**Curtin Business School**
**School of Marketing**

# Effects of Product Prototypicality on Brand Resonance in Brand Extensions

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**DECLARATION**

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Signature: ……………………………………

Date:        24 August 2015

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# ABSTRACT

This study examines the effects of prototypicality on brand resonance in brand extensions. Specifically, the aims are threefold. First, it examines the impact of the congruency of extension fit and parent brand prototypicality have on the enhancement or dilution of brand resonance. Second, it examines the extent, how consumers' level of motivation processing may moderate the enhancement or dilution of brand resonance. Third, it examines if a functional versus a symbolic parent brand may influence the congruency of extension fit, parent brand prototypicality, and the moderating role of motivation processing on the enhancement or dilution of brand resonance.

This research expands upon previous research methodologies (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005) and uses an experimental study consisting of a large factorial design containing 24 cells and involves the brand category of watches, with four real brands; Ferrari, Rolex, Seiko and Everlast. Product extension categories, with 3 varying degrees of congruency chosen for the study are: wall clock (congruent), pen (moderately congruent) and a dog bowl (incongruent).

To bridge an inherent gap in the literature, the research also develops a uni-dimensional prototypicality scale as a measurement tool that correctly defines the concept. The development of the scale went through a number of stages as suggested by Churchill (1979), beginning with definitions of prototypicality, exploratory factor analysis, confirmatory factor analysis and a number of validity checks. The scale

resulted in five items that exhibit good validity test results and a high Cronbach alpha of .820.

The results show that brand resonance will always be significantly diluted, regardless of the congruency level of the brand extension. This concludes that irrespective of prototypical level of the brand, brand resonance cannot be transferred to a brand extension, unlike other elements of brand equity. The thoughts generated between brands show some interesting observations. Upon the variation of motivation, symbolic brands tend to affect the results very little, with no consistency between brands or extensions. For functional brands however, the results provide a number of significant findings between motivation levels, offering some insights into the differences between prototypicality levels and brand extensions.

The research provides several theoretical contributions; such as the combination of the important branding concepts of prototypicality and brand resonance, methodological contributions; such as the development of the prototypicality scale, and managerial contributions; such as an insight into brand extension congruency fit and the thought processing associated with such extensions. Overall evidence is provided on the importance of understanding prototypical brands and the results allow brand managers to monitor the prototypicality level of their brand over time. Research directions for the future are also suggested.

**Keywords:** brand extensions, prototypical, prototypicality, typicality, brand equity, brand resonance, brand congruency, motivation processing, symbolic brands, functional brands, scale development.

# CONTENTS

CHAPTER 7

# LIST OF FIGURES AND TABLES

# CHAPTER 1

# INTRODUCTION

## Overview

This chapter provides an outline of the research on brand prototypicality and brand resonance in brand extensions. The chapter starts with the background of the study that justifies the area of research. Next the research questions and research objectives of the study are presented. The key definitions are then explained, as are the key theoretical underpinnings, followed by the hypotheses. The theoretical, methodological and managerial significance of the study, scope and delimitations and research methods and design are then highlighted. The chapter ends with the organization of the thesis.

## Background

Prototypicality remains an area within the field of marketing that has yet to catch on in any big way (Quintal & Phau 2011). Besides the occasional marketing paper examining prototypically every couple of years (e.g. Boush & Loken 1991; Carson, Jewell & Joiner 2007; Gürhan-Canli & Maheswaran 1998; Han 1998; Kalamas et al. 2006; Loken & John 1993; Nedungadi & Hutchinson 1985), the concept seems almost dormant in the psychology literature. This is a mistake. The relevance of prototypicality to marketing, more specifically branding is immense, especially in an environment where brands are trying to leverage their equity more and more

(Allaway et al. 2011; Atilgan et al. 2005; Pappu et al. 2005; Tong & Hawley 2009; Yoo & Donthu 2001).

Before moving forward, we must look back. In the past twenty five years brand extensions have dominated the branding literature (Buil et al. 2009). A brand extension involves moving a brand name into another category of goods to sell a new product (Aaker & Keller 1990; Chen & Liu 2004; Kapoor & Heslop 2009; Swaminathan, Fox & Reddy 2001; Tauber 1988). The ability for brands to cash in on their brand name has, for the most part, been an opportunity too good to miss for brand managers. Of course the benefits of brand extensions are numerous, and include the reduction of risk, the flow-on and back of equity, and the cost efficiencies (Aaker & Keller 1990; Chen & Liu 2004; Kalamas et al. 2006; Martínez & Pina 2003; Swaminathan, Fox & Reddy 2001).

A prototypical brand is one which is so strong in its core category, that when it introduces a brand extension the "product category attributes may inadvertently be transmitted with the extension" (Kalamas et al. 2006, p.194). Therefore a brand that is prototypical in nature becomes more difficult to work with when dealing with brand extensions. With brand extensions still growing in popularity in the market, it is important to know if and how prototypical brands can extend their brand, and with interest in prototypical brands predicted to increase in the literature, specifying whether a brand exhibits some form of prototypicality appears to be the next stage in furthering the body of knowledge available.

Research examining brand extensions use the prototypicality concept. Brand extension failures in particular is an area that regularly refer to prototypicality, often without even knowing it, especially in popular press. One only needs to cite prototypicality as a major influence to why the product failed.

For example, websites such as Logo Blog (Logo Blog 2013) have articles written on brand extension failures using cases such as Yogurt by Cosmopolitan, saying this was a 'terrible blunder since no one was ready to accept a yogurt associated with a feminine fashion magazine' (Logo Blog; Famous brand/product failures 2013).

Also Kitchen Entrees by Colgate is another example, where the Colgate brand is far too prototypical in the toothpaste category to extend outside of it as consumers could not get the sour taste/minty freshness out of their minds. The Kitchen Entrees product never left the US, and apparently affected the sale of Colgate toothpastes as well.

Another example where prototypicality should be cited is Toothpaste by Pond's where 'They launched toothpaste under their renowned brand name and logo design. As expected, the brand failed to click with the customers who weren't willing to accept Pond's as a toothpaste. With this, the corporation had to discontinue their product and faced heavy financial losses' (Logo Blog; Famous brand/product failures 2013).

Researchers must ensure that they possess a measurement tool that correctly defines the concept of prototypicality, as prototypicality can hinder brand extensions where

fit of the current brand image with the new product category is poor. Currently ways in which to measure prototypicality are in the form of semantic differential scales with no reports of validity found (Campbell & Goodstein 2001; Loken & Ward 1990; Ward, Bitner & Barnes 1992). A need was therefore seen to develop a new prototypical scale. The scale will supply evidence of the level of prototypicality of a brand, which in turn will aid the process of deciding the level of congruency fit when extending a brand. In short, the scale will provide evidence to guide decision making processes when looking to extend a prototypical brand.

Further, research that examines brand resonance is limited in its scope, specifically in regards to prototypicality. No previous study has examined its effects on brand resonance. Keller (2003) developed brand resonance to provide a higher understanding of customer based brand equity, a tool for marketers and brand managers alike to further comprehend the meaning of a brand. Brand resonance is measured in four parts, behavioural loyalty, attitudinal attachment, sense of community, and active engagement, and refers to the highest possible level of belonging a consumer may have with the brand (Keller 2008). A brand with a good resonance allows consumers to feel that they are part of the brand itself, and they can identify with the brand (Keller 2003).

There have been calls for more research on whether prototypical brands can undertake brand extensions (Aaker and Keller 1990; Boush and Loken 1991; Han 1998; Kalamas et al. 2006), but there is a lack of literature looking at prototypicality and brand resonance. To date, literature has researched the effects of prototypical brands on attitudes, brand name awareness, congruency and brand extension strategies (Boush & Loken 1991; Han 1998; Kalamas et al. 2006; Loken & Ward 1990; Nedungadi & Hutchinson 1985).

When examining brand extensions, the congruency level of said extension should also be reviewed. The congruency level of an extension will determine whether the information is matched with the parent brands expectations. A congruent brand extension will match the parent brand schema, but an incongruent extension will mismatch (Gürhan-Canli & Maheswaran 1998; Lau & Phau 2007). Current research has yet to investigate different congruency levels of brand extensions for prototypical brands.

Motivation processing is an important construct when examining new product evaluations, and has the ability to enhance or dilute brand name and brand personality, as shown by previous literature (Gürhan-Canli & Maheswaran 1998; Matthiesen 2005). Motivation processing refers to how much effort consumers are willing to expend to process new information (Gürhan-Canli & Maheswaran 1998). Under high motivation conditions, it is expected that consumers will process all the information that is available to them. Alternatively, consumers with low motivation would rely more so on peripheral cues (or heuristic processing), and only process a subset of information (Gürhan-Canli & Maheswaran 1998; Lau & Phau 2007; Matthiesen & Phau 2005). Being able to control for the effect of motivation, we can effectively modify the level of cognitive processing that a consumer will go through.

There is a lack of studies showing the differences between extensions for symbolic and functional brands and their effect on prototypicality (Kalamas et al. 2006; Park, Milberg & Lawson 1991) and brand resonance (Bhat & Reddy 1998). Functional brands usually correspond to product attributes, and satisfy immediate and practical needs. Symbolic brands relate to needs for social approval, personal expression and prestige, and their practical use is only incidental (Bhat & Reddy 1998; Orth & De

Marchi 2007). While studies have shown symbolic brands as being a stronger influencer than functional brands (e.g. Park et al. 1991), the effects of this on prototypical brands is currently unknown.

This study will examine the effects of prototypicality on brand resonance of brand extensions, and will expand upon previous research methodologies (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005). With more brands constantly entering the marketplace, brand managers are striving to achieve prototypicality for their brand, as this will allow a distinct advantage over their competitors. Due to this, and the growing awareness of what a prototypical brand is, and the benefits associated with it, scholars are starting to dedicate more time towards it. In previous decades, the knowledge of the importance of branding was limited, and new research opened up our understanding in terms of brand personalities, brand awareness, brand extensions etc. the literature shows now is the right time for scholars to investigate smaller, yet still important elements of how brands are perceived in the wider environment.

## Research Questions

The study has three overriding research questions, as follows:

1. What impact does congruency of extension fit and parent brand prototypicality have on the enhancement or dilution of brand resonance?

2. To what extent does consumers' level of motivation processing moderate the enhancement or dilution of brand resonance?

3. How does a functional (symbolic) parent brand influence the congruency of extension fit, parent brand prototypicality, and the moderating role of motivation processing on the enhancement or dilution of brand resonance?

**Research Objectives**

Based on the scope of the study the following research objectives are proposed:

1) To examine whether a strong brand resonance of a prototypical parent brand will transfer to a strong resonance of a prototypical brand extension.

2) To determine whether brand resonance of the parent brand will be higher for symbolic brands rather than functional brands.

3) a) To test whether congruent, moderately congruent and incongruent symbolic brand extensions will be insignificantly different when compared with the parent brand.

3) b) To test whether congruent, moderately congruent and incongruent functional brand extensions will be significantly different in ascending order when compared with the parent brand.

4) a) To investigate the moderating effects of motivation processing on the relationship between congruency and brand resonance of the brand extension.

4) b) To investigate the moderating effects of motivation processing on the relationship between prototypicality and brand resonance of the brand extension.

## Key Definitions

The definitions for the key concepts for this study are presented below:

**Brand Extension:** A brand extension occurs when a brand enters a new product into a market under their existing brand name. The new product relies on the brands equity to succeed (Aaker & Keller 1990; Boush & Loken 1991; Gürhan-Canli & Maheswaran 1998; Loken & John 1993; Swaminathan, Fox & Reddy 2001; Tauber 1988).

**Brand Equity:** Brand equity refers to the marketing effects uniquely attributable to the brand. It is where the brand name of a product holds a stronger power to influence decisions over the same product without a brand name (Jung & Sung 2008; Keller 1993; Moore et al. 2002; Reddy et al. 1994; Wang et al. 2008; Yoo & Donthu 2001).

**Brand Resonance:** Keller (2001) places brand resonance as the top level of his customer-based brand equity pyramid. Brand resonance refers to the ultimate relationship consumers can have with a brand, and consists of four categories; behavioural loyalty, attitudinal attachment, sense of community, and active engagement (Aziz & Yasin 2010; Keller 2001; Wang et al. 2008).

**Prototypicality (also referred to as typicality):** A prototypical brand is a brand that is seen to be the best example, or the most representative of its product category. The vast majority of consumers may actually confuse the brand name and the product

category, for example take Coke (a cola beverage) or Band-Aids (adhesive bandages) (Carpenter & Nakamoto 1989; Carson, Jewell & Joiner 2007; Kalamas et al. 2006; Loken & John 1993; Loken & Ward 1990).

**Brand Congruency:** Brand congruency relates to how well matched the brand extension information is with the prior parent brand expectations. Defined most simply, a brand that releases a congruent brand extension (e.g. Harley Davidson leather jacket) has a much higher chance of success than releasing an incongruent brand extension (e.g. Harley Davidson cake decorating kit) (Gürhan-Canli & Maheswaran 1998; Lane 2000; Lau & Phau 2007; Swaminathan, Fox & Reddy 2001).

**Motivation processing:** The degree to which consumers are prepared to process new information that is presented to them is called motivation processing. Motivation is generally divided into high and low, and within the literature is sometimes referred to as involvement (Celuch & Slama 1995; Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005; Ng 2010).

**Brand Concept (Functional/Symbolic brands):** The brand concept is based around consumer needs. A brand that is considered functional in nature is practical and emphasises product attributes. A brand that is symbolic in nature has little emphasis on the workings of the product, but more so shows self-expression (Bhat & Reddy 1998; de Chernatony et al. 2000; Mowle & Merrilees 2005; Orth & De Marchi 2007; Park et al. 1991).

# Key Theoretical Underpinnings

A number of theories must be outlined in support of the research. There are three core theories that cover all the hypotheses, and five underlying theories in support of specific hypotheses. This section will explain these in brief below, with further elaboration provided in the Conceptual Framework chapter:

## Core Theory 1 - Categorization theory

The categorization theory is a less labour intensive method of evaluation that relies on organised prior knowledge (Aaker & Keller 1990; Kalamas et al. 2006; Sujan 1985). The theory draws from experiences consumers have gained from product categories, and their opinions related to those experiences. This theory is especially important for prototypical brands, as brands that are considered prototypical generally help define the product category (Kalamas et al. 2006), and hence the consumer affect for the parent brand should transfer to new brand extensions.

## Core Theory 2 - Schema Congruity theory

A schema is a framework that allows incoming information to be related to past experience in the consumers mind, thus represent expectations about a domain (Aggarwal & McGill 2007; Mandler & Parker 1976; Meyers-Levy & Tybout 1989). The schema congruity theory draws upon the level of schema processing required when evaluating products with differing congruity levels (Aggarwal & McGill 2007; Meyers-Levy & Tybout 1989). Obviously, when brand extension features do not match with the category schema, more elaborate processing will be required – this will be investigated within this research.

**Core Theory 3 - Anchoring theory**

The anchoring literature suggests that the initial brand will serve as an anchor when evaluating products in subsequent periods once the category definition has changed (Carson, Jewell & Joiner 2007; Van Auken & Adams 2005). Prototypical brand judgements rely on this theory, as it is important to understand if, and by how much, the perceptions of the brand are able to adjust away from this anchor, and if any perceptual bias is associated with it (Carson, Jewell & Joiner 2007). This theory will support the research as a study by John, Loken and Joiner (1998) found that changing beliefs about a brand name (through the introduction of an inconsistent brand extension) did not change beliefs about the most prototypical product tested.

**Underlying theories**

These underlying theories provide a background to and support the hypotheses of the study.

- **Conversion model** - Extremely incongruent information causes schemas to change, while minor incongruencies have no effect on the schema (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005). Therefore as typicality increases, "less schema change is expected" (Gürhan-Canli & Maheswaran 1998, p.465).

- **Bookkeeping model** - Regardless of the level of typicality, every piece of new information will cause a change in the schema (Gürhan-Canli & Maheswaran 1998). Greater modification (dilution of brand belief) will occur at higher levels of incongruity (Gürhan-Canli & Maheswaran 1998; Kalamas et al. 2006; Loken & John 1993).

- **Subtyping model** - Any piece of incongruent information is categorized as a subtype, and viewed as an exception (Gürhan-Canli & Maheswaran 1998). Therefore the effect on the schema will be limited if a subcategory is formed to process an incongruent product (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005).

- **Elaboration Likelihood model** - Involvement moderates an individual's willingness to process new information, leading to attitude formation or attitude change (Matthiesen & Phau 2005; Petty, Cacioppo & Schumann 1983). Measures attitude formation in two distinct ways; Central and Peripheral, with each undertaking different processing methods (Blackwell, Miniard & Engel 2006, p.614).

- **Heuristic-Systematic model** - Posits that information processing, namely systematic and heuristic, is an antecedent of attitude formation or attitude change that is moderated by an individual's level of involvement (Chaiken 1980; Matthiesen & Phau 2005).

## Hypotheses

The hypotheses intended to be answered by this research (which will be expanded upon in future chapters) are as follows:

$H_{1a}$: The bookkeeping model will be supported in high-motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information and evaluations will be equivalent across the typicality conditions.

H$_{1b}$: The subtyping model will be supported in low motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information. Evaluations will be more extreme for high (versus low) typicality conditions.

H$_{2a}$: For incongruent extensions, more attribute-related thoughts will be generated with high (versus low) motivation. Attribute-related thoughts will not vary as a function of typicality.

H$_{2b}$: For incongruent extensions, more category-based and simple evaluative thoughts will be generated with low (versus high) motivation.

H$_{2c}$: More subtyping thoughts will be generated with low (versus high) motivation in the low (versus high) typicality condition in response to incongruent information.

H$_3$: Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] enhancement will occur in response to congruent information, regardless of typicality in high (versus low) motivation conditions.

H$_{4a}$: For congruent extensions, more attribute-related thoughts will be generated in high (versus low) motivation conditions.

H$_{4b}$: For congruent extensions, more category-based and simple evaluative thoughts will be generated in low (versus high) motivation conditions.

<p style="text-align: center"><strong>Significance of Study</strong></p>

This study will add significant perspective to the literature, and is summarized under the headings of theoretical, methodological and managerial, and is presented as follows.

**Theoretical**

The investigation of the relationship between brand resonance and prototypical brands is of major significance to the literature. As the literature review will highlight, interest in these issues is only now becoming more widespread, so the issues are not fully understood very well yet. Having a study to look at both of these important concepts simultaneously may open new areas of research. Further, the study will combine a number of important concepts in order to determine the differences between High/Low typicality of brands of products, High/Low motivation processing, Congruent/Moderately Congruent/Incongruent brand extensions, and Symbolic/Functional parent brands, all in relation to brand resonance in brand extensions.

**Methodological**

Methodologically, the significance of the study will be the examination of each measure of the brand resonance scale concurrently, something that previous literature has yet to investigate. The development of a uni-dimensional scale to test for prototypical brands is another core methodological contribution to the literature. Additionally, the use of real brands to test the research framework will contribute to the methodological significance.

**Managerial**

The key managerial significance is to supply evidence to support level of congruency fit when extending a brand. The study will provide evidence to guide decision making processes when looking to extend a brand, especially a prototypical brand. It will also provide a measurement tool for the concept of prototypicality that will allow brand managers to periodically monitor the progress of their brand.

## Scope and Delimitations

While there are many documented forms of brand extensions, this study on prototypicality will only focus on two types of extensions; namely line extensions and category extensions. These types of extensions are the most mainstream for consumer brands and therefore the most appropriate to use here. They also combine to help make the experimental research procedure the most realistic under the given parameters.

The scope of the research is also extended to one product category. The product category of watches was chosen as it provided the clearest separation of factors (being prototypicality level and symbolic/functional brand concept) between brands. This will limit the generalisability of the study, however, the aim of the study is to clearly understand the conceptual issues, and using this specific product category facilitates understanding the conceptual issues to examine any potential differences.

This research is purposefully very specific in its approach, and although it will test a number of variables, only some specific combinations will be analysed in detail within this study. The purpose of this is to examine in close detail the relationships at play within the concepts or the specific theory that is expected to be followed based upon the literature.

## Research Methods and Design

This study is experimental in nature, and uses a 24 cell factorial design - 3 (congruency) x 2 (typicality) x 2 (motivation) x 2 (brand type). The study uses one product category with four brands (6 groups per brand). Traditional techniques were employed for the data collection, more specifically, a convenience sample was chosen, using a classroom setting with approx. 15-30 respondents per sitting (One condition per sitting to eliminate possibility of individuals inadvertently exposed to other conditions and predicting intent of study). Responses were gained via a survey style questionnaire.

The questionnaire used a combination of established scales, along with the development of a prototypical scale. The established scales tested for brand resonance (pre and post stimulus), status consumption (filler task) and thought elicitation. Manipulation checks were also included to confirm the given brand concept and prototypicality level of each brand.

The research took place at a large university in Perth, Western Australia. The majority of data, including all data collected for the main study data collections, was gained from participants in a first year marketing class. Classes were randomly assigned to either high-motivation or low-motivation conditions, and each class was given a short introduction. In particular the class was told that this survey is part of a consumer research exercise that is investigating the product prototypicality of a number of brands. The class was debriefed once the exercise finished.

The prototypical scale development was tested using exploratory factor analysis, confirmatory factor analysis and correlations for validity. The hypotheses of the study were tested using paired sample t-tests for the four dimensions of brand resonance and independent sample t-tests for the information processing modes of the respondents. The use of a series of t-tests was important as the hypotheses required comparison of means between only two groups of data, albeit numerous times.

**Concluding Comments**

This thesis is organised into 7 main chapters, which are 1) Introduction, 2) Literature Review, 3) Conceptual Framework, 4) Methodology, 5) Scale Development, 6) Results, and 7) Conclusion.

The Introduction chapter lays the base for the study, giving the background and scope of the study as well as the objectives and definitions of the research. The second chapter is the Literature Review, which highlights the literature relevant to

the study, building from the Introduction. This chapter ends by showing the gaps within the present literature. The Conceptual Framework, chapter 3, builds the theoretical framework for the research, drawing on theories by which to build the hypotheses for the study. Chapter 4 is the Methodology of the study, and explains the samples and gives details of the five pilot tests conducted, and then the four stages of the main data collection are discussed. Chapter 5 presents the Scale Development of the study. This chapter goes through the four phases required to build a robust scale, starting at developing the items, then purification, and confirmatory factor analysis, finishing with validation and generalisability. Chapter 6 presents the Results, showing the results from the analyses that were run, shown brand by brand. The chapter concludes with the review and results of the hypotheses. Chapter 7 presents the concluding comments of the study. This includes the answering of the research question and objectives, as well as the contributions of the study and the limitations and future research directions.

# CHAPTER 2

# LITERATURE REVIEW

## Overview

This chapter reviews previous research that is relevant to the scope of this study. The literature is divided into three broad sections; the chapter begins with the Relevant Branding Literature as the first section. This section starts with an explanation of Brand Extensions, providing a background to the study. Next literature on Prototypical Brands and Brand Resonance are explained, presenting in-depth information on the key concepts for this study. Section two examines Brand Congruency, drawing relevance to brand extensions, and secondly, Motivation Processing, which refers to involvement when processing brand information. The final section is the literature on Brand Concept, specifically Functional and Symbolic Brands, which is reviewed summarizing the importance of distinguishing between these classifications. The chapter concludes with a summary of the Research Gaps.

## Relevant Branding Literature

The branding section of the literature review will cover three areas within the field that are related; Brand Extensions, Prototypical Brands and Brand Resonance. These areas will showcase the importance of these concepts independently, but also relate them to each other.

**Brand Extensions**

Brand extensions have been growing in popularity in the mainstream market since the 1980's, to a point where today they are a staple in marketing strategy of major brands. In the mid to late eighties, Tauber (1988) stated "that almost half of all new package goods are brand extensions" (p.26). According to the literature this has been increasing exponentially, where in the 1990's we saw an estimated 81% (Han 1998), and fast forward to the 21$^{st}$ century, where 90-95% of new brands are some form of extension (Kalamas et al. 2006).

A brand extension involves attaching "an existing brand name to a new product introduced in a different product category" (Swaminathan, Fox & Reddy 2001, p.1). There are numerous reasons for doing this; a major factor is cost. The cost estimates for developing a major new to market brand with a chance of success in the world's biggest markets (USA, Japan and Europe) have risen from $50-$150 million in the early nineties (Boush & Loken 1991; Meyers-Levy, Louie & Curren 1994) to one billion dollars nowadays (Kalamas et al. 2006).

To witness brand extension in practice in the real world one need only log on to the Ferrari store online. On this web site you cannot purchase an exotic sports car; that is reserved for a select group of dealers worldwide. Fans of the brand, however, can purchase almost anything else with the Ferrari logo on it, ranging from the usual model cars and clothing (including shirts, jackets, shoes and sunglasses), to the more unusual fragrance, umbrella stand, bicycle, skateboard, smartphone or laptop computer.

Brand extensions succeed because they leverage brand equity and provide the all important familiarity and security to prospective consumers (Boush & Loken 1991; Han 1998; Kalamas et al. 2006; Loken & John 1993; Tauber 1988). As such, an extension has a higher chance of success, as it builds upon the parent brand (Aaker & Keller 1990; Kalamas et al. 2006; Martínez & Pina 2003; Swaminathan, Fox & Reddy 2001). The parent brand is also a benefactor, receiving enhanced brand equity and extending the life of the brand (Chen & Liu 2004; Kalamas et al. 2006; Martínez & Pina 2003; Swaminathan, Fox & Reddy 2001).

Research also notes the potential negative effects of a failed brand extension. Numerous studies have noted that a negative brand extension in the eyes of the consumer will dilute the parent brand belief (Grime, Diamantopoulos & Smith 2002; John, Loken & Joiner 1998; Loken & John 1993; Martínez & Pina 2003). Associated risks must be taken into account with brand extensions, including wear out, whereby the extension will fatigue the brand name (Loken & John 1993), and variables including perceived quality of the extension and the level of fit between the extension and the parent brand (John, Loken & Joiner 1998; Martínez & Pina 2003). Further, if the extension is closely related to the original product, a cannibalization effect may occur, whereby consumers purchase the extended product at the expense of the original product (Grime, Diamantopoulos & Smith 2002). All these have the ability to doom the equity of the brand.

Tauber (1988) identifies seven different types of brand extensions; however, this study will focus on the two general approaches, line extensions and category extensions (Aaker & Keller 1990; Kalamas et al. 2006; Martínez & Pina 2003).

When an existing brand name introduces a new product or service into the same product class, it is called a line extension. The line extension merely expands offerings within the same category. Coca Cola is a good example of pursuing line extensions, as along with the traditional Coke beverage, they also make Vanilla Coke, Diet Coke, Coke Zero, etc.

Category extensions are when an existing brand name enters a completely different product or service class. It is a larger undertaking to expand the brand. The Virgin group have mastered category extensions. Virgin started in the music industry, and has since expanded to other unrelated fields including airlines, financial services, and mobile phones to name a few. All the extensions have been under the same Virgin brand name, and the majority of these extensions have been very successful.

**Prototypical Brands**

The concept of prototypicality within marketing has been around since the mid 80's (Carpenter & Nakamoto 1989; Nedungadi & Hutchinson 1985), however it has not been an area of high interest to researchers (Aaker & Keller 1990; Boush & Loken 1991; Han 1998; Kalamas et al. 2006). This is surprising given the recent interest and ever growing body of work done in the area of brand extensions (Aaker & Keller 1990; Kalamas et al. 2006; Martínez & Pina 2003; Loken & John 1993; Swaminathan, Fox & Reddy 2001; Tauber 1988).

Prototypical brands are only now beginning to receive more attention in the literature (Carson, Jewell & Joiner 2007, Kalamas et al. 2006), due to the unique

characteristics associated with such brands. It is important to note that within the literature the terms prototypicality and typicality are used interchangeably (and from here in) (Boush & Loken 1991; Carson, Jewell & Joiner 2007; Gürhan-Canli & Maheswaran 1998; Han 1998; Kalamas et al. 2006; Loken & John 1993; Loken & Ward 1990; Nedungadi & Hutchinson 1985).

Founded in psychology, prototypicality was originally researched for the mental processes that people go through, and helped explain situations regarding learning order, deductive reasoning tasks, language production and inductive judgement tasks (Janczura & Nelson 1999; Nedungadi & Hutchinson 1985). Researchers soon saw the relevance to marketing, specifically regarding brands, and applied it as the processes consumers go through when choosing brands is the same (Carpenter & Nakamoto 1989; Nedungadi & Hutchinson 1985).

A prototypical brand is a brand that becomes synonymous with a certain product category, so much so that brand extensions become problematic. Therefore a number of everyday brands are prototypical; for example, consider Coke, Kleenex, Hoover and Xerox, and how individuals will often use the brand name instead of the product category (Kalamas et al. 2006).

Brands that are prototypical in nature, in most instances, have the brand name and the product itself confused in the minds of the consumer, thus leading to isolation in its core product category. If extensions are to be considered for the prototypical brand, "product category attributes may inadvertently be transmitted with the extension - an important consideration given that most extensions are designed to transfer one feature at a time"

(Kalamas et al. 2006, p.194). Thus the ramifications for prototypical brands pursuing brand extensions become more complicated.

Previous literature has examined relationships between prototypicality and attitude (Loken & Ward 1990), brand name awareness, usage and liking (Nedungadi & Hutchinson 1985), product design evolutions (Carson, Jewell & Joiner 2007), retail environments (Babin & Babin 2001; Ward, Bitner & Barnes 1992), congruency (Kalamas et al. 2006), and brand extension strategy (Boush & Loken 1991; Han 1998). The continuing possibilities for future research on prototypicality have also been noted (Babin & Babin 2001; Han 1998; Kalamas et al. 2006; Loken & John 1993).

The concept of typicality is in some ways similar to the fit construct, which has been examined thoroughly by researchers in this area. However, typicality also has a theoretical basis in psychological research, which may allow marketers to make more accurate predictions regarding the likely success of brand extensions (Loken & John 1993). Further, often the brand that serves as the prototype of the product category becomes the prototypical brand (Carpenter & Nakamoto 1989; Carson, Jewell & Joiner 2007; Han 1998).

Whilst numerous scales exist for perceived fit of brand extensions (Ahluwalia & Gürhan-Canli 2000, Bridges, Keller & Sood 2000, Klink & Smith 2001, Martin & Stewart 2001), little has been researched specifically examining prototypicality. The work that has been done in this area involves the creation of semantic differential scales of typicality. Loken and Ward (1990) created a three item, eleven-point (0 to

10) semantic differential scale that was subsequently used by Ward, Bitner and Barnes (1992). The scale was used to measure the degree to which an object is perceived to be representative from its category of objects. The scale had Cronbach alphas of .82 and .94 respectively. Campbell and Goodstein (2001) also developed a four item, nine-point semantic differential scale that had an alpha of .86. This scale measured the degree to which an individual perceives a stimulus to have characteristics that make it fit within a category.

Whilst these scales seem effective at measuring what they were designed for, none of the studies report validity of the scales (a documented issue with semantic differential scales). As neither of them use a Likert type scale, this in turn limits their ability to measure brands in general. Therefore a need exists to fulfil this gap in the literature, hereby creating a scale to measure specifically for prototypical brands.

**Brand Resonance**

Keller (2001; 2003) developed brand resonance to provide a higher understanding of customer-based brand equity, a tool for researchers and marketers/brand managers alike to further comprehend the meaning of a brand. Customer-based brand equity is a phrase coined in the early nineties by Aaker (1991) and Keller (1993) which is based on consumer perceptions (Pappu, Quester & Cooksey 2005; 2006). At this point in time in the marketing literature researchers were beginning to understand the relative power a brand held over consumers, largely thanks to the market environment where mergers and acquisitions became common practice, with brands

being the crucial element (Keller 1993; Pappu, Quester & Cooksey 2006; Wang, Wei & Yu 2008).

Customer-based brand equity (CBBE) is defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller 1993, p.8). This definition is based on consumer knowledge, familiarity, and association with the brand, and occurs when a brand is familiar to consumers and has associations within their memory (Jung & Sung 2008; Keller 1993; Tong & Hawley 2009). Stated otherwise, CBBE is the result of marketing a product or service with its brand name and/or other elements rather than the same product/service having no brand identification (Jung & Sung 2008; Keller 2003; Moore, Wilkie & Lutz 2002; Rego, Billett & Morgan 2009).

The benefits of CBBE are substantial, and can include higher consumer preferences and purchase intentions, lower costs, increased marketing communications effectiveness, higher willingness to seek out new distribution channels, greater revenue, increased success of brand extensions and licensing opportunities, and higher stock returns (Keller 1993; 2008; Pappu, Quester & Cooksey 2005; Tong & Hawley 2009). Thus an understanding of CBBE is crucial for effective brand management (Keller 2001; Tong & Hawley 2009).

In Keller's (2001) seminal paper titled "Building Customer-Based Brand Equity" he develops a new approach to CBBE, in the form of the CBBE pyramid. In the pyramid Keller set the foundation of building a strong brand as having six blocks within four levels of the pyramid. The levels begin with finding the proper brand identity for consumers, then creating the appropriate brand meaning in their mind, followed by

eliciting the right brand responses and finishing by forming brand relationships with the consumers (Keller 2001; 2003; 2008).

The six building blocks of strong brands begin with brand salience at the base of the pyramid. Brand salience refers to the depth (recognition and recall) and the breadth (purchase and consumption consideration) of brand awareness. A consumer must understand the category in which a brand competes in the market and be aware of the needs the brand can satisfy for the consumer (Keller 2001; 2008). Salience relates back to finding the brand identity, the first tier of the pyramid.

The second level of the pyramid must create brand meaning for consumers. This is achieved via two steps within the second tier of the pyramid; performance and imagery. Performance primarily refers to the product. The focus in this step is on how the product/service meets the consumers' needs. Performance can transcend the ingredients of the product, and may include dimensions in which to differentiate the brand. Imagery relates to the intangible aspects of the brand. It allows the brand to meet consumers' abstract or psychological needs. Imagery is typically generated from consumers' experience, otherwise through advertising or even word-of-mouth (Keller 2001; 2003; 2008).

The third tier of the pyramid includes judgments and feelings in order to fulfill the brand responses of the consumer. Judgments are formed from the performance and imagery dimensions, and are consumers' evaluations of the brand. Their personal opinions allow judgment of the brand to occur. Feelings are consumers' emotional reaction to the brand, and determine the possible social currency evoked by the brand. The way a consumer

responds to the marketing program has a large bearing on the equity of the brand. Within this level of the CBBE pyramid, the brand must ensure that the responses are favourable and come to mind when thinking of the brand (Keller 2001; 2003; 2008).

The top of the pyramid, which finishes with the brand forming a relationship with the consumer and the consumer having personal identification with the brand, is brand resonance. Brand resonance, defined, refers to the "ultimate relationship and level of identification that the customer has with the brand" and thus "the extent to which customers feel that they are 'in sync' with the brand" (Keller 2008, p.72).

To achieve brand resonance, a brand must have first accomplished the other five steps in the brand building pyramid. A brand with a good resonance allows consumers to feel that they are part of the brand itself, and they can identify with the brand (Keller 2003; Wang, Wei & Yu 2008). Brands that achieve strong resonance will have consumers' "become evangelists and actively seek means to interact with the brand and share their experiences with others" (Keller 2001, p.19).

Brand resonance can be measured through four constructs; behavioural loyalty, attitudinal attachment, sense of community, and active engagement (Keller 2001). Each of these measures have been examined individually within the marketing literature, however Keller is the first to combine these four measures, to create the concept of brand resonance.

Behavioural loyalty is simply repeat purchases in terms of 'how often' and 'how much'. A brand must achieve a certain level of purchase frequencies and volumes for bottom-

line profit results (Keller 2001; 2008). Consumers that resonate with brands will enjoy purchasing the brand as often as possible, and companies can monitor the lifetime value of these consumers. Brands that enjoy good behavioural loyalty include Heinz and Duracell (Keller 2003).

Attitudinal attachment requires a strong affection with the brand, a feeling of the brand as being something special in which other brands cannot provide (Keller 2001; 2003). 'Loving' a brand or being 'proud' of a brand come under attitudinal attachment. Consumers' that resonate with a brand through attachment will describe it as one of their favourite possessions, and will look forward to usage with the brand. BMW currently has, and Kodak once had good attitudinal attachment (Keller 2003).

A sense of community is a "phenomenon whereby customers feel a kinship or affiliation with other people associated with the brand" (Keller 2003, p.93). It allows the brand to take on a broader meaning in the mind of the consumer. A strong sense of community encourages favourable brand attitudes and intentions, and can exist both on and off-line (Keller 2008). Some brands that have good experience with sense of community include Jeep and MSN (Keller 2003).

Active engagement supposes that consumers are prepared to invest time, energy, money or other resources into the brand beyond the normal purchase and consumption of the brand (Keller 2008). Consumers will actively seek information about the brand, join brand related clubs and visit web sites and chat rooms to converse about the brand (Keller 2001). Generally a strong social identity is required for engagement to occur. Lexus and Dell have both been shown to exhibit strong active engagement (Keller 2003).

The literature notes that very few brands actually achieve complete brand resonance (Keller 2003; 2008). Harley Davidson, Apple and eBay are examples of very few brands that rate very highly on all the four measures (Keller 2001). A brand does not have to rate well on all of the four measures to achieve a good resonance though. Even a brand that rates well on only one of the four measures still has the ability to resonate with its consumers.

Surprisingly little empirical research has been carried out on the notion of resonance as a complete construct. As stated previously, each component of resonance has been explored in some detail within the literature, but rarely as a whole under the term brand resonance. Given that Keller (2003; 2008) has published a complete twenty one-item scale numerous times, this appears to be a large gap in the literature, especially given the importance and significance of a brand reaching resonance.

Wang, Wei and Yu (2008) are an exception, and investigated brand resonance as a part of brand equity in China. They hoped to uncover that corporation ability association, brand awareness, and quality perception had a positive impact on brand resonance, and brand resonance had a positive impact on brand extendibility and repurchase intentions. However, the study failed to examine each component of resonance, instead keeping it as 1 construct, and developing a six-item scale to test for resonance. The resonance factor gave a Cronbach Alpha of .93, and quality perception, brand extendibility and repurchase intentions were all significant at the .001 level. The results for the hypotheses that were not supported were in the hypothesized direction, but not significant.

# Brand Congruency

The brand congruency literature also builds upon the brand extension literature, as brand congruency relates to how well matched the brand extension information is with the parent brand expectations (schema). Research testifies that brand extension consistency "is a key factor that limits extension acceptance. In other words, congruent extensions enjoy success, but incongruent extensions usually do not" (Lane 2000, p.80).

A congruent brand extension will match the parent brand schema, and thus will result in brand name enhancement (Ahluwalia & Gürhan-Canli 2000; Gürhan-Canli & Maheswaran 1998; Lau & Phau 2007; Swaminathan, Fox & Reddy 2001). Alternatively, an incongruent brand extension has attributes that mismatch the parent brand schema, and thus result in brand name dilution (Gürhan-Canli & Maheswaran 1998; Lau & Phau 2007; Loken & John 1993; John, Loken & Joiner 1998).

The majority of studies that have investigated congruency have measured it in two ways, congruent and incongruent. However numerous studies have also itemised congruency as three measures (congruent / moderately congruent / incongruent) (e.g. Kalamas et al. 2006; Lau & Phau 2007; Martin & Stewart 2001; Meyers-Levy & Tybout 1989; Meyers-Levy, Louie & Curren 1994).

The origins of congruency can be found with Mandler (1982), where differing scenarios of congruency levels formed the basis of the schema-congruity effect (Noseworthy, Finlay & Islam 2010; Peracchio & Tybout 1996). Mandler (1982)

theorized that congruency levels influence "both processing and evaluation of the stimulus" (Campbell & Goodstein 2001, p.439).

Congruency leads to a favorable response, because the object is conforming to the individual's expectations. However, this is not arousing to the individual and only results in a mild positive evaluation based on familiarity with minimal cognitive elaboration (Campbell & Goodstein 2001; Mandler 1982; Meyers-Levy & Tybout 1989).

Moderate congruency (incongruity) stimulates novelty within an individual. An object being moderately congruent requires greater cognitive elaboration in order to resolve the incongruity, leading to enjoyment of the individual (moderate congruency can be resolved). Thus the 'moderate incongruity effect' allows the novel product to be evaluated more positively than a typical product (Campbell & Goodstein 2001; Mandler 1982; Meyers-Levy & Tybout 1989).

Incongruity typically elicits negative evaluations, as it generally cannot be resolved. If an individual seeks to resolve an incongruity, a fundamental change must be made in their cognitive structure. Regardless, incongruities generate cognitive elaboration, but usually lead to an outcome of frustration (Campbell & Goodstein 2001; Mandler 1982; Meyers-Levy & Tybout 1989).

Lane (2000) conducted a study in which to show that advert repetition and content has the ability to change consumer reactions to a degree where incongruent brand extensions are accepted. The results found that repeated exposure to adverts allows

consumers to "respond substantially more favourably to incongruent extensions than they do at first exposure" (Lane 2000, p.90). This also moves the incongruent extensions to a closer par with congruent extensions. The study went to show that extension consistency is not fixed in a consumers' mind; they are dynamic and can change with repeated exposure; thus first exposure judgments of brand extensions may require more testing than one sitting.

Congruency studies have generally been conducted in the field of branding, for example Lau and Phau (2007) used three congruency levels when examining brand extensions effect on brand personality fit. Other studies have been done examining the effect of brand extension congruency on brand image (Martínez Salinas & Pina Pérez 2009), perceived risk (Campbell & Goodstein 2001), attitudes, intentions, and the transfer of brand equity (Martin & Stewart 2001), and thematic positioning (Noseworthy, Finlay & Islam 2010).

A recent study by Kalamas, Cleveland, Laroche and Laufer (2006) proved to be a first of its kind. The study employed Mander's (1982) theories by studying the three levels of congruency in extensions of prototypical parent brands (Kalamas et al. 2006). The research used six prototypical brands, each with three brand extensions varying in congruency, and found "prototypical brands are dominantly associated with their respective product class, which therefore narrows the range of potentially congruent extensions. These strongly-held attribute associations imply that extension congruency may be more important for prototypical brands than for brands that are less considered by consumers as exemplars in a given product category" (Kalamas et al. 2006, p.206).

**Motivation Processing**

When discussing motivation processing we refer to the extent to which consumers'
are willing to process new information (Gürhan-Canli & Maheswaran 1998; Ng
2010). Motivation processing is of crucial importance to branding studies,
specifically studies examining brand extensions, as it can determine how involved
consumers are. According to Celuch and Slama (1995) the audience's motivation is
sometimes referred to as involvement when processing brand information.

Motivation is simply divided into high and low motivation subjects, with a number
of studies comparing results for both (i.e. Gürhan-Canli & Maheswaran 1998; Lau &
Phau 2007; Matthiesen & Phau 2005), and the occasional study only looking at one
motivation variation (i.e. Celuch & Slama 1995). Consumers' are expected to
process all the information available to them under high-motivation conditions,
unlike under low-motivation conditions, consumers' only process a subset of
information, relying on peripheral cues (heuristic processing) (Gürhan-Canli &
Maheswaran 1998; Lau & Phau 2007; Matthiesen & Phau 2005; Ng 2010).

Previous research has found motivation significantly influencing the results of the
study, including effects on brand personality dilution and enhancement (Matthiesen
2005), brand personality fit (Lau & Phau 2007) and brand name dilution and
enhancement (Gürhan-Canli & Maheswaran 1998). Of particular interest is the study
by Maheswaran, Mackie and Chaiken (1992), whose study involved the influence of
motivational variables on brand name utilisation, they found "both consumers' level
of motivation, and the extent to which brand name based expectations are confirmed

by subsequent processing of attribute information moderate brand name utilization"
(p.317). Further, "variables inhibiting the ability to engage in issue-relevant thinking
such as distraction, time pressure, or lack of prior knowledge may also enhance
reliance on heuristic cues" (p.331).

The research conducted by Lau and Phau (2007) also obtained interesting results, as
their study combined brand personality fit, along with motivation and congruency
levels. Their results showed that when consumers' were exposed to moderately
incongruent information, they would exert more effort towards information
processing under high (versus low) motivated conditions. This led them to conclude
"consumers with high motivation (in contrast to low motivation) will make
significant efforts to reconcile brand personalities that are perceived to be congruent
or moderately incongruent between parent and extension brands. As such, perceptual
fit between parent and extension brands will be evaluated more favourably under
high levels of motivation as opposed to low levels of motivation" (p.426).

With theoretical underpinnings from the Elaboration Likelihood Model and the
Heuristic-Systematic Model (refer to Conceptual Framework for explanations),
motivation processing is an important construct when examining new product
evaluations. Being able to control for the effect of motivation, we can effectively
modify the level of cognitive processing that a consumer will go through.

<center>**Brand Concept**</center>

The Brand Concept section of the Literature Review contains just the one field of Functional and Symbolic Brands. This is classed on its own as it is an important concept that is of interest to be examined, but should not be grouped under any other section.

**Functional and Symbolic Brands**

Brand concept is a term proposed by Park, Jaworski, and MacInnis (1986) as an abstract meaning that identifies a brand (Bhat & Reddy 1998). A brand concept can be classified as functional or symbolic. "Park et al. (1986) first proposed that a brand concept can either be functional or symbolic, with brands positioned as either, but not both. Bhat and Reddy (1998) further advanced the theory by proposing that functionality and symbolism are separate components, with it being possible for a brand to have both symbolic and functional appeal" (Mowle & Merrilees 2005, p.221). It is important to note that functional/symbolic needs (Park et al. 1986), and functional/symbolic benefits (Orth & De Marchi 2007) both also contain an experiential component, but for the purpose of this research, we will only be examining functional or symbolic brands.

Govers and Schoormans (2005) stated "Products have a significance that goes beyond their functional utility. This significance stems from the ability of products to communicate meaning" (p.189). Functional brands usually correspond to product attributes and performance, are tangible and rationally assessed, and satisfy immediate and practical needs (Bhat & Reddy 1998; de Chernatony et al. 2000; Mowle & Merrilees

2005; Orth & De Marchi 2007; Park et al. 1991). Functional brands help consumers solve consumption related problems and provide little, if any, basis for differentiation (Govers & Schoormans 2005; Mowle & Merrilees 2005; Park et al. 1986).

Symbolic brands relate to needs for social approval, personal expression and prestige, and their practical use is only incidental (Bhat & Reddy 1998; Orth & De Marchi 2007; Park et al. 1986). Self-expression is a major determinant of symbolic brands according to many studies (e.g. Bhat & Reddy 1998; de Chernatony et al. 2000; Mowle & Merrilees 2005). Bhat and Reddy's (1998) study also further defined symbolic brands into prestige or personality. The growth of research examining symbolic brands in recent times is due to the unique characteristics they can provide when marketing a brand, as shown by studies specifically examining symbolic brands such as those by Govers and Schoormans (2005) and Lau and Phau (2007). Further, Mowle and Merrilees (2005) state "symbolic values are more sustainable as a form of differentiation than functional values" (p.221).

A number of studies have looked at brand personality and brand concept (Govers & Schoormans 2005; Lau & Phau 2007; Siguaw et al. 1999). It is interesting to note that Lau and Phau (2007) declared "the symbolic meaning associated with the personality of a brand provides the consumer with the opportunity to portray the "self" that he or she wants to reveal" (p.424). The implications of this allow consumers to compensate for their own inadequacies through a products brand personality.

In relation to brand extensions, a seminal study by Park et al. (1991) showed that brand concept has an influence on evaluations of brand extensions. Their results stated that

brand concept may have a stronger influence on the symbolic brand (stated as prestigious in this study) than on the functional brand. More specifically, functional brand extensions of functional brands were received more positively than symbolic extensions of functional brands. Similarly, symbolic extensions of symbolic brands were received more positively than functional extensions of symbolic brands (Bhat & Reddy 1998; Park et al. 1991).

## Research Gaps

A number of theoretical gaps have been found from the literature review. These deficiencies in the literature can be discussed as follows:

### Gap 1

Regarding prototypicality, there have been calls for more research on whether prototypical brands can undertake brand extensions (Aaker & Keller 1990; Boush & Loken 1991; Han 1998; Kalamas et al. 2006). Previous researchers have noted further exploration of the concept of prototypicality is warranted to advance the theory.

### Gap 2

A need exists to examine the effect of prototypicality and congruency on brand resonance (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005; Meyers-Levy & Tybout 1989). Whilst many studies explain the significance of brand equity, few look

at the top tier of equity, being brand resonance. An investigation linking these concepts may highlight the importance of these research areas for the future.

**Gap 3**

At present there is limited research that investigates prototypical brand extensions with varying levels of congruency (Han 1998; Kalamas et al. 2006). A review of the literature has shown the increasing importance of prototypical brands, and the growing interest in congruency levels in regard to brand extensions, therefore this gap needs to be addressed.

**Gap 4**

There are a lack of studies showing the differences between extensions for symbolic and functional brands and their effect on prototypicality (Kalamas et al. 2006; Park, Milberg & Lawson 1991) and brand resonance (Bhat & Reddy 1998). Whilst these topics have been examined individually in the literature for some time, it is important to advance the theory, hereby finding what influence these areas of research have upon each other.

**Gap 5**

A specific measure does not exist to test for prototypical brands (Carpenter & Nakamoto 1989; Carson, Jewell & Joiner 2007; Gürhan-Canli & Maheswaran 1998; Kalamas et al. 2006; Loken & Ward 1990; Nedungadi & Hutchinson 1985). This is a significant omission from the current literature. With brand extensions and prototypical brands still gaining momentum in the marketplace, providing a specific prototypical scale can only make future studies into the area clearer for both researchers and brand managers.

**Concluding Comments**

From this examination of the literature it can be seen that this study draws on a number of different areas of research. It aims to combine a number of concepts taken from these areas to provide further understanding and definition to the literature as a whole. The gaps outlined clearly show where the research will be focused.

The investigation of prototypical brands and the development of a scale to measure for prototypicality will make a worthwhile addition to the branding literature within a field that is sure to grow in interest and importance in the future.

In addition to the research of prototypical brands is the examination of the highest documented level of CBBE, brand resonance. With the environment in which brands compete in becoming more competitive, there are numerous advantages for gaining brand resonance. This research will delve into specific detail regarding brand resonance within brand extensions for the benefit of a wide variety of brands.

The following chapter will outline the conceptual framework for the study, and will present the research objectives, research framework, the theoretical underpinnings and the hypotheses of the research.

# CHAPTER 3

# CONCEPTUAL FRAMEWORK

## Overview

Presented in this chapter are the relevant theories, hypotheses, and the research framework developed for this research. The research objectives are first outlined, followed by the research framework. The theoretical underpinnings are presented next, and each is explained and justified in relation to the study. The chapter concludes with development of the hypotheses, which are explained and related to the theories, and a summary of the hypotheses and their relationships within the framework.

## Research Objectives

1) To examine whether a strong brand resonance of a prototypical parent brand will transfer to a strong resonance of a prototypical brand extension (Gap 1 and 5).

2) To determine whether brand resonance of the parent brand will be higher for symbolic brands rather than functional brands (Gap 4).

3) a) To test whether congruent, moderately congruent and incongruent symbolic brand extensions will be insignificantly different when compared with the parent brand (Gap 2, 3 and 4).

3) b) To test whether congruent, moderately congruent and incongruent functional brand extensions will be significantly different in ascending order when compared with the parent brand (Gap 2, 3 and 4).

4) a) To investigate the moderating effects of motivation processing on the relationship between congruency and brand resonance of the brand extension (Gap 2).

4) b) To investigate the moderating effects of motivation processing on the relationship between prototypicality and brand resonance of the brand extension (Gap 1).

## Research Framework

Based on the literature review and research objectives, the research framework is presented in Figure 1. The research framework shows the flow of the variables to be examined in the study.

**Figure 1: Research Framework**
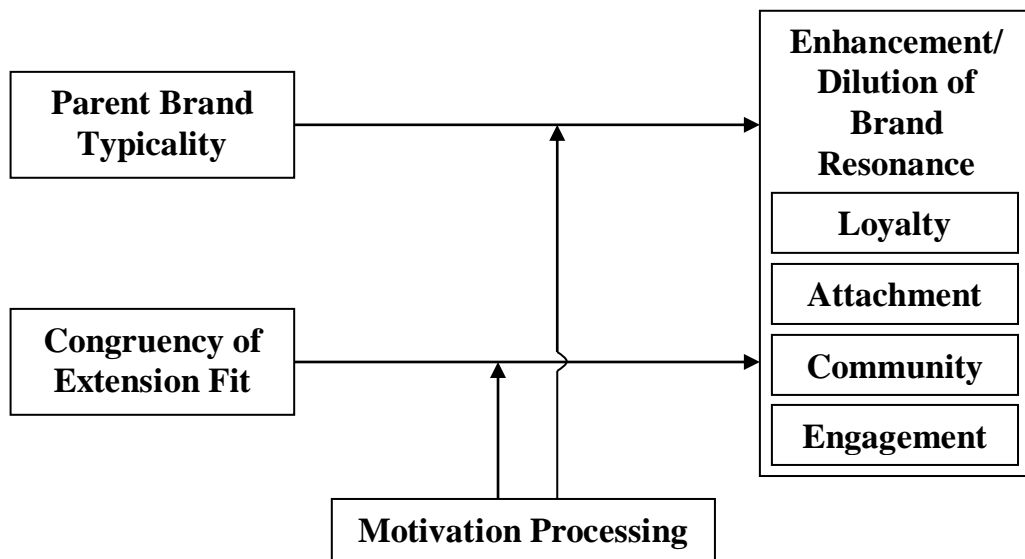


**Theoretical Underpinnings**

A number of theoretical frameworks from various marketing literatures must be examined in order to gain an understanding of the knowledge base thus far. These frameworks theorize the concepts which are to be explored. The core theories include the categorization theory, the schema congruity theory, and the anchoring theory. These theories provide justifications and underpin the development of the hypotheses and the building of the conceptual model.

**Categorization theory**

The categorization theory is a less labour intensive method of evaluation that relies on organised prior knowledge (Aaker & Keller 1990; Kalamas et al. 2006; Sujan 1985). It allows consumers to form an opinion from previous experience gained in a product category. It may "prompt expectations about the categorized stimulus,

reduce the complexity inherent in the environment, diminish the need for learning, and help make decisions" (Kalamas et al. 2006, p.196).

The categorization theory suggests consumers form opinions about new products (i.e. brand extensions) in one of two ways; piecemeal or category-based processing (Aaker & Keller 1990; Kalamas et al. 2006; Sujan 1985). Piecemeal processing posits that evaluations are formed on an attribute-by-attribute basis. The product is perceived to be made up of discrete attributes, whereby the consumer considers all the attributes to make the respective product judgment (Aaker & Keller 1990; Sujan 1985). Category-based processing suggests consumers naturally divide the world into categories, which in turn allows efficiency in understanding and processing of the environment. This suggests that if a new product can be related to a previously existing category within the consumers mind, then associations can quickly and easily be transferred (Aaker & Keller 1990; Sujan 1985).

This theory is especially important for prototypical brands, as brands that are considered prototypical generally help define the product category (Kalamas et al. 2006). The consumers' organised prior knowledge will be based around the most typical category members. This provides advantages to brands that are more typical category members, such as being better liked and having behavioural consequences (Loken & Ward 1990; Ward et al. 1992).

The basis for this theory lies in the positive consumer affect for the parent brand that will hopefully transfer to the new brand extensions. For example, according to the Categorization theory, if a Harley Davidson leather jacket can be categorized with

Harley Davidson motorcycles, the positive attributes or affect for the motorcycles can be quickly transferred to the jacket. This provides an easy way for the consumer to judge the product with little effort. However, the theory also suggests that a reciprocal effect may occur for the parent brand, reducing its perceived credibility. This is questionable though, as other categorization perspectives exist and lead to varying predictions relating to the manner in which inconsistent information changes the original beliefs about the parent brand (Kalamas et al. 2006).

**Schema**

A Schema is, in effect, a word used to describe a person's knowledge gained throughout their lifetime in relation to a particular object. More specifically, it is a framework of stored cognitive knowledge that "represents information about a topic, a concept, or a particular stimulus, including its attributes and the relations among the attributes" (Aggarwal & McGill 2007, p.470). This concept was first developed in the 1930's by Bartlett (1932) in the field of social psychology, but has been put to widespread use throughout marketing due to the importance of predicting how a consumer will react to a given stimulus, for example, brand extensions. Sujan and Bettman (1989) conceptualized family brand names as being schemas as they include a vast array of knowledge for consumers regarding the attributes and evaluations of the brand name. In summary, a schema allows incoming information to be related to past experience in the consumers mind, thus represent expectations about a domain (Aggarwal & McGill 2007; Mandler & Parker 1976; Meyers-Levy & Tybout 1989).

**Schema Congruity theory**

The schema congruity theory draws upon the level of schema processing required when evaluating products with differing congruity levels (Aggarwal & McGill 2007; Meyers-Levy & Tybout 1989). "As a product schema is considered a knowledge construct or the semantic structure regarding a specific product that serves as a judgment reference (Lee & Schumann 2004; Mandler 1982), schema incongruity occurs when the representation of a product does not conform to an activated schema" (Noseworthy et al. 2010, p.469).

Originally developed by Mandler (1982), a vast amount of literature has since validated his work (Aggarwal & McGill 2007; Fleck & Quester 2007; Meyers-Levy & Tybout 1989; Peracchio & Tybout 1996). Mandler (1982) "predicted that a product that is moderately incongruent with a categorical expectation would prompt arousal and augment evaluation through the act of discovery" (Noseworthy et al. 2010, p.468).

Mandler's (1982) study outlined three propositions; firstly that congruent items (i.e. brand names) tend to produce a mildly favourable response because they do not require resolution and are therefore generally predictable and provides a sense of satisfaction. Secondly, items that contain some level of incongruity generate more extensive processing due to consumers attempting to find meaning in and resolve the incongruity. This usually results in a favourable response, often more so than a congruent item, as the process of resolving the incongruity tends to be a rewarding experience. Lastly, extremely incongruent items stimulate a high amount of processing, yet are unlikely to be resolved. Therefore extreme incongruities typically

lead to frustration and helplessness, and are overall likely to enhance the negativity

of the response (Meyers-Levy, Louie & Curren 1994).

Consequently two extremes exist within this theory; A complete match between a

product and a category schema (me-too products), and a complete mismatch between

features of a product and a category schema (when product attributes contradict

category membership). Obviously, when a brand extensions features do not match

with the category schema, more elaborate processing will be required (Meyers-Levy

& Tybout 1989). For example, according to the Schema Congruity theory, Marlboro

boots require little processing (cowboy, rugged, masculine schema etc.). However, if

Marlboro went into ladies jewellery, more elaborate processing would be required.

**Anchoring theory**

The anchoring theory "refers to a biased judgment of a stimulus based on an initial

assessment of another stimulus and an insufficient adjustment away from that initial

assessment" (Esch et al. 2009, p.384). The anchoring literature suggests that the initial

brand will serve as an anchor when evaluating products in subsequent periods once the

category definition has changed (Carson, Jewell & Joiner 2007; Van Auken & Adams

2005). "The extent to which perceptions of a brand are able to adjust away from this

anchor, given the perceptual bias associated with it, is critical to our predictions of

prototypicality evaluations in the updated product category" (Carson, Jewell & Joiner

2007, p.174).

Anchoring is fairly general in its phenomenon, underlying a wide variety of processing

strategies (Esch et al. 2009; Van Auken & Adams 1999; Wertenbroch et al. 2007). In the

marketing context, its main usage has been in the context of product design evolution (e.g. Carson, Jewell & Joiner 2007) and comparative advertising (e.g. Van Auken & Adams 1999; 2005). However, every time an individual forms an image about a stimulus whilst another stimulus is present, the image may actually be subject to anchoring effects (Esch et al. 2009).

In an interesting study by John, Loken and Joiner (1998) it was found that changing beliefs about a brand name (through the introduction of an inconsistent brand extension) actually changed beliefs about less prototypical products in the brand category, but did not change beliefs about the most prototypical product. This suggests that the most prototypical products in a brand category are more ingrained in consumers' minds, thus harder to change and subject to a certain amount of buffering.

The most prototypical products in a product category are more subject to anchoring than the less typical brands. If a product category changes (i.e. evolution), the anchored brands are at a disadvantage in terms of representativeness (Carson, Jewell & Joiner 2007). For example, the Band-Aid brand has remained the same in consumers' minds regardless of advances in the category (liquid bandage, blister bandage).

## Hypotheses Development

Based on the review of theories and empirical research, a number of hypotheses can be developed to guide the research. Each hypothesis is built on the theories discussed

in the preceding section, and will contribute to fulfil the gaps and add to the literature.

**Hypothesis One**

Weber and Crocker (1983) identified three models of stereotype change, where stereotypes are viewed as cognitive structures. The models are the conversion model, the bookkeeping model and the subtyping model, and each of these is referred to in hypothesis one. Gürhan-Canli and Maheswaran (1998) went on to apply these to brand name dilution and enhancement effects, as a stereotype has the same general structure as a schema.

The conversion model views schema change as an all-or-none process – it is a dramatic, less gradual process (Weber & Crocker 1983). Extremely incongruent information causes schemas to change, while minor incongruencies have no effect on the schema (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005).

For example, if brand xyz releases an incongruent brand extension, the consumer will change their schema, thus affecting the parent brand. If brand xyz releases a congruent, or possibly even moderately congruent brand extension, the consumers' schema will not change, thus theoretically having no effect on the parent brand if the extension fails. Therefore as congruency increases, "less schema change is expected" (Gürhan-Canli & Maheswaran 1998, p.465).

The bookkeeping model states change is an incremental process (Weber & Crocker 1983). Regardless of the level of typicality, every piece of new information will

cause a change in the schema (Gürhan-Canli & Maheswaran 1998), a fine-tune if you will, and in high motivation conditions, consumers are expected to thoughtfully analyse all the information presented to them. Thus any inconsistent information presented to a consumer from a brand extension would change their beliefs about the parent brand (Gürhan-Canli & Maheswaran 1998; Kalamas et al. 2006; Loken & John 1993). Greater modification (dilution of brand belief) will occur at higher levels of incongruity, however it will still occur gradually with the accumulation of many disconfirming instances (Gürhan-Canli & Maheswaran 1998; Kalamas et al. 2006; Loken & John 1993; Weber & Crocker 1983).

In relation to the previous example, under the bookkeeping model regardless whether brand xyz releases an incongruent or a congruent brand extension the consumer will still make changes to their schema. The level of change of the schema will correlate to the level of congruency; however it may take many instances over a period of time to provide any significant change in schema. Further, the level of prototypicality of brand xyz will have no effect on the level of change of the consumers' schema.

Previous research has shown how typicality conditions failed to show any influence on brand name enhancement in high motivation, incongruent conditions (Gürhan-Canli & Maheswaran 1998). Weber and Crocker (1983) further showed that for both positive and negative expectations, incongruent information led to schema modification. Given the research conducted on brand resonance (Aziz & Yasin 2010; Keller 2001; Wang et al. 2008), it is justified to consider that a similar result will occur, hence hypothesis 1a is presented:

*H<sub>1a</sub>: The bookkeeping model will be supported in high-motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information and evaluations will be equivalent across the typicality conditions.*

The subtyping model suggests that information inconsistent with the schema is processed and remembered, however it is placed in a sub-category that is different from the schema, allowing the category schema to remain unchanged (Sujan & Bettman 1989; Weber & Crocker 1983). This relates to low motivation processing, as consumers are expected to only process a subset of information. Therefore incongruent information has little impact on the schema, as any piece of incongruent information is categorized as a subtype, and viewed as an exception (Gürhan-Canli & Maheswaran 1998). Therefore the effect on the schema will be limited if a subcategory is formed to market an incongruent product (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005).

According to the subtyping model, if brand xyz releases an incongruent brand extension, consumers will subtype this information by placing it in a mental sub-category, therefore having no influence on their pre-existing schema. Hence brands draw the greatest benefit under the subtyping model because incongruent extensions appear to have no relation back to the parent brand.

The subtyping model predicts that under more typical conditions schema change will be higher due to atypical instances being subtyped resulting in their impact on the schema being limited. Gürhan-Canli and Maheswaran (1998) found brand name enhancement

occurs in response to incongruent and positive information, therefore this leads to the development of hypothesis 1b:

$H_{1b}$: *The subtyping model will be supported in low motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information. Evaluations will be more extreme for high (versus low) typicality conditions.*

**Hypothesis Two**

The elaboration likelihood model helps provide a basis for hypothesis two. Involvement moderates an individual's willingness to process new information, leading to attitude formation or attitude change (Matthiesen & Phau 2005; Petty, Cacioppo & Schumann 1983). The elaboration likelihood model measures attitude formation in two distinct ways; Central and Peripheral (Blackwell, Miniard & Engel 2006, p.614). In Central processing, "Opinions are formed through a thoughtful consideration of relevant information" (Blackwell, Miniard & Engel 2006, p.614). In high-motivation conditions, the central route is likely to occur, as information is processed in a piecemeal mode, and more attribute related thoughts are generated (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005; Petty, Cacioppo & Schumann 1983). In Peripheral processing, opinions arise without thinking about relevant information (Blackwell, Miniard & Engel 2006). In low-motivation conditions, the peripheral route is more likely to occur, as a subset of information is processed via persuasive cues (Gürhan-Canli & Maheswaran 1998; Matthiesen & Phau 2005; Petty, Cacioppo & Schumann 1983).

The heuristic-systematic model also helps in the development of hypothesis two. The model posits that information processing is an antecedent of attitude formation or

52

attitude change that is moderated by an individual's level of involvement (Chaiken 1980; Matthiesen & Phau 2005). Processing occurs via a systematic or heuristic method. Systematic corresponds to the central route of persuasion, and is a very detailed processing mode in which great cognitive effort is expelled to assess information validity (Chaiken 1980; Matthiesen & Phau 2005). "Attitude formation or change is mediated by individuals' message comprehension" (Matthiesen & Phau 2005, p.39). Heuristic corresponds to the peripheral route of persuasion (with a more specific conceptualisation), and is a minimal detail processing mode in which little cognitive effort is used to asses information validity (Chaiken 1980; Matthiesen & Phau 2005). "Individuals' apply simple decision rules to form attitudinal judgements" (Matthiesen & Phau 2005, p.39).

As previous research has shown, incongruities require greater cognitive elaboration generally resulting in negative evaluations. Therefore, as consumers under high motivation conditions process all the information, it is expected more attribute related thoughts will be generated. Under low motivation conditions, where peripheral cues are relied upon, category-based and simple evaluative thoughts will be generated. It is predicted that subtyping thoughts will be generated under low typicality conditions as consumers will simply pass the incongruent information off as an exception. Having low motivation will further add to this thought process. This allows for the development of hypothesis two a, b and c:

$H_{2a}$: *For incongruent extensions, more attribute-related thoughts will be generated with high (versus low) motivation. Attribute-related thoughts will not vary as a function of typicality.*

*H<sub>2b</sub>: For incongruent extensions, more category-based and simple evaluative thoughts will be generated with low (versus high) motivation.*

*H<sub>2c</sub>: More subtyping thoughts will be generated with low (versus high) motivation in the low (versus high) typicality condition in response to incongruent information.*

**Hypothesis Three**

Hypothesis three relates specifically to congruent information. Gürhan-Canli and Maheswaran (1998) found that congruent information did not lead to a change in high motivation conditions as hypothesised, nor in low motivation conditions. They were able to conclude that brand name enhancement occurs in congruent conditions, regardless of the motivation level. Alternatively Maheswaran, Mackie and Chaiken (1992) found in low motivation conditions, brand name influenced evaluations, with additional congruent information not being processed extensively. As such we predict a similar outcome for brand resonance. As the typicality within this hypothesis is using congruent information, no differences are foreseen between the typicality levels, because "unlike incongruent information, the distribution of congruent information will not promote differential processing" (Gürhan-Canli & Maheswaran 1998, p.467). This hence leads to hypothesis three:

*H<sub>3</sub>: Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] enhancement will occur in response to congruent information, regardless of typicality in high (versus low) motivation conditions.*

**Hypothesis Four**

Hypothesis four also focuses on congruent information, and draws reference from the elaboration likelihood model. Hypothesis four is taken as a check for hypothesis two a

and b, where only the congruency levels are modified. Previous research confirmed

piecemeal processing occurred, which lead to more attribute related thoughts under high

motivation conditions, and alternatively in low motivation conditions, category based

processing lead to more category based and simple evaluative thoughts (Gürhan-Canli &

Maheswaran 1998). Hypothesis four aims to verify this information in a different

context, and as such is presented below:

*$H_{4a}$: For congruent extensions, more attribute-related thoughts will be generated in high*

*(versus low) motivation conditions.*

*$H_{4b}$: For congruent extensions, more category-based and simple evaluative thoughts*

*will be generated in low (versus high) motivation conditions.*

**Summary of Hypotheses**

Table one shows a succinct summary of the categories to be compared within the

hypotheses.

**Table 1: Post- and Pre-test Parent Brand Evaluations and Thoughts by**

**Experimental Conditions**

| | Congruent | | | | Moderately Congruent | | | | Incongruent | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | High Motivation Prototypicality | | Low Motivation Prototypicality | | High Motivation Prototypicality | | Low Motivation Prototypicality | | High Motivation Prototypicality | | Low Motivation Prototypicality | |
| | High | Low | High | Low | High | Low | High | Low | High | Low | High | Low |
| **Enhancement Effects** | | | | | | | | | | | | |
| *Pre-test* | | | | | | | | | | | | |
| *Post-test* | | | | | | | | | | | | |
| **Dilution Effects** | | | | | | | | | | | | |
| *Pre-test* | | | | | | | | | | | | |
| *Post-test* | | | | | | | | | | | | |
| **Attribute-related** | | | | | | | | | | | | |
| **Category-based** | | | | | | | | | | | | |
| **Subtyping** | | | | | | | | | | | | |
| **Simple evaluative** | | | | | | | | | | | | |

**Concluding Comments**

The conceptual framework chapter has presented all the theoretical areas relevant for this research. All important theories have been outlined and related to the issues being investigated, and the development of the hypotheses shows how the study will move forward from here.

The methodology of the research is following this section. The methodology chapter takes the reader through the pilot tests that were run in order to determine appropriate brands to study, and the four stages of the main data collection.

# CHAPTER 4

# METHODOLOGY

## Overview

This chapter discusses the creation and collection of data for the study. First, the samples for the study are examined, and then pilot tests one through five are discussed, outlining the measures and results of each pilot test. The research design and data collection are then explained, highlighting the measures and going through the process for each brand of the four stages of data collection.

## Samples

The samples for this research comprises University students. Brand extension research has a long history of using students as subjects (e.g. Aaker & Keller 1990), and has been suggested as appropriate for studies examining brand extension success factors (Völckner & Sattler 2007). Convenience samples were chosen, with all students who completed each exercise given partial course credit. The use of a convenience sample was deliberated, however the advantages of the simplicity of sampling such a large factorial design, gathering useful data and information that would not have been possible using probability sampling techniques, and ease of research outweighed the disadvantages of sampling bias (primarily in terms of age) and potential sampling error. Each series of data collection was done on a class by class basis, undertaken by the primary researcher to ensure consistency. All data

collected was from classes in the marketing department of a major University's business school, and consisted of both undergraduate and postgraduate units.

## Pilot Tests

It was crucial to run a number of pilot tests for the research in order to determine important information before the main data collection could begin. The first four pilot tests cover the choice of product category, choice of brand extensions, a re-evaluation to focus on one product category and a further examination of choice of brand extensions, while the fifth pilot test added depth to the scale development section of the research.

## Pilot Test 1

A booklet was made to gain insight into how consumers view the concept of prototypicality and their understanding of the concept. A total of nineteen classes comprising a total of 225 respondents from a first year marketing course in a major West Australian University were used. The researcher ran all the classes in the space of a week to ensure consistency throughout the classes.

Four different booklets were created and used in each class, differentiated by using different colour paper for each of the booklets. The class was divided into groups of 2-5 people (based on the colour of their booklet). Each booklet contained a cover

page, a background of prototypical brands, then followed by six questions. The background was read aloud to ensure all respondents understood the concept. Particular emphasis was made clear to the respondents that the first three questions were to be completed one at a time, with no forward reading permitted. The second three questions could be completed all at once.

The first question asked for each respondents understanding and definition (in their own words) of the concept of a prototypical brand or prototypicality. This was an open-ended question to ensure each respondent understood the concept, and to help provide a clear definition. Five minutes was given for each respondent to complete this in silence. When the class had finished writing or the five minutes was up they were asked to form into their groups and discuss amongst themselves their definitions, after which a group leader would present the groups definition to the class. Care was taken to ensure respondents did not write down anything further during, or after their group discussion.

The second question in the booklet was a basic scale developed to find statements which best reflect prototypicality. Twenty one statements were given in the scale, taken from various literatures (Boush & Loken 1991, Carpenter & Nakamoto 1989, Carson, Jewell & Joiner 2007, Han 1998, Kalamas et al. 2006, Loken & John 1993, Loken & Ward 1990). Respondents were asked to rate how well each statement explained prototypicality, either very well, unsure, or not at all. Five minutes was given for this question. Once the respondents had finished all the items in the table, they were asked to put their pens down. A class discussion followed.

Question three asked the respondents to apply what they had just learnt. A blank table was given asking them to list as many prototypical brands as they could, and the respective product category for each brand. The product category was required, as if a respondent put a brand such as Virgin, it would be necessary to identify in what category it was prototypical. After five minutes, or sooner if the respondents were becoming restless, they were asked to form into their groups and discuss if they had the same, or different brands listed between them. Emphasis was again given to ensure no one wrote down anything further. After a further five minutes, a subsequent class discussion followed.

Up until now, all four different colour booklets contained the same questions, hence the class discussions. The fourth question is where the different colours come into play. Different product categories were given in each of the different colour booklets, and the following questions related to each category that was given. Care was taken when choosing the product categories to use, to ensure appropriate categories with adequate brands would be known. The four product categories were split with two high involvement items, being motorcycles and dress watches, and two low involvement items, being underwear and mineral water. These categories all contain a number of brands within them, with possible prototypical brands, and at least definite functional and symbolic brands.

Question four asked respondents to list all the brands of the respective product category (according to the colour of the booklet). In a column next to the brand to be given, the level of prototypicality was also asked (high/medium/low). Once this was completed, respondents could carry on at their own pace to questions five and six.

Question five continued with the same product category and asked, of the brands listed in question four, which of them the respondents would purchase based on its symbolic attributes (image and status were given as examples). Question six was exactly the same, only asking which brand they would purchase based on functional attributes (performance and price were given as examples). An example of the questionnaire can be viewed in Appendix 1.

A final discussion ended the class, with the group leader outlining to the class their product category, the brands given, and which would be purchased based on its symbolic attributes and which its functional attributes.

**Results**

Pilot test 1 was conducted in order to determine the appropriate category in which to study. The category had to have easily identifiable symbolic and functional brands, and highly prototypical and not so prototypical brands. Four categories were chosen, namely motorcycles, mineral water, underwear, and watches. Four sets of questionnaires were divided between 225 respondents. Questions asked were of an unbiased nature asking respondents to list the brands they could recall.

For all the booklets, question one was reviewed to ensure the respondents understood the concept that was being explored. All the definitions, whilst extremely varied, met the criteria thus all the booklets were used.

Question two consisted of the twenty one item prototypicality scale, which was included for the scale development. Therefore the results of this scale can be viewed within the scale development chapter of this thesis.

A number of very good examples of prototypical brands were given by the respondents for question three. However, upon review of these brands, no further ideas were gained for potential product categories that had a clear and distinct symbolic and functional brand.

For questions four to six, a clear series of results was given for each of the four categories. For the motorcycle category (set A), a total of 56 respondents participated, with 51 of those able to recall Harley Davidson, 43 able to recall Honda, and 36 able to recall Yamaha. When examining which of those brands are symbolic, Harley Davidson was the standout with 44 respondents listing it as a symbolic brand. For the functional brands, both Honda and Yamaha rated highly, with 19 and 21 respectively. Due to the larger number of respondents being aware of the Honda brand in motorcycles (43), it was chosen as the functional brand.

Category B was dress watches. 53 respondents participated in this booklet, with 50 recalling Rolex, 28 Swatch, and 25 Guess dress watches. Rolex was the clear symbolic brand, 37 respondents listing it as symbolic, compared with only 13 for Guess. For the functional dress watch brands, Swatch had the highest response with 15. Thus Rolex and Swatch were the brands chosen.

Underwear was category C, with 59 respondents responding in this booklet. Bonds and Calvin Klein were the two most recalled brands of underwear, with 52 and 37 respectively. When rating symbolic underwear, Calvin Klein was the standout with 28 respondents classing it as the most symbolic brand. Bonds was also a clear winner for functional brands, with 37 respondents rating Bonds as the most functional brand of underwear.

Set D was mineral water, and had 57 respondents answer this booklet. For recall of the brands, Mount Franklin was the most recalled, with Pump a close second and Evian a distant third. This category, however, was not clear cut. 22 respondents rated Mount Franklin as a symbolic brand, with both Pump and Evian equal second on 15 for being symbolic. For functional brands, again Mount Franklin rated the highest with 32, and Pump second on 20. This shows that the category of mineral water, while having well recalled brands, has confusion as to which brand are considered symbolic, and which are considered functional.

Based on these results, it was decided to use motorcycles as the high involvement category with Harley Davidson being the symbolic brand and Honda acting as the functional brand. The low involvement category would be underwear, with Calvin Klein taking the symbolic brand, and Bonds as the functional brand.

**Pilot Test 2**

The second stage of data collection was based upon finding appropriate brand extensions for the brands chosen above. 28 respondents were gained from two classes of a second year marketing course in a major West Australian University. The researcher ran both the classes in the space of a week to ensure consistency within the classes.

A booklet was made similar in style to the 1st pilot test, consisting of a cover page, a background page of brand extensions, and eight questions. The background was read aloud to ensure all respondents understood the concept. For this pilot test, unlike the previous pilot test, there was no risk of biasing the respondents if they were to read ahead, so they were allowed to complete the booklet at their own pace.

The first four questions were exactly the same, only varying in the brand it asked the respondent to consider the question for (Harley Davidson motorcycles, Honda motorcycles, Calvin Klein underwear, Bonds underwear). The questions asked the respondents to list potential brand extensions for each brand, classing it under congruent, moderately congruent, or incongruent to the parent brand.

Questions five to eight also only varied by brand, and had a list of 23 potential brand extensions gained from Zaichkowsky (1985) and discussions with peers. Similarly to questions one to four, the respondents were asked to classify each brand extension as congruent, moderately congruent, or incongruent to the parent brand. Upon

completion of all the respondents, the exercise concluded with a debriefing session. The questionnaire can be viewed in Appendix 2.

**Results**

Pilot test 2 was conducted to determine appropriate brand extensions, and was distributed to 28 respondents. An open-ended question was presented first asking for potential brand extensions for the four brands (Harley Davidson, Honda, Calvin Klein, Bonds). Then a list of 23 potential brand extensions was presented asking respondents to determine appropriateness. All products listed were the same for the four brands. Respondents were asked to rate how congruent each product was to the parent brand (congruent, moderately congruent, incongruent).

Questions one to four were reviewed and found no real consensus amongst respondents for potential brand extension categories. Questions five to eight were analysed through the SPSS statistical program using descriptive statistics. For the category of motorcycles (Harley Davidson and Honda), it was found that a congruent brand extension would be a motorcycle helmet, a moderately congruent brand extension would be shoes, and an incongruent brand extension would be laundry detergent.

For the category of underwear (Calvin Klein and Bonds), it was found that a congruent brand extension would be a T-shirt, a moderately congruent brand extension would be gloves, and an incongruent brand extension would be a laptop computer.

## Re-evaluation

Until this point it was viewed that having two different product categories (one high involvement and one low involvement) would allow a greater analysis to take place, providing greater scope and generisability to the research. Doing this allowed a separation of symbolic and functional brands, but had failed to differentiate between high and low prototypical brands. The four brands used would all be considered highly prototypical within their product category, regardless of being symbolic or functional.

Therefore a rethink had to occur. The data from pilot test 1 was re-examined and it was decided to use only one product category, but with four brands – varying prototypicality and brand type. From the four product categories developed in pilot test 1, dress watches, or more broadly, watches in general was found to have the best brands able to differentiate between the two concepts to be examined.

The four watch brands chosen to be used for the study were Rolex (high typicality, symbolic), Harrods (low typicality, symbolic), Swatch (high typicality, functional), and Casio (low typicality, functional).

These four brands were discussed amongst colleagues within the school for their appropriateness for the study. An overall outline of the research to be done was given, along with the way these brands were chosen and the planned methodology herein. Comments were given questioning using the Harrods brand as a watch. Although there are watches that bear the Harrods name and logo, concern was made

as Harrods is a store brand, or a corporate brand; the other three brands are product brands. This has the potential to bias the results if the Harrods brand was to be used.

Another issue was regarding the Swatch brand. Although no one questioned its typicality level, concerns were given as to its brand type. My preliminary research had shown Swatch to be a functional brand, however colleagues classed Swatch as more of a symbolic brand, as although it is relatively inexpensive, often consumers purchase this brand to show some otherwise hidden aspect of their personality.

## Pilot Test 3

The next set of pilot testing was required to confirm the brands which had thus been modified from pilot test 1. Data was collected from fifteen classes of a first year marketing course in a major West Australian University during a different study period to that of previous pilot tests to avoid any overlap of the samples, gaining 165 respondents. The researcher ran all the classes in the space of a week to ensure consistency.

The questionnaire booklet for this set of pilot testing had a cover page, a background page of prototypical brands and five questions. As done previously, the background was read aloud to ensure all respondents understood the concepts being investigated. Once again care was given to ensure respondents did not read ahead to avoid potential bias within questions one to three, whilst question four and five could be completed at the respondents own pace.

Questions one to three were repeats of pilot test 1, asking for the respondents understanding and definition of the concept of a prototypical brand or prototypicality, the basic scale developed to find statements which best reflect prototypicality, and a blank table asking respondents to list as many prototypical brands as they could, and the respective product category for each brand. Again, for this pilot test, it was crucial respondents had a clear understanding of the concepts.

Questions four and five consisted of tables of brands of watches. A total of fifteen watch brands were listed, taken from responses that two or more people listed in pilot test 1. Question four asked the respondents to rate each brand in terms of prototypicality, being either high or low for each brand. Question five asked the respondents to rate each brand in terms of brand type, being either symbolic (based on image and status) or functional (based on performance and price). It is of significance to note that where pilot test 1 was a recall based response, pilot test 2 was a recognition based response, confirming the prototypicality level and brand type. The exercise concluded with a debriefing session. The questionnaire can be viewed in Appendix 3.

**Results**

As discussed in the Methodology chapter, some re-evaluation had to take place following pilot test 2. This led to a more focused analysis by only analysing one product category. With the watch category providing the clearest breakdown of brands to use, pilot test 3 was established to provide confirmation of the brands taken from pilot test 1. A total of 165 responses were gained.

Question one was reviewed to ensure the respondents understood the concept that was being investigated, in which all respondents showed an adequate understanding.

Question two consisted of the twenty one item prototypicality scale, which was included for the scale development. Therefore the results of this scale can be viewed within the scale development chapter of this thesis.

Question three was included within this pilot test to further ensure respondents could apply the concept before proceeding to questions four and five. This was achieved. Some good examples of prototypical brands were given by the respondents, similarly to pilot test 1, however none stood out as exceptional for which to change the brands being studied.

High and low prototypical brands were examined in question four. The results show that Rolex was a standout performer in being a highly prototypical brand of watch, with 97.6% rating it so. Swatch, Omega and Seiko also rate very highly for being highly prototypical. For brands low in prototypicality, over 80% of respondents rated Adidas, Ferrari and Hugo Boss as being brands not prototypical in watches.

Symbolic and functional brands were examined in question five. The top performing symbolic brands include Rolex, Gucci, Louis Vuitton, Hugo Boss and Ferrari. The highly rated functional brands include Casio, Seiko, Citizen and Swatch.

Four brands had to be chosen based on these results. The results show some good stand out brands for the categories required. Rolex was chosen as the high prototypical, symbolic brand; Seiko was chosen as the high prototypical, functional brand; Ferrari was chosen as the low prototypical, symbolic brand; and Everlast, which although did not rate highly on both, was chosen to be the best to represent low prototypical, functional brand.

**Pilot Test 4**

Given the change in product category, a fourth pilot test had to be done to re-evaluate appropriate brand extensions. 45 respondents were gained from two classes of a third year marketing course in a major West Australian University. The researcher ran both the classes in the space of a week to ensure consistency.

The survey instrument used was very similar to pilot test 2, where a booklet consisting of a cover page, a background page of brand extensions, and four questions was made. For this exercise, it was decided not to give the respondents the option to list potential brand extensions for each brand, considering how unsuccessful it was in pilot test 2.

All the questions varied only by brand and had a list of 23 potential brand extensions gained from Zaichkowsky (1985) and discussions with peers. The respondents were asked to classify each brand extension as congruent, moderately congruent, or

incongruent to the parent brand. Upon completion of all the respondents the exercise concluded with a debriefing session. The questionnaire can be viewed in Appendix 4.

**Results**

Pilot test 4 was basically a repeat of pilot test 2, conducted in order to discover appropriate brand extensions for each of the four brands (Rolex, Seiko, Ferrari, Everlast). A list of 23 potential brand extensions were chosen and distributed to 45 respondents to determine appropriateness. All products listed were the same for the four brands. Respondents were asked to rate how congruent each product was to the parent brand (congruent, moderately congruent, incongruent).

The brand extensions for all four brands were reviewed simultaneously, and analysed through the SPSS statistical program using descriptive statistics. It was decided that a congruent brand extension for a watch brand would be a wall clock, a moderately congruent brand extension would be a pen, and an incongruent brand extension would be a dog bowl. All of these items were also chosen as none of these brands currently produce these items for sale to the public, but some of which may be produced for promotional purposes.

**Pilot Test 5**

The final pilot test was required to add depth to the scale development section of the research. The scales in pilot tests 1 and 3 were only on a three-point scale to ensure an understanding of all the terms used in the scale, and to limit the possibility of

rejecting items straight away. To move forward with the scale development, all 21 items (which passed pre-tests 1 and 3) are measured on a seven-point scale in this pilot test.

The data was collected from a total of five different marketing units; 3 second and third year undergraduate units, and 2 postgraduate units in a major West Australian University. The data collection gave a total of 182 responses.

The instrument consisted of a simple two page sheet, with the first page outlining the reasons for the study and as with the previous pilot tests a summary of the background of prototypical brands. The proceeding page had the 21 items with a seven-point Likert scale. The questionnaire can be viewed in Appendix 5.

**Research Design**

The research design is an experimental study, and consists of a 3 (congruency) x 2 (typicality) x 2 (motivation) x 2 (brand type) factorial design, giving 24 groups. Table 2 shows all the groups derived from the factorial design.

**Table 2: Groups Obtained through Factorial Design**

| Congruency | Typicality | Motivation | Brand Type | Brand |
|---|---|---|---|---|
| Congruent | High | High | Functional | Seiko |
| Congruent | High | Low | Functional | Seiko |
| Congruent | Low | High | Functional | Everlast |
| Congruent | Low | Low | Functional | Everlast |
| Congruent | High | High | Symbolic | Rolex |
| Congruent | High | Low | Symbolic | Rolex |
| Congruent | Low | High | Symbolic | Ferrari |
| Congruent | Low | Low | Symbolic | Ferrari |
| Moderately Congruent | High | High | Functional | Seiko |
| Moderately Congruent | High | Low | Functional | Seiko |
| Moderately Congruent | Low | High | Functional | Everlast |
| Moderately Congruent | Low | Low | Functional | Everlast |
| Moderately Congruent | High | High | Symbolic | Rolex |
| Moderately Congruent | High | Low | Symbolic | Rolex |
| Moderately Congruent | Low | High | Symbolic | Ferrari |
| Moderately Congruent | Low | Low | Symbolic | Ferrari |
| Incongruent | High | High | Functional | Seiko |
| Incongruent | High | Low | Functional | Seiko |
| Incongruent | Low | High | Functional | Everlast |
| Incongruent | Low | Low | Functional | Everlast |
| Incongruent | High | High | Symbolic | Rolex |
| Incongruent | High | Low | Symbolic | Rolex |
| Incongruent | Low | High | Symbolic | Ferrari |
| Incongruent | Low | Low | Symbolic | Ferrari |

The following data collection sections can be summarised in Table 3.

<p align="center">**Table 3: Summary of Data Collections**</p>

| Data Collection | Brand | Section | Measures |
|---|---|---|---|
| 1. | Ferrari | 1 | Pre-test Brand Resonance |
| | | 2 | Prototypicality |
| | | 3 | Manipulation Checks (filler task) |
| | | 4, 7 | Post-test Brand Resonance |
| | | 5, 6, 8, 9 | Thought Elicitation |
| | | 10 | Overall Manipulation Check |
| | | 11 | Demographic Information |
| 2. | Rolex | 1 | Pre-test Brand Resonance |
| | | 2 | Prototypicality |
| | | 3 | Manipulation Checks (filler task) |
| | | 4, 7 | Post-test Brand Resonance |
| | | 5, 6, 8, 9 | Thought Elicitation |
| | | 10 | Overall Manipulation Check |
| | | 11 | Demographic Information |
| 3. | Seiko | 1 | Pre-test Brand Resonance, Validity |
| | | 2 | Prototypicality, Validity |
| | | 3 | Manipulation Checks (filler task) |
| | | 4, 7 | Post-test Brand Resonance |
| | | 5, 6, 8, 9 | Thought Elicitation |
| | | 10 | Overall Manipulation Check |
| | | 11 | Demographic Information |
| 4. | Everlast | 1, 2 | Pre-test Brand Resonance, Prototypicality |
| | | 3 | Manipulation Checks (filler task) |
| | | 4, 7 | Post-test Brand Resonance |
| | | 5, 6, 8, 9 | Thought Elicitation |
| | | 10 | Overall Manipulation Check |
| | | 11 | Demographic Information |

<p align="center">**Data Collection 1**</p>

The first stage of data collection used first year marketing classes in a major West Australian University during a different study period to that of all previous pilot tests to avoid any overlap of the samples, giving a total of nineteen classes equalling 229 respondents. The researcher ran all the classes in the space of a week.

The first brand to be investigated was Ferrari. Every participant was given a booklet consisting of eleven sections. Participants filled out their details on the cover page and read the instructions. This was done to ensure they took the exercise seriously and to be able to trace for allocation of the course credit being awarded. Once that was completed, the following page had a background of prototypical brands, which was read aloud for the class. Participants were asked not to continue any further.

The next step was to get a pre-test brand resonance rating. This was done by having a slideshow showing four slides of actual Ferrari watches available in the market. Below the images of the Ferrari watches on each slide was a word that helps define the brand (Passion, Style, Excitement, Italian Origins). At the beginning and end of the slideshow was the Ferrari logo. These slides can be viewed in Appendix 6. This lead to the use of the pre-brand resonance scale. Four items were carefully selected from the original 21 item scale developed by Keller (2003, 2008), each one representing one of the four categories of resonance (Loyalty - This brand would have very loyal customers; Attachment - People who own this brand would feel attached to it; Community - This brand has a sense of community; Engagement - This brand is able to engage its customers). Each item was measured on a seven-point Likert scale of strongly disagree to strongly agree.

Once respondents had viewed the slideshow they were asked to complete the four questions. In case anyone had missed any part of the slideshow, paper copies of the images of the watches were also given to each respondent for further reference. When the four questions were complete, the respondents were asked to stop.

This process was then repeated for the other symbolic brand (Rolex) to avoid any potential biasing effects. A slideshow was shown for Rolex, beginning with the logo, then showing four slides of numerous Rolex watches with the defining words at the base of the slide (Elegance, Success, Precision, Swiss Made), and ending with the logo once more. These slides can be viewed in Appendix 7. Paper copies of the slides were also distributed.

Section two of the booklet contained the prototypical scale, which through exploratory factor analysis (EFA), had been reduced to 11 items. Respondents were asked to proceed through this at their own rate, ranking each item on a seven-point Likert scale of strongly disagree to strongly agree.

Section three had the status consumption scale, by Eastman, Goldsmith and Flynn (1999). This scale consists of five items anchored by strongly disagree and strongly agree on a seven-point Likert scale. Following this were manipulations checks for confirmation of the brand type and prototypical level for each of the brands under study. Each of the brands of watches was listed (Rolex, Everlast, Ferrari, Seiko) and in the first scale was a seven-point scale anchored by functional and symbolic, and the second scale was anchored by low and high prototypicality for watches. Subsequently respondents were asked to stop and wait for the rest of the class to finish those sections.

Sections two and three served primarily as filler tasks. For this research it is important that respondents are not aware of the linkage between the pre and post tests of resonance. Hereby including the prototypical scale, the status consumption

scale, and the manipulation checks effectively clears the minds of the respondents to avoid potential bias that may otherwise occur.

The next step in the questionnaire is to manipulate the motivation level of the respondents completing the questionnaire. Following the procedure set by previous studies (Gürhan-Canli & Maheswaran 1998; Maheswaran, Mackie & Chaiken 1992; Matthiesen & Phau 2005), two sets of questionnaires were made, half consisting of high motivation conditions, and half consisting of low motivation conditions. For the high motivation conditions, respondents were told that the research was being conducted in conjunction with a market research firm and they are part of a very small sample and their feedback will weigh heavily on the possibility of the brand extension going ahead. They were also told that they are one of the first to see these new test concepts and there will be a lucky draw for all completed questionnaires. For the low motivation conditions, respondents were again told that the research was being conducted in conjunction with a market research firm but they are part of an Australia wide study and their individual feedback will not be taken into consideration, but averaged with many other respondents. This was read aloud together with the class.

Following this the brand extension concept slideshow was shown. As determined in pilot test 4, brand extensions of a wall clock, a pen and a dog bowl were used. The slideshows were of the same format as the pre-brand resonance watch slideshow, however this time only consisting of three slides of proposed products. The images used were either found from non-official Ferrari sources on the internet, or made specifically for this purpose using Photoshop software. The most suitable words that

help describe the brand in terms of the brand extensions were again used below the images (Passion, Style, Italian Origins). The start and finish of the slideshow used the same brand logo image as the watch slideshow. These slides can be viewed in Appendices 8, 9 and 10. After viewing of the slideshow paper copies of the images of the extension product were given to each respondent for further reference.

At this point, three sets of questionnaires were made, as section four, five and six of the questionnaire related to only one of the three possible brand extensions. Section four consisted of Keller's (2003, 2008) 21 item brand resonance scale. Measured on a seven-point Likert scale, respondents were asked to answer in relation to how they felt towards the Ferrari brand extension. This scale is the post-test brand resonance rating.

Section five is the motivation processing, where respondents are asked to list all the thoughts that came to mind when viewing the Ferrari brand extension slideshow. Section six contained a thought elicitation scale, measured on a seven-point Likert scale. Section six was included in case the respondents either provided limited or ambiguous responses to section five, to ensure thorough analysis of the thought processing can occur. Respondents were asked to complete sections four to six at their own pace, but to stop once section six was finished.

Once all the respondents had completed sections four to six, a second brand extension was used in sections seven to nine. Thus sections four to six were replicated in sections seven to nine in relation to the second brand extension being reviewed. Before respondents began, their attention was gained to view the second

brand extension slideshow. Like previously, paper copies of the images were given to each respondent. All combinations of brand extensions occurring first and second were used, to ensure no biasing effect would ensue. This gave a total of twelve different survey forms, as the Table 4 shows.

**Table 4: Summary of Survey Forms**

| Motivation | Brand Extension 1 | Brand Extension 2 |
|---|---|---|
| High | Wall Clock | Pen |
| | | Dog Bowl |
| | Pen | Wall Clock |
| | | Dog Bowl |
| | Dog Bowl | Wall Clock |
| | | Pen |
| Low | Wall Clock | Pen |
| | | Dog Bowl |
| | Pen | Wall Clock |
| | | Dog Bowl |
| | Dog Bowl | Wall Clock |
| | | Pen |

Section ten consisted of a manipulation check for the data. Section ten asked respondents to write in their own point of view what the purpose of the exercise was. This was necessary to ensure that none of the respondents were aware that the survey was collecting pre-test and post-test resonance data, because if respondents were aware of this connection, the results may be significantly skewed.

Section eleven finished the questionnaire booklet with demographic information, including age, gender, income and country of birth. An example of the questionnaire can be viewed in Appendix 11.

**Data Collection 2**

The second stage of data collection used the Rolex brand. Data was collected in the same semester from the same classes as data collection 1. A time lag of 7 weeks was given, as research shows 6 weeks being adequate for the memory to weaken (test-retest) (Eastman, Goldsmith & Flynn 1999). The nineteen classes gave a similar total of 226 respondents, and again the researcher ran every class within one week.

The utmost care was given to ensure variation within each class occurred to avoid a relapse of respondent's memory. To achieve this, all motivation levels were reversed, i.e. respondents that completed the high motivation survey in data collection 1 were to now complete the low motivation survey. This was made very clear from the outset.

Further to this, the brand extensions were mixed up. In data collection 1, every participant viewed two different brand extensions. Care was taken to guarantee that each class viewed the third brand extension for Rolex of which they had not seen for Ferrari, thus resulting in every participant viewing every brand extension. For added security, the order of the brand extensions being viewed was also reversed, i.e. respondents that saw the wall clock brand extension first for Ferrari would see it second for Rolex.

The questionnaire for Rolex was very similar to that of Ferrari, with one minor change as outlined. For section one the viewing of the brands for the pre-test brand resonance was reversed, with Rolex being viewed first (Appendix 7), and Ferrari

second (Appendix 6). The remainder of the questionnaire was unchanged, except for the obligatory changing of the Ferrari brand name in sections four to nine to Rolex. An example of the questionnaire can be viewed in Appendix 12.

The slideshows for the brand extensions for Rolex were similar in style to that of Ferrari, with images sourced either from the internet or made specifically for this purpose. The three proposed products for each brand extension were shown with the describing words for the brand (Elegance, Success, Swiss Made), in between the brand logo at the beginning and end of the slideshow. These slides can be viewed in Appendices 13, 14 and 15. Paper copies of the slideshow were distributed for further reference.

## Data Collection 3

Data collection phase 3 began with the same first year marketing class of a major West Australian University; however the semester in this new study period only had twelve classes. Although the classes were larger in size, the total number of participants was lower than data collections 1 and 2, with 164 respondents. As with all previous times, the researcher ran all the classes within one week to ensure consistency.

This data collection set moved to using the functional brands of the study, specifically Seiko. The cover page and background page remained unchanged, with the researcher reading aloud the background page. The slides were shown following

this, with four slides containing images of a number of different Seiko watches, with describing words for the brand below the image (Accurate, Practical, Durable, Made to Last). Before and after these images was the Seiko brand logo. These slides can be viewed in Appendix 16.

Once the class had viewed this slideshow, they were given paper copies of the slideshow and were asked to complete the pre-test brand resonance four item scale. Upon completion, to avoid potential biasing, the other functional brand of Everlast was shown in the same context. Four slides of a number of differing Everlast watches with brand describing words (Athletic, Tough, Confident, Reliable) were shown, with the brand logo at the beginning and end of the slideshow. These slides can be viewed in Appendix 17. Paper copies were distributed following this, and then participants completed the second pre-test brand resonance scale.

Another scale was added into section one, to assist in the scale development component of the research. Below both pre-test brand resonance scales was the knowledge (product classes) scale. Developed by Mukherjee and Hoyer (2001), this scale was used to measure the respondents' knowledge of watches available. This scale consists of three items on seven-point Likert scales.

Section two of the booklet contained the further refined prototypicality scale. Through confirmatory factor analysis (CFA) the scale had been reduced from 11 items to 6 items. The scale is still a Likert type scale, with seven points ranging from strongly disagree to strongly agree. Section two also contained an additional scale to assist with the scale development. The private label attitude scale was included to

ascertain the respondents' attitudes towards buying private labels ('brands sold under retailers' own labels rather than the brand name of a national manufacturer' (Burton et al. 1998, p.294)). The scale contains six items on a seven-point Likert scale anchored by strongly disagree to strongly agree, and was developed by Burton, Lichtenstein, Netemeyer and Garretson (1998).

Section three remained unchanged, leaving its purpose as a filler task to clear the respondents' minds. The motivation variation also remained unchanged, except for the obligatory change to the Seiko brand. Like previous times, this was read aloud to the class.

The brand extension slideshows were shown next, following the previous brands format. For each brand extension, three items were shown, with images sourced from the internet or made for this purpose. The most suitable describing words were placed below each image of the extension (Practical, Durable, Made to Last), with the Seiko brand logo at the beginning and end of the slideshow. These slides can be viewed in Appendices 18, 19 and 20. Paper copies were distributed following the slideshow.

Once this was completed, participants were asked to complete sections four to six, based on the Seiko brand extension shown to them. When all participants had completed up to section six, the second brand extension slideshow was shown in exactly the same way as the first. Once viewing was over and participants had a paper copy in front of them, they could complete sections seven to nine relating to the second brand extension, and carry on to finish the booklet up to section eleven,

all of which remained the same as the first set of data collection. An example of the questionnaire can be viewed in Appendix 21.

## Data Collection 4

The final stage of data collection was undertaken for the Everlast brand. The collection again took place with a time lag of 11 weeks, significantly more than the suggested 6 weeks (Eastman, Goldsmith & Flynn 1999). The twelve classes gave a slightly lower total number of respondents than data collection 3, with 158. The researcher ran all the class within a one week period.

The same technique that was used in data collection 2 was used again here, where significant care was taken to jumble up the classes to provide different scenarios for each class. As in data collection 2, all motivation levels were reversed, and the brand extensions were mixed up, ensuring all respondents viewed all three brand extensions with one repeat, albeit in a different order to the first time.

Sections one and two of this questionnaire were modified due to this being the last data collection taking place. As with previous times, the pre-test ratings for brand resonance were shown first and were reversed, allowing Everlast to be viewed first (Appendix 17), with Seiko second (Appendix 16). Below the pre-test brand resonance scale, was the prototypicality scale. This time, the six-item scale was being used as a final confirmation of the scale and as a manipulation check for the Everlast brand. The prototypical scale was used in relation to Everlast watches, asking if each

of the statements applied on a scale of one to seven. After having done this, the respondents were to stop and wait for the Seiko ad to be shown.

Section two was the same as section one, only applying to Seiko watches. The remainder of the survey for this data collection remained the same as data collection 3, except for the obligatory changing of the Seiko brand name in sections four to nine to Everlast. An example of the questionnaire can be viewed in Appendix 22.

The slideshows for the brand extensions for Everlast were in the same style to all previous slideshows, with images sourced either from the internet or made specifically for these slides. The three proposed products for each brand extension were shown with the describing words for the brand (Athletic, Tough, Reliable), in between the brand logo at the start and finish of the slideshow. These slides can be viewed in Appendices 23, 24 and 25. Paper copies of the slideshow were distributed for further reference.

## Concluding Comments

The methodology has shown all the processes undertaken regarding the collection of data. Each stage of pilot test was discussed in detail, clearly showing how the determination of the brands to study was achieved. This leads to explanation of the four main stages of data collection (one for each brand), which includes details of the questionnaire, the stimulus and the motivation manipulation.

From here, the thesis discusses the development of the prototypical scale. The creation of the scale is almost a sub-section of the thesis, as while the research gaps highlight its omission from the literature, there are no research questions or research objectives specific to this.

# CHAPTER 5

# SCALE DEVELOPMENT

## Overview

This chapter goes through the process of developing a scale to test the prototypicality of brands. An introduction of the justification for the scale development, and the process of scale development followed is first outlined. Next, phase 1 of the scale development is presented, explaining the development of the scale items. Phase 2 highlights the purification of the items. Phase 3 continues explaining the Confirmatory Factor Analysis that took place. Phase 4 finishes the chapter with validation and generalisability.

## Introduction

A scale to measure the prototypicality of brands will be developed. The scale will serve as a manipulation checking device within the main study of this research. The scale will be the first to provide a measure for prototypical brands consisting of statement scales (previous scales have been semantic differential), and will be uni-dimensional in nature.

Scale development must following a number of strict procedures in order to provide a valid and reliable result. A number of studies were reviewed hereby coming up with the following methods by which to proceed; firstly generate a set of potential

scale items (Li, Edwards & Lee 2002). Next, purification of the items (Churchill 1979) to be completed with Exploratory Factor Analysis (e.g. DeVellis 1991, Spector 1992) for reduction of the items. Following this Confirmatory Factor Analysis takes place to examine the unidimensionality of the scale and, if necessary, to further purify the scale by removing items (e.g. DeVellis 1991, Spector 1992). Finally, tests of Validity will be undertaken (Face, Convergent and Discriminant). The suggested procedure for 'developing better measures' (Churchill 1979) is included in Figure 2 to assist in clarification of the process undertaken.

**Figure 2: Suggested Procedure for Developing Better Measures**
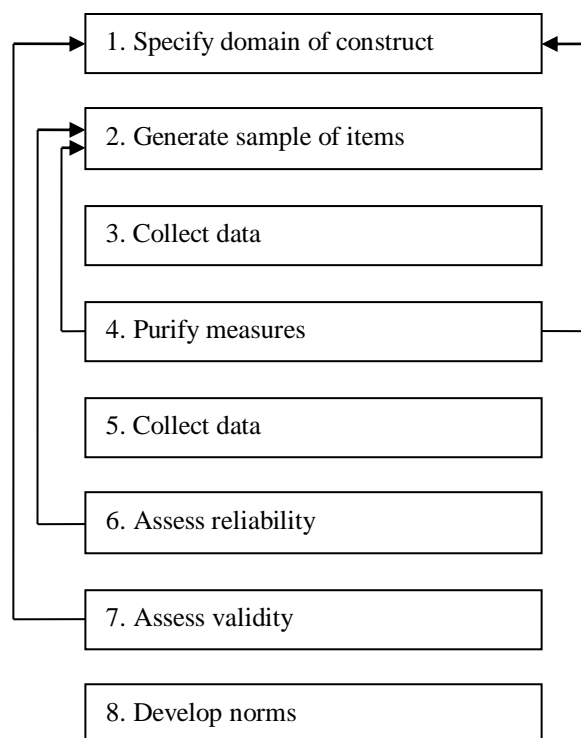


*Source: Adapted from Churchill (1979)*

## Phase 1 – Developing the Scale Items

**What are we trying to achieve?**

This stage of the scale development sets out to generate the items for the scale. Items were generated using the three methods as proposed by Li, Edwards and Lee (2002); literature reviews (Churchill 1979), thesaurus searches (Wells, Leavitt & McConville 1971), and experience surveys (Chen & Wells 1999; Churchill 1979). The development of the scale follows the steps outlined by DeVellis (2003).

**What do we want to measure?**

A scale is to be developed to find statements which best reflect prototypicality. To date, a scale that fully captures the concept does not exist. Thus, the purpose is to provide a measurement tool for the concept of prototypicality that will allow brand managers to periodically monitor the progress of their brand.

With the concept of typicality being quite similar to the fit construct, it must be noted that numerous scales exist to measure brand extension fit (Ahluwalia & Gürhan-Canli 2000, Bridges, Keller & Sood 2000, Klink & Smith 2001, Martin & Stewart 2001). However, with the growing interest in prototypicality as a brand concept, it is believed that prototypicality is important enough to justify a scale specifically measuring for it (Babin & Babin 2001; Han 1998; Kalamas et al. 2006; Loken & John 1993).

Previous scales have been developed to measure typicality, as the terms prototypicality and typicality are used interchangeably in the literature (Boush &

89

Loken 1991; Carson, Jewell & Joiner 2007; Gürhan-Canli & Maheswaran 1998; Han 1998; Kalamas et al. 2006; Loken & John 1993; Loken & Ward 1990; Nedungadi & Hutchinson 1985). A three item, eleven-point (0 to 10) semantic differential scale was developed by Loken and Ward (1990) to measure the degree to which an object is perceived to be representative from its category of objects ($\alpha = .82$). Ward, Bitner and Barnes (1992) used the scale and reported a Cronbach alpha of .94.

A further four item, nine-point semantic differential scale was developed by Campbell and Goodstein (2001) to measure the degree to which an individual perceives a stimulus to have characteristics that make it fit within a category. A Cronbach alpha of .86 was reported.

The scales that measure typicality available in the current literature are only semantic differential in style, and they do not report validity. Due to this, their generalisability is quite limited. Further, these existing scales only partially represent the concept as they tend to only measure certain elements of prototypicality. Therefore a new scale will be developed using a Likert measurement approach in order to fulfil this gap within the literature.

**Generate an item pool**

A large pool of potential scale items must be found to ensure all definitions of the concept and surrounding concepts are covered within the scale.

*Literature Reviews*

The literature review is designed to uncover previous attempts to conceptualize the constructs of interest and theories. In doing so, a more precise conceptualization of the construct, its boundaries and content domain, and potential antecedents and consequences can be found.

A review of all previous literature surrounding prototypicality and typicality in various fields including branding (e.g. Boush & Loken 1991; Han 1998; Kalamas et al. 2006), psychology (e.g. Barsalou 1985; van Dijke & De Cremer 2008), and product design (e.g. Carson et al. 2007; Veryzer Jr & Hutchinson 1998) was carried out. This resulted in a list of 21 statements defining prototypicality.

*Thesaurus Searches*

A thesaurus search was conducted using all the terms the literature had used to describe prototypicality. The only term that gave any meaningful results was prototypical, but even this only provided very basic synonyms, none of which were of any use. Given its specific nature and relative newness in gaining interest, perhaps this is not surprising.

*Experience Surveys*

Two forms of experience surveys were conducted in order to provide additional rigor and accuracy to the scale items. The first was by asking a panel of eight people with both industry and academic experience on the suitability of the statements. This was done in a focus group going through each definition one by one. While there was some concern over a few of the words used to describe prototypicality and whether a

normal consumer would understand them, the general consensus of the group was to leave them in, as if the consumer did not understand the term they would be taken out in subsequent factor analyses.

The second experience survey was done in order to find out any good information from an average consumer. This phase of the scale development was initiated to gain outside opinions of the concept of prototypicality. The exercise was done in Pilot Test 1 and began by giving respondents a brief background of the concept of prototypicality, without definitions, but with examples. They were then asked to list their understanding and definition of the terms prototypicality and prototypical brand.

The survey instrument asked respondents to write their understanding of the term prototypicality or a prototypical brand in an open-ended format. The instrument further asked how the respondent would explain to a layman what prototypicality or a prototypical brand means. Respondents were asked to purely state their opinions in the form of everything that came to their mind. The results gained a total of 225 responses which were analysed physically to check for any further useful information. The results did not end up adding anything of use to the scale items that was not already covered. Further information on this experience survey can be found in the Methodology chapter, Pilot Test 1, Question 1.

## Phase 2 – Purification of the Items

**What are we trying to achieve?**

This stage of the scale development is to reduce the number of items using Exploratory Factor Analysis. This process is the first major stage of data collection for the scale development and purifies the items in order to continue.

**Setting up the measure**

A simple two page survey instrument was constructed (Pilot Test 5), with the first page explaining the reasons for the study and a summary of the background of prototypical brands, as well as appropriate contact information. The following page contained a total of twenty one statements given in the scale, the majority of which were taken from key prototypical literature (Boush & Loken 1991; Carpenter & Nakamoto 1989; Carson, Jewell & Joiner 2007; Han 1998; Kalamas et al. 2006; Loken & John 1993; Loken & Ward 1990). Respondents were asked to rate how well each statement explained prototypicality on a seven point Likert scale, ranging from 'Very Well' to 'Not at All'. The scale can be viewed in Appendix 5.

The data was collected from a total of five different units within the marketing school; 3 second and third year undergraduate units, and 2 postgraduate units in a major West Australian University. The exercise was voluntary, and there was no reward offered for completion of a survey. Further information on this data collection can be found in the Methodology chapter, Pilot Test 5.

**Results**

A total of 182 usable responses were gained from phase two, allowing purification

(Churchill 1979) of the items to occur using Exploratory Factor Analysis (EFA) (e.g.

DeVellis 1991; Spector 1992) for reduction of the items. A series of EFA's were run

using the varimax rotation method on SPSS v.17. Through the series of EFA's run,

after removing items for unacceptable factor weights, the best result gave 11 items,

with a KMO Measure of Sampling Adequacy of .877 and a Bartlett's Test of

Sphericity Significance of .000. The Cronbach Alpha for the 11 items gave a

reliability result of .887, and would not increase upon the removal of any items. The

component matrix can be viewed in Table 5.

**Table 5: Component Matrix**

|  | Component 1 | Communalities |
|---|---|---|
| It is the best example of its product category | .822 | .676 |
| The brand is more strongly anchored in consumers memory | .797 | .636 |
| The brand is how good of an example it is of its product category | .738 | .544 |
| This brand will always be considered for the product category | .734 | .538 |
| The brand is the market leader | .720 | .519 |
| The brand is closely associated with the product category | .708 | .501 |
| The brand has a substantial market share | .695 | .483 |
| It is dominantly associated with the respective product class | .692 | .478 |
| It is related to the probability of its inclusion in the consumer's evoked set | .555 | .309 |
| The brand is likely to experience a degree of insulation from other similarly positioned brands | .512 | .262 |
| The attributes of the product will be inadvertently transferred to the brand extension | .505 | .255 |

An interesting pattern was observed within the EFA worth mentioning; as per the

experience surveys in phase 1, it was noted that some of the terms used in the

generation of the items may not be fully comprehended by the respondents. The EFA has grouped the three items with the most technical explanations together, and these three items were the only items included in the final EFA to have loadings under .690. Regardless, as the factors weights are above .500, and the reliability is good these items would be kept for phase 3 of the scale development.

## Phase 3 – Confirmatory Factor Analysis

### What are we trying to achieve?

Phase three requires a Confirmatory Factor Analysis (CFA) to take place, using Structural Equation Modeling (SEM). This step of scale development is to refine the items using CFA to ensure unidimensionality and, if necessary, to further purify the items. CFA is a common technique to use for scale reduction, and is generally seen to be superior to EFA.

### Setting up the measure

The 11 item scale was placed within a survey instrument for the main study data collection. Section two of the survey asked respondents to specifically rate how well each statement actually explains Ferrari watches using a seven point Likert scale from 'Strongly Disagree' to 'Strongly Agree'.

The data was collected from all classes of a first year marketing unit in a major West Australian University giving a total of nineteen classes. Each respondent received partial course credit for correct completion of the exercise. Further information on

this data collection can be found in the Methodology chapter, Data Collection 1, Section 2.

**Results**

The results gave a total of 229 respondents. Once missing data was removed there were 224 useable responses. The analysis was run through the AMOS v.17 structural equation modelling package. The analysis gave a significance level of .000, and an RMSEA of .065 (Chi-square = 85.224, Degrees of freedom = 44, GFI = .931, AGFI = .897).

The results suggested taking away 6 items giving an acceptable significance level of .644, and an RMSEA of .000 (Chi-square = 3.363, Degrees of freedom = 5, GFI = .994, AGFI = .982). The model can be seen in Figure 3.

**Figure 3: Confirmatory Factor Analysis for Prototypicality**
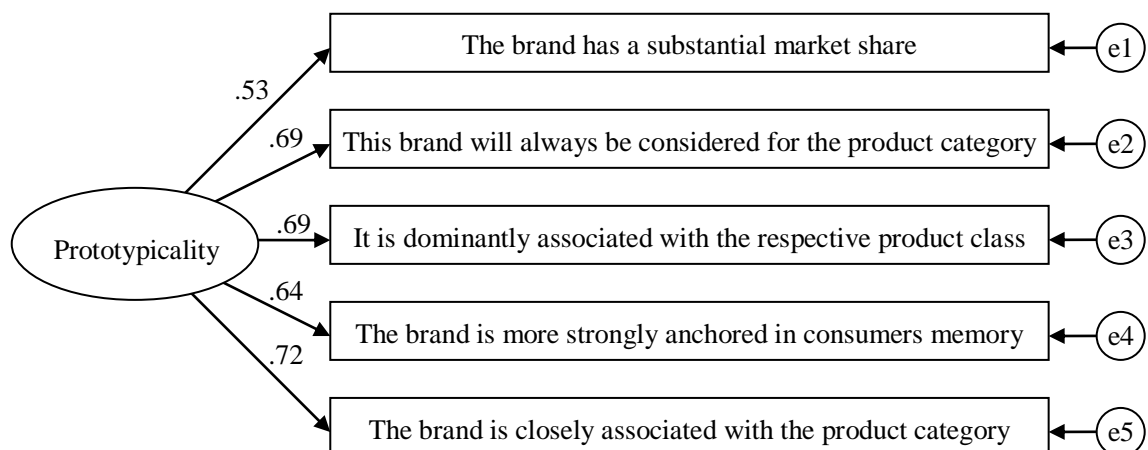


Reliability tests were run and gave a Cronbach alpha of .791 for the 5 items, and would not increase with the removal of any items.

A second CFA was run to confirm these results using a different data set of 218 respondents (Data Collection 2). The 11 item model gave a significance level of .000, and an RMSEA of .064 (Chi-square = 82.965, Degrees of freedom = 44, GFI = .935, AGFI = .902).

The results similarly suggested the removal of 6 items giving an acceptable significance level of .253, and an RMSEA of .038 (Chi-square = 6.592, Degrees of freedom = 5, GFI = .988, AGFI = .964). The model can be seen in Figure 4.

**Figure 4: Second Confirmatory Factor Analysis for Prototypicality**
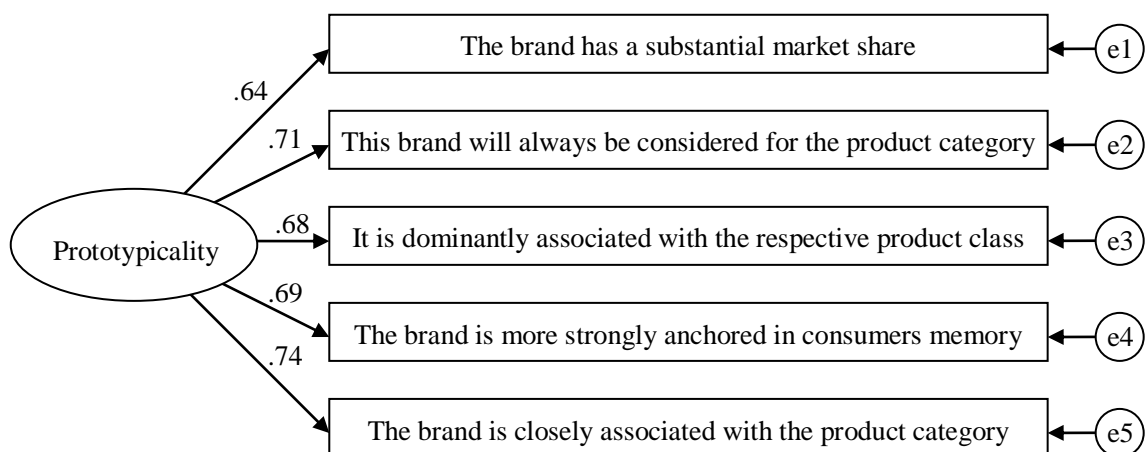


The Cronbach alpha is .820 for the 5 items, and would not increase with the removal of any items. The final scale items can be viewed in Table 6.

**Table 6: Prototypical Scale Items**

| |
|---|
| This brand will always be considered for the product category |
| The brand has a substantial market share |
| It is dominantly associated with the respective product class |
| The brand is more strongly anchored in consumers memory |
| The brand is closely associated with the product category |

## Phase 4 – Validation and Generalisability

**Validation**

**What are we trying to achieve?**

This stage of the scale development requires tests of validity of the scale. This step aimed to establish the scale's criterion validity (predictive) and construct/trait validity (nomological, convergent and discriminant). Studies by Campbell and Fiske (1959), Churchill (1979) and Oh (2005) were followed as guides for this stage. For this to be achieved, new survey forms and collection of new data was required.

**Setting up the measure**

Numerous measures had to be set up to gain enough data for all the required validation tests. To achieve overall validity through each test, three scales were used in addition to the prototypical scale; knowledge (product classes) scale, private label attitude scale and the pre-stimulus brand resonance scale. In order to run the correlations required, each scale averaged all its items to provide a single mean score. Outliers were removed from the data if they were at 0.25 or below and 3.00 or above, dependant on the validity being tested.

The data was collected from all classes of a first year marketing unit in a major West Australian University giving a total of twelve classes. Each respondent received partial course credit for correct completion of the exercise. Further information on this data collection can be found in the Methodology chapter, Data Collection 3.

*Criterion (predictive) and Construct (nomological) validity*

This validity "concerns the ability of the scale to predict something that should theoretically be related or ability to predict" (Oh 2005, p.301). Eastman, Goldsmith and Flynn (1999, p.44) discuss this as "the extent to which a measure is related to actual behaviours or other real life outcomes (Anastasi 1986; Nunnally 1978)".

*Criterion Validity*

The purpose of criterion validity is testing whether a scale can correctly predict something that theoretically it should be able to predict, i.e. future performance (Eastman, Goldsmith & Flynn 1999; Oh 2005). To find a scale theoretically related to the measure of prototypicality, previous literature was reviewed and found the knowledge (product classes) scale to be appropriate to use here. This scale was developed by Mukherjee and Hoyer (2001), and consists of three items on seven-point Likert scales. Knowledge of the product class of an item is theoretically crucial to prototypicality, as a prototypical product is, by definition, the best example of that product category. Kalamas et al. (2006) argue that the relationship between meaningfulness and typicality is superficial, because exposure to an object may occur across multiple product categories. In spite of this, it is still seen that knowledge is relevant for criterion validity (as opposed to meaningfulness), as prototypical brands, for the most part, only belong to a single product category.

*Construct Validity*

An instrument is said to have nomological validity if it "behaves as expected with respect to some other construct to which it is theoretically related" (Churchill 1995, p.538). This means that the correlation between the measure and other related constructs should behave as expected in theory (Cadogan, Diamantopoulos & de Mortanges 1999). The link between this form of construct validity and the criterion (predictive) validity being measured can be seen in Dröge's (1997) explanation of nomological validity as "…the degree to which the construct as measured by a set of indicators predicts other constructs that past theoretical and empirical work says it should predict".

According to the theory, prototypicality and knowledge of a product class are theoretically related, which will serve as nomological validity. The theoretical relationship draws from the consumers' schema, where the knowledge gained over time by a consumer will help with the association of a prototypical brand(s) within a certain product category.

One of the core theoretical underpinnings for this study has been categorization theory. Categorization theory relies on a consumers' prior knowledge, which in turn allows them to speed up the learning process. In relation to prototypicality, a brand that is prototypical generally helps define the product category, hence the association.

**Results**

*Criterion Validity*

The Cronbach alphas of each of the scales was calculated, and gave acceptable results to continue (prototypicality = .824, knowledge (product classes) = .850). A correlation was carried out using SPSS v.17 between the prototypical scale and the knowledge (product classes) scale revealing significance at the 0.01 level (Pearson Correlation = .262, Sig. (2-tailed) = .003, N = 126). The significance of this test shows that the prototypicality scale and the knowledge (product classes) scale are able to predict each other for criterion validity.

*Construct Validity*

As the five remaining items of the scale were built from key prototypical studies (Carson, Jewell & Joiner 2007; Han 1998; Kalamas et al. 2006), the scale achieves what it set out to measure.

Further, an obvious similarity exists between the semantic differential scales of typicality as used by Loken and Ward (1990), Ward, Bitner and Barnes (1992), Loken and John (1993) and Campbell and Goodstein (2001) with this new prototypical scale. However, as the semantic differential scales only set out to measure the degree to which an object is perceived to be representative of a category of objects, the prototypical scale has a more widespread application and can be used very easily to test the prototypicality of brands quickly, efficiently and cheaply simply due to the Likert scale being used.

To test for nomological validity a correlation was carried out using SPSS v.17 between the prototypical scale and the knowledge (product classes) scale revealing a highly significant result (Pearson Correlation = .262, Sig. (2-tailed) = .003, N = 126). This result proves that prototypicality behaves as expected when likened to another scale that is theoretically similar as they are based on the same theories.

Face validity is also a good measure for construct validity, and requires a comparison of the definition of prototypicality with the scale items to ensure a good translation has occurred (Research Methods Knowledge Base 2012). Upon review of three marketing academics, the prototypical scale was seen to have good face validity.

### Trait Validity (Convergent and Discriminant)

Trait validity is conducted with the intent to "examine the amount of systematic variance in a measure's scores and determine whether this systematic variance results in high correlations with other measures of the construct and low correlations with measures of other phenomena with which the construct should not be associated" (Peter 1981, p.135). To do this, convergent and discriminant validity tests should be undertaken (Campbell & Fiske 1959). Convergent validity is the degree to which the measure is similar to (converges on) another measure which is theoretically related, whereas discriminant validity is the degree to which the measure is dissimilar to (diverges from) another measure that theoretically is unrelated, albeit in the same subject area (Research Methods Knowledge Base 2012).

*Convergent Validity*

Previous literature was reviewed and found relationships between prototypicality and attitude (Loken & Ward 1990), brand name awareness, usage and liking (Nedungadi & Hutchinson 1985) and brand extension strategy (Boush & Loken 1991), therefore making the private label attitude scale theoretically similar. This scale ascertained the respondents' attitudes towards buying private labels ('brands sold under retailers' own labels rather than the brand name of a national manufacturer' (Burton et al. 1998, p.294)). The scale contained six items on a seven-point Likert scale and was developed by Burton, Lichtenstein, Netemeyer and Garretson (1998).

*Discriminant Validity*

Discriminant validity requires a scale that is dissimilar to the measure of prototypicality, albeit in the same subject area. As per this study, brand resonance falls under the same umbrella of branding as prototypicality, but they have not been linked in previous literature. While this study hopes to find a connection between to two, for the purpose of discriminant validity, it is clear that the concepts are not related in terms of scales; prototypicality refers to how representative a product is of its product category and resonance refers to the ultimate connection a consumer can have with a brand – although similar, definitely not the same. In order to correlate prototypicality and resonance, the four item pre-stimulus resonance measure was used from the main data collections as outlined in the Methodology chapter.

**Results**

*Convergent Validity*

The Cronbach alphas of each of the scales was calculated, and gave acceptable results (prototypicality = .824, private label attitude = .775). A correlation was carried out using SPSS v.17 between the prototypical scale and the private label attitude scale revealing significance at the 0.01 level (Pearson Correlation = .287, Sig. (2-tailed) = .000, N = 156). This result confirms convergent validity, meaning the prototypical scale is related, both in theory and in practice, to the private label attitude scale.

*Discriminant Validity*

The Cronbach alphas of each of the scales was calculated, and gave acceptable results (prototypicality = .824, brand resonance = .773). The prototypical scale was correlated with the pre-stimulus brand resonance scale giving a result significant at the 0.05 level (Pearson Correlation = -.181, Sig. (2-tailed) = .031, N = 141). This result shows, as per the definition of discriminant validity, that brand resonance and prototypicality are related in terms of subject area, but are not the same in terms of measures as shown by the 0.05 significance level, thus resulting in discriminant validity.

**Summary of Validity Tests**

Table 7 gives a summary of the criterion, nomological, convergent and discriminant correlations performed in an easy to read format.

**Table 7: Review of Validity Tests**

| | | Criterion and Nomological Validity | Convergent Validity | Discriminant Validity |
|---|---|---|---|---|
| | | Knowledge (Product Classes) Scale | Private Label Attitude Scale | Pre-stimulus Brand Resonance Scale |
| **Prototypicality Scale** | Pearson Correlation | .262 | .287 | -.181 |
| | Sig. (2-tailed) | .003** | .000** | .031* |
| | N | 126 | 156 | 141 |

** = significant at the 0.01 level
* = significant at the 0.05 level

**Generalisability**

**What are we trying to achieve?**

The final stage of the scale development is to increase the generalisability of the scales by using real brands in the scale and then performing a CFA on the previously validated scales.

**Setting up the measure**

A scale must be able to remain functional under varying conditions to be considered successful in both academia and management scenarios. To be able to test this, the scale was able to be integrated into the main data collections for the rest of the study.

The data collection took place in the same first year marketing unit in a major West

Australian University as per phase 3, however with a significantly lower twelve

classes. Each respondent received partial course credit for correct completion of the

exercise. Further information on this data collection can be found in the

Methodology chapter, Data Collection 4.


**Results**

A CFA was run using the AMOS v.17 structural equation modelling package. The

results gained 158 responses, of which 150 were usable. For the scale on Everlast

watches the analysis gave an acceptable significance level of .584, and an RMSEA of

.002 (Chi-square = 3.766, Degrees of freedom = 5, GFI = .990, AGFI = .970). The

model can be seen in Figure 5.


**Figure 5: CFA for Everlast Watches Prototypicality**
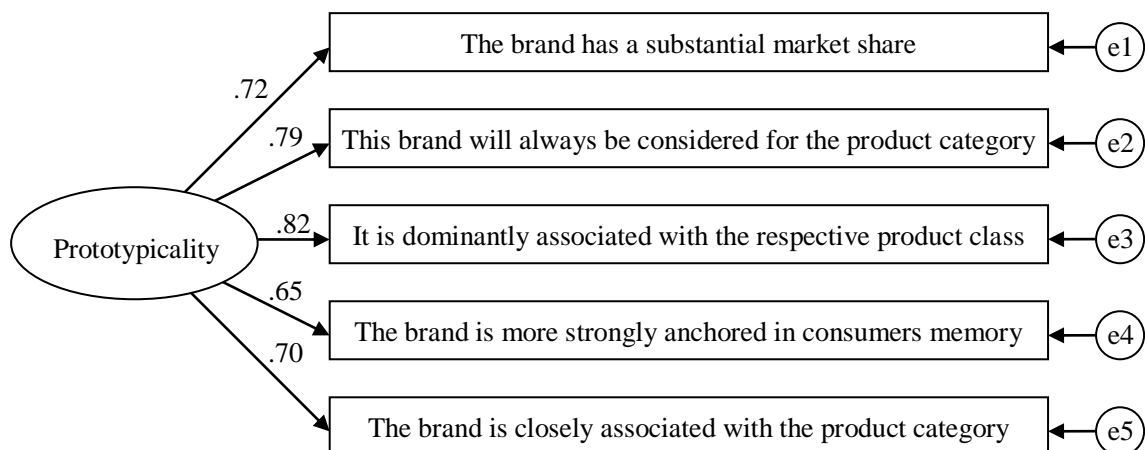


For the scale on Seiko watches the analysis gave an acceptable significance level of

.999, and an RMSEA of .001 (Chi-square = .109, Degrees of freedom = 5, GFI =

.999, AGFI = .998). The model can be seen in Figure 6.

**Figure 6: CFA for Seiko Watches Prototypicality**
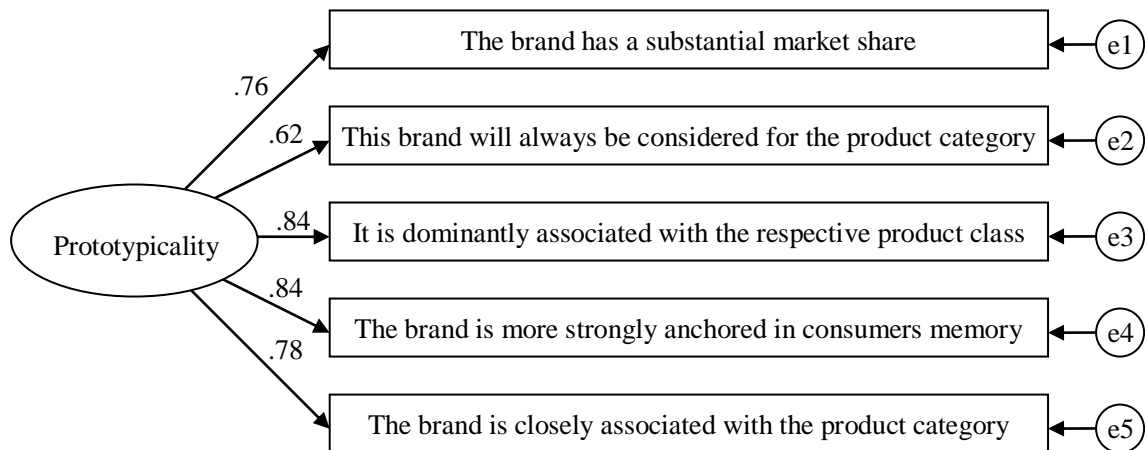


A t-test was run comparing the mean scores from the Everlast watch prototypical scale and the Seiko watch prototypical scale, with the results as follows; Everlast: $t(150) = 45.512$, $p = .000$, $M = 4.00$, $SD = 1.08$; Seiko: $t(150) = 66.694$, $p = .000$, $M = 5.26$, $SD = .97$.

**Concluding Comments**

This chapter has gone through the important four phases required to develop a scale. Each phase has been justified as to why it should occur, explained in terms of the data collected specifically for it, and the results presented. The chapter has concluded with a five item uni-dimensional scale that has a high Cronbach alpha score.

The results of the study are presented next. This chapter will discuss the results of the factorial design of the study. The chapter begins with the results of the main data collections given one brand at a time. Each brand begins with pre-test scores and

scale reliabilities, then discusses brand resonance enhancement and information processing modes for each congruency level. The chapter finishes with a discussion of the hypotheses of the study.

# CHAPTER 6

# RESULTS

## Overview

Presented in this chapter are the results and analyses of the research. The results are divided into two broad sections; the chapter begins with a section titled Main Study, in which the demographics for the main data collections are discussed, along with the confirmation of the brands chosen for the research. Ferrari is the first brand to be analysed, and starts with pre-test scores and scale reliabilities. Then the brand resonance analyses are shown, opening with congruent brand extensions, then moderately congruent, and finishing with incongruent brand extensions, with a short summary provided after this. The information processing modes follow, again opening with congruent, then moderately congruent, and finishing with incongruent brand extensions. This format is then repeated for Rolex, Seiko and Everlast. The chapter concludes with a discussion on the Hypotheses from the study in the final section. All data was analysed using the Statistical Package for Social Sciences™ (SPSS) version 17.0.

## Main Study

This section of the Results runs through all the analyses conducted to be able to answer the hypotheses. After the demographic and confirmation of brand information

is discussed, the section continues into each of the four brands, beginning with the analysis on brand resonance and ending with the analysis on information processing.

**Demographics**

The data collection yielded a maximum total of 393 respondents, which was taken from the largest sample size from data collections one and two (conducted in the same semester), and three and four (also conducted in the same semester). The results gave a 58% female population, and an average age of 20.5. The larger female proportion is indicative of business, specifically marketing studies in the current day. Unsurprisingly 75% of respondents had an income below $20,000. 47% of respondents were born in Australia, with a marginally higher 55% having lived in Australia for 10 years or more.

**Confirmation of Brands**

The data used to confirm each of the brands prototypicality level and brand concept was taken from the largest sample size gained without any overlap of respondents. The maximum data size of respondents (taken from the largest sample size from data collections one and two (conducted in the same semester), and three and four (also conducted in the same semester)) were used as confirmation.

On a Likert scale of one to seven, with one being a functional brand and seven being a symbolic brand, the brands chosen were confirmed as being accurate on brand concept. The results showed Rolex having a mean of 5.92, and Ferrari a mean of 5.57

meaning they are both highly symbolic brands. Everlast had a mean of 2.97, with

Seiko a mean of 3.29, meaning they are both considered functional brands. These

means were calculated with data numbers of 392 or higher.

On the same type of Likert scale of one to seven, with one being a brand low in

prototypicality and seven being a brand highly prototypical, the brands chosen were

confirmed as being accurate on prototypicality level. The results showed Rolex with

a high mean of 6.43, and Seiko with a mean of 4.87, classing them both as brands

highly prototypical for watches. Everlast had a mean of 3.09, with Ferrari a mean of

3.97, both a little higher than expected, but nonetheless, considerably lower than

Rolex and Seiko, justifying the Everlast and Ferrari watches as being low in

prototypicality. These means were calculated with data numbers of 392 or higher.

**Ferrari**

This section reports the findings of the brand Ferrari. Specifically, this section investigates how the brand extensions of Ferrari would enhance (dilute) the resonance of the Ferrari brand. The analysis investigates congruent, moderately congruent and incongruent extensions as well as respondents' processing modes in high versus low motivation conditions.

The dimensions of the resonance scale and the reliability of the resonance scale are first discussed. Next, the findings for brand resonance enhancement are presented and discussed, which relate to hypotheses $H_{1a}$, $H_{1b}$, $H_{2a}$, $H_{2b}$ and $H_{2c}$. This section finishes with the presentation and discussion of the findings for the information processing modes, which relate to hypotheses $H_3$, $H_{4a}$ and $H_{4b}$.

**Pre-test Scores**

Pre-test mean and median scores were calculated and revealed Ferrari to have high loyalty and attachment resonance dimensions, moderate engagement and a low community dimension of resonance.

**Table 8: Pre-test Frequency Statistics (n = 229)**

|  | Loyalty | Attachment | Community | Engagement |
|---|---|---|---|---|
| Mean | 5.45 | 5.69 | 3.66 | 4.71 |
| Median | 6.00 | 6.00 | 3.00 | 5.00 |
| Std. Deviation | 1.40 | 1.18 | 1.56 | 1.44 |

**Scale Reliability Analysis**

Keller's (2003, 2008) brand resonance scale was used to test for enhancement effects in all congruency extensions. Cronbach's alpha was calculated for each dimension of brand resonance in all three congruency conditions, and ranged from .66 to .92. All scores with the exception of one exceeded the recommended level of .7 (Hair et al. 1998; Jackson 2003). It is of interest to note that the loyalty dimension has the lowest alpha scores, this may be in part due to the 7 items (the most within the scale) measuring the dimension, for which the alpha score would increase upon removal of some items. Another factor may simply lie in the difficulties of measuring loyalty. All Cronbach alpha scores are presented in Table 9.

**Table 9: Cronbach Alpha Scores**

|  | Loyalty | Attachment | Community | Engagement |
|---|---|---|---|---|
| Wall Clocks | .66 | .90 | .89 | .91 |
| Pens | .78 | .89 | .90 | .91 |
| Dog Bowls | .73 | .92 | .91 | .91 |

**Brand Resonance Enhancement**

**Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). Pre-test and post-test scores were significantly different for negative resonance enhancement (i.e. dilution) as shown in

Table 10. This means that under high motivation conditions a congruent brand extension for the brand Ferrari will result in brand resonance dilution.

It is of interest to note the mean ratings within the brand resonance paired samples, where the Community dimension clearly contained the lowest scores, and Loyalty and Attachment dimensions had very similar ratings pre- and post-test.

**Table 10: Paired Samples T-Test – Ferrari Wall Clocks (congruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.53 | 79 | 1.42 | .16 |
| **Loyalty** | Post | 2.32 | 79 | .74 | .08 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 5.63 | 79 | 1.28 | .14 |
| **Attachment** | Post | 2.08 | 79 | 1.26 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.58 | 80 | 1.52 | .17 |
| **Community** | Post | 1.97 | 80 | 1.29 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.73 | 80 | 1.31 | .15 |
| **Engagement** | Post | 2.24 | 80 | 1.29 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 11. Similarly under low motivation conditions a congruent brand extension for the brand Ferrari will still result in brand resonance dilution.

**Table 11: Paired Samples T-Test – Ferrari Wall Clocks (congruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.36 | 67 | 1.32 | .16 |
| **Loyalty** | Post | 2.21 | 67 | .81 | .10 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.75 | 68 | 1.03 | .13 |
| **Attachment** | Post | 2.23 | 68 | 1.45 | .18 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.71 | 69 | 1.64 | .20 |
| **Community** | Post | 1.91 | 69 | 1.12 | .13 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.78 | 68 | 1.55 | .19 |
| **Engagement** | Post | 2.12 | 68 | 1.21 | .15 |
| Sig. (2-tailed) | | | | | .000 |

**Moderately Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the moderately congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). The results can be seen in Table 12. Under high motivation conditions a moderately congruent brand extension for the brand Ferrari will result in brand resonance dilution.

**Table 12: Paired Samples T-Test – Ferrari Pens (moderately congruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.47 | 75 | 1.45 | .17 |
| **Loyalty** | Post | 2.50 | 75 | 1.03 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.74 | 78 | 1.18 | .13 |
| **Attachment** | Post | 2.51 | 78 | 1.49 | .17 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.69 | 78 | 1.50 | .17 |
| **Community** | Post | 2.17 | 78 | 1.30 | .15 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.74 | 78 | 1.34 | .15 |
| **Engagement** | Post | 2.56 | 78 | 1.34 | .15 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the moderately congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 13. Similarly under low motivation conditions a moderately congruent brand extension for the brand Ferrari will still result in brand resonance dilution.

**Table 13: Paired Samples T-Test – Ferrari Pens (moderately congruent)/**

**Low Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.43 | 74 | 1.29 | .15 |
| **Loyalty** | Post | 2.19 | 74 | .80 | .09 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 5.64 | 75 | 1.13 | .13 |
| **Attachment** | Post | 1.77 | 75 | 1.09 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.41 | 75 | 1.50 | .17 |
| **Community** | Post | 1.60 | 75 | .98 | .11 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.57 | 74 | 1.50 | .17 |
| **Engagement** | Post | 1.82 | 74 | 1.10 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |

**Incongruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the incongruent high motivation condition perhaps unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 14. Therefore under high motivation conditions an incongruent brand extension for the brand Ferrari will result in brand resonance dilution.

**Table 14: Paired Samples T-Test – Ferrari Dog Bowls (incongruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.64 | 78 | 1.34 | .15 |
| **Loyalty** | Post | 2.14 | 78 | .85 | .10 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.80 | 81 | 1.25 | .14 |
| **Attachment** | Post | 2.05 | 81 | 1.41 | .16 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.81 | 78 | 1.70 | .19 |
| **Community** | Post | 1.86 | 78 | 1.27 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.74 | 80 | 1.37 | .15 |
| **Engagement** | Post | 2.23 | 80 | 1.30 | .15 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the incongruent low motivation condition also unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 15. Under low motivation conditions an incongruent brand extension for the brand Ferrari will result in brand resonance dilution.

**Table 15: Paired Samples T-Test – Ferrari Dog Bowls (incongruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.35 | 72 | 1.53 | .18 |
| **Loyalty** | Post | 2.08 | 72 | .78 | .09 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.65 | 72 | 1.13 | .13 |
| **Attachment** | Post | 1.75 | 72 | 1.14 | .13 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.74 | 72 | 1.54 | .18 |
| **Community** | Post | 1.62 | 72 | 1.06 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.70 | 73 | 1.62 | .19 |
| **Engagement** | Post | 1.77 | 73 | 1.04 | .12 |
| Sig. (2-tailed) | | | | | .000 |

**Summary of Ferrari Brand Extension Results**

The results seen through all of the Ferrari's brand extensions provided significant results throughout all resonance dimensions. An explanation for this could lie in the current over-extension, dilution even, of the Ferrari brand, which may skew respondents away from any further extensions of the brand. With the Ferrari brand available on many different merchandise items, from clothing, to a camera, to a coffee machine (as outlined in the Literature Review), respondents may have been turned off seeing more Ferrari merchandise, as it also may have invoked memories of other Ferrari items they had seen before.

The data gathered from section five of the questionnaire (open ended thought elicitation) gained very poor data. Over 60% of the respondents gave either explanations that were not thoughts, explanations that did not make sense, profanities or simply left the section blank. This was slightly higher for the low motivation groups as they had less incentive to complete the questionnaire due to subjects being told that the research is part of an Australia wide study and their individual feedback will not be taken into consideration, but averaged with many other respondents.

Section six of the questionnaire gained usable data from the thought elicitation scale. The scale contains eight items, two items for each of attribute-related thoughts, simple evaluative thoughts, category-based thoughts and subtyping thoughts.

To test the thoughts gained for the Ferrari brand extensions an independent samples t-test was run for each of the congruency conditions. The test compared respondents' thoughts and calculated them against the high and low motivation conditions.

For the congruent brand extension of Ferrari (wall clocks) the independent t-test revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 16.

**Table 16: Independent T-Test – Ferrari Wall Clocks (congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Ferrari Wall Clocks seems to be outstanding | High | 79 | 2.62 | 1.76 | .20 | -.873 | 146 | .384 |
| | Low | 69 | 2.87 | 1.70 | .20 | | | |
| The Ferrari Wall Clocks do not meet highest quality standards | High | 79 | 4.41 | 1.80 | .20 | .290 | 146 | .772 |
| | Low | 69 | 4.32 | 1.81 | .22 | | | |
| I like the Ferrari Wall Clocks | High | 78 | 2.76 | 1.83 | .21 | .010 | 145 | .992 |
| | Low | 69 | 2.75 | 1.68 | .20 | | | |
| The Ferrari Wall Clocks would be a good gift | High | 79 | 3.57 | 2.11 | .24 | -.424 | 146 | .672 |
| | Low | 69 | 3.71 | 1.89 | .23 | | | |
| The Ferrari Wall Clocks product range is comprehensive, it appeals to a wide range of people | High | 79 | 2.53 | 1.41 | .16 | -.518 | 146 | .605 |
| | Low | 69 | 2.65 | 1.41 | .17 | | | |
| Ferrari Wall Clocks do not have a good reputation | High | 79 | 3.99 | 1.57 | .18 | 1.614 | 146 | .109 |
| | Low | 69 | 3.57 | 1.61 | .19 | | | |
| The Ferrari Wall Clocks do not look like a typical Ferrari product | High | 79 | 4.73 | 2.12 | .24 | .702 | 146 | .484 |
| | Low | 69 | 4.49 | 2.05 | .25 | | | |
| The Ferrari Wall Clocks fit into the Ferrari product range | High | 79 | 3.20 | 1.93 | .22 | -.239 | 146 | .811 |
| | Low | 69 | 3.28 | 1.75 | .21 | | | |

For the moderately congruent brand extension of Ferrari (pens) the independent t-test also revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 17.

**Table 17: Independent T-Test – Ferrari Pens (moderately congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Ferrari Pens seems to be outstanding | High | 79 | 4.25 | 1.64 | .18 | -.507 | 152 | .613 |
| | Low | 75 | 4.39 | 1.63 | .19 | | | |
| The Ferrari Pens do not meet highest quality standards | High | 79 | 3.80 | 1.79 | .20 | 1.651 | 152 | .101 |
| | Low | 75 | 3.35 | 1.58 | .18 | | | |
| I like the Ferrari Pens | High | 79 | 3.82 | 1.82 | .21 | .034 | 152 | .973 |
| | Low | 75 | 3.81 | 1.67 | .19 | | | |
| The Ferrari Pens would be a good gift | High | 78 | 4.85 | 1.79 | .20 | .314 | 151 | .754 |
| | Low | 75 | 4.76 | 1.58 | .18 | | | |
| The Ferrari Pens product range is comprehensive, it appeals to a wide range of people | High | 79 | 3.23 | 1.71 | .19 | .320 | 152 | .750 |
| | Low | 75 | 3.15 | 1.42 | .16 | | | |
| Ferrari Pens do not have a good reputation | High | 79 | 3.61 | 1.45 | .16 | .664 | 152 | .508 |
| | Low | 75 | 3.45 | 1.43 | .17 | | | |
| The Ferrari Pens do not look like a typical Ferrari product | High | 79 | 3.63 | 2.04 | .23 | -.145 | 152 | .885 |
| | Low | 75 | 3.68 | 1.98 | .23 | | | |
| The Ferrari Pens fit into the Ferrari product range | High | 79 | 4.25 | 11.91 | .22 | 1.238 | 152 | .218 |
| | Low | 75 | 3.89 | 1.68 | .19 | | | |

For the incongruent brand extension of Ferrari (dog bowls) the independent t-test revealed one significant result under the subtyping category of thoughts. This was significant at the 0.05 level, however the second subtyping thought item did not reveal any significance between the high and low motivation conditions. Full results can be viewed in Table 18.

## Table 18: Independent T-Test – Ferrari Dog Bowls (incongruent)/

## Thought Elicitation

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Ferrari Dog Bowls seems to be outstanding | High | 81 | 3.06 | 2.05 | .23 | -.065 | 152 | .949 |
| | Low | 73 | 3.08 | 1.86 | .22 | | | |
| The Ferrari Dog Bowls do not meet highest quality standards | High | 81 | 3.49 | 1.84 | .20 | .298 | 152 | .766 |
| | Low | 73 | 3.41 | 1.59 | .19 | | | |
| I like the Ferrari Dog Bowls | High | 80 | 2.80 | 1.87 | .21 | .353 | 151 | .724 |
| | Low | 73 | 2.70 | 1.66 | .20 | | | |
| The Ferrari Dog Bowls would be a good gift | High | 81 | 3.11 | 2.04 | .23 | 1.808 | 152 | .073 |
| | Low | 73 | 2.55 | 1.80 | .21 | | | |
| The Ferrari Dog Bowls product range is comprehensive, it appeals to a wide range of people | High | 81 | 2.17 | 1.40 | .16 | -.025 | 152 | .980 |
| | Low | 73 | 2.18 | 1.23 | .14 | | | |
| Ferrari Dog Bowls do not have a good reputation | High | 80 | 4.34 | 1.88 | .21 | 1.771 | 149 | .079 |
| | Low | 71 | 3.82 | 1.72 | .20 | | | |
| The Ferrari Dog Bowls do not look like a typical Ferrari product | High | 81 | 5.81 | 1.86 | .21 | 1.006 | 152 | .316 |
| | Low | 73 | 5.51 | 1.94 | .23 | | | |
| The Ferrari Dog Bowls fit into the Ferrari product range | High | 81 | 2.09 | 1.65 | .18 | 2.231 | 152 | .027 |
| | Low | 73 | 1.59 | 1.00 | .12 | | | |

□ = significant at the 0.05 level

# Rolex

This section reports the findings of the brand Rolex. Specifically, this section investigates how the brand extensions of Rolex would enhance (dilute) the resonance of the Rolex brand. The analysis investigates congruent, moderately congruent and incongruent extensions as well as respondents' processing modes in high versus low motivation conditions.

The dimensions of the resonance scale and the reliability of the resonance scale are first discussed. Next, the findings for brand resonance enhancement are presented and discussed, which relate to hypotheses $H_{1a}$, $H_{1b}$, $H_{2a}$, $H_{2b}$ and $H_{2c}$. This section finishes with the presentation and discussion of the findings for the information processing modes, which relate to hypotheses $H_3$, $H_{4a}$ and $H_{4b}$.

**Pre-test Scores**

Pre-test mean and median scores were calculated and revealed Rolex to have high loyalty, attachment and engagment resonance dimensions, with a moderate community dimension.

**Table 19: Pre-test Frequency Statistics (n = 226)**

|                    | Loyalty | Attachment | Community | Engagement |
|--------------------|---------|------------|-----------|------------|
| Mean               | 5.98    | 6.11       | 4.1       | 5.10       |
| Median             | 6.00    | 6.00       | 4.00      | 5.00       |
| Std. Deviation     | 0.91    | 0.87       | 1.54      | 1.18       |

**Scale Reliability Analysis**

Keller's (2003, 2008) brand resonance scale was used to test for enhancement effects in all congruency extensions. Cronbach's alpha was calculated for each dimension of brand resonance in all three congruency conditions, and ranged from .73 to .94. All scores exceeded the recommended level of .7 (Hair et al. 1998; Jackson 2003). Consistent with Ferrari, the loyalty dimension has the lowest alpha scores. All Cronbach alpha scores are presented in Table 20.

**Table 20: Cronbach Alpha Scores**

|             | Loyalty | Attachment | Community | Engagement |
|-------------|---------|------------|-----------|------------|
| Wall Clocks | .81     | .91        | .91       | .94        |
| Pens        | .78     | .88        | .91       | .90        |
| Dog Bowls   | .73     | .89        | .89       | .89        |

**Brand Resonance Enhancement**

**Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). Pre-test and post-test scores were significantly different for negative resonance enhancement (i.e. dilution) as shown in Table 21. This means that under high motivation conditions a congruent brand extension for the brand Rolex will result in brand resonance dilution.

It is of interest to note the mean ratings within the brand resonance paired samples, where the Community dimension clearly contained the lowest scores, and Loyalty, Attachment and Engagement dimensions had very similar ratings pre- and post-test.

**Table 21: Paired Samples T-Test – Rolex Wall Clocks (congruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.84 | 70 | .97 | .12 |
| **Loyalty** | Post | 2.60 | 70 | 1.01 | .12 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 6.04 | 71 | .96 | .11 |
| **Attachment** | Post | 2.50 | 71 | 1.40 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.80 | 70 | 1.55 | .19 |
| **Community** | Post | 2.23 | 70 | 1.31 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 5.04 | 71 | 1.26 | .15 |
| **Engagement** | Post | 2.41 | 71 | 1.45 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 22. Similarly under low motivation conditions a congruent brand extension for the brand Rolex will still result in brand resonance dilution.

**Table 22: Paired Samples T-Test – Rolex Wall Clocks (congruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 6.06 | 77 | .92 | .11 |
| **Loyalty** | Post | 2.79 | 77 | 1.04 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 6.22 | 79 | .76 | .09 |
| **Attachment** | Post | 2.83 | 79 | 1.48 | .17 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.32 | 78 | 1.61 | .18 |
| **Community** | Post | 2.56 | 78 | 1.38 | .16 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.27 | 78 | 1.15 | .13 |
| **Engagement** | Post | 2.47 | 78 | 1.34 | .15 |
| Sig. (2-tailed) | | | | | .000 |

**Moderately Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the moderately congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). The results can be seen in Table 23. Under high motivation conditions a moderately congruent brand extension for the brand Rolex will result in brand resonance dilution.

**Table 23: Paired Samples T-Test – Rolex Pens (moderately congruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.91 | 77 | .95 | .11 |
| **Loyalty** | Post | 2.74 | 77 | .92 | .10 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 6.01 | 77 | 1.02 | .12 |
| **Attachment** | Post | 2.76 | 77 | 1.43 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.96 | 76 | 1.50 | .17 |
| **Community** | Post | 2.53 | 76 | 1.49 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 5.31 | 77 | 1.02 | .12 |
| **Engagement** | Post | 2.78 | 77 | 1.39 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the moderately congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 24. Similarly under low motivation conditions a moderately congruent brand extension for the brand Rolex will still result in brand resonance dilution.

**Table 24: Paired Samples T-Test – Rolex Pens (moderately congruent)/**

**Low Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 6.21 | 77 | .82 | .09 |
| **Loyalty** | Post | 2.91 | 77 | 1.11 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 6.16 | 79 | .81 | .09 |
| **Attachment** | Post | 2.81 | 79 | 1.53 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.21 | 77 | 1.51 | .17 |
| **Community** | Post | 2.43 | 77 | 1.45 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 5.12 | 78 | 1.15 | .13 |
| **Engagement** | Post | 2.48 | 78 | 1.28 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |

**Incongruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the incongruent high
motivation condition perhaps unsurprisingly revealed a significant difference for
brand resonance within all four dimensions of resonance (sig .000), as shown in
Table 25. Therefore under high motivation conditions an incongruent brand
extension for the brand Rolex will result in brand resonance dilution.

**Table 25: Paired Samples T-Test – Rolex Dog Bowls (incongruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 5.76 | 67 | .89 | .11 |
| **Loyalty** | Post | 2.34 | 67 | .77 | .09 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 6.06 | 68 | .81 | .10 |
| **Attachment** | Post | 2.10 | 68 | 1.21 | .15 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.88 | 68 | 1.53 | .19 |
| **Community** | Post | 1.81 | 68 | 1.08 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.91 | 67 | 1.28 | .16 |
| **Engagement** | Post | 2.04 | 67 | 1.12 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the incongruent low motivation condition also unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 26. Under low motivation conditions an incongruent brand extension for the brand Rolex will result in brand resonance dilution.

**Table 26: Paired Samples T-Test – Rolex Dog Bowls (incongruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 6.04 | 78 | .84 | .10 |
| **Loyalty** | Post | 2.38 | 78 | .87 | .10 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 6.13 | 78 | .83 | .09 |
| **Attachment** | Post | 2.15 | 78 | 1.28 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.12 | 78 | 1.55 | .18 |
| **Community** | Post | 1.96 | 78 | 1.14 | .13 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.91 | 77 | 1.18 | .14 |
| **Engagement** | Post | 2.10 | 77 | 1.17 | .13 |
| Sig. (2-tailed) | | | | | .000 |

## Summary of Rolex Brand Extension Results

The Rolex brand extensions provided significant results for all resonance dimensions in all congruency conditions. The Rolex brand, being highly prototypical and a highly symbolic brand, may account for this. Rolex has not released any brand extensions; they focus on their core product for the benefit of the brand. This may have influenced the respondents; a brand extension, regardless of congruency level, would be seen to cheapen the brand.

## Information Processing Modes

To test the thoughts gained for the Rolex brand extensions an independent samples t-test was run for each of the congruency conditions. The test compared respondents' thoughts and calculated them against the high and low motivation conditions.

For the congruent brand extension of Rolex (wall clocks) the independent t-test revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 27.

**Table 27: Independent T-Test – Rolex Wall Clocks (congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Rolex Wall Clocks seems to be outstanding | High | 71 | 3.69 | 1.74 | .21 | 1.422 | 148 | .157 |
| | Low | 79 | 3.27 | 1.90 | .21 | | | |
| The Rolex Wall Clocks do not meet highest quality standards | High | 71 | 3.54 | 1.59 | .19 | -.940 | 148 | .349 |
| | Low | 79 | 3.80 | 1.80 | .20 | | | |
| I like the Rolex Wall Clocks | High | 71 | 3.63 | 1.84 | .22 | 1.000 | 148 | .319 |
| | Low | 79 | 3.33 | 1.89 | .21 | | | |
| The Rolex Wall Clocks would be a good gift | High | 70 | 4.10 | 1.66 | .20 | .838 | 144 | .404 |
| | Low | 76 | 3.86 | 1.85 | .21 | | | |
| The Rolex Wall Clocks product range is comprehensive, it appeals to a wide range of people | High | 71 | 3.42 | 1.52 | .18 | 1.857 | 148 | .065 |
| | Low | 79 | 2.96 | 1.51 | .17 | | | |
| Rolex Wall Clocks do not have a good reputation | High | 71 | 3.20 | 1.36 | .16 | -1.312 | 148 | .192 |
| | Low | 79 | 3.52 | 1.62 | .18 | | | |
| The Rolex Wall Clocks do not look like a typical Rolex product | High | 71 | 3.80 | 1.83 | .22 | -.023 | 148 | .982 |
| | Low | 79 | 3.81 | 2.06 | .23 | | | |
| The Rolex Wall Clocks fit into the Rolex product range | High | 71 | 4.70 | 1.66 | .20 | .858 | 148 | .392 |
| | Low | 79 | 4.46 | 1.87 | .21 | | | |

For the moderately congruent brand extension of Rolex (pens) the independent t-test also revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 28.

**Table 28: Independent T-Test – Rolex Pens (moderately congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Rolex Pens seems to be outstanding | High | 77 | 4.78 | 1.34 | .15 | -.077 | 154 | .939 |
| | Low | 79 | 4.80 | 1.60 | .18 | | | |
| The Rolex Pens do not meet highest quality standards | High | 77 | 3.09 | 1.52 | .17 | .873 | 154 | .384 |
| | Low | 79 | 2.87 | 1.60 | .18 | | | |
| I like the Rolex Pens | High | 77 | 4.42 | 1.61 | .18 | .427 | 154 | .670 |
| | Low | 79 | 4.30 | 1.66 | .19 | | | |
| The Rolex Pens would be a good gift | High | 76 | 5.34 | 1.34 | .15 | .397 | 153 | .692 |
| | Low | 79 | 5.25 | 1.45 | .16 | | | |
| The Rolex Pens product range is comprehensive, it appeals to a wide range of people | High | 77 | 3.52 | 1.41 | .16 | -.885 | 154 | .378 |
| | Low | 79 | 3.72 | 1.44 | .16 | | | |
| Rolex Pens do not have a good reputation | High | 77 | 3.12 | 1.39 | .16 | .711 | 154 | .478 |
| | Low | 79 | 2.95 | 1.55 | .18 | | | |
| The Rolex Pens do not look like a typical Rolex product | High | 77 | 3.73 | 1.81 | .21 | -.456 | 154 | .649 |
| | Low | 79 | 3.86 | 1.85 | .21 | | | |
| The Rolex Pens fit into the Rolex product range | High | 77 | 4.69 | 1.52 | .17 | .209 | 154 | .835 |
| | Low | 79 | 4.63 | 1.77 | .20 | | | |

For the incongruent brand extension of Rolex (dog bowls) the independent t-test revealed one significant result under the attribute-related category of thoughts. This was significant at the 0.05 level, however the second attribute-related thought item did not reveal any significance between the high and low motivation conditions. Full results can be viewed in Table 29.

**Table 29: Independent T-Test – Rolex Dog Bowls (incongruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Rolex Dog Bowls seems to be outstanding | High | 68 | 4.41 | 1.75 | .21 | 2.217 | 144 | .028 |
| | Low | 78 | 3.74 | 1.88 | .21 | | | |
| The Rolex Dog Bowls do not meet highest quality standards | High | 68 | 3.19 | 1.35 | .16 | -.825 | 144 | .411 |
| | Low | 78 | 3.40 | 1.63 | .19 | | | |
| I like the Rolex Dog Bowls | High | 66 | 3.29 | 1.80 | .22 | 1.006 | 141 | .316 |
| | Low | 77 | 2.99 | 1.77 | .20 | | | |
| The Rolex Dog Bowls would be a good gift | High | 68 | 3.04 | 1.68 | .20 | .110 | 144 | .912 |
| | Low | 78 | 3.01 | 1.73 | .20 | | | |
| The Rolex Dog Bowls product range is comprehensive, it appeals to a wide range of people | High | 68 | 2.34 | 1.31 | .16 | .120 | 143 | .904 |
| | Low | 77 | 2.31 | 1.34 | .15 | | | |
| Rolex Dog Bowls do not have a good reputation | High | 66 | 3.70 | 1.56 | .19 | -1.554 | 142 | .122 |
| | Low | 78 | 4.12 | 1.65 | .19 | | | |
| The Rolex Dog Bowls do not look like a typical Rolex product | High | 68 | 5.75 | 1.67 | .20 | -.467 | 144 | .641 |
| | Low | 78 | 5.88 | 1.80 | .20 | | | |
| The Rolex Dog Bowls fit into the Rolex product range | High | 68 | 2.04 | 1.40 | .17 | .783 | 144 | .435 |
| | Low | 78 | 1.87 | 1.26 | .14 | | | |

= significant at the 0.05 level

**Seiko**

This section reports the findings of the brand Seiko. Specifically, this section investigates how the brand extensions of Seiko would enhance (dilute) the resonance of the Seiko brand. The analysis investigates congruent, moderately congruent and incongruent extensions as well as respondents' processing modes in high versus low motivation conditions.

The dimensions of the resonance scale and the reliability of the resonance scale are first discussed. Next, the findings for brand resonance enhancement are presented and discussed, which relate to hypotheses $H_{1a}$, $H_{1b}$, $H_{2a}$, $H_{2b}$ and $H_{2c}$. This section finishes with the presentation and discussion of the findings for the information processing modes, which relate to hypotheses $H_3$, $H_{4a}$ and $H_{4b}$.

**Pre-test Scores**

Pre-test mean and median scores were calculated and revealed Seiko to have moderate loyalty, attachment and engagement resonance dimensions, with a low community dimension.

**Table 30: Pre-test Frequency Statistics (n = 164)**

|                   | Loyalty | Attachment | Community | Engagement |
|-------------------|---------|------------|-----------|------------|
| Mean              | 4.83    | 4.89       | 3.43      | 4.10       |
| Median            | 5.00    | 5.00       | 3.00      | 4.00       |
| Std. Deviation    | 1.30    | 1.32       | 1.58      | 1.33       |

**Scale Reliability Analysis**

Keller's (2003, 2008) brand resonance scale was used to test for enhancement effects in all congruency extensions. Cronbach's alpha was calculated for each dimension of brand resonance in all three congruency conditions, and ranged from .75 to .95. All scores exceeded the recommended level of .7 (Hair et al. 1998; Jackson 2003). Consistent with Ferrari and Rolex, the loyalty dimension has the lowest alpha scores. All Cronbach alpha scores are presented in Table 31.

**Table 31: Cronbach Alpha Scores**

|             | Loyalty | Attachment | Community | Engagement |
|-------------|---------|------------|-----------|------------|
| Wall Clocks | .81     | .94        | .92       | .94        |
| Pens        | .75     | .91        | .91       | .93        |
| Dog Bowls   | .75     | .90        | .95       | .93        |

**Brand Resonance Enhancement**

**Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). Pre-test and post-test scores were significantly different for negative resonance enhancement (i.e. dilution) as shown in Table 32. This means that under high motivation conditions a congruent brand extension for the brand Seiko will result in brand resonance dilution.

It is of interest to note the mean ratings within the brand resonance paired samples, where the Community dimension has similar scores to the Engagement dimension, and Loyalty and Attachment dimensions had very similar ratings pre- and post-test.

**Table 32: Paired Samples T-Test – Seiko Wall Clocks (congruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.84 | 55 | 1.14 | .15 |
| **Loyalty** | Post | 2.73 | 55 | 1.11 | .15 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.81 | 57 | 1.29 | .17 |
| **Attachment** | Post | 2.27 | 57 | 1.27 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.48 | 58 | 1.42 | .19 |
| **Community** | Post | 1.98 | 58 | 1.13 | .15 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.95 | 58 | 1.25 | .16 |
| **Engagement** | Post | 2.10 | 58 | 1.22 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 33. Similarly under low motivation conditions a congruent brand extension for the brand Seiko will still result in brand resonance dilution.

**Table 33: Paired Samples T-Test – Seiko Wall Clocks (congruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.66 | 50 | 1.57 | .22 |
| **Loyalty** | Post | 2.61 | 50 | 1.03 | .15 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.04 | 49 | 1.43 | .20 |
| **Attachment** | Post | 1.96 | 49 | 1.10 | .16 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.33 | 49 | 1.68 | .24 |
| **Community** | Post | 1.83 | 49 | 1.03 | .15 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.22 | 49 | 1.28 | .18 |
| **Engagement** | Post | 1.91 | 49 | 1.07 | .15 |
| Sig. (2-tailed) | | | | | .000 |

**Moderately Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the moderately congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). The results can be seen in Table 34. Under high motivation conditions a moderately congruent brand extension for the brand Seiko will result in brand resonance dilution.

**Table 34: Paired Samples T-Test – Seiko Pens (moderately congruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.69 | 55 | 1.22 | .16 |
| **Loyalty** | Post | 2.48 | 55 | .89 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.78 | 55 | 1.20 | .16 |
| **Attachment** | Post | 2.04 | 55 | 1.15 | .15 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.46 | 56 | 1.51 | .20 |
| **Community** | Post | 1.82 | 56 | 1.03 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.80 | 55 | 1.31 | .18 |
| **Engagement** | Post | 2.04 | 55 | 1.19 | .16 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the moderately congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 35. Similarly under low motivation conditions a moderately congruent brand extension for the brand Seiko will still result in brand resonance dilution.

**Table 35: Paired Samples T-Test – Seiko Pens (moderately congruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.94 | 62 | 1.27 | .16 |
| **Loyalty** | Post | 2.30 | 62 | .81 | .10 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 5.08 | 62 | 1.26 | .16 |
| **Attachment** | Post | 1.79 | 62 | 1.08 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.28 | 61 | 1.60 | .21 |
| **Community** | Post | 1.65 | 61 | .94 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.40 | 62 | 1.31 | .17 |
| **Engagement** | Post | 1.98 | 62 | 1.16 | .15 |
| Sig. (2-tailed) | | | | | .000 |

**Incongruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the incongruent high motivation condition perhaps unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 36. Therefore under high motivation conditions an incongruent brand extension for the brand Seiko will result in brand resonance dilution.

**Table 36: Paired Samples T-Test – Seiko Dog Bowls (incongruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.67 | 43 | 1.13 | .17 |
| **Loyalty** | Post | 2.74 | 43 | 1.17 | .18 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.64 | 45 | 1.33 | .20 |
| **Attachment** | Post | 2.16 | 45 | 1.50 | .22 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.36 | 45 | 1.53 | .23 |
| **Community** | Post | 1.90 | 45 | 1.34 | .20 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.90 | 42 | 1.34 | .21 |
| **Engagement** | Post | 2.32 | 42 | 1.63 | .25 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the incongruent low motivation condition also unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 37. Under low motivation conditions an incongruent brand extension for the brand Seiko will result in brand resonance dilution.

**Table 37: Paired Samples T-Test – Seiko Dog Bowls (incongruent)/**

**Low Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.98 | 56 | 1.46 | .20 |
| **Loyalty** | Post | 2.34 | 56 | .80 | .11 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.98 | 56 | 1.41 | .19 |
| **Attachment** | Post | 1.94 | 56 | 1.04 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.60 | 55 | 1.77 | .24 |
| **Community** | Post | 1.79 | 55 | 1.22 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.29 | 56 | 1.47 | .20 |
| **Engagement** | Post | 1.97 | 56 | 1.02 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |

**Summary of Seiko Brand Extension Results**

All analyses for the Seiko brand extensions gave significant results for all

dimensions of resonance. A contributing reason for this may be the seemingly

underrated performance of the Seiko brand due to its classification as a functional

brand. Functional brands are not as well known in the market due to the purely

functional nature of the product; this may disadvantage a brand such as Seiko as

although their prototypicality is respected, the brand is not as mainstream because of

its functional brand concept.

**Information Processing Modes**

To test the thoughts gained for the Seiko brand extensions an independent samples t-test was run for each of the congruency conditions. The test compared respondents' thoughts and calculated them against the high and low motivation conditions.

For the congruent brand extension of Seiko (wall clocks) the independent t-test revealed some significant results under the attribute-related, simple evaluative and the subtyping categories of thoughts. The attribute-related thought was significant at the 0.01 level, however the second attribute-related thought item did not show any significance. Both the items classified under the simple evaluative thoughts showed significance at the 0.05 level. For the subtyping thoughts, again one of the two items showed significance at the 0.05 level, with the second item not revealing any significance between the high and low motivation conditions. Full results can be viewed in Table 38.

**Table 38: Independent T-Test – Seiko Wall Clocks (congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Seiko Wall Clocks seems to be outstanding | High | 59 | 3.73 | 1.64 | .21 | 2.942 | 107 | .004 |
| | Low | 50 | 2.84 | 1.49 | .21 | | | |
| The Seiko Wall Clocks do not meet highest quality standards | High | 58 | 3.59 | 1.46 | .19 | -.802 | 106 | .424 |
| | Low | 50 | 3.80 | 1.28 | .18 | | | |
| I like the Seiko Wall Clocks | High | 59 | 4.27 | 1.61 | .21 | 2.581 | 106 | .011 |
| | Low | 49 | 3.47 | 1.61 | .23 | | | |
| The Seiko Wall Clocks would be a good gift | High | 57 | 4.07 | 1.51 | .20 | 2.215 | 105 | .029 |
| | Low | 50 | 3.38 | 1.71 | .24 | | | |
| The Seiko Wall Clocks product range is comprehensive, it appeals to a wide range of people | High | 59 | 4.02 | 1.57 | .20 | .670 | 106 | .504 |
| | Low | 49 | 3.82 | 1.52 | .22 | | | |
| Seiko Wall Clocks do not have a good reputation | High | 57 | 2.93 | 1.15 | .15 | -.673 | 105 | .503 |
| | Low | 50 | 3.08 | 1.16 | .16 | | | |
| The Seiko Wall Clocks do not look like a typical Seiko product | High | 59 | 3.15 | 1.48 | .19 | -2.032 | 107 | .045 |
| | Low | 50 | 3.76 | 1.64 | .23 | | | |
| The Seiko Wall Clocks fit into the Seiko product range | High | 59 | 4.95 | 1.43 | .19 | .758 | 107 | .450 |
| | Low | 50 | 4.72 | 1.73 | .24 | | | |

◻ = significant at the 0.01 level
◻ = significant at the 0.05 level

For the moderately congruent brand extension of Seiko (pens) the independent t-test revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 39.

**Table 39: Independent T-Test – Seiko Pens (moderately congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Seiko Pens seems to be outstanding | High | 56 | 4.11 | 1.44 | .19 | -.360 | 116 | .720 |
| | Low | 62 | 4.21 | 1.64 | .21 | | | |
| The Seiko Pens do not meet highest quality standards | High | 56 | 3.43 | 1.31 | .17 | -.234 | 116 | .816 |
| | Low | 62 | 3.48 | 1.26 | .16 | | | |
| I like the Seiko Pens | High | 55 | 4.15 | 1.35 | .18 | .769 | 115 | .443 |
| | Low | 62 | 3.92 | 1.77 | .22 | | | |
| The Seiko Pens would be a good gift | High | 56 | 4.54 | 1.63 | .22 | .262 | 116 | .794 |
| | Low | 62 | 4.45 | 1.84 | .23 | | | |
| The Seiko Pens product range is comprehensive, it appeals to a wide range of people | High | 56 | 3.89 | 1.42 | .19 | .798 | 116 | .427 |
| | Low | 62 | 3.68 | 1.50 | .19 | | | |
| Seiko Pens do not have a good reputation | High | 55 | 3.36 | 1.16 | .16 | -.404 | 114 | .687 |
| | Low | 61 | 3.46 | 1.36 | .17 | | | |
| The Seiko Pens do not look like a typical Seiko product | High | 55 | 3.55 | 1.54 | .21 | -1.686 | 115 | .095 |
| | Low | 62 | 4.03 | 1.58 | .20 | | | |
| The Seiko Pens fit into the Seiko product range | High | 56 | 4.68 | 1.32 | .18 | 1.241 | 116 | .217 |
| | Low | 62 | 4.34 | 1.62 | .21 | | | |

For the incongruent brand extension of Seiko (dog bowls) the independent t-test

revealed one significant result under the subtyping category of thoughts. This was

significant at the 0.05 level, however the second subtyping thought item did not

reveal any significance between the high and low motivation conditions. Full results

can be viewed in Table 40.

## Table 40: Independent T-Test – Seiko Dog Bowls (incongruent)/

## Thought Elicitation

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Seiko Dog Bowls seems to be outstanding | High | 45 | 4.62 | 1.70 | .25 | -.229 | 99 | .820 |
| | Low | 56 | 4.70 | 1.56 | .21 | | | |
| The Seiko Dog Bowls do not meet highest quality standards | High | 44 | 3.23 | 1.24 | .19 | -.222 | 98 | .825 |
| | Low | 56 | 3.29 | 1.36 | .18 | | | |
| I like the Seiko Dog Bowls | High | 45 | 4.40 | 1.88 | .28 | .589 | 99 | .557 |
| | Low | 56 | 4.18 | 1.88 | .25 | | | |
| The Seiko Dog Bowls would be a good gift | High | 45 | 4.00 | 1.92 | .29 | .148 | 99 | .883 |
| | Low | 56 | 3.95 | 1.71 | .23 | | | |
| The Seiko Dog Bowls product range is comprehensive, it appeals to a wide range of people | High | 45 | 3.58 | 1.71 | .26 | 1.200 | 99 | .233 |
| | Low | 56 | 3.18 | 1.62 | .22 | | | |
| Seiko Dog Bowls do not have a good reputation | High | 45 | 3.71 | 1.55 | .23 | -.696 | 99 | .488 |
| | Low | 56 | 3.95 | 1.79 | .24 | | | |
| The Seiko Dog Bowls do not look like a typical Seiko product | High | 45 | 5.53 | 1.71 | .26 | -1.086 | 99 | .280 |
| | Low | 56 | 5.89 | 1.60 | .21 | | | |
| The Seiko Dog Bowls fit into the Seiko product range | High | 45 | 2.82 | 1.95 | .29 | 2.117 | 99 | .037 |
| | Low | 56 | 2.11 | 1.45 | .19 | | | |

■ = significant at the 0.05 level

<center>**Everlast**</center>

This section reports the findings of the brand Everlast. Specifically, this section investigates how the brand extensions of Everlast would enhance (dilute) the resonance of the Everlast brand. The analysis investigates congruent, moderately congruent and incongruent extensions as well as respondents' processing modes in high versus low motivation conditions.

The dimensions of the resonance scale and the reliability of the resonance scale are first discussed. Next, the findings for brand resonance enhancement are presented and discussed, which relate to hypotheses $H_{1a}$, $H_{1b}$, $H_{2a}$, $H_{2b}$ and $H_{2c}$. This section finishes with the presentation and discussion of the findings for the information processing modes, which relate to hypotheses $H_3$, $H_{4a}$ and $H_{4b}$.

**Pre-test Scores**

Pre-test mean and median scores were calculated and revealed Everlast to have moderate loyalty, attachment and engagement resonance dimensions, with a low community dimension.

<center>**Table 41: Pre-test Frequency Statistics (n = 157)**</center>

|  | Loyalty | Attachment | Community | Engagement |
|---|---|---|---|---|
| Mean | 4.53 | 4.46 | 3.66 | 4.29 |
| Median | 5.00 | 5.00 | 4.00 | 4.00 |
| Std. Deviation | 1.34 | 1.24 | 1.48 | 1.22 |

**Scale Reliability Analysis**

Keller's (2003, 2008) brand resonance scale was used to test for enhancement effects in all congruency extensions. Cronbach's alpha was calculated for each dimension of brand resonance in all three congruency conditions, and ranged from .72 to .90. All scores exceeded the recommended level of .7 (Hair et al. 1998; Jackson 2003). Consistent with Ferrari, Rolex, and Seiko, the loyalty dimension has the lowest alpha scores. All Cronbach alpha scores are presented in Table 42.

**Table 42: Cronbach Alpha Scores**

|  | Loyalty | Attachment | Community | Engagement |
|---|---|---|---|---|
| Wall Clocks | .72 | .90 | .85 | .88 |
| Pens | .72 | .86 | .84 | .88 |
| Dog Bowls | .73 | .89 | .86 | .88 |

**Brand Resonance Enhancement**

**Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). Pre-test and post-test scores were significantly different for negative resonance enhancement (i.e. dilution) as shown in Table 43. This means that under high motivation conditions a congruent brand extension for the brand Everlast will result in brand resonance dilution.

It is of interest to note the mean ratings within the brand resonance paired samples, where the Community dimension clearly contained the lowest pre-test score, but post-test all scores were very similar.

**Table 43: Paired Samples T-Test – Everlast Wall Clocks (congruent)/**

**High Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.64 | 55 | 1.30 | .18 |
| **Loyalty** | Post | 2.65 | 55 | .78 | .10 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.64 | 55 | 1.16 | .16 |
| **Attachment** | Post | 2.24 | 55 | 1.02 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.50 | 54 | 1.40 | .19 |
| **Community** | Post | 2.06 | 54 | .93 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.22 | 54 | 1.24 | .17 |
| **Engagement** | Post | 2.33 | 54 | .96 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |

A paired samples t-test of pre-test and post-test scores of the congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 44. Similarly under low motivation conditions a congruent brand extension for the brand Everlast will still result in brand resonance dilution.

**Table 44: Paired Samples T-Test – Everlast Wall Clocks (congruent)/**

**Low Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.58 | 45 | 1.52 | .23 |
| **Loyalty** | Post | 2.44 | 45 | .87 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.35 | 46 | 1.43 | .21 |
| **Attachment** | Post | 2.06 | 46 | 1.16 | .17 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.98 | 43 | 1.50 | .23 |
| **Community** | Post | 1.93 | 43 | 1.02 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.24 | 45 | 1.09 | .16 |
| **Engagement** | Post | 2.18 | 45 | 1.06 | .16 |
| Sig. (2-tailed) |  |  |  |  | .000 |

**Moderately Congruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the moderately congruent high motivation condition revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000). The results can be seen in Table 45. Under high motivation conditions a moderately congruent brand extension for the brand Everlast will result in brand resonance dilution.

**Table 45: Paired Samples T-Test – Everlast Pens (moderately congruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.38 | 56 | 1.33 | .18 |
| **Loyalty** | Post | 2.41 | 56 | .76 | .10 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.57 | 56 | 1.14 | .15 |
| **Attachment** | Post | 2.21 | 56 | 1.04 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.36 | 53 | 1.43 | .20 |
| **Community** | Post | 1.98 | 53 | .98 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.23 | 53 | 1.28 | .18 |
| **Engagement** | Post | 2.17 | 53 | 1.02 | .14 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the moderately congruent low motivation condition also revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 46. Similarly under low motivation conditions a moderately congruent brand extension for the brand Everlast will still result in brand resonance dilution.

**Table 46: Paired Samples T-Test – Everlast Pens (moderately congruent)/**

**Low Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.62 | 55 | 1.43 | .19 |
| **Loyalty** | Post | 2.50 | 55 | .82 | .11 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.41 | 56 | 1.32 | .18 |
| **Attachment** | Post | 2.04 | 56 | 1.16 | .15 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.66 | 56 | 1.53 | .20 |
| **Community** | Post | 1.95 | 56 | 1.03 | .14 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.21 | 56 | 1.29 | .17 |
| **Engagement** | Post | 2.07 | 56 | 1.09 | .15 |
| Sig. (2-tailed) | | | | | .000 |

**Incongruent Brand Extension**

A paired samples t-test of pre-test and post-test scores of the incongruent high motivation condition perhaps unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 47. Therefore under high motivation conditions an incongruent brand extension for the brand Everlast will result in brand resonance dilution.

**Table 47: Paired Samples T-Test – Everlast Dog Bowls (incongruent)/**

**High Motivation**

| | | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.41 | 46 | 1.24 | .18 |
| **Loyalty** | Post | 2.50 | 46 | .82 | .12 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.49 | 47 | 1.08 | .16 |
| **Attachment** | Post | 2.19 | 47 | 1.06 | .16 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 3.62 | 47 | 1.39 | .20 |
| **Community** | Post | 1.88 | 47 | .88 | .13 |
| Sig. (2-tailed) | | | | | .000 |
| **Pair 1** | Pre | 4.41 | 46 | 1.15 | .17 |
| **Engagement** | Post | 2.30 | 46 | .94 | .14 |
| Sig. (2-tailed) | | | | | .000 |

A paired samples t-test of pre-test and post-test scores of the incongruent low motivation condition also unsurprisingly revealed a significant difference for brand resonance within all four dimensions of resonance (sig .000), as shown in Table 48. Under low motivation conditions an incongruent brand extension for the brand Everlast will result in brand resonance dilution.

**Table 48: Paired Samples T-Test – Everlast Dog Bowls (incongruent)/**

**Low Motivation**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| **Pair 1** | Pre | 4.54 | 52 | 1.29 | .18 |
| **Loyalty** | Post | 2.35 | 52 | .91 | .13 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.28 | 54 | 1.28 | .17 |
| **Attachment** | Post | 1.94 | 54 | 1.06 | .14 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 3.98 | 54 | 1.60 | .22 |
| **Community** | Post | 1.81 | 54 | .92 | .12 |
| Sig. (2-tailed) |  |  |  |  | .000 |
| **Pair 1** | Pre | 4.29 | 51 | 1.25 | .18 |
| **Engagement** | Post | 2.01 | 51 | 1.04 | .15 |
| Sig. (2-tailed) |  |  |  |  | .000 |

**Summary of Everlast Brand Extension Results**

From the review of previous literature, it was shown that a brand low in prototypicality and functional in nature has a strong chance of being seen as a lifestyle brand. This may help provide an explanation as to the significant results gained throughout Everlast's brand extensions. Everlast does have a strong range of watches, and they are trying to move outside the realm of boxing/gym equipment. However, if the respondents are unaware of this change in direction for the brand, all three extensions given may need further convincing.

**Information Processing Modes**


To test the thoughts gained for the Everlast brand extensions an independent samples

t-test was run for each of the congruency conditions. The test compared respondents'

thoughts and calculated them against the high and low motivation conditions.


For the congruent brand extension of Everlast (wall clocks) the independent t-test

revealed one significant result under the simple evaluative category of thoughts. This

was significant at the 0.05 level, however the second simple evaluative thought item

did not reveal any significance between the high and low motivation conditions. Full

results can be viewed in Table 49.

**Table 49: Independent T-Test – Everlast Wall Clocks (congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Everlast Wall Clocks seems to be outstanding | High | 55 | 3.22 | 1.67 | .23 | 1.051 | 100 | .296 |
| | Low | 47 | 2.89 | 1.40 | .21 | | | |
| The Everlast Wall Clocks do not meet highest quality standards | High | 55 | 4.05 | 1.82 | .25 | -.739 | 100 | .462 |
| | Low | 47 | 4.30 | 1.44 | .21 | | | |
| I like the Everlast Wall Clocks | High | 54 | 3.56 | 1.65 | .22 | 1.145 | 98 | .255 |
| | Low | 46 | 3.20 | 1.47 | .22 | | | |
| The Everlast Wall Clocks would be a good gift | High | 54 | 3.56 | 1.69 | .23 | 2.141 | 99 | .035 |
| | Low | 47 | 2.85 | 1.60 | .23 | | | |
| The Everlast Wall Clocks product range is comprehensive, it appeals to a wide range of people | High | 55 | 3.64 | 1.53 | .21 | 1.654 | 100 | .101 |
| | Low | 47 | 3.17 | 1.27 | .19 | | | |
| Everlast Wall Clocks do not have a good reputation | High | 55 | 3.95 | 1.41 | .19 | -.535 | 100 | .594 |
| | Low | 47 | 4.09 | 1.19 | .17 | | | |
| The Everlast Wall Clocks do not look like a typical Everlast product | High | 55 | 4.98 | 1.65 | .22 | 1.472 | 100 | .144 |
| | Low | 47 | 4.47 | 1.88 | .27 | | | |
| The Everlast Wall Clocks fit into the Everlast product range | High | 55 | 3.64 | 2.01 | .27 | .168 | 100 | .867 |
| | Low | 47 | 3.57 | 1.64 | .24 | | | |

= significant at the 0.05 level

For the moderately congruent brand extension of Everlast (pens) the independent t-test revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 50.

**Table 50: Independent T-Test – Everlast Pens (moderately congruent)/**

**Thought Elicitation**

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Everlast Pens seems to be outstanding | High | 56 | 4.16 | 1.45 | .19 | -.837 | 110 | .404 |
| | Low | 56 | 4.39 | 1.49 | .20 | | | |
| The Everlast Pens do not meet highest quality standards | High | 56 | 3.64 | 1.51 | .20 | .845 | 110 | .400 |
| | Low | 56 | 3.41 | 1.40 | .19 | | | |
| I like the Everlast Pens | High | 56 | 4.20 | 1.65 | .22 | -.187 | 109 | .852 |
| | Low | 55 | 4.25 | 1.62 | .22 | | | |
| The Everlast Pens would be a good gift | High | 53 | 3.96 | 1.83 | .25 | -.979 | 107 | .330 |
| | Low | 56 | 4.32 | 1.99 | .27 | | | |
| The Everlast Pens product range is comprehensive, it appeals to a wide range of people | High | 56 | 4.02 | 1.45 | .19 | .000 | 110 | 1.000 |
| | Low | 56 | 4.02 | 1.41 | .19 | | | |
| Everlast Pens do not have a good reputation | High | 55 | 3.85 | 1.59 | .22 | .953 | 109 | .343 |
| | Low | 56 | 3.59 | 1.33 | .18 | | | |
| The Everlast Pens do not look like a typical Everlast product | High | 56 | 4.88 | 1.79 | .24 | .596 | 110 | .552 |
| | Low | 56 | 4.68 | 1.70 | .23 | | | |
| The Everlast Pens fit into the Everlast product range | High | 56 | 3.59 | 1.60 | .21 | -.358 | 110 | .721 |
| | Low | 56 | 3.70 | 1.56 | .21 | | | |

For the incongruent brand extension of Everlast (dog bowls) the independent t-test also revealed no significant results, meaning there was no significant difference in any consumer thoughts between the high and low motivation conditions. Full results can be viewed in Table 51.

## Table 51: Independent T-Test – Everlast Dog Bowls (incongruent)/

## Thought Elicitation

| | Motivation | N | Mean | Std. Deviation | Std. Error Mean | t-value | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|
| The design of the Everlast Dog Bowls seems to be outstanding | High | 46 | 3.83 | 1.40 | .21 | -.233 | 99 | .816 |
| | Low | 55 | 3.89 | 1.38 | .19 | | | |
| The Everlast Dog Bowls do not meet highest quality standards | High | 47 | 3.68 | 1.14 | .17 | .112 | 100 | .911 |
| | Low | 55 | 3.65 | 1.21 | .16 | | | |
| I like the Everlast Dog Bowls | High | 46 | 3.76 | 1.65 | .24 | .272 | 99 | .786 |
| | Low | 55 | 3.67 | 1.60 | .22 | | | |
| The Everlast Dog Bowls would be a good gift | High | 46 | 3.50 | 1.82 | .27 | 1.353 | 99 | .179 |
| | Low | 55 | 3.02 | 1.75 | .24 | | | |
| The Everlast Dog Bowls product range is comprehensive, it appeals to a wide range of people | High | 47 | 3.13 | 1.35 | .20 | .620 | 100 | .536 |
| | Low | 55 | 2.96 | 1.32 | .18 | | | |
| Everlast Dog Bowls do not have a good reputation | High | 47 | 4.06 | 1.44 | .21 | .404 | 100 | .687 |
| | Low | 55 | 3.95 | 1.51 | .20 | | | |
| The Everlast Dog Bowls do not look like a typical Everlast product | High | 47 | 5.85 | 1.59 | .23 | .368 | 100 | .714 |
| | Low | 55 | 3.73 | 1.78 | .24 | | | |
| The Everlast Dog Bowls fit into the Everlast product range | High | 47 | 2.15 | 1.32 | .19 | .199 | 100 | .842 |
| | Low | 55 | 2.09 | 1.58 | .21 | | | |

## Hypotheses

The Hypotheses section of the Results chapter answers the hypotheses. Each

hypothesis is presented and discussed brand by brand. This section of the chapter

links all the results with all the literature.

## Hypotheses $H_{1a}$ and $H_{1b}$

$H_{1a}$: *The bookkeeping model will be supported in high motivation conditions. Brand*

*resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will*

*occur in response to incongruent information and evaluations will be equivalent across the typicality conditions.*

The bookkeeping model states that every new piece of information will cause an incremental change in the schema. Upon viewing tables 14, 25, 36, and 47 it can be seen that, consistent with $H_{1a}$, brand resonance dilution occurred in response to incongruent information. Further, it can be seen that there were no changes to this across the typicality conditions. Therefore $H_{1a}$ is accepted.

*$H_{1b}$: The subtyping model will be supported in low motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information. Evaluations will be more extreme for high (versus low) typicality conditions.*

The subtyping model places inconsistent information in a sub-category that is different from the schema. Upon viewing tables 15, 26, 37, and 48 it can be seen that brand resonance dilution occurred in the low motivation, incongruent information conditions, consistent with $H_{1b}$. However, inconsistent with $H_{1b,}$ the subtyping model was not supported as brand resonance evaluations were equivalent across the typicality conditions in the low motivation condition and did not appear to be more extreme in the high (versus low) typicality condition. Therefore $H_{1b}$ is partially accepted.

**Hypotheses H$_{2a}$, H$_{2b}$ and H$_{2c}$**

*H$_{2a}$: For incongruent extensions, more attribute-related thoughts will be generated with high (versus low) motivation. Attribute-related thoughts will not vary as a function of typicality.*

H$_{2a}$ is rejected. Rolex is the only brand to show a significant result for attribute-related thoughts within incongruent brand extensions, and even this is only on one of the two items. This, along with the other results, can be viewed in tables 18, 29, 40 and 51.

*H$_{2b}$: For incongruent extensions, more category-based and simple evaluative thoughts will be generated with low (versus high) motivation.*

H$_{2b}$ is rejected. For incongruent extensions, no brands analysed showed any significance within the category-based nor simple evaluative thoughts. These can be viewed in tables 18, 29, 40 and 51.

*H$_{2c}$: More subtyping thoughts will be generated with low (versus high) motivation in the low (versus high) typicality condition in response to incongruent information.*

H$_{2c}$ is rejected. In the low typicality conditions (Ferrari and Everlast), only Ferrari showed significance in one of the two subtyping thought items for the incongruent information. This result is actually the opposite to what was hypothesized, whereby the significance shows more subtyping thoughts are generated under high motivation as opposed to low motivation.

**Hypotheses H₃**

*H₃: Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] enhancement will occur in response to congruent information, regardless of typicality in high (versus low) motivation conditions.*

As can be seen in tables 10, 11, 21, 22, 32, 33, 43 and 44, pre-test and post-test scores gave significant results for both typicality levels and both motivation conditions. This means $H_3$ is rejected in its current form, but accepted for negative brand resonance enhancement (i.e. dilution).

**Hypotheses H₄ₐ and H₄ᵦ**

*H₄ₐ: For congruent extensions, more attribute-related thoughts will be generated in high (versus low) motivation conditions.*

$H_{4a}$ is rejected. Seiko is the only brand to show a significant result for attribute-related thoughts within congruent brand extensions, and even this is only on one of the two items. However, this was the only item to be significant at the 0.01 level. This, along with the other results, can be viewed in tables 16, 27, 38 and 49.

*H₄ᵦ: For congruent extensions, more category-based and simple evaluative thoughts will be generated in low (versus high) motivation conditions.*

$H_{4b}$ is partially accepted. For congruent extensions, only the functional brands showed any significance within the category-based or simple evaluative thoughts. Further, both brands (Seiko and Everlast) only showed significance (at the 0.05 level) within the simple evaluative thoughts category. Seiko had significance on both items, whereas Everlast had significance on one of the two items. All results can be viewed in tables 16, 27, 38 and 49.

## Concluding Comments

The results have provided all the analyses required to answer the hypotheses of the research, and while the majority of results are not as expected, they still provide some worthwhile findings. It has been interesting to observe the comparison between brands (with varying prototypicality levels and brand concepts), congruency levels and motivation levels regarding resonance in brand extensions. In addition to this the comparison between brands (with varying prototypicality levels and brand concepts) and congruency levels within the information processing modes has given an interesting perspective rarely seen in branding studies.

In the conclusion chapter that follows, the research questions and the research objectives are answered. This provides a broader insight into the results of the study. Following this, a summary of the results is presented, providing some further explanations as to their outcomes. Then the contributions of the study are given, divided into theoretical, methodological and managerial sections. The chapter concludes with the limitations and future directions of the research.

# CHAPTER 7

# CONCLUSION

## Overview

This exploration into prototypicality and brand resonance has drawn attention to an area that has not had much attention in the literature. The methodology provided an extensive factorial design, the scale development gave the outcome of a prototypical scale, and the results provided numerous analyses and some explanations into the analyses. This chapter provides a review of the study and a discussion linking some key literature to the results provided here. The chapter then answers the research questions and objectives, and summarizes the hypotheses. The contributions follow, evaluating the theoretical, methodological and managerial contributions of the research. The study concludes with some limitations of this research, as well as some future research directions.

## Summary of Results

A summary of the results of the study is hereby presented. The summary will examine and comment on the main results of the study, firstly regarding brand resonance, and then information processing.

**Brand Resonance Overview**

The first table presented, Table 52, gives an easy to read view of the resonance results for the two symbolic brands examined in the study; Ferrari and Rolex. The table shows all four resonance dimensions presented vertically down the table, while horizontally the table shows all the other variables within the factorial design, including congruency level, motivation level and typicality level. The results included within the table for each resonance dimension are the pre-test mean, post-test mean, the difference between pre and post-test means and the paired sample t-test significance level.

**Table 52: Resonance Overview Results Category –**

**Symbolic (Ferrari and Rolex)**

| | CONGRUENT | | | | MODERATELY CONGRUENT | | | | INCONGRUENT | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | High Motiv | | Low Motiv | | High Motiv | | Low Motiv | | High Motiv | | Low Motiv | |
| | Typicality | | Typicality | | Typicality | | Typicality | | Typicality | | Typicality | |
| | High | Low | High | Low | High | Low | High | Low | High | Low | High | Low |
| **Loyalty** | R | F | R | F | R | F | R | F | R | F | R | F |
| Pre-test Scores (a) | 5.84 | 5.53 | 6.06 | 5.36 | 5.91 | 5.47 | 6.21 | 5.43 | 5.76 | 5.64 | 6.04 | 5.35 |
| Post-test Scores (b) | 2.60 | 2.32 | 2.79 | 2.21 | 2.74 | 2.50 | 2.91 | 2.19 | 2.34 | 2.14 | 2.38 | 2.08 |
| Paired Sample T-Test (a - b) | 3.24 | 3.21 | 3.27 | 3.15 | 3.17 | 2.97 | 3.30 | 3.24 | 3.42 | 3.50 | 3.66 | 3.27 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Attachment** | | | | | | | | | | | | |
| Pre-test Scores (c) | 6.04 | 5.63 | 6.22 | 5.75 | 6.01 | 5.74 | 6.16 | 5.64 | 6.06 | 5.80 | 6.13 | 5.65 |
| Post-test Scores (d) | 2.50 | 2.08 | 2.83 | 2.23 | 2.76 | 2.51 | 2.81 | 1.77 | 2.10 | 2.05 | 2.15 | 1.75 |
| Paired Sample T-Test (c - d) | 3.54 | 3.55 | 3.39 | 3.52 | 3.25 | 3.23 | 3.35 | 3.87 | 3.96 | 3.75 | 3.98 | 3.90 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Community** | | | | | | | | | | | | |
| Pre-test Scores (e) | 3.80 | 3.58 | 4.32 | 3.71 | 3.96 | 3.69 | 4.21 | 3.41 | 3.88 | 3.81 | 4.12 | 3.74 |
| Post-test Scores (f) | 2.23 | 1.97 | 2.56 | 1.91 | 2.53 | 2.17 | 2.43 | 1.60 | 1.81 | 1.86 | 1.96 | 1.62 |
| Paired Sample T-Test (e - f) | 1.57 | 1.61 | 1.76 | 1.80 | 1.43 | 1.52 | 1.78 | 1.81 | 2.07 | 1.95 | 2.16 | 2.12 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Engagement** | | | | | | | | | | | | |
| Pre-test Scores (g) | 5.04 | 4.73 | 5.27 | 4.78 | 5.31 | 4.74 | 5.12 | 4.57 | 4.91 | 4.74 | 4.91 | 4.70 |
| Post-test Scores (h) | 2.41 | 2.24 | 2.47 | 2.12 | 2.78 | 2.56 | 2.48 | 1.82 | 2.04 | 2.23 | 2.10 | 1.77 |
| Paired Sample T-Test (g - h) | 2.63 | 2.49 | 2.80 | 2.66 | 2.53 | 2.18 | 2.64 | 2.75 | 2.87 | 2.51 | 2.81 | 2.93 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |

As outlined within the Results chapter, between all variables within the study the significance level did not alter. Reviewing the table it is easy to see how consistently the pre-test, post-test and difference increases from left to right, as the brand extension becomes more incongruent, even though this did not deliver any statistically insignificant results.

The Ferrari brand is also lower on the majority of mean scores, regardless of pre or post-test. This can be attributed to the typicality level of the watch, as this is the only variable that was not altered between brands.

Between resonance dimensions, it can be observed that Attachment consistently has the highest difference between pre and post-test means, regardless of brand. This could be explained by reviewing the definition of Attachment, whereby one feels a strong affection with the brand. Upon releasing brand extensions, for differing reasons under Ferrari and Rolex, a consumer appears to feel less proud of the brand.

The lowest difference between pre and post-test means within the resonance dimensions falls under Community. The difference in means is approximately half that of the Attachment dimension. The Community dimension refers to a kinship or affiliation with the brand where consumers feel like they are part of something outside the product. The release of a brand extension, regardless of its congruency level to its parent brand, will not dilute the community consumers feel to the brand as much as the other resonance dimensions.

Some explanations for the results can be hypothesized. As Rolex is in the upper echelon of luxury brands it may be viewed that any form of brand extension, even something as congruent as a wall clock, would dilute the brand. This is very interesting, as Rolex clocks are used in events they sponsor, such as the Australian Open (tennis) and the newly renamed Rolex Australian Grand Prix (2013).

Ferrari, for very different reasons to Rolex, has an explanation to its dilution regardless of variables. Although clearly a luxury brand, Ferrari is becoming more of a lifestyle brand, due to the extent to which they have pursued licensing opportunities resulting in brand extensions. So possibly for consumers, especially in the demographic within this study, they feel that the Ferrari brand has been oversold, and thus any further brand extension, regardless of congruency, will act to further cheapen and dilute the brand name.

The next table is presented in the same format as Table 53, but includes the functional brands of the study; Seiko and Everlast. The table shows pre-test mean, post-test mean, the difference between pre and post-test means and the paired sample t-test significance level for all four resonance dimensions, and compares between the variables of congruency level, motivation level and typicality level.

# Table 53: Resonance Overview Results Category –

# Functional (Seiko and Everlast)

| | CONGRUENT | | | | MODERATELY CONGRUENT | | | | INCONGRUENT | | | |
| | High Motiv | | Low Motiv | | High Motiv | | Low Motiv | | High Motiv | | Low Motiv | |
| | Typicality | | Typicality | | Typicality | | Typicality | | Typicality | | Typicality | |
| | High | Low | High | Low | High | Low | High | Low | High | Low | High | Low |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Loyalty** | S | E | S | E | S | E | S | E | S | E | S | E |
| Pre-test Scores (a) | 4.84 | 4.64 | 4.66 | 4.58 | 4.69 | 4.38 | 4.94 | 4.62 | 4.67 | 4.41 | 4.98 | 4.54 |
| Post-test Scores (b) | 2.73 | 2.65 | 2.61 | 2.44 | 2.48 | 2.41 | 2.30 | 2.50 | 2.74 | 2.50 | 2.34 | 2.35 |
| Paired Sample T-Test (a - b) | 2.11 | 1.99 | 2.05 | 2.14 | 2.21 | 1.97 | 2.64 | 2.12 | 1.93 | 1.91 | 2.64 | 2.19 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Attachment** | | | | | | | | | | | | |
| Pre-test Scores (c) | 4.81 | 4.64 | 5.04 | 4.35 | 4.78 | 4.57 | 5.08 | 4.41 | 4.64 | 4.49 | 4.98 | 4.28 |
| Post-test Scores (d) | 2.27 | 2.24 | 1.96 | 2.06 | 2.04 | 2.21 | 1.79 | 2.04 | 2.16 | 2.19 | 1.94 | 1.94 |
| Paired Sample T-Test (c - d) | 2.54 | 2.40 | 3.08 | 2.29 | 2.74 | 2.36 | 3.29 | 2.37 | 2.48 | 2.30 | 3.04 | 2.34 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Community** | | | | | | | | | | | | |
| Pre-test Scores (e) | 3.48 | 3.50 | 3.33 | 3.98 | 3.46 | 3.36 | 3.28 | 3.66 | 3.36 | 3.62 | 3.60 | 3.98 |
| Post-test Scores (f) | 1.98 | 2.06 | 1.83 | 1.93 | 1.82 | 1.98 | 1.65 | 1.95 | 1.90 | 1.88 | 1.79 | 1.81 |
| Paired Sample T-Test (e - f) | 1.5 | 1.44 | 1.5 | 2.05 | 1.64 | 1.38 | 1.63 | 1.71 | 1.46 | 1.74 | 1.81 | 2.17 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| **Engagement** | | | | | | | | | | | | |
| Pre-test Scores (g) | 3.95 | 4.22 | 4.22 | 4.24 | 3.80 | 4.23 | 4.40 | 4.21 | 3.90 | 4.41 | 4.29 | 4.29 |
| Post-test Scores (h) | 2.10 | 2.33 | 1.91 | 2.18 | 2.04 | 2.17 | 1.98 | 2.07 | 2.32 | 2.30 | 1.97 | 2.01 |
| Paired Sample T-Test (g - h) | 1.85 | 1.89 | 2.31 | 2.06 | 1.76 | 2.06 | 2.42 | 2.14 | 1.58 | 2.11 | 2.32 | 2.28 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |

Once again, between all variables for the functional brands in the study, the significance level remained at .000, which means dilution occurred in all circumstances. The most significant observation from this table is how much lower the difference between pre and post-test means are when compared to the symbolic brands in Table 52. With the exception of Community, all differences are approximately 1 point lower for the functional brands. What this means is respondents rated the pre-test resonance scores of functional brands lower, and this is attributable to functional brands having little need to excel in brand resonance due to the mainly practical nature of these products.

Unlike the symbolic brands, the mean scores for functional brands do not increase as the congruency level decreases moving from left to right along the table. The table shows the scores remain fairly consistent. This shows that functional brands are not affected by the congruency level of the brand extension, and thus have a lot more freedom and less risk to pursue various brand extensions.

Within the post-test scores, the Everlast brand is higher than Seiko in the majority of cases. This result highlights that for functional brands, a brand low in typicality will have a better chance of success regardless of brand extension congruency level.

Between resonance dimensions the results are consistent between symbolic and functional brands. For the functional brands, the Attachment dimension of resonance has the highest difference between pre and post-test means, regardless of brand. The difference in mean scores for functional brands is not as high as the difference for symbolic brands, however for functional brands it is a clearer standout for having the highest scores.

Similarly to the symbolic brands, Community was consistently rated with the lowest scores. The difference in pre and post-test scores was closely matched with symbolic brands, thus it can be concluded that irrespective of brand concept, Community will be affected the least along all congruency levels.

Some explanations for the results can be hypothesized. The Seiko brand is very functional in nature; consumer purchase a Seiko watch as it is very good at telling the time. Because of its functional nature, consumers may simply not care about any

brand extensions the brand wishes to pursue, resulting in the steadiness of means between congruencies.

Everlast, along the same lines as Ferrari, could now be considered a lifestyle brand. Although they produce a range of functional watches, Everlast are not well known for these watches, hence their low prototypicality. This, coupled with the functional nature of the brand, may have contributed to the uniform brand dilution. Interestingly, in this category of variables which Everlast sits, there may exist a combination of explanations from Ferrari; where consumers are sick of the number of brand extensions, and from Seiko; where consumers may have no interest in the extension.

**Information Processing Mode Overview**

Table 54 presents the information processing modes of the respondents in a comparison between the symbolic brands of the study; Ferrari and Rolex. The table provides the mean, the t-value and the independent samples t-test significance level for each of the four thought types (gained from eight items), and compares between the variables of congruency level, typicality level and motivation level.

**Table 54: Information Processing Overview Results Category –**

**Symbolic (Ferrari and Rolex)**

| | CONGRUENT | | | | MODERATELY CONGRUENT | | | | INCONGRUENT | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | High Typ | | Low Typ | | High Typ | | Low Typ | | High Typ | | Low Typ | |
| | Motivation | | Motivation | | Motivation | | Motivation | | Motivation | | Motivation | |
| | High | Low | High | Low | High | Low | High | Low | High | Low | High | Low |
| | **Rolex** | | **Ferrari** | | **Rolex** | | **Ferrari** | | **Rolex** | | **Ferrari** | |
| Attribute-Related Thoughts 1 | 3.69 | 3.27 | 2.62 | 2.87 | 4.78 | 4.80 | 4.25 | 4.39 | 4.41 | 3.74 | 3.06 | 3.08 |
| t-value | 1.422 | | -.873 | | -.077 | | -.507 | | 2.217 | | -.065 | |
| Sig. (2-tailed) | .157 | | .384 | | .939 | | .613 | | .028 | | .949 | |
| Attribute-Related Thoughts 2 | 3.54 | 3.80 | 4.41 | 4.32 | 3.09 | 2.87 | 3.80 | 3.35 | 3.19 | 3.40 | 3.49 | 3.41 |
| t-value | -.940 | | .290 | | .873 | | 1.651 | | -.825 | | .298 | |
| Sig. (2-tailed) | .349 | | .772 | | .384 | | .101 | | .411 | | .766 | |
| | | | | | | | | | | | | |
| Simple-Evaluative Thoughts 1 | 3.63 | 3.33 | 2.76 | 2.75 | 4.42 | 4.30 | 3.82 | 3.81 | 3.29 | 2.99 | 2.80 | 2.70 |
| t-value | 1.000 | | .010 | | .427 | | .034 | | 1.006 | | .353 | |
| Sig. (2-tailed) | .319 | | .992 | | .670 | | .973 | | .316 | | .724 | |
| Simple-Evaluative Thoughts 2 | 4.10 | 3.86 | 3.57 | 3.71 | 5.34 | 5.25 | 4.85 | 4.76 | 3.04 | 3.01 | 3.11 | 2.55 |
| t-value | .838 | | -.424 | | .397 | | .314 | | .110 | | 1.808 | |
| Sig. (2-tailed) | .404 | | .672 | | .692 | | .754 | | .912 | | .073 | |
| | | | | | | | | | | | | |
| Category-Based Thoughts 1 | 3.42 | 2.96 | 2.53 | 2.65 | 3.52 | 3.72 | 3.23 | 3.15 | 2.34 | 2.31 | 2.17 | 2.18 |
| t-value | 1.857 | | -.518 | | -.885 | | .320 | | .120 | | -.025 | |
| Sig. (2-tailed) | .065 | | .605 | | .378 | | .750 | | .904 | | .980 | |
| Category-Based Thoughts 2 | 3.20 | 3.52 | 3.99 | 3.57 | 3.12 | 2.95 | 3.61 | 3.45 | 3.70 | 4.12 | 4.34 | 3.82 |
| t-value | -1.312 | | 1.614 | | .711 | | .664 | | -1.554 | | 1.771 | |
| Sig. (2-tailed) | .192 | | .109 | | .478 | | .508 | | .122 | | .079 | |
| | | | | | | | | | | | | |
| Subtyping Thoughts 1 | 3.80 | 3.81 | 4.73 | 4.49 | 3.73 | 3.86 | 3.63 | 3.68 | 5.75 | 5.88 | 5.81 | 5.51 |
| t-value | -.023 | | .702 | | -.456 | | -.145 | | -.467 | | 1.006 | |
| Sig. (2-tailed) | .982 | | .484 | | .649 | | .885 | | .641 | | .316 | |
| Subtyping Thoughts 2 | 4.70 | 4.46 | 3.20 | 3.28 | 4.69 | 4.63 | 4.25 | 3.89 | 2.04 | 1.87 | 2.09 | 1.59 |
| t-value | .858 | | -.239 | | .209 | | 1.238 | | .783 | | 2.231 | |
| Sig. (2-tailed) | .392 | | .811 | | .835 | | .218 | | .435 | | .027 | |

■ = significant at the 0.05 level

Table 54 makes it clear to see that the variation of motivation had little effect on the results; there are no consistent findings between brands nor extensions. The difference between high and low motivation only varies by 0.01 to 0.67. An explanation for this could be provided by the sample; as respondents to the questionnaire were all given partial course credit, this may have detracted from the

motivation variation within the questionnaire itself, thus implying all respondents completed the questionnaire under medium to high motivation conditions.

Between brand extension congruency levels, for both brands, on average, the moderately congruent brand extension required the most thought by respondents on all four thought types. This is an interesting finding, and can be explained by examining the other congruency levels. When a respondent is processing a congruent brand extension, it requires minimal cognitive elaboration because the object is conforming to the individual's expectations. Therefore upon viewing a wall clock for either of the symbolic brands, respondents did not need to change anything within their knowledge structure, and thus did not process the information in great detail.

For an incongruent brand extension, if a consumer is to accept the extension, generally a fundamental change must be made in their cognitive structure. Rather, what has occurred in this case, is respondents have not accepted the incongruent brand extension and very quickly excluded it from their consideration set, and hence also not processing the information in any detail.

The moderately congruent brand extension, as it sits in between the other two, requires greater cognitive elaboration. This is because the respondents are unsure where to classify the extension, and because it may stimulate novelty. So, the respondent is prepared to spend more time processing the information under moderately congruent conditions.

When examining the significance levels, for the symbolic brands, only the incongruent brand extension provides figures of any significance. Rolex shows significance at the 0.05 level for attribute related thought 1. This means that for the Rolex dog bowl, respondents were using a piecemeal (i.e. very detailed) processing mode to form their judgement on the product under high motivation conditions, and not under low motivation conditions.

Contrary, for the Ferrari dog bowl, subtyping thought 2 shows significance at the 0.05 level. As mentioned previously, Ferrari is becoming more of a lifestyle brand. Given this, if a Ferrari dog bowl does not fit with a consumer's schema, they may simply pass off the information as an exception for the brand, a subtyping thought. This result shows that consumers under high motivation tended to do this.

The next table is presented in the same format as Table 55, but includes the functional brands of the study; Seiko and Everlast. The table provides the mean, the t-value and the independent samples t-test significance level for each of the four thought types (gained from eight items), and compares between the variables of congruency level, typicality level and motivation level.

# Table 55: Information Processing Overview Results Category –
# Functional (Seiko and Everlast)

| | CONGRUENT | | | | MODERATELY CONGRUENT | | | | INCONGRUENT | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | High Typ | | Low Typ | | High Typ | | Low Typ | | High Typ | | Low Typ | |
| | Motivation | | Motivation | | Motivation | | Motivation | | Motivation | | Motivation | |
| | High | Low | High | Low | High | Low | High | Low | High | Low | High | Low |
| | **Seiko** | | **Everlast** | | **Seiko** | | **Everlast** | | **Seiko** | | **Everlast** | |
| Attribute-Related Thoughts 1 | 3.73 | 2.84 | 3.22 | 2.89 | 4.11 | 4.21 | 4.16 | 4.39 | 4.62 | 4.70 | 3.83 | 3.89 |
| t-value | 2.942 | | 1.051 | | -.360 | | -.837 | | -.229 | | -.233 | |
| Sig. (2-tailed) | .004 | | .296 | | .720 | | .404 | | .820 | | .816 | |
| Attribute-Related Thoughts 2 | 3.59 | 3.80 | 4.05 | 4.30 | 3.43 | 3.48 | 3.64 | 3.41 | 3.23 | 3.29 | 3.68 | 3.65 |
| t-value | -.802 | | -.739 | | -.234 | | .845 | | -.222 | | .112 | |
| Sig. (2-tailed) | .424 | | .462 | | .816 | | .400 | | .825 | | .911 | |
| | | | | | | | | | | | | |
| Simple-Evaluative Thoughts 1 | 4.27 | 3.47 | 3.56 | 3.20 | 4.15 | 3.92 | 4.20 | 4.25 | 4.40 | 4.18 | 3.76 | 3.67 |
| t-value | 2.581 | | 1.145 | | .769 | | -.187 | | .589 | | .272 | |
| Sig. (2-tailed) | .011 | | .255 | | .443 | | .852 | | .557 | | .786 | |
| Simple-Evaluative Thoughts 2 | 4.07 | 3.38 | 3.56 | 2.85 | 4.54 | 4.45 | 3.96 | 4.32 | 4.00 | 3.95 | 3.50 | 3.02 |
| t-value | 2.215 | | 2.141 | | .262 | | -.979 | | .148 | | 1.353 | |
| Sig. (2-tailed) | .029 | | .035 | | .794 | | .330 | | .883 | | .179 | |
| | | | | | | | | | | | | |
| Category-Based Thoughts 1 | 4.02 | 3.82 | 3.64 | 3.17 | 3.89 | 3.68 | 4.02 | 4.02 | 3.58 | 3.18 | 3.13 | 2.96 |
| t-value | .670 | | 1.654 | | .798 | | .000 | | 1.200 | | .620 | |
| Sig. (2-tailed) | .504 | | .101 | | .427 | | 1.000 | | .233 | | .536 | |
| Category-Based Thoughts 2 | 2.93 | 3.08 | 3.95 | 4.09 | 3.36 | 3.46 | 3.85 | 3.59 | 3.71 | 3.95 | 4.06 | 3.95 |
| t-value | -.673 | | -.535 | | -.404 | | .953 | | -.696 | | .404 | |
| Sig. (2-tailed) | .503 | | .594 | | .687 | | .343 | | .488 | | .687 | |
| | | | | | | | | | | | | |
| Subtyping Thoughts 1 | 3.15 | 3.76 | 4.98 | 4.47 | 3.55 | 4.03 | 4.88 | 4.68 | 5.53 | 5.89 | 5.85 | 3.73 |
| t-value | -2.032 | | 1.472 | | -1.686 | | .596 | | -1.086 | | .368 | |
| Sig. (2-tailed) | .045 | | .144 | | .095 | | .552 | | .280 | | .714 | |
| Subtyping Thoughts 2 | 4.95 | 4.72 | 3.64 | 3.57 | 4.68 | 4.34 | 3.59 | 3.70 | 2.82 | 2.11 | 2.15 | 2.09 |
| t-value | .758 | | .168 | | 1.241 | | -.358 | | 2.117 | | .199 | |
| Sig. (2-tailed) | .450 | | .867 | | .217 | | .721 | | .037 | | .842 | |

= significant at the 0.01 level
= significant at the 0.05 level

The functional brands of the study as presented in Table 55 did provide some consistent findings for the Seiko wall clock (congruent extension). Of all four brands tested, the Seiko wall clock extension was the only one to provide significant differences on more than one of the thoughts. The Seiko wall clock found under high motivation more attribute related thoughts and simple evaluative thoughts were generated with less subtyping thoughts.

173

From these results, the simple evaluative thoughts were the only ones to be significant on both measures of the thought, and therefore are seen as the most important. The simple evaluative thought relies on persuasive cues such as expertise and source attractiveness; however, due to Seiko's high prototypicality, respondents did not trust the brand extension more so than any of the others viewed hence needed to process more information. This concludes that under high motivation, a prototypical functional brand cannot bank on a congruent brand extension being successful.

The Everlast brand only provided one significant result from the table; interestingly this was also under the simple evaluative thoughts for the congruent brand extension. Although only significant on one of the two measures, and not as strong as Seiko, this still allows speculation that under congruent brand extensions for functional brands, consumers will undertake simple evaluative thought processing, only processing a subset of information.

The only thought generated to be significant at the 0.01 level in both the symbolic and functional brands was for the Seiko wall clock (congruent extension). Attribute related thought 1 was significant at 0.01. Similarly to the Rolex incongruent brand extension, respondents were using a piecemeal (i.e. very detailed) processing mode to form their judgement on the product under high motivation conditions, and not under low motivation conditions. The reason why can be explained by a functional prototypical brand releasing a congruent brand extension will cause consumers to carefully consider the extension, in order to determine if the extension is functional

and relevant to their needs. For symbolic prototypical brands the same explanation holds but for incongruent brand extensions.

The fact that the congruent brand extension is a wall clock may provide some explanation as to the number of significant findings for functional brands. Generally speaking, a wall clock displayed within a home may be more for symbolic purposes than functional purposes, whereas at a workplace it would be for more functional purposes. Variables like these, which were not taken into consideration, may help to understand why certain thoughts were generated.

The only significant thought within the functional brand table to have more thoughts generated under low motivation is under subtyping thoughts for the congruent brand extension. Subtyping thoughts predict that under more typical conditions schema change will be higher. This result shows that under high motivation the schema change was higher (as a higher score equates to more subtyping), agreeing with the subtyping model. This can be put down to consumers who wish to subtype a congruent brand extension will actually spend longer creating a sub-category in their mind than simply adding the information to their existing schema.

Within the functional brand information processing table, the only significant result outside the congruent brand extension was for Seiko's incongruent brand extension (dog bowl). Unlike the previous subtyping thought for the wall clock which provided less thoughts under high motivation, for the incongruent brand extension more thoughts were generated under high motivation, which equals more subtyping thoughts generated. Subtyping thoughts suggest that information inconsistent with

the schema is processed and remembered, however it is placed in a sub-category that is different from the schema. This result is also in agreement to the subtyping model, that states under low motivation processing consumers are expected to only process a subset of information.

## Discussion

Previous research has identified congruency and prototypicality as factors that determine brand name dilution and enhancement effects of brand extensions. Brand name dilution and enhancement effects have been demonstrated to generally follow the bookkeeping model in high motivation conditions and the subtyping model in low motivation conditions. Motivation has been found to moderate consumers' information processing modes. However, the findings of this study are somewhat different from the results of prior studies.

Whilst variations in congruency and prototypicality affect brand name dilution and enhancement, when replaced with brand resonance these variables will only dilute the resonance of the brand extension. This result was unexpected, as if the brand name can be enhanced under certain conditions, it was hypothesized that brand resonance would behave in a similar way. The results of this research show that brand resonance is a more complex construct than brand name, and regardless of prototypical level of the brand and congruency level of the extension, brand resonance will always be diluted for brand extensions, and it falls upon the brand extension to build its own brand resonance.

The results can confirm Kalamas, Cleveland, Laroche and Laufer's (2006) result that congruency plays an important role in prototypical brand extensions, however for this study it is primarily in the thought processes that consumers go through. Their study showed statistically significant differences in the majority of cases across their six prototypical brands, with the highest scores for congruent brand extensions, then moderately congruent and lastly incongruent. However, their study investigated variables such as substitutes, complements and transfers across parent brand extension fit, and did not investigate brand resonance, therefore a direct comparison cannot be made.

As per the hypotheses of the study, it was expected that in high motivation conditions the bookkeeping model would be followed, and in low motivation conditions the subtyping model would be followed. The bookkeeping model proposes that in high motivation conditions each piece of information is processed and leads to schema modification, regardless of typicality. The findings supported the bookkeeping model as brand resonance evaluations were equivalent across the typicality conditions in the high motivation condition. The subtyping model posits that inconsistent information does not change the schema, rather is placed in a sub-category, a subtype. The findings confirmed partial use of the subtyping model for brand resonance dilution under low motivation conditions, where the results were consistent across typicality conditions. Due to this, it can be concluded that brand resonance dilution might be stronger than brand name dilution and less predictable. The processes that underlie brand resonance dilution and enhancement might be different from the processes underlying brand name dilution and enhancement.

These results mirror a study by Matthiesen (2005) who found the bookkeeping model and subtyping model behave in a similar way when examining brand personality dilution and enhancement. Using Hugo Boss brand extensions to watches and kidswear, the results echo those presented here, ultimately concluding brand resonance and brand personality as being more similar to each other than brand name.

The findings of the influence of motivation offered little overall consistency within this study, as can be seen in tables 54 and 55. Motivation, as defined for this research, is a consumers' willingness to process information. Gürhan-Canli and Maheswaran (1998) and Ng (2010) both found that motivation influences dilution and enhancement effects. Specifically, Gürhan-Canli and Maheswaran (1998) found motivation variation to lead to brand name dilution or enhancement, and Ng (2010) found differences in Easterners and Westerners cultural orientation to influence the outcome of motivation variation. This study, however, did not provide any conclusive evidence to draw judgements that motivation processing acts as a moderator to congruency or typicality on brand resonance.

These findings are contrary to the Elaboration Likelihood Model and Heuristic-Systematic Model in the incongruent conditions. Both models suggest that individuals' level of motivation determines their processing modes. However, as the respondents' level of motivation did not influence respondents processing modes (i.e. kinds of thoughts) in response to incongruent information, this result is inconsistent with the models. This concludes that strong brand resonance dilution effects might overwrite the effects of motivation on individuals' processing modes.

# Research Questions Answered

The Introduction of the thesis outlined three overriding research questions for the study. The first question asked:

1. What impact does congruency of extension fit and parent brand prototypicality have on the enhancement or dilution of brand resonance?

Previous research has shown congruency and typicality as factors that determine brand name dilution and enhancement effects of extensions. As the results for this study have shown, all paired sample t-tests reported significant results for all four dimensions of resonance; this means that there were significant dilution effects of brand resonance; no enhancement effects were found. These results can be viewed in tables 10-15, 21-26, 32-37, and 43-48. The tables cover all congruency levels across all four brands. Therefore, as there was no difference in significance levels between congruency levels nor prototypicality levels, that the answer to this research question is as follows: For the category of watches, congruency of extension fit and parent brand prototypicality have similar results upon all dimensions of brand resonance, resulting only in dilution.

The second research question asked:

2. To what extent does consumers' level of motivation processing moderate the enhancement or dilution of brand resonance?

A large body of literature has shown motivation processing to modify the level of cognitive processing that a consumer will go through. Upon researching this literature it was proposed that this study would gain similar results, as the techniques used to modify the motivation levels were consistent with other studies. Similarly to research question one, motivation processing had no significant difference on enhancement or dilution

effects of brand resonance. While the pre and post test means of each motivation level were slightly different for each paired samples t-test, all of these tests were significant at the .000 level. Thus the answer to this research question is as follows: For the category of watches, consumers' level of motivation processing had no moderating effects on the enhancement or dilution of brand resonance.

The third and final research question asked:

3. How does a functional (symbolic) parent brand influence the congruency of extension fit, parent brand prototypicality, and the moderating role of motivation processing on the enhancement or dilution of brand resonance?

With the characteristics of brand concept (functional/symbolic) well established in the literature, this research question was based on finding differences between the brand concepts whilst drawing all variables together. As reported in research questions one and two, all paired sample t-tests gave significant results, regardless of brand concept, congruency level, prototypicality and motivation level. This equates to finding no differences of any significant levels between any of the concepts studied. However, if we look at some of the other data in the results section, we can begin to see some patterns. For example, in a comparison of pre-test scores for each of the four brands we can observe that the symbolic brands (Ferrari and Rolex) have higher resonance on all four dimensions than the functional brands (Seiko and Everlast). This pattern does not continue with any consistency in the post-test scores, but there is one that is a standout; for the moderately congruent extension (pens), it can be seen that the means for the post-test scores are higher for the symbolic brands (Ferrari and Rolex) than for the functional brands (Seiko and Everlast), specifically under high motivation conditions. Nonetheless, the answer to this research question is as follows: For the category of watches, a

functional (symbolic) parent brand has little influence over the congruency of extension fit, parent brand prototypicality, and the moderating role of motivation processing on the enhancement or dilution of brand resonance.

## Research Objectives Answered

The Introduction of the thesis proposed four research objectives for the study. The first objective aimed to examine whether a strong brand resonance of a prototypical parent brand will transfer to a strong resonance of a prototypical brand extension. The research achieved this objective, and found overwhelmingly that a parent brands brand resonance will not transfer to a brand extensions brand resonance, regardless of prototypicality level or congruency level of the brand extension. An explanation for this could be found in brand resonance not being a transferrable element of a brand; each new extension of a parent brand must gain and build its own brand resonance with consumers, not 'borrow' it from its parent brand, unlike the brand name itself.

Research objective two set out to determine whether brand resonance of the parent brand will be higher for symbolic brands rather than functional brands. As reported in research question three, the symbolic brands are higher on all four dimensions of resonance than the functional brands for the pre-test scores. Therefore research objective two was achieved.

Research objective three was set out in two parts, and anticipated a) congruent, moderately congruent and incongruent symbolic brand extensions will be insignificantly different when compared with the parent brand, and b) congruent, moderately congruent and incongruent functional brand extensions will be significantly different in ascending order when compared with the parent brand. Both of these research objectives were achieved through the course of the research, however not as anticipated. As stated in research question three, all paired sample t-tests examining brand concept and congruency levels gave significant results. This means that research objective 3a was disproved, as all symbolic brand extensions were significant, and research objective 3b was proved, but not in any particular order.

The last research objective was also split into two parts, and expected to a) investigate the moderating effects of motivation processing on the relationship between congruency and brand resonance of the brand extension, and b) investigate the moderating effects of motivation processing on the relationship between prototypicality and brand resonance of the brand extension. In the comparisons between high and low motivation levels within the Results chapter, and as mentioned in research question three, the modification of the motivation level of the respondents had no discernable difference in the outcome of the results. Whilst the means between high and low motivation were slightly lower for the low motivation in a surface examination, the statistical calculations did not show any differences. Consequently it can be surmised that for brand resonance of the brand extension ratings, motivation processing does not provide an influence, thus achieving research objective four.

**Summary of Hypotheses**

The hypotheses for this study have given some mixed results. Due to the factorial design of the research and the amount of variables involved, two thirds of the hypotheses that were accepted were only partially accepted. Nonetheless the results have shown an insight into the brand resonance construct, specifically regarding is transferability.

Hypothesis 1a is accepted, as the bookkeeping model is supported, and brand resonance dilution does not vary across prototypicality conditions. Hypothesis 1b is partially accepted, as brand resonance dilution occurs again, however there is no support for the subtyping model, contrary to previous literature.

Hypothesis 2a, 2b and 2c were all rejected. This is rather disappointing, as for the incongruent brand extensions it shows motivation level variation to have no influence on consumer thought processing. Unlike previous research investigating these types of thought processes, an explanation here may lie in the category of watches being too specific, or a possible carry-over effect from the resonance questions within the questionnaire.

Hypothesis 3 is rejected, as no brand resonance enhancement occurred throughout all the analyses performed. However the hypotheses could be accepted for negative brand resonance enhancement (meaning dilution) for the congruent information regardless of typicality level.

Hypothesis 4a is also rejected, as the results do not show more attribute-related thoughts occurring in high motivation conditions. Hypothesis 4b is partially accepted, as the results did not provide as strong a case as was expected. Firstly, only the functional brands (Seiko and Everlast) showed any significance within the category-based or simple evaluative thoughts, and since the hypothesis did not distinguish between brand concept, the best result possible here is a partial acceptance. Further, the Everlast brand was only significant on one of the two items (Seiko was significant on both items).

Table 56 gives a review of each hypothesis and its result.

**Table 56: Review of Hypotheses**

| Hypothesis | Accept/Reject |
|---|---|
| $H_{1a}$: The bookkeeping model will be supported in high-motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information and evaluations will be equivalent across the typicality conditions. | Accept |
| $H_{1b}$: The subtyping model will be supported in low motivation conditions. Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] dilution will occur in response to incongruent information. Evaluations will be more extreme for high (versus low) typicality conditions. | Partially Accept |
| $H_{2a}$: For incongruent extensions, more attribute-related thoughts will be generated with high (versus low) motivation. Attribute-related thoughts will not vary as a function of typicality. | Reject |
| $H_{2b}$: For incongruent extensions, more category-based and simple evaluative thoughts will be generated with low (versus high) motivation. | Reject |
| $H_{2c}$: More subtyping thoughts will be generated with low (versus high) motivation in the low (versus high) typicality condition in response to incongruent information. | Reject |
| $H_3$: Brand resonance [(a) loyalty, (b) attachment, (c) community, (d) engagement] enhancement will occur in response to congruent information, regardless of typicality in high (versus low) motivation conditions. | Reject |
| $H_{4a}$: For congruent extensions, more attribute-related thoughts will be generated in high (versus low) motivation conditions. | Reject |
| $H_{4b}$: For congruent extensions, more category-based and simple evaluative thoughts will be generated in low (versus high) motivation conditions. | Partially Accept |

Overall, the results are not dissimilar to a study investigating brand personality by

Matthiesen (2005). Her research examined two product categories for the same brand

with congruent and incongruent brand extensions in order to find out the effects on

brand personality. The results found, similarly to the results presented here, only

partial acceptance for the subtyping model ($H_{1b}$) for both product categories. Further,

for incongruent extensions, motivation processing did not provide significant

differences for information processing modes in brand personality nor brand

resonance.

<center>**Contributions**</center>

This study has made a number of core contributions to the literature, addressing the gaps outlined in the Literature Review. These contributions are summarized under the headings of theoretical, methodological and managerial, and are presented as follows.

**Theoretical**

This study has provided a number of theoretical contributions to the literature, with the aim of increase the knowledge base. Firstly, as per the significance of the study in the Introduction chapter, this research examined the relationship between brand resonance and prototypical brands. The linkage of these concepts had not been looked at in previous research, as the Literature Review highlighted. Therefore having this study do this is a theoretical contribution, and whilst the results do not show a strong connection between brand resonance level and prototypicality level, it does lead to the conclusion that brand resonance is not a transferrable element of a brand; new brand extensions must work to gain the same level of resonance as their parent brand. Further, this result may stimulate other interest within these areas to explore new areas of research.

The large factorial design of the study is also grounds for a theoretical contribution. While there is nothing extraordinary about the factorial design itself, the contribution comes in the form of the differing concepts combined within this research. Having different groups providing distinctions between High/Low typicality of brands of products, High/Low motivation processing, Congruent/Moderately Congruent/Incongruent brand extensions, and Symbolic/Functional parent brands gives a detailed insight into a number of theoretical concepts. And although the results rejected

the majority of hypotheses developed from the Literature Review, there is still evidence to apply these concepts to other studies.

Another theoretical contribution is within the prototypical scale development. This study realises the importance prototypical brands play, both now and in the future, and provides a tool that can be easily applied to various scenarios. The existence of a scale for prototypicality within the body of literature should also spur further research and interest in the area.

The inclusion of thought elicitation to provide information on consumers' information processing modes is a theoretical contribution. Other research have used and refined this method of gaining information from consumers, but this study appears to be the first to have done such an in-depth review including comparisons between congruency levels, symbolic/functional brands and prototypicality levels.

Some interesting observations can also be viewed within the thought elicitation part of the research. Reviewing the results some patterns can be found. For instance, for the symbolic brands in the study (Ferrari and Rolex), only thoughts within the incongruent brand extension showed results of any significance. The significant results were within different information processing modes, but that is to be expected with brands of varying prototypicality.

The results of the functional brands in the study (Seiko and Everlast) are the only brands to show significant results within the congruent brand extension. Of particular note is the connection between functional brands for the simple evaluative thoughts. Seiko has

stronger results than Everlast in terms of significance, particularly since its congruent brand extension is the only analysis to contain a result at the 0.01 level.

**Methodological**

A methodological contribution of this research has been to test the brand resonance scale. This is something that was not found to have been published yet in the literature review. As the brand resonance concept is increasing in importance, especially for symbolic brands, it has been a contribution to the literature analysing data for the four dimensions of brand resonance, as well as viewing the pre-test mean comparisons and Cronbach alpha scores. The results of this study highlight the usefulness of the brand resonance scale given the high Cronbach alpha scores across different brands.

The creation of a uni-dimensional scale for prototypicality is another core methodological contribution to the literature. While this research only used the scale as a manipulation check, future studies may choose to use the scale further, for example to find brands of differing prototypicality levels to run various analyses upon. With more emphasis being placed on the perceived prototypicality of a brand, having a scale to accurately test for the prototypical level of any given brand is a significant contribution of this research.

This study used real brands in a factorial design to test the research framework. This contributes to the literature methodologically as it provides a more accurate scenario of how brands behave in the real world (as opposed to hypothetical brands). Having real watch brands with different prototypicality levels and brand concepts has allowed for a broad cross-section of the realities of a product category.

Additionally, the use of a scale to measure thought information processing has contributed to the methodological significance. This provided a clear way to distinguish between specific types of thoughts to test for variations between congruency levels. While this is not unique to this study, it is a contribution as it adds to the evidence of an accurate thought elicitation scale.

**Managerial**

The key managerial contributions have provided evidence to support level of congruency fit when extending a brand. Even though the results of this study did not provide much distinction between the congruency levels in relation to brand resonance, the review of the literature still provides enough support to keep congruency levels as an important construct when researching brand extensions. The more distinction that is provided between brand congruency levels, the more accurate and robust the research will be, and the more managers will be able to accurately evaluate the effects on the brand.

The study has provided evidence to guide decision making processes when looking to extend a brand, especially a prototypical brand, such as brand resonance of the parent brand cannot be transferred to brand extensions, thus it falls upon the brand extension to build its own brand resonance. Not only this, but it highlights a number of the factors that brand managers must be aware of before making decisions with their brand, such as brand resonance must be treated separately and differently to the brand name, as results of this research show that brand resonance is a more complex construct than brand name. This is crucial to prevent costly branding decisions being made.

Brand managers now have a tool they can use for the concept of prototypicality that will allow them to periodically monitor the progress of their brand. A brand does not, in most circumstances, want to lose its prototypicality, so having a short scale that can be administered longitudinally provides an insight and steps to be taken to maintain the desired prototypical level. For example, a brand manager may want to use the scale longitudinally to determine the effect a marketing/advertising campaign has on the actual prototypicality of the brand, and thereby determine whether the money spent is worthwhile.

This research also gives managers an insight into thought processing of brand extensions. Whilst the results given here do not provide the strongest evidence of certain thoughts only occurring under certain circumstances, the study gives an insight into this concept which should provide a basis for further investigation from brand managers. Brand managers will benefit knowing if consumers consistently process certain thoughts for their brand(s).

## Limitations and Future Directions

Although this study has developed a prototypical brand scale and tested for differences in brand resonance and information processing modes, it is not without a number of limitations that must be noted. Firstly, a small sample size was used. A more robust and descriptive analysis could be made from a larger sample size.

This study was based on the results of a single University in Australia. Whilst numerous authors in the field have justified the use of student samples, future research should examine a multi-University focus, or possibly an entire population focus, in order to draw distinctions between groups. Further, other age group cohorts should be considered for future research.

This study did not investigate any differences between Australian and foreign respondents used in the data. Although the results gave 47% of respondents born in Australia, with a marginally higher 55% having lived in Australia for 10 years or more, it may be interesting to search for differences in the future to see if this will affect their evaluation of brands.

While other studies have justified the use of student samples for branding research (Lane 2000), it may still be seen as a limitation for this research. A number of authors are in disagreement as to whether student samples can be generalised, as some view it as being too homogeneous (e.g. Peterson 2001), while others state that this is exaggerated (e.g. Kardes 1996). Therefore future research should examine a non-student sample to add further robustness to the scale.

An entire population focus for future research may be more important if dealing with certain product categories, such as underwear or motorcycles, where consumers purchase decisions may change more drastically than the category of watches depending on their lifecycle stage.

A limitation exists whereby the study only examined one product category, watches, which will limit its generalisability. Future research should look into studying different brands as well as product categories with differing involvement levels, price, risk and problem solving. The category of underwear has the ability to be able to fit the majority of these variables. Using differing product categories of the brands will then add further generalisability to the scale.

A limitation must also be noted in the brands chosen for the research. Whilst a thorough analysis was carried out for brands suitable for the study, questions may be asked about the brands low in prototypicality; specifically the fact that both Ferrari and Everlast watches are already considered brand extensions for those brands. The pilot test research showed that brands low in prototypicality primarily don't have their core business in that category of products, thus finding a brand whose core business is watches yet they are not prototypical becomes very difficult. Therefore it is acknowledged that there may have been some previous brand knowledge and/or attitudes within the respondents' schema that may have influenced the results that was not controlled for, particularly for Ferrari and Everlast. Future research could investigate product categories that may limit these effects, or add measures to be able to track and/or control for these effects.

Future research should differentiate product categories by way of services, durables, consumables etc. A study specifically examining services, in terms of value adding, such as the hotel industry, would be particularly interesting.

The validation of the Prototypical Scale in other product categories will be required for further ongoing validity checks. Although the scale has met all validity tests within this study, examining its behaviour in other areas of research has the potential to add to the body of literature.

Future studies could investigate the effects of brand extensions of a prototypical parent brand using pre and post tests of the prototypical scale. This would be of interest to determine what, if any, variables have the ability to affect the prototypicality of a brand after a stimulus has been shown.

Potential research should also investigate prototypical brands extensions influence on other branding concepts, such as brand personality and brand identity. This may provide interesting findings that have yet to be investigated.

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# APPENDIX 1

## Pilot Test 1 Questionnaire

# Consumer Behaviour 102
## Tutorial Exercise
## Influencing Consumers (Ch. 14-16)

# Week 8
# SET B

<u>Instructions to participant</u>

- This is a tutor-facilitated discussion exercise.
- Form into groups of 3-5 students each. Choose a group leader.
- You are given 5 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page when asked to and complete the first question.
- Break into your groups and you have 5 minutes to discuss your responses and note down your discussion.
- The leader of each group will collate and summarise the responses and present to the class.
- The tutor will continue to guide you through the process. Your tutor will time you on this.
- All booklets must be submitted to the tutors.

| Name of Student | |
|---|---|
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# Prototypical Brands
## A summary of the background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents the category. A host of other attributes can be elicited and assumed as well.

**Question 1**

What do you understand by the term "Prototypical Brand" or "Prototypicality"? How would you define these terms? How would you explain to a layman what Prototypical Brand or Prototypicality mean? State everything that comes to your mind.

(You do not need to know the concept. Just state what you think)

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

**Question 2**

Read the following statements. In your view, reflect if each statement actually explains "Prototypicality". Please tick either 'Very well', 'Unsure' or 'Not at all'. Make sure you Tick 1 (ONE) box per statement.

| | Very well | Unsure | Not at all |
|---|---|---|---|
| This brand is the most representative of its product category | | | |
| The brand serves as a prototype in the extension category | | | |
| The brand is likely to experience a degree of insulation from similarly positioned brands | | | |
| When a brand extension is introduced, the product category attributes may inadvertently be transmitted with it | | | |
| The brand name is protected from its competition | | | |
| It is a measure of how representative a product is of a category | | | |
| The brand is remembered, learned, compared, and chosen | | | |
| It is related to the probability of its inclusion in the consumer's evoked set | | | |
| The brand is the market leader | | | |
| It is the best example of its product category | | | |
| The brand shows the way in which consumers appear initially to organise product knowledge | | | |
| The brand is how good of an example it is of its product category | | | |
| It is related to the likelihood of its classification into a target category | | | |
| The brand is closely associated with the product category | | | |
| The brand serves as a cognitive referent | | | |
| The brand has a substantial market share | | | |
| It is the degree to which an item is perceived to represent a category | | | |
| The brand is more strongly anchored in consumers memory | | | |
| It is so strong, the boundaries between the brand name and the product may be completely blurred | | | |
| The brand is related to its choice as a standard of comparison | | | |
| It is dominantly associated with the respective product class | | | |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

**Question 3**

In your view, what Brands would you define as being Prototypical?

State as many as you can.

| BRAND | PRODUCT CATEGORY |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

## Question 4

List all the Brands of Dress Watch you can think of in the table below.
Beside each one, indicate if you feel that it is high, medium or low
Prototypicality.

| BRAND OF DRESS WATCH | LEVEL OF PROTOTYPICALITY (HIGH / MEDIUM / LOW) |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

**Question 5**

Of the Dress Watches you listed on the previous page, which Brand you would purchase based on **Symbolic** attributes (such as <u>Image</u> and <u>Status)</u>?

**Question 6**

Of the <span style="color:red">Dress Watches</span> you listed on the previous page, which Brand you would purchase based on **Functional** attributes (such as <u>Performance</u> and <u>Price)</u>?

**APPENDIX 2**


**Pilot Test 2 Questionnaire**

# Advertising 260
# (Brand Management)
Tutorial Exercise
Final Wrap-Up

# Week 12

Instructions to participant

- This is a tutor-facilitated discussion exercise.
- You are given 5 minutes to complete each question.
- When asked to, turn over the page and complete the first question ONLY.
- The tutor will then discuss with the class the answers to the question.
- When asked to, after the class discussion, complete the second question.
- All booklets must be submitted to the tutors.

| Name of Student | |
|---|---|
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# **Brand Extensions**
## **A background**

The perceived fit, or congruency, of a brand extension has a significant influence on determining whether the product will be a success or not. The consumer must be able to see a connection, and thus transfer their feelings for the parent brand to the extended brand.

Studies have shown that there are three levels of congruency for brand extensions: Congruent, where the brand extension is very similar to the parent brand; Moderately Congruent, where a connection between the parent brand and the brand extension can still be made (i.e. transfer of lifestyle concept); and Incongruent, where the brand extension has no relevance to the parent brand. Each level of congruency is compared directly with the parent brand.

For instance, Country Road is a large Australian clothing brand. They have a Congruent brand extension of shoes and towels, a Moderately Congruent brand extension of household appliances, and an Incongruent brand extension of Olive Oil.

## Question 1

What examples can you give of Brand Extensions for Harley Davidson Motorcycles? For each Brand extension you can think of, write it down under the column of how congruent you believe it to be to the parent brand of motorcycles (*i.e. only write one brand extension per row but you can write as many brand extensions as you can think of*).

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| BRAND EXTENSION 1 | | | |
| BRAND EXTENSION 2 | | | |
| BRAND EXTENSION 3 | | | |
| BRAND EXTENSION 4 | | | |
| BRAND EXTENSION 5 | | | |
| BRAND EXTENSION 6 | | | |
| BRAND EXTENSION 7 | | | |
| BRAND EXTENSION 8 | | | |
| BRAND EXTENSION 9 | | | |
| BRAND EXTENSION 10 | | | |
| BRAND EXTENSION 11 | | | |

**Question 2**

What examples can you give of Brand Extensions for <span style="color:red">Honda Motorcycles</span>? For each Brand extension you can think of, write it down under the column of how congruent you believe it to be to the parent brand of motorcycles (*i.e. only write one brand extension per row but you can write as many brand extensions as you can think of*).

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| BRAND EXTENSION 1 | | | |
| BRAND EXTENSION 2 | | | |
| BRAND EXTENSION 3 | | | |
| BRAND EXTENSION 4 | | | |
| BRAND EXTENSION 5 | | | |
| BRAND EXTENSION 6 | | | |
| BRAND EXTENSION 7 | | | |
| BRAND EXTENSION 8 | | | |
| BRAND EXTENSION 9 | | | |
| BRAND EXTENSION 10 | | | |
| BRAND EXTENSION 11 | | | |

**Question 3**

What examples can you give of Brand Extensions for <span style="color:red">Bonds Underwear</span>? For each Brand extension you can think of, write it down under the column of how congruent you believe it to be to the parent brand of underwear (*i.e. only write one brand extension per row but you can write as many brand extensions as you can think of*).

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| BRAND EXTENSION 1 | | | |
| BRAND EXTENSION 2 | | | |
| BRAND EXTENSION 3 | | | |
| BRAND EXTENSION 4 | | | |
| BRAND EXTENSION 5 | | | |
| BRAND EXTENSION 6 | | | |
| BRAND EXTENSION 7 | | | |
| BRAND EXTENSION 8 | | | |
| BRAND EXTENSION 9 | | | |
| BRAND EXTENSION 10 | | | |
| BRAND EXTENSION 11 | | | |

**Question 4**

What examples can you give of Brand Extensions for Calvin Klien Underwear? For each Brand extension you can think of, write it down under the column of how congruent you believe it to be to the parent brand of underwear (*i.e. only write one brand extension per row but you can write as many brand extensions as you can think of*).

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| BRAND EXTENSION 1 | | | |
| BRAND EXTENSION 2 | | | |
| BRAND EXTENSION 3 | | | |
| BRAND EXTENSION 4 | | | |
| BRAND EXTENSION 5 | | | |
| BRAND EXTENSION 6 | | | |
| BRAND EXTENSION 7 | | | |
| BRAND EXTENSION 8 | | | |
| BRAND EXTENSION 9 | | | |
| BRAND EXTENSION 10 | | | |
| BRAND EXTENSION 11 | | | |

## Question 5

Assume that Harley Davidson is considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Harley Davidson Motorcycles. Please tick the appropriate column.

|  | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans |  |  |  |
| Laundry detergent |  |  |  |
| Scooter |  |  |  |
| Bottled water |  |  |  |
| Socks |  |  |  |
| Mobile phone |  |  |  |
| Crash helmet |  |  |  |
| Dog bowl |  |  |  |
| Wine |  |  |  |
| Soap |  |  |  |
| Dress Watch |  |  |  |
| Clock radio |  |  |  |
| T-Shirt |  |  |  |
| Bicycle |  |  |  |
| Sunglasses |  |  |  |
| Ice cream |  |  |  |
| Key ring |  |  |  |
| Shoes |  |  |  |
| Instant coffee |  |  |  |
| Gloves |  |  |  |
| Laptop computer |  |  |  |
| Cushion |  |  |  |
| Electric toothbrush |  |  |  |

## Question 6

Assume that Honda is considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Honda Motorcycles. Please tick the appropriate column.

|  | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans |  |  |  |
| Laundry detergent |  |  |  |
| Scooter |  |  |  |
| Bottled water |  |  |  |
| Socks |  |  |  |
| Mobile phone |  |  |  |
| Crash helmet |  |  |  |
| Dog bowl |  |  |  |
| Wine |  |  |  |
| Soap |  |  |  |
| Dress Watch |  |  |  |
| Clock radio |  |  |  |
| T-Shirt |  |  |  |
| Bicycle |  |  |  |
| Sunglasses |  |  |  |
| Ice cream |  |  |  |
| Key ring |  |  |  |
| Shoes |  |  |  |
| Instant coffee |  |  |  |
| Gloves |  |  |  |
| Laptop computer |  |  |  |
| Cushion |  |  |  |
| Electric toothbrush |  |  |  |

## Question 7

Assume that Bonds Underwear is considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Bonds Underwear. Please tick the appropriate column.

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans | | | |
| Laundry detergent | | | |
| Scooter | | | |
| Bottled water | | | |
| Socks | | | |
| Mobile phone | | | |
| Crash helmet | | | |
| Dog bowl | | | |
| Wine | | | |
| Soap | | | |
| Dress Watch | | | |
| Clock radio | | | |
| T-Shirt | | | |
| Bicycle | | | |
| Sunglasses | | | |
| Ice cream | | | |
| Key ring | | | |
| Shoes | | | |
| Instant coffee | | | |
| Gloves | | | |
| Laptop computer | | | |
| Cushion | | | |
| Electric toothbrush | | | |

## Question 8

Assume that Calvin Klein Underwear is considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Calvin Klein Underwear. Please tick the appropriate column.

|  | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans |  |  |  |
| Laundry detergent |  |  |  |
| Scooter |  |  |  |
| Bottled water |  |  |  |
| Socks |  |  |  |
| Mobile phone |  |  |  |
| Crash helmet |  |  |  |
| Dog bowl |  |  |  |
| Wine |  |  |  |
| Soap |  |  |  |
| Dress Watch |  |  |  |
| Clock radio |  |  |  |
| T-Shirt |  |  |  |
| Bicycle |  |  |  |
| Sunglasses |  |  |  |
| Ice cream |  |  |  |
| Key ring |  |  |  |
| Shoes |  |  |  |
| Instant coffee |  |  |  |
| Gloves |  |  |  |
| Laptop computer |  |  |  |
| Cushion |  |  |  |
| Electric toothbrush |  |  |  |

# APPENDIX 3

## Pilot Test 3 Questionnaire

# Internet Marketing 350

## Tutorial Exercise

Instructions to participant

- This is a tutor-facilitated discussion exercise.
- You are given 5 minutes to complete each question.
- When asked to, turn over the page and complete all the questions.
- The tutor will then discuss with the class the answers to the question.
- All booklets must be submitted to the lecturer.

| Name of Student | |
| --- | --- |
| Student Number | |
| Name of Lecturer | |
| Day/Time of Class | |

# Turn over when instructed by tutor

# Brand Extensions

## A background

The perceived fit, or congruency, of a brand extension has a significant influence on determining whether the product will be a success or not. The consumer must be able to see a connection, and thus transfer their feelings for the parent brand to the extended brand.

Studies have shown that there are three levels of congruency for brand extensions: Congruent, where the brand extension is very similar to the parent brand; Moderately Congruent, where a connection between the parent brand and the brand extension can still be made (i.e. transfer of lifestyle concept); and Incongruent, where the brand extension has no relevance to the parent brand. Each level of congruency is compared directly with the parent brand.

For instance, Country Road is a large Australian clothing brand. They have a Congruent brand extension of shoes and towels, a Moderately Congruent brand extension of household appliances, and an Incongruent brand extension of Olive Oil.

## Question 1

Assume that Rolex Watches are considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Rolex Watches. Please tick the appropriate column.

|  | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans |  |  |  |
| Laundry detergent |  |  |  |
| Jewellery |  |  |  |
| Bottled water |  |  |  |
| Socks |  |  |  |
| Mobile phone |  |  |  |
| Baseball cap |  |  |  |
| Dog bowl |  |  |  |
| Wine |  |  |  |
| Soap |  |  |  |
| Heart rate monitor |  |  |  |
| Clock |  |  |  |
| T-Shirt |  |  |  |
| Radio |  |  |  |
| Sunglasses |  |  |  |
| Pens |  |  |  |
| Key ring |  |  |  |
| Shoes |  |  |  |
| Instant coffee |  |  |  |
| Gloves |  |  |  |
| Laptop computer |  |  |  |
| Cushion |  |  |  |
| Electric toothbrush |  |  |  |

## Question 2

Assume that Casio Watches are considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of <u>Casio Watches</u>. Please tick the appropriate column.

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans | | | |
| Laundry detergent | | | |
| Jewellery | | | |
| Bottled water | | | |
| Socks | | | |
| Mobile phone | | | |
| Baseball cap | | | |
| Dog bowl | | | |
| Wine | | | |
| Soap | | | |
| Heart rate monitor | | | |
| Clock | | | |
| T-Shirt | | | |
| Radio | | | |
| Sunglasses | | | |
| Pens | | | |
| Key ring | | | |
| Shoes | | | |
| Instant coffee | | | |
| Gloves | | | |
| Laptop computer | | | |
| Cushion | | | |
| Electric toothbrush | | | |

## Question 3

Assume that Harrods Watches are considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Harrods Watches.

Please tick the appropriate column.

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans | | | |
| Laundry detergent | | | |
| Jewellery | | | |
| Bottled water | | | |
| Socks | | | |
| Mobile phone | | | |
| Baseball cap | | | |
| Dog bowl | | | |
| Wine | | | |
| Soap | | | |
| Heart rate monitor | | | |
| Clock | | | |
| T-Shirt | | | |
| Radio | | | |
| Sunglasses | | | |
| Pens | | | |
| Key ring | | | |
| Shoes | | | |
| Instant coffee | | | |
| Gloves | | | |
| Laptop computer | | | |
| Cushion | | | |
| Electric toothbrush | | | |

**Question 4**

Assume that Swatch Watches are considering the following potential category extensions. State in your view if each product is congruent, moderately congruent, or incongruent to the parent brand of Swatch Watches. Please tick the appropriate column.

| | CONGRUENT | MODERATELY CONGRUENT | INCONGRUENT |
|---|---|---|---|
| Jeans | | | |
| Laundry detergent | | | |
| Jewellery | | | |
| Bottled water | | | |
| Socks | | | |
| Mobile phone | | | |
| Baseball cap | | | |
| Dog bowl | | | |
| Wine | | | |
| Soap | | | |
| Heart rate monitor | | | |
| Clock | | | |
| T-Shirt | | | |
| Radio | | | |
| Sunglasses | | | |
| Pens | | | |
| Key ring | | | |
| Shoes | | | |
| Instant coffee | | | |
| Gloves | | | |
| Laptop computer | | | |
| Cushion | | | |
| Electric toothbrush | | | |

# APPENDIX 4

# Pilot Test 4 Questionnaire

# Consumer Behaviour 102
## Tutorial Exercise
## Consumer Knowledge and Product Typicality

# Week 6

<u>Instructions to participant</u>

- This is a tutor-facilitated discussion exercise.
- Form into groups of 3-5 students each. Choose a group leader.
- You are given 3 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page when asked to and complete the first question.
- Break into your groups and you have 5 minutes to discuss your responses and note down your discussion.
- The leader of each group will collate and summarise the responses and present to the class.
- The tutor will continue to guide you through the process. Your tutor will time you on this.
- All booklets must be submitted to the tutors.

| | |
|---|---|
| Name of Student | |
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# Prototypical Brands
## A summary of the background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents the category. A host of other attributes can be elicited and assumed as well.

**Question 1**

What do you understand by the term "Prototypical Brand" or "Prototypicality"? How would you define these terms? How would you explain to a layman what Prototypical Brand or Prototypicality mean? State everything that comes to your mind.

(You do not need to know the concept. Just state what you think)

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

**Question 2**

Read the following statements. In your view, reflect if each statement actually explains "Prototypicality". Please tick either 'Very well', 'Unsure' or 'Not at all'. Make sure you Tick 1 (ONE) box per statement.

| | Very well | Moderate | Not at all |
|---|---|---|---|
| This brand is the most representative of its product category | | | |
| The brand serves as a prototype in the extension category | | | |
| The brand is likely to experience a degree of insulation from similarly positioned brands | | | |
| The attributes of the product will be inadvertently transferred to the brand extension | | | |
| The brand name is protected from its competition | | | |
| It is a measure of how representative a product is of a category | | | |
| This brand will always be considered for the product category | | | |
| The brand is the market leader | | | |
| It is the best example of its product category | | | |
| The brand is how good of an example it is of its product category | | | |
| It is related to the likelihood of its classification into a target category | | | |
| The brand is closely associated with the product category | | | |
| The brand has a substantial market share | | | |
| It is the degree to which an item is perceived to represent a category | | | |
| It is so strong, the boundaries between the brand name and the product may be completely blurred | | | |
| It is dominantly associated with the respective product class | | | |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

**Question 3**

In your view, what Brands would you define as being Prototypical?
State as many as you can.

| BRAND | PRODUCT CATEGORY |
|---|---|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

## Question 4

Of the following brands of *Watches*, please indicate how Prototypical you feel each brand is (High or Low). Make sure you Tick 1 (ONE) box per brand.

| BRAND OF WATCH | HIGH PROTOTYPICALITY | LOW PROTOTYPICALITY |
|---|---|---|
| Rolex | | |
| Casio | | |
| Ferrari | | |
| Citizen | | |
| Seiko | | |
| Hugo Boss | | |
| Guess | | |
| Tag Heuer | | |
| Nike | | |
| Gucci | | |
| Tissot | | |
| Swatch | | |
| Louis Vuitton | | |
| Omega | | |
| Adidas | | |

**Question 5**

Of the following brands of *Watches*, please indicate which you feel is a
**Symbolic** brand (based on <u>Image</u> and <u>Status)</u>, and which you feel is a
**Functional** brand (based on <u>Performance</u> and <u>Price)</u>. Make sure you
Tick 1 (ONE) box per brand.

| <u>BRAND OF WATCH</u> | <u>SYMBOLIC</u> | <u>FUNCTIONAL</u> |
|---|---|---|
| Rolex | | |
| Casio | | |
| Ferrari | | |
| Citizen | | |
| Seiko | | |
| Hugo Boss | | |
| Guess | | |
| Tag Heuer | | |
| Nike | | |
| Gucci | | |
| Tissot | | |
| Swatch | | |
| Louis Vuitton | | |
| Omega | | |
| Adidas | | |

# APPENDIX 5

# Pilot Test 5 Questionnaire

# Prototypical Brands

The aim of the study is to examine what types of brand extensions would work on prototypical brands in the marketplace. The attached survey questionnaire will take approximately 3 minutes of your time. All information will be kept confidential. Results will only be used for educational purposes and will not be disclosed to a third party for any commercial purposes.

The completion of the questionnaire is voluntary, however consent is granted upon the return of a completed questionnaire.

Please take a few minutes to complete the questionnaire.

# A Summary of the Background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents that category. A host of other attributes can be elicited and assumed as well.

For more information about the study please contact:

Mr. Michael Baird
School of Marketing
Curtin University of Technology
Phone: 0402 466 261
Email: michael.baird@cbs.curtin.edu.au

The study has been granted approval by the Curtin University Human Research Ethics Committee.

## *Once you have read this background, please turn over*

Read the following statements. In your view, reflect if each statement actually explains "Prototypicality". Please tick anywhere from 1 for 'Very well' to 7 for 'Not at all'. Make sure you Tick 1 (ONE) box per statement.

| | | Very Well | | | | | | Not at All |
|---|---|---|---|---|---|---|---|---|
| 1 | This brand is the most representative of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The brand serves as a prototype in the extension category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The brand is likely to experience a degree of insulation from other similarly positioned brands | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The attributes of the product will be inadvertently transferred to the brand extension | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The brand name is protected from its competition | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | It is a measure of how representative a product is of a category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The brand is remembered, learned, compared, and chosen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | The brand is the market leader | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | It is the best example of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | The brand serves as a cognitive referent | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | It is related to the likelihood of its classification into a target category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | It is the degree to which an item is perceived to represent a category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | It is so strong, the boundaries between the brand name and the product may be completely blurred | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | The brand is how good of an example it is of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | The brand is related to its choice as a standard of comparison | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**APPENDIX 6**


**Ferrari Watches Slideshow**

PASSION

**Ferrari WATCHES**

STYLE



**Ferrari WATCHES**

EXCITEMENT

Ferrari WATCHES

ITALIAN ORIGINS



Ferrari

**APPENDIX 7**


**Rolex Watches Slideshow**

ELEGANCE

SUCCESS



PRECISION

SWISS MADE

**APPENDIX 8**


**Ferrari Wall Clocks Slideshow**

# Ferrari WALL CLOCKS



PASSION

**Ferrari** WALL CLOCKS

STYLE


**Ferrari** WALL CLOCKS

ITALIAN ORIGINS

**APPENDIX 9**


**Ferrari Pens Slideshow**
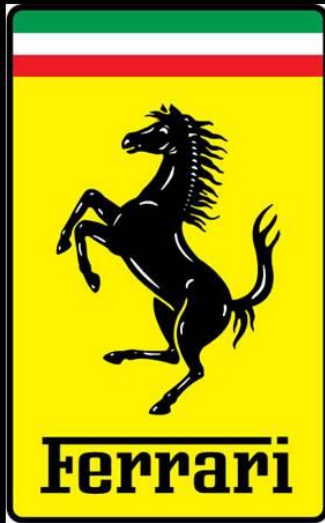
**Ferrari** PENS



PASSION

**Ferrari PENS**

STYLE



**Ferrari PENS**

ITALIAN ORIGINS

**APPENDIX 10**

**Ferrari Dog Bowls Slideshow**

# Ferrari DOG BOWLS



PASSION

# Ferrari DOG BOWLS



STYLE

# Ferrari DOG BOWLS



ITALIAN ORIGINS

# APPENDIX 11


## Main Study Data Collection One

## Ferrari, High Motivation, Wall Clocks, Dog Bowls

# Consumer Behaviour 102
## Tutorial Exercise
## Motivation and Consumer Knowledge

# Week 6
# F/H/CD

<u>Instructions to participant</u>

- This is a tutor-facilitated discussion exercise.
- You will be given 3 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page **when asked** and complete the first question.
- The tutor will continue to guide you through the process, and will time you on this.
- All booklets must be submitted to the tutor.

| | |
|---|---|
| Name of Student | |
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# Prototypical Brands

# A summary of the background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents the category. A host of other attributes can be elicited and assumed as well.

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 1

This exercise is designed to examine how well you, the consumer, resonates with two separate brands of Watches. Based on the adverts you have seen, please indicate on the scales below how well each of the statements describes the following brands by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| For Ferrari Watches | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1 This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| For Rolex Watches | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1 This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 2

Read the following statements. In your view, reflect how well each statement actually explains **Ferrari Watches**. Please circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Ferrari Watches** | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | It is the best example of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The brand is likely to experience a degree of insulation from other similarly positioned brands | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The brand is how good of an example it is of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | The attributes of the product will be inadvertently transferred to the brand extension | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | The brand is the market leader | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 3

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I would buy a product just because it has status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am interested in new products with status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I would pay more for a product if it had status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The status of a product is irrelevant to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | A product is more valuable to me if it has some snob appeal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate which you feel is a more **Symbolic** brand (based on <u>Image</u> and <u>Status</u>), and which you feel is a more **Functional** brand (based on <u>Performance</u> and <u>Price</u>).

| | | Functional | | | | | Symbolic | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate how Prototypical you feel each brand is (High or Low).

| | | Low | | | | | High | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

# Ferrari Brand Extensions

This research is being conducted in conjunction with a market research firm in order to find out possible brand extensions for the Ferrari brand. The firm is interested to discover brand extensions that appeal to young adults in Western Australia. Specifically, opinions of how you resonate with the Ferrari brand are crucial to this research.

The reason you are being involved in this project is that the market research firm has decided to use undergraduates from Curtin Business School (School of Marketing) as a representation of young adults in Western Australia. In fact, they have chosen you over all other graduates from WA universities. Therefore, you are one of the **very first** to see these new test concepts. As the sample is very small, your **individual feedback** will be taken into deep consideration, and your feedback is **extremely critical** in helping to determine future brand extensions.

Further, all completed questionnaires will participate in a **Lucky Draw** to win a Myer voucher. You will be notified in about a month's time if you are a lucky winner.

## DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

SECTION 4

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Ferrari Wall Clocks**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Ferrari Wall Clocks** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 5

Please list all the thoughts that came to mind when you viewed the
**Ferrari Wall Clocks** advert:

SECTION 6

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Ferrari Wall Clocks seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Ferrari Wall Clocks do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Ferrari Wall Clocks | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Ferrari Wall Clocks would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Ferrari Wall Clocks product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Ferrari Wall Clocks do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Ferrari Wall Clocks do not look like a typical Ferrari product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Ferrari Wall Clocks fit into the Ferrari product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

STOP

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 7

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Ferrari Dog Bowls**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **Ferrari Dog Bowls** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 8

Please list all the thoughts that came to mind when you viewed the
**Ferrari Dog Bowls** advert:

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**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 9

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

|   |   | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Ferrari Dog Bowls seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Ferrari Dog Bowls do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Ferrari Dog Bowls | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Ferrari Dog Bowls would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Ferrari Dog Bowls product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Ferrari Dog Bowls do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Ferrari Dog Bowls do not look like a typical Ferrari product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Ferrari Dog Bowls fit into the Ferrari product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 10

In your point of view, what was the purpose of this exercise?

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# PLEASE CONTINUE TO THE NEXT PAGE

# SECTION 11

## RESPONDENT PROFILE

Please tick the appropriate box for the following:

1) What is your current age? _____

2) What is your gender?
   [ ]   Male
   [ ]   Female

3) What is your total annual income before tax and other deductions?
   [ ]   Below $20,000
   [ ]   $20,000 - $29,999
   [ ]   $30,000 - $39,999
   [ ]   $40,000 - $49,999
   [ ]   $50,000 - $59,999
   [ ]   Above $60,000

4) What is your highest level of education?
   [ ]   Year 10               [ ]   Bachelor's Degree
   [ ]   Year 12               [ ]   Master's Degree
   [ ]   TAFE Diploma          [ ]   Doctoral Degree
   [ ]   Some University       [ ]   Other, Please Specify:
   _____

5) Which country were you born?
   [ ]   Australia
   [ ]   Other, Please Specify: _____

6) How many years have you lived in Australia?
   [ ]   Less than 1 year
   [ ]   1 - 4 years
   [ ]   5 - 9 years
   [ ]   10 - 14 years
   [ ]   15 - 19 years
   [ ]   All my life

# *The End*

# *Thank you for your time and effort.*

**APPENDIX 12**


**Main Study Data Collection Two**

**Rolex, Low Motivation, Dog Bowls, Pens**

# Consumer Behaviour 102
## Tutorial Exercise
## Motivation and Consumer Knowledge

# Week 12
# R/L/DP

<u>Instructions to participant</u>

- This is a tutor-facilitated discussion exercise.
- You will be given 3 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page **when asked** and complete the first question.
- The tutor will continue to guide you through the process, and will time you on this.
- All booklets must be submitted to the tutor.

| | |
|---|---|
| Name of Student | |
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# Prototypical Brands

# A summary of the background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents the category. A host of other attributes can be elicited and assumed as well.

**DO NOT TURN OVER UNTIL INSTRUCTED
BY YOUR TUTOR TO DO SO**

SECTION 1

This exercise is designed to examine how well you, the consumer, resonates with two separate brands of Watches. Based on the adverts you have seen, please indicate on the scales below how well each of the statements describes the following brands by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Rolex Watches** | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| **For Ferrari Watches** | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 2

Read the following statements. In your view, reflect if each statement actually explains "Prototypicality". Please circle a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | It is the best example of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The brand is likely to experience a degree of insulation from other similarly positioned brands | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The brand is how good of an example it is of its product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | The attributes of the product will be inadvertently transferred to the brand extension | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | The brand is the market leader | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 3

Please indicate the extent to which you agree or disagree with the
following statements by circling a number from 1 (strongly disagree) to
7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I would buy a product just because it has status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am interested in new products with status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I would pay more for a product if it had status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The status of a product is irrelevant to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | A product is more valuable to me if it has some snob appeal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate which you feel is a
more **Symbolic** brand (based on Image and Status), and which you feel
is a more **Functional** brand (based on Performance and Price).

| | | Functional | | | | | Symbolic | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate how Prototypical
you feel each brand is (High or Low).

| | | Low | | | | | High | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

# Rolex Brand Extensions

This research is conducted by the School of Marketing and a market research firm that has been appointed by Rolex. You are part of a large sample involving undergraduates from various geographical locations within Australia. The insights gained from this research will be considered for new extensions for the Rolex brand. Since the sample size is large your individual feedback will not be taken into consideration, but it will be averaged with the feedback obtained from many other respondents.

## DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

SECTION 4

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Rolex Dog Bowls**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Rolex Dog Bowls** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## PLEASE CONTINUE TO THE NEXT PAGE

SECTION 5

Please list all the thoughts that came to mind when you viewed the **Rolex Dog Bowls** advert:

| | |
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## PLEASE CONTINUE TO THE NEXT PAGE

SECTION 6

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

|  |  | Strongly Disagree |  |  |  |  |  | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Rolex Dog Bowls seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Rolex Dog Bowls do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Rolex Dog Bowls | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Rolex Dog Bowls would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Rolex Dog Bowls product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Rolex Dog Bowls do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Rolex Dog Bowls do not look like a typical Rolex product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Rolex Dog Bowls fit into the Rolex product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 7

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Rolex Pens**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Rolex Pens** | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 8

Please list all the thoughts that came to mind when you viewed the **Rolex Pens** advert:

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# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 9

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Rolex Pens seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Rolex Pens do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Rolex Pens | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Rolex Pens would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Rolex Pens product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Rolex Pens do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Rolex Pens do not look like a typical Rolex product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Rolex Pens fit into the Rolex product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 10

In your point of view, what was the purpose of this exercise?

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**PLEASE CONTINUE TO THE NEXT PAGE**

# SECTION 11

## RESPONDENT PROFILE

Please tick the appropriate box for the following:

1)   What is your current age?   _____

3)   What is your gender?
   [ ]   Male
   [ ]   Female

3)   What is your total annual income before tax and other deductions?
   [ ]   Below $20,000
   [ ]   $20,000 - $29,999
   [ ]   $30,000 - $39,999
   [ ]   $40,000 - $49,999
   [ ]   $50,000 - $59,999
   [ ]   Above $60,000

4)   What is your highest level of education?
   [ ]   Year 10                    [ ]   Bachelor's Degree
   [ ]   Year 12                    [ ]   Master's Degree
   [ ]   TAFE Diploma               [ ]   Doctoral Degree
   [ ]   Some University            [ ]   Other, Please Specify:
   _____

5)   Which country were you born?
   [ ]   Australia
   [ ]   Other, Please Specify: _____

6)   How many years have you lived in Australia?
   [ ]   Less than 1 year
   [ ]   1 - 4 years
   [ ]   5 - 9 years
   [ ]   10 - 14 years
   [ ]   15 - 19 years
   [ ]   All my life

# The End

# Thank you for your time and effort.

**APPENDIX 13**

**Rolex Wall Clocks Slideshow**

# ROLEX WALL CLOCKS



ELEGANCE

ROLEX WALL CLOCKS

SUCCESS



ROLEX WALL CLOCKS

SWISS MADE

# APPENDIX 14

**Rolex Pens Slideshow**

ROLEX

ROLEX PENS

ELEGANCE

# ROLEX PENS

SUCCESS

# ROLEX PENS

SWISS MADE

**APPENDIX 15**


**Rolex Dog Bowls Slideshow**

**ROLEX** DOG BOWLS



ELEGANCE

ROLEX DOG BOWLS

SUCCESS


ROLEX DOG BOWLS

SWISS MADE

**APPENDIX 16**


**Seiko Watches Slideshow**

ACCURATE

**SEIKO**

PRACTICAL



**SEIKO**

DURABLE

314
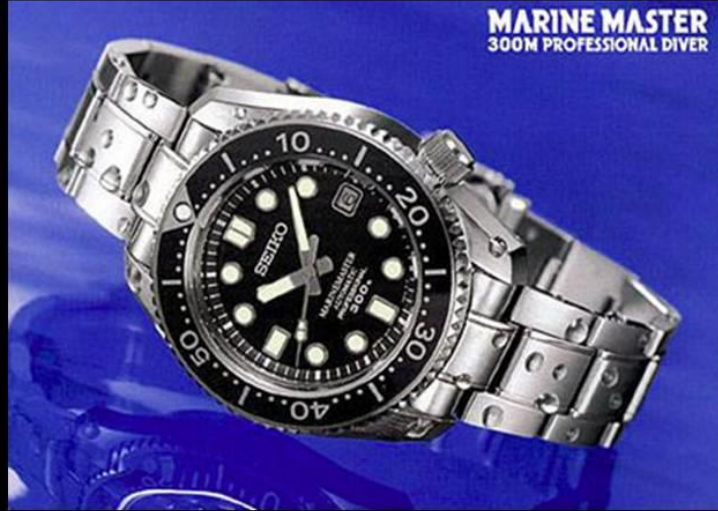
SEIKO

MARINE MASTER
300M PROFESSIONAL DIVER

MADE TO LAST



SEIKO

**APPENDIX 17**


**Everlast Watches Slideshow**

ATHLETIC

EVERLAST WATCHES

TOUGH



EVERLAST WATCHES

CONFIDENT

318

**EVERLAST WATCHES**

**RELIABLE**

**APPENDIX 18**


**Seiko Wall Clocks Slideshow**

# SEIKO



SEIKO WALL CLOCKS
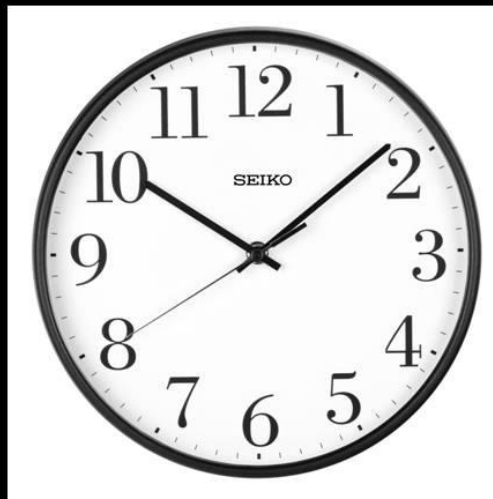


PRACTICAL

SEIKO WALL CLOCKS

DURABLE

SEIKO WALL CLOCKS

MADE TO LAST

# APPENDIX 19

## Seiko Pens Slideshow

SEIKO



SEIKO PENS

PRACTICAL

SEIKO PENS

DURABLE



SEIKO PENS

MADE TO LAST

**APPENDIX 20**


**Seiko Dog Bowls Slideshow**

# SEIKO

# SEIKO DOG BOWLS



## PRACTICAL

SEIKO DOG BOWLS

DURABLE

SEIKO DOG BOWLS

MADE TO LAST

# APPENDIX 21


**Main Study Data Collection Three**

**Seiko, High Motivation, Pens, Wall Clocks**

# Consumer Behaviour 201
## Tutorial Exercise
## Motivation and Consumer Knowledge

# Week 3
# S/H/PC

<u>Instructions to participant</u>

- This is a tutor-facilitated discussion exercise.
- You will be given 3 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page **when asked** and complete the first question.
- The tutor will continue to guide you through the process, and will time you on this.
- All booklets must be submitted to the tutor.

| Name of Student | |
|---|---|
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

# Prototypical Brands

# A summary of the background

When you think of "fast-food", consumers will be elicited by exposure to Hungry Jacks, KFC, Red Rooster and Chicken Treat. McDonald's is probably the most highly perceived prototypical fast-food brand. Accordingly, McDonald's should benefit more so than other brands (local or international) if participants were faced with a decision based on memory of previously seen brands.

Specifically, exposure to competitors within the fast-food category should cause greater illusory recollection of McDonald's as a prototypical and high-share brand versus others.

Different product categories may have other prototypical brands. Thus if you think of ice cream, tennis shoes, cars, yogurt, cheese, chocolates etc. each is bound to evoke a set of prototypical brands that represents the category. A host of other attributes can be elicited and assumed as well.

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 1

This exercise is designed to examine how well you, the consumer, resonates with two separate brands of Watches. Based on the adverts you have seen, please indicate on the scales below how well each of the statements describes the following brands by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| For Seiko Watches | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## PLEASE WAIT UNTIL NEXT ADVERT IS SHOWN

| For Everlast Watches | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Compared to others you know, how knowledgeable are you about the features of different types of watches in the market? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| *Not at all knowledgeable* | 1 | 2 | 3 | 4 | 5 | 6 | 7 | *Very knowledgeable* |

| In general, how knowledgeable are you about different types of watches in the market? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| *Not at all knowledgeable* | 1 | 2 | 3 | 4 | 5 | 6 | 7 | *Very knowledgeable* |

| Compared to your friends, how much experience do you have with different types of watches? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| *Very little experience* | 1 | 2 | 3 | 4 | 5 | 6 | 7 | *A lot of experience* |

## PLEASE CONTINUE TO THE NEXT PAGE

SECTION 2

Read the following statements. Please circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Prototypical Brands** | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | Buying private label brands makes me feel good | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I love it when private label brands are available for the product categories I purchase | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | For most product categories, the best buy is usually the private label brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | In general, private label brands are poor-quality products | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | Considering the value for money, I prefer private label brands to national brands | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | When I buy a private label brand, I always feel that I am getting a good deal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 3

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

|   |   | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I would buy a product just because it has status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am interested in new products with status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I would pay more for a product if it had status | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The status of a product is irrelevant to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | A product is more valuable to me if it has some snob appeal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate which you feel is a more **Symbolic** brand (based on <u>Image</u> and <u>Status</u>), and which you feel is a more **Functional** brand (based on <u>Performance</u> and <u>Price</u>).

|   |   | Functional | | | | | Symbolic | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate how Prototypical you feel each brand is (High or Low).

|   |   | Low | | | | | High | |
|---|---|---|---|---|---|---|---|---|
| 1 | Rolex | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

# Seiko Brand Extensions

This research is being conducted in conjunction with a market research firm in order to find out possible brand extensions for the Seiko brand. The firm is interested to discover brand extensions that appeal to young adults in Western Australia. Specifically, opinions of how you resonate with the Seiko brand are crucial to this research.

The reason you are being involved in this project is that the market research firm has decided to use undergraduates from Curtin Business School (School of Marketing) as a representation of young adults in Western Australia. In fact, they have chosen you over all other graduates from WA universities. Therefore, you are one of the **very first** to see these new test concepts. As the sample is very small, your **individual feedback** will be taken into deep consideration, and your feedback is **extremely critical** in helping to determine future brand extensions.

Further, all completed questionnaires will participate in a **Lucky Draw** to win a Myer voucher. You will be notified in about a month's time if you are a lucky winner.

## DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

SECTION 4

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Seiko Pens**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Seiko Pens** | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 5

Please list all the thoughts that came to mind when you viewed the **Seiko Pens** advert:

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# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 6

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

|  |  | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Seiko Pens seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Seiko Pens do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Seiko Pens | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Seiko Pens would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Seiko Pens product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Seiko Pens do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Seiko Pens do not look like a typical Seiko product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Seiko Pens fit into the Seiko product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

SECTION 7

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Seiko Wall Clocks**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Seiko Wall Clocks** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 8

Please list all the thoughts that came to mind when you viewed the **Seiko Wall Clocks** advert:

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# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 9

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Seiko Wall Clocks seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Seiko Wall Clocks do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Seiko Wall Clocks | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Seiko Wall Clocks would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Seiko Wall Clocks product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Seiko Wall Clocks do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Seiko Wall Clocks do not look like a typical Seiko product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Seiko Wall Clocks fit into the Seiko product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 10

In your point of view, what was the purpose of this exercise?

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**PLEASE CONTINUE TO THE NEXT PAGE**

# SECTION 11

## RESPONDENT PROFILE

Please tick the appropriate box for the following:

1)  What is your current age?  _____

4)  What is your gender?
    [ ]  Male
    [ ]  Female

3)  What is your total annual income before tax and other deductions?
    [ ]  Below $20,000
    [ ]  $20,000 - $29,999
    [ ]  $30,000 - $39,999
    [ ]  $40,000 - $49,999
    [ ]  $50,000 - $59,999
    [ ]  Above $60,000

4)  What is your highest level of education?
    [ ]  Year 10                    [ ]  Bachelor's Degree
    [ ]  Year 12                    [ ]  Master's Degree
    [ ]  TAFE Diploma               [ ]  Doctoral Degree
    [ ]  Some University            [ ]  Other, Please Specify:
    _____

5)  Which country were you born?
    [ ]  Australia
    [ ]  Other, Please Specify: _____

6)  How many years have you lived in Australia?
    [ ]  Less than 1 year
    [ ]  1 - 4 years
    [ ]  5 - 9 years
    [ ]  10 - 14 years
    [ ]  15 - 19 years
    [ ]  All my life

# The End

# Thank you for your time and effort.

**APPENDIX 22**

**Main Study Data Collection Four**

**Everlast, Low Motivation, Dog Bowls, Pens**

# Consumer Behaviour 201
## Tutorial Exercise
## Motivation and Consumer Knowledge

# Week 12
# E/L/DP

Instructions to participant

- This is a tutor-facilitated discussion exercise.
- You will be given 3 minutes to complete each question.
- First, the tutor will read the short background with you.
- Then you are to turn over the page **when asked** and complete the first question.
- The tutor will continue to guide you through the process, and will time you on this.
- All booklets must be submitted to the tutor.

| | |
|---|---|
| Name of Student | |
| Student Number | |
| Name of Tutor | |
| Day/Time of Tutorial | |

# Turn over when instructed by tutor

SECTION 1

This exercise is designed to examine how well you, the consumer, resonates with two separate brands of Watches. Based on the advert you have seen, please indicate on the scales below how well each of the statements describes the following brands by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| For Everlast Watches | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Read the following statements. Please circle a number from 1 (strongly disagree) to 7 (strongly agree).

| For Everlast Watches | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

SECTION 2

Based on the advert you have seen, please indicate on the scales below how well each of the statements describes the following brands by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| For Seiko Watches | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | This brand is able to engage its customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | This brand has a sense of community | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand would have very loyal customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | People who own this brand would feel attached to it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Read the following statements. Please circle a number from 1 (strongly disagree) to 7 (strongly agree).

| For Seiko Watches | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The brand has a substantial market share | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | It is related to the probability of its inclusion in the consumer's evoked set | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | This brand will always be considered for the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | It is dominantly associated with the respective product class | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The brand is more strongly anchored in consumers memory | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | The brand is closely associated with the product category | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 3

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

|   |                                                         | Strongly Disagree |   |   |   |   | Strongly Agree | |
|---|---------------------------------------------------------|---|---|---|---|---|---|---|
| 1 | I would buy a product just because it has status        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am interested in new products with status             | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I would pay more for a product if it had status         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The status of a product is irrelevant to me             | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | A product is more valuable to me if it has some snob appeal | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate which you feel is a more **Symbolic** brand (based on <u>Image</u> and <u>Status</u>), and which you feel is a more **Functional** brand (based on <u>Performance</u> and <u>Price</u>).

|   |          | Functional |   |   |   | Symbolic | | |
|---|----------|---|---|---|---|---|---|---|
| 1 | Rolex    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Of the following brands of *Watches*, please indicate how Prototypical you feel each brand is (High or Low).

|   |          | Low |   |   |   |   | High | |
|---|----------|---|---|---|---|---|---|---|
| 1 | Rolex    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Everlast | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Ferrari  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Seiko    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO

# Everlast Brand Extensions

This research is conducted by the School of Marketing and a market research firm that has been appointed by Everlast Australia. You are part of a large sample involving undergraduates from various geographical locations within Australia. The insights gained from this research will be considered for new extensions for the Everlast brand. Since the sample size is large your individual feedback will not be taken into consideration, but it will be averaged with the feedback obtained from many other respondents.

**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 4

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Everlast Dog Bowls**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Everlast Dog Bowls** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 5

Please list all the thoughts that came to mind when you viewed the
**Everlast Dog Bowls** advert:

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**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 6

Please indicate the extent to which you agree or disagree with the following statements by circling a number from 1 (strongly disagree) to 7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Everlast Dog Bowls seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Everlast Dog Bowls do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Everlast Dog Bowls | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Everlast Dog Bowls would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Everlast Dog Bowls product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Everlast Dog Bowls do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Everlast Dog Bowls do not look like a typical Everlast product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Everlast Dog Bowls fit into the Everlast product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



**DO NOT TURN OVER UNTIL INSTRUCTED BY YOUR TUTOR TO DO SO**

SECTION 7

Based on the ad you have just seen, please indicate on the scale below how you feel towards **Everlast Pens**. Circle a number from 1 (strongly disagree) to 7 (strongly agree).

| **For Everlast Pens** | | **Strongly Disagree** | | | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|---|---|
| 1 | I consider myself loyal to this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I buy this brand whenever I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I buy as much of this brand as I can | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I feel this is the only brand of this product I need | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | This is the one brand I would prefer to buy/use | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | If this brand were not available, it would make little difference to me if I had to use another brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | I would go out of my way to use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | I really love this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9 | I would really miss this brand if it went away | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10 | This brand is special to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11 | This brand is more than a product to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12 | I really identify with people who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13 | I feel as if I almost belong to a club with other users of this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14 | This is a brand used by people like me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15 | I feel a deep connection with others who use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16 | I really like to talk about this brand to others | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17 | I am always interested in learning more about this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 18 | I would be interested in merchandise with this brand's name on it | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19 | I am proud to have others know I use this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20 | I like to visit the web site for this brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21 | Compared with other people, I follow news about this brand closely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 8

Please list all the thoughts that came to mind when you viewed the
**Everlast Pens** advert:

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# PLEASE CONTINUE TO THE NEXT PAGE

SECTION 9

Please indicate the extent to which you agree or disagree with the
following statements by circling a number from 1 (strongly disagree) to
7 (strongly agree).

| | | Strongly Disagree | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|
| 1 | The design of the Everlast Pens seems to be outstanding | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The Everlast Pens do not meet highest quality standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I like the Everlast Pens | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The Everlast Pens would be a good gift | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The Everlast Pens product range is comprehensive, it appeals to a wide range of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | Everlast Pens do not have a good reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | The Everlast Pens do not look like a typical Everlast product | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | The Everlast Pens fit into the Everlast product range | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 10

In your point of view, what was the purpose of this exercise?

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**PLEASE CONTINUE TO THE NEXT PAGE**

SECTION 11

RESPONDENT PROFILE

Please tick the appropriate box for the following:

1)   What is your current age?   _____

5)   What is your gender?
  [ ]   Male
  [ ]   Female

3)   What is your total annual income before tax and other deductions?
  [ ]   Below $20,000
  [ ]   $20,000 - $29,999
  [ ]   $30,000 - $39,999
  [ ]   $40,000 - $49,999
  [ ]   $50,000 - $59,999
  [ ]   Above $60,000

4)   What is your highest level of education?
  [ ]   Year 10            [ ]   Bachelor's Degree
  [ ]   Year 12            [ ]   Master's Degree
  [ ]   TAFE Diploma       [ ]   Doctoral Degree
  [ ]   Some University    [ ]   Other, Please Specify:
  _____

5)   Which country were you born?
  [ ]   Australia
  [ ]   Other, Please Specify: _____

6)   How many years have you lived in Australia?
  [ ]   Less than 1 year
  [ ]   1 - 4 years
  [ ]   5 - 9 years
  [ ]   10 - 14 years
  [ ]   15 - 19 years
  [ ]   All my life

# *The End*

# *Thank you for your time and effort.*

**APPENDIX 23**


**Everlast Wall Clocks Slideshow**

EVERLAST WALL CLOCKS



ATHLETIC

EVERLAST WALL CLOCKS

TOUGH

EVERLAST WALL CLOCKS

RELIABLE

**APPENDIX 24**


**Everlast Pens Slideshow**

EVERLAST PENS



ATHLETIC

**EVERLAST** PENS

TOUGH



**EVERLAST** PENS

RELIABLE

**APPENDIX 25**


**Everlast Dog Bowls Slideshow**

# EVERLAST DOG BOWLS



## ATHLETIC

**EVERLAST DOG BOWLS**



TOUGH

**EVERLAST DOG BOWLS**



RELIABLE