simulation of the Sake sales process. With 30 consumers to do the free sake tasting, and after a week they had a test of the brand awareness of Sake. In this experiment shows that with the sales of limited products are able to deepen the impression of the consumers, also can change the choosing direction of the consumers.

In this research, the result provides the sales strategy that can improve the brand awareness not only reduce the cost but also effectively.

