A communications approach to building brand personality: The influence of celebrity gender, communication appeal and product involvement

by

Werner Antonio Smit

Thesis presented in fulfilment of the requirements for the degree of
Master of Commerce in the Faculty of Economic and Management Sciences at
Stellenbosch University

Supervisor:
Ms. Debbie Human

March 2016

DECLARATION OF ORIGINALITY

By submitting the thesis electronically, I declare that the entirety of the work contained therein is my own, original work, that I am the sole author thereof, that reproduction and publication thereof by Stellenbosch University will not infringe any third party rights and that I have not previously in its entirety or in part submitted it for obtaining any qualification.

Werner Smit

Date: March 2016

ABSTRACT

The concept of symbolism can be traced back to Levy in 1959, and it is one of the roots that created research into self-expression, and created a foundation for brand personality research. Since then, the understanding of brand image perceptions, with specific focus on brand personality, has increased in importance. This increase was created by the shift to identity-based branding, the move from functional to symbolic differentiation, and the greater pressure to compete on a non-product attribute basis. Brand personality is proposed to be an important differentiating construct of brand image that can be used for brand positioning. Despite calls for research, the effect of communications on brand personality has received little research attention. Therefore, this study adopted a communications perspective with the purpose of assessing the influence of various communication-related aspects on brand personality and other consumer responses.

Using a dominant positivistic approach, an experimental study with a 3 x 2 x 2 factorial design tested the influence of independent and interaction effects of the independent variables on the dependent variables. The independent variables consisted of celebrity gender, communication appeal and product involvement, whereas the dependent variables consisted of brand personality (dimensions, sub-dimensions, gender, and appeal), brand involvement, attitude (towards the brand and the advert), and purchase intention. Qualitative data was collected to develop the stimulus used in the main experiment, and the main experiment collected quantitative data through self-administered online questionnaires. The target population consisted of Generation Y individuals in the 18 to 24 year age range. Descriptive and inferential statistics were used to analyse the data in relation to the research objectives.

The results revealed that all three independent variables of celebrity gender, communication appeal and product involvement influenced brand personality, as well as brand personality gender and brand personality appeal. Moreover, the independent variables similarly influenced consumer responses of brand involvement, attitude and purchase intention, indicating the importance of building brand equity in a complementary manner through both brand personality knowledge and favourable consumer predispositions. Brand personality's malleability illustrates the importance of managing it over time to create long-lasting brand equity. All three independent variables were effective when there was good celebrity-product, celebrity-brand, product category-celebrity and audience-celebrity fit, as well as when

the brand personality was strong. Thus, this study found that brand personality can be built when the mentioned fit is present and when a brand is mature.

Celebrity gender was the strongest influencer of brand personality and consumer responses, followed by communication appeal and product involvement. Celebrity gender's influence showed that in most cases, the exposure to a male celebrity resulted in higher levels of brand personality or consumer responses compared to when there was no exposure to a celebrity. In contrast, exposure to a female celebrity resulted in lower levels compared to when there was no exposure to a celebrity. Moreover, celebrity gender's power to influence brand personality gender was mixed. The communication appeals' effects showed that it is possible to build brand personality in a rational and emotional way. The communication appeals were especially effective in building brand personality gender. Product involvement influenced consumers' processing and communicated shared product associations. In some instances the three independent variables used in combination influenced each other's effects. This indicates that when the goal is to maximise the communication-related elements' ability to build a brand, the combined use thereof in communication needs to be managed carefully.

The current study provides managerial insights by showing that all three factors could be used to build the brand personality or consumer responses, in order to build brand equity. Moreover, brand personality could be built to have varying degrees of functionalism or symbolism, or degrees of shared product or product category associations, that could be used as points of parity or difference to create competitive brand differentiation. Despite the findings, brand personality theory still has limitations such as conceptual scope. Therefore, future research should address the theoretical limitations to develop brand personality theory and consequently its use in the advertising industry.

OPSOMMING

Die konsep van simbolisme kan gedateer word vanaf 1959, en is een van die oorspronge waaruit navorsing in persoonlike uitdrukking geskep is, en waaruit die basis van handelsmerkpersoonlikheidsnavorsing gestig is. Vanaf dan, het die belangrikheid van handelsmerkewebeeldpersepsies, met spesifieke betrekking op handelsmerkpersoonlikheid, in belangrikheid vermeerder. Die vermeerdering in belangrikheid was geskep deur die verskuiwing na identiteitsgebaseerde bemarking, die beweging van funksionele na simboliese differensiasie, en die vermeerderende druk om op 'n nie-produk gebaseerde basis te kompeteer. Handelsmerkpersoonlikheid is voorgestel om 'n belangrike en onderskeidende konstruk van handelsmerkewebeeld te wees, wat kan gebruik word vir handelsmerkposisionering. Ten spyte van oproepe vir navorsing, het die effek van kommunikasie op handelsmerkpersoonlikheid min navorsingsaandag ontvang. Daarom het die huidige studie 'n kommunikasie perspektief aangeneem, met die doel om die invloed van verskeie kommunikasie verwante aspekte op handelsmerkpersoonlikheid en ander verbruikersreaksies te assesseer.

Deur middel van 'n positivistiese benadering, het 'n eksperimentele studie met 'n 3 x 2 x 2 faktoriale ontwerp die onafhanklike en interaksie effekte van die onafhanklike veranderlikes op die afhanklike veranderlikes getoets. Die onafhanklike veranderlikes bestaan uit die beroemde persoon se geslag, kommunikasie-appèl, en produkbetrokkenheid, terwyl die afhanklike veranderlikes bestaan het uit handelsmerkpersoonlikheid (dimensies, subdimensies, -geslag en -appèl), handelsmerkbetrokkenheid, houding (teenoor die handelsmerk en advertensie), en aankoop voorneme. Kwalitatiewe data was ingesamel om die stimulus te ontwerp, wat in die hoof eksperiment gebruik was, en die kwantitatiewe data vir die hoof eksperiment was met 'n self-geadministreerde aanlyn vraelys gekollekteer. Die teiken populasie het uit Generasie Y individue, tussen die ouderdom van 18 en 24 jaar, bestaan. Beskrywende en inferensiële statistieke was gebruik om die data te ontleed in verband met die studie doelwitte.

Die resultate het geopenbaar dat al drie onafhanklike veranderlikes, naamlik die van beroemde persoon se gelag, kommunikasie-appèl en produk-betrokkenheid, drie afhanklike veranderlikes van handelsmerkpersoonlikheid; handelsmerkpersoonlikheid-geslag, en handelmerkpersoonlikeheid-appèl beïnvloed het. Verder, het die onafhanklike veranderlikes verbruikersreaksies van

handelsmerkbetrokkenheid, houding, en aankoop voorneme in 'n soortgelyke manier beïnvloed, wat die belangrikheid om handelsmerkekwiteit in 'n aanvullende manier te bou deur beide handelmerkpersoonlikheids-kennis en gunstige verbruikerspredisposisies aandui. Handelsmerkpersoonlikheid se smeebaarheid illustreer die belangrikheid om dit oor tyd te bestuur, om langdurige handelsmerkekwiteit te skep. Al drie onafhanklike veranderlikes was effektief wanneer daar goeie beroemde persoon-produk, beroemde persoon-handelsmerk, produk kategorie-beroemde persoon en gehoor-beroemde persoon passing was, asook wanneer die handelsmerkpersoonlikheid sterk was. Daarom het die studie gevind dat handelsmerkpersoonlikheid gebou kan word wanneer die genoemde passing teenwoordig is en wanneer die handelsmerk volwasse is.

Die beroemde persoon se geslag was die sterkste invloed van handelsmerkpersoonlikheid en verbruikersreaksies, gevolg deur kommunikasie-appèl en produkbetrokkenheid. Die beroemde persoon se geslag se invloed het in meeste gevalle geïllustreer dat die blootstelling aan 'n manlike beroemde persoon na hoër vlakke van handelsmerkpersoonlikheid of verbruikersreaksies, in vergelyking met die die gebruik van geen beroemde persoon, gelei het. Daarop volgend wys die resultate dat blootstelling aan 'n vroulike beroemde persoon na laer vlakke, as die van die gebruik van geen beroemde persoon, gelei het. Verder is dit bevind dat die beroemde persoon se krag om handelsmerkpersoonlikheid geslag te beïnvloed, gemeng was. Die kommunikasie appel-appèl se effekte het geïllustreer dat dit moontlik is om 'n handelsmerkpersoonlikheid te bou in 'n rasionale of emosionele wyse. Die kommunikasie-appèlle was veral effektief in die bou van handelsmerkpersoonlikheid-geslag. Produkbetrokkenheid het verbruikers se verwerking beïnvloed en gedeelde produkassosiasies gekommunikeer. In sommige gevalle het die drie onafhanklike veranderlikes, wat in kombinasie gebruik was, mekaar se effekte beïnvloed. Hierdie bevinding dui aan, dat wanneer dit die doel van die kommunikasie verwante elemente se vermoë is, om die bou van 'n handelsmerk te maksimeer, moet die gekombineerde gebruik daarvan in kommunikasie versigtig bestuur word.

Die huidige studie bied betuursinsigte, wat wys dat al drie faktore gebruik kan word om die handelsmerkpersoonlikheid of verbruikersreaksies te bou, om handelsmerkekwiteit te bou. Verder kan handelsmerkpersoonlikheid gebou word om wisselende grade van funksionalisme of simboliek, of gedeelde produk of produk

kategorie assosieasies in te sluit, wat kan gebruik word as punte van gelykheid of verskil om mededingingde handelsmerkdifferensiasie te skep. Ten spyte van die bevindinge, het handelsmerkpersoonlikheid-teorie nog steeds limitasies soos konsepsionele omvang. Daarom moet toekomstige navorsing die teoretiese limitasies in terme van die ontwikkeling van handelsmerkpersoonlikheid-teorie, en gevolglik die gebruik daarvan in die advertensie bedryf, adresseer.

KEYWORDS

English

Appeal, Brand, Celebrity, Communication, Emotional, Endorsement, Endorser, Equity, Gender, High-involvement, Low-involvement, Malleable, Personality, Product, Rational

Afrikaans

Appèl, Handelsmerk, Beroemdheid, Kommunikasie, Emosioneel, Endossement, Endossant, Ekwiteit, Geslag, Hoë-betrokkenheid, Lae-betrokkenheid, Smeebaar, Persoonlikheid, Produk, Rasioneel

ACKNOWLEDGEMENTS

"If something is important enough, even if the odds are against you,

you should still do it." (Elon Musk)

TABLE OF CONTENTS

LIST OF APPENDICES

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

Ad	Advert
AATTA	Affective Attitude towards the Advert
AFFRES	Affective Response
ANOVA	Analysis of Variance
AIDA	Attention Interest Desire and Action
ATTB	Attitude towards the Brand
ATTA	Attitude towards the Advert
BBT	Brand Building Tool
BCM	Brand Concept Management
BINV	Brand Involvement
BP	Brand Personality
BPA	Brand Personality Appeal
BPFFM	Brand Personality Five Factor Model
BPG	Brand Personality Gender
BTT	Brand Trait Transference
CATTA	Cognitive Attitude towards the Advert
CBBE	Customer-Based Brand Equity
DESC	Department Ethical Screening Committee
DIRP	Division for Institutional Research and Planning
DMH	Duel Mediation Hypothesis
ELM	Elaboration Likelihood Model
FGE	Female Gender Effect
FBP	Feminine Brand Personality
FFM	Five Factor Model
FCB	Foote Cone and Belding
HATTB	Hedonic Attitudes towards the Brand
HREC	Humanities Research Ethics Committee
IRI	Impression-Relevant Involvement
IBP	Integrated Brand Promotion
IPC	Interpersonal Circumplex
KMO	Kaiser-Meyer-Olkin
LSD	Least Squared Difference
MGE	Male Gender Effect
MBP	Masculine Brand Personality
NFC	Need for Cognition
ORI	Outcome-Relevant Involvement
OATTA	Overall Attitude towards the Advert
OATTB	Overall Attitude towards the Brand
POD	Points of Difference
POP	Points of Parity

PINV	Product Involvement
PINT	Purchase Intention
RQ	Research Question
S-W	Shapiro-Wilk
Sig.	Significance Value
STT	Spontaneous Trait Transference
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
US	Unconditioned stimulus
UATTB	Utilitarian Attitude towards the Brand
VRI	Value-Relevant Involvement
WPPP	Willingness to Pay a Price Premium

CHAPTER 1

OVERVIEW OF THE RESEARCH

1.1 INTRODUCTION

Peter Drucker's famous statement that every business has two basic functions, namely marketing and innovation, puts forth the importance of studying marketing. A key part of marketing is the acquisition of a customer (Maciariello, 2009). By differentiating the firm in relation to competitors, it is possible to procure consumers, as it provides them with a reason to choose one brand over another. This statement points to the importance of researching mechanisms that enable the creation of competitive superiority. In this study, brand personality is investigated as the differentiator due to its central role in brand building and consumer decision-making. Brand personality is used in marketing communications to build the brand; however, little research addresses this. Therefore, brand personality is studied from a communications perspective to address the gap in brand personality research and to ultimately contribute to the body of brand personality knowledge.

This chapter provides an overview of the study. It starts with a background of the study's core concepts based on extant literature, which is elaborated upon in chapters 2, 3, 4 and 5. To that end, the role of brand personality in brand building, brand personality dimensions and the means to create brand personality is addressed. Following this background, the research problem is stated, along with the research questions and objectives of the study. Consequently, the research design and methodology are presented. This chapter concludes by delineating the orientation of the study.

1.2 BRAND BUILDING

Brand building has become an important focal point of businesses today (Keller, 2013). Brand personality is one of the methods that can contribute to brand building. In the following section of this chapter, the brand concept and its importance in building and maintaining a brand is discussed to justify investigation into brand personality. The means of building a brand through identity and positioning is explained to show how communication influences consumer perceptions.

Subsequently, the importance of brand image and its role in brand equity creation is shown to illustrate how consumer perceptions create brand value.

1.2.1 The Brand Concept

A brand is defined as a "name, term, symbol, design or combination thereof that identifies and differentiates a seller's products from competitors" (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2008:214). It can also be defined as a "set of mental associations, held by the consumer, which add to the perceived value of a product or service" (Kapferer, 2008:10). Brands are intangible assets and have various functions, such as the ability to reduce consumer perceived risk, increase recognition or to create a distinct identity (Kotler & Keller, 2011). One of the most important functions of a brand is brand identification. Without a branded identity, firms would compete solely on product attributes, which would limit product differentiation. A brand thus extends meaning (drawn from culture, society, consumers) beyond the product's characteristics (Semenik, Allen, O'Guinn & Kaufmann, 2012). This extended meaning shows the brand's ability to create differentiation, and therefore the importance of building the brand.

1.2.2 The Importance of Brand Building

A brand could be built through branding (Keller, 2013). Branding is described as the "process of endowing a product or service with the power of the brand" (Kotler & Keller, 2011:278). The most prominent means of creating a brand is through a firm's communications, which is more controllable than other means of brand building, and therefore a more accurate means of shaping consumers perceptions (Varey, 2002). A brand is proposed to be built by a firm's integrated brand promotion (IBP), which is the "process of using a variety of tools to create widespread brand exposure" (Semenik *et al.*, 2012:13). Out of IBP, a brand can be built by a variety of means such as advertising (Meenaghan, 1995), word of mouth (Mazzarol, Sweeney & Soutar, 2007), public relations or direct marketing, to name but a few (Belch, Belch & Dietzel, 2012).

Brand building is important for several reasons. One of these is because a brand serves as a firm's financial asset, which is part of its book value. Coca-Cola, which is worth 77 839 million dollar, illustrates the important financial value of the brand (Best global brands, 2012; Semenik *et al.*, 2012). Brand building through the firm's

communications effort has increased in importance due to the rising costs of advertising expenditures and fragmented consumer markets (Vasquez, 2010).

A brand is built through the creation of brand equity, which is described as the "value added to a product or a service" (Kotler & Keller, 2011:278). Brand equity allows a firm to charge higher premiums for its goods and contributes towards consumers brand loyalty (Kotler & Keller, 2011). Brand equity stems from various research streams (French & Smith, 2013) from which the current study adopts a customer-based brand approach (Kapferer, 2012), which considers brand equity to be brand knowledge. Thus, brand equity resides in consumers' perceptions and is described as consumer-based brand equity (CBBE), which is the "difference in consumers' response towards a brand created by brand knowledge" (Kotler & Keller, 2011:280).

It is noted that in order to build the brand, the quality or creation of the brand is more important than the quantity of brand building (Kotler & Keller, 2011), substantiating the need for understanding the creation of brand personality. The importance of building brand equity cannot be overstated, as almost all marketing activities aim to build brand equity, and therefore the brand itself (Kotler & Keller, 2011; Aaker, 1991). With increased costs, competition and flattening demand in most markets, it is important to increase the efficiency of marketing expenses, and effectiveness of marketing through brand personality research (Tuominen, 1999). Illustrating brand equity's importance is its ability to enhance the price premium of the product, create favourable attitudes towards a brand extension, brand preference and purchase intention (Buil, Martinez & Chernatony, 2013). Brand equity models used in commerce, such as Young and Rubicams' (Y&R) brand asset valuator and Milward and Brown's BRANDZ model, illustrate attempts to understand this vital construct (Kotler & Keller, 2011). A firm can build its brand by creating brand equity through awareness and desired brand benefits or associations (Kapferer, 2008). In creating desirable brand associations, the communication of the correct brand identity is critical (Keller, 2013).

1.2.3 Brand Identity and Positioning in Brand Building

Brand identity represents a firm's communication of its identity as a whole to the public, and could be described as the identity a firms wishes to create in consumers perceptions (Meenaghan, 1995). Brand identity is different from brand image. Brand image is the consumers' perceptions of the brand, which consists of the corporate,

retail and product/brand image, whereas the current study focused solely on the latter (Meenaghan, 1995). Thus, brand identity is discussed from a firm's communication perspective in terms of positioning, and brand image is discussed as an aspect of brand equity later on.

Brand identity can act as a source of brand positioning by creating a competitive frame of reference in relation to rival brands' market positioning (Kapferer, 2012). Positioning is described as the distinct offering or image of the firm created in consumers' minds (Kotler & Keller, 2011). From the various means of positioning, brand personality could be used as a means of brand positioning (Burke, 1994). Thus, brand personality forms part of the core malleable associations that could be used to create brand equity (De Chernatony, 2006). As brand image is a component of brand knowledge or equity, it plays a prominent role in brand building (Kotler & Keller, 2011).

1.2.4 Brand Image and Brand Building

Brand image is described as "consumers' perceptions and [the] beliefs they hold towards a brand, which is reflected in associations stored in the consumers' memory" (Kotler & Keller, 2011:783). Brand image is an important marketing concept because it can represent a brand distinctively. For firms, a strong brand image is preferable to a weaker one, and the stronger it is, the more distinct and favourable the brand will be (Keller, 1998). The previous occurs because consumers link stronger and more favourable associations with the brand, enhancing their memory of it (Keller, 1998). Brand image forms consumers' subjective perceptions of a brand and consists of attributes, benefits, and attitudes (Keller, 1993a). In other words, brand image consists of brand associations in consumers' mind and can relate to the product or service (Dobni & Zinkhan, 1990; Park, Jaworski & Macinnis, 1986). Brand image could include associations of product attributes, product quality or value, users, uses, symbols, country of origin, and brand personality, to mention a few (Kotler & Keller, 2011).

Brand equity occurs when a consumer has favourable, strong and unique brand associations (Keller, 2013). Brand image is formed through direct or indirect experience with the brand, primarily through product usage, observation and most importantly through firm marketing communications (Patterson, 1999). Competitors have an increasing ability to imitate brands and their offerings, which limits

differentiations on product performance and attributes (Hough, Thompson, Strickland & Gamble, 2011). This limited ability to differentiate based on product attributes is especially true in mature industries where function based competition has become the norm (Azoulay & Kapferer, 2003; Meenaghan, 1995). To create additional means of differentiation, focus is placed on building brand image, or non-attribute functions of the product, which includes the concept of brand personality (Plummer, 2000). As brand image is influenced through communication effects (Park *et al.*, 1986), the current study proposed that brand personality would be influenced as well. Thus, the next section discusses brand personality, along with its importance, and the additional brand personality types of appeal and gender. The creation of brand personality is also discussed to show factors influencing it.

1.3 BRAND PERSONALITY

Brand personality as a concept stems from human personality research (Aaker, 1997) and is defined as "a set of human characteristics associated with the brand" (Aaker, 1997:347). It is the process by which consumers apply human characteristics to brands by giving inanimate objects human attributes (Aaker, 1997), or when consumers perceive brands portraying human qualities (Aaker, 1997). In other words, the consumer gives the product a personality by assigning human associations or characteristics towards a brand (Aaker, 1997). The brand personality concept in general refers to non-functional brand associations (Aaker, 1997). Brand personality also plays a major role in the creation of brand meaning in a social or cultural context, and represents symbolic brand value (Ligas & Cotte, 1999; Plummer, 2000).

Considerable research has been conducted on brand personality in the last decade, in terms of its conceptualisation and operationalisation, and the effects on consumers' evaluations of brands (Malär & Nyffenegger, 2010). As a result, the most popular brand personality model is that of Aaker (1997), which describes brand personality in terms of five dimensions, namely sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997) (see Figure 3.1). Research has also acknowledged brands' ability to possess human traits and characteristics beyond Aaker's (1997) brand personality-based characteristics and to include demographical factors and brand personality appeal. The demographical factors can be described as one of the most salient brand characteristics and consist of gender, age and

product class (Grohmann, 2009; Azusienyte, Gutheim & Kervinen, 2008; Levy, 1959). Specifically, brand personality gender over the other demographic characteristics, along with the newly developed appeal dimensions, has received increasing research attention due to its concept development. Brand personality is distinct from product or product category personality (Batra, Lenk & Wedel, 2006; Govers & Schoormans, 2005) and user image, of which the latter involves consumers' perceptions of brand users (Sirgy, 1982).

The personality traits associated with a brand have been proposed to be relatively enduring (Aaker, 1997), but their malleability has been questioned in research, in terms of whether it could be influenced and the extent of this influence (Wee, 2004). It has been shown that brand personality acts in a similar manner to human personality, as it is built over time, has rigidity, but can change with consumers' perceptions of a brand (Solomon, 2013; Wee, 2004). This rigidity in brand personality dimensions was reinforced in brand extension studies which showed a parent brand personality was unaffected after a brand extension was made to ill-fit categories (Diamantopoulos, Smith & Grime, 2005). The development of brand personality shows that a new brand personality is more malleable than an older one, as a more popular personality would have had sufficient time to build stronger associations (Wee, 2004). However, little is known about the strength or the malleability of brand personality between high and low involvement products or brands (Punyatoya, 2011). As high and low involvement products can create different consumer reactions towards brands (Smit, 2012), the malleability of brand personality across different types of products was proposed to differ. It is important to understand the malleability of brand personality (Aaker, 1996); however, other important reasons for studying the construct are discussed next.

1.3.1 The Importance of Brand Personality

Brand personality is an important construct as it can differentiate a brand (Ouwersloot & Tudorica, 2001) and create brand equity through self-expression, relations and functionality (Aaker, 1996). Brand personality's ability to act as a vehicle for self-symbolism or self-expression allows consumers to build appropriate consumer-brand relationships (Lin, 2010; Fournier, 1998). Brand personality acts as a point-of-difference that consumers can use during decision-making, because consumers tend to use products that reflect their selves (Park & Lee, 2005) and can

be used to create or enhance the extension of one self (Schiffman *et al.*, 2010). Thus, congruency between the brand- and consumer's personality is proposed to influence consumers' motivation to purchase a brand (Park & Lee, 2005). Brand personality is an accepted concept in advertising practise (Plummer, 2000) and can create or change a product's personal meaning to the consumer or enhance brand images (Levy, 1959). Brand personality is a component of brand image, and therefore part of brand equity (Kotler & Keller, 2011). In addition, brand personality as a component of brand equity is proposed to elevate the premium that an individual is willing to pay for a brand personality (Solomon, 2006). Accordingly, brand personality can enhance the brand image (Parker, 2009; Valette-Florence, Guizani & Merunka, 2009). Moreover, brand personality demonstrates a brand's positioning in the market (e.g. Volvo and safety) compared to its rivals (Solomon, 2013), substantiating the importance of effective management of the construct. Using brand personality in advertising positioning has shown to be able to capture more enduring consumer perceptions than other communication strategies, by acting as a heuristic to simplify decision-making, build brand loyalty and enhance the brand image (Phau & Lau, 2001; Burke, 1994)

Brand personality's power in creating brand value has been underestimated, and the importance of managing it is critical as consumers can change their perceptions through updating personality traits, illustrating its malleability (Johar, Sengupta & Aaker, 2005). The power of using brand personality as a differentiator is substantiated by brand personality's goal of satisfying higher order needs in Maslow's theory of hierarchical needs, such as satisfaction, love or esteem (Ouwersloot & Tudorica, 2001). The power of brand personality on marketing variables, otherwise known as the brand personality effect, was confirmed by Freling and Forbes (2005a). The authors demonstrated that the brand personality effect occurs when a strong brand personality leads to more brand associations that are more favourable, unique, strong, and congruent, which in turn enhance brand equity.

In research, brand personality has predominantly been treated as the focus of studies, where it has accepted the position of the independent variable that was manipulated to test the effects on consumer perceptions such as trust and affect (Sung & Kim, 2010). Important behavioural constructs such as attitude (Ambroise, Sliman, Bourgeat, Barnier, Merunka, Roehrich, Valette-Florence, 2005) and trust, attachment, commitment towards the brand (Louis & Lombart, 2010), brand

engagement (Goldsmith & Goldsmith, 2012), perceived product or brand quality (Trott, 2011; Ramaseshan & Tsao, 2007) and consumer satisfaction (Brakus, Schmitt & Zarantonello, 2009) were shown to be enhanced by brand personality. In addition, brand affection can be created through brand personality (Lin, 2010) and it is proposed that a distinct brand personality can create a binding relationship with a brand (Doyle, 1992).

The power of a desirable brand personality in influencing consumer behaviour is illustrated by its ability to create purchase intention which was proven in the context of mobile marketing (Bouhlel, Mzoughi, Hadiji & Slimane, 2010). Additionally, brand personality in the context of video game buyers was shown to create both affective and action dimensions of brand loyalty (Lin, 2010). Moreover, brand personality has been shown to enhance brand preference, attitude, loyalty and buying intent, illustrating the power it has to influence future behaviour (Mengxia, 2007). Substantiating the construct's power, it was shown that brand personality can create brand attachment in consumer segments that exhibit the least attachment, namely individuals with avoidance and anxiety attachment styles (Aaker, 1999). Brand personality has even been applied on a corporate scale level to test a firm's personality (Rojas-Méndez, Erenchun-Podlech & Silva-Olave, 2004) and applied to websites (Okazaki, 2006; Opoku, Abratt & Pitt, 2006), illustrating its prominence in research. Also, brand personality dimensions have been shown to maintain their construct value across cultures due to the effective cross-cultural use of scales, which demonstrates the applicability thereof as a worldwide tool (Rojas-Méndez *et al.*, 2004; Ferrandi, Falcy, Kreziak & Valette-Florence, 1999).

Brand personality has been acknowledged as an important concept in consumer-brand relationship formation (Maehle & Shneor, 2010; Fournier, 1998). Relationships found between consumers' human personality traits and brand personality traits show the importance for marketers to communicate a brand that is in line with a consumer's self-concept and for consumers to choose self-congruent goods (Mulyanegara, Tsarenko & Anderson, 2009). This substantiates the notion that consumers prefer brands with personalities that match their own (Maehle & Shneor, 2010). Brand personality congruence has been shown to enhance brand identification, which leads to brand loyalty (Kuenzel & Halliday, 2010). This demonstrates consumers' needs to maintain consistency through their brand choices. Another important aspect of brand personality is its appeal. As appeal and

gender are newly developed dimensions of brand personality that also required investigation, these dimensions are explained next.

1.4 BRAND PERSONALITY APPEAL

Brand personality appeal can be described as the brand's appeal to consumers due to the human personality associations it has (Freling, Crosno & Henard, 2010). Brand personality appeal is a novel concept developed recently. Brand personality appeal consists of three dimensions, namely clarity, favourability and originality (Freling *et al.*, 2010). The dimensions of appeal are complementary to one another and are important concepts to manage to create purchase intention. The conceptual and scale development of brand personality appeal have opened new research opportunities. In conjunction to the newly developed appeal dimensions, the gender dimensions of brand personality have received increasing research interest due to concept development, justifying its exploration next.

1.5 BRAND PERSONALITY GENDER

In addition to Aaker's (1997) brand personality dimensions, brand personality gender is proposed to be a brand personality dimension, and incorporates gender into the brand personality. In advertising practise, brands are positioned through advertising in different intensities of masculine and feminine brand traits. An example of gender representation would be the advertising slogan used for Bells whisky, 'give that man a Bells', demonstrating its male gender focus. However, in research this concept has received little attention. Accordingly, Grohmann (2009) developed the concept and defined gender dimensions of brand personality consistent to that of Aaker's (1997) definition of brand personality. Brand personality gender is therefore defined as the "set of human personality traits associated with masculinity and femininity applicable and relevant to brands" (Grohmann, 2009:106). Masculine and feminine dimensions as brand traits are important as they are used for self-expression (Wood, Christensen, Hebl & Rothgerber, 1997) or an extension of themselves (Fournier, 1998; Belk, 1988).

The focus on masculinity and femininity in consumer behaviour has largely been on measurement scales that use human measurements of masculinity and femininity, such as the Bem Sex Role Inventory (Bem, 1974). Measurement of brand personality has largely been conducted with the use of human personality scales and was shown

9

to create different results than brand personality scales (Caprara, Barbaranelli & Guido, 2001). Therefore, as noted by Aaker's (1997) scale mismatch between human traits when applied to brands, it cannot be assumed that human gender dimensions are the same when applied to brands. Proven by Grohmann (2009), the scale measured gender dimensions of brand personality differently and more effectively than human personality measures. Accordingly, this scale has opened up new research avenues into measurement of brand personality gender.

Fugate and Phillips (2010) found that although it could be expected that people identify products as engendered, consumers do have gendered product perceptions even with changing societal forces such as metro-sexuality. The importance of gender-congruent product buying is said to differ among individuals (Fugate & Phillips, 2010). However, research shows consumers tend to buy products that match their personalities (Maehle & Shneor, 2010), which extends self-congruence to gender congruence (Gover & Shoormans, 2005). Thus, gender's central role in decision-making justifies the importance for investigating brand personality gender. Because gender is part of brand personality, studying the concept of brand personality gender and its traits is critical in brand building. To illustrate ways of building brand personality, research on antecedents is discussed next.

1.6 THE CREATION OF BRAND PERSONALITY

The three broad ways to create brand personality is through its users, communications with spokespersons and the communicated product attributes (Lin, 2010). Brand personality has been proposed to be created through advertising and it is argued that the entire marketing mix (price, place, product and promotion) could influence the brand personality (Ouwersloot & Tudorica, 2001). Thus, is proposed that any element of an advert should contribute towards brand personality (Batra, Lehmann & Singh, 1993). Consequently, the current study takes a communications or promotion-based view on brand personality creation.

Brand personality is built differently from the creation of human personality traits (Aaker, 1997). Brand personality is built through the transfer of brand traits from the direct and indirect contact of an individual with a brand (Aaker, 1997), and can be marketing controlled and non-marketing controlled. The direct association creation can occur from any source that is related to the brand, such as contact with spokespersons, companies' chief executive officers or brand communications.

Indirect brand personality traits can stem from product attributes, brand name, product category, advertising style, price or demographic characteristics such as gender (Aaker, 1997). Brand personality is created by these associations due to a change of consumer's knowledge created by a change in their perception or their way of learning (Solomon, 2013). Although it is important to understand how consumers form perceptions of brand personality, little research has been conducted on the antecedents or the creation of brand personality (Maehle, Otnes & Supphellen, 2011; Grohmann, 2009; Diamantopoulos *et al.*, 2005; Ouwersloot & Tudorica, 2001; Batra *et al.*, 1993). In response to this, the current study tested the effects of a combination of direct and indirect associations in communication on brand personality. Thus, it tested the direct influence of celebrity gender, and indirect influence of communication appeal and product involvement on brand personality. The combined approach was used to obtain maximum insight into its malleability and mechanisms of brand personality creation. To obtain insight into brand personality malleability, the effects on consumer responses were investigated as well. This enabled a comparison to be made between building brand equity through its components of brand personality and consumer responses.

A direct and fast way to create a brand personality is to use a spokesperson, whether real or not (Kapferer, 2008). Celebrity endorsement as a form of spokesperson, has been used for a century to create personality (Erdogan & Baker, 2000) and could be seen as a form of user imagery which has been proven to be a strong, direct creator of brand personality (Hayes, Alford & Capella, 2008). User-imagery should not be confused with components of brand personality (see Section 3.2.7). As the first brand building tool (BBT), the current study used celebrity gender as a form of user imagery to influence brand personality, its appeal and gender dimensions, along with other consumer responses. The type of communication appeal and product involvement as influencers of brand personality and consumer responses are justified further on.

1.7 THE ROLE OF CELEBRITY ENDORSEMENT IN BRAND PERSONALITY FORMATION

Celebrity endorsement as a tool in building brand personality is addressed next by explaining the celebrity endorsement concept, illustrating its importance and the forms it may take on. The meaning transfer model is introduced to explain the association transfer from the celebrity to the brand to show the transfer effect

investigated. Also, the BBT's influences on brand personality dimensions of appeal and gender are discussed to provide insight into its position to extant research.

1.7.1 Celebrity Endorsement Introduced

Celebrity endorsement can be defined as the "use of an expert or celebrity as a spokesperson to endorse the use of a product or service" (O'Guinn, Allen & Semenik, 2009:691). Celebrity endorsement is a common strategy used by firms to leverage a brand with the use of a celebrity (Erdogan, 1999). The celebrities have attractive qualities such as charm that firms intentionally plan to transfer to products through the use of the endorsement (Walker, Langmeyer & Langmeyer, 1992; Langmeyer & Walker, 1991). Research proves celebrities endorsement's ability to generate attention to the advert and to enhance message recall (Erdogan, 1999). Although celebrity endorsements are a proven strategic concept, other reasons for its investigation are mentioned next.

1.7.1.1 Importance of Celebrity Endorsement

The popularity of celebrity endorsement as a marketing tool can be seen by the increase in its use in the marketing of goods. In the 1970's, 17% of advertisements used a celebrity, where the number has increased to 25 % in 2003 (Keel & Nataraajan, 2012). The importance of understanding celebrity endorsement is critical due to the increase in the use of celebrities in media, along with the enormous costs of securing celebrity participation in endorsement, such as Beyoncé's 50 million dollar deal with Pepsi (Willis, 2012). Due to the substantial cost associated with endorsement, research has largely focused on the effectiveness of endorsement to enhance attitudes towards advertising, product recall and purchase intention (Keel & Nataraajan, 2012). Celebrity endorsement has also been shown to create abnormal positive stock returns (Agrawal & Kamakura, 1995) and it was proven that positive expectations and news about a celebrity in endorsement can increase or decrease future cash flow expectations (Russel, Mahar & Drewniak, 2005). Moreover, personality traits of the spokesperson used in an advert have been shown to build brand equity through brand trust, brand attitude and willingness to pay a price premium (WPPP) (Folse, Netemeyer & Burton, 2012). Celebrity endorsement can take a variety of forms, which are discussed next.

1.7.1.2 Celebrity Endorsement Types

Types of celebrities include created or non-artificial celebrities (Solomon, 2013). A created celebrity spokespersons or spokes-character is created to leverage a desired brand image such as the Duracell Bunny. In contrast, a non-artificial celebrity endorsement such as using an expert or a celebrity is used to leverage celebrity characteristics (Lin, 2011). The current study used a celebrity endorsement approach (see Section 4.2.1.2) to test the leveraged associations on the brand. The meaning transfer model (McCracken, 1989) explains how meaning is transferred from the celebrity to the brand or how celebrity traits influence brand traits. It is this effect the current study aimed to investigate, and as such it is discussed next in greater detail.

1.7.2 Endorser-Brand Meaning Transfer

Celebrity endorsement is proposed to create the brand, because the associations transfer between the celebrity and the brand have extensively been recognised in the meaning transfer models within the context of celebrity endorsement (McCracken, 1989). Of the meaning transfer model stages (see Section 4.2.2.4), the second stage of associations transfer to the product has been proposed to influence the product's personality (Tom, Clark, Elmer, Grech, Masetti & Sandhar, 1992). The transfer effect to the brand was proved by Langmeyer and Walker (1991), in which symbolic associations with the celebrity were transferred to the brand, in the case of a health spa. Although the use of celebrities in endorsements has prompted the celebrity-brand transfer effect, these transfer effects have not been fully investigated.

In terms of the type of associations transfer, research has shown that a celebrity's personality can influence a brand's personality, supporting McCracken's (1989) meaning transfer model (Roy & Moorthi, 2009). Additional evidence for a celebrity image to positively influence the brand personality, has demonstrated that the transfer of celebrity personality to the brand personality is more likely to occur when there is good image-fit between the celebrity and the product (Ang, Dubelaar & Kamakura, 2006). Also, if bad image-fit is present, the transfer effect could be negative (Ang *et al.*, 2006). In terms of malleability, it has been proven that a strong brand personality is less likely to be influenced by the celebrity's personality, demonstrating the power of the brand personality concept to protect the brand (Ang *et al.*, 2006). In summary, the transfer effect between the celebrity and the brand was used as the tool to build the brand in the current study, and was researched in

greater detail. Similarly, because of the addition of the gender dimensions to brand personality (Grohmann, 2009), the celebrity endorser's gender influence on brand personality gender is proposed next.

1.7.3 Celebrity Gender Influence on Brand Personality Gender and Brand Personality Appeal

Little research has been done on the influence of celebrity gender on brand personality appeal. Because of the celebrity gender manipulation, the majority of the current study's focus was on determining its effects on brand personality gender.

Previous research in terms of the influence of spokespersons gender image on the gender of a product has shown mixed results (Debevec & Iyer, 1986). Debevec and Iyer (1986) investigated the effects of the spokesperson's gender on the product's gender, and proved the effectiveness of celebrity gender as a cue in changing product gender perceptions. The results were mixed as a product with a 'neutral' gender identity was less affected than a product with established masculine and feminine perceptions. Debevec and Iyer's (1986) study's ability to explain the transfer effect was limited as human gender scales were used to measure product gender, instead of the brand personality gender scale. Additionally, the study used spokespersons instead of celebrities as a cue to influence product gender.

In addition to Debevec and Iyer's (1986) study, the role of celebrity gender in influencing the brand personality gender was investigated in Grohmann's (2009) research. It was shown that a spokesperson influenced the brand personality gender of a fictitious product. The male spokesperson increased consumers association of male traits of the brand, whereas the female spokesperson increased the female associations of the brand. The study, however, did not define the type of spokesperson used or if the spokesperson was real or created. Moreover, the study tested the spokesperson effects in relation to one utilitarian product of Vitamin C. The current study aimed to build on Debevec and Iyer (1986) and Grohmann's (2009) research by endowing the spokesperson with greater conceptual clarification by using a celebrity spokesperson to test the celebrity gender effects on brand personality gender and by using adequate brand personality gender scales. In conjunction with the celebrity's effects on the brand personality, the second BBT of communication appeal was proposed to influence brand personality, and to interact with the celebrity gender which is discussed next.

1.8 THE ROLE OF COMMUNICATIONS IN BRAND PERSONALITY FORMATION

To explain the role of communications in brand personality formation, the current study's approach adopted for communications is shown next, along with the dynamics of communications in brand building and message resistance. Framing theory as a broad conceptualisation of rational and emotional appeals is discussed, along with the routes to building a brand. Lastly, discussing communication's influence on brand personality shows the current study's research approach.

1.8.1 The Current Study's Communications Approach

The current study adopted a communication-based approach in building brand personality, and focus was placed on the promotions element of the marketing mix. Thus focus was on the key brand management function of developing and sustaining brand image and meaning. The role of communication in the creation of the brand personality and forming of consumers' brand perceptions are critical (Semenik *et al*., 2012). To investigate two routes to building brand personality, the current study assessed the use of a rational and emotional frame or appeal on brand personality perceptions and consumer responses. To show the dynamics of brand personality building, communication's role in brand building is discussed next.

1.8.2 Communication's Role in Brand Building

In building a brand, firms attempt to influence consumers' brand associations, which is the brand knowledge created through their communications efforts (Low & Lamb, 2000). Thus, consumers' perceptions are influenced in the hope of creating certain behaviours (Schiffman & Kanuk, 2000). Communication is described as the process in which "information or ideas are passed from one party to another, or a common thought is created between a sender and receiver of a message" (Belch *et al*., 2012:147). Brand communication is used to create differentiation between brands, which is the perceived difference in consumer perceptions between a brand and its competitors (Semenik *et al*., 2012). Advertising communications can drive brand equity (Meenaghan, 1995), but consumers are not passive recipients of communication.

1.8.3 Communication and Message Resistance

The message marketers convey is not always effective due to the increase in consumers' awareness of the firms' goal to persuade, known as the increase in persuasion knowledge. Thus, persuasion knowledge might limit consumers' belief of and receptivity to communication, and therefore the creation of brand personality in marketing communications (Friestad & Wright, 1994). Persuasion knowledge is said to increase with consumer age (Friestad & Wright, 1994), making it an important construct to note. Accordingly, it is argued that if brand personality forms part of persuasion knowledge, it could be used to decrease or increase consumers resistance to persuasion. One manner to influence consumers' perceptions of communication is through message presentation (Schiffman & Kanuk, 2000) which is influenced by the means of presentation, such as message framing (Borah, 2011).

1.8.4 Framing Theory and Communication

Communication as a means of highlighting a message and influencing consumers' perceptions can be explained through framing theory. Framing theory has been developed from a variety of academic domains. Therefore it has multiple origin definitions and paradigms (Borah, 2011; Roskos-Ewoldsen & Monahan, 2009) (see Section 4.3.5). When a message is framed, attention is drawn to the central meaning of the message. Framing has therefore been described as "selecting an aspect of reality and making it more prominent in communication text" (Entman, 1993:52). Framing theory allows for a broader conceptualisation of the way communication is presented than classification of general advertising appeals (Hallahan, 2009). Using framing theory, the way (frame) in which the message is presented is therefore proposed to influence consumers' perceptions.

Similarly, Batra *et al*. (1993) proposed that every element of the ad, including the medium it is in, influences the brand personality. It is also said that the text copy, including the non-verbal elements, creates benefits and sets the tone of the message (Belch *et al*., 2012). A tone or frame could be set in two major ways through two district routes of consumer behaviour. By framing the message in a rational or emotional manner a marketer can create consumer persuasion to buy a brand (Solomon, 2006). As communication can create persuasion, it is proposed that the rational or emotional message frame could influence consumers' perceptions of brand personality.

1.8.5 Rational and Emotional Communication Appeals

In marketing communications, two generally dichotomously regarded appeals used in advertising are the rational and emotional appeal (Solomon, 2006). The rational-emotional framework rests on the assumption that consumers use both rational and emotional motives to buy goods, which is elicited in advertising (Albers-Miller & Stafford, 1999). Communication messages could therefore be framed in a rational or emotional manner to elicit the dominant logic of persuasion. To do so, advertisers make use of appeals, which are referred to as the approach used to create consumers attention and influence their perceptions towards the object in question (Belch *et al.*, 2012).

A rational appeal communicates the functional need for a product or service by emphasizing product features or reasons for brand ownership (Belch *et al.*, 2012). This approach follows the central route to persuasion and is normally used for high involvement products, and is described as the 'thinking' approach (Belch *et al.*, 2012). In contrast, the emotional appeal uses consumers' emotions and the experiences thereof to create persuasion, and relates to the consumer's psychological or social needs to purchase from a brand. An emotional appeal is described as the 'feeling' approach (Belch *et al.*, 2012) and has positive or negative valence, or emotions elicited by an ad (Albers-Miller & Stafford, 1999).

Research shows that both the rational and emotional appeals are applicable to the high and low involvement products, supporting the current study's design (Rossiter, Percy & Donovan, 1991). Both rational and emotional appeals have been used extensively in practise, separately or in combination. However, the majority of research has determined the difference between communication styles and persuasion effectiveness (Rosselli, Skelly & Mackie, 1995).

The current study used both communication styles by means of a framing perspective, to determine the different effects on the creation of brand personality associations, including consumer responses, and therefore brand equity. Brand associations include rational and emotional associations with the brand (O'Cass & Lim, 2008), and represent two routes of brand building. As rational and emotional associations communicated were expected to build the brand image and influence consumers' perceptions (Keller, 2009), the current study proposed that brand personality associations would be influenced as well.

The rational and emotional route is distinguished by Keller's resonance model of building brand equity (Kotler & Keller, 2011) (see Figure 4.3). The two sides of the brand resonance pyramid illustrate the rational and emotional routes to build the brand. Rational communications were expected to influence the left side of the pyramid, namely brand performance and judgement, whereas the emotional communications were expected to influence the right side of the pyramid, namely the brand imagery and feelings.

In addition to the brand resonance pyramid, different communication appeals work through different dimensions of the elaboration likelihood model (ELM) and are proposed to build the brand through different routes of persuasion (see Section 4.3.7). Thus the appeals could be expected to create different brand personality associations and therefore brand equity (O'Guinn *et al.*, 2009). The degree of brand personality's rationality or emotionality is not known and was tested in the current study. Accordingly, brand personality can be situated in any component of the model and is created by a less strict definition of brand personality (Aaker's 1997 definition), than that which is used in psychology (Azoulay & Kapferer, 2003). Regardless of what constitutes brand personality, researching communications' influence on brand personality will provide insight into its dynamics.

1.8.6 The Influence of Communications on Brand Personality

The effects of communications on brand personality, as previously mentioned, have been acknowledged, such as the influence of wine label design (Boudreaux & Palmer, 2007), colour (Labrecque & Milne, 2011), and music (Margini & Thelen, 2008). Yet little empirical testing has explained the effect of communications on brand personality. One study has shown that excitement can be built through the product user or the execution style of the advert. This illustrates the advert's ability to influence brand personality and supports the current study's communication-based brand building approach (Malär & Nyffenegger, 2010). The influence of communication on brand personality appeal and brand personality gender has not been addressed by research. Because communications can influence brand personality, it was expected that the appeal and gender brand personality dimensions would be influenced as well.

The current study proposed that a rational appeal would enhance perceptions of brand masculinity and that an emotional appeal would enhance perceptions of brand

femininity. This notion could be explained by brand associations, which are anything linked to the memory of a brand (Aaker, 1991). General perceptions and accepted conventions state that women are more emotional than men, with the claim substantiated by research (Petrevu, 2001; Kring & Gordon, 1998). It could therefore be argued that the associations of emotion are linked to the female gender identity. By using framing or setting an emotional tone for a message, it could be possible to communicate feminine associations. Thus, because it is possible for emotional adverts to represent female associations, it was expected that consumer perceptions of brand femininity would increase. Similarly, as men are less emotional, and more rational, the associations could be elicited in advertising. To illustrate the role of the second BBT of product involvement in building brand personality, involvement's role in brand building is discussed next.

1.9 THE ROLE OF PRODUCT INVOLVEMENT IN BRAND PERSONALITY FORMATION

The type of product in the current study is introduced as an object that influences involvement in relation to a brand, to create distinct routes of processing that are aimed at explaining the formation or dynamics of brand personality. To create an understanding of involvement, the following section describes the types of involvement, how they are created, and different product classifications. Importantly, involvement's role in influencing consumer processing is shown. Lastly, to show the current study's position in research, the influence of product involvement on brand personality is discussed.

1.9.1 Involvement Conceptualisation and Creation

Involvement refers to the creation of interest in a goal-object that is created by its perceived value (Mittal & Lee, 1989). The attitude object could be a product, purchase decision or brand. Thus involvement could be classified into consumer, purchase-decision, brand and product involvement. Product involvement represents the manipulation. Consumer involvement represents a more abstract notion where the stimulus object is not defined (Smit, 2012).

Consumer processing has been shown to differ with the level of product involvement created by different product types (Suh & Yi, 2006). Consumer involvement is needed for product involvement to exist. The main factors determining consumer

involvement are previous experience, perceived risk, interest, the situation and social visibility (Lamb *et al.*, 2008). Various factors influence product involvement, such as subjective product knowledge or product category (Smit, 2012). Thus, consumer involvement, and therefore product involvement, could be elevated by a higher perceived risk involved with a product or purchase, an increase of brand preference creating enduring involvement, or an increase in consumer knowledge or favourability towards the product category. The involvement effect occurs as a consumer reaction to prevent cognitive dissonance created by an unwanted purchase, or negative situation experienced after a purchase (Wicklund & Brehm, 2013). Product and brand involvement can be created in a similar way but differs because the factors' influences are aimed at influencing interest at the attitude object. Although brand involvement is proposed to consist of different involvement types, it was investigated at a broad conceptual level. Different involvement levels could be created through various product classifications.

1.9.2 Product Classification and Brand Personalities

Products could be classified in terms of utilitarianism or hedonism, as well as in terms of involvement that can range from being low to highly involved. A low-high involvement classification could be created by using different product types to create various involvement levels. Although utilitarian and hedonic goods could differ in the level of involvement they create, the current study manipulated product involvement regardless of the product nature (see Section 4.4.4).

It is proposed that each product has its own personality created by consumers' association formation (Aaker, 1997), and that any product could acquire a unique personality. With regards to this, it has been shown that both low involvement and high involvement goods have brand personalities. Goods such as bottled water, chocolate chip cookies, soft drinks (Beldona & Wysong, 2007; Freling & Forbes, 2005a), including luxury brands, have been shown to possess distinct personalities (Heine, 2009). The ability of any brand to acquire a distinct personality in the minds of consumers is clear; however, the effect of the product involvement on the process of brand personality creation or decision-making is not. Research to determine how brand personality is processed has been prompted (Aaker, 1997). It is an aspect that the current study aimed to contribute towards, as the study investigated high and low

levels of consumer motivation towards different product types which require distinct motivation levels.

1.9.3 Involvement's Role in Consumer Processing

Some products create greater consumer interest than others, resulting in a greater degree of consumer decision-making processing taking place, and are explained by the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986). The ELM model illustrates that when consumers have a higher degree of involvement, they make use of central cues for decision-making. In contrast, in low involvement decision-making peripheral cues are used (Petty & Cacioppo, 1986). Products with the ability to create high involvement are proposed to trigger different perceptual processing than low involvement products, which is proposed to influence the brand personality formation.

1.9.4 Product Involvement's Influence on Brand Personality

According to the author's knowledge, no research has addressed the influence of involvement, more specifically of product involvement on brand personality, brand personality gender or brand personality appeal. This is considered very important because involvement influences processing and brand personality creation depends on the type of processing that takes place (Ouwersloot & Tudorica, 2001). More so, involvement could therefore influence the amount of brand personality knowledge. In terms of brand knowledge, brand age matters because consumers are likely to have more knowledge of and stronger associations with older brands (Aaker, 1996). Thus, it was expected that new brands and their gender personalities are more changeable than older brands. In selecting a stance, the current study used a well-known established brand to test the effects of the independent variables on brand personality and consumer responses to determine the changes in consumer behaviour.

1.10 CONSUMER RESPONSES TO BRAND BUILDING

In order to understand the dynamics or malleability of brand personality building to a greater extent, the effects of the factors that influence brand personality on other consumer responses were studied. This allowed insight to be gained in terms of two means of creating brand equity. The first is from its components of brand personality and the second from consumer responses. Because insights into consumer

responses are supplementary to brand personality insights, the research focus was on the malleability of the consumer responses, on whether they can be influenced or not, similar to the influences on brand personality. However, the study did analyse the unique effects of the independent variables on consumer responses and contrasted them to existing research to build knowledge.

As the independent variables were selected for brand personality insight, focus was placed on the correct selection of consumer responses for a variation of brand equity components to gain maximum insight. Brand involvement was selected due to its strong positive relation with brand equity (Smit, 2012). Brand and advert attitudes were selected because they are brand equity components. Purchase intention was selected because it is a conative form of brand attitude (see Section 6.3.1).

Contrasting the effects of the independent variables on consumer responses are important because it thereby aimed to contribute to important knowledge topics. Topics such as relation between product and brand involvement (Smit, 2012), the effectiveness of communication appeals on cognitive and affective attitude dimensions (Rosselli *et al.*, 1995), and influences of communication appeals and involvement on purchase intention were expected to be addressed. More specifically, in terms of celebrity gender's influence on consumer responses, no research has yet investigated its influence on brand involvement which states the importance of doing so. Also, the current study aimed to contribute towards the limited understanding the effect of celebrity gender on attitude and purchase intention (Klaus & Bailey, 2008; Golden & Johnson, 1983).

Little research has addressed the rational and emotional appeal effects on brand involvement, which highlights the opportunity to do so. In addition, the current study aimed to add to the limited and mixed research of rational and emotional communications on attitude and purchase intention (Wang, Cheng & Chu, 2012; Stafford & Day, 1995), which shows the value of investigating the variables.

Studying the influence of product involvement on consumer responses were expected to contribute to limited research of its effects on brand involvement, attitude and purchase intention (Chen, Chen & Huang, 2012; Smit, 2012; Suh & Yi, 2006). In doing so, it was expected that greater amounts of information created by a high involvement product through previous brand experiences are likely to create stronger attitudes towards the brand or advert, because consumers would have greater

knowledge to form attitudinal predispositions (Lunt & Kokkinaki, 1999). This expectation is supported by research that shows that attitudes formed under high involvement conditions are more easily accessed than in low involvement conditions (Lunt & Kokkinaki, 1999).

To understand the independent variable influences on consumer responses or behaviour, consumer decision-making and creation of knowledge through consumer behaviour is understood through major psychological components analysed in Chapter 5 (Schiffman *et al.*, 2010). The components include motivation, perception, learning, personality and attitude (Schiffman *et al.*, 2010). From the literature background provided, it is clear that to enhance understanding of consumer behaviour, the understanding of brand personality and consumer responses need to be improved. Due to the importance of brand personality and the consumer responses investigated, the limitation of knowledge creates a problem which is addressed next.

1.11 PROBLEM STATEMENT

Understanding the role of marketing communications in shaping consumers' perceptions is essential (Malik, Naeem & Manuwar, 2012). Marketers require sufficient knowledge to bridge the gap between consumer perceptions of brand image and a firm's portrayal of brand identity, to shape consumer perceptions and create differentiation (Burmann, Hegner & Riley, 2009a). Due to the shift towards the identity-based marketing paradigm (Alsem & Kostelijk, 2008), the decrease in product life cycles, increase in product imitation and limited ability to differentiate on product attributes (Hough *et al.*, 2011), brand image has been given greater importance as a differentiator for consumer decision-making, especially in mature or intensely competitive consumer markets.

Brand personality has been acknowledged as a manner of contributing to brand image creation (Azoulay & Kapferer, 2003; Plummer, 2000). However, research about brand personality creation is lacking and has largely focused on its conceptualisation and operationalisation (Johar *et al.*, 2005).

Some communication influencers on brand personality have been researched (ex. colour), but the area of communications or advertising in creating brand personality has received little attention despite numerous calls for research into brand

personality creation and its antecedents (Ouwersloot & Tudorica, 2001; Batra *et al.*, 1993). Building brand personality through communications is a vital research area as findings can be used to modify marketing communications in order to create more favourable consumer perceptions (Valette-Florence *et al.*, 2009) and influence consumer behaviour (Bouhlel *et al.*, 2010). Brand personality gender as a newly found dimension of brand personality, along with the recently developed concept of brand personality appeal has only received limited research attention (Freling *et al.*, 2010; Grohmann, 2009).

Previous research into the effects of spokespersons on the gender image of a brand in advertising has measured the brand personality gender with human personality scales (Debevec & Iyer, 1986). This limited results, as it was proven that brand personality gender scales differ from human personality scales in measurement capability (Caprara *et al.*, 2001). The studies also did not define the type of spokesperson used. In addressing the research gap, the current research aimed to test the effect of celebrity gender as a cue on the brand personality gender of a neutral gendered product.

Limited research has been conducted into the creation of brand personality, its appeal or gender dimensions through a communication perspective (Johar *et al.*, 2005). To address the gap, this study aimed to uncover marketing communication's influence on the creation of brand personality. As rational and emotional routes to persuasion have been shown to differ in their effects on consumer evaluations, the communications approaches were proposed by this study to have different effects on brand personality (Rosselli *et al.*, 1995).

In closing the research gap, the study used a single brand and products of two different involvement levels to assess brand personality differences, as the role of product involvement has received little attention as an influencer in brand personality dynamics (Punyatoya, 2011).

In summary, this study aimed to investigate the effects of celebrity endorsement, communication appeal and product involvement, as BBTs (brand building tools) that create brand personality. An exploratory approach into the dynamics of brand personality through a communications perspective was adopted. To obtain insight into brand personality malleability, the same BBTs were tested on consumer responses and were aimed at enabling the making of a comparison between creating

brand equity through its components of brand personality or consumer responses. Studying the effects of the BBTs on consumer responses are is substantiated by the opportunity to expand on the limited research of communication effects on them.

1.12 RESEARCH QUESTIONS AND OBJECTIVES

The problem statement resulted in four research questions. In the following section these research questions are provided, followed by primary and secondary research objectives of the study. The resultant hypotheses are provided in Chapter 6.

1.12.1 Research Questions

In response to the problem statement the research questions (RQ) for the current study are shown in Table 1.1:

Table 1.1: Research Questions	
RQ 1	What is the influence of celebrity gender on brand personality and the consumer responses of brand involvement, attitude, and purchase intention?
RQ 2	What is the influence of rational or emotional appeals on brand personality and the consumer responses of brand involvement, attitude, and purchase intention?
RQ 3	What is the influence of product involvement on brand personality and the consumer responses of brand involvement, attitude, and purchase intention?
RQ 4	What are the interaction effects between the celebrity gender, rational and emotional appeal and product involvement on brand personality, and the consumer responses of brand involvement, attitude, and purchase intention?

From the research questions in Table 1.1, the primary research objective was formulated, which is demonstrated next.

1.12.2 Primary and Secondary Objectives

The primary objective of this study was to determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality, and the consumer responses of involvement, attitude and intention.

Brand personality included the concept itself, but also included its appeal and gender dimensions. Involvement is interpreted as brand involvement. Attitudes were selected to represent attitude towards both the brand and the ad, and were split in terms of rationality and emotionality for insight into the communication appeal dynamics. Intention was denoted by purchase intention to represent conative attitude. For more information on independent variable selection see Section 6.3.1.

Given the above delineation, the secondary objectives, as demonstrated in Table 1.2, were set.

Table 1.2: Secondary Research Objectives	
Secondary Objective 1.1	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality, and the individual brand personality dimensions and sub-dimensions.
Secondary Objective 1.2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality gender and the individual brand personality gender dimensions.
Secondary Objective 1.3	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality appeal and the individual brand personality appeal dimensions.
Secondary Objective 2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand involvement.
Secondary Objective 3.1	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on utilitarian, hedonic and overall attitude towards the brand.
Secondary Objective 3.2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on cognitive, affective and overall attitude towards the advert.
Secondary Objective 4	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on purchase intention.

In response to the objectives of the study, hypotheses were developed for testing and can be found in Table 6.1 in Chapter 6.

1.13 RESEARCH METHODOLOGY

The following section discusses the methodology of the research and the design used. The means of primary and secondary data collection is discussed to provide an overview of the research execution.

1.13.1 Research Methodology Approach

Research methodology can be distinguished by a positivistic or phenomenological research approach. Positivistic approaches assume rational knowledge by measuring reality towards the hypotheses, which are assumed to be less influenced by subjectivity (Blumberg, Cooper & Schinder, 2011). A phenomenological approach assumes the creation of knowledge of phenomena, through the in-depth investigations that assume all experiences to be inherently subjective to human experience (Blumberg *et al.*, 2011). The current study used a combination of qualitative and quantitative data in addressing the objectives. However, a dominant

positivistic approach was used as the main study used quantitative data in addressing the hypotheses.

1.13.2 Secondary Research

Secondary research about brand building, brand personality, celebrity endorsement, communication and involvement was conducted, as discussed in Chapter 2, 3, 4 and 5 of this study (Blumberg *et al.*, 2011). The secondary research provided a point of departure for the primary research and was again reflected upon in Chapter 8 during the reconciliation of the study's findings with the results of previous studies. The information needed was collected from various sources through search engines such as Google Scholar, Google.com and Stellenbosch University's SUNSearch. Multiple e-journal, articles, master, Phd and working papers were consulted.

1.13.3 Primary Research

Primary research entails the execution of a study to collect data that has not been collected yet, and can consist of a qualitative and quantitative research approach (Blumberg *et al.*, 2011; Zikmund, Babin, Carr & Griffen, 2010). The current study used a quantitative experimental design in which the influences of the independent variables upon the dependent variables were assessed. Qualitative research was used for the development of stimuli for the experiment. The qualitative section of primary research consisted of five focus groups (see Figure 1.1) and two follow-up studies. The quantitative section of primary research collection consisted of two pretests and the main experiment.

Figure 1.1: Primary Research Data Collection
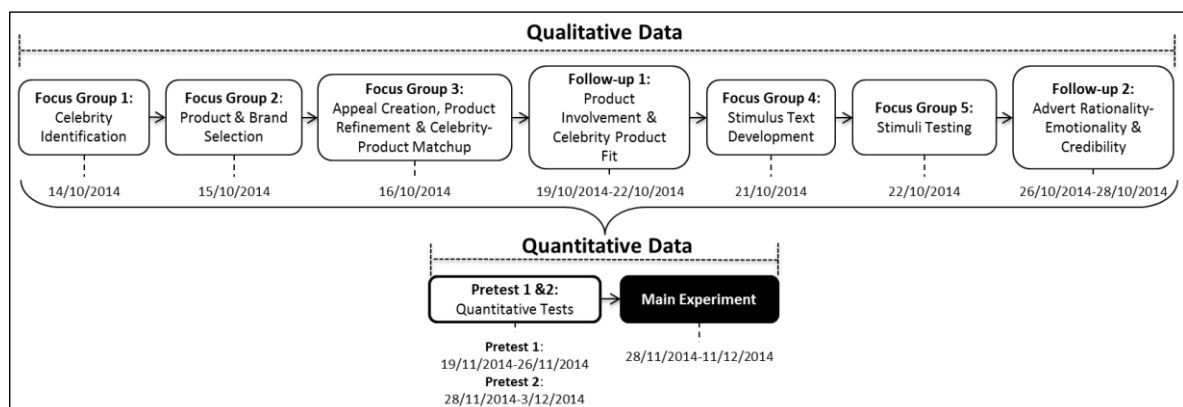
The current study used a factorial design to assess the independent and interactive influence of the independent variables.

27

1.13.4 Research Design

A research design is defined as the blueprint describing the methods and processes used to carry out the study to address the research objectives and obtain the necessary information to address the study's goals (Thornhill, Lewis & Saunders, 2012). The research design used in the current study consisted of a sequential exploratory research design, which is characterised by the collection of qualitative data through focus groups, before the collection of quantitative data in the main experiment (Thornhill *et al.*, 2012). A factorial design is described as "a design that enables the testing of effects of two or more treatments or experimental variables at various levels" (Zikmund *et al.*, 2010:285). Thus, an experimental factorial design was used to test the effects of three factors in relation to multiple dependent variables (Zikmund *et al.*, 2010).

The independent variables or factors tested were celebrity gender, communication appeal and product involvement. Celebrity gender was comprised of three levels, namely male, female and no celebrity gender (no celebrity). The communication appeal consisted of two levels namely, rational and emotional. The product involvement main effect included high and low involvement as the two levels of the variable. The experiment therefore consisted of a 3 (male celebrity, female celebrity, no celebrity) x 2 (rational communication appeal, emotional communication appeal) x 2 (high involvement, low involvement) factorial design (see Figure 6.1). The experiment had 12 cells. The dependent variables consisted of brand personality, brand personality gender, brand personality appeal, brand involvement, utilitarian, hedonic and overall attitudes towards the brand, cognitive, affective and overall attitudes towards the advert, and purchase intention.

1.14 QUESTIONNAIRE DEVELOPMENT AND RELIABILITY

The scales used in creating the main questionnaire and focus groups can be viewed in Tables 6.8, 6.9, 6.10 and 6.11 in Chapter 6 and the respective scale items in Appendix A. The scales measuring brand personality included Aaker's (1997) brand personality scale, the brand personality gender and brand personality appeal scale. The consumer responses were measured by the brand involvement scale, attitude scales and the purchase intention scale. The scales for the main were selected to represent reliable and valid measurement. Data reliability is described as the accuracy of data measurement, and validity as the scale measuring the concept it is

supposed to (Zikmund & Babin, 2010). The layout was also addressed to enable maximum stimulus effectiveness and avoid bias.

1.15 STIMULUS DEVELOPMENT PROCESS

Stimulus is described as the treatment given to an experimental group to influence the independent variables (Zikmund *et al.*, 2010). The stimuli used in the main experiment were designed through five focus groups and a pretest, to decide upon the celebrities, the communication appeal and the high and low involvement product. The stimuli's effects on the independent variables were tested in pretest one and two. Focus groups were employed to develop the experimental stimuli (Zikmund *et al.*, 2010). The following section explained the use of focus groups in the development and testing of stimuli. Measures taken to ensure the internal and external validity in the experimental design are also reviewed.

1.15.1 Focus Group 1: Celebrity Identification

The aim of the first focus group was to collect a list of male and female celebrities that are credible and familiar to respondents that were suited for endorsement. Various models were used to ensure the celebrity was credible (see Section 4.2.2). The manliest and most feminine endorser who would have sufficient credibility, clear image and high popularity was chosen to create maximum stimulus effectiveness.

1.15.2 Focus Group 2: Product and Brand Selection

The second focus group was conducted to obtain a list of products to obtain the high and low involvement products. The focus group also aimed to obtain one brand that consumers perceived to have a neutral gender identity. One brand was selected to enable comparisons across experimental groups and the product category to be made. Moreover, the product category was selected because it provided celebrity fit, as it portrayed a status link that was necessary for celebrity-product matchup.

1.15.3 Focus Group 3: Appeal Creation and Celebrity-Product Matchup

The third focus group obtained the benefits used in the appeal creation, confirmed the product type's ability to create different involvement levels and provided the best celebrity-product matchup. The focus group also tested hypothetical advert credibility.

1.15.4 Focus Group 4: Stimulus Text Development

The fourth focus group was conducted to obtain the rational and emotional benefits that were presented in the adverts for both products in focus group five. Rational and emotional excerpts were created, more benefits were obtained, and the valance of benefits was controlled to be positive, to be consistent with the research design. Insights about the excerpts were gained and an advert was then designed to be tested in focus group 5 (see Chapter 6 for more detail).

1.15.5 Focus Group 5: Stimuli Testing

The fifth focus group tested eight adverts containing the celebrity and excerpt combinations. Matthew and Scarlett were confirmed to be suited endorsers and the product involvement roles were also confirmed. However, the advert credibility was, and to avoid bias effects on the stimuli effectiveness, the adverts were redesigned.

1.15.6 Adjusted Final Stimuli

The final stimuli consisted of both a separately presented excerpt and an advert (see Section 6.6.7 or Appendix I). This is because the excerpt allowed for better conveying of the appeals and the advert portrayed concise elicitation with shorter text and strong visuals. The approach was also proven successful in previous research (Hayes *et al.*, 2008).

1.15.7 Quantitative Pretests

Two pretests were employed in this study. Pretest one was conducted to obtain scale reliability and validity, and measure the time taken to complete the questionnaire to avoid respondent fatigue. The pretest also enabled the researcher to improve the stimuli, the questionnaire design and eliminate errors that can create bias in the results from poor research design. This sample was too small to obtain the required scale reliabilities and validities per group. Therefore, half of the main experiment's sample frame was used as a second pretest. The results confirmed the scales to be reliable and valid. Changes were accordingly made to the online questionnaire that led to the final survey which was sent to respondents (see Chapter 6).

1.15.8 Internal Validity

Internal validity is described as the "extent to which an experimental variable is entirely responsible for its influence on the dependent variable" (Zikmund *et al.*, 2010:274). Thus, internal validity represents the extent to which confounds created by extraneous effects are eliminated. The stimulus displayed in the main experiment was kept as constant as possible in terms of elements such as the length of the text, layout of the advert and the use of colour, to ensure consistency and internal validity. Various internal validity issues were addressed in Chapter 6 to maintain data validity. A characteristic of most experimental studies is the ability to randomly allocate respondents to experimental groups, to avoid the effects of extraneous variables in the experimental conditions (Zikmund & Babin, 2010). In this study, respondents were randomly assigned to the experimental groups (see Chapter 6).

1.15.8.1 Manipulation Checks

A manipulation check is a test used to ensure the manipulation creates a difference in the independent variables (Zikmund & Babin, 2010). To ensure the manipulation of factors created the correct consumer perceptions, manipulation checks were implemented. The manipulation of celebrity gender, advertising appeal and product involvement was checked in the main experiment (see Section 7.5).

1.15.9 External Validity

External validity is described as the "accuracy with which the experimental results can be generalized beyond the experimental subjects" (Zikmund *et al.*, 2010:277). The external validity in this study's experiment is believed to have some representation of the young adult population, as Generation Y individuals consist up to 14.5 million people in South Africa, and are regarded as forming a large part of the young working population (Smith, 2010). External validity was limited to the current context of the electronics category, actors, actresses, and the Samsung brand. Although limited to context, the external validity of the data was enhanced by using a real brand to reflect real-world brand dynamics. Construct validity, which is when a measure "truthfully represents a unique concept" (Zikmund & Babin, 2010:337) was ensured through the extensive literature review, appropriate measurement selection and measurement sensitivity.

1.16 SAMPLING

In the following section, the target population and sampling method is described. Also, the sample size is explained to show how it provided sufficient statistical power to accurately address the objectives through the research design.

1.16.1 Target Population

The target population for the current study was comprised of Generation Y individuals in South Africa born between 1977 and 1994, but was narrowed to those between 18 and 24 years of age to create greater cohort accuracy for similar life experiences (Zikmund & Babin, 2010). The target population was selected because of its homogeneity, awareness of social and media trends, ability to make accurate self-assessments, and ability to provide novel culturally specific results. It was also selected due to it being more susceptible to advertising due to age, and to represent internal validity (Austin, Vord, Pinkleton & Epstein, 2008; Grime, Diamantopoulos & Smith, 2002; Boud & Falchikov, 1989).

1.16.2 Sampling Method

The primary sampling method consisted of a multistage sampling process. The qualitative data collection for the focus groups used judgement sampling in selecting respondents from the target population. The follow-up studies and pretest 1 used the same approach, combined with snowball sampling through social media. The quantitative data collection for the online pretest 2 and the main experiment used judgement sampling to select the right sampling frame, and simple random sampling as each respondent was randomly assigned to an experimental cell. The main experiment's sampling list included various departments of Stellenbosch University. Research was executed ethically (see Section 6.7.3). A formal invitation was sent through email to respondents and an incentive of two R500 cash prizes was offered. Invitations and reminders were strategically sent over a period of one week and six days to obtain the maximum response rate. The reminders were sent during peak times when the surveys were completed to avoid history, cohort and maturation bias effects (for details see Section 6.7.4).

1.16.3 Sample Size

To ensure sufficient variability in data, which allowed meaningful differences between experimental groups for the main experiment to be shown, a minimum level of 30 respondents per group was set and reached. The total respondent amount in the sample frame was 16 058 of which 807 were usable, providing a response rate of 5.03%. Qualitative data collection used 55 respondents and quantitative data 870, leading to a total of 925.

1.17 DATA ANALYSIS

In analysing the data collected, descriptive and inferential analyses were used to address the research objectives and to present the data in a coherent manner. Data was analysed through Microsoft Excel 2010, Statistical Package for the Social Sciences (SPSS) version 22 and Statistica 64.

1.17.1 Descriptive Statistics

Descriptive analysis is the "transformation of raw data in a manner that describes basic characteristics such as distribution, central tendency or variability" (Zikmund & Babin, 2010:486). Descriptive analysis was used to analyse the demographical data to provide meaning into the analysis of the inferential data collected. The descriptive data consisted of respondent gender and age distribution, brand ownership and aspiration, brand gender, brand personality and the Samsung brand personality profile.

1.17.2 Inferential Statistics

To analyse the data from the factorial design, Univariate Analysis of Variances (ANOVA's) were conducted for each dependent variable to assess how it was impacted by the independent variables. For additional analyses, bivariate correlations were conducted. In analysing the data, histograms, pie charts and a radar graph were used to aid information interpretation. The inferential information was then analysed in relation to the study objectives and hypotheses.

1.18 ORIENTATION OF THE STUDY

The following section provides an overview of and justification for each chapter included in the study.

1.18.1 Chapter 1: Overview of the Research

The first chapter provides an overview of the study and the objectives it aims to achieve, including the way in which it aims to satisfy the study objectives. Thus, the chapter describes the concepts that will be addressed in the study including how its execution will address the problem statement and the proposed research questions.

1.18.2 Chapter 2: Brand Building

The second chapter provides an overview of what a brand constitutes and how it could be built because a brand is core to brand personality. Thus, building the brand through identity is discussed. Moreover, brand equity is discussed to explain brand personality's relative position in brand knowledge. Lastly, the chapter explains how brand equity could be built and measured as a framework for brand personality building.

1.18.3 Chapter 3: Brand Personality

The third chapter addresses the focal concept of the study, namely brand personality. Brand personality being the core concept of the study justifies an in-depth investigation to eliminate the chance of neglecting important information and to create construct validity. An overview of human personality as a frame of reference for brand personality is provided. Brand personality is investigated, along with brand personality appeal and brand personality gender. The means of creating brand personality is discussed to show the current study's brand building approach.

1.18.4 Chapter 4: Brand Personality Influencers

The fourth chapter provides an in depth investigation of the BBTs of celebrity endorsement, communications and product involvement. The goal of this chapter is to explain the dynamic workings of the BBTs in influencing brand personality and consumer responses, as well as to create a theoretical guideline for stimulus development.

1.18.5 Chapter 5: Consumer Responses to Brand Building

The fifth chapter provides an in-depth investigation of consumer behaviour to provide insight into the dynamics of brand personality perceptions and consumer responses observed in the study results. The chapter also shows the creation of brand equity

through consumer behaviour, and addresses two of the BBTs, namely attitude and purchase intention. Accordingly, the consumer decision-making process, behaviour concepts and the role of emotion in influencing decision-making are discussed.

1.18.6 Chapter 6: Research Design and Methodology

The sixth chapter describes the research methodology and design used to collect the data in order to address the objectives. Consequently, the factorial design, research instruments, and the stimuli design are discussed to illustrate the execution of the design. The means of sampling is discussed to show the valid collection of data, and is followed by means of analysing the data to address the objectives.

1.18.7 Chapter 7: Empirical Findings

The seventh chapter deals with the results obtained in relation to the study objectives. Data preparation is shown, descriptive data is analysed and visually displayed, and manipulation checks are addressed. The inferential data is explained in relation to the hypotheses. Thus, the chapter provides analysis of the data obtained.

1.18.8 Chapter 8: Conclusions and Recommendations

The eighth chapter provides an overview of the study through discussions and managerial recommendations of each research objective, and includes a conclusion of the brand personality findings. The discussions reflect findings in relation to previous literature, whereas the managerial suggestions provide practical marketing advice to industry experts. The study limitations are addressed as guidelines for future research, and suggestions for future research directions are made to inspire future brand personality research.

1.19 SUMMARY AND CONCLUSION

In this chapter, an introduction to the study was provided. Literature was reviewed as a platform for addressing the research problem and in response, objectives were set. The research design, methodology and structure of the study were provided to summarise the execution of the research. The chapter concluded with an overview of the chapters to follow, of which Chapter 2 will expand on brand building literature to highlight brand personality's role in brand knowledge.

CHAPTER 2

BRAND BUILDING

2.1 INTRODUCTION

The previous chapter provided an overview of the study. This chapter gives an overview of brands and brand building as a framework for understanding brand personality. Because brand personality is based on brands, the brand concept is explained. To show how brands attain their value, branding and the changing nature of brand building is discussed. In creating brand value, different brand management approaches are discussed to show the current study's brand building approach. To explain how a brand could be created, brand identity and the positioning thereof are explained.

Brand equity is explained to show the brand knowledge structure and brand personality's position within it. The means of cognitive brand building is explained as a framework for brand personality creation. Various brand equity dimensions and factors that influence it are explained to provide insight into brand building. To create additional insight into brand knowledge, other cognitive and industry models are investigated. Because brand- and customer equity are complementary management approaches in brand building, customer equity is explained. To explain the creation of brand equity, the process and means of creating it is discussed. Lastly, the means of measurement of brand equity is discussed to provide insight into its measurement as a framework for understanding brand personality measurement.

2.2 BRANDS AND BRANDING

The brand concept is core to this dissertation as it forms the basis for brand equity and brand personality. Therefore, the brand concept is investigated in detail as a framework for understanding brand personality. Also, the creation of a brand through branding or brand building is explained, along with the changing nature of branding, to thereby highlight the current study's approach.

2.2.1 The Brand Concept

In order to understand the brand concept, the paradigm shift from tangibles to intangibles is explained. Accordingly, the distinction between a product and brand,

36

including different product levels, is delineated to create clarity of a brand concept. The brand concept is defined and its various functions are shown to explain the concept. Due to various brand functions, various brand conceptualisations exist. The brand conceptualisations in terms of the brand as a system, triangle and concept spectrum is explained to show what the brand concept constitutes and brand personality's position within this concept.

2.2.1.1 Paradigm Shift to Intangibles

A marketing shift for researchers and advertising practitioners occurred where the focus on the exchange of tangible goods has moved to the growing importance of brand intangibles. Greater emphasis by advertising practitioners is now placed on the exchange of intangibles such as specialised skills or knowledge, and the brand intangibles' use in creating relationships and co-creating value (Kapferer, 2012; M'zungo, Merrilees & Miller, 2010). Brands have become a strategic component in all sectors, ranging from commodities, high and low technology, components, utilities and services, business-to-business, pharmaceutical labs, NGO's and non-profits (Kapferer, 2012). The increased use of various means of branding shows its importance. Examples of this include branding of cities (Ashworth, 2010), to retailers (Zentes, Morschett & Schramm-Klein, 2008), to celebrities (Keel & Nataraajan, 2012). To further explain this shift, the contrast between tangibles and intangibles is explained next.

2.2.1.2 Clarifying the Distinction between a Product and a Brand

A product can be described as any offering to a market for its attention, or acquisition, usage or consumption thereof, in order to satisfy a need or a want (Keller, 2013). A product can also be described as anything favourable or unfavourable received by a person in exchange for money (tangible, intangible, or a service) (Lamb *et al.*, 2008). Thus, the product embodies the physical good, representing the pure basic function of service provision offered by the good (Keller, 2013). A brand, however, stretches beyond the function of a product as it can create a means of differentiation between two similar products. This differentiation comes in terms of added values, which are attributes (tangible or intangible) in addition to the product (De Chernatony & McDonald, 2003; Tuominen, 1999). The added values can be more than the sum of their parts (De Chernatony & McDonald, 2003). In summary, as a product represents the firm's offering on a more basic level of

expectation, a brand offers an entity of added value. Products have added levels of value that should not be confused with brand value, and are therefore explained next to provide clarity into the distinction between the product and the brand.

2.2.1.2.1 Product Levels

Product levels refer to the value-added levels created by the product (Keller, 2013), whereas value created by the brand could be explained by its definitions as discussed in the next section. The augmentation of a product (which can also apply to a service) can have five value added-levels (Keller, 2013). The first and most basic level is the core benefit level. The core benefit level refers to the satisfaction obtained from the consumer's fundamental need for product consumption. The second level is the generic product level which includes only the necessary features (ex. a car's door handle). The third is the expected product level, which is a set of attributes that buyers expect from the product. The fourth level is the augmented product, which includes the additional offerings such as attributes, benefits or services to create product differentiation. The fifth level is the potential product which includes all the changes to the product which could be undertaken in the future. The third, fourth and fifth stages do represent value that could be captured in the functions of the brand, but are distinct from the brand itself. It is important to understand what a brand is and is not in order to understand what brand personality is and is not. To explain the value a brand can provide, the concept is defined next, followed by the discussion of various classifications thereafter.

2.2.1.3 Defining a Brand

In literature there are multiple definitions and perspectives of what constitutes a brand (Kapferer, 2012). These include customer-based definitions, financial asset perspectives and legal views. The customer-based perspective views the brand as being an asset that can be created and represented in consumers' mental associations, which in turn leads to financial value (Kapferer, 2012). The customer-based perspective is demonstrated by describing a brand as "a [group] of mental associations held by the consumer, which add to the perceived value of a product or service" (Keller, 1998). Keller's (1998) definition, however, understates the importance of the product, as it solely focuses on the brand, irrespective of the product's performance. Also, the definition highlights consumer cognition only, and does not account for human emotions or irrational behaviour.

38

From a financial perspective a brand is an intangible asset that is displayed in a firm's balance sheet (Lassar, Mittal & Sharma, 1995). A brand is also a conditional asset, as it works in conjunction with other material assets such as production facilities or the firm's communication efforts. Thus, the brand's ability to create value depends on other assets.

Early brand definitions have focused on the identification of sellers goods (Guzmán, 2005). Although a brand can have various functions (see Table 2.1), identification is most likely to be its main function (Kapferer, 2012). From Table 2.1, the first three functions are mechanical, the next three are for the purpose of reducing risk and the final three represent brand pleasure. Kapferer (2012) proposes that brands are generation-bound. Given the importance of brand intangibles in current times (Hadjiloucas, 2007; Brady, Bourdeau & Heskel, 2005), the need to understand brands and their personalities is clear.

Table 2.1: Brand Functions for a Consumer	
Function	**Consumer Benefit**
Identification	To be quickly clearly seen, quickly identify desired products, and structure shelf presentation.
Practicality	Allows time and energy saving through identical repurchasing and loyalty.
Guarantee	The assurance of finding the same quality regardless of when or where the product or service is purchased.
Optimisation	The assurance of buying the best product in its category, or the best performer for a specific purpose.
Characterisation / Badge	To have confirmation of one's self-image or the image that one presents to others.
Continuity	Satisfaction created by a relationship of familiarity and intimacy with a brand that has been consumed for years.
Hedonistic	Enchantment linked to brand attractiveness, such as its logo, communication and experiential rewards.
Ethical	Satisfaction linked to the responsible brand behaviour in its relationship with society (ecology, non-shocking advertising, employment or citizenship).

Source: Kapferer. (2012).

In Roman and Greek times, brands were used as a shorthand to display the retailer's speciality (De Chernatony, McDonald & Wallace, 2011). Thus, the most basic view of a brand stems from its origin of use and represents the legal perspective (Guzmán, 2005). This is because its legal identity serves as the most basic function of brand identification. Brands were initially used to illustrate the source of a seller's goods or to distinguish it from another as a means of quality control (McLaughlin, 2011).

Brands need to be defended against infringement or a decrease in competitiveness, because this could lead to a brand name becoming generic, therefore losing its identity and protection (Kapferer, 2012). As the power of a brand lies in its name, it is crucial to protect its brand identity (De Chernatony & Riley, 1998). Thus, a brand can be described as a name with the power to influence (Kapferer, 2012), as the brand name influences brand equity components such as brand awareness, associations, image and personality (Mishra & Datta, 2011). However, a brand is more than a name as other brand elements should also be considered. Later, along with the increasing importance of cognitive psychology, brands were viewed as share of mind (Guzmán, 2005). Brand building was about emphasising the product benefit or value proposition. Consequently, brands were later conceptualised as a group of mental associations that adds value to the product (Guzmán, 2005). Brand functions shifted from easily copied functional differentiation to emotional advantages (Guzmán, 2005).

Other brand conceptualisations include De Chernatony and Riley's (1998) recognition of a brand as a legal instrument, logo, heuristic for decision-making, company, risk reducer, identity system, image in consumers' minds, value system, and personality, adding value, relationship and evolving identity. A brand as a logo is regarded as focusing too much on the visual identity of the product, whereas a brand as a decision-heuristic provides a memory shortcut for time-pressed consumers. The brand as risk reducer shows the brand as a contract between the firm and the consumer and its ability to reduce risk, as without risk, there is no brand (Maurya & Mishra, 2012; De Chernatony & Riley, 1998). Nevertheless, all of the previous conceptualisations of brand functions are non-comprehensive of all brand associations. Therefore, the brand as an identity system represents the identity as an integrated system with six interrelated aspects, namely culture, self-projection, physique, relationship, reflection and personality (Kapferer, 2012) (see Section 2.4.3). The identity perspective is stated to be over-reliant in terms of a firm's input activities or the goal of creating the desired identity, and does not focus enough on consumer perceptions (De Chernatony & Riley, 1998). Thus, a brand as an image views the brand as being any association with the brand (Kapferer, 2012). The brand as an image also recognises the importance of balancing image and identity. It has been stated that the relation between the brand concept and image can be managed across a brand's life by selecting brand concepts and introducing and strengthening

these concepts over time. The previous is explained by the brand concept management framework (BCM) (Park *et al.*, 1986), which represents a framework for building brand image by communicating brand concept benefits in terms of functionality, symbolism and experientialism. A brand as a value illustrates core brand values through the functional and symbolic meaning of the brand (De Chernatony & Riley, 1998). Sheth, Newman and Gross (1991) propose a model of brand choice that is influenced by consumption values of functional, social, emotional, epistemic and conditional values. Functional values represent the utility of the product, whereas social values refer to the aim of creating social acceptance. Emotional values represent choices based on feelings, whereas epistemic values refer to curiosity or knowledge-searching behaviour. Lastly, conditional value refers to value created by a situational context, influenced by the social and physical contingencies that influence choice (Sheth *et al.*, 1991). Personality and values are interrelated, and it is proposed that personality is a subset of consumers' values (De Chernatony & Riley, 1998; Gutman, 1982). A brand as a relationship highlights the relational importance of a brand, and the brand as added value refers to the non-functional aspect that differentiates the product (De Chernatony & Riley, 1998).

Brands can also be defined as a sign of ownership, a differentiating device, a functional device, a symbolic device, legal device, and strategic device (De Chernatony & McDonald, 2003). The functional view represents the rational aspect of the brand, whereas the symbolic represents the emotional aspect. Both aspects influence consumer choice. Brands should deliver rational or emotional benefits by striking the right balance of fulfilling rational (functional) and emotional (symbolic) dimensions as consumers use both in decision-making (De Chernatony & McDonald, 2003). A brand is also proposed to include heritage, values, mission and vision (De Chernatony & Riley, 1997). De Chernatony and Riley (1997) propose a vortex model of all the components stated in this section that show a brand's dynamic nature over the previously mentioned separated static components. Anthropomorphism has increased the view that everything can be regarded as a brand (Kapferer, 2012).

A brand is a complex multidimensional concept by which products are enhanced with values (De Chernatony & Riley, 1998). The brand creates consumer recognition and appreciation for the brand values (De Chernatony & Riley, 1998). A brand can therefore be defined as the following: "a cluster of functional and emotional values that enable organisations to make a promise about a unique and welcomed

experience" (De Chernatony *et al.*, 2011:31). A brand can also be defined as "a name, term, symbol, design or combination thereof that identifies a seller's products and differentiates them from competitor's products" (Lamb *et al.*, 2008:214). The last mentioned definition is used among various parties (American Marketing Association, 2014a; Keller, 2013; Kotler & Keller, 2011; Lamb *et al.*, 2008). The individual components are referred to as brand identities that make up the totality of the brand (Keller, 1993a). As brands are generally defined from the stakeholder's perspective, the current research acknowledges all the perspectives but follows a consumer knowledge-based approach (Wood, 2000). Consequently, the adoption of the consumer's brand knowledge perceptive led to the last-mentioned brand definition being adopted in the current study. Thus, a brand represents all consumers' associations, therefore the perceptions that they hold towards an entity (brand), which creates a coherent mental image. Due to the various brand conceptualisations, various models exist of which three are discussed next. These models are fundamental in understanding the brand concept, and therefore also show how brand personality can be conceptualised. In order to thus create clarity terms of brand and brand personality conceptualisation, the various models are explained next (Kapferer, 2012).

2.2.1.4 Brand System

The first model discussed is the brand system (see Figure 2.1). This brand system is discussed because it provides clarity into the major sources that constitute a brand and how the brand is created (Kapferer, 2012).

Figure 2.1: The Brand System
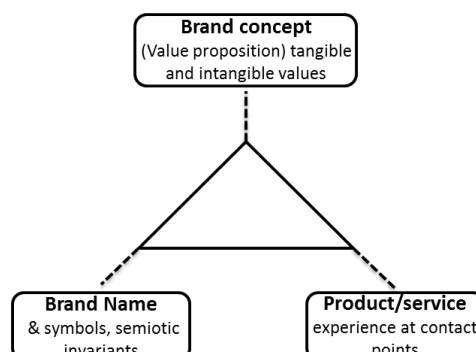
Source: Kapferer, 2012:12.

According to Kapferer (2012), the brand power that influences consumers comes from two sources, namely representations and relationships. Representation refers to

the brand system model and is a system of interconnected mental associations, whereas relationships represent the emotional consumer-brand relationship that creates attitudinal attachment. Because the representations and relationships are developed over time, the power of a brand rests in the sources of cumulative brand experience (Kapferer, 2012). The previous justifies Kapferer's (2012) methods of referring to a brand as a living system which consists of three poles that are represented by the brand system. These poles are the offering (product or service), brand name or brand concept. Although the model represents a broad classification of the brand from the major brand sources, it does not show how different types of brand value are conceptualised (Kapferer, 2012; De Chernatony, 2006). Thus, to show the different types of brand value conceptualisations the brand triangle is discussed next.

2.2.1.5 The Brand Triangle

The brand triangle represents the conceptualisation of brand value across different levels. The brand triangle is discussed because it represents the brand from a value creation or brand-building perspective (De Chernatony, 2006). In terms of value creation, a brand represents dynamic and continuous interactions between the firm and consumer actions (De Chernatony, 2006). These interactions can be regarded as the functional and emotional values that promise a unique experience, which represent the brand triangle (see Figure 2.2) (De Chernatony, 2006; De Chernatony, 1993). The triangle shows that the brand is first created through the functional value sought by the consumers. Then, the emotional values can be created through the communication of brand personality (De Chernatony & McDonald, 2003). The combination of the two makes the promised brand experience.

Figure 2.2: Brand Triangle
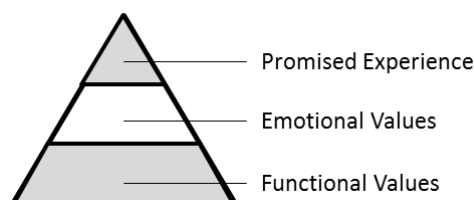
Source: De Chernatony, 2006:8.

The model mirrors the BCM of Park *et al.* (1986). The triangle also shows that the brand strength is influenced by the degree of congruency between the internal components of the brand triangle and the external environment (De Chernatony,

2006). The previous concept means that the brand's capabilities are influenced by its life stage. Therefore, to properly manage the brand it needs to be managed within its context or life stage (De Chernatony, 2006). To create greater clarification into the brand concept from a more specific perspective than the previous models, the brand's development across its life stages is explained next through the brand concept spectrum.

2.2.1.6 Brand Concept Spectrum

The brand as a concept has been drawn as a spectrum of seven stages that illustrates its categorisation in terms of market evolution (Goodyear, 1996). This model is discussed because it provides clarification of what a brand constitutes throughout its evolution (Goodyear, 1996). The sequential movement from the first to the sixth stage represents increasing means of brand differentiation.

The first stage is when goods are unbranded and are commodities. The second stage is the brand as a reference, which is when firms differentiate goods mainly through physical attributes in order to create utilitarian value. In the third stage, the brand is regarded as a personality. In this stage, an emotional bond is created with consumers as the brand and consumer personalities merge in order to create self-expression. Thus, marketers focus on creating brand personality in order for the brand to become an expression of the consumer's self (Ranjan & Jain, 2011). Brands as personalities also allow the social construction of brands through symbolism, as consumers use brands to show social meaning of the product in order to influence others' attitudes towards the brand user, creating active involvement of the user in the brand image (McEnally & De Chernatony, 1999). Accordingly, cultural values also need to be consistent with the personalities reflected, to be consistent with social forces' influences. The fourth stage views the brand as being an icon, where consumers 'own' the brand, as they have extensive brand knowledge that can be used to create a self-identity. Consumers have a vast amount of primary and secondary associations during this stage. In stage five, the brand is regarded as a company. In this stage, the brand has a complex identity that is consistently communicated to all stakeholders in an integrated manner. Communication occurs between the consumer and firm as the consumers become involved in co-creating the brand. In stage six, the brand is a policy as it aligns itself with social, ethical, and political causes.

44

The brand concept spectrum model shows the evolution from a firm perspective to a customer-based perspective of a brand. The first four stages illustrate the traditional classical marketing perspective on branding and the last two stages the post-modern approach (McEnally & De Chernatony, 1999). More specifically, in the first four stages the brand represents consumers' self-expressive criteria and in the last two stages the brand represents consumers' terminal values (McEnally & De Chernatony, 1999). In addition, the first three stages are used for low-involvement goods, where the latter three stages are used for high-involvement goods (McEnally & De Chernatony, 1999). The model illustrates the importance of brand personality, as it is very unlikely for a brand to be built beyond the third stage and to represent terminal values if its personality is not created. Additionally, brand personality in the model is viewed as a way to differentiate the brand in a manner that is true to the brand's values (McEnally & De Chernatony, 1999).

A similar interpretation of brand evolution has been presented by De Chernatony (2009). De Chernatony's (2009) representation is discussed because it represents a development from past research, such as Goodyear's (1996) model among many. The interpretation of brand evolution is represented in ascending order of progress. The brand can be seen as a means of differentiation, positioning, personality, vision and added value (De Chernatony, 2009). The stage where the personality represents a stage of brand evolution is again recognised. When adopting the personality as the brand, it represents not only *what* consumers receive in terms of environmental input, but *how* they receive it, and it is proposed to represent the *cognitive plus* effect (De Chernatony, 2009; Vargo & Lusch, 2004). The *cognitive plus* effect refers to emotions stirred up from marketing communications that influence decision-making, with decision-making being beyond rational-only decision-making. The *cognitive plus* effect shows the presence of emotion in brand conceptualisation, which influences brand choice. Managing brands effectively through these stages requires branding (Kapferer, 2012). Accordingly, branding as a concept is elaborated on next to show how a brand could be built.

2.2.2 Branding and the Changing Nature of Brand Building

To show how brands are created, and therefore how brand personality could be created, branding is discussed. Subsequently, the changing nature of brand building is discussed to show the current study's brand building approach adopted.

2.2.2.1 Creating a Brand through Branding

Branding is the process whereby the whole marketing mix is managed in a strategic and tactical manner to achieve high returns on marketing communication investment and consumer loyalty (De Chernatony & McDonald, 2003). Branding involves creating knowledge structures, to thereby create value and aid consumer decision-making. Branding can therefore be seen as a process where marketers create the brand through branding input (e.g. advertising), with the output being consumers' perceptions of the brand (De Chernatony & McDonald, 2003). Branding only refer to the initial development of the brand, whereas brand building refer to initial brand development as well as continuous brand growth (De Chernatony & McDonald, 2003). In general, brands are built through stages of unknown status, to awareness, and finally to acceptability, preference, and loyalty (Tuominen, 1999). To develop a brand through the previously mentioned stages, a brand could be built through the brand resonance model, which provides a framework for building the brand (see Section 4.3.7).

Strong, successful brands enable firms to build stable long-term demand, and higher margins (De Chernatony & McDonald, 2003). Branding is not purely an input process, but rather a co-creation process as it occurs *with* consumers instead of being directed *at* them (De Chernatony & McDonald, 2003). Due to the co-creation created through the dual-sided partnership between the brand and the marketer, relationships are created beyond simple transactions. Therefore, branding is a relationship builder and a brand can be seen as a relational market-based asset which can provide a competitive advantage (Hooley, Greenley, Cadogan & Fahy, 2005; De Chernatony & McDonald, 2003). It is therefore important to understand the output process, or consumers' perceptions and behaviour (De Chernatony & McDonald, 2003). It is stated that the result of good branding is "perceptions of the values of a product, or service, interpreted and believed so clearly by the consumer that the brand adopts a personality" (De Chernatony & McDonald, 2003:40). Brand personality as a result of branding enables products with few functional differences to be unique due to a distinct brand personality (De Chernatony & McDonald, 2003).

In the execution of branding, it is important for a brand to be consistent in its values (Aaker, 1997). Because values are generally ingrained in the brand personality (Aaker, 1997), branding must be consistent in terms of the brand personality as well.

Inconsistent values can create confusion for consumers. More specifically, the execution of brand values into inconsistent characteristics portrayed, such as an inconsistent relation between high price and low reliability, will diminish brand value and increase the chance of brand switching (De Chernatony & McDonald, 2003). It is stated that consistency represents the brand quality or the consistent consumer ability to co-create brand symbolism or experience (Charters, 2009). Hence, in this circumstance, consistency refers to the consistent building of brand meaning. The approach adopted to build brand meaning has, however, been shown to evolve over time (Guzmán, 2005).

2.2.2.2 Changing Nature of Brand Building

In the context of brand building, the past decade has shown a shift in the approach to building the brand. Previously, brands did not hold an integrated image, but were rather treated like additional parts of products. Later, in the 1980's, brands represented share-of-mind, and communication strategies were developed to build the brand and its image (Guzmán, 2005). Brands were managed by the brand management team, whose focus was on short-term financial results of single products in certain markets (Aaker & Joachimsthaler, 2000). The focus represented tactical and reactive brand management actions, rather than actions that are strategic and visionary. However, current approaches lean towards actions that are strategic and visionary due to the increase in recognition of brands as a long-term asset (Keller & Lehmann, 2009). More specifically, building brand image to create favourable brand outcomes is the norm. In doing so, a market and brand orientated approach must be adopted to build the brand because both a short-term and long-term management is needed (Urde, 1999). The management approaches are elaborated on next to show their roles in brand building as a framework for building brand personality.

2.3 MARKET AND BRAND ORIENTATION

Two management approaches exists which guide branding actions, namely the market and brand orientation. These two approaches represent different ways to build the brand, and therefore brand personality, and they are discussed next to provide a framework for brand building. Later on, the brand hexagon is used to explain the brand orientated brand building approach, along with explaining the various brand management paradigms that can be adopted to build the brand.

The market orientation is central to marketing. It is a short term notion that is concerned with the basic goal of fulfilling customers' needs and wants (Urde, 1999). The approach mainly focuses on customers, competitors and brand questions, of which the brand questions are second-order issues that are not considered in the firm's strategy. The brand is regarded as an unconditional response to customers' needs and wants with limited strategic dictation (Urde, 1999). This poses a risk to the strategic value of the firm and it is proposed that a long-term approach is needed. The market orientation approach stems from the subject of marketing, with concepts such as 'market sensing' (the ability to sense, interpret, envision and react to market changes) and 'customer linking' (the ability to develop customer relationships) coming into play (Urde, 1999). In contrast, the subject of strategy proposes a resources-based perspective for a brand to be a source of competitive advantage, which has given rise to the brand orientation.

Brand orientation can be described as an "approach in which the processes of the firm revolve around the creation, development, and protection of brand identity in an on-going interaction with target customers with the aim of achieving lasting competitive advantages in the form of brands" (Urde, 1999:117). In the brand orientation approach, the brand is used as a strategic platform and the goal is to satisfy customers' needs and wants within the framework of the brand (Urde, 1999). The brand orientation creates value and meaning through the brand, with the brand illustrating the firm's strategic intent. Brand orientation takes a deliberate development of brands approach, with emotional and symbolic aspects being portrayed. Thus, the brand orientation is referred to a *market orientation plus* approach (M'zungo *et al.*, 2010), because it is also strategic in nature. Brand orientation challenges the assumption that the consumer is always right and views brand building as a consumer-firm interaction of symbols, which entails the creation of brand personality (M'zungo *et al.*, 2010). The market orientation approach is an outside-in perspective with the focus on brand image, whereas the brand orientation takes an inside-out view with brand identity as a key focus (Urde, Baumgarth & Merrilees, 2013). Although both are important, it is best to achieve a balance. The brand orientation approach demonstrates the importance of proactively managing the brand and its identity.

Brand identity can be captured in the brand essence (Rubinstein, 1996). The brand essence is the main and distinctive aspects of the brand, forming its brand power

(Rubinstein, 1996). Brand essence is not to be confused with brand values, because the essence is the enduring competitive position expressed by the brand, which consists of functions, performance attributes, sources of authority and image/personality (Rubinstein, 1996). Thus, brand personality is proposed to be part of the brand essence. This illustrates brand personality's core role in managing communication. It has been shown that marketing strategy positively influences firm performance and that a high brand orientation increases marketing strategy effectiveness (Wong & Merrilees, 2007). Using a brand orientation, a brand and its meaning could be built internally and externally of the firm itself (Davies, 2002). Because the current study investigated brand building aimed at consumers that are external to the firm, the brand hexagon was used to build the brand.

2.3.1 Brand Hexagon

The brand hexagon is a framework for building the brand in a brand orientation manner (see Figure 2.3). It is discussed to show the means of building the brand. In addition, the brand hexagon shows the means of building brand personality positioning, because the model shows how brand personality needs to be managed in brand building. The brand hexagon was developed by Urde (1999) as a conceptual brand-orientated framework to guide firm actions, to aid in proactive brand management, and to explain the mind-set of a brand orientated firm. The following section explains each of the model's components to show the means of brand building.

Figure 2.3: The Brand Hexagon
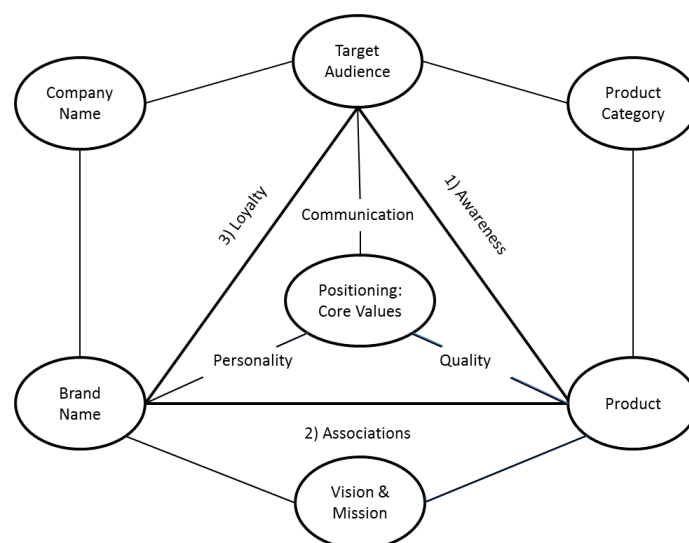
Source: Urde, 1999:125.

In the brand hexagon, the vision and mission describe what the brand is and its goals in terms of strategy, values, identity and brand personality. In accordance with the vision and mission, the value is then communicated through the products, product category, position, core values, and corporate and brand name, which represents the brand strategy and identity (see the ovals in Figure 2.3). The right side of the model reflects the rational function and the left side the emotional function. The lower part relates to the firm's brand intentions, whilst the top part represents the target group's brand interpretation (see ovals in Figure 2.3).

The brand strength is reflected in terms of awareness, associations and loyalty (Urde, 1999) as represented by the triangle inside the hexagon. In the core of the brand orientated approach lays the values and positioning (see oval in the middle of the triangle in Figure 2.3). The positioning consists of quality, personality and communication (see inside the triangle in Figure 2.3), which demonstrates the importance of brand personality as it forms the cornerstone of brand positioning, and is closely related to the brand values. The model states the importance for brand integrity through communications as well as the power of soft values such as brand personality. In managing brands and brand images, a dominant brand management paradigm is generally adopted (Grönroos, 1994), and is an aspect that is elaborated on in the following section.

2.3.2 Brand Management Paradigms

Brands and the manner in which they are managed have various perspectives or paradigms. To build a brand and thus a brand personality correctly, the correct paradigm needs to be adopted (Heding, Knudtzen & Bjerre, 2009). Therefore, this section discusses various management paradigms that could be used to build the brand, and therefore brand personality, correctly.

A paradigm is defined as a group of "beliefs, values, [and] techniques shared by the members of a given community" (Louro & Cunha, 2001:853). More specifically, a brand management paradigm is defined as "a deep-seated way of seeing and managing brands and their value, shared by the members of an organisational community marked by a common culture" (Louro & Cunha, 2001:853). Thus, brand management paradigms consist of the totality of a firm's implicit assumptions, values, beliefs, and techniques with regards to the why, what, who and how of branding. Similarly, it could be stated that brand management systems act as perceptual

systems that illustrate a firm's dominant logic (Bettis & Prahalad, 1995). The dominant logic represents the power of mental models, as the logic can influence employees and brand building activities (Louro & Cunha, 2001). Four brand paradigms have been found to exist in relation to brand and customer centrality (Louro & Cunha, 2001). Brand centrality is the extent to which the brand represents the core aspects that guide a firm's strategic and tactical decisions, whereas customer centrality refers to the degree of consumer involvement in the value creating process.

The four paradigms mentioned above are product, adaptive, projective and relational paradigms. In the *product paradigm*, the product is the focus of the marketing mix, and brands are managed as a group of loosely coupled components (ex. brand name, logo, and packaging). This paradigm undermines the importance of the brand name and views product management as being the source of competitive advantage, through the use of a brand (Louro & Cunha, 2001). In the *projective paradigm*, the marketing focus is on meaning, whereas the management focus is on creating a coherent brand identity. This approach follows an inside-out approach in creating brand identity. Brand identity management highlights the role of a firm's vision, mission, values and culture in creating the brand meaning (De Chernatony & Riley, 1998). This paradigm views a brand to be managed as an identity system (De Chernatony & Riley, 1998) that is comprised of aspects that are greater than the sum of their parts. The projective paradigm emphasises the importance of creating brand meaning through marketing efforts (Plummer, 2000), a sustainable identity through coordinated marketing strategies (Aaker, 1996), and the management of the brand identity charter. The identity charter provides the coherent profile of a brand's vision, mission, values, target groups, benefits, products and style (Keller, 2013).

The *adaptive paradigm* has a customer-orientated marketing focus (outside-in), and a brand focus which aims at creating brand image. This paradigm views consumer response as being the central determinant of a firm's performance, because competitive advantage is achieved through customer satisfaction in a specific context (Louro & Cunha, 2001). Market sensing is important to gain a differential advantage, which possibly represents the importance of knowing consumers' perceptions of brand personality. The *relational paradigm* describes brand management as an "on-going dynamic process, without [a] clear beginning or end, in which brand value and meaning is co-created through interlocking behaviours, collaboration and competition

51

between organisations and consumers" (Louro & Cunha, 2001:865). It is stated that brands are constructed as evolving personalities in consumer-brand relationships (Fournier, 1998; Aaker, 1997), illustrating the importance of relationships in brand building and brand personality's role in relationship formation. In the relational perspective, consumers' active role in co-creating the brand meaning and value is recognised (Fournier, 1998). Brand management could therefore be described as a continuous process between the firm and consumer, where actions and reactions co-construct the brand meaning and value (Louro & Cunha, 2001). Importantly, a relationship cannot be built without the co-creation between parties and consumer involvement (Grönroos, 1994).

These paradigms show that the brand building approach is crucial. Because brand personality is part of brand identity used in communications (Kapferer, 2012), the projective paradigm represents the management approach that needs to be adopted in brand personality building. Similarly, because brand personality plays a big role in creating consumer-brand relationships (Aaker, 1996), a relational paradigm approach needs to be combined with the projective approach in brand personality building. As indicated by the projective paradigm, management of brand identity is crucial to ensure correct brand image perceptions, which are elaborated on next.

2.4 BRAND IDENTITY AND POSITIONING

Brand identity is core to brand management and represents the message communicated to the market (Tuominen, 1999). Although some brand aspects change, the identity is generally kept constant as it is intertwined with a firm's core values (Kapferer, 2012). The aim of creating an identity is to create positioning, which refers to the unique mental position or competitive frame of reference that the identity creates (Kapferer, 2012). In this section, the brand identity traps that marketers fall prey to are explained to show how brand personality can overcome these traps. Furthermore, brand positioning is explained to create an understanding for brand identity creation, as a framework for creating brand personality. Subsequently, the brand identity pyramid is discussed as a framework for identity creation.

2.4.1 Brand Identity Traps

Aaker (1996) proposes four identity traps that marketers fall prey to. These traps include the brand image, position, external perspective and product attribute trap.

The brand image trap occurs when there is an overreliance on brand image, without strategic identity creation. The brand position trap occurs when a search for brand identity results in the search for brand position, representing an overreliance on position and not on its identity (Aaker, 1996). The external perspective trap occurs when firms fail to understand the role of brand identity in understanding the firm meaning, illustrating a loss in brand essence. The product-attribute fixation trap occurs when brand management is based solely on product attributes. A brand is more than just attributes as it includes aspects such as brand personality (Aaker, 1996). In avoiding the traps by communicating the correct identity, a brand can be viewed as a product, firm, symbol or person (Aaker, 1996). The current study avoids the identity traps by focussing on the brand as a person approach, which represents brand personality. For existing brands, identity serves as a source of brand positioning and creates a competitive frame of reference in relation to competitors' market positioning (Kapferer, 2012). Thus, to create greater understanding of associative positioning, brand positioning is elaborated on next.

2.4.2 Brand Positioning

Brand positioning is used to show differentiation from competitors, and therefore a firm's unique position to the public, which provides a framework for brand coherence (Kapferer, 2012). It is suggested that using brand personality effectively as a positioning strategy influences perceptions in an enduring manner, better so than other communication strategies (Burke, 1994). Hence, in a cluttered economy, brand communication and associative positioning relative to competitors as a strategy has been found to be a tool for firm success (Naresh, 2012).

Brand positioning requires a frame of reference for it to be determined. This frame of reference is determined by how the brand is similar or different in terms of points of parity or points of difference (Keller, 2013). Points of parity (POP) are described as associations not necessarily unique to a brand, and are associations that can be shared with other associations. POPs include category, competitive and correlational POP. Points of difference (POD) are defined as "attributes or benefits that consumers strongly associate with a brand, positively evaluate, and believe that they could not find to the same extent with a competitive brand" (Keller, 2013:83). Points of differences can range from functional performance related to abstract image associations, and are defined in terms of benefits (Keller, 2013). An example of a

unique POD is an authentic brand personality. Positioning can be built by eight key brand elements that include brand values and personality (Keller, 2013). Likewise, De Chernatony (2006) proposed a pyramid for building brand identity. The pyramid shows that the brand essence starts with the most tangible brand aspects such as attributes, benefits, rewards and values. This pyramid ends with personality being the most intangible. To show brand personality's centrality in identity and positioning, the domain of brand identity is discussed next in greater detail through the brand identity pyramid (Kapferer, 2012).

2.4.3 Brand Identity Pyramid

The brand identity pyramid represents a framework for building brand identity (see Figure 2.4).

Figure 2.4: The Brand Identity Prism
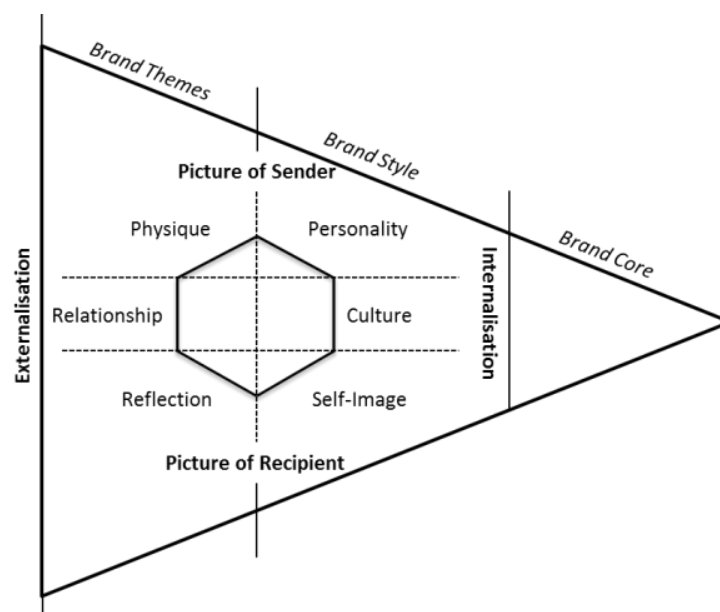
Adapted From: Kapferer, 2012:183. & Tuominen, 1999:69.

This brand identity pyramid is an important framework recognised in branding research (Kapferer, 2012). As such it is therefore discussed to show how identity can be built and to illustrate brand personality's central role in identity creation. The brand identity pyramid has six facets of identity, namely the brand physique, culture, personality, relationship, customer reflection and self-image (Kapferer, 2012).

The brand physique is the most salient objective features of the brand which creates its tangible value. The brand as a personality shows the brand character. Brand as a culture refers to the basic cultural principles communicated, whereas brand as a

relationship represents the relational exchange between people. Customer reflection represents the user image of the buyer, whereas the self-image refers to the target consumers' image of themselves. All facets are interlinked and the left side of the hexagon represents the visible outward expression, whereas the right side represents the brand spirit. The top part of the hexagon represents the identity of the sender, whereas the bottom part represents the identity of the recipient.

Tuominen (1999) proposed three additional tiers to supplement Kapferer's (2012) brand identity pyramid. The tiers are brand themes, style and core, and are used to show the management of the image concept. The brand core is the stable brand part that rarely changes. The brand style represents the core of the firm's communications but can change more than the brand core. The brand themes represent the current communications that are the most flexible of the three and changes in relation to the environment, such as fashion or technology (Tuominen, 1999). The brand themes and styles together represent the brand identity pyramid (Tuominen, 1999). The brand identity is generally communicated through the core products, brand name, characters geographical areas, colours, visual symbols, advertising and the style thereof, to name a few (Kapferer, 2012). Importantly, a brand's credibility and durability will be greatest when the identity is coherent (Kapferer, 2012). As the goal of communicating brand identity is to create brand equity (Kapferer, 2012), the latter is elaborated on next. More specifically, brand equity's knowledge structure is explained to provide an overview for brand personality's role in the brand equity component of brand image.

2.5 BRAND EQUITY

It is important to establish knowledge structures of the brand in the consumer's mind to create favourable responses towards the marketing of a brand, and this is central to the marketing goal of increasing sales (Tuominen, 1999). Strategic brand management is rooted in the brand orientation mind-set, and guides brand equity building with a long term vision (M'zungo *et al.*, 2010). It is important to understand and manage brand equity, as it provides leverage over other products in the market (Farquhar, 1989).

In this section, brand equity is discussed to give an overview of brand knowledge and to show brand personality knowledge's positon within it. In doing so, brand equity as a concept is explained through its definitions and its importance is shown to justify its

investigation. The means of knowledge creation is explained as a framework for brand personality creation. Furthermore, the contents and structure of brand equity are explained as a framework for brand building, and therefore the creation of brand personality. Lastly, the cognitive and industry models are discussed to provide alternative brand equity models and brand building frameworks used in marketing commerce to supplement the well-known brand equity models.

2.5.1 Defining Brand Equity

Brand equity as an important concept that forms part of the relationship between the customer and the brand is discussed in marketing and accounting literature (Wood, 2000). Research has primarily gone to the conceptualisation, management and measurement of brand equity (Oliveira-Castro, Foxall, James, Pohl, Dias & Chang, 2008; Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Ricks & Wirth, 2004; Keller, 1993a; Aaker, 1991). Accordingly, this has resulted in divergent points of view on brand equity dimensions, their influencing factors, perspectives of investigation and means of measurement. Brand equity is associated with five important tasks of brand management, namely the development of brand positioning, integrated brand marketing, corporate image and reputation, and brand growth (Keller & Lehmann, 2006). Brand equity is regarded as a managerial concept, a financial asset, relational concept or a customer-based concept (Tuominen, 1999).

Brand equity has been defined and conceptualised in three research streams (French & Smith, 2013). The first is the difference in performance of an unbranded product over a branded one. The second is the financial-market-based estimation of the firm's intangible assets created by the brand. The third is the representation of the cognitive psychology approach of viewing brand equity as consumers' brand knowledge, thus showing their brand beliefs and attitudes (French & Smith, 2013). The second and third stream illustrate the financial and customer-based perspectives, in which the financial perspective focuses on the financial asset value created, whereas the customer-based perspective focuses on the consumer's response to a brand (Lassar *et al.*, 1995). Brand equity is studied to improve marketing activity and enhance the financial book value (Keller, 1993a). This study adopted a customer-based brand equity (CBBE) view of the third research stream that views brand equity as being brand assets, that create brand strength, which creates financial value (Kapferer, 2012).

Feldwick (1996) simplified the various brand equity approaches by classifying the different meanings of brand equity in three aspects. The first is the total value of the brand as a separable asset. This refers to the value in the balance sheet and is also known as the brand value. The second is as a measure of strength of consumers brand attachment, which refers to the brand strength. The third is the description of consumers' associations and beliefs they hold towards a brand, also known as the brand image. Brand strength and description refer to the customer-based brand equity. The total value and brand strength are quantifiable. The strength represents the brand associations consumers have, while the value of brand strength lies in its ability to leverage the brand to obtain superior profits (Lassar *et al*., 1995). Feldwick (1996) has suggested that the brand description is communicated through the marketing mix, and the success thereof determines the brand strength in terms of loyalty, which in turn leads to brand value in terms of cash flow (Feldwick, 1996).

With the increase in competitive pressures, it is important to strategically maximise the marketing mix effectiveness by understanding brand dynamics in consumers' minds (Keller, 1993a). The brand as an asset is represented by a mental image in a consumer's mind. Most brand equity definitions consider the customer approach (Buil *et al*., 2013; Leone, Rao, Keller, Luo, McAlister & Srivastava, 2006). The basis for consumer-based brand equity research was developed by Aaker (1991) and Keller (1993a). Aaker (1991:15) defined brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol [,] that add to or subtract from the value provided by a product or service to a firm and/or to that firms customers". These assets include brand awareness, perceived quality, brand associations, brand loyalty and other proprietary assets such as trademarks, patents and channel relationships (M'zungo *et al*., 2010; Pappu, Quester & Cooksey, 2005), and possibly brand personality (Aaker, 1997).

Keller (1993a) had a similar view on brand equity to that of Aaker (1997). Keller (1993a:2) defined it as "differential effect of brand knowledge on consumer response to the marketing of the brand". Keller's (1993) definition was adopted as the current study's definition. Keller (1993a) also proposes that brand equity (knowledge) consists of brand awareness and brand associations (brand image), of which the associations are preferred to be strong, favourable or/and unique. Keller's (1993) definition of CBBE highlights the differential effect, which is the difference in consumer response to a brand versus an unnamed version of the offering. The

definition also highlights brand knowledge components and the consumer response to the marketing in terms of perceptions, preferences or behaviour created by the marketing mix (Keller, 1993a). Similarly, brand equity has been defined as "the marketing effects or outcomes that accrue to a product with its brand name [,] compared with those [effects] that would accrue if the same product did not have the brand name" (Ailawadi, Lehmann & Neslin, 2003:1). Brand equity is generally defined in terms of the marketing effects that are uniquely attributable to a brand and refers to the added value created by previous marketing activities (Tuominen, 1999). In other words, brand equity is the subjective or intangible brand assessment beyond perceived value, such as awareness, attitudes and perceptions (Lemon, Rust & Zeithaml, 2001). In essence, brand equity is the confidence consumers have in the brand, causing them to choose it over rival brands, thereby fostering loyalty and a willingness to pay a higher price (Lassar *et al.*, 1995). Brand equity must not be confused with brand value, which is the replacement cost of the brand (Raggio & Leone, 2007). Moreover, brand meaning contributes to brand equity and is the consumers' dominant brand perceptions, which is central to brand identity (M'zungo *et al.*, 2010).

Defining brand equity from a knowledge base perspective points to two important aspects (Keller, 1993a). The first is the importance of taking a broad view in examining how marketing activity influences brand knowledge in order to increase sales. The second is the importance of taking a long-term perspective on brand knowledge, due to the time it takes to educate consumers (Wood, 2000; Keller, 1993a). More specifically, the content and structure of consumers' memories will influence brand strategies (Keller, 1993a; Tuominen, 1999). To show the importance of building brand equity, its effects on consumer behaviour is discussed next.

2.5.2 Brand Equity's Importance

The benefits of creating brand equity include the ability to create a perception of a better product or service, greater loyalty, less vulnerability to rival actions or brand crises, the ability to charge larger margins and to make consumers more inelastic to price increases and elastic to price decreases. Additional benefits are brand equity's ability to create more trade cooperation and support, increase marketing communication effectiveness, and create opportunities for brand leveraging through licencing and brand extensions (Keller, 2013). Also, the importance of brand building

is shown as brand loyalty is positively influenced by brand personality (Buil *et al.*, 2013). Brands with more brand equity live longer, have a greater chance of consumer preference and purchase intention (Cobb-Walgren, Ruble & Donthu, 1995) and have higher stock returns with less risk (De Mortanges & Van Riel, 2003; Madden, Fehle & Fournier, 2006) and greater opportunity for international brand expansion (Tuominen, 1999). Brand equity creates value for both the firm and consumer (Tuominen, 1999).

For the consumer it aids in brand recognition, and enhances confidence in the purchase decision along with the product satisfaction (Tuominen, 1999). For the firm it creates marketing program efficiency, increases brand loyalty, creates higher margins, provides a platform for extension, aids in distributor acceptance of a product and acts as a barrier for consumers to switch brands (Tuominen, 1999). To create understanding of the creation of brand equity, and subsequently brand personality, a cognitive brand building model and the means of brand knowledge creation is discussed next.

2.5.3 Dynamics of Cognitive Brand Building

In order to explain the creation of brand equity in consumers' minds, the associative network memory model is used. This model views semantic memory as consisting of nodes and ties, in which the nodes represent stored information and the ties or links the represent connection between thoughts that transfer the information (Anderson, 1983). The links vary in strength, and the extent of memory retrieval depends on the *spreading activation process* (Collins & Elizabeth, 1975). The activation process occurs when external information is encoded, or when internal memory is retrieved (from long-term memory), which creates a source of activation for the node. Activation can then spread from one node to the other nodes, and when the activation exceeds a threshold level, the information is recalled (Raaijmakers & Shiffrin, 1981). The strength of the activation between the node and linked nodes determines the extent of the spreading activation (Ratcliff & McKoon, 1988). Thus, when the nodes and linked nodes are closer, spreading activation is more extensive than when they are far apart (Ratcliff & McKoon, 1988). Accordingly, this theory explains why groups of associations are recalled when a thought is introduced.

Similar to the associate network model it is proposed that brand knowledge or personality (Freling & Forbes, 2005b) is conceptualised as consisting of a brand

node in memory that is linked to other associations (Keller, 1993a). It is therefore important to question the properties of the brand node and its associations. The brand node is proposed to be influenced by dimensions of brand awareness and the association's strength, favourability and uniqueness (Keller, 1993a). The previous dimensions are also proposed to be influenced by relationships and characteristics of other brand associations, such as the level of brand abstraction and congruency among brand associations (Keller, 1993a). To facilitate the understanding of cognitive brand building and the concept of brand knowledge, the dimensions of brand equity or knowledge structures are discussed next. In doing so, the exploration of brand equity dimensions structures have provided a framework to show the relative position of brand personality in brand knowledge or equity.

2.5.4 Dimensions of Brand Equity

It is important to understand the structure and content of brand memory, in order to understand how it relates to brand equity (Keller, 1993a). Understanding brand knowledge is important because it influences consumers' perceptions and responses to marketing activity (Keller, 1993a). Brand equity is proposed to be a multidimensional concept which depends on consumer knowledge structures and firms' actions to influence them (Tuominen, 1999) (see Figure 2.5).

Figure 2.5: Brand Knowledge Dimensions
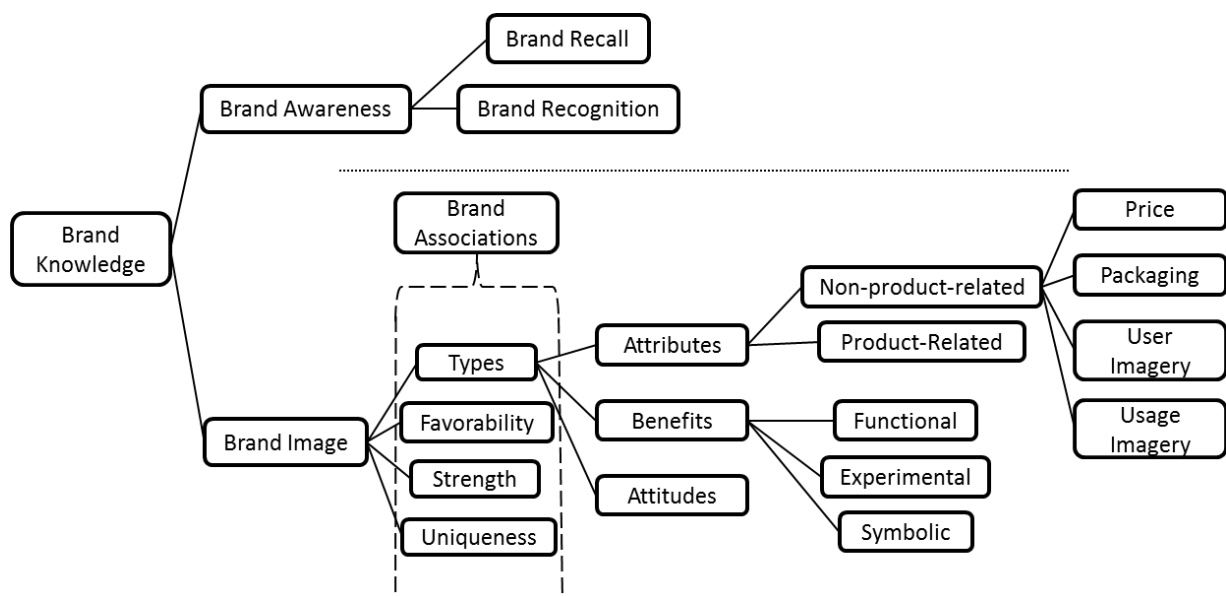
Adapted From: Keller, 1993a:7.

Brand equity is proposed to consist of brand awareness and brand image. Brand image can further be split into components of attributes, benefits and attitudes. For

brand equity to exist, consumers must first be aware of the brand (Keller, 1993a). Accordingly, brand awareness is discussed next as a necessary requirement for brand equity.

2.5.4.1 Brand Awareness

Brand awareness is the first component of brand knowledge discussed and can be described as the strength of the brand node or trace in memory (Keller, 2013), that represents the consumers ability to identify the brand under different conditions. Similarly, brand name awareness is the probability and ease with which the brand name is recalled (Keller, 1993a). Brand awareness is similar to brand familiarity. Brand familiarity can be defined as the "number of product related experiences that have been accumulated by the consumer" (Keller, 1993a:10). Brand awareness consists of brand recall and recognition. Greater exposure to experiences ought to increase recall and recognition ability (Keller, 1993a). Brand recall is the "consumer's ability to retrieve the brand" from their memory when a stimulus is given, such as the product category (Keller, 1993a:3). Brand recognition refers to the "consumer's ability to confirm prior exposure to a brand when the person is given the brand as a cue" (Keller, 1993a:3).

Brand awareness is further classified in depth and breadth. Brand awareness depth is the likelihood of brand recall, whereas the breadth refers to the variety of purchase or consumption contexts in which the brand comes to mind (Tuominen, 1999). Thus, brand recall refers to the top-of-mind awareness, which is possibly more important outside of a retailer, whereas the brand recognition refers to the strength of immediate awareness important in the retail environment (Keller, 2013; Keller, 1993a). Brand awareness can be created through experiences, communications, or repetition (Keller, 2013).

Brand awareness is important to achieve as it influences decision-making in various ways. The first of these is the importance for consumers to think about the brand when they think about the product category. This increases the chances of the brand being in the consideration set (Keller, 1993a; Nedungadi, 1990), which represents learning and consideration set advantages (Keller, 2013). It also creates choice advantages as it can influence the usage of decision rules. An example of this is when low involvement decisions are more prone to use brand information due to low consumer motivation (Petty & Cacioppo, 1986). Lastly, brand awareness also

influences the formation and strength of brand associations, which form brand image (Keller, 1993a). Thus, to create greater understanding of the brand knowledge structure, brand image is discussed next.

2.5.4.2 Brand Image

The second component of brand knowledge is brand image. Leading brands are said to display the correct image or personality (Ballantyne, Warren & Nobbs, 2005). Brand image, which is a longstanding concept in marketing, has yet had little consensus in terms of an appropriate definition (Dobni & Zinkhan, 1990). However, it can be described as the brand perceptions that are reflected in the consumers' minds or memories in terms of associations (Keller, 1993a). Similarly, brand image is the consumers' brand perceptions and what they believe about their thoughts, feelings or expectations (American Marketing Association, 2014b). It is also referred to as a mirror reflection of the brand personality or product (American Marketing Association, 2014b). Accordingly, brand image is mostly subjective and a perceptual phenomenon (Dobni & Zinkhan, 1990); whereas brand image is said to be short-term, tactical, and subjective, brand personality is said to be memorable, meaningful, emotionally powerful, long-term and consistent (Das, Datta & Guin, 2012).

In turn, brand associations are informational nodes, linked to the brand node in memory which contains the brand meaning. In other words, a brand association is a mental linkage to a brand (Tuominen, 1999). The associations make up the brand positioning in relation to competitors. They can also affect processing or information recall, provide points of differentiation, create positive attitudes or feelings or serve as an extension basis (Tuominen, 1999). Brand association dimensions of favourability, strength and uniqueness play an important role in brand equity and consumer response, especially in high involvement decisions (Keller, 1993a). Importantly, brand image influences the way consumers identify or differentiate the brand from competition and the personality a brand adopts, as well as the benefits it promises (Tuominen, 1999). Brand associations can be classified in terms of abstraction through means of attributes, benefits and attitudes (Keller, 1993a). The most concrete associations are the brand attributes, which are discussed next (Keller, 1993a).

2.5.4.2.1 Attributes

Attributes are the descriptive features that describe the product or service and can be product or non-product related (Keller, 1993a). An example of a product-related attribute is a car's performance in horsepower. Non-product related attributes are described as the external conditions of a product or service that is associated with the purchase or consumption (Keller, 1993a). The non-product related attributes include price information, packaging or product appearance, and user or usage imagery. The non-product related attributes have later been recognised to also include brand personality and feelings or experience (Grace & O'Cass, 2002; Keller, 1998). Thus, brand personality or character as a non-product related attribute being a component of brand image is supported (Plummer, 2000). In addition, brand personality attributes may also reflect emotions created by the brand (Keller, 1993a). The user imagery can represent the consumer demographic or psychographic factors (Keller, 1993a). Both user and usage attributes are proposed to create the non-product related brand personality attributes (Keller, 1993a). User and usage imagery can be created through direct experience or indirectly with firm communications (Tuominen, 1999). The second component of brand image that is more abstract than attributes, namely benefits, is discussed next (Keller, 1993a).

2.5.4.2.2 Benefits

Benefits represent the personal value or meaning that consumers attach to the product or service (Keller, 1993a) and consist of three categories that are related to the underlying consumer motivations (Park *et al.*, 1986). The first of these is functional benefits, which represents the intrinsic advantages of product consumption, and corresponds to product-related attributes. The second is experiential benefits, which is the consumer's feelings during brand use. The third is symbolic benefits, which represents the extrinsic advantages of using the product during consumption, and corresponds to non-product related attributes. Symbolic benefits also correspond to the underlying need for personal expression, social approval, outer-directed self-esteem or the relation with a consumer's self-concept (Keller, 1993a). The functional benefits are linked to basic motivations such as physiological or safety needs, whereas the experiential and symbolic benefits are linked to the higher-order needs of esteem or self-actualisation (Schiffman *et al.*, 2010; Keller, 1993a). These three benefits represent the brand building benefits or

abstract 'brand concept' in BCM framework (Park *et al.*, 1986). The most abstract form of associations is brand attitudes, which is discussed next (Keller, 1993a).

2.5.4.2.3 Brand Attitudes

Brand attitudes can be described as a consumer's overall brand evaluation, and form the basis for understanding consumer behaviour (Keller, 1993a). One of the major brand attitude models is the multiattribute attitude model, in which brand attitudes are a function of the attributes and benefits associated with a brand (Fishbein & Ajzen, 1980; Fishbein & Ajzen, 1975) (see Section 5.4.5.1). The expectance value model considers attitude to be a combined function of consumers' salient beliefs and the judgements of those beliefs (Keller, 1993a). Brand attitudes can be related to product beliefs, functional or experiential benefits, and non-product related attributes such as symbolic benefits (Keller, 1993a). Attitudes relating to symbolic benefits represent the functional theory of attitudes, which states that attitude can serve a value expressive function by aiding consumers to express their self-concept (Keller, 1993a). Thus, brand equity occurs when consumers have favourable attitudes (Keller, 1993a). Brand equity not only occurs when consumers have high brand awareness or familiarity, but when they hold favourable, strong and unique associations with the brand (Keller, 2013). Thus, to create an understanding of brand building as a framework for brand personality building, the brand association characteristics are discussed next.

2.5.4.2.4 Brand Association Favourability, Strength, Uniqueness, Relevance and Number

In order for an association to be favourable, the attribute or benefit has to satisfy needs and wants. Need satisfaction is important, as attribute importance has been equated with the attribute evaluation polarity, which means it is difficult to create a favourable association for an unimportant attribute that is created by the fulfilment of needs (Keller, 1993a; Fishbein & Ajzen, 1980; Fishbein & Ajzen, 1975). Furthermore, the evaluation of brand associations has been found to be context dependent (Miller & Ginter, 1979).

The strength of the brand association depends on the connection to the brand node (Keller, 1993a). The strength therefore depends on how information enters the memory, how it is maintained in terms of brand image, and how it is recalled (Keller,

1993a). Association strength is a function of the *quantity* and *quality* of information processing during encoding (Keller, 1993a; Craik & Tulving, 1975; Craik & Lockhart, 1972). Therefore, associations will be stronger when the consumer is more aware of the information meaning during encoding, including greater elaboration which enhances the process of spreading activation (Tuominen, 1999). Association strength also includes the possibility and strength of recall (Tuominen, 1999). Memory is durable, therefore the strength of associations decay very slowly after encoding (Loftus & Loftus, 1980). Although the memory is available, it might not be accessible and retrieved without a cue, which makes the context a determinant for recall (Tulving & Psotka, 1971). Evidently, an increase in cues will increase the probability for information recall (Tulving & Psotka, 1971). Personal relevance and consistency will strengthen associations, and direct experiences (e.g. usage) are stronger than indirect ones (e.g. firm communications) (Keller, 2013).

Brand associations can be shared or unique. Their uniqueness is central to positioning and the unique selling proposition (Keller, 2013). When unique, it can be a product or non-product attribute based as well as being based on functional, experiential or image benefits (Keller, 1993a). Product or service category associations are important because they could include beliefs or attitudes towards members in a category or towards the category as a whole (Keller, 1993a), which creates shared associations that decrease uniqueness.

In addition to the previous brand associations characteristics, Till, Baack and Waterman, (2011) propose association relevance and number. Association relevance refers to the degree with which individuals perceive associations to be important, valuable or a purchase decision-driving feature for a brand in a category. Association number refers to the number of consumer associative network associations. Association intensity and number have an inverse relation (Till *et al.*, 2011). Thus, the larger the brand association set size and the more nodes activated, the less the intensity of each node (Geuens, De Pelsmacker & Faseur, 2011). Not only can the associations' characteristics influence brand equity, but additional factors can influence the associations' characteristics (Keller, 1993a).

2.5.4.2.5 Factors Influencing Brand Association Characteristics

It is proposed that brand associations' abstraction level (ex. product vs. user image) and qualitative nature (ex. attributes, benefits or attitudes) can influence their

favourability, strength and uniqueness (Keller, 1993a). Abstract associations such as user imagery or the situation can create unique associations as they are inherently more evaluative due to the embedded meaning (Keller, 1993a). The greater evaluation makes the abstract associations more durable and accessible than attribute information (Chattopadhyay & Alba, 1988). Additionally, in terms of qualitative nature, brand attitudes represent the most powerful association over less qualitative associations. This could be explained by attitudes representing brand associations that vary in strength that are measured in reaction time (Keller, 1993a). Attitudes power in evaluation comes from consumers' ability to evaluate objects quicker than less qualitative associations. Also, attitudes formed from direct experiences are more accessible than other behaviours (Fazio & Zanna, 1981). Another factor that influences the brand association characteristics is the proliferation of brand communication in a category that can create interference effects that limit brand association formation (Keller, 1993a). In addressing the uniqueness of associations, the association similarity to other associations can influence brand building, and is discussed next (Keller, 1993a).

2.5.4.2.5.1 Brand Association Congruence

The favourability, uniqueness and strength of associations can be influenced by other associations through means of congruence (Tuominen, 1999; Keller, 1993a). Congruence is described as the "extent to which a brand association shares content and meaning with another brand association" (Keller, 1993a:7). The brand association congruence could affect the ease of information recollection, and the ease of linking additional associations to the brand node in memory (Keller, 1993a). Generally, information with consistent meaning to the existing brand associations is learned and remembered easier than unrelated information (Keller, 1993a). In contrast to this, information with inconsistent meaning can lead to more elaborate processing and stronger associations than consistent information (Meyers-Levy, 1989). Consumers expect a product or service to have a certain association if it has some other association, and the expectation influences consumers' ability to learn new brand information (Bettman, John & Scot, 1986). Therefore, the strength of the new learned association could be influenced by the level of congruence with the other associations (Keller, 1993a).

The brand association congruence influences the cohesiveness of the brand image (Keller, 1993a). Cohesiveness is the degree with which the "brand image is characterised by associations or subsets of associations that share meaning" (Keller, 1993a:7). Cohesiveness is important, as a diffused image with little congruence can create confusion about the brand meaning, which can weaken the strength of new associations, enabling brand meaning to be easily changed through competitive reactions, or make consumers overlook relevant brand associations (Keller, 1993a).

Due to the various brand associations that represent brand equity, different authors have different propositions for what it constitutes. An example is that of Tuominen (1999) who proposed that the main brand equity asset dimensions could be grouped in terms of brand loyalty, brand awareness, perceived quality, and brand associations. In contrast to Keller (1993a), Aaker (1991) proposes that brand loyalty and perceived quality are also brand equity components, which are elaborated on next.

2.5.4.3 Brand Loyalty

Brand loyalty occurs when a consumer has a favourable attitude towards a brand that results in consistent purchases or patronage (Tuominen, 1999). Brand loyalty rests on the fact that retention of consumers is less costly than acquiring new ones. Two approaches in brand loyalty research have emerged, namely a behaviour approach and a cognitive or attitude approach (Tuominen, 1999). This study focused on the cognitive approach. The behavioural approach regards repeat purchases as loyalty, but is argued to overlook habitual buying. The cognitive approach acknowledges that consumer attitudes provide equity through their potential behaviour (Back & Parks, 2003; Tuominen, 1999). Brand loyalty is a complex concept and seven types of brand loyalty have been acknowledged, namely emotional, positive word-of-mouth, identity, differentiated, contract, switching cost, familiarity, and convenience loyalty (Tuominen, 1999). The brand loyalty of the customer base can be referred to as brand equity (Tuominen, 1999; Dick & Basu, 1994).

Brand loyalty can be described among four levels on a continuum (Tuominen, 1999). The lowest level represents the existence of the non-loyal buyer. The second level represents satisfied buyers with spurious loyalty (habitual buyers), who have high behaviour, but low attitudinal loyalty. The third level is latent loyalty, which normally

represents satisfied consumers blocked by switching costs. Interestingly, attitudinal loyalty and satisfaction have been found to be the primary drivers of brand preference and repurchase intention (Tolba & Hassan, 2009). The fourth level represents the strongest form of loyalty. This level represents those who truly like the brand, who are brand friends due to emotional connections, and the committed customers who take pride in the brand (Tuominen, 1999). Loyalty and brand equity share the same attitudinal components, but differ in terms of behavioural associations (Punj & Hillyer, 2004). This fact suggests that brand equity is more robust predicating brand favourability than loyalty. While brand loyalty represents brand equity in terms of consumers' favourable dispositions, perceived quality refers to perceptions (Tuominen, 1999).

2.5.4.4 Perceived Quality

Perceived quality is described as the consumer perception of the overall superiority or quality of an offering in relation to alternatives (Tuominen, 1999). Perceived quality influences the chance of consideration set selection and is central to positioning (Tuominen, 1999). In showing perceived quality's relation with behaviour, Netemeyer *et al.* (2004) have combined Aaker (1991) and Keller's (1993) components of brand equity to show that perceived quality, perceived value for cost, brand uniqueness and willingness to pay a premium are strongly related to brand responses. Moreover, Tolba and Hassan (2009) propose that brand equity consists of knowledge equity, perceived value, satisfaction, image and attitudinal loyalty. Knowledge equity is described as the brand equity component that evaluates consumers' brand awareness (recall and recognition), and the familiarity with brand meaning, characteristic and functions (Tolba & Hassan, 2009). In showing perceived quality's influence on behaviour, non-users have been found to use perceived value (and image) as the main drivers for brand preference (Tolba & Hassan, 2009).

The previous discussions illustrated the perspectives of two of the major authors in branding, namely Aaker (1991) and Keller (1993a) on the dimensions of brand equity. To create greater insight into brand equity components, additional cognitive and industry-based brand equity models are discussed next.

2.5.5 Cognitive Model of Brand Equity

Punj and Hilllyer (2004) propose a cognitive model of brand equity. This model uses a process approach that combines attitudinal and memory associations with behavioural intention and consumption elements, which identifies four aspect of brand equity. The first is *global brand attitude*, which is the "highest order abstract evaluation of a brand that subsumes specific brand associations and represents the combined effect of all such associations". The global brand attitude is proposed to be linked to the central node in memory (Punj & Hillyer, 2004:125). The second component is the *brand as a heuristic*, which can be defined as "decision rules or heuristics used by the consumer that favour brands with high global brand attitude" (Punj & Hillyer, 2004:125). The third is the *brand knowledge*, which is described as the accumulation of direct and indirect brand experience. The fourth component is the *strength of preference*, and is described as the intensity of brand preference in relation to other brands in the same product category. The cognitive model suggests that associations themselves are not sufficient to capture the notion of brand equity (Punj & Hillyer, 2004) because there was no links between global brand attitude and brand heuristics. In addition, the cognitive model shows that brand heuristics mediates global brand attitude, suggesting that the power of brand equity lies in influencing *second order* cognitive constructs (Punj & Hillyer, 2004). Lastly, a preference response hierarchy is showed as global brand attitude, which leads to brand heuristics, which in turn leads to brand knowledge (Punj & Hillyer, 2004). Another model that acknowledges consumer cognition in brand equity but that focuses on the identity portrayed is discussed next.

2.5.5.1 Identity-based Brand Equity Model

Burmann, Jost-Benz, and Riley (2009b) have proposed an identity based framework for brand equity. This framework relies on market and competence-based views of a firm, as well as on branding philosophy. The model assumes the internal and external perspectives, including behavioural and financial determinants to brand equity. Brand equity is defined from an inside-out and outside-in perspective, meaning brand equity is a result of external (image) and internal brand (identity) created performance. The combination of identity and image has led to three categorisations of brand equity, namely psychological, behavioural and financial brand equity. Psychological and behavioural brand equity leads to brand strength

(Burmann *et al.*, 2009b). Brand strength refers to the internal behaviour significance of a brand for both its internal and external stakeholders. To supplement the research-based brand equity models and show the operationalisation of brand equity dimensions in models used in marketing commerce, industry-based brand equity models are discussed next.

2.5.6 Industry Models

Industry models of CBBE include Young and Rubicam's Brand Asset Valuator that models brands in terms of differentiation, energy, relevance, knowledge and esteem (Kotler & Keller, 2011). The first two of these dimensions refer to brand strength and the latter two to the brand stature. In addition, Millward and Brown's Brand Dynamics model shows the hierarchy approach to a brand with increasing levels of consumer-brand relation. The model's levels are presence, relevance, performance, advantage and bonding (Leone *et al.*, 2006). Likewise, Research International models brand equity in terms of affinity and perceived functional performance, through elements of authority, identification and approval (Leone *et al.*, 2006). All of the industry models use the cognitive approach, which justifies the current study's consumer knowledge-based approach to studying brand equity. In order to build a brand correctly, the execution of two complementary management approaches of brand equity and customer equity is required (Leone *et al.*, 2006). Therefore, to elaborate on the second management approach, customer equity is discussed next.

2.6 CUSTOMER EQUITY

Customer equity is the sum of all customers' lifetime value across all of a firm's brands (Rust, Zeithamel & Lemon, 2004). Similarly Blattberg and Deighton (1996) view customer equity as being the optimal balance between the cost amounts spent on acquiring and retaining customers. Customer equity focuses on the financial value created by consumers, or the *back-end* of marketing programs, whereas brand equity focuses on the strategic aspects or *front-end* of brand management in terms of intangible value (Keller, 2013). Both approaches overlook omitted aspects from one other, making customer and brand equity management complementary approaches (Keller, 2013). Moreover, both brand and customer equity can influence one another (Rust *et al.*, 2004).

The customer equity approach focuses on creating value by retaining consumer segments with key drivers of value. Value is created through means of value, brand and relationship equity (Rust *et al.*, 2004) (for an explanation of brand equity see Section 2.5). Value equity is the objective assessment of brand utility such as quality, price or convenience. Relationship equity is consumers' reluctance to switch due to costs such as loyalty programs, special recognition, community building programs or knowledge building programs. Brand personality can play a role in customer equity because it can be used to attract a customer segment (Rust *et al.*, 2004). In addition, brand personality can create brand equity, which can lead to customer equity. Thus, brand personality could be used to manage both brand and customer equity (Rust *et al.*, 2004). In addition to brand personality, other components could be used to create brand equity. Additional components and the way the components can create brand equity are discussed next to provide a framework for building brand personality.

2.7 BUILDING CUSTOMER-BASED BRAND EQUITY

Building CBBE involves creating favourable, strong and unique brand associations, which can be done by use of the marketing mix (Keller, 1993a). It has been stated that brands can be built, borrowed or acquired (Tuominen, 1999). Thus, it has been stated that CBBE could be built through initial brand elements, the marketing program and secondary associations (Keller, 1993a). Borrowing brand equity involves brands in terms of line or category extensions, whereas acquisitions occur through brand buy-outs (acquisitions) or licencing (Tuominen, 1999). Because the current study focused on building brand personality, the process and means of brand building is investigated as a framework for building brand personality.

2.7.1 Brand Building Process

Brand equity building is proposed to occur in phases of introduction, elaboration and fortification (Farquhar, 1989). The introduction phase represents the creation of a positive brand image. During the elaboration phase, attitude accessibility is increased, and brand equity is strengthened through direct experiences, repeated attitudinal expression, and consistent relationship management. The fortification stage involves the leveraging of brand equity. In addition to these phases, brands can be built through two routes. The first route is from product advantage to intangible values, and the second is the inverse thereof, namely from intangible

values to product advantage. This means that successful brand building requires a combination of tangible and intangible values (Kapferer, 2012).

M'zungo *et al.* (2010) have proposed a three stage model of brand equity management which could be used to manage the brand building process. The first of these stages is the adoption of brand orientation mind-set, the second the development of internal branding capabilities, and the third the consistent brand delivery. The need for the third component, namely consistent brand delivery, is supported because it enhances brand reputation and brand equity (M'zungo *et al.*, 2010). The third component of consistent brand delivery is also important due to the various elements with which a brand could be built, which are discussed next.

2.7.2 Means of Brand Building

This section explains the means of brand building. Brands could be built by initial brand elements, marketing communications and secondary associations (Keller, 2013). Additionally, brand equity could be built by creating positive brand evaluations, brand attitudes or consistent brand images (Farquhar, 1989).

2.7.2.1 Initial Brand Elements

The initial brand elements are found at the birth of the brand and can include elements such as the brand name, logo's or symbols (Keller, 2013). These elements need to be chosen in a mutually reinforcing manner (Keller, 2013; Kotler & Keller, 2011). Brand elements can influence brand equity in terms of favourability, strength and uniqueness, such as a name that is high frequency word that will be recalled easier (Lynch & Srull, 1982). After the initial brand elements are used, marketing communications are normally used to build the brand to a greater extent (Keller, 1993a).

2.7.2.2 Marketing Communications

The major influence in brand building stems from marketing activity that is designed to increase awareness and create favourable, strong and unique associations (Keller, 2013; Keller, 1993a). Firstly, an increase in brand familiarity and awareness will increase the probability of recall (Keller, 1993a). Secondly, brand knowledge can be built through product related associations (ex. product features, price or the product category), or through non-product related associations (ex. user imagery) (Keller,

1993a). Importantly, it is proposed that the strength of the brand associations depend on the integration of brand identities into the marketing program (Keller, 1993a; Keller, 1993b). When the direct means of creating a brand through communications has been fully utilised or is not a viable strategy, a brand can be built through inferences and secondary associations (Keller, 1993a).

2.7.2.3 Inferences and Secondary Associations

The definition of CBBE creation does not account for the source of brand beliefs or the origins of brand equity (Keller, 1993a). It has been proposed that beliefs about attributes and benefits can be created through direct experience, information provided by the firm or inferences from existing brand associations (Keller, 1993a). Of these factors, direct experience is proposed to be the strongest due to the self-relevant focus (Neisser, 1996). The self-relevant memory traces have been proposed to be important for creating user or usage attribute associations (Tulving, 1972). The third element of inference occurs when consumers assume a characteristic due to other associations that are directly linked to original characteristic (Keller, 1993a). The type and strength of inference is influenced by the correlations among attribute associations (Ford & Smith, 1987). An example of this would be the assumption of a product being of good quality due to its high price, which is referred to as probabilistic consistency (Dick, Chakravarti & Biehal, 1990). Evaluative consistency can also occur and is found when consumers create inference of a brand attribute based on their knowledge (Keller, 1993a; Dick *et al.*, 1990).

A secondary association occurs when a brand association is linked to another association in memory which is not directly related to the product or service (Keller, 2013; Keller, 1993a). Secondary associations can lead to the transfer of specific attributes or benefits related to the offering, or to more general global associations such as attitude or credibility (Keller, 1993a). Secondary associations to create brand equity through the creation of the firm, country-of-origin, distribution channels, events and celebrity spokespersons have been acknowledged (Keller, 1993a). Celebrity spokespersons and events associations occur though user or usage attributes. Advertising can create associations transfer between the celebrity and the brand (Belch *et al.*, 2012; Keller, 1993a). The association can be a favourable attitude created by the celebrity's trustworthiness, expertise or attractiveness (Keller, 1993a). It has been proposed that secondary associations can be used to enhance consumer

brand knowledge by leveraging new associations if the existing brand associations are deficient (Keller, 1993a). When associations are linked to one-another, the association is likely to have other associations that it will it be associated with, which makes association transfer risky (Keller, 1993a). Association transfer risk is exacerbated due to the dynamic nature of consumer knowledge due and continuous learning (Keller, 1993a).

Additional means of building brand equity could be accomplished by creating positive brand evaluations, facilitating acceptable brand attitudes to influence behaviour, or by developing a consistent brand image to thereby create consumer-brand relationships (Farquhar, 1989). The first method of creating positive brand evaluations refers to affective, cognitive and behavioural intentions. Affective pertains to emotions, cognitive evaluations to the inferences made from brand beliefs, and behavioural intentions to the actions created by habits or heuristic interest (Tuominen, 1999). The second method of facilitating brand attitudes can be achieved through the creation of direct experiences or repeated attitudinal expression (Farquhar, 1989). Brand attitudes depend on attitude accessibility, which refers to the speed and ease of memory recall (Tuominen, 1999) and can be done through automatic activation or controlled activation. Automatic activation is the spontaneous memory caused from only observing an object, whereas controlled activation requires active attention in retrieving a stored evaluation (Farquhar, 1989). The third element of a consistent brand image refers to managing consumer-brand relationships, which can be done through brand personality (Tuominen, 1999; Farquhar, 1989). Additionally, Keller's (2009) resonance pyramid elaborates on brand building dynamics (see Section 4.3.7). As the means of building brand equity was discussed as a framework for building brand personality, the means of measuring brand equity is discussed next to show the current study's operationalisation of measuring brand equity.

2.8 MEASURING CUSTOMER-BASED BRAND EQUITY

CBBE can be measured indirectly through consumer brand knowledge, or directly through consumers' responses to elements of a firm's marketing program (Keller, 1993a). These two approaches are complementary. The first approach, and the focus of this dissertation, requires the measurement of brand awareness and the innate elements or relationships of associations (Keller, 1993a). The combinations of associations investigated in the current study are brand personality, along with the

consumer responses. The aim of using indirect measurement is to determine how brand knowledge structures are likely to influence consumer responses (Tuominen, 1999; Keller, 1993a).

2.9 SUMMARY AND CONCLUSION

Chapter 2 provided an overview of brand building to show how a brand can be built, as a framework for building brand personality. The brand as a concept was explained and shown to be distinct from a product. A brand was conceptualised as being all the associations consumers held towards a brand. Furthermore, research illustrated that a brand can consist of different types of brand benefits and that the brand can develop over time through various life stages. To grow the brand, branding is needed and the best way to do so is to have a short-term and long-term brand management orientation. Thus, a combination of a market and brand orientated approach is needed to build the brand, with focus being placed on the latter of these approaches. The brand hexagon was illustrated to be a framework for building the brand through a brand orientated approach. Importantly, in managing the brand growth, four brand management paradigms can be used upon which to base marketing decisions.

The brand can be built through the communication of brand identity. In building the identity and creating a distinct positioning, various brand traps must be avoided. To attain this, the adoption of the brand-as-a-person (brand personality) approach based identity can avoid the traps. The brand identity pyramid was show to be a framework for building brand identity and it highlighted brand personality's central role in identity creation.

A consequence of building brand identity is brand equity. Brand equity was defined from a cognitive approach and was shown to be an important concept needed to build the brand. Because brand equity represents brand knowledge, the way knowledge can be created was explained through the associative network memory model and the process of spreading activation, to thereby show how brand equity could be created. Because brand personality forms part of brand knowledge, the associative network model was used to illustrate the means of brand personality creation. The brand equity dimensions were explored to show the structure of brand knowledge. Brand equity was found to consist of dimensions of awareness, image, loyalty and perceived quality. Brand image was illustrated to consist of attributes, benefits and attitudes that represent associations that vary in abstraction and

qualitative nature. Brand personality was found to be a non-product related attribute association. The association characteristics also include favourability, strength, uniqueness, relevance and number, which could be influenced by various factors and brand association congruence. Other brand equity models discussed illustrated other research and industry perspectives on brand equity. Brand equity and customer equity should be managed simultaneously, and both can be influenced by brand personality.

To build brand equity, a process is generally followed. This process entails introduction, followed by elaboration and then fortification. Building brand equity could be achieved by means of using brand elements, the marketing program or secondary associations. Also, brand equity could be measured through consumer brand knowledge or consumer responses to marketing activity, with the current study adopting the former of these approaches. As this chapter provided a framework for brand building, and therefore the creation of brand personality, the next chapter focuses on the brand personality concept and the means of its creation.

CHAPTER 3

BRAND PERSONALITY

3.1 INTRODUCTION

The previous chapter focused on brand building as a framework for building brand personality. Accordingly, this chapter focuses on the perceptions, dimensions, and creation of brand personality. An overview of human personality is provided to create a conceptual understanding of brand personality. The creation of brand meaning through culture and symbolism is explained to show how brand meaning could be created for brand personality. Anthropomorphism is explained to illustrate how brand personality is formed. Thus, brand personality is explained along with its abilities to create brand equity. Furthermore, brand personality is distinguished from product category personality and user image to thereby show its uniqueness. Importantly, brand personality malleability is discussed to show its brand building abilities. To create construct validity, the factor-based brand personality approach, theory limitations and scale criticisms are discussed. Human personality's influence on brand personality such as through brand personality congruence is discussed to show how consumer behaviour is influenced. Brand personality's effects on attitudinal constructs are discussed to provide a base for explaining outcomes in the results and to show the importance of studying this concept.

The newly developed brand personality dimensions of appeal and gender are also explained to create construct validity. To facilitate understanding of the brand personality gender concept, gender theories are discussed to provide an overview consumer's gender perceptions. Building on the previous chapter's means of building brand equity, the last section of this chapter discusses specific drivers and means of brand personality creation. Thus, the last section highlights the current study's brand building approach and the tools selected to build the brand personality.

3.2 BRAND PERSONALITY

The brand-as-person approach suggests that brands have personalities, similar to humans themselves (Aaker, 1996). Brand personality is the attribution of personality-like traits to a brand (Aaker, 1996). It is said to provide emotional brand identity and encourage emotional responses (Schiffman *et al.*, 2010). Importantly, brand

personality occurs at a product-brand level. In other words, brand personality is the "set of human characteristics associated with the brand" (Aaker, 1997:347).

Brand personality emerged from human personality and its origin was to a large extent based on human personality research (Aaker, 1997). Thus, an understanding of human personality will aid the comprehension of brand personality. Accordingly, in this section, an overview of human personality is provided. To create an understanding of how brand personality attains its meaning, the creation of brand meaning through cultural meaning and symbolism is also discussed. Furthermore, anthropomorphism is explained as an overview to understanding brand personality. This is followed by explaining the brand personality concept, and its limitations further on.

3.2.1 Human Personality as an Overview for Brand Personality

In providing an overview of human personality, theoretical approaches to human personality are discussed and personality is defined and explained. Personality theories are explained to create an understanding of the trait-based theoretical approach brand personality consists of. The major multi-trait theories, namely the Five Factor Model (FFM) and Jung's Typology are subsequently explained as a reference point to understanding brand personality. The self-concept is discussed to create an understanding of consumers' self-image which is used in decision-making, which is addressed throughout the brand personality discussions. The last section is followed by a discussion of brand meaning or value creation as a base for brand personality creation.

3.2.1.1 Human Personality Theory Approaches

The study of personality psychology dates back to the 1930's. Personality is important as it is viewed as the most obvious illustration of a person's self-concept, which enables behaviour prediction (Wee, 2004). Two personality theories have emerged, namely trait or dispositional, and person-situation theory (Wee, 2004). Trait theory focuses on the internal centralist approach that assumes people's behaviour in various situations to be mostly caused by internal personality characteristics (Wee, 2004). This theory assumes factors, stable traits or behavioural tendencies as basic units of categorisation. Trait theory has the fundamental goal of characterising people with a finite and stable small set of traits or dispositions that remain constant across

contexts, creating unique human behaviour (Wee, 2004; Goldberg, 1993). In contrast, the person-situation approach aims to understand whether behaviour is created externally through the environment instead of being rooted internally (Wee, 2004). Subsequent to the previous theories, the interactions approach has emerged, which views behavioural change as being the interaction between personal disposition and situational factors. Used after the interactions approach, the contextualised view assumes that the dependence on traits or person-situation based behaviour depends on the context. The current study assumed the interactionist or contextualised view, as it is known that an individual's behavioural propensity varies in different psychological situations (strong or weak) in relation to the external environment (Funder & Randall, 1991). In strong situations, salient cues from the environment guide consumer behaviour, whereas in weak situations, there are no salient cues to guide behaviour. To explain the assumed view of personality to a greater extent, personality's definition and nature is discussed next.

3.2.1.2 The Definition and Nature of Personality

Personality can be defined as the "inner psychological characteristics that both determine and reflect how a person responds to his or her environment" (Schiffman *et al.*, 2010:136). Personality is consistent and enduring, but can change due to environmental forces such as life events or the development thereof through maturation (Schiffman *et al.*, 2010). As personality is influenced by the environment and can be context dependent, it is necessary to study it in relation to its environment (Cant, Brink & Brijball, 2006). However, personality theories differ in approach in terms of their relation to the environment (Schiffman *et al.*, 2010). To create greater clarity on how the theories differ from each other and their emphasis on environment, and provide a base for brand personality theory, the personality theories are explained next.

3.2.1.3 Personality Theories

The main streams of personality research include Freudian, neo-Freudian and trait theory (Schiffman *et al.*, 2010). Freudian psychoanalytical theory of personality states that the core of motivation and personality is driven by unconscious sexual or biological needs. Freudian theory consists of three interacting systems, namely *id*, *supergo* and *ego*. The id represents the basic driver of primitive physiological needs, such as hunger, and rests on the pleasure principle of immediate gratification. The

superego is the internal controller which causes a person to act ethically by buffering the id's demands in order to be socially consistent (Evans, Jamal & Foxall, 2006). The ego serves as a conscious control by balancing the id and superego to make controlled decisions, and serves in terms of the reality principle, with the latter term referring to serving the demands of the external world (Evans *et al*., 2006).

Neo-Freudian theory regards social relationships as being crucial to personality development (Schiffman *et al*., 2010). Type theories involve types of personality, such as Horney's (1946) proposed personality classification of how individuals deal with anxiety. Individuals are either complaint (people moving towards each other), aggressive (against) or detached (away from another). The first classification shows individuals seeking social relations, the second the need to be different and the third the no-social relations. Another classification is Eysenck's (2009) intro- or extroversion (Evans *et al*., 2006), or neuroticism. Introverts refer to the quiet restrained individual, while the extrovert refers to the social being (McKenna, 2012) and neuroticism to a level of emotional stability. Moreover, stimulus-response theories views personality to be a conglomerate of habitual responses that are acquired through cues over time (Kassarjian, 1971).

Trait theories view personality to consist of individual human traits. A trait can be described as any unique, enduring way in which a person differs from another (McCrae & Costa, 1997). Gestalt theory views personality to be the creation of dynamics between the person and the environment (Cant *et al*., 2006). Single-trait and multi-trait theories exist. Multi-trait theories are discussed to provide an overview of important personality concepts that are prevalent in brand personality research (for single trait theories, see Section 5.4.4.1). In contrast to single-trait theories, multi-trait theories provide a broader scope of personality traits and provide greater explanation for consumer behaviour (Solomon, 2013).

The FFM and Jung's typology is addressed next because both could be considered to be a major theoretical base in personality research, are popularly used models and are relevant to brand personality (Hawkins & Mothersbaugh, 2010). The FFM is addressed because its traits have been used in the development of brand personality (Aaker, 1997) and are related to the traits of the BPFFM. Therefore the FFM's discussion enabled clarification of the trait relations discussed later on.

3.2.1.3.1 Five Factor Model

Personality can be described in terms of the big FFM theory, which represents human personality conceptualised at the broadest level in five traits (McKenna, 2012). The dimensions consist of neuroticism (emotional stability), extraversion, openness (intellect), agreeableness (likability), and consciousness (Pervin & John, 1999). Neuroticism refers to traits of depression, sensitivity or anxiety, whereas emotional stability refers to being calm and tempered (McKenna, 2012). Extraversion represents to traits of being sociable, talkative or active, whereas openness or intellect represents imagination, optimism, or curiosity. Agreeableness refers to traits of courtesy, flexibility, and a trusting nature, whereas consciousness refers to carefulness, responsibility, being organised and perseverance (McKenna, 2012). The model is situational and social role dependent (Fennis, Pruyn & Maasland, 2005) with the items being bipolar (Mulyanegara *at al.*, 2009). The taxonomy shows the personality dimensions that consumers can use in self-concept decision-making in relation to brand personality, which is addressed later in the chapter. Jung's typology is another fundamental multi-trait personality model in consumer behaviour, and is addressed next (McKenna, 2012).

3.2.1.3.2 Jung's Typology

Jung's typology, which expands on the introvert-extrovert notion refers to functions in term of sensing, thinking, feeling, and intuition (McKenna, 2012; Anderson, 2000). Intro- and extroversion are proposed to be attitudinal, whereas sensing and intuition is perceptual, and thinking, along with feeling, is judgemental (Anderson, 2000). The functions refer to the psychic action that stays constant under different conditions (Anderson, 2000). The typology shows decision-making styles, and that individuals have a dominant function of decision-making in relation to the self. Because the self-concept is core to consumer decision-making (Schiffman *et al.*, 2010) and understanding of it aids brand personality discussions, it is discussed next.

3.2.1.4 Self-Concept

Self-concept is the totality of thoughts and feelings an individual has about him/herself. The self-concept is unique and is the result of past experiences or interactions with people (Schiffman *et al.*, 2010; Cant *et al.*, 2006). Hence, the use of self-concept and brand connections increases with age (Schiffman *et al.*, 2010). The

self consists of stable knowledge structures (self-schemas) that organise incoming information related to the self and aid in sense making thereof in terms of the environment (Markus, 1977). Individuals differ in the tendencies to possess self-schemas, which creates variation in attitudes and behaviour towards objects such as brands (Markus, 1983). The self-concept can be used to segment consumers, consistent with the customer orientation (Cant *et al.*, 2006). It can also be seen as the tension between the id and superego, or as a function of interpersonal actions with symbols through means of symbolic interactionism (Evans *et al.*, 2006).

Because the self-concept is dependent on context or social roles, consumers are proposed to have multiple selves or self-perceptions (Schiffman *et al.*, 2010; Sirgy, 1982). Thus, the types of selves influence consumer behaviour. Consumers tend to buy goods of which the images and personalities are congruent to their self-images (actual or ideal), and approach goods that can enhance the individual's self-image and avoid those that don't (Lin, 2010; Schiffman *et al.*, 2010; Evans *et al.*, 2006; Wee, 2004; De Chernatony & McDonald, 2003; Zinkhan, Haytko & Ward, 1996; Batra *et al.*, 1993). This notion is referred to as self-congruity.

Self-image can consist of the actual, ideal, social or ideal social self-image. The actual self-image is how consumers see themselves, while the ideal self-image is how they would ideally like to see themselves and the social self-image is how they perceive others to view them (looking glass self) (Schiffman *et al.*, 2010). Lastly, the ideal social self-image is how consumers would like others to view them (Schiffman *et al.*, 2010). In the next section, self-concept's role in creating brand meaning through culture and brand symbolism is discussed. Because brand meaning represents brand personality (Jenkins, 1996), the section provides an overview of the meaning creation for brand personality.

3.2.2 Brand Meaning and Value Creation as an Overview for Brand Personality Creation

Brand meaning represents brand personality, because brand personality can form part of the brand meaning (Jenkins, 1996). Thus, to create an understanding of how brand meaning, and therefore brand personality, is appropriated, culture's role in creating brand meaning is described. Brand meaning can be communicated through the symbolic value of the brand (Levy, 1959). Therefore, to facilitate the understanding of brand meaning, the use of a brand as a means of symbolic

expression is explained to create an understanding of the dynamics of brand personality expression. Subsequently, anthropomorphism is discussed to create an overview of how brand personality is created.

3.2.2.1 Culture and Brand Meaning

Culture is the sum of values, beliefs or customs that direct societal behaviour (Schiffman *et al.*, 2010). Culture can include subcultures and can be influenced by social class and reference groups (Kotler & Keller, 2011). Beliefs are a person's knowledge about an object, whereas a value, a form of belief, is not held in relation to any object. Belief is an "organised pattern of knowledge that an individual holds true to their world" (Kotler & Keller, 2011:81). Consumer goods are imbued with cultural meaning (McCracken, 1986). Brands can acquire cultural meaning, such as personality, through the transfer of brand images when displayed with cultural or social symbols that already have cultural meaning (Maehle *et al.*, 2011). Additionally, the presence of male personality gender of masculinity in Hofstede's (1983) cultural dimensions of power distance, individualism, masculinity, uncertainty avoidance, and long term orientation, recognise gender perceptions to be a cultural value (Solomon, 2013).

Brands do not only signal products' utilitarian attributes, but also brand meaning (Ligas & Cotte, 1999). The brand meaning makes the product personally relevant because it can be self-relevant (Ligas & Cotte, 1999). For a brand to have meaning in a social context it has to have consistent meaning on three elements, namely physical makeup, functional characteristics (benefits) and its characterisation (personality) (Ligas & Cotte, 1999; Plummer, 2000). The characterisation creates consumer involvement, but also creates consumer appeal by creating shared awareness of its meaning (Ligas & Cotte, 1999). The three elements are needed for brand meaning to occur because they represent the accrued brand meaning from the interaction between the marketing (advertising), individual (self-relevant) and social environment (symbolic expression) as each aid in identification and interaction with a branded product (Ligas & Cotte, 1999). The individual identity is inseparable from the collective social identity, which is referred to as the '*internal-external dialect of identification'* (Jenkins, 1996). This means that self-identity has to be validated through social (symbolic) interaction (Holt, 1997) and that meaning arises from social group negotiation and validation (Ligas & Cotte, 1999; Jenkins, 1996). Because

brand personality forms part of brand meaning, the previous statement proposes that brand personality is a cultural and individually created phenomenon, and for brand meaning to exist, agreement on brand meaning must be reached. McCracken (1988), who is a seminal author on brand symbolism, argues that rituals are the primary source of symbolic transfer of goods to a person, but it is known that the transfer occurs due to a dialectal relationship between the individual and the environment. Brand personality is important in conveying meaning in the social environment as a means of social expression, as well as the personal environment towards the self (Ligas & Cotte, 1999). Also, an enhancement of brand meaning is proposed to lead to the enrichment of social expression (Ligas & Cotte, 1999). Hence, brand meaning or brand personality is at the core of symbolic value. Because brand personality is an important means of social expression (Ligas & Cotte, 1999), and stems from symbolic research (Levy, 1959), symbolic brand value is explained next to illuminate the way brand personality can create value.

3.2.2.2 Symbolic Value of Brands

Products may be used to activate the self-concept, and people are also defined by the products they use (Hogg, Cox & Keeling, 2000), with both of the occurrences applying to brands. Hence, symbolic brand consumption can communicate cultural categories such as status, age, gender or other cultural values such as authenticity (Elliot & Wattanasuwan, 1998). A brand can act as an informational cue, personal identity signal or cultural symbol, depending on the level of consumer engagement (Schmitt, 2012). Informational cues can occur heuristically, or when the self is engaged, the brand can signal personal (self) identity (Schmitt, 2012; Aaker, 1996). Brands can be used to portray symbolic meaning iconically where consumer aspiration drives consumer-brand association, or in an indexical manner where a brand has a factual connection to any association (Schembri, Merrilees & Kristiansen, 2010).

When the brand represents the self-identity, there is congruence with the self-schema (Schiffman *et al.*, 2010). People differ in the brand related self-schema, which can be called the self-brand identity (Sprott, Czellar & Spangenberg, 2009). The way the self-identity is expressed influences the value gained (Schiffman *et al.*, 2010). Accordingly, a brand can be used to express the self (through self-congruence), display the self to others, or infer that self. All of these brand roles

could be based on own purchases, vicarious self-perception processes, or on others individuals' purchases with whom their identity overlaps (Kirmani, 2009; Goldstein & Cialdini, 2007). Therefore, individuals buy brands that have personal or social meaning, and that reinforces their self-concept (Levy, 1959). This notion is in line with social constructionism that states that possessions are socially shared symbols of identity (McEnally & De Chernatony, 1999). Consumers often rely on inherent social products meanings to guide social role performance, particularly when role demands are novel (Solomon, 1983). Products are therefore strategically used for either need satisfaction or impression management (Solomon, 1983). In addition, publically consumed (vs private) and luxury (vs necessity) goods enable greater portrayal of symbolic meaning (Bearden & Etzel, 1982).

The ideology and social-cultural symbolism of brands can be illuminated by consumer culture theory, which is the understanding of how social and cultural contexts drive shopping behaviour (Arnould, 2005). Sociologically, brands can be social representations that allow groups to communicate, orientate, or behave in certain ways (Moscovici & Marková, 1998). Consumers can also use brands to enact archetype myths such as the lover or hero brand (Woodside, Sood & Miller, 2008). Jungian analysis regards archetypes to be recurring symbols that are universally understood (Schmitt, 2012). Thus, archetypes are embedded in the consumer unconscious or DNA which appears in literature, art, cultural myths and contemporary culture as brand stories (Schmitt, 2012). The archetypes can represent classifications of brand personalities as human prototypes, but are expected to be more role descriptive than brand personality (Megehee & Spake, 2012). To create an understanding of the human connection to brand personality, brand anthropomorphism is discussed next.

3.2.3 Anthropomorphism

Anthropomorphism is the attribution of human attributes to an inhuman object (Schiffman *et al.*, 2010; Aaker, 1996). It is central to human judgement as individuals have a natural tendency to anthropomorphise non-human objects (Guthrie, 1993). Anthropomorphism refers to the concept of animism. Animism is the process by which people give inanimate products attributes to make them seem alive (Solomon, 2013; Bower, 1999; Boyer, 1996). Consumers are known to interact with brands as if they are human (Aaker, 1996) and consumers generally accept marketing attempts

to humanise brands (Ouwersloot & Tudorica, 2001). Anthropomorphism can be created through an identity or imbued by the product itself (Aggarwal & McGill, 2007). Three levels of anthropomorphism that exist are proposed to be partial, literal and accidental product anthropomorphism. Partial anthropomorphism is when a product is viewed to have human traits but is not considered to be human (ex. a product with human attributes). Literal anthropomorphism is when the object is perceived to be human and accidental anthropomorphism is when human attributes are perceived to be incidental (Aggarwal & McGill, 2007).

Anthropomorphism can increase brand liking, decrease the tendency for replacing products, and create loyalty and commitment (Chandler & Schwartz, 2010; Aggarwal & McGill, 2007). Anthropomorphism also creates comfort through a relational companionship, enables a greater sense making of the world, and serves as a cognitive strategy to make the world human like (Guthrie, 1993). Therefore, it enables an increase in familiarity, comfort and risk reduction (Freling & Forbes, 2005b). Anthropomorphism enables an entity to create feelings or pleasure, both of which create moral concern (Waytz & Morewedge, 2010). In contrast, anthropomorphism also requires brands' (non-human agents) responsibility for their actions as that is to be evaluated by individuals (Waytz & Morewedge, 2010). Therefore, Aggarwal and McGill (2011) show that brands that are primed and anthropomorphised motivate a person to interact when the brand is liked, and not when it is disliked. Brands as a partner or servant have a positive priming effect, meaning consumers are motivated to respond by the desire to achieve a key trait dimension of the brand (Aggarwal & McGill, 2011).

Not all products are anthropomorphised (Aggarwal & McGill, 2011; Waytz & Morewedge, 2010) and can also be dehumanized (Waytz & Morewedge, 2010). The ability and ease of anthropomorphising products differs as this rests on product features such as shape, movement, sounds, intentionality, imitation or communication ability (Aggarwal & McGill, 2007; Dennet, 1996). Therefore, public brand representation and the inclusion or exclusion of human product features influences consumers' anthropomorphism ability (Schiffman *et al.*, 2010). Consumers' ability to evaluate a product depends on the product's characteristic congruity with the human schema (Aggarwal & McGill, 2007). This means that products with more human positive features are evaluated more favourably than those with less schematic features (Aggarwal & McGill, 2007). Research suggests

that individuals perceive higher order mental capacities to be human, for instance traits representing cognition or emotion (ex. hope or imagination) (Waytz & Morewedge, 2010). When products are anthropomorphised, individuals refer to them in terms of 'he' or 'she', instead of 'it', showing their movement from product category to a level of being 'human' (Aggarwal & McGill, 2007). This phenomenon shows that anthropomorphism is viewed to be a shift from product, to human, to human categories, thereby effecting the product evaluation (Aggarwal & McGill, 2007).

Additionally, Landwehr, McGill and Herrmann (2011) show that car faces can represent human faces and express emotions of friendliness or aggression. In design, seduction and fulfilment are two categories of anthropomorphic states (DiSalvo & Gemperle, 2003). Moreover, anthropomorphism is proposed to be driven by self-concept and brand image congruity, sociality motivation (ex. need to belong) and effectance motivation (desire for control) (Puzakova, Kwak & Rocereto, 2009). Sociality motivation refers to the need for social human connection, whereas effectance motivation refers to the desire to understand, predict or control one's environment to be a competent social agent (Waytz & Morewedge, 2010; Epley, Akalis, Waytz & Cacioppo, 2008a). In a study done with robots, it was shown that individuals rated in-group robots more favourably and as more anthropomorphised than out-group robots (Eyssel & Kuchenbrandt, 2012). This finding is in line with research stating that out-groups are perceived to be less human than in-groupers (Haslam, 2006). Accordingly, it shows that individuals use their knowledge about humans in general but also the social category information at the group level to anthropomorphise (Eyssel & Kuchenbrandt, 2012). In summary, brand anthropomorphism is proposed by the research discussed above to be a more generic form of brand personality as it does not specifically refer to the object of the brand. Thus, anthropomorphism is explained in greater specificity by means of brand personality next.

3.2.4 Brand Personality Dynamics Explained

Compared to human personality, brand personality research is considered to be in its infancy stage (Sweeney & Brandon, 2006). Brand personality is proposed to be multifaceted, like human personality because it has five dimensions and fifteen sub-dimensions (Aaker, 1997) (see Figure 3.1). Two sides of brand personality can be observed. The first represents the product itself (identity communicated through the

brand personality statement) and the second is the consumer's brand experiences (image captured by the brand personality profile) (Plummer, 2000).

Brand personality can be described in terms of demographics (age, social class, gender, race), lifestyle (interests, activities or opinions) or human personality traits (ex. extroversion) (Aaker, 1996). Similar to brand personality, brand personification is the recasting of consumers' attributes perceptions into a human-like character (Schiffman *et al.*, 2010). The consumer's inner core value perceptions of a brand personality can be functional (dependable), symbolic (status) or experiential (Bhat & Reddy, 1998). Sincerity is associated with all three benefit types, competence mainly with functional, excitement with both symbolic and experiential, while ruggedness and sophistication are mainly symbolic (Maehle *et al.*, 2011). Thus, brand personality is based on the assumption that goods symbolically portray personal and emotional meanings (Azusienyte *et al.*, 2008). Accordingly, brand personality creates expectations (Hawkins & Mothersbaugh, 2010) and fulfils roles in terms of symbolism, relations and functionality (Aaker, 1996). These mentioned facts explains why brand personality is an important attitude component for both social identity and utilitarian products (Oklevik, 2007).

Figure 3.1: Brand Personality Dimensions
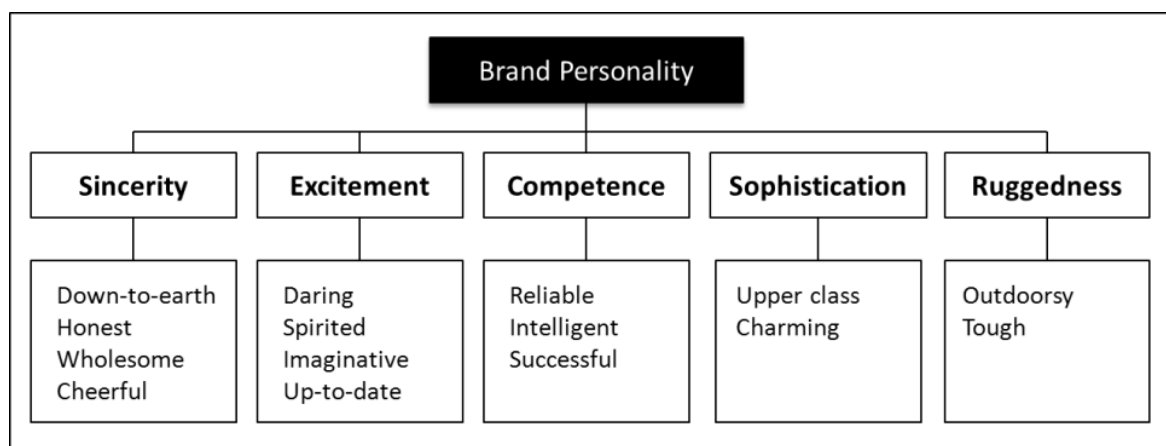
Source: Aaker, 1997:352.

Brand personality is important as it can help enrich understanding of a brand, such as the attitudes, perceptions, feelings or relations consumers hold towards it (Aaker, 1996). Brand personality enables brand choice simplification, feelings, self-expression and relationship formation (Plummer, 2000). It can also contribute to identity, guide marketing mix communication effort and create brand equity (Aaker, 1996). A brand personality shows the market position (Solomon, 2013) and provides

a quick summary of the brand values (De Chernatony, 2006). Brand personality is also proposed to have a greater influence in mature markets due to the focus on non-product-based features (Azoulay & Kapferer, 2003). Brand personality is said to be stronger and clearer if the elements are coordinated, distinctive and kept consistent over time and media (Batra *et al*., 1993). Brand personality can be a source of differentiation within a product category, a driver of preference or usage or a common denominator that can be used to brand across different markets (Lin, 2010; Tuominen, 1999). It is known that any brand personality that is favourable and strong will strengthen the brand (Freling & Forbes, 2005a), leading to more favourable brand attitudes, brand preference, purchase intentions, brand loyalty and creation of brand differentiation (Schiffman *et al*., 2010).

Consumers prefer brands with strong positive brand personalities because of the natural human tendency to anthropomorphise non-human objects, as consumers readily assign human characteristics to brands, even if marketers don't (Freling & Forbes, 2005b). Consumers high in self-monitoring are more likely to choose brands personalities that fit the consumption situation (Aaker, 1999). Interestingly, in testing brand personality between young and old subjects, sincerity was found to be greater in the older segment (Aaker 1997). Additional insights showed that brand-related information can result in a brand anchoring effect on brand personality characteristics of a co-branded entity, and that brand related information could be more available in high awareness brands (Esch & Schmitt, 2009). It is known that consumers can assign brand personality to a variety of products, whether high or low in involvement (Solomon, 2013; Aaker, 1997). Because involvement levels influence decision-making abilities (Michaelidou & Dibb, 2008), brand personality's role across involvement levels is expected to differ, which is an aspect elaborated on next.

3.2.4.1 Brand Personality's Role in Decision-making across Involvement Levels

Research into brand personality as decision criteria during consumer decision-making has been shown to create different consumer reactions between risk bearing situations. Peretz and Magne (2008) have illustrated that brand personality influences consumer evaluations of utilitarian brand benefits, when they are faced with high risk decisions, and therefore high perceptual awareness. Sweeney (2002) has shown that product attributes are more readily accessed than brand personality and have played a greater role in brand evaluations in both high and low involvement

situations. However, Sweeney (2002) made use of a fictitious brand and communicated fictitious brand traits in manipulations. This fact could explain the lack of brand personality's role in brand evaluations, as limited associations for decision criteria may have existed. Due to brand personality's influence on decision-making criteria, as mentioned earlier, it was expected that brand personality would have a prominent role in consumer decision-making or decision heuristics in this study. Because brand personality is a symbolic concept (Aaker, 1996), it was expected that it would be enhanced when there is greater social pressure. Thus, because the products chosen in the study were socially visible, social visibility's influence on brand personality is discussed next.

3.2.4.2 Social Visibility's Influence on Brand Personality

In a study determining the influence of social visibility on brand personality, it was found that brand personality is enhanced when the brand personality dimensions are more socially visible, rather than when the dimensions are visible in a private situation (Wysong, Beldona, Munch & Kleiser, 2012). This finding reaffirms the importance of the social and private self-focus (Wysong *et al.*, 2012). Brand loyal customers also rated the (beer) brands higher in terms of sincerity and sophistication than brand-switching customers. In low-situational involvement and social visibility conditions, brand loyal consumers had higher sincerity ratings (Wysong *et al.*, 2012). In high social visibility, low situational involvement conditions, brand loyal consumers desired ruggedness more than non-loyals (Wysong *et al.*, 2012). To provide greater clarity into why the social visibility's influence occurred, brand personality's roles of symbolism and other brand equity building capabilities are discussed next (Aaker, 1996).

3.2.5 Brand Personality's Ability to Create Brand Equity

Similar to brands, brand personality provides self-expression, suggests the type of consumer-brand relationship or creates feelings, or cues the functional benefits or product attributes (Aaker, 1996). All three provisions are explained by the self-expression, relationship basis and functional benefit representation roles, which explain the ways brand personality can create brand equity (Aaker, 1996). Because it is important to understand brand personality's behavioural influence to determine effects that could be expected in the study, brand personality's ability to create brand equity is discussed next.

The premise of the self-expression role is that brand personality acts as a vehicle to express consumers' self-identity (Aaker, 1996). Accordingly, brand personality is a vehicle for self-expression in term of the actual, ideal or specific selves (Swaminathan, Stilley & Ahluwalia, 2009). People use brands with salient personality dimensions to highlight dimensions of their own personality in different situational contexts, enabling self-expression (Aaker, 1999). Human personality has been said to be role or context dependent (Aaker, 1996), with brand personality proposed to vary in the same way (Aaker, 1996). A brand personality must be desirable and important for brand users, in relation to their self-concept, in order to create favourable brand associations (Aaker, 1996). Additionally, brand personality is expected to be more visible for socially expressive products (Aaker, 1996). In terms of brand identification, it has been shown that the higher the self-expressive value and distinctiveness of brand personality, the more consumers will find the brand personality attractive (Kim, Han & Park, 2001).

McCracken (1986) argues that consumers use brand or products to construct or maintain their social self, making brand personality part of cultural meaning. Importantly, cultural meanings change over time, which can implicate brand personality (Aaker, 1996). A brand or product can act as a vehicle of personality or lifestyle expression even if it has a weak personality (Aaker, 1996). Therefore, the brand or product becomes part of the individual's self through use thereof (Belk, 1988). In summary, if there is fit between the context, brand personality and self-expression need, any brand personality is said to facilitate self-expression (Aaker, 1996).

The premise of the relationship basis role is that brand personality has the ability to create relations with consumers. In the relationship basis role, two elements affect the consumer-brand relationship (Aaker, 1996). The first is the relationship between the customer and the brand as a person. The second is the brand personality, which provides feelings, depth and liking to the relationship (Aaker, 1996). Brand actions influence the brand-consumer relationship (Buss & Craick, 1983), for instance through advertising or changes in positioning. Brand actions can be explained by the act frequency theory. This theory states that key personality components can be revealed through observation of trait related behaviour. Moreover, as a result of the brand actions, consumers express their inner emotions about brands with brand personality associations (Schiffman *et al.*, 2010) and use it as a basis for long-term

brand relationships (Hawkins & Mothersbaugh, 2010), similar to human relationships (Schiffman *et al.*, 2010). The brand personality consistency with the self determines consumer emotions (Aaker, 1996). The brand relationship quality model provides a framework for brand personality relationship creation and has been shown to consist of love or passion, self-concept connection, interdependence, commitment, intimacy, partner quality and nostalgic attachment (Fournier, 1998). Moreover, Aaker and Fournier (1995) advocate that a brand should be treated as an active, contributing partner in the dyadic relationship between the individual and the brand.

In the functional benefit representation role, brand personality is proposed to represent functional benefits or brand attributes (eg. symbol or country) (Aaker, 1996), which can include product category associations. This creates confusion over the distinction between brand personality and product or product category associations (Batra *et al.*, 2006), which is explained next.

3.2.6 Brand Personality versus Product Category Personality

Products, product categories and brands have the ability to present a brand personality which serves as a critical differentiator in the market (Ogilvy, 1983). Although products can have personalities (Govers & Schoormans, 2005), the focus of this dissertation is on those of brands instead. It has been found that brand and product category personality are distinct from another, although the product category personality can influence the brand's personality (Batra *et al.*, 2006). Brand personality dimensions are associated with product categories (eg. technical with competence) (Maehle *et al.*, 2011), in line with the research by Batra *et al.* (2006). Also, the terms of categorisation or the basic category at which consumers make brand personality inferences vary for functional and symbolic products (Kum, Bergkvist, Lee & Leong, 2012). More specifically, the basic level of brand personality inferences for a symbolic product occurs at brand level and for a functional product it occurs at product type levels (Kum *et al.*, 2012). This indicates that for symbolic products, brand personality inferences are tied to the brand. Functional products' inferences are more rigid as they are tied to the product category associations, creating expectations of the latter (Kum *et al.*, 2012).

Although Aaker's (1997) model is cross-cultural, personality descriptors are argued to not be equally relevant in every category. Lee and Rhee (2007) proposed a framework of within-category brand personality in the Korean men's apparel market

that validated brand personality's ability to provide differentiation in the same product category. It was shown that symbolic products were perceived to be more exciting and sophisticated, whereas utilitarian products were perceived to be more sincere and competent (Ang & Lim, 2006). Strong brand personalities share commonalities beyond the product category, such as sincerity, representing high morals, or a competent brand representing quality (Maehle *et al.*, 2011). Lacking in personality also creates common attributes, such as insincere brands being regarded as scandals or mass market goods being unexciting. Performance expectations are found to be very important with sincerity and competence (Maehle *et al.*, 2011). Moreover, company associations also transfer to brand perceptions (Maehle *et al.*, 2011). Just as brand personality and product category can be distinguished from each other, brand personality is distinguished from user imagery (Aaker, 1996).

3.2.7 Brand Personality versus User Imagery

User imagery can be defined as "human characteristics associated with the typical user of a brand" (Aaker, 1997:348; Sirgy, 1982). User imagery is proposed to have associative links with the brand personality that can shape brand personality (Parker, 2009; Kapferer, 2008). An example of user imagery would be a Mercedes car being driven by a higher social class member of society, substantiating a level of user sophistication. The match between self-image and user image is referred to as user-image congruence (Parker, 2009). It has been shown that for public brands, user-image congruence had a greater predictability of attitude, and for private brands brand personality-based congruity was the better attitude predictor (Parker, 2009). The user- and brand congruence is complementary. User-image congruence represents social identity theory and is similar to maintaining one's goals to the identity of the user group. It is stated that a well-developed user profile is the primary driver of brand personality (Aaker, 1996). When user imagery is inconsistent with brand personality, tension can result (Aaker, 1996). Additionally, focus on a reference group can be a way to create a value proposition or a relationship basis (Aaker, 1996). User imagery can be created through actual users or communicated through stylised users such as celebrity endorsement (Aaker, 1996). User imagery is likely to be product specific (Phau & Lau, 2000) and confers desired user qualities. It is stated that an individual is more likely to use social identity products to create user impressions (Maio & Olsen, 1999).

In contrast to the influence user imagery has on brand personality, it has been found that brand attributes can affect consumer perceptions of the brand owner's personality traits and user image (Fennis & Pruyn, 2007). Hence, brand personality can project the brand user or brand values (Freling & Forbes, 2005b). If someone wears a competent brand, they are likely to be perceived as competent themselves, which shows the transfer effect of brand personality trait to the personality of the owner. The transfer effect on impression formation is stronger when the situational context is consistent, rather than inconsistent, with the key brand associations. The integration process requires significant cognitive effort. When there is no time constraint to consumer decision-making, impression formation or judgement tasks about brand users are based on both brand personality and situational consistency. When time constrained, consumers heuristically evaluate based only on brand personality (Fennis & Pruyn, 2007). Because marketing communication such as user imagery could influence brand personality, and brand personality could influence human personality (Fennis & Pruyn, 2007), brand and human personality malleability is investigated to understand both concepts' dynamics.

3.2.8 Brand and Human Personality Malleability

In terms of brand personality malleability, it is proposed that brand personality is relatively enduring and distinct (Aaker, 1997), changes with time (Solomon, 2013; Aaker, 1996), but can also change due to consumption settings, in line with the idea of the malleable self (Aaker, 1999). Stability of Aaker's (1997) brand personality dimensions over time in association with other brands, proved that brand personality is inherent in brands in the same way it is inherent in humans, proposing its functionality to be similar to that of human personality.

In updating brand personality, it has been shown that a person's brand personality impression depends on the nature of incoming information (positive or negative valence), or the manner in which the consumers view themselves (if traits are chronically accessible) (Johar *et al.*, 2005). For chronic individuals, personality traits are chronically accessible by activating and using specific traits to a high degree. Thus, chronic individuals have a greater chance to use these traits in forming brand personality inferences from trait relevant information. Trait inferencing for non-chronics occur due to heightened trait accessibility through temporary situations, such as priming or salience of the information presented. Hence, in terms of trait

accessibility updating for chronics, increased compatibility between old and new information increases the probability of updating initial inferences (Johar *et al.*, 2005). Accordingly, chronic consumers with rugged self-traits who learn about new information can dilute the ruggedness ratings, where non-chronic individuals won't. In the context of brand extensions, Mathur, Jain and Maheswaran (2012) show that parent brand personality is influenced by consumers' implicit personality theories. Hence, extension fit with the parent brand personality influences brand personality updating for incremental, not entity theorists. Consumers maintain implicit theories about the world shown by the fixedness or malleability of personality (Park & John, 2010). Entity theorists believe personality is fixed. Hence, they seek out brand experiences to signal the self to themselves or others, whereas incrementalists believe it is malleable (through self-improvement) (Park & John, 2010). This finding highlights incremental theorists' sensitivity to brand personality information and the fact that brand personality is enhanced when extension fit is poor (Mathur *et al.*, 2012).

In terms of human personality malleability, Fennis *et al.* (2005) show that salient brand personality can influence the self-concept. This finding shows personality's ability to change according to social situations, and supports the notion of the malleable self. Brand personality dimensions can influence the big five human personality dimensions when individuals are brand owners or are just exposed to the brand. Competent brands influence the self-perceptions of sophistication, sincerity influences agreeableness, brand ruggedness influences extraversion, and an exciting brand influences hedonism (Fennis *et al.*, 2005). Exciting and ruggedness effects have been found at high exposure intensity (Fennis *et al.*, 2005). It has been stated that the self-concept functions like a cognitive structure in which information is organised, and is sensitive to external activation (Markus & Kunda, 1986). Similarly, it has been shown that brand personality rubs off on entity theorists through brand experience, and not on incremental theorists (Park & John, 2010). Moreover, entity theorists use appealing brand personalities to signal positive self-qualities in order to enhance self-perceptions perceptions. Brand personality's similar structure and relations with human personality could be explained by brand personality's factor-based approach in its development, which is elaborated on next (Aaker, 1996).

3.2.9 Brand Personality Five Factor Model and Factor Based Approach

Aaker's (1997) brand personality five factor model (BPFFM) is a general framework that was developed from multiple product categories (see Figure 3.1). Various brand personality factor models and dimensions have been proposed, as discussed later (see Section 3.2.10.5). The factor approach of measurement became prominent with Aaker's (1997) measurement scale, but has been criticised for excluding negative factors, including non-personality items and limitations of scale generality (Avis, 2012). Personality traits encoded in human language have led to the adoption of the lexical approach, in which dictionaries are used to isolate underlying human personality factors, creating exclusion and inclusion criteria (McCrae & Costa, 2003). Hence the personality lexical approach rationale is that the most important individual differences in human traits are encoded in single terms or in all of the world's languages (Milas & Mlačić, 2007).

Since the creation of the BPFFM (developed by Aaker, 1997) it has been examined in different cultures, and different factors, facets and items has been found. An example of this is the proposed brand personality dimension of social responsibility (Madrigal & Bousch, 2008). Variability has been found with various new brand personality factor models, and their relation towards the BPFFM; however, the later models had problems themselves (Avis, 2012). The domain of brand personality has been widely debated in terms of its conceptual scope, relation to human personality and its validity of measurement has been questioned, leading to various limitations (Avis, 2012).

3.2.10 Brand Personality Limitations

Limitations pertaining to brand personality theory have emerged. These limitations are addressed in this section, which include the category confusion, domain adjustment and descriptor selection problem (Avis, 2012). Additionally, limitations of anthropomorphism versus the metaphorical use, confusion of brand personality scope, and the movement to circumplex models are investigated. These limitations could stem from the findings, which suggest that brand personality is different from human personality in terms of traits, or because of the instability in brand personality trait structure (Huang, Mitchell & Rosenaum-Elliot, 2012).

3.2.10.1 The Category Confusion, Domain Adjustment and Descriptor Selection Problem

The category confusion problem questions whether brand personality measurements measure category, brand or both associations. The domain confusion problem refers to consumers' understanding and use of words' meanings, which are subject to change according to the domain that is referred to. Hence, it has been shown that trait meanings have shifted for brands across categories (Austin, Sigauw & Mattila, 2003). In terms of Aaker's (1997) scale it is unlikely that the traits have the same meaning in different context, which can create problems with scale interpretation. In adopting a personality psychology psycholexical approach in which languages develop lists of adjectives which describe personality difference between individuals, brand-adjective interaction is proposed to differ as adjectives are contextual and relational (Caprara *et al.*, 2001). This finding questioned whether factor measures also prime user imagery with trait descriptors, hence calling into question the validity of measurement (Avis, 2012).

Because of the lack of theory underlying the creation of brand personality to thereby outline its scope, difficulty is created in terms of the justification of inclusion or exclusion of factors or descriptors that are salient to the brand (Avis, 2012). The difficulty of inclusion or exclusion of factors or descriptors leads to the descriptor selection problem. A prime example of this is the skewing of associations, since each scale cannot be fully generalised as it is associated, to an extent, with product categories (Avis, 2012). Although animism and anthropomorphism or humanlike brand theory is proposed to overcome such limitations, the failure to validate the full human FFM to brands creates limitations in terms of how 'human' the brand really is.

3.2.10.2 Brand Personality's Relation to Human Personality

Brand personality's degree of being *human* is unclear. The soundness of brand personality theory has been questioned (Avis, Aitken & Ferguson, 2012). Avis *et al.* (2012) state that the theoretical underpinnings of brand personality based on Aaker's (1997) brand personality and Fournier's (1998) brand relationship research represent ambiguity about the degree of the brand being 'human'. Brand personality lacks a common theory and a consensual taxonomy of personality traits (Caprara *et al.,* 2001). However, the development of the BPFFM may not be theory-driven, but important psychological concepts from Jung, Leary, Guilford and Eysenk are

integrated therein (Geuens, Weiters & De Wulf, 2009). It has been stated that a reason for the weak findings in self-congruity literature could exist because of the asymmetric relation between the structure of human and brand personality. Neuronal structures scanned through functional magnetic resonance imagery show that consumers' evaluation of brand personality (processed in left inferior prefrontal cortex) differs from assessing human personality (processed in medial prefrontal cortex) (Yoon, Gutchess, Feinberg & Polk, 2006) which provides support for this asymmetry. In comparisons done to match personality to the brand on an aggregate level, it was stated that sincerity taps into agreeableness and conscientiousness, and excitement into similar aspects of extraversion such as sociability, and competence into conscientiousness and extraversion (Geuens *et al.*, 2009). However, sophistication and ruggedness did not relate to the big five human personality dimensions (Geuens *et al.*, 2009). The fact that sophistication and ruggedness differ is expected to be because the dimensions refer to the ideal self the consumer does not necessarily have (Schmitt, 2012; Aaker, 1997). Hence, only three of the brand personality dimensions are intertwined in the big five model, showing its asymmetry.

The process of imbuing brands with personalities is referred to as animism (Aaker 1997). Animism is proposed to be a component of anthropomorphism because it refers to viewing brands as being absolute humans (Epley, Akalis, Waytz & Cacioppo, 2008b). This notion is supported by the fact that brand personality is defined as a set of human features that are associated *only* with the brand (Azoulay & Kapferer, 2003). Hence Azoulay and Kapferer (2003:151) define brand personality in a strict psychological sense as the "set of human personality traits that are both applicable to and relevant for brands". Fournier's (1998) paper is ambiguous as to whether the theoretical foundation is based on the brand as a human or brand as a metaphor perspective. Although Fournier (1998) and Aaker (1997) import animism and anthropomorphism theory, neither explicitly states the logical conclusion to the theories. However, if brands are viewed as animistic or anthropomorphic, they have to be somewhat living. The degree to which brand personality is human also leads to confusion in terms of metaphorical language use (Avis *et al.*, 2012).

3.2.10.3 Anthropomorphism versus Metaphor Confusion

The metaphor perspective creates confusion. If brands are perceived to be humanlike, then there is no metaphor. In contrast, if brands are not perceived to be

humanlike, the use of personality is metaphorical. Confusion could stem from symbols having both literal and figurative meaning (Lloyd & Woodside, 2013). Metaphorical use could represent researcher error or consumer expression (Avis *et al.*, 2012). Insight into whether consumers really perceive brands to be humanlike would shine light on the domain of personality traits included in brand personality concept. If the brand is perceived to be human, the restriction to strictly human personality traits is clear, but when used as a metaphor it is not. This phenomenon illustrates the confusion over brand personality's scope and is, as such, addressed next.

3.2.10.4 Confusion over Brand Personality Conceptual Scope

Aaker's (1997) definition of brand personality (see Section 3.2) has been proposed to be too broadly defined, creating semantic confusion as it describes identity beyond brand personality, namely through personified brand identity or image (Huang *et al.*, 2012; Azoulay & Kapferer, 2003). This opens up the definition to any person-like attribute. Azoulay & Kapferer (2003) have proposed that Aaker's (1997) brand personality scale measures items other than brand personality in term of brand image. Most of the focus on the brand personality construct has been placed on external validity, but the focus has also shifted to internal validity (Azoulay & Kapferer, 2003). Where psychology has excluded intellectual abilities (e.g. competence trait), social class (user imagery confusion) or gender (e.g. femininity trait) from personality definitions and scales, Aaker (1997) allows the inclusion of any non-physical attribute of the brand.

Taking a symbolism approach to brand personality, Lee (2013) acknowledges the psychological component of personality traits, but also introduces socio-cultural components such as the narratives of socio-economic variability (e.g. personal value), life-scene variability (e.g. economic status) and physical variability (e.g. gender, age, life stage or appearance). Hence, Lee's (2013) views supports brand personality gender to be part of its socio-cultural components. As a result of brand personality's ambiguous scope, the measure's development and scale's concept validity has been questioned (Austin *et al.*, 2003; Azoulay & Kapferer, 2003).

The need for a stricter definition of brand personality which is grounded in psychology (see Section 3.2.10.2) has been proposed by Azoulay and Kapferer (2003) to avoid concept confusion. Physical traits, user imagery and inner values are

also human characteristics associated with the brand, and are included in Aaker's (1997) definition. Since brands can be personified, description through the use of human personality descriptors should be possible, but may not be relevant to the brand (Azoulay & Kapferer, 2003). Hence, the broad definition mixes the brand as person, product and symbol approaches (Geuens *et al.*, 2009). The broad definition also merges user profiles and inner values (culture), physical traits (physique) and user imagery (Geuens *et al.*, 2009), leading to the proposal of alternative models (Sweeney & Brandon, 2006).

3.2.10.5 The Proposition to Move from Analytical to Circumplex Models of Brand Personality

In response to the critique of personality trait models such as Aaker's (1997) model, Sweeney and Brandon (2006) have proposed the move to circumplex models that are based in human personality research. Empirical research has largely been conducted on trait-based approaches, thereby inheriting human personality limitations (Sweeney & Brandon, 2006). Hence, a new definition of brand personality was proposed to be "a set of human personality traits that correspond to the interpersonal domain of human personality and are relevant to describing the brand as a relationship partner" (Sweeney & Brandon, 2006:645). The interpersonal circumplex (IPC) model was proposed because it has a strong theoretical background and is based on order analysis and interpersonal theory (Sweeney & Brandon, 2006). The IPC model has eight octants on two prime axes, namely dominant (status) or friendly (love). The opposite sides are dissimilar and a closer distance between traits indicates trait similarity.

The IPC model only focuses on interpersonal behaviours and not on the motivational, affective, and experiential factors or interpersonal traits, as included in the BPFFM. However, the IPC model does account for negative traits (Bao & Sweeney, 2009; McCrae & Costa, 1989). Hence, the model provides personality dimension depth but not variety or 'wholesomeness', and is in conjunction with the notion that qualitative brand personality approaches provide richer perspectives than rating scales (Arora & Stoner, 2009). Similarly, Aaker's (1997) scale development is not without limitations. Although brand personality's limitations are theoretical (Avis, 2012), the next section elaborates on its limitations by describing the criticisms against the brand personality scale development.

3.2.11 Brand Personality Scale Development and Criticism

The development of the brand personality scale and criticism against it are discussed to ensure construct and measurement validity. Aaker's (1997) brand personality scale was created from traits gathered through a literature review, using a quasilexical approach to use personality traits derived from human personality research. Additionally, brand personality scales used by advertising practitioners and qualitative research insight were used in its development (Sweeney & Brandon, 2006). The personality traits were then narrowed down to 309 traits. Aaker (1997) brand personality scale was formed from symbolic and utilitarian product categories combined, resulting in 37 brands that were tested to create a reliable, valid and generalizable scale. Brand personality can be measured at a macro (inner category dimensions) and micro level (personality specific to areas), with the current study adopting the latter approach (Valette-Florence & De Bariner, 2013; Malik & Naeem, 2012). The scale was created in an American context by using U.S citizens, and Aaker (1997) also acknowledges that the scale can be influenced by culture. Aaker's (1997) scale has been proven in various consumer behaviour studies (Maehle & Shneor, 2010), re-examined (Austin *et al.*, 2003), and replicated across cultures (Ferrandi *et al.*, 1999).

In re-evaluating Aaker's (1997) brand personality scale in a French setting it was shown that all dimensions provided satisfactory psychometric properties and that the meaning of sincerity was greatly determined with context (Ferrandi *et al.*, 1999). This variance in meaning is proposed to be explained by Aaker's (1997) lack of clarity in distinguishing between differentiation and generalization of facets (Austin *et al.*, 2003). This is because although she used brands form diverse categories, she aggregated scores of each personality and brand across subjects. This removed all within-brand variance and based the factor analysis results solely on between-brand variance (Austin *et al.*, 2003). After her confirmation study, no attempt was made to assess the structure for individual brands, although she defined the construct at an individual brand level. Hence, Austin *et al.* (2003) have proposed that due to the Aaker's (1997) process of scale development, the scale is expected to function better for data across diverse product categories than for an individual brand, or to aggregate data for a product category. This variance created at individual brand level is expected to be created through the variance in trait meanings created by the different meaning of an adjective in relation to a context (Austin *et al.*, 2003). The

variance in trait meanings is not a rare concept as this has been reported multiple times in personality research (Austin *et al*., 2003; Caprara *et al.,* 2001; Ferrandi *et al*., 1999). In general, the inconsistency in brand personality measurement has been stated to originate from bias created by using well-known brands or the focus of brand personality structures (Huang *et al*., 2012). Structures of between-brand, within-brand or brand x subject structure variants propose differences in outcomes as the first two are more unstable and the latter more stable, representing the structure of the big five personality traits (Huang *et al*., 2012).

Some human personality scales are applied to brands (Achouri & Bouslama, 2010) facilitating *crude* construct measurement, as it is known that human and brand personality differ (Aaker, 1997). At a semantic level in terms of measurement items, some items such as competence, which encompasses intelligence and gender, are proposed to be excluded by Azoulay and Kapferer (2003) as a result of the need to adhere to a more strict definition of brand personality. In general, different structural dimensions exist where some are too restrictive as they are only positive. With regards to Aaker's (1997) brand ruggedness trait, it has been found to have poor reliability and problematic convergence, dimensionality, nomological validity and defective discriminant validity in the context of business schools (Curuana, Pitt, Berhon & Berthon, 2007). The ruggedness trait also had reliability issues in relation to toothpaste (Thomas & Sekar, 2008) and corporate brand personality (Rojas-Méndez *et al*., 2004). Aaker's (1997) scale is among others, also criticised for not considering negative traits (Sweeney & Brandon, 2006). Because scale development criticism also entails its cross-cultural validity (Avis, 2012), the brand personality's cultural universality is addressed next.

3.2.11.1 Brand Personality Scales and Cross Cultural Validity

Brand personality is not always cross-culturally consistent, with the latter being an aspect important in global branding (Keegan & Green, 2011). Brand personality is found to carry etic (culture free) and emic (culturally specific) dimensions (Rojas-Méndez *et al*., 2004). In studying commercial brands, brand personality has been found to be culturally consistent and specific. This is because sincerity, excitement, sophistication and competence shared similar meanings across Japan and the United States, and culturally specific dimensions of peacefulness (Japanese) and ruggedness (America) emerged (Aaker, Benet-Martínez & Garolera, 2001). Also,

similar meaning was found in Spain and the U.S. with regards to sincerity, excitement and sophistication (Aaker *et al*., 2001). Moreover, non-shared dimensions were found in Spain (passion) and America (competence and ruggedness) (Aaker *et al*., 2001). In a study between Spain, USA and Japan, the common brand personality elements include sincerity, excitement and sophistication. Also, in terms of cars, the country of manufacturing influenced brand personality more than country of origin (Fetscherin & Toncar, 2010). In a Dutch setting, the development of a new personality scale led to some common and unique dimensions, whereas the common elements included competence and excitement and small amounts of sophistication (Hansen & Christensen, 2003). Research therefore shows culture to be a moderator to brand personality perceptions, because even if a brand had an identical positioning, its personality was perceived to be different in different countries (Foscht, Maloles, Swoboda, Morschett & Sinha, 2008). In light of the brand personality scale shortcomings, a new measure of brand personality was developed.

3.2.11.2 New Measure of Brand Personality

Geuens *et al*. (2009) proposed a new measure of brand personality. This scale could be used at aggregate levels for multiple brands across product categories, within a product category, at an individual brand level, or for cross-cultural studies. The dimensions consist of five factors and twelve items, namely activity, responsibility, aggressiveness, simplicity and emotionality (see Figure 3.2).

Figure 3.2: New Brand Personality Dimensions
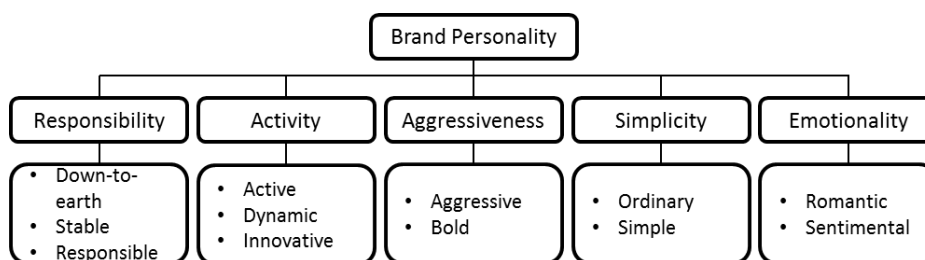
Source: Geuens, Weiters & De Wulf, 2009:103.

The scale which also followes Azoulay and Kapferer's (2003) strict brand personality definition, deviates from the human big five and contains fewer facets. The fewer facets could possibly weaken the predictive power of the brand personality scale to measure effects on attitudinal constructs, but was not an issue as the current study investigated effects on brand personality. Although the associations transfer between

the celebrity and the brand is investigated, the transfer effect could be influenced by the consumer's human personality (Lin, 2010), and is therefore discussed next.

3.2.12 Human Personality's Influence on Brand Personality and Consumer Behaviour

Even though the influence of consumers' human personalities is not expected to influence the association transfer effect from the celebrity to the brands measured in the study, it is important to note its influence as it can have an effect on consumer behaviour. Therefore, the influence of the consumer's personality in relation to the brand personality is discussed to provide insight into brand personality choice. Furthermore, human personality's ability to moderate brand personality is discussed to create insight into how brand personality is influenced. Likewise, because brand relationship ability is an important function of brand personality, discussing human personality's ability to moderate brand relationship ability provides insight into brand personality dynamics.

3.2.12.1 Brand Personality Congruence

Self-congruency theory states that consumers generate favourable brand attitudes when there is a match or mismatch in the comparison of their self and brand image (Sirgy, 1982). Behaviour can therefore be drivers of self-esteem (aspiration to ideal self) or self-consistency (maintenance of actual self) (Kressmann, Sirgy, Hermann, Huber, Huber & Lee, 2006). The congruency between brand personality and human personality (brand personality congruence) was proven, is important (Maehle & Shneor, 2010), and is more important with the greater intensity of personal expression and involvement with goods (Maehle & Shneor, 2010). Also, brand self-connectedness reflects the degree to which a brand is linked to the self, and aids the consumer in attaining utilitarian, experiential or symbolic goals (Thomson, MacInnis & Park, 2005).

It has been shown that users' preferred personality dimensions can influence the brand self-congruity, when a consumer has a positive brand relationship which reinforces the individual's personality on the brand (Phau & Lau, 2001). Moreover, it has been shown that self-congruity with brand personality is stronger with individualists than with collectivists (Phau & Lau, 2001). It has been proposed that when a brand is reputable and brand personality congruence exists, a higher amount

of brand identification occurs, which leads to brand loyalty (Kuenzel & Halliday, 2010).

In the context of online games Lin (2010) shows a significant positive relationship between the extroversion personality trait and the excitement brand personality trait. Similarly, a significant positive relation was found between the agreeableness personality and excitement, sincerity and competence brand personality traits. Moreover, competence and sophistication had a positive influence on affective loyalty, while competence, peacefulness and sophistication had a positive influence on action loyalty. Moreover, agreeableness and openness had a significant positive influence on both affective and action loyalty. Huang *et al.* (2012) showed that self-identity reflection or creation is built on emotional (extraversion, agreeableness, neuroticism and openness to experiences) brand personality dimensions instead of functional aspects (consciousness). Huang *et al.* (2012) also favour personality as being comprised of purely inner characteristics. In addition, Maehle and Shneor (2010) have shown that consumers with blue human personality types (logical and task orientated) prefer aversion to sophistication and excitement, whereas red types (integrators with relational focus) prefer sincerity. To elaborate on human personality's behaviour influence on brand personality, attachment style's ability to moderate brand personality is discussed next.

3.2.12.2 Attachment Styles Moderation Brand Personality

Brand attachment can be defined as the "strength of the cognitive and emotional bond connecting the brand with the self" (Tuan, Tat, Shamsuddin, Rasli & Jusoh, 2012:35). It is known that attachment styles moderate brand personality choice on brand attachment (Tuan *et al.*, 2012). Anxious attachment style individuals prefers a sincere brand personality, and they are attached to it, and are not prone to easily respond to changes in brand personality. Hence, anxious individuals prefer single brands with which build relationships with. In contrast to this, an avoidant attachment style individual has a strong relationship with excitement brand personality but is not attached to it, and is sensitive to changes in brand personality. Hence, avoidant style individuals do not invest in forming relationships or emotion.

Furthermore, it has been shown that anxious attachment style individuals are more likely to discriminate between brands based on brand personality than less anxious individuals (Swaminathan *et al.*, 2009). High anxiety types who are relationship

avoidant are prone to prefer exciting brands, whereas those low on relationship avoidance like sincere brands (Swaminathan *et al.*, 2009). More specifically, the ideal instead of the actual self-concept, mediated the brand personality effects for high anxiety individuals (Swaminathan *et al.*, 2009). Hence brand personality can forge brand connections where brand attachments are unlikely (high anxiety/ high avoidance individuals). In addition to attachment styles' influence on brand personality, human personality can also influence brand personality through relationship ability (Aaker, 1996).

3.2.12.3 Human Personality's Moderating Role on Brand Relationship Ability

The brand's ability to create a relationship with a consumer is a core brand personality function (Aaker, 1996). Therefore, this section creates insight into human personality's ability to influence brand personality creation, by exploring a brand's relationship ability.

Human personality influences the brand relationship ability by influencing brand affect and loyalty, which represents the brand relationship ability (Matzler, Bidman & Grabner-Kräuter, 2006). The fore consumer personality traits of extraversion and openness have been shown to be positively related to hedonic product value, which enhances the brand relationship ability. Brand affect was influenced directly by openness and indirectly by extraversion, of which both influenced attitudinal and purchase loyalty, thereby enhancing brand relationship ability (Matzler *et al.*, 2006). Brand relationship ability could also be explained by application of self-expansion theory which explains how relationships are formed through rapid self-expansion or use of resources to identify one-self. By applying self-expansion theory in the brand relationship context, it has been found that close consumer-brand relationships are based on self-expansion and inclusion into the self (Reimann, Castãno, Zaichkowsky & Bechara, 2012). Reimann *et al.* (2012) argue that emotional arousal decreases over brand usage, but that inclusion into the self increases (Reimann *et al.,* 2012). This proposition suggests that the role of brand personality increases over time as it plays a part in the self-concept creation. In addition to studying human personality's effects on brand personality, it is also important to study the effects of brand personality on consumer behaviour and other constructs. Investigating brand personality's effects on consumer behaviour is important as it allows an

understanding to be gained on how brand personality relates to behaviour concepts, and how brand personality can be influenced (Aaker, 1996).

3.2.13 Brand Personality Effects

The way brand personality creates consumer behaviour must be understood to grasp how it is related to other constructs. This understanding provides a knowledge base with which to understand differences in brand personality dimensions in the study results created by the manipulations. Thus, in this section brand personality dimensions' relations to behavioural constructs are explained. Additionally, brand personality's ability to create emotions, cognition, and brand relationships are discussed to create an understanding of its power and associative relations to the BBTs. Lastly, brand personality outcomes are discussed to show the concept's importance and to explain its relations to other important behavioural variables.

3.2.13.1 Brand Personality Dimension Effects

The brand personality effect shows that any brand personality leads to more brand associations, and that as long as it is strong and favourable it will increase brand equity (Freling & Forbes, 2005a). It has been shown that all five brand personality dimensions positively affect brand trust and affect, with sincerity and competence having a stronger influence on brand trust (Sun, Kim & Jung, 2010). Also, using Ambroise's personality scale, it has been shown that all nine personality dimensions have a positive influence on brand trust (credibility, integrity and benevolence), attachment, and brand commitment (affective and continuance) (Louis & Lombart, 2010). Furthermore, it is shown that excitement and sophistication are strongly related to perceived quality, especially for symbolic and experiential brand concepts (Louis & Lombart, 2010). It is also proposed that any brand personality can influence perceived quality if it is congruent with the positioning, image and concept (functional, symbolic or experiential) (Ramaseshan & Tsao, 2007).

It has been shown that sincerity and ruggedness dimensions are more prone to influence brand trust, whereas excitement and sophistication are more prone to affect brand affect (Sun *et al.*, 2010). Moreover, competence influenced both brand trust and affect, and therefore loyalty (Sun *et al.*, 2010). Clemenz, Brettel and Moeller (2012) show that using the personality scale of Geuens *et al.* (2009), brand personality traits influenced the perceived quality, especially responsibility and

activity, and that this impact is stronger for credence goods. In a study of cell phone markets, competence and excitement had the strongest effects on behavioural intention (Akun, 2011). In the context of mobile marketing, brand personality has influenced levels of brand trust, attachment and commitment, with the latter two being influenced by sincerity and competence (Bouhlel, Mzoughi, Hadiji & Slimane, 2009). Also, the levels of sensitivity and involvement influenced brand personality and its power to influence consumer behaviour. It has been shown that brand personality marker attributes predict purchase intention only when the attributes are vivid, and especially when the traits elicit emotional responses (Guido, Peluso & Provenzano, 2010). It has been found that brand personality influences brand attitude, preference and satisfaction (Ivens & Valta, 2012). Also, the outcome effects were stronger for stronger personalities, showing the concept's varying strength as a differentiator (Ivens & Valta, 2012). Because brand personality dimensions are proposed to differ in functionality, symbolism and experientialism (Bhat & Reddy, 1998), brand personality's role in creating cognition, emotions and brand relationships is discussed to illustrate brand personality's behavioural influence.

3.2.13.2 Brand Personality as an Creator of Emotions, Cognition and Brand Relationships

Brand personality perceptions are created mainly through emotional attitudes (Klabi & Debabi, 2011) and enable emotional ties with brands beyond product satisfaction (Kapferer, 2012). This finding proposes that brand personality triggers an emotional rather than an intellectual response (Freling & Forbes, 2005b). To emotionally connect with customers, it has been suggested to focus on the excitement brand personality dimension, as the dimension is linked to emotional behavioural outcomes; however, the outcomes were not stated in the study (Malär & Nyffenegger, 2010). To cognitively connect with consumers, creating sincerity has been proposed (Malär & Nyffenegger, 2010). This is because sincerity was related to cognitive behavioural outcomes, which could be created through credible brand communication, an informative ad style, or a quality brand. Research shows sincerity and excitement could be created through user image, or advertising styles such as through an erotic or entertaining style (Malär & Nyffenegger, 2010). Credible information is proposed to create sincerity and high price or sponsored brand users are proposed to decrease it (Malär & Nyffenegger, 2010).

It has been shown that although brand awareness and image influence behaviour, knowledge does not influence future behaviour directly (Esch, Langner, Schmitt & Geus, 2006). Rather, knowledge influences future behaviour through a relationship path that includes brand trust, commitment and attachment (Esch *et al*., 2006). This highlights the importance of brand relationship factors in creating strong long brands (Esch *et al*., 2006). Brand personality could be used to create consumer-brand relationships, by creating preference or using emotions (Aaker, 1996). One way to build a relationship between a brand and a consumer is to create an appealing brand personality (Tuominen, 1999). It has been said that a respected personality is a prerequisite for a consumer-brand relationship (De Chernatony & Riley, 1998). Similarly, a brand relationship is a logical extension of brand personality, and if a brand can be perceived, a relationship can be formed (Blackston, 2000). Brands have been used both to create interpersonal relationships and to use a brand as a relationship partner (Aaker, 1999). Hence the consumer infers brand personality and attitudes towards it, but the brand is also argued to present an attitude towards the target market, affecting consumer attitudes (Riley & De Chernatony, 2000). Brand personality can also shape perceptions about the brand's role as a relationship partner, or increase relationship investment (Freling & Forbes, 2005b). Brand personality traits influence how a consumer-brand relationship is formed and maintained. This is illustrated by how relationships with sincere brands are shown to deepen with time, whereas exciting brands represent a short-lived 'fling' type relationship (Aaker, Fournier & Brasel, 2004). Additionally, it has been shown that sincere brand transgressions damage the relationships, whereas exciting brand transgressions show signs of relationship recovery (Aaker *et al*., 2004). In addition to brand personality's role of creating relationships, other brand personality effects are discussed next to create an understanding of the concept's power and relations to other variables.

3.2.13.3 Brand Personality Outcomes

One study used brand personality dimensions from a wide range of literature, and tested the traits for their vividness and emotionality, in which the emotionality was found to lead to purchase intention (Guido & Peluso, 2010). The emotionally of the traits differed, which points to the notion of differences in brand personality when they are emotionally charged. Moreover, these findings demonstrate that if the brand personality is more emotional, the purchase intention is enhanced (Guido & Peluso,

2010). Investigating brand personality is justified by the brand market share increasing when the intended brand personality matches the realised brand personality (Krohmer, Malaer, Hoyer & Nyffenegger, 2009).

Brand personality power is also demonstrated by its abilty to influence brand performance, preference, attitude (Malik & Naeem, 2012), brand trust, brand prestige (Choi, Ok & Hyun, 2011), brand loyalty, buying intent (Mengxia, 2007) and word-of-mouth (Kim *et al.*, 2001), and therefore brand equity (Malik & Naeem, 2012; Malär & Nyffenegger, 2010). Moreover, it is known that product-brand personality has a greater effect on purchase intention than company-brand personality (Wang, Yang & Liu, 2009), showing its power. Consequences of brand personality include perceived brand quality, intentions of future behaviour or brand attachment, and brand commitment (Malik & Naeem, 2012). Brand personality can influence attitudinal and behavioural loyalty through its effect on brand relationship quality, with the attitudinal brand loyalty affect being direct (Choi *et al.*, 2011). Personality variables such as sincerity or competence have been found to be most positively related to attitude (Aaker, 1996). Brand personality creates comfort for buying self-congruent brands (Aaker, 1999), can measure perceived product performance (Azoulay & Kapferer, 2003) and can affect repurchase intentions as well (Lin & Huang, 2012). Another outcome of brand personality is its ability to create brand appeal. As brand personality appeal is also a brand personality dimension being investigated (Freling *et al.*, 2010), it is discussed next to shows its relation to brand personality.

3.3 BRAND PERSONALITY APPEAL

In order to investigate consumers' perceptions of brand personality, the brand personality dimension of brand personality appeal are discussed in this section (Freling *et al.*, 2010). The current study proposes that brand personality appeal is a characteristic profile of brand personality used to determine consumer attitudinal favourability. Brand personality appeal is defined as "a brand's ability to appeal to consumers through the combination of human characteristics associated with it" (Freling *et al.*, 2010:393).

Brand personality appeal is proposed to have dimensions of favourability, originality and clarity. Favourability is defined as the "extent to which consumers positively regard the brand's personality" (Freling *et al.*, 2010:394). Favourability rests on the notion that, similar to how brand associations need to be favourable (Keller, 2013),

brand personality associations should also be favourable, which is expected to create more favourable brand evaluations. Originality is defined as "the extent to which consumers perceive the brand's personality to be novel and distinct from other brands in the same product category" (Freling *et al.*, 2010:394). Originality is similar to the argumentative point that brand associations should be unique. Clarity is defined as "the extent to which a brand's personality is apparent and recognizable to consumers" (Freling *et al.*, 2010:394). Clarity illuminates the importance of brand personality salience, thus, for a brand personality to be accessible and recognisable. Results show that all three dimensions of brand personality appeal are important. However, favourability seems most important, followed by originality and then clarity, based on their influences on purchase intention (Freling *et al.*, 2010). The recent development of brand personality appeal demonstrates the progress of brand personality theory (Freling *et al.*, 2010). Similarly, the novel development of brand personality gender as a type of brand personality is discussed next to create an understanding of the concept's relation to brand personality (Grohmann, 2009).

3.4 BRAND PERSONALITY GENDER

Brand personality gender could be regarded as a dimension of brand personality and a gender-based brand personality association. In order to understand brand personality gender, insight into gender identity is required. Therefore, this section starts by distinguishing sex and gender identity and discussing gender roles to explain gender identity. Product gender is discussed to explain the product's role in gender identity creation, which is followed by a discussion of the product's role in creating anthropomorphism to show brand personality creation. Brand personality gender is defined and its nature is explained, along with its effect on brand equity to thereby explain its brand building abilities. The influence of consumer gender on brand personality is investigated to determine perceptual differences between males and females. To create an understanding of gender perceptions in communications, the gender theories and their roles in gender perceptions are discussed. For the same reason, gender differences in advertising processing are analysed to create knowledge into the relation between gender and preferred communication appeals. Gender differences in advertising processing are also addressed to eliminate gender creating bias in the study stimuli.

The discussion of gender identity and brand personality gender also facilitated greater knowledge of perceived brand gender, which enabled better adjustment of communications stimuli used in the experiment (Schiffman *et al.*, 2010). This section was followed by the creation on brand personality to show the ways in which brand personality could be built as an overview of the tools selected and discussed in Chapter 4.

3.4.1 Sex and Gender Roles

Sex refers to biological gender, where gender refers to traits associated with a specific sex by society (Parumasur & Roberts-Lobard, 2012). Hence, "gender is the sociocultural expression of sexual identity, preference, or both" (Semenik *et al.*, 2012:207). Gender identity refers to traits of femininity such as compassion (expressive), or masculinity (instrumental) such as dominance, which are based on a continuum (Parumasur & Roberts-Lobard, 2012). Gender identity can be defined as "the meanings associated with gender roles that cut across situations, and can include the gendered social meanings of personality traits" (Gerber, 2009:354). The situational context and the accessibility of gender linked self-schema influence whether the gender identity is activated within a context (Deaux & Major, 1987). Gender roles are the appropriate societal behaviours for males and females (Parumasur & Roberts-Lobard, 2012), and can be ascribed or achievement roles. Ascribed roles are given by society, whereas achievement roles are based on performance criteria. Gender roles have seen drastic changes as more women are participating in the working world, which creates changes in family roles (Parumasur & Roberts-Lobard, 2012). In addition, women are more orientated towards self-expression, self-realisation and personal fulfilment (Parumasur & Roberts-Lobard, 2012). In South Africa there is an increase in longevity for women and an increase in thier career prospects (Parumasur & Roberts-Lobard, 2012).

Masculinity is proposed to represent strength, whereas femininity represents gentleness in terms of basic gender attributes (Alreck, 1994). Moreover, men are concerned with freedom, whereas females are concerned with attachment (Alreck, 1994). Research into male gender roles has identified that men can be segmented in term of metrosexual, retrosexual and ubersexual (Parumasur & Roberts-Lobard, 2012). Males and females view different types of media and respond differently to marketing communication (Parumasur & Roberts-Lobard, 2012). Perceived gender

differences are created through gender-specific socialisation processes or culture-based gender roles (Löckenhoff *et al.*, 2014). The confusion between gender and status (signified through roles) creates gender stereotypes (Gerber, 2009). In addition to gender stereotypes, opposite sex rejection can happen (ex. male refuse to use a female product), sex role dependence can differ in relation to consumer age (ex. older consumers have greater desire for gendered products), and gender credibility is very important (Alreck, 1994). Importantly, consumers with both masculine and feminine traits are known as androgynous, with the same concept also being applicable to products or brands (Solomon, 2013).

It is argued that sexual identity is the most salient and accessible personality trait (Dion, Berscheid & Elaine, 1972; Levy, 1959), and that the degree of masculinity and femininity influences a person's attractiveness to another. This is rooted in mate choice, as high levels of masculinity and femininity signals reproductive fitness, and therefore desirability (Lieven, Grohmann, Herrmann, Landwehr & Van Tilburg, 2014). Importantly, gender brand personality dimensions stem from consumers' needs to express themselves in terms of masculinity or femininity through brand choices (Aaker, 1997). The phenomenon is based on the notion that gender is part of the self-concept (Grohmann, 2009). Equally important, gender brand personality is especially important for symbolic brands (Grohmann, 2009). It has been shown that individuals prefer products that are described in gender in a manner which is congruent to their self-schema in terms of masculinity or femininity (Worth, Smith & Mackie, 2006), regardless of the gender of the perceiver. It has also been that high levels of an individual's masculinity and femininity are related to attractiveness, regardless of the perceiver's sex (Grammer & Thornhill, 1994). Just as individuals can represent gender identity, so can products (Solomon, 2013), and this is discussed next as a base for brand personality gender.

3.4.2 Product Gender

Due to gender associations, sex-typed products exist which have masculine or feminine attributes relating the product to a male or female (Solomon, 2013; Till & Priluck, 2001). Therefore, product personalities can also endow a brand or product with a gender identity (Schiffman *et al.*, 2010), and is a frequent market phenomenon which can provide differentiation (Alreck, 1994). Consumers have been shown to classify products to gender, which represents product gendering. An example of this

is toothpaste being manly and soap being feminine (Schiffman *et al.*, 2010). Many products are, however, losing their gender typecasting. Hence, inherently male products such as cars are designed to be used by females (Parumasur & Roberts-Lobard, 2012). This trend is supported by the growing use of men's cosmetics (Souiden & Diagne, 2009) and the increased use of gender bending products (products designed for the opposite sex) (Azar, 2013). However, product gendering is still relevant (Fugate & Phillips, 2010), and it has been shown that males are more likely than females to purchase gender congruent products. Also, individuals who seek self-congruence also seek product gender congruence (Fugate & Phillips, 2010). Moreover, Generation Y individuals who are raised less traditionally are less likely to seek gender congruent product purchases (Fugate & Phillips, 2010). Additionally, product categories with high social risk could assign greater importance to product gender cues which are used by consumers to create correct presentation of themselves (Fugate & Phillips, 2010).

Men view possessions to be important due to pragmatic, instrumental, and self-relevant features (Dittmar, 1989). Similarly, women regard possessions to be important for the same reasons, including the symbolic interpersonal integration and emotional attachment possessions create (Dittmar, 1989). Women may readily accept products from the opposite gender or prefer products associated with their own gender, but gender congruent product choices that are in line with the sex roles are also preferred (Bellizzi & Laura, 1991; Alreck, Robert & Belch, 1982). Also, those who seek gender congruence from products are likely to seek gender cues in the marketing mix (Fugate & Phillips, 2010). Because product gendering can influence the degree of brand personality gender perceptions, its influence on the human gender schema is discussed next (Grohmann, 2009).

3.4.3 Anthropomorphism Created by Priming Human Gender Schema

Product-schema congruity is the successful anthropomorphism created through the match between the activated human schema in marketing communication or product features (Van den Hende & Mugge, 2014). Product gendering can also be referred to as gender anthropomorphism, and this is important as gender is central to the self-concept (Grohmann, 2009). Individuals prefer products described in gender terms congruent to the self over those who aren't (Worth *et al.*, 2006). Hence, it is shown that consumers have more positive product evaluations when human gender schema

is primed through a promotional message which is congruent with the consumer's gender (Van den Hende & Mugge, 2014). Consumers are subsequently more likely to see the product as human, even when no product-schema congruent product features exist (Van den Hende & Mugge, 2014). Because the product's role in priming human gender schema has been described, the next section investigates the brand's role in priming human gender schema.

3.4.4 Brand Personality Gender Definition and Nature

Brand personality gender is defined as "the set of human personality traits associated with masculinity and femininity applicable and relevant to brands" (Grohmann, 2009:106). Because scales measuring human personality failed to be replicated for brands, brand personality gender dimensions are expected to be different to human personality gender, which has triggered the development of the brand personality gender construct and scale (Grohmann, 2009; Caprara *et al.,* 2001). Thus, Grohmann (2009) has developed the masculine brand personality, feminine brand personality scale (MBP/FBP) scale to measure the masculine and feminine dimensions of brand personality, and tested this scale with multiple studies. Brand personality gender is considered to be a dimension of brand personality, and the masculine and feminine dimensions are considered to be orthogonal and independent, showing the bi-dimensionality of the construct (Azar, 2013).

Masculinity has been defined as the "set of masculine human personality traits associated with the masculinity applicable and relevant to brands" (Azar, 2013:503). Additional investigation of masculinity proves it is not a monolithic concept, but is multidimensional. Hence, masculinity is shown to have two major dimensions called male chauvinism and heroic. Four different types of brand masculinities have also been discovered, namely hegemonic (low on heroic and high on chauvinism), subaltern (low on both chauvinism and heroic), chivalrous (high heroism and low chauvinism), and emerging (high on both heroism and chauvinism) (Azar, 2013). Additional findings show that consumers ascribe masculine traits to both male and female brands, but not feminine traits to male brands (Azusienyte *et al.*, 2008). It was found that consumers prefer brands with clear genders regardless of their own gender (Azusienyte *et al.*, 2008), which indicates that consumer gender does not influence brand personality gender.

Brand personality gender has been shown to create higher levels of brand equity than brands that had less of it (Lieven *et al.*, 2014). Also, sex-typed stimuli were easier categorised than less sex-typed cues, which led to more positive associations, illustrating brand personality gender's power. Despite brand personality and brand personality gender's relations to brand equity, there has been little research on both concepts relations to one another. Grohmann (2009) shows that masculinity and femininity is distinct from Aaker's (1997) ruggedness and sophistication, but Maehle *et al.* (2011) suggest that masculinity is interrelated with ruggedness, and femininity with sophistication. The unique effects of brand personality gender on brand equity, compared to brand personality, have provided additional evidence for Aaker's (1997) gender dimensions and brand personality gender to be different (Lieven *et al.*, 2014). Additionally, it has been shown that androgynous brand personality gender created a negative effect on brand equity (Lieven *et al.*, 2014). It has also been shown that the effect of brand personality gender on brand equity does not differ depending on a participant's sex (Lieven *et al.*, 2014). This is an interesting finding as differences in brand personality formation abilities between consumer genders do exist (Lau & Phau, 2010).

3.4.5 Differences of Brand Personality Perceptions between Male and Female Consumers

Women possess lower thresholds for elaborate processing than men, which is more evident with low incongruent information to existing knowledge (Meyers-Levy & Maheswaran, 1991; Meyers-Levy & Sternthal, 1991). In accordance, it has been shown that women have a greater ability to create stronger brand personality and brand image fit (Lau & Phau, 2010). This is reflected in their ability to have greater sensitivity to recognise congruent brand image and personality dimensions (Lau & Phau, 2010). Also, the nature and effort of information processing influence the information processing strategy. Therefore, the brand personality evaluation which requires more processing effort, such as an item-specific strategy, has been shown to eliminate the difference in gender processing (Lau & Phau, 2010). Also, women view brand relationships to be created through dyadic interaction with the brand as an actor and the consumer as an actor, whereas men only view the brand as an actor (Monga, 2002). This finding illustrates that females easily think of a brand as relationship partner, where males don't. As brand personality plays a role in

relationship building, the differences in relationship partners between consumer genders could create differences in brand personality.

In order to understand the gender perceptions consumers perceive in communications, such as the communications stimuli, it is necessary to know the associations linked with gender identity. Because this study focused on the communication appeals effects on brand personality gender, the investigation of gender identity associations that could be prevalent in the appeals are critical and are discussed next. Subsequently, the differences in gender processing are also discussed to ensure the effectiveness of the stimuli.

3.4.6 Gender Theories and Gender Perception Development

Differences in gender perceptions could be captured in terms of socio-cultural, evolutionary theory, hormonal brain and the selectivity hypothesis (Meyers-Levy & Loken, 2014). In terms of socio-cultural theory, gender identity has emerged from division of labour and gender roles that were formed through socialisation and learned through reinforcement (Meyers-Levy & Loken, 2014). The previous phenomenon has created pressure to conform (Meyers-Levy & Loken, 2014). Evolutionary theory focuses on human biology development through environmental adaption. Hence, gender differences are proposed to stem from differences in risk taking. Risk taking differences could be explained by male hunting roles that promoted males' competencies and status to thereby attract a partner (Fischer & Mosquera, 2001), whereas females' child caring roles required speed and accuracy in recognising emotions (Hampson, Van Anders & Mullin, 2006). In terms of hormonal exposure, males are shown to be higher in testosterone levels, while estrogen levels are higher in females (Meyers-Levy & Loken, 2014). Males tend to be more efficient in the right hemisphere network, whereas females are more efficient in the left hemisphere network (Tian, Wang, Yan & He, 2011). Males have more lateralised hemispheres (functionally specialised) than females, and women exhibit more bilateral processing (Bourne, 2005), with greater connectivity between the two brain hemispheres. This finding represents greater neuropsychological multitasking abilities for females (Graf, 2013). The selectivity hypothesis is a scholarly developed theory and makes no claim in terms of the origins of gender differences. The selectivity hypothesis states that males and females employ difference strategies and thresholds for information processing. Hence, it states that females possess a lower

threshold to attain information and process data more comprehensively (Meyers-Levy & Sternhal, 1991). In contrast, males are more selective processors and rely more on low effort heuristics (Meyers-Levy & Sternhal, 1991). Therefore, it has been proposed that men perform item-specific processing (looking at individual attributes) and women perform relational processing (looking for interrelationships between message cues) (Kempf, Laczniak & Smith, 2006).

The contrast between gender identity differences is further illustrated by the fact that females depict greater levels of brand consciousness and sensitivity (Workman & Lee, 2013), whereas males demonstrate more materialistic values (Segal & Podoshen, 2013). This finding is proposed to be created by males' preference for power and females' preference for status (Hays, 2013). Moreover, males are typically independent, and females interdependent in their self-construal (Maddux & Brewe, 2005). More specifically, females favour relational interdependence through the formation of dyadic relationships, whereas males prefer collective-interdependence where connection involves membership to large groups (Maddux & Brewe, 2005). Hence, males are driven by self, agentic goals in decision-making, whereas women pursue communal concerns (Lee, Haley & Avery, 2010; Feiereisen, Broderick & Douglas, 2009). Therefore, female gender identity is represented by traits of emotionalism and expressiveness and male gender identity by independence and activity (Feiereisen *et al.*, 2009). Women are more emotional and emotionally orientated than men, have greater need for it (Lee *et al.*, 2010), express emotions more extremely, and being emotional is classified as feminine (Orth, Malkewitz & Bee, 2010). Also, females have more intense and frequent emotional experiences and are more attuned to emotional states (Fisher & Dubé, 2005). Thus, emotionality associations could capture feminine associations, and masculine associations could capture rational associations which could be transferred in the communication appeal BBT. In building on the selectivity hypothesis which states that males and females have different processing abilities (Meyers-Levy & Loken, 2014), the next section discusses how males and females differ in processing of adverts to determine gender differences in relation to the ad used in the stimuli.

3.4.6.1 Male and Female Differences in Advertising Processing

Male and females differ in advertising processing abilities. It is known that women are superior in reading non-verbal cues (Hall & Matsumoto, 2004) and accurately

inferring thoughts and feelings of others (Klein & Hodges, 2001). Hence, visually complex ads create more positive attitudes and purchase intention among females than among males (Putrevu, Tan & Lord, 2004). Also, males have been found to respond more favourably to simple ads, which focused on attributes and included antagonistic advert claims (Putrevu, 2004). Females are known to be more comprehensive processors and have greater sensitivity to particulars of relevant information when forming judgments (Lee *et al.*, 2010). Females are also more likely to encode more advert claims than males and elaborate more on those claims (Lee *et al.*, 2010). Males are more selective processors, and display superior affect and purchase intent towards simple attribute orientated adverts (Wolin, 2003). Males are also more objective and logical in processing orientation, versus women who are more subjective in processing advertisements (Wolin, 2003). Males conceptualise items in terms of physical attributes, whereas females use evaluative concepts (Lee *et al.*, 2010).

It has been shown that a transformational message strategy (emotional messages) increases women's behavioural intention more than an informational strategy (Lee *et al.*, 2010). For men, the informational message strategy is more effective to enhance behavioural intention (Lee *et al.*, 2010). In summary, findings indicate that males could process self-efficacy and behavioural intention rationally, where females could process it emotionally (Lee *et al.*, 2010). Thus, to avoid bias created by processing differences between genders in the research design, a combination of text and visuals such as photos are used in the study stimuli (see Section 6.6.7). The combination of long sentences and short powerful phrases, combined with visuals, are expected to be a favourable means of stimuli to both genders without creating dominance in favourable processing towards a specific gender. The elimination of bias is supported by a study which found that differences in gender processing disappear when brand personality evaluation occurs (Lau & Phau, 2010).

In this chapter, the major sections have explained brand personality and its appeal and gender dimensions to create detailed construct understanding. Building on Section 2.7 which shows means of creating brand equity, the next section explaines ways in which to create brand personality as an overview for selecting the BBTs used to build brand personality in Chapter 4.

3.5 BRAND PERSONALITY CREATION

To investigate brand personality malleability, the sources of creating brand personality are addressed next. Although limited research is available on the antecedents of brand personality, some sources have been identified. Accordingly, the following section illustrates the proposed brand personality drivers and the means of creating brand personality to understand how brand personality can be created.

3.5.1 Brand Personality Drivers

Brand personality is proposed to be influenced through a broad range of factors described in Table 3.1 (Aaker, 1996).

Table 3.1: Drivers of Brand Personality	
Product-Related Characteristics	**Non-Product-Related Characteristics**
Product Category	User Image
Package	Sponsorships
Price	Symbol
Attributes	Age
	Ad Style
	Country of Origin
	Company Image
	CEO
	Celebrity Endorsers

Source: Aaker. (1996).

Product-related characteristics are expected to be the primary drivers of brand personality, along with the influence of product class. In terms of non-product characteristics, user imagery which can be based on typical or idealised users can be a powerful driver because anthropomorphism could be easier due to human influence (Aaker, 1996). The age of the brand or its time in the market can create old or young associations (Aaker, 1996). Symbols can have very strong association influences, especially cartoon symbols which are designed to be consistent and do not age. The ad style or executional factors represent the manner of communication such as the ad tone, appeal, logo or typeface characteristics, the media outlet and place of ad in media (Hawkins & Mothersbaugh, 2010). The influence of celebrity endorsers is discussed in Chapter 4. Although this section has highlighted brand personality influencers proposed by Aaker (1996), the next section explaines the ways in which to create brand personality in greater detail.

3.5.2 Means of Brand Personality Creation

Although there are similarities between human and brand personality traits, differences appear in terms of formation (Aaker, 1997). Human traits are formed through observation of a person's behaviour, attitude, physical characteristics, beliefs or demographic characteristics (Aaker, 1997). In contrast, brand personality traits are created through direct and indirect brand interactions (Evans, Jamal & Foxall, 2009; Aaker, 1997). Brand personality can also be viewed as being created by observations of brand actions (Evans *et al.*, 2009), similar to an individual judging human behaviour. Similarly, the relationship-based brand personality approach states that consumers develop trait inferences, based on behavioural observations of a brand, with the brand's capacity to be a meaningful, active and contributing dyadic partner (Evans *et al.*, 2009; Fournier, 1998).

Through categorisation theory it is proposed that brand personality formation can occur due to images associated with other stimuli that possess desired traits (Wee, 2004). It is argued that brand images associated with brand users, celebrity endorsers, user imagery, employees or company CEO are transferred to brands directly, creating brand personalities (Evans *et al.*, 2009; Aaker, 1997; McCracken, 1989; McCracken, 1988; Levy, 1959). Levy (1959) shows that brand personality contains demographics such as gender, social class and age, which can be directly influenced by the image of brand users (typical or idealised), spokesperson/ endorser, employees or indirectly through product attributes (Lin, 2010). Personality traits of the brand can also be created indirectly through marketing efforts such as advertising styles, brand names, logos or product-related associations, attributes or features, price, distribution channel or demographic characteristics (gender or social class) (Huang *et al.*, 2012; Evans *et al.*, 2009; Heslop, Cray & Armenakyan, 2009; Parker, 2009; Aaker & Fournier, 1995; Batra *et al.*, 1993). Other sources of brand personality that have been acknowledged include the managing director, typical brand user, product experience, product category, retail stores, country of origin, a company's moral values (Maehle & Supphellen, 2008) or the brand manufacturer (Hayes *et al.*, 2008). Moreover, research has shown that the use of metaphors (regardless of pictorial or verbal form) could influence brand personality perceptions (Ang & Lim, 2006). This is because brand with metaphors are perceived to be more exciting and sophisticated, but less sincere and competent (Ang & Lim, 2006).

The current study adopted a combination of direct and indirect brand personality influencers (BBTs) for greater explanatory value of the effects influencing brand personality. Thus, the direct effect of celebrity gender, and indirect effect of communication appeal and product involvement, have been selected to be tested on brand personality and consumer responses, which are discussed in the next chapter.

3.6 SUMMARY AND CONCLUSION

This chapter discussed brand personality, its appeal and gender dimensions and the means with which to create brand personality. In providing an overview of human personality for brand personality, various human personality approaches were discussed from which personality was accepted to be dependent on the context, which includes an individual's psychological state and the external environment. Various personality theories were discussed, from which trait theories consist of single and multi-trait theories. Brand personality is represented by multi-trait theories, and the big five model and Jung's typology provided an overview of human personality structure for brand personality structure. In showing how a brand creates meaning as a framework for brand personality meaning creation, brand meaning was found to be created through social negation and validation in culture, and the self-expressive role of the brand.

Anthropomorphism is the degree to which individuals attribute human characteristics to inhuman objects, such as products, whereas brand personality represents the human characteristics associated with the brand. Brand personality can exist for any product (high or low involvement), plays roles in both high and low involvement and is enhanced when it is socially visible. Importantly, brand personality dimensions can vary in functionalism, symbolism or experientialism (Aaker, 1996) and can create self-expression, consumer-brand relationships or cue the functional benefits (Aaker, 1996). Brand personality is distinct from product or product category personality, but can be influenced by them. Likewise, brand personality is distinct from user imagery. Both brand and human personality is proposed to be malleable, as one can influence the other.

Aaker's (1997) brand personality five factor framework is stated to be of lexical approach, which makes it subject to criticism in relation to other models. Therefore, limitations have emerged, such as category confusion, domain adjustment and descriptor selection problems, and questions such as whether brand personality is

seen as a fully human entity or whether the concept is used literally or figuratively. The broad brand personality definition is proposed to create conceptual scope ambiguity of what traits are included, such as gender. In light of these problems, movement to richer circumplex models have been proposed, but these models lack power to explain trait variety in relation to the big five human dimensions. Aaker's (1997) brand personality scale has limitations, but despite the limitations and propositions of new scales, the scale is a valid measurement instrument across cultures. The similarity between human and brand personality was found to influence consumer behaviour, and human personality influenced brand personality preferences and brand relationship ability. In contrast, brand personality was found to influence various attitudinal constructs.

The new brand personality dimension of brand personality appeal was found to have dimensions of clarity, favourability, and originality that vary in their ability to influence purchase intention. To create an understanding of the new brand personality dimension of brand personality gender, sex, gender roles, and product gender were discussed to explain gender identity which is core to brand personality gender. Brand personality gender was found to be created through anthropomorphism, which is created by the priming of human gender schema. Brand personality gender was defined similarly to brand personality, was shown to create brand equity and to be distinct from Aaker's (1997) sophistication and ruggedness gender related dimensions. In understanding differences of brand personality perceptions between male and female consumers it was found that women have a greater ability to create stronger brand personality fit. Moreover, discussions of gender perceptions to explain gender associations in stimuli illustrated that men are likely to be associated with rationality and women with emotionality, and that both genders process adverts differently.

Brand personality can be created by various product-related and non-product related drivers as well as various associations that can create direct or indirect effects on brand personality, of which marketing communications forms a big part. As the current chapter discusses brand personality and the ways in which to create it, the next chapter focuses on the brand personality influencers investigated in the current study.

CHAPTER 4

BRAND PERSONALITY INFLUENCERS

4.1 INTRODUCTION

The previous chapter discussed brand personality, its dimensions and how it could be created. Accordingly, the BBTs used to test brand personality creation were selected. Therefore, the current chapter elaborates on the BBTs of celebrity endorsement, communication appeal and product involvement as a means of building brand personality as well as consumer responses. The first of the BBTs, namely the celebrity endorsement concept, is explained to create an overview thereof to ensure effective manipulation. Accordingly, factors influencing celebrity endorsement and models of celebrity endorsement strategy are discussed to ensure correct celebrity selection to ensure stimuli effectiveness. Celebrity endorsement's brand building power is explained by the transfer of meaning between the celebrity and the brand, which explains the brand building effects which are investigated. To ensure effective stimuli, the effects mediating and moderating endorsement, including celebrity gender perceptions, are investigated.

In explaining the second BBT, namely marketing communication, the communication approach and its operationalisation in terms of message strategy and execution styles are elaborated on. To explain the BBT's power through knowledge creation, communication dynamics and the brand personality communication model are discussed. By using framing theory, the use of a rational and emotional appeal to operationalise the communication BBT is shown. Subsequently, the appeals are discussed and their distinct brand building routes are explained to show their brand building abilities.

To create an understanding of the third BBT of product involvement and ensure its effective manipulation, involvement as a broad concept is explained in terms of its origins and conceptualisations. Accordingly, more specific means of consumer involvement and brand involvement are explained. Product involvement is explained along with its influencing factors to create an understanding of the construct. To operationalise product involvement effectively, utilitarian and hedonic product classifications are discussed and the means of creating the high and low involvement

manipulation is explained. Lastly, the effects of this manipulation on consumer processing is explained through use of the elaboration likelihood model.

4.2 CELEBRITY ENDORSEMENT

The easiest way to create brand anthropomorphism (Delbaere, McQuarrie & Phillips, 2011) or personality is to use a brand spokesperson or figurehead (real or symbolic) (Kapferer, 2012). This was found to be true for moderate social visibility products (Hayes *et al.*, 2008). Celebrity endorsement can be used as a strategy to build a brand and break through clutter (Muda, Musa & Putit, 2012) and it can be an effective differentiator in a mature market (Erdogan, 1999). Celebrities themselves can represent brands, creating complexity in the associations transferred (Halonen-Knight & Hurmerinta, 2010), which substantiates the importance for understanding the concept in great detail. Celebrity endorsement can be used to market both low and high involvement products (Kapferer, 2012; Keel & Nataraajan, 2012; Lin, 2011; Erdogan, 1999) which supports the current study's research design. Because of the shift from functional to emotional communication in advertising practise, more pressure resides in the personality and endorser's public image (Codrin, 2010), substantiating the investigation thereof.

Accordingly, in the following section, the celebrity endorsement concept is explained. Celebrity endorsement's influence on consumer behaviour is demonstrated to substantiate its investigation, and endorsement types are discussed to highlight the current study's endorsement approach. Factors influencing endorsement effectiveness are analysed to ensure stimuli effectiveness. For the same reason, models in selecting the appropriate endorser are analysed, including mediating or moderating effects as well as celebrity gender perceptions. The meaning transfer model is investigated as a tool to explain the influence of celebrity gender on the brand personality.

4.2.1 Celebrity Endorsement Introduced

Celebrity endorsement has a longstanding existence dating from the nineteenth century (Erdogan, 1999) and is defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (Erdogan, 1999:293). This definition highlights explicit, implicit, imperative and co-present modes of endorsement (McCracken,

1989). The explicit mode refers to what the endorser explicitly states, and the implicit mode to what is implied, such as the endorsement of using the product. The imperative mode refers to the endorser's call for adoption and the co-present mode refers to the celebrity merely appearing with the product (McCracken, 1989). A celebrity endorser can assume a central or peripheral role in an advertisement; however, Kim, Lee and Richards (2009) have proposed than in low involvement conditions, the celebrity endorser would enhance advert interest, and when high, this would detract from message processing. Similarly, it has been proposed that in order to enhance the awareness of low involvement categories, celebrity endorsement could be used, whereas strong arguments are needed to increase the awareness in the case of high involvement categories (Punyatoya, 2011).

The advantages of using celebrity endorsement include its ability to increase attention, shape product image and enable entering of foreign markets. However, celebrity endorsement brings the disadvantages of negative possible feedback effects on products or brands, overshadowing (eclipse) of the brand presented in the ad, and celebrity controversy. Other disadvantages include the decrease in target audiences' receptivity because of consumer knowledge or celebrity overexposure to multiple products which diffuses their uniqueness (Belch *et al.*, 2012; Erdogan, 1999). To create conceptual clarity for celebrity endorsement's influence on consumer behaviour or responses and justify its investigation, its effects are investigated next.

4.2.1.1 Celebrity Endorsement Effectiveness and Influence

Celebrity endorsers are more effective in creating desirable outcomes than non-celebrity endorsers (Yonnopoulos, 2012; Erdogan, 1999). The effectiveness of celebrity endorsement has been proven, albeit with mixed results due to the small impacts often measured on behavioural constructs (Atkin & Block, 1983). Thus, although celebrity endorsement is not always effective in creating behaviour intentions such as willingness to buy (Roozen & Claeys, 2010; Zahaf & Anderson, 2008), it does increase product image favourability (Atkin & Block, 1983) and positively affects stock returns (Ding, Molchanov & Stork, 2011; Argawal & Kamakura, 1995). Celebrity endorsement also produces favourable brand attitudes, and perceived credibility plays a big role in celebrity endorser effectiveness (Ferle & Choi, 2005). In addition, it has been found that celebrity endorsers create advert

attention and involvement (Stafford, Spears & Hsu, 2003) and can influence perceived value (Chi, Yeh & Tsai, 2011). Moreover, it is known that consumer identification with a celebrity endorser produces credibility, which enhances purchase intention (Tran, 2013). Celebrity endorser credibility has been shown to be directly positively related to brand credibility and indirectly to brand equity, which is moderated by brand credibility (Spry, Pappu & Cornwell, 2011). Thus, celebrity endorsement credibility is shown to generate favourable brand and advertisement attitudes and purchase intention (Aziz, Ghani & Niazi, 2013). Strong celebrity attachment leads to favourable brand and advertisement attitudes (Ilicic & Webster, 2011). It is known that celebrity endorsement, rational and emotional appeal and advertising effect positively influence purchase intention (Wang *et al.*, 2012).

Celebrity images bring credibility to advertisements (Choi & Rifon, 2007), but can also trigger scepticism if negative information is associated with the celebrity (Bailey, 2007). Moreover, in using a spokesperson in defence of the brand in relation to negative information, it has been shown that when a personality and negative information are not aligned, there are no negative effects on brand attitude and trust when the spokesperson or logo is presented. In contrast, negative effects have occurred when there is personality-information alignment (Folse, Burton & Netemeyer, 2013). Celebrities with strong parasocial interaction (a one-sided relationship between the celebrity and consumer, where the celebrity is unaware of the relationship effort the consumer makes and that makes up the consumer persona) can enhance marketing effectiveness through attitudes and attachment (Nasim, Muzaffar & Shoaib, 2014). Moreover, parasocial interaction moderates the relationship between the brand's profile and a controversial celebrity profile (Nasim *et al.*, 2014), influencing endorsement effectiveness as favourable brand attitudes could be enhanced. Interestingly, celebrity endorsement has been shown to have greater presence on children than adults (Ferle & Choi, 2005). To create a greater understanding of celebrity endorsement effectiveness and show the current study's celebrity endorsement approach, the different types of endorsement are discussed next.

4.2.1.2 Celebrity Endorsement Types

A spokesperson can be either created or real (Tom *et al.*, 1992), with real including CEOs, customers, employees and any kind of celebrity such as a sport or film star

(Fleck, Michel & Zeiton, 2014). Traditionally, spokespersons used are either experts or celebrities, with the former being perceived as having more product knowledge, and the latter more celebrity appeal (Lin, 2011). The current study uses celebrity endorsement as a form of spokesperson to obtain greater insight into association transfer dynamics. Celebrity endorsers can be used as a testimonial, endorsement, actor or spokesperson (Khatri, 2006), with spokesperson referring to a greater and longer-term use of celebrity in communications. The source or message communicator can be used in a direct way to deliver the message, or in an indirect way to draw ad attention (Belch *et al.*, 2012). In addition, both two- and one-sided celebrity endorsements exist (Kamins, Brand, Hoeke & Moe, 1989). A two-sided celebrity endorsement represents the positive and negative aspects about the endorsed product or brand being in communication, whereas a one-sided endorsement only communicates positive benefits (Kamins *et al.*, 1989). The current study adopted the one-sided approach, because a positive valence approach was adopted to determine consumer behaviour dynamics (see Section 6.6.5).

Spokescharacters are defined as the visual images symbolically portraying brand attributes, benefits or personality (Folse *et al.*, 2012). An example of these is a fictitious spokescharacter which has the power to create brand equity by portraying personality characteristics (Folse *et al.*, 2012), namely the Duracell Bunny. In terms of spokescharacters it has been shown that personality characteristics such as excitement and sincerity directly and indirectly affect brand attitude, brand trust and WPPP (Folse *et al.*, 2012). Moreover, sincerity has had a greater positive relation to brand trust than excitement. It is also possible to manipulate one dominant personality trait. Hence, it has been found that a sincere spokesperson generates more favourable outcomes in terms of brand trust, brand attitude and WPPP than a competent spokescharacter (Folse *et al.*, 2012).

A created spokesperson or spokescharacter enables greater tailoring to the product and freedom to design a custom persona. In contrast with this, celebrity endorsement is selected to be appropriately matched with the brand (Tom *et al.*, 1992). Although congruency between the celebrity and the brand has been recognised as an important concept in celebrity endorsement, the concept of moderate celebrity incongruence has been shown to create more favourable consumer behaviour than a congruent matchup (Törn, 2012). This evidence points to the effectiveness of celebrity endorsement over that of created spokespersons, with the first of these

being a slightly more effective method of capturing consumer attention. The evidence also substantiates using celebrity endorsement over spokespersons in creating greater changes in brand personality in the current study. In a South African context it has been shown that celebrity endorsers are more attractive and credible, but not more trustworthy than created endorsers (Van der Waldt, Van Loggerenberg & Wehmeyer, 2009). Research has found that for low involvement product categories, the use of multiple celebrity endorsers has greater an effect on attitude towards the ad, brand and purchase intention. For high involvement product categories, single versus multiple endorsers does not matter (Saleem, 2007). The current study adopted a single celebrity endorser approach (see Section 6.6.2). Celebrities could be national or international (Solomon, 2013), of which the latter approach was adopted by this study (see Section 6.6.2). To ensure stimuli effectiveness, factors which can influence celebrity endorsement are investigated next.

4.2.1.3 Factors Influencing Endorsement Effectiveness

The major factors influencing celebrity endorsement effectiveness include the celebrity (source) characteristics, communication message, advertising channel and recipient characteristics (Erfgen, 2011). A celebrity endorser's power to influence consumer behaviour could be explained by the three basic source characteristics of credibility, attractiveness and power (Belch *et al.*, 2012). The ability to influence the audience lies in the power of the celebrity to be an opinion leader, which can include expert, referent, coercive, reward and legitimate power (Tom *et al.*, 1992). Expert power lies in the audiences' perception of the endorser having knowledge of the product, whereas referent power refers to the social power when the audience aspires towards and identifies with the celebrity. Legitimate power refers to an audience's perception of appeal legitimacy, whereas coercive power refers to dictating power. Reward power refers to the ability to reward consumers (Tom *et al.*, 1992). Therefore, the source must be able to communicate power to consumers to create perceived concern to conform (Belch *et al.*, 2012).

Attitudes towards celebrities in advertisements are also influenced through the general attitude towards advertising, shallowness (speciality of character) and compartmentalisation (appealing to a specific target audience) (Spears, Royne & Steenburg, 2013). Additional influencing factors include balance theory and halo effect (Peng, Bo & Hong-wei, 2010). Balance theory states that when a person likes

a celebrity and that celebrity likes the product, the consumer will like the product as well. Halo theory is cognitive bias created when previous traits influence the other traits. More specifically, a form of halo theory is correspondence bias which is the bias stmming from relying on a person's dispositions (Kim, 2012), which has been shown to occur when there is a celeb-product mismatch. Spokesperson ethnicity also influences endorsement effectiveness as it has been found that members of minority groups find an ethnically congruent spokesperson more trustworthy (Deshpandé & Stayman, 1994).

Consumers use both physical appearance and spontaneous impression of the source's personality (traits) in judgements (Brumbaugh, 1993). An example is women viewing a model's competence and men a model's friendliness by judging clothing (Brumbaugh, 1993). The endorsement effectiveness is created by the use of the endorser (such as endorser attractiveness) and message delivery. Endorser attributes include similarity to consumer, likableness, familiarity, credibility, expertise or trustworthiness (Fleck *et al.*, 2014) which could be explained by strategic models used to select endorsers, which are explained next (Fleck *et al.*, 2014).

4.2.2 Models on Celebrity Endorsement Strategy and Meaning Transfer Models

To ensure the correct selection of the most appropriate celebrity for endorsement and to ensure celebrity stimuli effectiveness, various endorsement models are analysed next. The influence of user imagery in an advertising context can be explained through the source credibility model, the source attractiveness model, the product matchup hypothesis and the meaning transfer model (Erdogan, 1999). Thus, the models state that various aspects influence advert effectiveness. These models are analysed because they are core models used in celebrity selection recognised by various authors (Erdogan, 1999; Priester & Petty, 2003).

4.2.2.1 The Source Credibility Model

When selecting a celebrity for endorsement it is necessary to select one with the right source characteristics (Tran, 2013). The source characteristics are described through the source credibility model and the model mentioned thereafter, namely the source attractiveness model, mentioned thereafter (see Section 4.2.2.2) (Tran, 2013). These two models use social influence or source effect theory, which states that the communication source influences message receptivity (Wilson & Sherrel, 1993).

According to the source credibility model, message effectiveness depends on endorser expertise or trustworthiness (Dholakia & Sternthal, 1977). Three additional sources that create celebrity attitude adoption are compliance, identification and internalisation (Kamins, 1989), which are respectively explained by the various models. Credible (expert) sources are proposed to influence consumer behaviour through internalisation, which is the acceptance of source influence.

Trustworthiness refers to endorser honesty, integrity, believability or the perceived willingness of the source to make valid and honest assumptions. Trustworthiness is a major factor as it influences trust through likability (Erdogan, 1999). Source trustworthiness influences elaboration as low trustworthiness creates greater product-related elaboration than when source trustworthiness is high (Priester & Petty, 2003). Also, because trustworthiness acts as a cue to reduce message elaboration, untrustworthy endorser attitudes are recognised faster (Priester & Petty, 2003). Expertise is the degree to which a communicator is perceived to be a valid source of proclamation (McCracken, 1989). Expert celebrities are those who are perceived to have more 'expert' knowledge than those with less expertise, are therefore more persuasive and increase purchase intention (Keel & Nataraajan, 2012; Ohanian, 1991). Similarly, celebrity spokespersons have been shown to create more attitudinal favourability than experts (Lin, 2011). All three credibility dimensions (expertise, trustworthy and attractiveness) have been found to be positively related to purchase intention (Pornpitakpan, 2004). The source credibility model is limited, as individuals with positive predisposition towards a message can be persuaded more by a low than high credibility source (Erdogan, 1999). In contrast, individuals with a negative predisposition will be more easily persuaded by a highly credible source than a less credible one (Keel & Nataraajan, 2012; Erdogan, 1999). Also, the sleeper effect states that a low-crediblity source can become more persuasive as time elapses (Belch *et al.*, 2012). Therefore, to improve on the previous limitations, the use of the source attractiveness model was proposed by Erdogan (1999).

4.2.2.2 The Source Attractiveness Model

The source attractiveness model states that celebrity status or physical appeal influence beliefs or purchase intentions (Debevec & Kernan, 1984; Friedman, Termini & Washington, 1976). Accordingly, message effectiveness depends on endorser familiarity, similarity and likability. Familiarity is the knowledge of the source, whereas

similarity is the "resemblance between the source and the receiver of the message" (Erdogan, 1999:299), and likability is the affection created by physical appearance or behaviour. Physical attractiveness works through identification, in the process of which an attractive source is accepted because of the desire to identify with the endorser, which creates favourable brand attitudes (Cohen & Golden, 1972). Source attractiveness plays a role regardless of high and low involvement conditions (Petty & Cacioppo, 1981). Moreover, attractive celebrities create more product liking, recall and purchase intent than unattractive ones (Kahle & Homer, 1985). For an attractiveness related product, an attractive celebrity enhances spokesperson credibility, as well as advert attitude (Kamins, 1990). In addition, attractiveness is proposed to be multidimensional and product dependent (Muda *et al.*, 2012). However, attractiveness and gender have provided mixed results (Erdogan, 1999). To complement the previous models, research suggests the use of the product matchup hypothesis (Erdogan, 1999).

4.2.2.3 The Product Matchup Hypothesis

The product matchup hypothesis states that the perceived celebrity-brand or celebrity-product fit will increase celebrity and advertisement persuasiveness (Keel & Nataraajan, 2012). Also, the perceived celebrity-brand or celebrity-product fit will enhance consumers' responses, such as their attitude towards the advert, attitude towards the brand, and purchase intention (Kamins & Gupta, 1994; Misra & Beatty, 1990). The celebrity and product fit are important (Hsu & McDonald, 2002), especially with complex technology products (high involving), but also for utilitarian products (low involving) (Walker *et al.*, 1992). 'Fit' or belongingness refers to the notion that it is generally easier to create associative links between stimuli when the stimuli are similar or related in some manner (Geuens *et al.*, 2011). The lack of matchup effect can lead to perceptions of celebrities being paid off or of the vampire effect, where only the celebrity is remembered (Byrne, Whitehead & Breen, 2003). Reverse transfer effects also occur, whereby the matchup enhances the celebrity endorser's attractiveness and believability (Kamins & Gupta, 1994). In addition to the product matchup hypothesis, other forms of matchup also exist, which are investigated to ensure the effectiveness of the stimuli, because the matchups influence the endorser effectiveness (Erdogan, 1999).

4.2.2.3.1 Matchup Effects between the Celebrity, Brand, Product and Consumer

The types of matchup that exist are between the celebrity and the brand, the product, and the consumer. The matchup between celebrity and brand enhances recall and transfers affect from spokesperson to the brand, thereby increasing brand affect (Misra & Beatty, 1990). In contrast, matchup incongruity between the brand and celebrity endorsers has been shown to improve communication by creating longer ad viewing times, stronger brand attitudes, brand interest, purchase intentions and positive word of mouth (WOM) communication (Törn, 2012). The congruence between celebrity and brand is as important as attitude towards the celebrity (likability) when pre-attitudes are considered (Fleck, Korchia & Roy, 2012). Congruence between brand, celebrity and celebrity likability had an impact on predisposition towards the ad, influenced brand beliefs and purchase intention (Fleck *et al.*, 2012). It has been shown that brand promotion is best enhanced through congruence between brand and the endorser's personality (Farhat & Khan, 2011).

The product-spokesperson congruence creates greater spokesperson believability, attractiveness and favourable product attitude (Kamins & Gupta, 1994). Celebrity-product value congruence, which is the congruence between consumers' perceptions of the celebrity and product values, creates favourable attitudes towards the brand, advert, purchase intention and likeliness to recommend (Atay, 2011). Out of attractiveness and expertise, expertise was found to be most important in terms of product-endorser matchup (Till & Busler, 1998), with similar results being found, hinting to the justification of expertise as being more related to fit (Till & Busler, 2000). The match of muscularity between the celebrity and product has been shown to enhance perceptions of endorser expertise (Lync & Schuler, 1994). Also, celebrity-product congruency can affect the attitude towards an advert (Choi & Rifon, 2012).

By accommodating matchup with the user, it has been shown that user-brand and brand-celebrity personality congruence had a significant impact on brand attitude and purchase intention, where celebrity-user congruence did not (Pradhan, Duraipandian & Sethi, 2014). Moreover, brand attitude mediated the impacts. In terms of celebrity-consumer congruence, it has been shown that when consumers perceive the celebrity endorser to possess an image close to the ideal self-image, the consumer is more likely to perceive the advertisement more favourably and have greater purchase intentions (Choi & Rifon, 2012). Moreover, endorsers with demographics

characteristics congruent to consumers are perceived to be more credible (Schiffman *et al.*, 2010). Other criteria for endorser selection are also investigated to address all aspects that could influence stimuli effectiveness (Choi & Rifon, 2007).

4.2.2.3.2 Additional Criteria for Endorser Selection

Going beyond credibility, it has been illustrated that celebrities contain personality dimensions of genuineness, competence, excitement and sociability, which resemble the brand personality dimensions, but must be noted as this could influence consumer behaviour (Choi & Rifon, 2007). Moreover, attractiveness, reliability and professionality (the field of specialty) influence consumer attitude (Peng *et al.*, 2010). The TEARS model represents celebrity endorsement effectiveness in the five attributes of trustworthiness, expertise, attractiveness, respect and similarity (similarity representing the match between celebrity and target audience) (Shimp, 2010). Additional criteria for appropriate celebrity selection include celebrity and audience matchup, cost considerations, and ease of working with celebrity (Shimp, 2010). Also, irrelevant information could dilute consumer beliefs and purchase intentions between the celebrity and the brand (Illic & Webster, 2013). The effectiveness of endorsement in relation to brand familiarity could be explained by conditioned stimulus pre-exposure, which refers to the "difficulty in conditioning a response to a familiar stimulus" (Geuens *et al.*, 2011:404). Conditioned stimulus pre-exposure states that brands less familiar to consumers will benefit more from positive association with a celebrity endorser.

It is known that consumers can distinguish between professional-related and product expertise (Siemens, Smith, Fisher & Jensen, 2008). Moreover, product congruency between product experience and endorser profession increased perceived credibility (Siemens *et al.*, 2008). In contrast, when endorsing an incongruent product, the endorser's perceived job and product related knowledge decreased (Siemens *et al.*, 2008). For adults, celebrity endorsers' expertise and trustworthiness are the primary drivers of informational processing, whilst attractiveness is the main driver for transformational processing (the processing of transformational motives such as enhancing the consumer's sensory, mental or social state)(Lord & Putrevu, 2009). The discrimination between attractiveness, trustworthiness and expertise disappeared for teenagers. The source credibility, attractiveness and product matchup hypothesis models are limited in the dimensions (associations) transferred

(Erdogan, 1999). Hence, to create an understanding of the dynamics of meaning transfer that the current study investigated, the meaning transfer model is analysed next because it signifies any image transfer (Erdogan, 1999).

4.2.2.4 The Meaning Transfer Model

Meaning transfer can be explained by the meaning transfer model. The meaning transfer model consists of three stages that illustrate cultural meaning movement from the celebrity to the consumer (McCracken, 1989). The first stage represents the formation of celebrity image, the second the meaning transfer to the product and the third the transfer to consumers. Gender association as a meaning transfer was investigated in the current study. In the first stage, celebrity endorsers' cultural meaning is created through their public roles, whether this be status, class, gender, age, lifestyle or personality (Erdogan, 1999). The second stage shapes the product personality (or brands), and the third stage represents the symbolic meaning consumers transfer to themselves, which is accomplished through ownership (McCracken, 1989). The meaning transfer process is known as classical conditioning or associative learning (Grossman, 1997). An exploratory study determining celebrity gender meaning transfer to brands has shown that transfer of symbolic meanings to products differ for male and female celebrity endorsers (Langmeyer, 1991). Moreover, the meaning transfer depends on the unique celebrity associations (Langmeyer, 1991).

In terms of cognitive dynamics, the meaning transfer occurs through means of evaluative conditioning (Miller & Allen, 2012). Evaluative conditioning states that if the celebrity is the unconditioned stimulus (US), systematic paring of the US with the brand or conditioned stimulus will influence brand attitude. Evaluative conditioning (a form of classical conditioning) therefore represents a change in liking created by pairing of stimuli, and is similar to studies with propositional or semantic content transfer between stimuli with minimal processing (Dimofte & Yalch, 2011; Galli & Gorn, 2011). Furthermore, it is possible to create positive brand attitude by simply pairing a well-liked celebrity with a brand (Till, Stanley & Priluck, 2008). Also, the matchup effect between the celebrity and product creates stronger classical conditioning than when a poor matchup exists (Till *et al.*, 2008). In addition, conditioned brand attitudes are more resistant to extinction (Till *et al.*, 2008). The brand association leveraging ability is influenced by the consumer's knowledge of the

entity, the entity representing meaningful knowledge, and the transferability of knowledge (Keller, 2003). Accordingly, the transferability of brand knowledge between the celebrity and the brand is focused on next as a base for understanding transfer effects observed in the study results.

4.2.3 Meaning Transfer between Celebrities and Brands

Halonen-Knight and Hurmerinta (2010) argue that celebrity endorsement should be seen as a brand alliance because brand meaning and values can transfer between either partner. The strength of the celebrity endorsement is based in linked associations creating brand equity, and the linking or repeated pairing of the two associations enables associative learning to thereby build associative networks (Halonen-Knight & Hurmerinta, 2010; Silvera & Benedikte, 2004). The transfer effect has been shown, whereby the celebrity personality changed the brand personality (Roy & Moorthi, 2012), supporting McCracken's (1989) meaning transfer model, with the effect found in the case of a watch (Ang *et al.*, 2006). The personality consumers perceive the endorser to have is important as it influences attitudes and perceived suitability (Bekk & Spörrle, 2010). When there is good fit (between celebrity and product), the personality transfer has a greater chance of occuring and being positive. In contrast, poor fit will decrease chances of personality transfer, in addition to the transfer being negative (Ang *et al.*, 2007). Also, it is proposed that celebrity endorsement might not be valuable with regards to products with a strong brand personality (Ang *et al.*, 2007). This is because the celebrity will not be able to change the personality due to ceiling effects, regardless of image-fit (Ang *et al.*, 2007). In another case, the image fit (between celebrity and brand) does not affect the meaning transfer from celebrity to the brand and is proposed to be a hygienic factor in advertising (Leschnikowski, Schweizer & Drenger, 2006). Also, negative associations are more likely to transfer from celebrity to a brand (Campbell & Warren, 2012).

In Debevec and Iyer's (1986) study it was shown that spokesperson gender can influence the product gender image, and that it is an effective cue for changing the gender image for masculine or feminine products, but not for gender neutral products. Moreover, respondents' attitudes and usage intention were more favourable when the product and spokesperson's gender differed than when they matched (Debevec & Iyer, 1986).

In contrast, a reverse image transfer from the product can transfer positively or negatively to the celebrity endorser (Charbonneau & Garland, 2010). It has been shown that a poorly perceived brand can also influence the attractiveness and trustworthiness of the celebrity negatively, and this does not allow positive brand traits to enhance celebrity image (Doss, 2011). Spontaneous trait transference (STT) occurs when perceivers "attribute traits to informants based on behaviours they describe" and results from associative processing (Carlston & Skowronski, 2005:884). Based on STT theory, it has been shown that endorsers' attributes can be influenced by the products endorsed, with the brand-based inferences occurring spontaneously (Arsena, Silvera & Pandelaere, 2014). Hence, consumers can spontaneously and effortlessly infer and transfer traits to objects in close proximity. Also, the brand trait transference effect (BTT) (the transfer of product brand associations to endorser) is weakened when there are strong pre-existing traits associated with the communicator, which negates the BTT effect to conflicting traits in products (Arsena *et al.*, 2014). Moreover, gender identity congruity (between the ad and consumer gender) is shown to create positive consumer responses to advertising appeals and is mediated by advertising involvement (Feiereisen *et al.*, 2009). Regardless of consumer gender, negative information influences both celebrity and sponsor brand across measures such as decreased product interest and attitudes (Edwards & La Ferle, 2009). Results in the case of car brands and artists indicate that a positive endorser image can benefit a negative brand image (Yang, Lo & Wang, 2011). Also, a negative endorser image can be weakened by a positive brand image (Yang *et al.*, 2011). To create an understanding of all the aspects that could influence the meaning transfer between celebrities and brands and avoid measurement bias, the effects mediating and moderating the association transfer effects are investigated next (Zikmund & Babin, 2010).

4.2.4 Endorsement Mediating and Moderating Effects

The associations transfer between the celebrity and the brand could be influenced by effects created by mediating or moderating variables. A mediating variable is one that comes between other variables such as the independent and dependent variables to show the process through which variables influence each other (Zikmund *et al.*, 2010). A moderating variable is a variable that delineates how a relationship of interest (ex. between independent and depend variables) changes during different conditions (Zikmund *et al.*, 2010). The mediating and moderating variables are

discussed to ensure the effect observed on brand personality is created by the independent variables. The endorsement effectiveness could be mediated by the change in celebrity awareness. When celebrity awareness decreased from high to low, brand awareness had a positive transfer effect on the brand, but when endorsements change from low to high, brand awareness had a negative transfer effect (Yang *et al.*, 2011). This effect was controlled for in the current study by monitoring the level of celebrity familiarity in the main experiment (see Section 6.4.4.3).

Consumer characteristics of agreeableness, openness and partially conscientiousness moderate consumer attitudes towards celebrity endorsers (Roy, Jain & Rana, 2013). The medium credibility also plays a role in endorsement effectiveness (Schiffman *et al.*, 2010). Also, the phonetic fit between the spokesperson and product can enhance spokesperson credibility, irrespective of whether the celebrity is visually represented in the ad (Baxter, Ilicic & Kulczynski, 2014). When message comprehension is low, spokesperson credibility is the major source of product attitude formation, but when it is high, the spokespersons expertise effect is less (Schiffman *et al.*, 2010). In addition, thinner models also enable greater purchase intention (Westover & Randle, 2009). Furthermore, it has been shown that for high technology products non-innovators are influenced to a greater extent by endorser expertise than innovators are (Lafferty, Goldsmith & Flynn, 2005). The use of endorsement in a low involvement technology products has been effectively validated (Freiden, 1982). This finding supported the current study's notion of using a celebrity endorser in influencing a low involvement technology product, without creating bias effects through the stimulus. To maximise the effectiveness of the celebrity gender stimulus and avoid the creation of bias, the celebrity gender perceptions in advertising are investigated next, along with the respondent gender differences in relation to the celebrity gender.

4.2.5 Celebrity-Consumer Gender Congruence Effects and Celebrity Gender Perceptions

To explore other factors that could influence the stimuli, gender-related factors that could influence consumer behaviour are investigated in this section. Therefore, the gender congruence between the celebrity and the consumer is investigated, along with the influence of the celebrity's perceived gender on consumer behaviour.

In advertising research, the celebrity gender difference in consumer perceptions has had mixed results. Similar mixed results were found with the respondent gender congruency in relation to celebrity gender. A study investigating gender in advertising (experimental study testing the gender effect) found that women respond more favourably to an advert than men (Klaus & Bailey, 2008). In another case, no difference in respondent gender to celebrity advertisement was found (Phang & De Run, 2007). Also, respondent gender influences consumers' susceptibility to advertising (Barone, Palan & Miniard, 2004). For comparison between brand users, males were more susceptible to advertising than females, while female non-users of a comparison brand were more susceptible (Barone *et al.*, 2004).

Differences in celebrity gender perceptions were found as female celebrity endorsers were evaluated more favourably, and received more favourable attitudes than male celebrity endorsers (Klaus & Bailey, 2008). In other circumstances, no gender differences were found (Klaus & Bailey, 2008). In another case, women rated female celebrity endorsers as being more trustworthy and men rated men as such (Edwards & La Ferle, 2009), showing gender congruence effects. It has consistently been proven that sexual information evokes emotional responses, characterised by arousal and valence (Reichert, La Tour & Kim, 2007; Bradley & Lang, 1994). In explaining whether males or females prefer same-sex spokespersons, the sexual self-schema is used, and can be regarded as the sexual component of the self that guides behaviour (Reichert *et al.*, 2007). In explaining spokesperson and respondent gender matchup, it was found that affective and attitude responses were most favourable to the opposite sex stimuli, followed by mixed-sex stimuli, with the least favoured being the same-sex imagery (Reichert *et al.*, 2007). Also, sexual self-schema explained females' affective responses to adverts featuring opposite sex models and couples, but not models of the same sex. In contrast, men's sexual self-schema was only marginally linked to female models (Reichert *et al.*, 2007).

By applying a visual rhetoric model (which is a model that ensures celebrity images are consistent with the advert images or gestalt), it was discovered that male celebrities are generally more associated with visual plus verbal presentation styles, whereas female celebrities are only associated with the visual style (Stafford *et al.*, 2003). Male celebrities are associated with functional feature products, and female celebrities with psychosocial benefit products (Stafford *et al.*, 2003). Hence, it is proposed that male celebrities should be used for utilitarian products and women

should be used for hedonic products in endorsement (Stafford *et al.*, 2003). It has been shown that English phonology predicts name gender (Cassidy, Kelly & Sharoni, 1999), where names could be classified to male or female accurately when phonological properties exist. Hence, because of gender's relation to the self, it is possible to condition consumers' gender perceptions (Till & Priluck, 2001). Conditioning the consumers' gender perceptions could occur without affect (attitudes), and conditioning is one mechanism that accounts for McCracken's (1986) meaning transfer model (Till & Priluck, 2001). Similar to conditioning gender perceptions, conditioning can also be applied to understand the influence of communication appeals on brand personality.

This section about celebrity endorsement explained the concept and how it aimed to influence brand personality. In order to address the second BBT, the next section discusses marketing communications and how it could influence brand personality.

4.3 MARKETING COMMUNICATION

It is important to build a brand personality though marketing communications (Batra *et al.*, 1993). In building the brand personality through communications, the intended and perceived brand personality exist and represent the two faces of brand personality (identity and image) (Plummer, 2000). When there is no gap between the intended and perceived personality, the brand personality building could be considered successful (Plummer, 2000). To close the gap between the intended and perceived personality, the current study researched the effectiveness of communication's influence in brand personality building.

To show how communications were used to build brand personality, the following section illustrates the current study's communication approach to build brand personality, and its operationalisation in terms of message strategy, execution styles and message factors. To illustrate ways of brand personality creation, the communication model, mechanisms of learning, the brand personality communication model, brand personality's relation to the self and its communication antecedents are analysed. Framing theory is used to create a broad conceptualisation of the appeals used in the manipulations. The communication appeals used are analysed to ensure effective manipulation of stimuli. Accordingly, the factors influencing the use of each appeal, appeal effectiveness, execution styles and layouts are discussed to aid appeal operationalisation. Because brand personality has been proposed to be a

dominantly emotional powerful construct (Klabi & Debabi, 2011) that triggers an emotional rather than an intellectual response (Freling & Forbes, 2005b), emotion's role in advert processing is discussed. Lastly, the current study's selected brand building routes are explained.

4.3.1 The Current Study's Communications Approach

In general, the role of communications in brand building is proposed to be shifting towards an identity-based perspective (Alsem & Kostelijk, 2008). This shift in communication prompts that the goal of communications is to change consumers' perceptions or build the brand in consumers' minds. Therefore, to show how the current study aimed to build brand personality through marketing communications, the approach used to do so is explained in this section.

To create brand personality perceptions, the current study adopted a communications-based approach with the use of consumer behaviour as a base for understanding communication. A firm's brand identity can be communicated through all elements that can create brand associations (Kotler & Keller, 2011), and consists mainly of the marketing mix (product, price, place and promotion). Although a product associated with a brand can facilitate communication of associations, the current study focused on communication through the firms' promotion efforts (marketing mix 'p'). In this study, communication is also studied as a function of consumers' perceptions of advertising, which is the paid attempt to persuade a mass audience (O'Guinn *et al.*, 2009). The reason for adopting an advertising approach is because celebrity endorsement is a means of advertising, since endorsers receive royalties. Also, advertising as a short term stimulator of brand equity has the power to create long term effects (Madhavaram, Badrinarayanan & McDonald, 2005), which means communications goes further than need fulfilment and can therefore shape brand personality perceptions (Semenik *et al.*, 2012). In addition, marketing actions such as advertising are often used to communicate product meaning to create brand personality (Balaji & Raghavan, 2011). More specifically, advertising uses the communication of symbols and imagery in relation to the product advertised, to communicate brand personality (Semenik *et al.*, 2012).

Communications can be internal and external in relation to a firm (Semenik *et al.*, 2012). The current study focused on external communications towards the consumer (Semenik *et al.*, 2012). More specifically, the current study focused on B2C

communication (Keegan & Green, 2011) instead of B2B. In communicating with the consumer, firms position their brands through communications that follows a specific value proposition (Semenik *et al.*, 2012). A brand's value proposition can be described as a statement of the functional, emotional and self-expressive benefits created by the brand that provide value to the target market (Aaker, 1996). Using a framing perspective, a rational and emotional frame or a functional or emotional value proposition is adopted. A value proposition is communicated to the market with a message of an advertiser's choice, and can be operationalised in different executions styles, which are explained next.

4.3.2 Message Strategy and Creative Execution Styles

To show the operationalisation of communication appeals, the message strategies and execution styles that could be used to communicate the value proposition are explained in this section (Semenik *et al.*, 2012).

Message strategy is a combination of creative strategy and message appeal (Liebermann & Flint-Goor, 1996). In setting a message strategy, an advertiser has a goal which it aims to achieve with the most appropriate method of creative execution, which is the manner in which the advertising appeal is presented (Belch *et al.*, 2012). The types of message strategies marketers could use can be viewed in Table 4.1.

Table 4.1: Objectives and Message Strategies	
Advertising Objective	**Method**
Linking a key attribute to the brand name	Straight sell / Factual message Scientific / Technical evidence
Persuading the consumer	Demonstration Testimonials Reason-why ads Hard-sell ads Comparison ads Dramatisation
Situate the brand socially	Slice-of-life ads Personality symbol Product placement
Define the brand image	Image ads
Transform consumption experiences	Transformational ads
Instil brand preference	Feel-good ads Humour ads Sexual-appeal ads

Adapted from: Semenik, Allen, O'Guinn & Kaufmann. (2012).

An advert can adopt a dominant goal (objective) or method of goal creation, but also use a combination of message objectives and approaches. Thus, the combined approach can convey multiple messages that are part of a bigger message, or image communicated. The current study made use of a rational and emotional appeal that was presented in the format of a straight-sell approach for both high and low involvement goods (Belch *et al.*, 2012). The straight sell or factual message is straightforward information presentation and is often used with rational/informational appeals, with the message being focused on product attributes or benefits (Belch *et al.*, 2012). This approach was selected as it allowed the framing of rational and emotional communication appeals to be equally represented in stimuli. Thus, the approach ensured that there was no difference in meaning communicated due to the type of message presentation. Similar to the straight sell method, the factual message is known to be appropriate with high involvement goods and normally has a layout of a picture which is accompanied by factual copy (Belch *et al.*, 2012). The straight sell normally involves communicating the unique selling proposition (Semenik *et al.*, 2012) which in the case of the current study included the rational and emotional benefits communicated. Other message strategies are addressed to clarify the nature of the selected approach.

Scientific evidence is a variation of straight sell and is the presentation of scientific facts, whereas demonstration illustrates advantages of product use through demonstration (Belch *et al.*, 2012). Testimonial involves a person praising an offering based on personal experience. Similarly, endorsement is a form of testimonial which involves a celebrity or expert speaking on behalf of the brand, which may or may not be based on personal experience. Although the current study's stimulus could be noted to be a form of testimonial or endorsement as celebrities were used to testify for the brand, it was not the main approach followed. The personality symbol approach uses an animated character or animal to communicate the marketing message (Belch *et al.*, 2012). Moreover, imagery style involves adverts that almost entirely consist of images and no information, as it is designed to encourage consumer associations with characters, symbols or situations in the advert. Also, imagery is the basis for emotional appeals in hyper competitive market segments. Although the stimulus communicates brand image associations, the main approach does not follow image ads as excerpts were used in the stimuli as well. The sexual appeal ad approach uses gender perceptions to create purchases. This appeal does

not apply to the current study, as gender is manipulated in stimuli and not sexual appeal (Semenik *et al.*, 2012). In addition to the type of message communicated in the stimulus, the manner in which the message strategy is presented is proposed to influence the effectiveness thereof (Belch *et al.*, 2012). Accordingly, means of message presentation is addressed next.

4.3.2.1 Factors that Influence the Meaning of Messages

Message factors that could influence the message's meaning could include message structure and creative tactics (Belch *et al.*, 2012). Therefore, in this section, the message factors are explained to illustrate factors that could create bias in the stimuli design. Message structure includes presentation order, conclusion drawing and message sidedness (Belch *et al.*, 2012). Inserting strong arguments into the beginning of the message represents primacy effect, while if it is put in the latter part of a message it represents the recency effect. Conclusions can be drawn explicitly or implicitly, and messages can be one-sided (only positive attributes mentioned) and two sided (both good and bad points).

Creative tactics for print adverts are the headline, body, visual, copy and layout (Belch *et al.*, 2012). The headline is the words placed in the leading advert position, and can be direct, such as informing of a benefit, reason to buy or promise. The headline could also be indirect by provoking curiosity through provocations, questions, challenges or how-to statements. A sub-heading is a function between the headline and body copy with the body copy being the text in the advert (Belch *et al.*, 2012). Visual elements and the layout thereof are important; the latter is the physical arrangement of ad elements (Belch *et al.*, 2012) which is proposed to influence communication's effect. In order to create an understanding of the influence of message strategies and styles on consumer perceptions of brand personality (Belch *et al.*, 2012), the way communication creates knowledge is investigated next.

4.3.3 Communication Dynamics

A basic model of communication is introduced to show communication dynamics to provide a framework for explaining communication's influence on brand personality (see Figure 4.1). Communication is not a simple passing of a message and has various stages that can hinder its effectiveness and persuasiveness of a message

(Belch *et al*., 2012). Accordingly, communication could be hindered or enhanced by the increase in persuasion knowledge (Friestad & Wright, 1994).

Communication as a concept can be explained through *communis*, the Latin for the word common (Wells & Hakanen, 1997). The goal of communication is to create a common message or understanding between the sender and the receiver of a message, in the hope of creating a desired response (Wells & Hakanen, 1997).

Figure 4.1: Basic Model of Communication
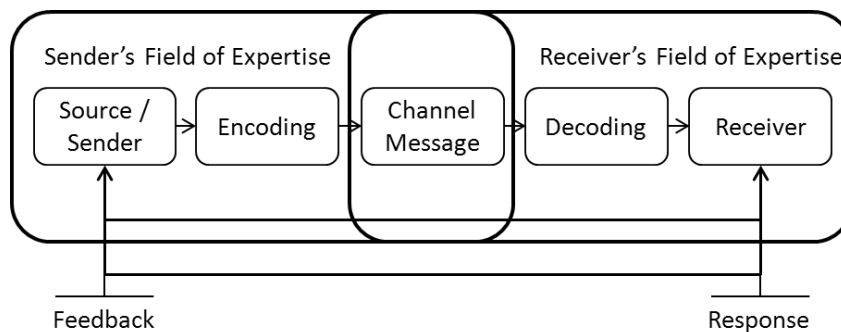
Source: Source: Belch, Belch & Dietzel, 2012:150.

The process of creating a common understanding consists of a sender (source), such as a celebrity endorser, encoding a message, communicating it through a communication medium (ex. radio), after which it is then decoded by the consumer in relation to the brand association that exists. Encoding is the process of putting information in symbolic form, and decoding is the process of transforming the sender's message into knowledge (Belch *et al*., 2012). Messages have content, structure and design, of which design is the way the message is put together. The current study focused on both content and design in terms of framing. The channel portrayed in the current study is an online version of a print magazine layout. All the stages of the process are important to the effectiveness of communication. To enable encoding and decoding of a message, the sender and the receiver's previous experience or knowledge has to overlap to create a common understanding of the message communicated (Belch *et al*., 2012). Then, decoding of the message is influenced by the receiver's field of expertise, such as experiences, perceptions, attitudes or values. Communication can therefore be hindered by language that is not understood or by the communicator's redundancy. Communicator redundancy refers to the failure on the part of the communicator to use factors that can create effective communication (Wells & Hakanen, 1997). As no two consumers are expected to have the same system of previous experiences, differences can be expected in the

deciphering of a message (Belch *et al.*, 2012). Communication is a result of numerous forces such as the situation in which the communication is received, a consumer's group relationship standards, or the personality state of the receiver (Semenik *et al.*, 2012). The difference in previous experience created through associative learning represents the gap between the identity communicated and the image perceived. Communication can therefore be viewed as a sign-sending process (Santos, 2012), through which the brand identity is communicated as signs. Hence, a semiotic view regards the communication of brand identity to be a dynamic interaction process between signs, referents and consumer responses to brand image, which forms positioning (Santos, 2012).

Communication consists of primary and secondary channels. Primary channels are the most notable and consist of the text in an ad or the immediate message conveyed, such as a promotion. Secondary channels are more subtle and would for instance consist of the type of font used in an ad or the colour to convey a tone (Belch *et al.*, 2012). The use of secondary channels is proposed to contribute towards a larger identity, which is important to understand. The communication process can be influenced by noise which is unplanned message interference. Communication is an everlasting cycle, with feedback and response effects. Feedback effects are the consumers' response communicated to the sender and the response effects are consumer relations to the message, such as buying a product or storing information about it. Feedback is what is lacking in communication (Belch *et al.*, 2012), and it is an element that contributes to the identity-image gap, which needs to be managed in personality-based branding. The process of communication is not a simple relationship between message content and consumer response, and it can be created through different ways of learning (Belch *et al.*, 2012).

4.3.3.1 Traditional Response Hierarchy Models

The means of knowledge creation needs to be understood because the means of learning influences the gained knowledge (Belch *et al.*, 2012). Thus, the ways of learning are investigated as a framework for understating brand personality creation.

Consumers' motivation, ability and opportunity to process advertising information effect responses to adverts (Chandy, Tellis, Macinnis & Thaivanich, 2001). Motivation is the extent of consumers' interest and willingness to process adverts, whereas ability refers to the relation to their brand knowledge or usage, and opportunity refers

to the situational factors influencing advert processing. Different processes of knowledge creation exist and are explained through response models (Belch *et al.*, 2012). The traditional response models consist of the AIDA model, information processing model and hierarchy of effects model. The models, although similar, show the stages through which consumers build knowledge that leads to conviction such as to a purchase, and are important to consider as they explain different knowledge formation in relation to different situations.

The AIDA model is used for personal selling and consists of the stages of awareness, interest, desire and action. The information processing model follows the stages of presentation, attention, comprehension, yielding, retention and behaviour, and assumes the receiver of the communication to be a problem-solver. Similarly, the hierarchy of effects models consist of sequential stages of awareness, knowledge, liking, preference, conviction and purchase, and assume that the advertising effect occurs over time, with multiple exposures. The hierarchy effects model is the model adopted in the current study to understand learning as it has dedicated *knowledge* and *liking* stages that relate to the zones under which brand personality creation could be built. From an overall marketing perspective, advertising dynamics can be understood by the advertising model (Vakratsas & Ambler, 1999). The advertising model states that advertising input is filtered through motivation and ability, which is then influenced by the consumers' persuasion hierarchy consisting of experience, cognition and affect, followed by consumer behaviour (Vakratsas & Ambler, 1999).

The response models generally follow stages going from cognitive, to affective, to the conative or behavioural stages. However, the sequence of the stages could differ due to differences in product differentiation or product involvement, which create three response hierarchies, namely standard, dissonance and low involvement (Holbrook & Batra, 1987). The standard learning hierarchy consists of a learn (cognition), feel (change in attitude), and do (behaviour) sequence (Belch *et al.*, 2012). Information is acquired and acts as a base for the development of feelings towards a brand that guides behaviour. The model assumes a consumer to be an active participant in the communication process by gathering information, and is usually used in a high involvement situation (Belch *et al.*, 2012). The dissonance/attribution model follows a do-feel-learn process, whereby the consumer first acts, then uses selective learning to develop attitudes and is normally used for consumers highly involved in the purchase decision. The low-involvement hierarchy model is used for low involvement

purchase decisions and follows a learn-do-feel sequence. In this model, consumers learn passively by capturing random information such as product benefits and visual images of personality, which are normally communicated through advertising media (Belch *et al.*, 2012). Because this study created different involvement levels in terms of products, the creation of knowledge was expected to differ, which would have different effects on the variables tested.

The Foote Cone and Belding (FCB) model developed by Vaughn (1980) and his associates was developed from hierarchy of effects models, consumer involvement and brain specialisation theories (see Figure 4.2). The FCB model represents product classification in terms of whether the purchase decision is high or low in involvement, or whether cognitive or affective processing is required (Bendixen, 1993). Cognitive response theory suggests that thoughts and feelings labelled as cognitive responses will affect attitude change and formation (Okazaki, Mueller & Taylor, 2010). According to Vaughn (1980), an informational strategy is proposed for high involvement products where rational thinking prevails because of the risks. Similarly, an affective strategy is suggested to be appropriate for highly involving or feeling-based purchases that can build one's ego.

Figure 4.2: The FCB Grid
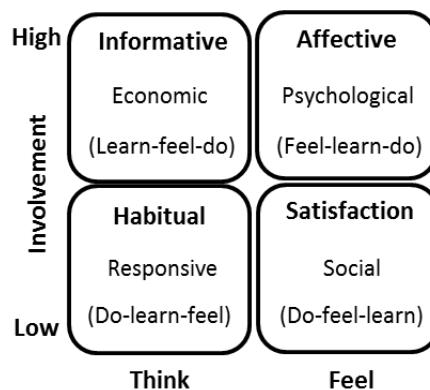
Source: Bendixen, 1993:25.

The above grid proposes four advertising planning strategies, namely informative, affective, habitual information and satisfaction (Belch *et al.*, 2012). In terms of cognitive processing of advertising, it is known that factors influencing perceptions include product, source-orientated or advert execution thoughts (Belch *et al.*, 2012). Building on the FCB grid's theoretical limitations, Rossiter *et al.* (1991) have developed and proposed a superior grid which states that an advertising strategy

depends on brand awareness and the combination of the type of situation or product (high or low involvement), and the type of motivation (informational or transformational). In addition to the basic communications model, a similar model that specifically represents brand personality communications is discussed next to create greater focus in the context of brand personality building.

4.3.4 Brand Personality Communication Model

In conjunction with the basic communication model (see Figure 4.1), the brand personality communication model variation exists (Malär, Nyffenegger, Krohmer & Hoyer, 2012). The brand personality communications model proposes that the sender (brand manager) designs communications by encoding the message (intended brand personality) which is communicated to the receiver (consumer) who decodes and learns the information. This process creates the perceived personality which is stored as an associative node in the consumer's memory (Malär *et al.*, 2012). The match between the intended and perceived brand personality illustrates successful communications implementation. Categorisation theory aids in the explanation of brand personality antecedent influence and is known as a simplification strategy used by individuals use to reduce environmental complexity, for instance by using their schema knowledge (Kreuzbauer & Malter, 2005). The communicated brand personality information is then connected to brand node in memory to identify, label and categorise the brand as a specific dimension ex. sophisticated. Memory is stronger and faster for category-based information processing than for a brand-based processing (Sorrentino & Higgens, 1986), illustrating category processing's power in brand personality creation. Most importantly, marketing communication is known to have the greatest effect on the brand personality (Schiffman *et al.*, 2010).

In terms of communication models, personification is the message characteristic, while anthropomorphism is the audience characteristic (Delbaere *et al.*, 2011). However, personification goes beyond anthropomorphism as it invokes metaphorical processing. The current study aimed to obtain insight into the means of brand personality information processing occurring in low motivation or heuristic processing and high motivation or systematic processing (Aaker, 1997; Chaiken, 1980). Regardless of the type of consumer processing, brand personality is proposed to be influenced through the consumers' self-schema (Schiffman *et al.*, 2010).

4.3.4.1 Brand Personality Communication in Relation to Self-Schema

Although brand personality's ability to influence the self-concept was explored in Chapter 3, greater insight is gained by exploring brand personality's relation with the self-concept in a communications context. Consumers form brand beliefs beyond the explicit information in advertisements as they also use implicit self-generated beliefs that are held with greater confidence and are more accessible from memory (Puzakova, Kwak & Taylor, 2013). In response to brand personality claims, consumers use unobservable brand traits by relying on the geography of the self (Puzakova *et al.*, 2013). The geography of the self is a psychological mechanism (egocentric pattern projection) used to infer the brand personality structure by determining the manner in which information is used on the perceived distance between their self-traits (Puzakova *et al.*, 2013). Geography of the self is therefore consumers' perceptions of how two personality traits co-vary within the self (Puzakova *et al.*, 2013). Also, stronger effects on product evaluations over time is created by self-generated inferences at the time of advertising processing, than is created with explicit message claims (Gardial, Schumann, Petkus & Smith, 1993).

It was found that an individual's personality moderates the relationship between advertising communication and brand personality perception (Balaji & Raghavan, 2011). It is shown that in the case of Hindustan Computers limited, openness to experience has reduced competence, influenced sophistication, competence and excitement, whereas consciousness reduced sophistication and impacted ruggedness. For Apple, agreeableness had a significant negative effect on excitement and the same effect applied to neuroticism on sophistication. In order to create an understanding of brand personality communication on consumers' brand personality perceptions, the antecedents that shape brand personality are discussed next.

4.3.4.2 Brand Personality Communication Antecedents

To supplement the discussion of various factors that could influence brand personality (see Section 3.5), this section elaborates on factors that could influence brand personality, specifically in the context of communications. The context of communication allows greater insight to be obtained into brand personality creation from the study's adopted communication perspective.

Little attention has been placed on the antecedents of brand personalities, and the value of those personality dimensions (Malär & Nyffenegger, 2010). Three main antecedents of brand personality are the company related associations (employee behaviour or country of origin), marketing mix (ex. promotions), and user-related antecedents (user image) (Malär, & Nyffenegger, 2010). By using a dyadic study approach between perceptions of managers and consumers, antecedents to brand personality in terms of it creating fit between the intended and realised brand personality have been discovered. The antecedents are singularity of brand personality profile, competitive brand differentiation, credibility of brand communication activities, prior brand attitude and product involvement (Malär *et al*., 2012). Moreover, it has been shown that congruence between intended and perceived brand personality increase brand loyalty and market share (Malär *et al*., 2012). It has been shown that singularity of a brand personality profile (when a brand scores high on one dimension and low on others) enhances brand personality implementation success and increases market share (Malär *et al*., 2012). Thus, the brand personality singularity shows the importance for IBPs to be designed in a complementary and image focussed manner (Keller, 2009). Competitive brand differentiation facilitates implementation of an intended brand personality, possibly through the enhanced ease of consumers to categorise and decode brand personality (Malär *et al*., 2012). Credibility as the third success factor in brand personality implementation illustrates the source characteristics of celebrity endorsers that are researched in the current study. Also, product involvement and prior brand attitudes are found to facilitate the brand personality implementation (Malär *et al*., 2012).

In one study, communication of brand personality through print media did create a difference in brand personality perceptions before and after stimulus exposure (Balaji & Raghavan, 2011). However, the difference meant that the perceptions were lower than initial levels (Balaji & Raghavan, 2011) previously mentioned. The study confirmed the importance of brand personality communication to be strategically used as a means of differentiation as changes in perception were possible. In summary, research shows that a brand personality can be developed with consistent communication images over time (Puzakova *et al*., 2013). Because communication is important in brand personality creation, and framing is part of communication, framing of communication is a very important concept that needs to be managed.

4.3.5 Framing Theory as Broad Conceptualisation for Communication Appeals

Framing theory represents the broader conceptualisation of rational and emotional appeal approach used in this study. Thus, this section discusses framing to provide clarity on how the appeals are operationalised.

The basis of framing theory shows that the manner of information representation influences consumer responses (Roskos-Ewoldsen & Monahan, 2009). Framing theory has been developed from multiple research domains that include the consumer cognitive domain (D'Angelo, 2002), sociology, economics, psychology, communication (Scheufele & Tewskbury, 2007), political and media studies (Hertog & McLeod, 2001). Due to the different approaches and theoretical positions of framing theory it has been stated that there should not be a single paradigm for framing research as the diverse theoretical and methodological approaches have led to a great deal of understanding (Entman, 1993). However, clarification of the conceptualisations and operations of framing is important (Borah, 2011). Framing theory emerges from sociological and psychological foundations (Borah, 2011), where the latter refers to frames in communication such as words, phrases, images or presentation styles. Framing can be defined as selecting "some aspects of perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described" (Entman, 1993:52).

From previous research, it has been found that framing varies according to the meaning it adopts in studies. The meaning depends on the circumstances of a study, the research question, the level of analysis or underlying psychological process of interest (Hallahan, 2009). Accordingly, the scope of what can be framed is wide and has included aspects such as situations, choices, actions, issues and attributes, with the current study focusing on the attributes (Hallahan, 2009). The framing approach of 'equivalency' involves the same logical message with different effects. An example is framing of information in terms of losses or gains (Borah, 2011). The 'emphasis' framing approach shows the accentuation of message conditions that influence individuals (Borah, 2011). More specifically, it is the framing that effects message focus and decision making, and is an aspect the current study focused on (Borah, 2011). Examples of emphasis types include strategy versus issue, episodic versus thematic or values, and in the current study, rational and emotional (Borah, 2011).

Framing is proposed to be distinct from agenda setting or priming (Borah, 2011). Also, the dynamics of framing are not known in terms of whether one frame leads to the decrease of another frame. Thus, it is not known whether a rational appeal will decrease the emotional appeal's emotionality when used in combination (Borah, 2011). The role of emotion as a mediator to framing affects is not fully explored but is largely supported (Roskos-Ewoldsen & Monahan, 2009). Moreover, framing effectiveness has been mixed for individuals with more than less issue knowledge (Borah, 2011). Relational framing theory can be used to describe the dimensions of framing social interactions, by means of two frames evoked in communication. The first frame is dominance-submission which reflects the extent to which a communicator expects power, control or influence to guide interaction (Henningsen, Henningsen, Cruz & Morril, 2003). The second frame is affiliation-disaffiliation, which reflects the extent to which affection, liking or positive judgements guide interaction (Henningsen *et al.*, 2003). In terms of message valence it has been shown that positively framed messages can be more persuasive when little emphasis is placed on detailed processing, whereas negatively framed messages can be more persuasive in detail processing (Maheswaran & Meyers-Levy, 1990). In summary, the current study proposes the framing of messages in terms of a rational and emotional appeal to build the brand personality.

4.3.6 Rational versus Emotional Appeal

To show the operationalisation of the rational and emotional frame through means of appeals, the rational and emotional appeal is explained in this section. More specifically, to ensure effective operationalisation of rational and emotional appeals, the factors that influence the decision to use each appeal are discussed, along with appeal executions styles and layouts. For the same reason, and to determine the appeals power to create brand personality, the appeal effectiveness is discussed. To understand emotion's role, which could be triggered by the emotional appeal, the role it plays in advert processing is discussed.

Rational appeals, which are synonymous with rational consumer decision-making models, are designed to change the message receiver's beliefs and rely on argumentative power and communication of brand attributes (Albers-Miller & Stafford, 1999). Rational appeals' communication of brand attributes or product benefits can include aspects such as quality, value or performance (Albers-Miller &

Stafford, 1999). Therefore, rational appeals assume that consumers make rational decisions and process information in a rational manner.

In contrast, emotional appeals are based on experiential consumption, and rely on emotions (positive or negative valence) to create persuasion (Albers-Miller & Stafford, 1999; Holbrook & O'Shaughnessy, 1984). Popularly used feelings for emotional appeals include guilt, fear, shame, love, humour, joy or pride (Albers-Miller & Stafford, 1999). Emotional appeals are generally used to create differentiation beyond the functional level or to create greater recall towards adverts (Wood, 2012). Emotional reactions through the intuitive perceptual system are proposed to be faster than rational information processing (Wood, 2012). Using an emotional route in creating brand personality is supported by two aspects (Meenaghan, 1995). Firstly, because emotions are proposed to create greater ad recall, they could also create greater generation of knowledge that includes brand image or personality. Secondly, it is proposed that at the emotional or symbolic function of advertising, the goal is to create personality perceptions and these are created by attaching the brand with associations and values.

Thus, rational appeals have the power to create content-based cognitive responses whereas emotional appeals encourage creation of evaluative responses or content-based affective elaborations (Rosselli *et al.*, 1995). The rational appeal provides more (objective) information where the emotional appeal provides less (subjective) (Leonidou & Leonidou, 2009).

Sometimes, the rational and emotional appeal are combined (Belch *et al.*, 2012). The dichotomous rational/emotional classification has similarities with informational and transformational advertising (Azevedo & Pessoa, 2005; Rossiter & Percy, 1987). Similarly, the rational-emotional dichotomy could be related to the concept of symbolic and functional brands (Bhat & Reddy, 1998). To ensure the current study's stimuli effectiveness, the following section explores the factors that influence the decision to use each appeal.

4.3.6.1 Factors Influencing the Decision to use a Rational or Emotional Appeal

In using a rational or emotional approach it is necessary to consider rational and emotional consumer needs on the Maslow Hierarchy and the consistency in culture (Leonidou & Leonidou, 2009). The selection of appropriate appeal in advertising is

normally based on contingency theory. Contingency theory proposes that product congruent appeals should be used, such as an information (rational, utilitarian or functional) appeal for thinking (utilitarian) products, and the use of an emotional (value-expressive or image) appeal for feeling products (value-expressive products) (Erevelles, 1998; Shavitt, 1992; Johar & Sirgy, 1991). Johar and Sirgy (1991) illustrate that the informational and emotional appeals work through self- and functional congruency respectively. Self-congruency represents the similarity between a product's value-expressive attributes and the audiences' self-concept. In contrast, functional congruency refers to the similarity between the product's performance attributes and the audiences' attributes (Johar & Sirgy, 1991). Self-congruency is proposed to take place through peripheral processing, whereas the functional congruency takes place through central processing (Johar & Sirgy, 1991).

The functional matching effect hypothesis predicts that messages perform best when there is congruency between the appeal and the individuals' psychological goals (Paek, Choi & Nelson, 2010). Research has shown a significant product-based (not personality based) functional matching effect as individuals preferred the utilitarian advertisement copy for the utilitarian product and the socially adjustive copy for the social identity product (Paek *et al.*, 2010). When the product is value-expressive, the persuasion is created by self-congruity, and when utilitarian, it is created by functional congruity (Johar & Sirgy, 1991). Rational appeals are also more appreciated by target audiences who are guided by knowledge, whereas emotional appeals are appropriate for less educated consumers, such as teenagers (Leonidou & Leonidou, 2009). Also, the rational appeal recall works through self-congruent information, whereas the emotional appeal uses arousal to create feelings in order to enhance memory (Leonidou & Leonidou, 2009). As the current study used appeals and involvement together in the research design, their relations are investigated to ensure stimuli effectiveness and create an understanding of interaction effects.

4.3.6.1.1 Rational and Emotional Appeal in Relation to Product Involvement

It is known that an information appeal works best with high involvement product categories (laptop computers), and a positive emotional appeal with low involvement products (candy bars), with the differences being greater for new brands (Dens & De Pelsmacker, 2010). The findings correspond with consistency theory and the Rossiter and Percy (1997) grid, suggesting emotional authenticity for a low

involvement transformational case and information for a high involvement informational case. Also, the Rossiter *et al.* (1991) grid proposes that informational appeals could be used for both high and low involvement products, which supports the current study's notion to use information in manipulating both levels of involvement. It is important to note that under cognitive involvement, the consumer focus is on product related information, whereas under affective involvement the focus is on aesthetics or ad-related feelings (Erevelles, 1998).

Accordingly, different involvement types create different information processing styles, such as attribute-based processing for cognitive involvement and non-analytical processing for affective involvement (Park & Young, 1986). Also, has also been shown that an emotional message appeal should be used for search goods, non-durable goods and credence services, whereas rational appeals should be used for durable goods and experience services (Liebermann & Flint-Goor, 1996). Interestingly, research shows that non-informational ads had no varying effect between low and high involvement products on the ad evaluation or willingness to buy (Zaichowsky, 1986). In contrast, informational appeals have been shown to be more effective for high than low involvement products (Zaichowsky, 1986). To create a greater understanding of the rational and emotional appeal's ability to create brand personality, the effectiveness of appeals is discussed next.

4.3.6.2 Rational and Emotional Appeal Effectiveness

The effectiveness of both appeal types is mixed. In some instances it has been shown that rational appeals are liked more, create more purchase intention, made factual content more credible, increased beliefs and created greater favourable attitudes towards an ad in services context (Stafford & Day, 1995; Golden & Johnson, 1983). In other cases, emotional appeals have created more positive reactions and greater recall (Goldberg & Gorn, 1987). Heath, Brandt and Nairn (2006) proposes that emotional appeals work better at low levels of awareness. Geuens *et al.* (2011), have shown that the poor results of emotional ads for some product previously found are more likely to be due to less positive attitude towards the products themselves instead of towards the ad's appropriateness. Therefore, the same study showed that emotional ads outperformed non-emotional ones in terms of attitude towards the brand and advert for both product-congruent and product incongruent emotional appeal (Geuens *et al.*, 2011). Hence, it has provided

additional evidence for emotional ads to be appropriate for low involvement products. Although it has been proposed that emotional appeals disrupt cognitive mediation of attitude change, which is an aspect that does not occur with rational appeals (Pallak, Murroni & Koch, 1983), contradictory evidence was found, and the interruption effect is explained by mood instead (Rosselli *et al.*, 1995). In another study it was found that emotional appeals are more effective than rational and emotional combined, and that an emotional appeal reduced price sensitivity, making it an appropriate technique in economic downturns (Pringle & Field, 2009). Research has shown that in a credence services context, the rational appeal created more purchase intention than the emotional appeal (Zhang, Sun, Liu & Knight, 2014). In contrast, the emotional appeal created more purchase intention in the experience service condition (Zhang *et al.*, 2014). In showing the effectiveness of the rational and emotional appeal in terms of consumer knowledge, it was found that as consumer experience increased, cognitive factors had a greater effect on satisfaction than affective factors, which decreased (Homburg, Koschate & Hoyer, 2006).

The effectiveness of rational appeal depends on consistent arguments, where emotional appeals rely on the relevancy of message content and the emotional intensity conveyed (Zin & Manfredo, 2000). Moreover, the effectiveness of either appeal also depends on product-related factors such as life-cycle, scarcity, differentiation, conspicuousness, and consumer-related factors such as prior knowledge, involvement or self-monitoring (Johar & Sirgy, 1991). It is proposed that as involvement increases, utilitarian information should be more persuasive than value-expressive advert elements (Johar & Sirgy, 1991). However, the inverse could also happen, as both are dependent on the consumer's goal. It was shown that when utilitarian goals were made salient, endorsement attractiveness effects on restaurant evaluations decreased as involvement increased (Shavitt, 1992), consistent with the goal dependence approach. Moreover, it has been shown that in new markets, argument-based appeals or expert sources are more effective, whereas in mature markets emotion-based appeals and positively framed messages are better (Chandy *et al.*, 2001). It has been shown that in the case of cell phones, both rational and emotional appeals had positive influence on attitude, with the rational appeal having a greater effect (Lin, 2011). In the same study, the combined effect of rational appeal and expert spokespersons on attitude was more than with an emotional appeal (Lin, 2011). Although the appeals' ability to influence consumer behaviour hints that it

could influence brand personality, the appeals influencing ability also rests on the type of executions style adopted, which is discussed next (Belch *et al.*, 2012).

4.3.6.3 Rational and Emotional Advertising Appeals Execution Styles

To show the operationalisation of the current study's rational and emotional appeals, the different styles of execution are discussed in this section. The types of advertising appeals that fall under rational approaches are feature, price, competitive advantage, news or product popularity appeals (Belch *et al.*, 2012). Feature appeal involves the communication of dominant product traits, normally used for high involvement products, whereas competitive advantage appeal makes a direct or indirect brand comparison to show superiority (Belch *et al.*, 2012). The price appeal illustrates price points, news the new improvements, and popularity appeal the intensity of product adoption (Belch *et al.*, 2012). In the current study a feature-based approach was followed because product benefits were communicated.

Emotional appeals relate to the self or social orientation (Belch *et al.*, 2012). A reason for using an emotional appeal is because it influences interpretation of consumer experiences. These experiences could be influenced by transformational advertising, which creates images, feelings, meanings or beliefs about the brand that could be activated during use, to change the interpretation of experiences (Belch *et al.*, 2012). A way to create personality or image is through transformational advertising (Semenik *et al.*, 2012; Wee, 2004). Image advertising is often transformational (Belch *et al.*, 2012). There are numerous ways emotional appeals could be used to trigger various emotions or feelings (see Table 4.2) (Belch *et al.*, 2012).

Table 4.2: Advert Feelings		
Feelings		**Social-Based Feelings**
Safety	Arousal/stimulation	Recognition
Security	Sorrow/grief	Status
Fear	Pride	Respect
Love	Achievement/accomplishment	Involvement
Affection	Self-esteem	Embarrassment
Happiness	Actualization	Affiliation/belonging
Joy	Pleasure	Rejection
Nostalgia	Ambition	Acceptance
Sentiment	Comfort	Approval
Excitement		

Source: Belch, Belch & Dietzel. (2012).

Using the consumption emotion set, a hierarchal approach to emotions is proposed in terms of two dimensions (Laros & Steenkamp, 2005). The first is the superordinate level, representing valance of positive and negative emotions. The second is the subordinate level of specific emotions (positive) such as contentment, happiness, love, pride and (negative) sadness, anger, fear or shame (see Table 4.2). Also, emotions could consist of dimensions of pleasure, arousal and dominance as well (Holbrook & Batra, 1987).

In the current study, the feelings used in the emotional appeal were obtained from focus group 4 (see Section 6.6.5) but were comprised of a combination of safety, security, excitement, status and social approval. In using both rational and emotional appeals it is possible to create three levels of a brand relationship in terms of a pyramid to create consumer attachment (Belch *et al.*, 2012). The first of these levels is consumers thinking of product benefits, the second the perceived personality and the third the emotional brand feelings or attachment (Belch *et al.*, 2012). To provide insight into the rational and emotional appeal execution, the layout differences are addressed.

4.3.6.4 Rational and Emotional Appeal Layout

In an analysis of newspaper positioning of emotional and rational appeals, it was discovered that rational advertisements revolve around objectivity, functionality and utilitarianism, whereas emotional appeals revolve around subjectivity, emotionalism and value-expressiveness (Leonidou & Leonidou, 2009). Also, rational appeals adopt headlines focusing on product features, body copy focusing on functional needs and persuasive messages based on expertise. Emotional appeals have headlines that provoke curiosity, body copy that is aligned with the reader's emotions and photographs illustrating those emotions (Leonidou & Leonidou, 2009). Similar to the rational-emotional layout is the hard- and soft-sell appeals, but the appeals are distinct (Okazaki *et al.*, 2010).

4.3.6.5 Hard Sell versus Soft Sell Appeal

While informational appeal focuses on features or product benefits, and transformational appeals on experiences of consumption, they do not capture the full meaning of soft and hard sell appeals (Okazaki *et al.*, 2010). Soft sell appeals are consistent with the emotional appeal and hard sell consistent with the rational appeal

(Okazaki *et al.*, 2010). However, the soft sell appeal is concerned with (indirect and image) conveying mood or atmosphere through a story or beautiful scene. In contrast, the hard sell appeal adopts a sales orientation (direct and factual information) whereby brand name, product recommendations and specifications are emphasised. Due to emotion's role in advert evaluations (Semenik *et al.*, 2012), emotion's influence on consumer processing is elaborated on next.

4.3.6.6 Role of Emotions in Advert Processing

Early research has considered affect and cognition to be polar opposites, but it is known that they work independently or together, which creates four processing styles (Epstein, Pacini, Denes-Raj & Heier, 1996). Affective processors (high affect and low cognition) rely on affect, where cognitive processors (high cognition and low affect) think rationally. Combined processors (high affect and cognition) use equal affect and cognition, and low motivated processors shows the least amount of cognitive effort (low on both affect and cognition) (Sojka & Giese, 2006). Moreover, it has been shown that high-affect individuals (affective processors) respond more favourably to visual adverts and combined processors respond more favourably to both visual and verbal adverts than other processors (Sojka & Giese, 2006). Furthermore, it has been shown that when the nature of appeal (informational or emotional) matches the individual's personality type of information processing style, more favourable brand attitudes, purchase intention and brand choice are created (Ruiz & Sicilia, 2004).

The affect infusion model distinguishes between heuristic and substantive processing strategies (Geuens *et al.*, 2011). Heuristic processing occurs when individuals are low involved or when little information or time is available, during which affect directly influence judgements through feelings as a heuristic. Substantive processing occurs during high involvement and high processing effort; however, affect influences judgements through affect priming in an indirect manner (Geuens *et al.*, 2011). Supporting the affect infusion model, it has been shown that emotional adverts outperform non-emotional ones in terms of attitude towards the ad and brand, and emotional adverts are both appropriate for high involvement and utilitarian products (Geuens *et al.*, 2011). It is known that a communicator's physical attractiveness enhances product favourability and willingness to buy when the message is emotionally toned, rather than when the message is rational (Pallak *et al.*, 1983). Rational messages have been shown to create message-orientated thoughts

(systematic thinking) and emotional messages to create communicator-orientated thoughts (heuristic thinking) (Pallak *et al.*, 1983).

An affective state in relation to advertising exposure becomes stored in memory (Stayman & Bratra, 1991). It has been shown that emotional responses created by stimuli (television programs) can enhance recall for embedded brands, through means of affect transfer (Erevelles, 1998). Also, it has been proven that a brand name can prime emotional responses. It is important to note the concept of affect intensity, which captures the strength with which people experience emotions that can differ between individuals regardless of the emotion valance (Moore, Harris & Chen, 1995). As shown earlier, the rational and emotional communication appeals work through different cognitive dynamics. Thus, the current study proposed that the different dynamics in building the brand and its personality can be accomplished through a rational or emotional brand building route.

4.3.7 The Brand Resonance Pyramid showing the Rational and Emotional Routes to Brand Building

The rational and emotional brand building routes that were used to build brand personality and consumer responses are proposed by Keller's (2001) brand resonance pyramid (see Figure 4.3).

Figure 4.3: Keller's Brand Resonance Model
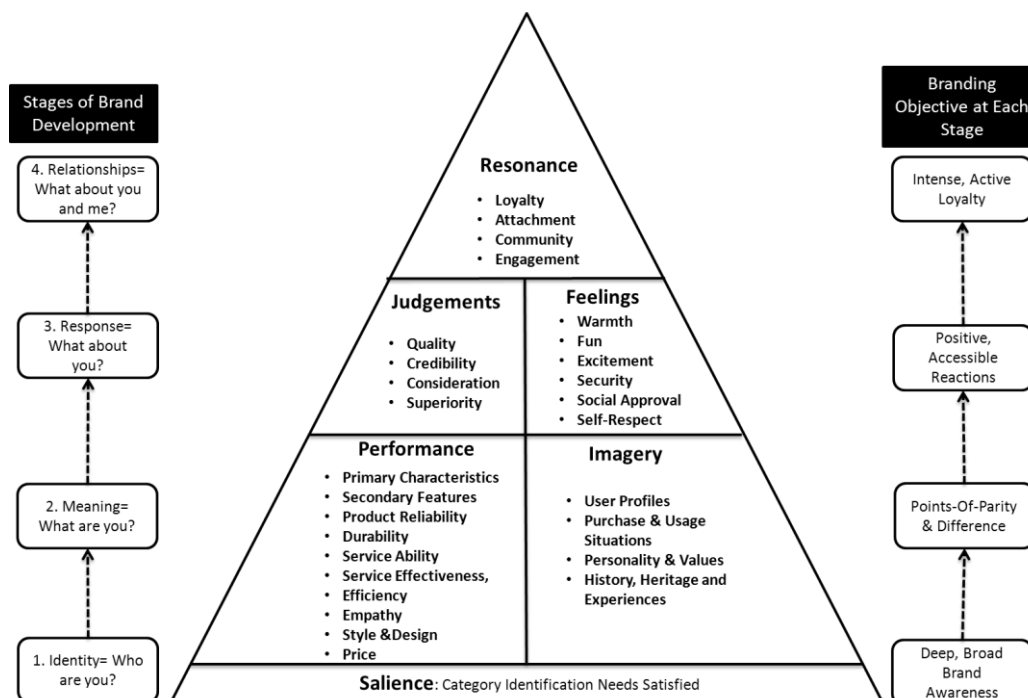
Source: Adapted from Keller, 2009:144.

The brand resonance model represents a branding ladder, because each stage's development is critical for the development of the following stage. The model shows that brand building starts with building brand identification, followed by the creation of brand meaning in order to elicit desired responses and to convert responses into intense active consumer loyalty (Keller, 2001). The left side of the pyramid represents the rational brand building route through brand performance (the product's ability to fulfil the consumers' functional needs) and judgements (the consumers' personal opinions towards the brand). Consistency theory, which proposes that consumers have a natural tendency to have congruency among cognition and stimuli (Awa & Nwuche, 2010), would propose the use of an informational advert appeal (Keller, 2009) in building the left side of the pyramid. Similarly, a rational appeal would also be used to build the left side of the pyramid according to contingency theory whereby the type of message is matched to the decision-making style (Erevelles, 1998) to create positive contingency or learning. The right side of the pyramid represents the emotional brand building route (Keller, 2009) through brand imagery (extrinsic attributes of the product, including the manner in which the brand meets consumers' psychological or social needs) and feelings (emotional response to brand) (Kotler & Keller, 2011). According to consistency and contingency theory the emotional appeal would be used to build the right side.

In the brand resonance pyramid, brand personality is situated in the brand imagery component of the model, as it refers to the non-product related brand elements. Yet, a brand's utilitarian aspects can also influence brand personality by enhancing its competence trait associations (Aaker, 1997). This finding illustrates the ability of communication styles to influence brand personality, which was tested in the current study. The various possible association transfers in brand building (McCracken, 1986) could be shown by a celebrity endorser's credibility possibility being related to the brand credibility located in the consumer judgements element, to the user profile in the brand imagery component, or to the security in terms of brand feelings.

The use of the brand resonance model to build brand personality is further justified by its relation to industry models. The brand resonance model relates to Young and Rubicam's Brand Asset Valuator model of differentiation, relevance, esteem and knowledge, along with Millward and Brown's Brand Dynamics model of presence, relevance, performance, advantage and bonding. The resonance model is also

related to Research International's Equity Engine model of two key factors of affinity and performance, where these influence sub-dimensions of authority (heritage, trust and innovativeness) identification (caring, bonding and nostalgia) and approval (acceptability, prestige and endorsement) (Keller, 2001).

This section about marketing communications discussed the ways communication would build brand personality. Therefore, to show the influence of the third BBT on brand personality, the type of product involvement is discussed next to create a greater understanding of consumers' cognitive dynamics.

4.4. PRODUCT INVOLVEMENT

A product can be referred to as a "good, service, or idea with both tangible and intangible attributes that collectively create value for a buyer or user" (Keegan & Green, 2011:331). Product type is used in the current study to influence consumer processing dynamics by creating different involvement levels.

To understand the dynamics of creating different involvement levels, involvement's conceptualisation, classifications and antecedents are discussed. To provide a broad view of involvement, consumer involvement, its classifications and factors influencing it are discussed. More specifically, to ensure manipulation effectiveness, product involvement is discussed along with factors influencing it to show the means of its creation. Brand involvement as a concept is explained as it is one of the brand equity elements the current study measured through consumer responses. The utilitarian-hedonic product type classification is discussed to show possible influences on involvement, and to provide a conceptual base for the utilitarian and hedonic attitudes towards the brand measured in the study. The means of creating the product involvement manipulation is discussed to show how consumer processing levels is influenced. Lastly, the explanation of processing routes created by the involvement manipulation is discussed to provide insight into knowledge creation dynamics.

4.4.1 Involvement Origins and Conceptualisation

Involvement stems from Sherif and Cantril (1947), but has since then been redefined by various researchers, enabling a more well defined concept with the same core message. Sherif and Cantril (1947) explored ego-involvement and self-concept in the context of attitude change, where ego was a collection of attitudes called ego

attitudes. The attitudes were part of an individual's characteristics formed by both the person and the environment which acts as a framework for social behaviour. Because ego changes would change behaviour, ego involvement was regarded as the relative importance of attitudes one holds towards objects or issues (Hupfer & Gardner, 1971). Freedman (1964) defined involvement in two manners, the first being the interest in, concern, or commitment towards a specific position on an issue, and the second being a general interest level about an issue. The second view is similar to the concept of 'importance' (Howard & Seth, 1969), a view shared by Hupfer and Gardner (1971). Involvement has also been referred to as a person's state of mental motivation with regard to an object or activity, or a goal-directed arousal capacity (Mittal, 1983).

Celsi and Olson (1988) propose a more comprehensive term of involvement, for it to be personally relevant to a person. Moreover, Celsi and Olson (1988) propose that the perceived relevance consists of perceived links between individuals, needs, goals, and values (self-knowledge), including product attributes and benefits (product knowledge). The subjective experience or personal relevance has been referred to as felt involvement (Celsi & Olson, 1988; Richins & Bloch, 1986), which is a function of situational and enduring involvement, with the latter being an antecedent of felt involvement. Felt involvement has two antecedents, the first being situational sources of personal relevance and the second intrinsic sources of personal relevance, with the former being temporary and the latter more stable. The effects from felt-involvement are message-processing involvement (Petty & Cacioppo, 1981), audience involvement (Greenwald & Leavitt, 1984), and response involvement (Houston & Rothschild, 1978).

Despite differences, a common thread has remained, justifying involvement to be defined as "the perceived value of a goal-object that manifests as interest in that goal object" (Mittal & Lee, 1989:365). The goal-object can be the product creating product involvement, brand for brand involvement or purchase decision creating brand-decision involvement (Mittal & Lee, 1989). In essence, involvement is an individual differential variable influencing consumer decision-making created by personal significance and ascribed product meanings (product, brand, situation, message) (Michaelidou & Dibb, 2008). It is also stated that increasing involvement due to successful customer engagement will increase effectiveness of marketing activities (O'Cass, 2000). Moreover, it has been shown that both situational and intrinsic

sources of personal relevance effects felt involvement or the motivation to process product information in advertisements (Celsi & Olson, 1988). Importantly, personal relevance plays a central role in information processing and shaping brand personification (Petty *et al.*, 1983). Involvement possesses properties of intensity, direction and persistence (Warrington & Shim, 2000). Intensity refers to the degree of motivation or involvement, whereas direction is the "object or issue toward which an individual is motivated" (Warrington & Shim, 2000:763). Persistence is the duration of involvement intensity (Warrington & Shim, 2000); however, more classifications exist due to its multifunctional use.

4.4.1.1 Involvement Classifications

In addition to product involvement, brand, issue, felt, and purchase-decision involvement, personal (Zaichowsky, 1985), task (Tyebjee, 1979), service (Ganesh, Arnold & Reynolds, 2000), solution (Laurent & Kapferer, 1985), communication (Muncy & Hunt, 1984) and advertising (Michaelidou & Dibb, 2008) involvement forms also exist. Rational and emotional involvement are distinguished (Chombart, 1979). As a result of multiple dimensions, overlap occurred with concepts of proneness, commitment, cognitive effort and importance due to concept similarity (Michaelidou & Dibb, 2008). Involvement was originally classified as a unidimensional construct, but has changed to a multidimensional construct due to its development and diversity, created by large amount of antecedents and influencing factors, which was empirically supported (Lastovicka & Gardner, 1979). Hence, a dynamic view of involvement is necessary (Quester & Lim, 2003) and a multidimensional approach is adopted in the current study.

Another classification of involvement is Houston and Rothschild's (1977) S-E-R Model of situational, enduring and response involvement. Situational involvement is created by situational factors such as a purchase decision, and creates interest for a brief time (Michaelidou & Dibb, 2008). Situational involvement depends on the object in question, and the product costs or complexity, along with stimuli from the physiological environment (Bauer, 1967). The purchase situation, purchase type, extent of motivation or care towards a brand drives situational involvement, creating routine, emergency or gift behaviour (Michaelidou & Dibb, 2008).

Enduring involvement is the long-term attachment an individual holds towards a product class and is generally associated with extensive information search

behaviour and brand knowledge that leads to brand commitment (Michaelidou & Dibb, 2008). Enduring involvement consists of two elements (Michaelidou & Dibb, 2008). The first of these is previous experience with a situation or product, which refers to the familiarity concept. The second is the relation between the person's value system and product (Michaelidou & Dibb, 2008). More specifically, enduring involvement will be high when a product is central to one's values (Smit, 2012). The concept of normative importance contrasts situational and enduring involvement by stating that cognitive processing's 'temporal duration' is longer for enduring than for situational involvement (Lastovicka & Gardner, 1979). Also, enduring involvement can entail situational involvement but not the inverse.

Response involvement is an individual's extent of involvement in a situation, such as the person's display of attention (Michaelidou & Dibb, 2008). Response involvement is viewed as a behaviour instead of a mediator to behaviour (Laaksonen, 1994). Response involvement is stated to be created by complex cognitive and behavioural processes stemming from decision-making from a situation (Michaelidou & Dibb, 2008). Product acquisition time and information search are accepted to be measures of response involvement, but can represent outcomes of involvement instead (Kinley, Conrad & Brown, 1999).

The enduring and situational involvement interacts to influence levels of response involvement (Michaelidou & Dibb, 2008). Research has progressed towards the development of enduring involvement. It has been stated that the constant and frequent purchase or use of products create deeper meanings and make them more enduring (Michaelidou & Dibb, 2008). Therefore, because of the experimental procedure adopted in the current study that uses both immediate stimulation and access to enduring memory, response involvement is expected to be investigated in relation to the influencing factors. To determine factors that create involvement and provide a broad overview for ways of creating the involvement manipulation, involvement antecedents are investigated next.

4.4.1.2 Involvement Antecedents

Major involvement antecedents include the inherent value system (ex. consumers' inherent needs, interest and values), the situational factors (ex. occasions or risk), and the physical stimuli characteristics (ex. marketing communications) (Warrington & Shim, 2000; Zaichowsky, 1986). The current study used marketing

communications to manipulate involvement, addressing the third antecedent. Due to involvement's hypothetical nature, it can be measured indirectly through its antecedents, and therefore through the four involvement profiles created by Laurent and Kapferer (1986). Laurent and Kapferer (1986) regard perceived involvement to be motivational and activated by antecedents of (1) product interest (product importance) (2) perceived pleasure value of the product, (3) perceived sign value of a product or the capability to mirror a person's personality (symbolic value), (4) perceived risk of making poor choices (risk importance), (5) the risk probability (Park & Moon, 2003). The previous discussions have considered involvement at its highest form of abstraction (Smit, 2012). To explore a more specific involvement dimension that needs to be understood to understand product involvement, consumer involvement as a form of involvement is explored next.

4.4.1.3 Consumer Involvement, Intensity and Classifications

Consumer involvement is the extent to which an activity forms part of an individual's life, that is personally relevant, and can be defined as "the amount of time and effort a buyer invest in the search, evaluation and decision processes of consumer behaviour" (Lamb *et al.*, 2008:73). Consumer involvement interacts with a consumer's value system, because consumers are more involved when an object can satisfy their needs (Zaichowsky, 1985). Hence, consumer involvement changes when there is a change in a consumer's value system created by consistent interaction with external stimuli (O'Cass, 2000). Consumers with high involvement towards a product or brand are narrow categorisers (narrower consumer decision set), where low involved individuals are broad categorisers (wider decision set), with the latter being susceptible to advertising messages (Michaelidou & Dibb, 2008).

Consumer involvement in relation to decision-making can be classified in three broad terms (Kotler & Keller, 2011). The first of these is routine response behaviour, and is the frequent purchase of low cost goods or services, with problem recognition occurring at the time of advertising exposure. The second is limited decision-making, which has elevated levels of information search in comparison to the previous level and less than the final classification. The final classification is extensive decision-making, and is characterised by high risk decision-making.

Consumer involvement can be divided into cognitive and affective involvement (Park & Young, 1986), where the former is created by utilitarian and the latter by affective

or value-expressive motives. Cognitive involvement is related to the logical part of the brain (left-hemisphere) and affective involvement the affective part (right-hemisphere) (Mittal, 1987). The interlinking nature of hemispheric processing and terms of rational and irrational consumer decision-making suggest that cognitive and affective involvement is interlinked (Putrevu & Lord, 1994). Additionally, research proposes that cognitive involvement will increase product awareness and affective involvement will create enduring product involvement (Putrevu & Lord, 1994). Moreover, cognitively involved consumers are argued to have greater chances of having smaller brand attribute information, whereas a wider information search is likely for affectively involved consumers (Higie & Feick, 1989; Richins & Bloch, 1986). The wider information search for affective consumers represents an affective risk-countering response. To understand the creation of consumer involvement and ensure manipulation effectiveness, its drivers are investigated next.

4.4.1.3.1 Factors Influencing Consumer Involvement

As a general rule, any situation that increases awareness, interest or relates to one's values should increase involvement (Lamb *et al.*, 2008). The main factors of influence are interest, perceived risk, previous experience, the situation or social visibility (Lamb *et al.*, 2008). Interest usually increases involvement through a relation with a consumer's self-concept or ego, whereas perceived risk increases involvement as involvement is a means to reduce risk. Different products have the ability to create different levels of involvement, mainly through risk. The main risk elements are financial, social, psychological (time), functional and physical risk (performance) (Blythe, 2008; Lamb *et al.*, 2008). An increase in previous experience generally decreases involvement as risk perceptions decrease and brand familiarity increases. The situation can increase involvement as it could require high consumer attention levels to adapt to it, such as in the case of viewing an advertisement. Similarly, social visibility can increase involvement for consumers to act in socially congruent or incongruent manners, such as in the case of gender roles. Social visibility is proposed to be a strong motivator of consumer involvement as consumers will increase their knowledge of the product they aim to use or buy to ensure appropriate social representation (Smit, 2012). This effect is brought on by the product's sign value, and therefore the value of social representation in a usage situation (Martin, 1998). Social identity theory states that individuals form the representation of their self through social circumstances (Stets & Burke, 2000). Thus, social identity theory

substantiates the notion of involvement being enhanced by social circumstances to correctly represent the social self. Price also increases involvement as the probability for mispurchase increase (Rothschild, 1979). Durable goods also increase involvement as risk of mispurchase is higher due to long-term commitment. Ego-involved goods with symbolic meaning create involvement by creating motivation to avoid the risk of misrepresenting a consumer's lifestyle, or aspect thereof such as personality (Levy, 1959). Hedonic goods also increase involvement as consumers react to social and esteem risk.

In accordance with risk reduction, cognitive dissonance is a driver of consumer involvement (Schiffman *et al.*, 2010). Highly involved consumers have been found to have rigid preconceptions about purchases and continuously search for new information to add to their preconceptions (Schiffman *et al.*, 2010). To overcome cognitive dissonance, more supportive information is needed in high than low involved individuals, and an individual has a greater chance of accepting new information in the future as time elapses (Johnson & Eagly, 1989). It has been shown that both affectively viewed psychological risk and motivation from purchase situations add to the cognitive evaluations of the product (Dholakia, 2000). In a study determining the effect of risk on the relationship between product involvement and information search, it was shown that perceived risk fully mediates the product involvement importance (cognitive) dimension. However, the previous did not apply to the hedonic dimension's effect on information search, as hedonic involvement's effect on information search was direct (Chaudhuri, 2000). To narrow down involvement in terms of abstraction towards the product object (Smit, 2012) and to address the current study's operationalisation in terms of manipulation, involvement towards the product is explained next.

4.4.1.4 Product Involvement

Product involvement can be described as the consumer interest in a product or product class (Park & Mittal, 1985). Product involvement is created by the product's ability to satisfy needs, consistency with one's values and the match with personal goals (Mittal & Lee, 1989). Research shows product involvement's power to influence the extent of information search, consumers' product attitude, preference and timing of product adoption (Suh & Yi, 2006). Product involvement has been shown to be related to brand commitment, attention, memory, attitude and brand preference

(Smit, 2012; Warrington & Shim, 2000; Traylor, 1981). However, product involvement should not be confused with interest in the purchase decision (Mittal & Lee, 1989), leading to the explanation of the distinguishing between the two concepts.

4.4.1.4.1 Product Involvement versus Brand Decision Involvement

Product involvement is different from purchase involvement (purchase decision involvement) or brand-decision involvement (Mittal & Lee, 1989; Park & Mittal, 1985). The interest of product involvement is on the owning and use of a product, while the interest in purchase decision involvement is on the brand selection task (Mittal & Lee, 1989). Low purchase involvement is represented by routine or casual brand selection, and high purchase involvement represents deliberate brand choice selection with extensive decision-making behaviour (Mittal & Lee, 1989). Product involvement is an antecedent of purchase decision involvement, and the two concepts can occur separately (Mittal & Lee, 1989). The level of communication, situation and the individual's characteristics influence the extent of purchase involvement (Mittal & Lee, 1989). Consumers who have adequate knowledge in a purchase situation are not expected to do an external information search (Bennett & Mandell, 1969). To ensure effective involvement manipulation in the current study, the factors that influence product involvement are investigated next.

4.4.1.4.2 Factors Influencing Product Involvement

To understand the creation of involvement, consumers' goals towards an object such as a product, brand or communication must be understood. Goals can be classified into three groups. The first of these is the utilitarian goals (functional, rational or economic goals) (Sheth, 1974), the second the sign value (self-concept related, social and impression management goals), and the third the hedonic goals (experiential or pleasure goals) (Smit, 2012).

Factors influencing product involvement include age, subjective product knowledge, social influence, culture, product category, and self-relevant information (Smit, 2012). In terms of age, the indication of the consumer's age being congruent with the product's life cycle age has been proposed to be an influencer (Coulter, Price & Feick, 2003). Moreover, attitudes are influenced to a greater extent when consumers are more involved in comparison to when they are less involved (Muratore, 2003). Subjective product knowledge increases with an involvement increase (Greenwald &

Leavitt, 1984). Social influence works through the dynamics of interpersonal influence, with the same argument applying to culture. Product category also influences involvement as utilitarian products are less involving than speciality goods that have greater emotional attachment (Te'eni-Harari & Hornik, 2010; Laurent & Kapferer, 1986; Zaichowsky, 1985). Also, stronger self-congruity was found in high involving conditions than was found in lower involvement conditions (Kressmann *et al.*, 2006).

In conjunction to product involvement, brand involvement is another type of involvement that has received increasing research attention (Smit, 2012). As brand involvement has been shown to create brand equity, it was included in the current study to investigate brand equity building dynamics. Therefore brand involvement is investigated next as the first consumer response.

4.4.2 Brand Involvement Defined and Factors Influencing It

Brand involvement is the perceived relevance an individual holds towards a brand and is a form of situational involvement (Celsi & Olson, 1988). The concept can be used to measure levels of brand interest, significance and attitudes (Guthrie & Kim, 2009). Some of the factors that influence brand involvement include other linked associations, the perceived or actual product value, interactivity, facilitation of needs, necessity, gender difference and avoidance or anxiety behaviour (Smit, 2012). Linked associations that create positive memories have been shown to create involvement (Martin, 1998). In terms of perceived product value, functional goods generally become obsolete after their lifespan, whereas hedonic or aesthetic brands retain value even after their product life has ended (Martin, 1998). Consumers tend to have greater involvement towards brands that can facilitate the consumer in satisfying their needs, especially when they are a necessity (Martin, 1998). In terms of gender difference, women use criteria in decision-making for both their understanding of the brand and the brand's understanding of them (Blythe, 2008). In contrast, men only use their understanding of the brand (Blythe, 2008). In terms of anxiety or avoidance behaviour, consumers' fear of brand intimacy could deter relationship formation with brands (Blythe, 2008). Involvement is a prerequisite for creating brand engagement (Kapferer, 2012), and as previously stated, brand involvement could be used to increase brand equity (Smit, 2012). Brand involvement was traditionally understood under one construct, but it has collapsed into three

types, namely outcome-, impression- and value related involvement (Smit, 2012). To provide a theoretical base for the insights gained in Chapter 8, the brand involvement types are discussed next.

4.4.2.1 Outcome-Relevant Involvement

Outcome-relevant involvement (ORI) can be traced to Petty and Cacioppo's (1979) issue involvement, which is the extent of an attitudinal issue being personally relevant. Issue involvement studied by social judgement-involvement researchers (Sherif, Sherif & Nebergall, 1965) has been distinguished from response involvement (Zimbardo, 1960). Hence, issue and response involvement are too broad, causing this calssfication to be misnamed, and it was proposed that this be more narrowly defined in terms of ORI as the "concern [a] subject has to attain desirable outcomes" (Johnson & Eagly, 1989:293). The ORI can be used to understand motivation from a cognitive response approach and the ELM, where persuasion is mediated by the quantity and valence of the message recipient's thoughts of relevant messages (Johnson & Eagly, 1989). Hence, involvement increases message recipients' motivation to process information of a represented issue (Johnson & Eagly, 1989). Strong arguments create favourable thoughts, whereas weak arguments create unfavourable ones (Petty, Wells & Brock, 1976).

4.4.2.2 Impression-Relevant Involvement

Impression-relevant involvement (IRI) stems from Zimbardo's (1960) works of involvement in which involvement was concerned with other attitudes towards a situation. Hence, IRI is defined as a "subject's concern about the impression their attitudes might make on others" (Johnson & Eagly, 1989:291). Therefore social consistency and avoidance of cognitive dissonance drives IRI. Accordingly, the term response involvement was renamed as IRI (Johnson & Eagly, 1989).

4.4.2.3 Value-Relevant Involvement

Value-relevant involvement (VRI) originates from social judgement framework where high involving attitudes are components of the ego or self-concept (Sherif & Cantril, 1947). Ego involvement was distinguished from other involvement types and renamed to VRI, which can be defined as the psychological state created by the "activation of attitudes that are important to values" (Johnson & Eagly, 1989:290). Latitudes of acceptance, rejection and non-commitment illustrate a continuum of

attitudes where VRI creates wide latitude of rejection and little non-commitment (Johnson & Eagly, 1989).

It was proposed by Petty and Cacioppo (1990) for ORI and VRI to be once concept, but they were proven to be distinct (Smit, 2012). Also the dominant self-aspects being activated differ as ORI triggers outcomes, VRI values and IRI social impression. In summary, ORI represents the involvement that is most likely created through the rational appeal in the current study, and IRI or VRI in the emotional appeal, which represents cognitive and affective involvement. Although the previous theoretical linkages provide a base for explaining empirical results, testing brand involvement types is an area left for future research as the current study adopted a broad form of brand involvement. The brand involvement was therefore measured at a higher conceptual level as it sufficiently addressed the research objectives, but the discussion of types did ensure construct validity.

The means of creating the product involvement manipulation is addressed next to address manipulation effectiveness. Although utilitarian products are usually associated with low involvement goods and hedonic goods with high involvement goods, the utilitarian-hedonic classification can differ in involvement. This is because consumption goals and the degree of goal fulfilment differ between products (Chitturi, Raghunathan & Mahajan, 2008; Sheth, 1974). Accordingly, to ensure accuracy of stimuli effectiveness, the utilitarian and hedonic product classification is discussed to illustrate its effects, which could influence manipulations.

4.4.3 Utilitarian and Hedonic Product Classification

Products can represent various meanings, such as being objective, symbolic, shared or personal, or evoke low or high emotional response levels (Martin, 1998). Products can also be distinguished between their degree of rationality (utilitarianism) and emotionality (hedonism). Products can be utilitarian or hedonic, where the former is mainly functional or instrumental and the latter provides more fun, experiential consumption, excitement or pleasure (Dhar & Wertenbroch, 2000). Rational decision rules are used to a greater extent for utilitarian goods, whereas irrational decision-making through emotion is used for hedonic goods (Dhar & Wertenbroch, 2000). More specifically, to judge a utilitarian product in terms of functional performance, a cost-benefit approach would be used (Park & Young, 1983). In the case of value-expressive motives, an individual would have interest in enhancing self-concept or

self-esteem, and the projection of the actual or desired self-image to society (Park & Young, 1983). The utilitarian-hedonic continuum is not entirely distinct as some level of irrationality can always be expected in decision-making, with the same applying to rationality in terms of price sensitivity (Dhar & Wertenbroch, 2000). Product knowledge consists of product experience, subjective knowledge (familiarity) and objective knowledge (Park & Moon, 2003). Results show stronger correlations between objective product knowledge (product attributes) and consumers' product involvement with a utilitarian product than hedonic product. Inversely, the correlation between subjective product knowledge and consumer product involvement is higher for a hedonic than utilitarian product (Park & Moon, 2003).

It has been shown that products fulfilling prevention goals by meeting or exceeding utilitarian needs enhance satisfaction, whereas products that fulfil promotion goals by meeting or exceed hedonic consumer wants enhance customer delight (Chitturi *et al.*, 2008). Also, prevention-focused feelings of security and confidence through utilitarian benefits are the primary antecedents of satisfaction (Chitturi *et al.*, 2008). In contrast to this, the promotion focused emotions of excitement and cheerfulness through hedonic benefits are the primary antecedents for delight. Moreover, customer delight increases customer loyalty, repurchase intentions and WOM (Chitturi *et al.*, 2008). Product type has been shown to influence the variation in consumer motivation as the motivation to buy utilitarian (low involvement) products stem from immediate consumption consequences (Mort & Rose, 2004). In contrast, hedonic (high involvement) products are motivated by need fulfilment through consumption (Mort & Rose, 2004). Thus the traditional A-C-V (attributes, consequences and values) hierarchy applies to utilitarian goods and the A-V to hedonic goods (Mort & Rose, 2004). The sequence possibly provides insight into the hierarchy among low and high involvement levels.

Research shows that consumers prefer to give up a utilitarian product before a hedonic one (Dhar & Wertenbroch, 2000). Moreover, when the probability of acquisition is low, hedonic goods are preferred but when probability is high, utilitarian goods are preferred (O'Curry & Strahilevitz, 2001). The power of product hedonic relationship has been shown in the following example: consumers who had a more hedonic relationship with their cars valued their cars more than consumers viewing cars as mainly utilitarian (Dhar & Wertenbroch, 2000). Research also shows that the manner in which the product is displayed to the environment influences choice

(Okada, 2005). Thus, hedonic goods are preferred when presented singly, but utilitarian products are preferred when presented with the hedonic product (Okada, 2005). Also, consumers prefer to pay for utilitarian goods with money and hedonic goods with time (Okada, 2005), illustrating the risk differences that create distinct involvement levels (Smit, 2012). As the current study focused on manipulating involvement in relation to the attitude object regardless of the product's utilitarian and hedonic nature, the involvement classification selected is explained next.

4.4.4 Low and High Involvement Product Classification

Products can be further classified in terms of involvement levels in relation to their functions, such as in the distinction between consumer or industrial products (Kotler & Keller, 2011). The decision to use consumer products in this study relies on the fact that the majority of celebrity endorsers are used for consumer products (Roozen & Claeys, 2010). Also, it was expected that a dominance of rational thought would be created with industrial products as decision-making is guided by the functional risk involved, which would create a lack of emotional motivation. The imbalance between rationality and emotionality would be inconsistent with the current study's rational-emotional duality design in terms of communications (Lehmann & O'Shaughnessy, 1974). Goods can further be classified in terms of convenience, shopping, speciality or unsought goods (Kotler & Keller, 2011). Unsought goods represent a forced involvement and are not normally wanted, which justifies its exclusion from the current study. Convenience goods are utilitarian, characterised by lower price risk, functional decision-making criteria and limited emotion (Park & Moon, 2003). Hence, convenience goods are normally low involvement products. Shopping goods could represent both forced and non-forced involvement, and can involve hedonic goods but the level of emotion is less than with speciality goods (Kotler & Keller, 2011). Speciality goods generally have higher degree of financial or psychological risk, creating a higher degree of information search than shopping goods, and are characterised by previous consumer experience, limited purchase frequency, and high degree of involvement and emotional attachment (Chaudhuri, 1997). Also, it has to be noted that some products are only involving for a speciality market segment, or during the purchasing process (Richins & Bloch, 1986).

A hedonic and utilitarian product can be both low and high in terms of involvement due to personal relevance determined by consumption goals (Smit, 2012). The

current study's involvement separation was made in terms of consumer goals determined in the focus groups (see Section 6.6.6.1). A smartphone was used as a high involvement product and the smartwatch as a low involvement product. The high involvement product was selected because it satisfied an important need to connect and was therefore personality relevant. The low involvement product was selected because it was not personally relevant to the consumer, the product category was not involving and the product interest was low. The utilitarianism and hedonism neutrality was supported by the similar means found for the total sample (utilitarian attitude x=5.07, hedonic attitude x=5.14) (see Section 7.8.6 or 8.7). The high and low involvement classification was proposed to create difference processing styles that could be explained by the elaboration likelihood model (Belch *et al.*, 2012).

4.4.5 Elaboration Likelihood Model

In this section the ELM is explained to show the differences in consumer processing. Elaborating on the ELM, processing differences between high and low involvement are discussed later. Subsequently, involvements processing influence, levels and classifications are discussed to show their behaviour influence. Lastly, involvement influence on brand personality is discussed as a theoretical base for understanding the study results.

The ELM shows the cognitive processing dynamics that influence consumer behaviour through two distinct routes of cognitive processing (Belch *et al.*, 2012). The first, central route to persuasion, is characterised by high involvement where extensive information search and cognitive reason occurs due to changes in the environment (Belch *et al.*, 2012). The central route also has a higher chance of creating effective persuasion and attitude change than the second route (Kotler & Keller, 2011). When cognitive processing is too high it can create unfavourable counterarguments, and a boomerang effect can occur where attitudes become negative (Belch *et al.*, 2012). The rational appeal is suggested to create persuasion through the central route as it stimulates cognitive thinking through message relevant information (Belch *et al.*, 2012).

In the second route of peripheral persuasion, low involved consumers make decisions through peripheral cues that create lower levels of cognitive processing (Schiffman *et al.*, 2010). The peripheral route is less likely to change consumer attitude. Thus, during low elaboration consumers make inferences about

communications on the basis of positive and negative cues, which could include emotion (Belch *et al.*, 2012). The peripheral cues can include the endorser in the advert and peripheral route characteristics include rule of thumb decision rules with limited criteria such as emotion, routine decision-making or low product importance (Belch *et al.*, 2012). Importantly, the ELM's functionality rests on consumers' motivation and ability to process messages (Belch *et al.*, 2012). To explain consumers' motivation and ability to process messages, the processing differences between high and low involvement are discussed next.

4.4.5.1 Low and High Involvement Processing Differences

Low involvement choices are usually made from top of-mind awareness and knowledge with limited cognitive effort, illustrating a great role of using memory for product evaluation and storing (Hawkins & Hoch, 1992). Memory is a consequence of extensive processing which facilitates the encoding and organisation of messages in consumers' existing cognitive structures (Hawkins & Hoch, 1992). Involvement has the power to increase memory of message and product information used in decision-making (Hawkins & Hoch, 1992; Gardner, Mitchell & Russo, 1985), which provides evidence for central route to persuasion to provide more learning than the peripheral route. This is supported by results confirming high involvement to increase consumers' thoughts created in reaction to a persuasive message (Greenwald, 1968). Research also show peripheral cues such as credibility and attractiveness ability to have a larger impact on low involvement persuasion conditions (Petty, Cacioppo & Schumann, 1983; Chaiken, 1980), which supports the premise for celebrity endorsement to be effective through the low involvement route. Also, central route attitude is changed by message cognitions, and peripheral route attitudes are changed by both message cognitions and simple source perceptions, in line with ELM (Andrews & Shimp, 1990).

It is also proposed that argument quality increases agreement under high involvement, and argument quantity creates the same effect under low involvement (Petty & Cacioppo, 1984). Similarly, it has been shown that argument quality has a greater impact on attitudes under high involvement and that product endorser's celebrity status (likability) or credibility had a greater impact under low involvement (Petty *et al.*, 1983). In showing the variant power of mood, when the elaboration likelihood was high, positive mood influenced both thoughts and attitudes. However,

when elaboration likelihood was low, mood only influenced attitudes (Petty, Schumann, Richman & Strathman, 1993). To show how the different involvement levels could be created in terms of communications, involvements influence is explained next. Also, the effect of various types of involvement on various processing classifications is discussed to show involvement's influence on decision-making.

4.4.5.2 Involvement Processing Influence and Message Processing Classifications

Involvement increases recall, accessibility of message details, produces more central thoughts and increases self-generated evaluated thoughts (Hawkins & Hoch, 1992). In terms of advertising it is known that consumers respond differently to common messages because of 1) consumers' inherent differences, 2) greater consumer involvement increases counter-arguments, 3) consumers use different message cues to form judgements depending on involvement levels, 4) under high involvement, attitudes are influenced by the quality of message arguments, where low involvement attitude is influenced by source expertise (Zaichowsky, 1986).

Involvement and its persuasion influence differs with message repetition, as an inverted 'U' relationship was found between repetition and persuasion (Petty & Cacioppo, 1979). The increase in message repetition will first increase attitudes due to message favourability, then decrease due to persuasion message criticism. Similarly, Batra and Ray (1986a) show that under high involvement, repetition of messages decreases favourability of consumer attitudes, whereas in low involvement conditions, repetition increases favourable attitudes. This phenomenon demonstrates a possibility of an optimal balance of involvement in relation to a person. Moreover, it has been shown that simple repetition increases truth ratings (the truth effect) and this was more pronounced when the initial information exposure was processed less. The truth effect has been shown to increase in low involvement processing when individuals engaged in a processing task of 'rote rehearsal' (technique that increases memory without encouraging item evaluation) (Hawkins & Hoch, 1992). The trust effects increased familiarity without increasing evaluative information processing (Hawkins & Hoch, 1992).

Consumer processing of a brand can be classified in terms of six levels of motivation (MacInnis & Jaworski, 1989). The levels, in levels of increasing motivation, are 1) feature analysis, 2) basic categorisation, 3) meaning analysis, 4) information

integration, 5) role-taking, 6) constructive processes. The current study focuses on the latter three in the high involvement condition. Information integration refers to the synthesis of information. Role-taking refers to the categorisation of information, evaluation of its believability, and then transcendence of the information to a role portrayed by the source (ex. Ferrari being associated with the role of Michael Schumacher). Role-taking therefore creates attitudes towards the advert for a constructive process (MacInnis & Jaworski, 1989). The constructive process also involves relating the product information to the self, but uses prior consumer knowledge to go beyond the brand and build novel brand scenarios (MacInnis & Jaworski, 1989). Feature analysis, brand categorisation and meaning analysis is expected in the low involvement condition (MacInnis & Jaworski, 1989). Feature analysis is the encoding of salient ad properties, whereas brand categorisation is when consumers combine cue features within an advert to create evaluative judgements. Lastly, meaning analysis is the consumer's interpretation of salient advert cues to understand the message (MacInnis & Jaworski, 1989). Also, a framework of audience involvement processing across various levels has been proposed to consist of pre-attention, focal attention, comprehension and elaboration (Greenwald & Leavitt, 1984) with increasing order of mental processing capacity and storage ability. To create additional insight into involvement's influence on processing, the influence of it on brand personality created through difference consumer processing is discussed next.

4.4.5.3 Involvement's Role in Creating Brand Personality

Different types of processing occur during consumers' processing of advertisements (Rosselli *et al.*, 1995). It is proposed that brand personality creation depends on the type of processing that takes place (Ouwersloot & Tudorica, 2001). Involvement has been shown to increase the memory of product and message information in decision-making (Hawkins & Hoch, 1992), therefore creating greater consumer knowledge. Accordingly, high involvement individuals could have greater knowledge than those less involved, and could therefore perceive more distinct brand personality images from the knowledge stored in memory, and more clarity of brand personality appeal. Thus, a high involvement product would generate greater brand personality or brand personality gender knowledge, which would limit the effect of the celebrity gender stimuli on the brand personality or its gender dimension. More so, the celebrity effect would be greater with low involvement products. A product's gender influence in

consumer decision-making is proposed to be enhanced with an increase in product social visibility, level of personal interest or the importance of correct self-expression (Schiffman *et al.*, 2010). Therefore, it could be expected that higher involvement would create more brand personality gender.

It has been proven that, depending on the situational involvement, the desired brand personality differs in order to satisfy consumer needs (Wysong *et al.*, 2012). In a more involved situation, a more desired brand personality was chosen. Similarly, when social visibility was high, a brand personality was chosen that correctly expressed the consumers' self. Moreover, changing interest or involvement in a brand could change the brand meaning for the consumer. An example of this is when a consumer uses a low involvement detergent brand initially for its competence, but then attaches new meaning to it, for instance when the person uses it when in a happy mood, thereby attributing an element of excitement towards it (Schiffman *et al.*, 2010).

Involvement is proposed to directly influence the creation of brand personality through personal goals and indirectly through brand knowledge and experience (Ouwersloot & Tudorica, 2001). Functional goods rely on functional attributes, and symbolic goods rely on items that display the social aspects of the brand (Kotler & Keller, 2011) such as its sophistication. Because involved situations could require emphasis on either functional or symbolic aspects of the brand, the importance assigned to different brand personality traits, such as competence in the utilitarian (low involvement) or sophistication in the symbolic product (high involvement), could be expected to differ.

With greater involvement through the central route to persuasion, the rational advertising appeal was proposed to be more effective in creating changes in brand personality or attitudes than emotional arguments. This is due to cognitive consistency between the appeal and cognitive processing over the peripheral emotional cue (Chowdhury & Khare, 2011; Petty *et al.*, 1983). Thus, the emotional appeal was proposed to have a greater effect on variables during low involvement.

4.5 SUMMARY AND CONCLUSION

This chapter provided an overview of the brand personality influencers. The first brand personality influencer of celebrity endorsement was found to be an effective

promotion tool, because although it does not always influence consumer behaviour, it has been shown to influence consumers' perceptions, create favourable brand attitudes and brand equity (Tran, 2013; Folse *et al.*, 2012; Ferle & Choi, 2005). Celebrity endorsers could be real or created, one-sided or two-sided, with the current study using a real and one-sided celebrity endorsement. The major factors influencing celebrity endorsement were found to be celebrity (source) characteristics, communication message, advertising channel and recipient characteristics (Erfgen, 2011). Accordingly, in selecting the most appropriate celebrity, one should be selected that has source credibility, attractiveness, and a matchup with the product, brand, and consumer. The celebrity endorsement's brand building power is explained through the meaning transfer model (Erdogan, 1999), which has shown that the dual trait meaning transfer is possible between the celebrity and the brand. Moreover, celebrity endorsement has been shown to be mediated by celebrity awareness and moderated by source characteristics. In investigating gender preferences to ensure stimuli effectiveness, mixed evidence was found for celebrity gender preferences and celebrity-consumer gender congruence.

The second brand personality influencer of communication in this study was studied from a promotions perspective, and as a function of consumers' perceptions of advertising because celebrity endorsement is a form of advertising. From various message strategies, a rational and emotional appeal communicated by means of straight-sell creative execution style was adopted to be used in the manipulations. The communication model, response models, and brand personality communications model illustrated the various means of knowledge creation to understand brand personality creation. Framing theory was used to create a broad classification of the rational and emotional appeals used in building brand personality. Rational appeals are information-based and emotional appeals are based in experiential consumption to thereby create affective elaborations. Factors influencing the decision to use each appeal were shown to be contingency theory, functional matching and the level of consumer involvement. The appeals effects on behavioural responses were shown to be mixed and the execution styles thereof were elaborated on in terms of functionality and specific emotions. Similarly, appeal layouts were found to differ and were contrasted to hard-sell and soft-sell appeals. Different emotion related processing styles exist and the affect infusion model was illustrated to distinguish between heuristic and substantive processing strategies (Geuens *et al.*, 2011). To

create clarity on appeals communication effects, the brand resonance model illustrated the rational and emotional brand building routes.

To create an understanding of the third brand personality influencer of product involvement, involvement at its broadest conceptual level was explained, along with its classifications and antecedents, which showed its multidimensional nature. Consumer involvement as a more specific form of involvement was found to vary in degrees of intensity. Consumer involvement can be classified in cognitive and affective involvement and shown to be driven by interest, risk and avoidance of cognitive dissonance. Product involvement was shown to be distinct from brand decision involvement, and could be influenced by age, subjective product knowledge, social influence, culture, product category, and self-relevant information (Smit, 2012). Representing one of the consumer responses tested, brand involvement was explained and found to exist at a broad level and at a dimension level of outcome-, impression-and value-relevant involvement. The creation of the high and low involvement manipulation was created due to consumers' goals, regardless of the attitude object and interest in product category. In illustrating involvement's manipulation effects, the elaboration likelihood model explained the central and peripheral persuasion routes creating persuasion. In addition, involvement was found to have an optimal point in terms of repetition, which can create different message processing classifications, and influence brand personality. As this chapter focused on brand personality creation, the next chapter focuses on explaining consumer responses to brand personality creation or brand building by investigating consumer behaviour in depth.

CHAPTER 5

CONSUMER RESPONSES TO BRAND BUILDING

5.1 INTRODUCTION

As the previous chapter discussed the BBTs of celebrity endorsement, communication appeal and product involvement, the current chapter investigates consumer decision-making dynamics to explain behavioural intentions or consumer responses to brand building. Thus, the consumer decision-making process is explained to create understanding of the cognitive dynamics of consumer behaviour. The buyer process and external and internal factors influencing cognition are explained. The internal psychological concepts of motivation, perception, learning, personality and attitude are discussed as a base to explain consumer responses to brand building. In addition to the discussion of personality in Chapter 3, aspects not previously addressed are elaborated on to show personality's influence in decision-making. Various classifications of attitude are explained, along with attitude toward the brand and the ad that represent the second consumer response which was tested to explain consumer behaviour predispositions. Because brand personality is an emotionally powerful construct that triggers an emotional rather than an intellectual response (Klabi & Debabi, 2011), emotion's influence in decision making is explored to determine its behavioural influence. Lastly, purchase intention as the third consumer response to brand building is explained to show its behavioural influence.

5.2 THE CONSUMER DECISION-MAKING PROCESS

Consumer decision-making can be defined as the "study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon, 2013:31). Consumer decision making can also be explained by the consumer decision-making model (Schiffman *et al.*, 2010) (see Figure 5.1). This specific model was used because it includes psychological factors that could have an influence and were relevant to the study. The model shows consumer decision-making to be an iterative process between inputs, individual processing dynamics and behavioural outputs. The model shows that external input, such as the firm's marketing communications and the

sociocultural environment, influences consumer inputs, which are processed by decision-making ability and psychology, and subsequently influence behaviour. The decision-making process elements of need recognition, pre-purchase search and evaluation of alternatives form part of the process. Furthermore, purchase and post-purchase evaluation form part of output behaviour, in turn influencing decision-making. Influencing the cognitive dynamics is the five stage buyer process which is explained next.

Figure 5.1: Consumer Decision-Making Model
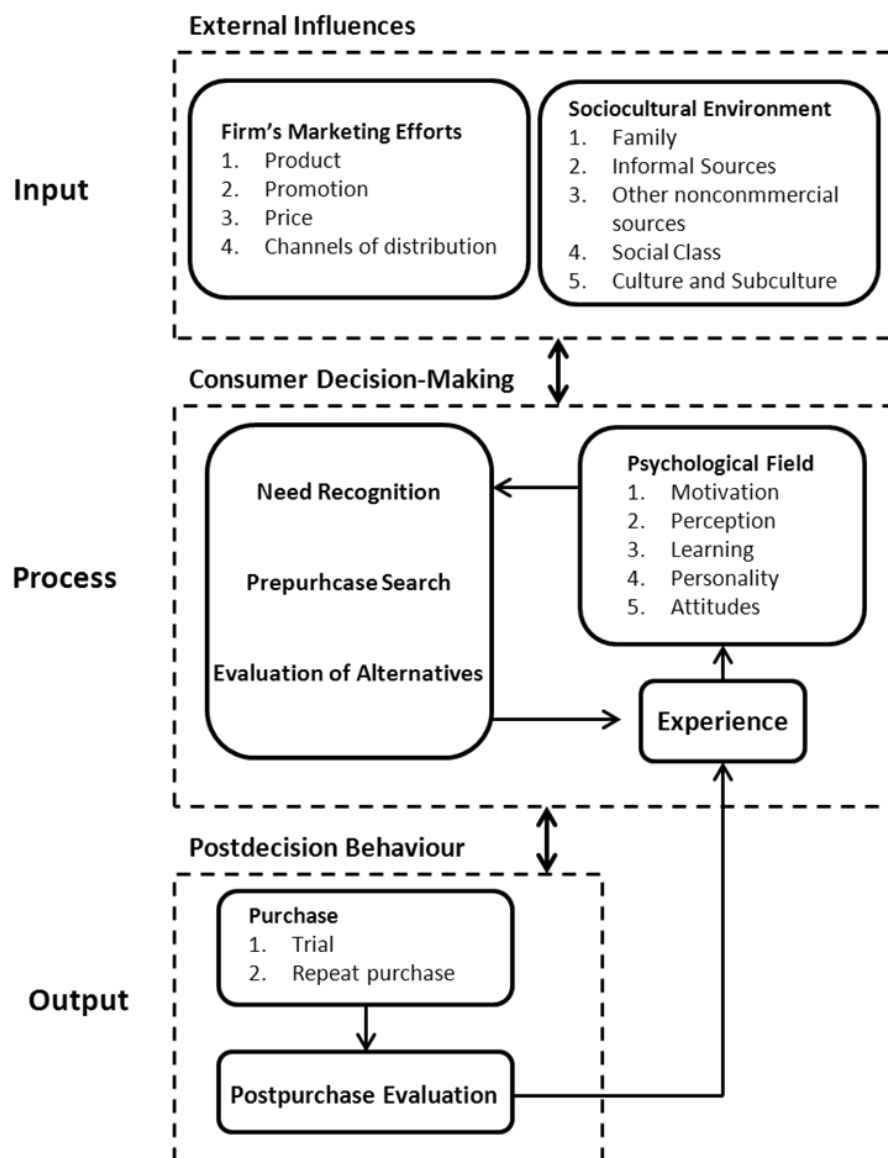
Source: Shiffman, Kanuk & Wiesenblit, 2010:483.

5.2.1 The Buyer Process

In the first stage, needs are recognised due to a problem created by the internal or external environment (Semenik *et al.*, 2012; Kotler & Keller, 2011), and can be

conceptualised as being the discrepancy between the actual and desired individual state, leading to the next phase, namely pre-purchase search. The pre-purchase search stage entails information search to reduce risk. This stage is characterised by information sources (memory or environment) created by product, situational or consumer factors. It could also be characterised by dynamics (high risk will create high levels of information searching) such as representing narrow or broad consumer characterisation (Schiffman *et al.*, 2010). In the evaluation of alternatives phase, products are judged in terms of their ability to satisfy needs and funnelled into the evoked set, which represents probable purchase options. It has been noted that brand choice criteria such as brand credibility plays a role in evaluation of alternatives along with celebrity source credibility characteristics (see Section 4.2.2.1). Similarly, it is in the evaluation of alternatives stage that brand personality is expected to provide a brand competitive edge, as it provides a means of heuristics by creating a unit of easily accessible associations (image) that are emotionally laden (Klabi & Debabi, 2011).

Different decision rules or heuristics can be used in decision-making (Schiffman *et al.*, 2010). In using a compensatory decision rule, consumers evaluate brand options in terms of brand attributes evaluated in an averaged brand score, enabling trade-off between positive and negative attributes. In a non-compensatory decision rule, such as the conjunctive decision rule, separate minimally acceptable cut-off levels for each attribute are assigned (Schiffman *et al.*, 2010) and are selected accordingly. In a lexicographic decision rule, attributes are ranked according to perceived relevance (involvement), and the product with the most important attribute is accordingly selected. Also, the affect referral decision rule is the selection of the brand with the highest perceived overall rating.

After the evaluation of alternatives, the purchase decision is made, according to which an individual engages in the purchase decision process by creating behaviour or output. The purchase stage can be influenced by others individuals' attitudes, unanticipated situational factors or perceived risk (Kotler & Keller, 2011). After the purchase decision stage, the post-purchase evaluation phase occurs in which consumers express their behaviour in relation to their satisfaction, which influences future purchases. The buyer process illustrates decision-making that can be influenced by external and internal influencers (Schiffman *et al.*, 2010). To fully

185

understand decision-making, the influence of external and internal influencers is explained next.

5.3 EXTERNAL INFLUENCERS OF CONSUMER BEHAVIOUR

The consumer decision-making model illustrates that external influences emerge from the marketing efforts or sociocultural environment (Schiffman *et al.*, 2010). Sociocultural factors or informational sources such as family or reference groups play a behaviour changing role as they illustrate strong social connections and possess power to influence perceptions. The reference groups can be classified into direct and indirect groups, where the former consists of primary or secondary groups and the latter consists of aspirational and non-aspirational (Lamb *et al.*, 2008). It is proposed that opinion leaders such as celebrities play a central role in the indirect, aspirational reference group (Lamb *et al.*, 2008). Social class can also exert change in behaviour, as selecting the brand with the appropriate personality can be subject to social scrutiny. Similarly, culture can also change behaviour through its transcendence into products, which is passed from one generation to another (Lamb *et al.*, 2008). The effect of gender perceptions, for instance with gender brand personality, is an example of a concept that can be influenced by cultural forces, and could represent a subculture. The inputs on decision-making can be sought or forced (Schiffman *et al.*, 2010). Nevertheless, although the external environment influences decision-making, the consumer psychology determines the consumer reaction (Schiffman *et al.*, 2010). Thus the internal psychology is analysed to determine consumer behaviour responses.

5.4 INTERNAL INFLUENCERS OF CONSUMER BEHAVIOUR

An individual's internal consumer psychology consists of motivation, perception, learning, personality and attitudes. Accordingly, the psychological concepts are discussed to provide an overview of consumer psychology to explain consumer behaviour. Because consumer personality was discussed in Chapter 3 as a base for brand personality, it is elaborated on again to address the single trait theories. Of the consumer dimensions, consumer perception, learning and attitude represent the majority of study focus. Reasons for the areas of focus are because brand personality perceptions are investigated, learning has a central role in brand personality formation and attitude is one of the consumer responses tested. Attitude is discussed in relation to both the brand and the advert. Both brand and ad attitudes

are discussed because both attitudes are measured to enable maximum explanation of consumer knowledge creation. Because both attitudes can influence one another, measuring both enabled the avoidance of bias. The section is followed by a discussion on the role of emotions in consumer decision-making, due to brand personality's emotional power.

5.4.1 Motivation

Motivation is the driving force within individuals enabling them to take action (Schiffman *et al.*, 2010). Motivation is a state of tension created by unfulfilled needs that consumers consciously or subconsciously aim to achieve. Needs can be innate or primary (biological), or secondary (psychogenic) acquired needs. Needs can also be positive or negative with a further split representing needs, wants and desires (Schiffman *et al.*, 2010). Thus, needs are the basis of motivation, wants are specific need satisfiers (Blythe, 2008), and desires are consumers aspirations. Goals represent the means to fulfil needs and can be utilitarian or hedonic (Schiffman *et al.*, 2010). Similarly, rational and emotional motives exist where the former implies objective goal selection criteria and the latter subjective criteria. The rational and emotional motives represent the motives that could be expected to be elicited by the rational and emotional appeal. Motivation can be positive or negative, with the same applying to goals in terms of approach or avoidance behaviour (Schiffman & Kanuk, 2000). Needs are never fully satisfied. This is because new ones emerge as old ones are satisfied, and are dependent on success or failure to reach goals of need fulfilment (Schiffman *et al.*, 2010). Need arousal can be physiological, emotional, cognitive (stimulated by advertisements) or environmental. The behaviourist-school philosophy of motivation considers it to be a mechanical process in which behaviour is a response to a stimulus, and conscious thought is ignored. In contrast to this, the cognitive school considers behaviour to be directed at goal achievement, where needs and past experiences determine consumer actions.

Freud's theory proposes that motivation is largely unconscious and not necessarily understood by the consumer (Kotler & Keller, 2011). Also, Hertzberg's two-factor theory of satisfiers and dissatisfiers states that purchase motivation is only possible if dissatisfiers are removed and satisfiers are present (Kotler & Keller, 2011). Maslow's hierarchy of needs in terms of physiological, safety and security, social, egoistic and self-actualisation needs illustrates why people are driven by various needs at

different time, revealing the complexity behind motivation (Schiffman *et al.*, 2010). In addition to Maslow's needs, needs for power, affiliation and achievement is also known (Schiffman *et al.*, 2010). Individuals with heightened needs are more receptive to appeals communicating their respective needs which can be explained through consumer perception. Once individuals are motivated to act, how they behave is influenced by their perceptions (Kotler & Keller, 2011).

5.4.2 Perception

Perception or perceived reality is more important than the actual reality (Kotler & Keller, 2011). Perception is defined as the "process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world" (Schiffman *et al.*, 2010:175). A person's perception can be influenced by the subjectivity (consumer's own view perceptions), selectivity (dependent on environmental activity and the interest or concentration in a subject area), quality expectations and past experiences (base for future decisions) (Lamb *et al.*, 2008).

Perception could be created though sensation, which is the direct response of sensory receptors to stimuli (Schiffman *et al.*, 2010) and depends on the absolute threshold which is the lowest level at which a sensation can be experienced (Solomon, 2013; Schiffman *et al.*, 2010). The absolute threshold adapts with increased exposure to stimuli. The just noticeable difference or differential threshold, which is based on Weber's law, states that the stronger the stimulus, the more intensity is required for a second stimulus to be perceived differently (Solomon, 2013; Schiffman *et al.*, 2010). Hence, the just noticeable difference proposes that a stronger brand personality could be required to create differentiation between other brands with similar personalities. More so, the brand personality should be continuously differentiated to a greater extent to create perceived differences between brands. Experiences below of the differential threshold form part of subliminal perception, because it occurs beneath conscious awareness (Solomon, 2013; Schiffman *et al.*, 2010).

Elements of perception include stimulus selection, organisation, and interpretation (Schiffman *et al.*, 2010). In terms of perceptual selection, the stimuli that are selected into thought depend on the nature of the stimulus (ex. the type of ad), expectations of stimuli and motives that create a heightened perceptual awareness for relevant stimuli. To influence perceptions, obstacles need to be overcome, for instance those

of cognitive consistency (the consumer's desire to maintain current beliefs) and advertising clutter (Semenik *et al.*, 2012).

Four strategies of perception selection exist. The first of these is selective exposure where the consumer actively seeks out messages. The second is selective attention, which is the process of allocating cognitive power to specific stimuli and screening out irrelevant information (Kotler & Keller, 2011). Selective retention is the retention of information to memory (Kotler & Keller, 2011). Selective distortion is the interpretation of information to fit the individual's preconceptions (Kotler & Keller, 2011). The third is perpetual defence, which is the subconscious screening to eliminate psychologically threatening stimuli. The fourth is perceptual blocking, which is the blocking of stimuli from conscious awareness (Schiffman *et al.*, 2010).

Perceptual organisation refers to the selection and grouping of stimuli from the environment that is organised into groups and viewed as a whole (Schiffman *et al.*, 2010). Perceptual organisation, which is grounded by Gestalt psychology, shows three perceptual organisation principles of figure and ground, grouping and closure (Solomon, 2013; Schiffman *et al.*, 2010). The figure and ground refers to the figure (stimulus) being seen more clearly due to the contrast with its ground (background). Grouping refers to the grouping of stimuli to form a unified picture. An example of this is the combined use of celebrities with products communicating an aura of prestige. Closure represents the organisation of incomplete information to form a complete picture.

Perceptual interpretation refers to the individual meaning attributed by an individual to stimuli (Schiffman *et al.*, 2010). Perceptual interpretation can include various factors such as stereotypes, first impressions or the halo effect (Schiffman *et al.*, 2010) (for halo effect see Section 4.2.1.3). Stereotypes, as discussed in Chapter 3, can play a major role in perceptions. Also, the physical appearance of celebrity endorsers is shown to matter and can influence first impressions (Schiffman *et al.*, 2010).

Consumer imagery can consist of various functions such as product positioning, perceived quality, and risk, and can be influenced by packaging or perceived prices. Product positioning relative to competitors' represents differentiation based on product attributes or benefits. Perception, such as perceived quality, can be influenced by intrinsic and extrinsic cues, where the former is product-based (ex.

product colour) and the latter marketing controlled (ex. brand image) (Schiffman *et al.*, 2010). Perceived risk is defined as the "uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions" (Schiffman *et al.*, 2010: 201). Risk can vary according to the individual, the product, situation or culture (Schiffman *et al.*, 2010). An individual can be classified as a narrow or broad categoriser. The former have high risk perceptions because they limit their choices, whereas the latter are low risk perceivers because they make choices from a broad range of alternatives. Hence, the narrow categoriser is proposed to learn less than the broad categoriser. Perception is influenced through past experiences, stored in consumer memory, which justifies the exploration of learning (Schiffman *et al.*, 2010).

5.4.3 Learning

Learning is defined as the "process by which individuals acquire the purchase and consumption knowledge and experience that they can apply to future behaviour" (Schiffman *et al.*, 2010:210). Thus, it is the behavioural change created by past experience. Experience can be intentional or accidental, for instance learning about an object wanted for purchase, or learning by unexpected advertisements. In order to learn, motivation (need fulfilment and involvement), cues (advert), response and reinforcement (experience) have to occur (Schiffman *et al.*, 2010). Two general categories of learning theory include behavioural learning (stimulus-response models) and cognitive learning (Schiffman *et al.*, 2010).

5.4.3.1 Behavioural Learning

Behavioural learning or stimulus-response learning is based on the premise that learning occurs when an individual responds in a predictable manner, and can consist of classical conditioning or instrumental (operant) conditioning (Solomon, 2013; Schiffman *et al.*, 2010).

5.4.3.1.1 Classical Conditioning

Conditioned learning, according to Pavlovian theory, occurs when a stimulus is paired with another stimulus which elicits a known response to produce the same response when used with one stimulus alone (Blythe, 2008). Hence, classical conditioning theory assumes that the consumer plays a passive, not an active, role in the learning process. Accordingly, classical conditioning is cognitive associative learning. Under neo-Pavlovian conditioning, the consumer is viewed to be a logical

entity that makes sense of his surroundings through analysing event relationships (Schiffman *et al.*, 2010). Concepts used to create classical conditioning include repetition, stimulus generalisation and stimulus discrimination (Schiffman *et al.*, 2010). Repetition increases the association strength between the conditioned stimulus (CS) and unconditioned stimulus (US) to increase memory (Schiffman *et al.*, 2010). Stimulus generalisation occurs when the same response is made to slightly different stimuli, such as the case in product extensions. Stimulus discrimination is the perception of distinct stimuli, such as with product differentiation (Schiffman *et al.*, 2010). While classical conditioning assumes the consumer plays a passive role in learning, operational learning states that the consumer's role is more active, which is elaborated on next (Blythe, 2008).

5.4.3.1.2 Instrumental Conditioning

Instrumental or operational conditioning is similar to classical conditioning, but the favourable experience is 'instrumental' in teaching behaviour, as the most satisfactory response is learned (Solomon, 2013; Schiffman *et al.*, 2010). Positive and negative reinforcement influences the likelihood of repeated responses (Solomon, 2013; Schiffman *et al.*, 2010). If a response is not reinforced it can be forgotten or go extinct (Schiffman *et al.*, 2010).

Another form of learning is vicarious or observational learning, which occurs without direct reinforcement and is created by learning through the experiences of others. An example of this is celebrity endorsement, which enables learning through the modelling process (the imitation of behaviour) (Solomon, 2013; Schiffman *et al.*, 2010). Heuristic decision strategies can include availability, representativeness or anchoring (adjustment) heuristic (Kotler & Keller, 2011). Availability heuristics use the most available association, whereas the representative heuristic is used in predictions of how similar an outcome is to another association. The anchoring heuristic works through an initial judgement which is adjusted based on new information (Kotler & Keller, 2011). Although instrumental conditioning considers greater consumer participation as being needed in learning than classical conditioning, a form of learning that requires even greater consumer participation and active learning than instrumental conditioning is explained next (Schiffman *et al.*, 2010).

5.4.3.2 Cognitive Learning and Information Processing

Cognitive learning theory considers learning to be problem-solving focused and sees it as involving complex mental information processing (Schiffman *et al.*, 2010). Thus, cognitive learning requires the consumer to play an active role in learning (Schiffman *et al.*, 2010). Also, greater familiarity with a product category increases learning during the purchase decision (Schiffman *et al.*, 2010), which indicates the importance of understanding cognitive dynamics. Due to the consumer's active role in learning, various cognitive processes occur which are explained next to illustrate the dynamics of cognitive learning (Solomon, 2013).

5.4.3.2.1 The Dynamics of Information Storage, Retention and Retrieval

Memory can be stored in the sensory, short-term or long-term store (Solomon, 2013; Schiffman *et al.*, 2010). To get sensory and short-term store information into long term storage, rehearsal through repetition or association has to occur. Long-term memory can be split into explicit (facts and experiences) and implicit memory (conditioning, skills, priming) (Hansen & Christensen, 2007). The purpose of rehearsal is to hold information in short-term memory long enough for encoding to occur. Encoding refers to the process by which a word or visual element is selected to represent an object (Schiffman *et al.*, 2010). Moreover, it is known that pictures are learned faster than verbal information (Schiffman *et al.*, 2010). More specifically, a print ad with illustrations and body copy is more likely to be encoded and memorised than an illustration without verbal information (Schiffman *et al.*, 2010).

Little research exists on the dynamics of consumers' interpreting of environmental information (Celsi & Olson, 1988). However, the consensus is that consumers' attention and comprehension processes are influenced by their abilities, motivations, or opportunities to process salient information (Celsi & Olson, 1988). Also, the simplest decision heuristic is the retrieval of affect associated with a product (Payne, Bettman & Johnson, 1988). Levels of knowledge consist of meanings which are stored as individual nodes that can be combined to form beliefs, and subsequently combined to create schemas (Schiffman *et al.*, 2010). Schemas are cognitive frameworks developed through experience (Solomon, 2013). The increase in an individual's awareness towards informational meaning during encoding enhances the association strength. This phenomenon makes it easier to connect new knowledge

(Blythe, 2008), supporting the notion for brand personality to be stronger when formed through high involvement.

Memory can be retrieved and depends on activation of the schema, which is the management of old data to the new. Memory retrieval is the process of recovering information from long term storage, triggered by situational cues but can be hindered by interference effects (Schiffman *et al*., 2010). Memory retrieval can therefore be influenced by previously formed memories or by new ones (Solomon, 2013). Moreover, it has been shown that feelings guided memory-based product choices and that deliberate consideration guides stimuli-based choices (Rottenstreich, Sood & Brenner, 2007). Any activity that increases the novelty of a stimulus (von Restroff effect), such as brand personality, is proposed to improve recall (Solomon, 2013). Also, high involvement products have higher awareness than lower involvement products (Radder & Huang, 2008).

The general framework for cognitive learning entails knowledge, to create evaluation and then behaviour, similar to the AIDA model (Schiffman *et al*., 2010). Hence the outcome of learning is to create recognition, recall, attitudinal and behavioural loyalty, and therefore brand equity (Schiffman *et al*., 2010). Learning could be influenced by consumer personality (Schiffman *et al*., 2010). Personality is a means of psychographic segmentation (Wells, 1975), but is also a form of motivation that influences behaviour (Tao, 2013). The former facts justifies investigation into personality which appears next in order to determine consumer behaviour dispositions.

5.4.4 Personality

Personality is a mix of a person's motivation, perception, and attitude, which represents a set of characteristics that make an individual unique by controlling this individual's responses to the external environment (Blythe, 2008). Personality was discussed in Chapter 3 (see Section 3.2.1) to provide an overview of human personality and enable clarification of the contrast between brand and human personality. Subsequently, only multi-trait theories were discussed to create conceptual clarification for the brand personality model. Thus, in the next section the single trait theories are elaborated on to create an understanding of consumer personality's role in consumer decision-making. Because of personality's role in self-concept decision-making (Malär, Krohmer, Hoyer & Nyffenegger, 2011), self-concept

insights additional to those in Chapter 3 are discussed. More specifically, to create an understanding of self-concept's ability to influence consumer behaviour, self-congruity effects are discussed as well as the effects that influence self-congruence. Additionally, the role of consumer values is discussed to provide additional insight into internal influencers of consumer behaviour.

5.4.4.1 Personality Traits

Single personality traits such as innovativeness, dogmatism, social character, need for uniqueness, optimal stimulation level, sensation seeking and variety seeking are recognised in psychology literature (Schiffman *et al.*, 2010). Innovativeness refers to consumers' tendency to be innovative, for example adapting faster to environmental changes. Dogmatism is the degree of cognitive resistance that an individual shows towards the unfamiliar or towards belief-contradicting information (Vacchiano, Strauss & Hochman, 1969). A highly dogmatic person will approach unfamiliar situations with a closed mind and discomfort, while a low dogmatic person will have an open mind, and is more likely to prefer innovative products. Celebrities are therefore used to convince highly dogmatic individuals to adopt innovations (Schiffman *et al.*, 2010; Cant *et al.*, 2006). It has been found that individuals with high extraversion and openness (low dogmatism) respond in stronger fashion to emotional messages and hedonic product value, which influence attitudinal and purchase loyalty (Matzler *et al.*, 2006).

Social character refers to the inner or outer-directness of individuals, where the former stresses the consumer's tendency to rely on their own inner values to evaluate products, and the latter on what is socially desirable (Schiffman *et al.*, 2010). Consequently, inner directedness individuals could prefer ads that stress product features or benefits and outer directedness individuals could prefer ads featuring social improvement (Schiffman *et al.*, 2010). Similarly, self-monitoring is the degree of a person's adaption to the environment through regulation of behaviour through internal or external factors (Evans *et al.*, 2006). Low self-monitors will use internal factors such as attitudes to regulate behaviour, whereas high self-monitors will be more grealty influenced by external factors such as marketing communications (McKenna, 2012). Need for uniqueness refers to an individual's desire to be unique. Optimum level of stimulation is related to lifestyle stimulation, and brand personality is suggested to be a form of stimulation (Schiffman *et al.*,

2010). Similar to optimum level of stimulation is the trait of sensation seeking, which refers to the trait characterised by the need for novel or complex experiences and sensations (Schiffman *et al.*, 2010). Variety seeking is related to consumer innovativeness and could be related to brand personality, as the latter fulfils the needs for differentiation (Schiffman *et al.*, 2010).

In terms of the cognitive personality traits, such as need for cognition (NFC), it is known that consumer high in NFC are more likely to respond to advertising that is rich in product-related information or that has a good argument (Haugtvedt, Petty, Cacioppo & Steidley, 1988). In contrast, low NFC consumers are likely to be attracted by peripheral ad aspects, such as celebrities (Haugtvedt *et al.*, 1988). Furthermore, research has shown a general tendency for females to have higher NFC than males (Tanaka, Panter & Winborne, 1988). In addition, visualisers prefer visual information (possibly emotional advertising) and verbalizers prefer written information (possible rational advertising) (Schiffman *et al.*, 2010). Also, consumer materialism refers to the extent to which possessions are regarded to be essential to consumer identity (Belk, 1984), and is related to social display of the self. Because the self-concept is closely related to a person's personality and it is a strong behaviour influencer, the self-concept is elaborated on next (Schiffman *et al.*, 2010).

5.4.4.2 Self-Concept

Consumers who have a strong brand connection view the brand to represent an aspect of the self (Schiffman *et al.*, 2010). Self-congruity is proposed to matter more with products with symbolism, public consumption or high self-monitors (Hawkins & Mothersbaugh, 2010). Self-monitoring can moderate behaviour according to social cues (Schiffman *et al.*, 2010) as high self-monitors are more sensitive to social cues than low self-monitors (Hogg *et al.*, 2000). With regard to self-concepts and social expression, it has been shown that consumers have higher self-concept connections with brands that have images consistent with the in-group (Escalas & Bettman, 2005) and lower self-concept connections with brands whose image is consistent or inconsistent with the out-group. The negative effect of out-group brand associations on self-brand connections for independent consumers is stronger than interdependent consumers, and moderated by brand symbolism (Escalas & Bettman, 2005). Hence, the creation of social and self-consistency or inconsistency influences behaviour. According to the symbolic interactionist perspective, consumers' self-

concepts are based on perceptions of others' responses and are a function of direct behaviour (Solomon, 1983).

In addition to the actual, ideal, social or ideal social self-image, there is the *expected self*, *ought-to self* and the *situational self*. The expected self refers to how consumers expect to see themselves in the future and is situated between actual and ideal self-images. The ought-to self represents the traits an individual believes he/she is obliged to possess and the situational self refers to self-image in a situation. Brand personality is central to self-images as it influences the selected self. In addition, social visibility aims to trigger the social self-image, where strong personal goals trigger ideal self-images (Schiffman *et al*., 2010). Individuals can further use self-altering products to create, maintain or extend the self (Schiffman *et al*., 2010), which is dependent on individual and situational factors (Hogg *et al*., 2000). Self-extension can facilitate individuals to accomplish their goals, create symbolical representation or confer status (Schiffman *et al*., 2010). The various self-images can be trigged by congruity with the product and brand images that influence consumer behaviour, and are discussed next (Schiffman *et al*., 2010).

5.4.4.2.1 Self-Congruity Effects

In this section, self-congruity's effects on consumer behaviour or attitudinal concepts are discussed to provide insight into consumer behaviour. Therefore, it has been found that self-image congruence with both product- and company-brand personality positively effects purchase intention (Wang *et al*., 2009). In a study investigating self-brand congruity in relation to brand communities, it was found that personality traits of extraversion and agreeableness predict identification with the brand community, affecting product attachment and sequentially brand trust (Matzler, Pichler, Füller & Mooradian, 2011). Similarly, self-congruence had a direct effect on brand loyalty, and was also influenced by brand relationship quality (Kressmann *et al*., 2006). Moreover, product attachment is a function of person-brand congruity (Matzler *et al*., 2011) and it is known that self-congruity influences functional congruity (Kressmann *et al*., 2006). Mulyanegara *et al*. (2009) have found that conscientious and neurotic individuals prefer trusted brands and extroverts prefer sociable brands. Also, it has been found that males are more self-expressive in their brand preferences than females (Mulyanegara *et al*., 2009).

It has been found that actual or ideal self-congruence with a brand personality creates emotional attachment (Malär *et al.*, 2011). The attachment was enhanced when consumers are more involved with the product, had higher self-esteem or public-consciousness. Hence, self-enhancement activities can create positive self-congruence, but also negatively. If product involvement is high, brands are more personally relevant, but when low, individuals engage less in self-verification and connecting with self-enhancing brands (Malär *et al.*, 2011). When consumers have higher self-esteem, the attraction to brand actual-self congruence is more than ideal congruence, but when self-esteem is low individuals are more attracted to the ideal to facilitate self-enhancement. Additionally, when public consciousness is high, actual self-congruence creates the strongest emotional brand attachment. In addition to self-congruity effects, the effects that influence self-congruity are discussed next to create a greater understanding of consumer behaviour.

5.4.4.2.2 Effects Influencing Self-Congruity

Aguirre-Rodriguez, Bosnjak and Sirgy, (2012) found that private instead of public self-motives, and enhancement type instead of consistency type self-motives drive the greatest impact on self-congruity. Also, brand-as-a-person personality creates stronger self-congruity effects than brand-user personality (Aguirre-Rodriguez *et al.*, 2012). Stronger self-congruity is created through product class instead of brand stimuli, suggesting product class associations to be a better foundation for analysis. Self-congruity is stronger when consumers' self-congruent evaluations are holistic rather than piece mental (Aguirre-Rodriguez *et al.*, 2012). Similarly, brand self-congruity effects are stronger under piece mental processing, and product class self-congruity effects are stronger under holistic processing. This finding suggests that for a product class, holistic brand image advertising is better, whereas for brands, advertising should emphasise brand personality traits. Also, brand self-congruity effects are stronger under high rather than low cognitive elaboration, while the inverse is true for product self-congruity (Aguirre-Rodriguez *et al.*, 2012). This suggests that brand personality attributes consist of more traits generating cognitive effort than the fewer amounts of category associations, and highlights the need for cognitive elaboration methods of advertising. Also, holistic processing created stronger self-congruity than piece mental processing (Aguirre-Rodriguez *et al.*, 2012).

Personality and self-concept combined can be reflected in lifestyle, which is the mode of living expressed in interests, activities and opinions (Kotler & Keller, 2011; Lamb *et al.*, 2008). The lifestyle reflects how individuals reacts to their environment, which is influenced by culture. Consumer behaviour is proposed to be influenced by personal, social and cultural factors (Kotler & Keller, 2011) of which values form part of the first. As cultural and social factors were addressed in Chapter 3, the personal factor of values is addressed next.

5.4.4.3 Values

A value is an enduring belief that a manner of conduct or end state is socially or personally preferred over another (Parumasur & Roberts-Lobard, 2012; Kotler & Keller, 2011) and is known to influence purchasing behaviour. Rokeach (1973) proposes consumers to have instrumental (modes of action) or terminal values (end state goals) (Solomon, 2013). Values can be broad, consumption or product-specific (Solomon, 2013). Additionally, a means-end chain model approach shows that people link product attributes to terminal values, and also acknowledges that consumers value products to the extent that they provide a means to a desired end-state (Solomon, 2013; Reynolds & Gutman, 1988). The value used as motivation will depend on the product type, as it is proposed that utilitarian products will represent instrumental values and social products will represent more expressive value. In addition to values being an individually differential variable, they could also be conceptualised as motivators created by culture (Parumasur & Roberts-Lobard, 2012).

The sum of individuals' motivation, perception, learning and personality influence their attitudes. To explore how actions translate to behaviour and explore attitude's role as a consumer response, attitude as a concept of behavioural prediction is investigated next.

5.4.5 Attitude

Attitude is the "learned predisposition to behave in a consistently favourable or unfavourable manner way with respect to a given object" (Schiffman *et al.*, 2010:246). Attitude is a function of beliefs towards the object, which in the case of the current study is the brand or the advert. Attitudes are consistent but are subjective to change, such as in the case of being subjective to situational influences (Schiffman

et al., 2010). Attitudes created through direct experience are more robust than attitudes created by indirect experience (Schiffman *et al.*, 2010). It is possible for consumer to hold more general (ex. towards product category) and specific attitudes (ex. towards brands or adverts) (Blythe, 2008). Attitude also contains components of belief and opinion, but is distinct from them (Blythe, 2008). Various attitude models exist that explain how attitudes influence behaviour, which is elaborated on next (Schiffman *et al.*, 2010).

5.4.5.1 Attitude Models

Attitude models include four models, namely of the tri-component, multi-attribute, trying-to-consumer and attitude-towards-the-ad models. The tri-component attitude model states that attitudes consist of cognitive, affective and conative components (Schiffman *et al.*, 2010). The cognitive component refers to knowledge or perceptions that are used to form beliefs, whereas the affective component refers to feelings that capture the direct assessment of an attitude object. The conative components refers to the intention to behave (Schiffman *et al.*, 2010). The theory of trying to consume applies when the individual is not certain that an outcome can be achieved. The attitude towards-the-ad models refer to feelings in relation to the ad that creates ad and brand attitudes (Solomon, 2013; Schiffman *et al.*, 2010). Multi-attribute models illustrate attitude towards an object as a function of multiple key attributes, and can consist of the attitude-towards-object, attitude-towards-behaviour, theory of reasoned action and theory of planned behaviour models.

The attitude-towards-object model illustrates attitude as a function of key attributes, whereas the attitude-towards-behaviour model captures the individual's attitude towards behaviour. Greater behavioural explanation is possible through the theory-of-reasoned-action (TRA) model (see Figure 5.2 for the theory of planed behaviour, which embeds the TRA). The TRA explains that consumers perform logical evaluations about behaviour based on their attitudes towards behaviour, which in turn are derived from attitudes towards an object/brand. The TRA incorporates cognitive, affective and conative components. The TRA model was used as a base for behavioural intention in the current study as it forms part of the variables tested and is central in predicting purchase intention (Schiffman *et al.*, 2010).

Figure 5.2: Theory of Planned Behaviour
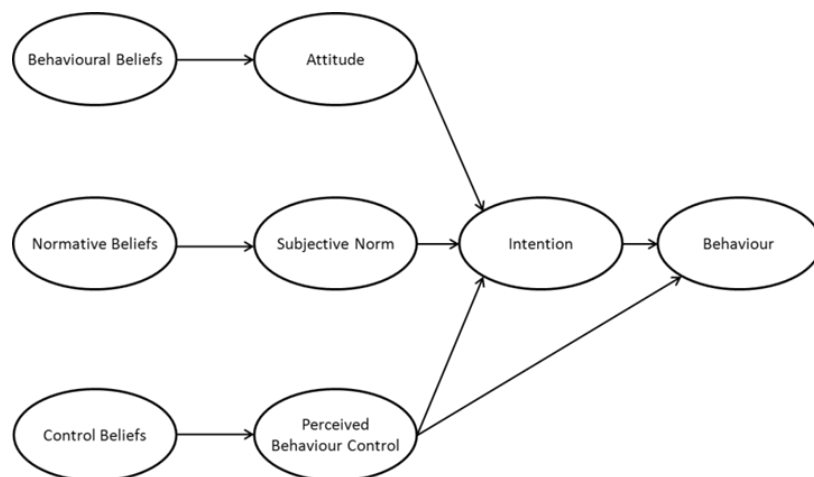
Source: Armitage & Conner, 2001:472.

Although it has been proven that greater attitude favourability leads to higher probability of purchase, favourable attitudes do not always translate into product consumption (Blythe, 2008). Yet, the model is proved to be a valuable framework to predict behaviour (Blythe, 2008). Behavioural prediction is explained through the subjective norm (an individual's feelings towards others in terms of their own actions), which influences the propensity to act. The subjective norms are influenced by the normative beliefs, which are the individual's attributes relevant to others and includes the motivation to comply with the others (Smit, 2012). Likewise, behavioural beliefs are the beliefs that a certain behaviour will lead to an outcome, including the evaluation of the outcome in terms of attitude (Schiffman *et al.*, 2010). An extension of the TRA is the theory of planned behaviour (TPB) that enables greater behavioural predication. The TPB includes the additional factor of perceived behavioural control, which is the consumers' perception of control over their own behaviours (Schiffman *et al.*, 2010).

It is possible to alter attitudes through changing components of the multi-attribute models (Schiffman *et al.*, 2010). This can be done by changing the relative evaluation of attributes, adding attributes, changing brand beliefs or changing the overall brand rating (Schiffman *et al.*, 2010). Moreover, behaviour can precede or follow attitude formation, with the latter being explained by cognitive dissonance and attribution theory. Cognitive dissonance theory states that discomfort occurs due to a consumer's conflicting thoughts about an attitude object, and that it is a motivational force to create correct purchasing (Schiffman *et al.*, 2010). Attribution refers to the assignment of causality to events. Although attitude has been addressed as one

concept in the previous section, it could be classified in terms of the different functions it provides (Schiffman *et al.*, 2010), which are explained next.

5.4.5.2 Classification of Attitudes

Attitude formation can be distinguished between cognitive and affective means. High cognitive involvement conditions create attitude from focused analytical attribute examination, while under affective involvement conditions, it is formed through nonanalytic but focused mode (Park & Young, 1983). Likewise, using a functional approach, attitude can be classified into four functions (see Table 5.1).

Table 5.1: The Classification of Attitudinal Functions	
The Utilitarian Function	Brand attitudes are considered to be created through a brand's utility in the value it provides.
The Ego-Defensive Function	The ego-defensive function supports the notion that people are naturally wired to protect their self-images from feelings of doubt.
The Value-Expressive Function	Consumers' attitudes are a means of expression of a person's values and lifestyle.
The Knowledge Function	Individuals have the need to acquire knowledge and understand their surrounding environment.

Source: Schiffman, Kanuk & Wiesenblit. (2010).

The utilitarian and knowledge function represents the attitude elements that a rational appeal would influence, as it ties with cognition. In contrast, the ego-defensive and value-expressive functions represent the elements influenced by emotional appeals as it ties with affection. The attitude functions can be combined to provide various alternative attitudes. Similar to the utilitarian and value-expressive attitudes classification, attitudes can be divided into hedonic and utilitarian attitudes that refer specifically to the brand (Schiffman *et al.*, 2010).

5.4.5.2.1 Attitude towards the Brand

Hedonic attitudes rely on sensations derived from experience and utilitarian attitudes rely on dimensions derived from product functional performance (Voss, Spangenberg & Grohmann, 2003). The hedonic and utilitarian attitudes could be focused on the product categories or brands (Voss *et al.*, 2003). Because the current study investigated brand perceptions and dispositions, attitude towards the brand was focused on and measured. More specifically, the utilitarian and hedonic components of attitude towards the brand were measured to determine brand equity building

dynamics. The previous decision was supported because the utilitarian and hedonic dimensions are linked to product attitudes and purchase intentions (Voss *et al.*, 2003). In support of the adoption of a multidimensional approach and measuring attitudes at a dimensional level is research that shows the multidimensional attitudinal approach has more predictive power than the unidimensional approach (Voss *et al.*, 2003). Attitude towards the ad can influence attitude towards the brand (Lopez & Ruiz, 2011). Moreover, measurement of ad attitude in conjunction to brand attitude would enable greater insight. Therefore, then, attitude towards the ad as the second attitude component measured is explained next.

5.4.5.2.2 Attitude towards the Advert

Attitude towards the advert (ATTA) can be defined as the "predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure [situation]" (MacKenzie, Lutz & Belch, 1986:130). Attitude towards the ad has two distinct dimensions, namely cognitive or emotional (Shimp, 1981). Consumers form cognitive attitudes towards the ad by processing executional elements in the ads such as the celebrity endorser, presentation style (communication appeal) or colour use (Shimp, 1981), whereas emotional attitudes can be elicited by an emotional response. Other researchers have posited that ATTA can be cognitive or affective, with cognitive referring to high involvement central processing and the affective to low involvement peripheral processing (Muehling & McCann, 2003). Shimp's (1981) cognitive and emotional dimensions are synonymous with cognitive and affective dimensions. The cognitive and affective attitudes were the dimensions measured in the study. Attitude towards the ad's multidimensionality is uncertain as it has been proposed to consist of affective, cognitive, emotional, hedonic, utilitarian, interesting, claim-related and nonclaim-related aspects (Muehling & McCann, 2003).

Attitude towards the ad is shown to be influenced by personal factors such as ad credibility (Lutz, MacKenzie & Belch, 1983), cognitive responses (Rose, Miniard & Bhalta, 1990), and emotional responses (Burke & Edell, 1989), and utilitarian (attribute-related) or image beliefs (emotional, hedonic) (Mittal, 1990). Ad-related factors also influence beliefs as celebrities have been shown to positively affect ATTA (Atkin & Block, 1983), by creating more positive ad attitudes. More specifically, the effects of attractiveness (Kamins, 1990) and credibility have been found to

influence ATTA (Lutz *et al.*, 1983). Also, high involvement products, when compared to low involvement ones, created more favourable ATTA (Muehling & McCann, 2003).

The goal of using ATTA is not specifically to direct attitude to brand attributes or change brand beliefs, but to create an overall favourable attitude towards the brand that leaves the consumer with a positive feeling after processing the ad (Shimp, 1981). It has been stated that during low involvement, ad execution-related responses are likely to influence ATTA, whereas during high involvement, both message and ad-related responses exert an influence (Muehling & McCann, 2003). The ATTA construct is important as it influences attitude towards the brand, regardless of whether a brand is in a consumers evaluation set (Homer, 1990; Gardner, 1985). Thus, the previous statement reinstates the importance of investigating ad attitude in conjunction with brand attitude.

Of the models predicting communication effectiveness, the duel mediation hypothesis (DMH) is regarded to be the most accepted model of communication effects (Lopez & Ruiz, 2011). The DMH shows that ATTA mediates attitude towards the brand and purchase intention (see Figure 5.3).

Figure 5.3: Duel Mediation Hypothesis
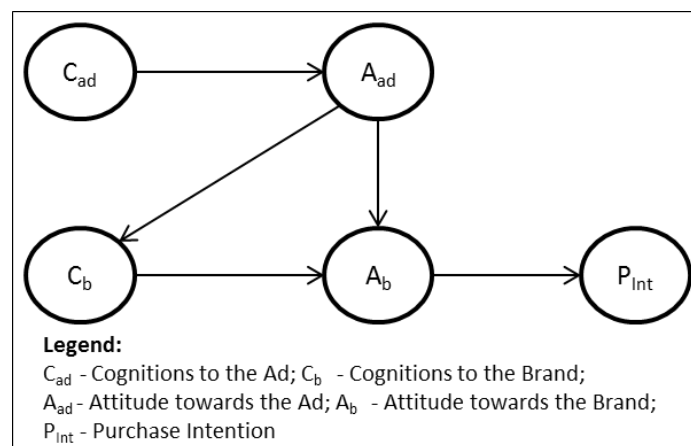
Source: Lopez & Ruiz, 2011:50.

Thus, the model predicts that attitude towards the brand could be created directly by attitude towards the ad or indirectly through brand cognitions. The affect transfer hypothesis predicts the direct effect of ad attitude on brand attitude, which represents the peripheral route of the ELM (Lopez & Ruiz, 2011; Petty & Cacioppo, 1981). Expanding on affect's role in consumer behaviour, the next section discusses

emotion's role in consumer decision-making because of the emotional appeal used in manipulations and the possibility for brand personality to be dominantly emotional (Freling & Forbes, 2005b).

5.5 ROLE OF EMOTION IN DECISION-MAKING

This section discusses the role of emotion in decision-making because of brand personality's proposition to be an emotionally powerful construct that triggers an emotional response (Freling & Forbes, 2005b). Thus, emotion's role in decision-making is discussed as a consumer behaviour influencer to supplement the internal and behaviour influencers. In order to show emotion's influence in consumer decision-making, the concept of emotion, its role in memory and how emotion plays a role in hemispheric processing is discussed. To create greater understanding of emotion's role in relation to a specific attitude object, emotion's influence in advert processing is discussed. Furthermore, to determine bias effects in consumer processing, mood's role in processing is discussed. As a means of supplementing emotional psychological dispositions, the influence of affective consumer responses in processing is also discussed. Lastly, the role of emotion, through attachment, on consumer behaviour is explained.

5.5.1 The Concept of Emotion

Affect is defined as a 'valenced feeling state' and distinguished from attitude which is an evaluative judgment (Erevelles, 1998). Mood and emotions are instances of this affective state. Mood and emotion are further distinguished from each other, as mood is relatively low in intensity, unassociated with a stimulus object and has a longer duration than emotion (Erevelles, 1998). Emotion is higher in intensity and associated with a stimulus object (Erevelles, 1998).

Emotions are aroused by the external environment to different degrees in relation to stimuli (ex. marketing communications or brands) and all the human perceptions (Hansen & Christensen, 2007). Emotions can also be aroused by cognitive activity and other internal stimuli (Hansen & Christensen, 2007), hence all stimuli can create emotions. Emotions can not only activate strong emotions when activated, but when strong enough, can also activate cognitive activity, or unconscious emotions (Hansen & Christensen, 2007). Emotions range from being unconscious, characterised by

routine choices, to give rise to consciousness due to semi-complex choices or conscious feelings with complex choices (Hansen & Christensen, 2007).

Wright's (1975) 'affect referral' hypothesis supports affects power in heuristics, because it states that consumers often choose brands for which the retrieved affect is most positive, instead of using attribute information. Moreover, induced positive affect has also been also shown to promote variety seeking behaviour for perceived safe products, implying positive affect to enhance elaboration on information, thereby reducing risk (Kahn & Isen, 1993). In addition, induced positive affect influenced brand choice and choice certainty, as a brand name primed affective responses, acting as a retrieval cue for ad affect (Stayman & Batra, 1991). Also, the brand name enhanced the impact of affect induction under low and not high involvement conditions (Stayman & Batra, 1991). Emotion has also been shown to influence memory (Erevelles, 1998). Accordingly, to create greater understanding of emotion's role in decision-making, emotion's role in consumer memory is further elaborated on.

5.5.2 Affect and Memory

The associative network theory of memory shows that emotion has its own node in memory that is connected by links to others, and propositional nodes exist that represents events in a consumer's life (Erevelles, 1998). Direct links connect emotions to associated behaviours and emotional nodes can be activated through physiological or verbal methods, that when activated, creates automatic arousal. Positive affect enhances access to positive troughs in memory (Kahn & Isen, 1993). Under low involvement situations, changes in mood affect recall of positive or negative product aspects (Curren & Harich, 1994). This is because individuals in good moods are shown to recall more positive aspects, whereas those in negative moods recall more negative aspects, representing mood congruency recall effects (Curren & Harich, 1994). According to the intensity principle, it has been proposed that the level of emotional intensity during encoding may affect recall, because the emotional intensity 'narrows' attention to the stimulus, and decreases recall for non-emotional stimuli (Pavelchak, Antil & Munch, 1988). Hence, it is proposed that as emotional intensity increases, attention to the emotional aspect of brand personality will as well, while non-emotional aspects will not. An emotional response is mostly created by outside stimuli, and is spontaneous (Abelson, Kinder, Peters & Fiske, 1982) which shows its behavioural influence. Also, it has been found that brands with

dominant affective components are recalled before brands with less dominant affective components (Erevelles, 1998). To explain emotion's processing influence to a greater extent, its role in hemispheric processing is discussed next (Erevelles, 1998).

5.5.3 Affect and Hemispheric Processing

The role of hemispheric processing can provide insight into emotion dynamics. It is known that hemispheres work in conjunction with one another, connected by the corpus callosum, which enables hemispheric interaction during processing (Erevelles, 1998). The hemispheres play dominant roles in decisions. Accordingly, the left hemisphere is more sequential, unit-integrative, and causal, and the right brain processing style more holistic, intuitive (Erevelles, 1998; Hansen, 1981). The left brain dynamics can be described as template processing and the right brain dynamics could be described in terms of serial integration (Janiszewski, 1990). It is expected that any kind of reading that is involving will activate some unconscious feelings to create emotions (Hansen & Christensen, 2007) showing emotion's presence in processing. In terms of passive learning, it is stated that print or static copy in digital media which communicates verbal messages triggers left brain processing, making the ad high involvement media. Accordingly, split brain theory states that print advertising is processed by complex sequences of cognitive stages. Ads that consist of moving images or pictures will create holistic right brain processing (Schiffman *et al.*, 2010) and are processed with limited involvement. Because emotion's role in processing has been addressed in general, the next section focuses discussions by discussing emotion's processing influence in relation to the advert. This is done because affective attitudes towards the ad were measured.

5.5.4 Affect and Advertising

During utilitarian involvement, consumer focus is on information that is directly related to the product, whereas with value-expressive involvement, the ad-related emotions and aesthetics are focused upon (Park & Young, 1983). Affective impressions are remembered even if the information that formed the base to the affect is forgotten, and are explained by schema congruity, or more specifically, affect generalisation (Burnstein & Schul, 1981). However, the previous finding does not

mean that affective generalisations are independent of cognitive generalisations (Erevelles, 1998).

Emotions created in advertising can influence attitudes towards the advert and brand (Erevelles, 1998). Emotions depicted in advertising can be described in terms of emotional integration, which refers to the product's role in creating the character's emotion in the ad (MacInnis & Stayman, 1993). Focal integration is the central depiction of the product in the ad (MacInnis & Stayman, 1993). It has been found that ads high in focal integration can be low or high in emotional integration, but not the inverse, which suggests a hierarchical dependency of emotional integration on focal integration. Moreover, emotional integration has been found to only affect ad outcomes for negative appeals (MacInnis & Stayman, 1993). This fact means these effects could not be present in the current study as the study adopted a positive valance approach. It is also shown that young adults recall emotional messages (especially negative ones) better than rational ones, with no difference occurring between older adults (McKay-Nesbit, Manchanda, Smith & Huhmann, 2011). More so, older adults prefer positive and rational messages over negative ones (McKay-Nesbit *et al.*, 2011). However, age was not expected to create bias in the current study as the target population was narrowly defined. To avoid additional bias effects that could hinder consumer processing, the role of mood in processing is discussed next (Batra & Stayman, 1990).

5.5.5 Emotion and Mood

Moods are pervasive, mild, and generalised affective states that are not generally associated with a stimulus object (Batra & Stayman, 1990). Mood is proposed to play a larger role in low, rather than high, involvement situations and when positive, can enhance encoding and recall (Pavelchak *et al.*, 1988). Therefore, differences in perceptions could be created through mood in the low involvement situation of the current study, but were expected to be minuscule. Similarly, it has been shown that mood affected product evaluations when the evaluation was unimportant, and mood affected product recall in less involved situations (Curren & Harich, 1994). Positive moods can also enhance brand attitudes and reduce cognitive elaboration (Batra & Stayman, 1990). Moreover, a positive mood can enhance the extent to which message evaluation mediate brand attitudes, and also create less negative thoughts (Batra & Stayman, 1990). Moreover, mood congruent material is more accessible

than incongruent material (Erevelles, 1998). As the previous discussions focused on emotion in terms of its psychological role, the next section focuses on the physiological emotional response that could influence consumer processing (Batra & Ray, 1986b). Thus, the next section addresses the affective responses measured to supplement attitudinal dispositions.

5.5.6 Affective Responses' Role in Consumer Decision-Making

Affective responses have been shown to influence attitude towards the ad, attitude towards the brand and purchase intention in that respective order of effects (Batra & Ray, 1986b). It has been found that affective responses are a more powerful, independent predictor of satisfaction level than cognitive evaluations (Dube-Rioux, 1990). In addition, it is stated that emotion plays a central role in low involvement goods, categorised by little cognitive efforts and peripheral role processing (Hansen, Percy & Hansen, 2004). Moreover, it has been stated that affective response will be a more important determinant of brand attitude during low involvement, whereas cognitive response will be more important during high involvement (Kim & Morris, 2007). However, in a product-trail attitude formation context, the affective response overrode cognitive response due to the significant role in attitude formation in all involvement situations, that involved functional-hedonic and low- and high involvement classifications (Kim & Morris, 2007). To create a greater understanding of emotion's power to influence behaviour, the role of attachment is discussed next.

5.5.7 Relation between Emotion and Attachment

In order to understand consumer emotion, it is necessary to understand how consumers attach meanings to aspects around them. Attachment can be defined as the "emotion-laden target-specific bond between a person and a specific object" (Thomson *et al.*, 2005:78). Commitment can be regarded as an indicator of attachment, as it displays an individual's brand loyalty (Garbarino & Johnson, 1999). The strength of emotional attachment towards an object can show the level of object investment, as strongly attached individuals would likely be committed and pay a premium to obtain a brand they are attached to (Thomson *et al.*, 2005). For attachment to exist, consumers are likely to be satisfied with the object in question as satisfaction presents a form of relationship continuance criteria (Thomson *et al.*, 2005).

Emotion's decision-making influence complements the consumer decision-making process and the internal and external behaviour influencers. To build on consumers' decision-making dynamics and attitude's role in creating brand equity, the role of purchase intention as the third consumer response used to create brand equity is discussed next.

5.6 PURCHASE INTENT

Purchase intention (PINT) was selected to be a brand equity component investigated in the current study as it is a predictor of future consumer purchase behaviour, which represents the conative form of attitude (Schiffman *et al.*, 2010). Thus, a consumer has purchase intent when thought is given to buy a product (Smit, 2012). The purchase intent exists because of the desire to own the offering in relation to the end goal or need it satisfies (Schiffman *et al.*, 2010). Therefore, any desired association that creates a desire for ownership is expected to increase PINT. An example of this is the desire for a brand to have an exciting personality, or environmentally friendly products to create more PINT over non-green ones (D'Souza, Taghian & Khosla, 2007). PINT can be used as a strategy to segment markets (Morrison, 1979), and is also distinguished form customer-based brand equity, with the latter being the willingness to pay a price premium (Anselmsson, Johansson & Persson, 2007). However, willingness to pay a premium could be an indicator of PINT (Aaker, 1991). PINT is driven by the attitudes and beliefs that create behavioural motivation, as stated by the TRA (Fishbein & Ajzen, 1975). Although higher PINT rates propose higher actual purchase rates, PINT does not always translate into purchases, but it is a useful predictor (Jamieson & Bass, 1989).

Various factors can influence PINT. One factor is the trade-off between perceived price and perceived quality, which leads to perceived value, which in turn is the primary influencing factor of PINT (Chang & Wildt, 1994). To judge the prices of goods and determine the quality-price trade-off, consumers use internal or external prices (Schiffman *et al.*, 2010). It has also been shown that self-image congruency, brand feelings and brand personality positively influenced PINT (O'Cass & Lim, 2008). Risk perceptions of functional and time risk have been shown to decrease PINT, but physical, psychological, financial and social risks did not have a significant influence (Beneke, Greene, Lok & Mallett, 2012). Although the previously stated

study's context is premium grocery goods, it could point to the notion that immediate factors are more important in creating purchase internet.

Customer satisfaction can also create buying intention (Espejel, Fandos & Flavián, 2008). More specifically, it is stated that in services context, customer satisfaction moderates the service quality and PINT relationship (Taylor & Baker, 1994). Another aspect of PINT is post-purchase intention, which is consumers' tendency to "purchase goods or services at the same shop and deliver their use experience to friends or relatives" (Kuo, Wub & Deng, 2009:889). It has been stated that customer satisfaction (Dabholkar & Thorpe, 1994) and perceived value influences repurchase intentions (Wang, Lo & Yang, 2004).

5.7 SUMMARY AND CONCLUSION

This chapter provided an overview of consumer behaviour to explain consumer responses to brand building. The model of consumer behaviour illustrated the buyer process that could be influenced by the external environment, such as the firm's marketing efforts and the sociocultural environment, or the internal consumer psychology influencers. The internal influencers of consumer behaviour included factors of motivation, perception, learning, personality and attitude.

Consumer motivation is driven by needs, wants, and desires and explains why consumers act. Perception represents consumers' mental images of reality, and is subjective, selective and based on past experiences. Learning explains knowledge-creation as a base according to understand brand personality creation. In doing so, learning can occur in an unconscious or conscious manner with varying consumer roles in knowledge creation, ranging from passive to active. Personality is a mix of a person's motivation, perceptions, and attitude, which represents a set of characteristics that control the person's behaviour in relation to their environment. Attitudes show the consumer's predisposition to act and can be represented by various models, such as the multi-attribute models, of which the TRA shows attitude's role as a behaviour predictor. Attitude can also be classified into various brand and ad attitudes, from which utilitarian and hedonic brand attitudes, and cognitive and affective advert attitudes, formed the study's focus and the second consumer response.

Emotion is proposed to influence consumer decision-making. It does so by enhancing cognitive awareness, memory and brand recall. Emotions also influences hemispheric processing because emotionality will always interplay in decision-making. Emotion also influences processing of adverts due to value-expressive involvement's role in processing and the degree of emotion being depicted in the ad. Mood was found to influence decision-making to a greater extent in low involvement, rather than high involvement situations. Emotion's physiological reactions also influence decision-making and emotion's behavioural power was shown through attachment.

The third consumer response of purchase intention refers to the consumer's intent to purchase and is distinguished from willingness to pay a price premium. Purchase intention is driven by attitude and improves with favourable views of the price quality trade-off, and decreases with risk perceptions. As this chapter is the last one to directly address extant theory for the concepts tested, the next chapter illustrates the means of research design and methodology used to execute the study.

CHAPTER 6

RESEARCH DESIGN AND METHODOLOGY

6.1 INTRODUCTION

Chapter 5 discussed consumer decision-making dynamics. This chapter addresses the methodology and research design utilised to test the study's objectives. The chapter starts with the discussion of the selected research approach. This is followed by the statement of objectives and hypotheses as a framework for the methodology. Furthermore, the secondary and primary research designs are explained, followed by the assurance of internal and external validity. The research instruments are discussed to illustrate the means of data capturing. The design of the stimulus used within the research instrument is explained to illustrate how the stimuli are constructed and used. The sampling method is addressed to provide an understanding of the respondents who participated in the study. Lastly, the statistical analysis of the data is explained to show how data is analysed in Chapter 7.

6.2 RESEARCH METHODOLOGY

In this section, positivistic and phenomenological research approaches are discussed, their advantages and disadvantages, and the reasons for choosing a specific approach.

6.2.1 Positivistic and Phenomenological Research Methodologies

Two research philosophies of positivism and phenomenology (interpretivism) exist that represent differences in the manner of knowledge acquisition. The positivistic approach considers knowledge acquisition to be a process of "deducting hypotheses (explanations) and testing those by measuring reality" (Blumberg *et al.*, 2011:144). In addition, positivism regards the world to be objective, the researcher to be independent, and the data to be quantitative. Hence, positivism regards knowledge to be free from ideal presupposition and is based on given events (Sinha, 1963). On the contrary, the phenomenological approach of knowledge acquisition occurs by "developing and understanding of phenomena through a deep-level investigation and analysis of those phenomena" (Blumberg *et al.*, 2011:144). Phenomenological research can also be described as "a philosophical approach to studying human experiences based on the idea that human experience itself is inherently subjective

and determined by the context in which people live" (Zikmund *et al.*, 2010:137). The phenomenological approach also considers the researcher to have an active role in knowledge creation.

A phenomenological approach and the use of qualitative data enable advantages of in-depth analysis of phenomena such as determining consumer-brand relations and the adoption of a broader approach on phenomena (Blumberg *et al.*, 2011). Advantages of using quantitative data in terms of a positivistic approach are that this enables data analysis techniques to uncover causal relationships between variables and that this also maintains data objectivity (Blumberg *et al.*, 2011). Although the current study gathered qualitative data in focus groups, such groups were intended for the development of the main quantitative experiment. Therefore, a positivistic approach was adopted as the experiment was dominantly quantitative in nature. Thus, because the qualitative data is captured before the quantitative data, the study follows an exploratory design (Creswell & Clark, 2011). To provide a framework for the research design, the research objectives, hypotheses and variables are explained next.

6.3 RESEARCH OBJECTIVES, HYPOTHESES AND VARIABLES

The overall purpose of the study was to determine the dynamics of building brand personality through a communications approach. The primary research objective is displayed in Table 6.1.

Table 6.1: Primary Research Objective	
Primary Objective	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality, and consumer responses of involvement, attitude and intention.

The primary objective depicted the influences among the dependent variables at the highest conceptual level. Because the secondary objectives stated further along in Table 6.2 investigate the primary objective at a more specific level, the concepts addressed in the primary objective are explained next.

6.3.1 Variable Selection and Meaning

The reasons for choosing certain concepts for investigation are explained next. Also, the meaning of the primary objective constructs are explained and numbered

accordingly to show the relevance of the secondary research objectives to the overall research objective.

The brand personality construct was investigated as it formed the focus of study. Brand personality dimensions of brand personality gender and brand personality appeal were investigated to provide additional insight into the brand personality construct and its dynamics. Thus, brand personality as a construct included its concept dimensions and sub-dimensions (1.1), brand personality gender (1.2) with its sub-dimensions of masculine and feminine brand personality gender, as well as brand personality appeal (1.3) with its sub-dimensions of clarity, originality and favourability.

Involvement as a consumer response was selected as it is a means of creating brand equity (Smit, 2012). More specifically, brand involvement was selected as a concept of investigation because of its relation to the brand and its strong positive relations with brand equity (Smit, 2012). Brand involvement represented involvement at a product-brand level (2).

Attitude as consumer response was selected as it represented customer-based brand equity (Kapferer, 2012). Brand attitude was selected for its relevance to the brand, as it measures a component of brand equity. Attitude towards the advert was measured to avoid interference effects as advert attitude can influence brand attitude (Gardner, 1985). Advert attitude was also measured because it is a more direct measure of the stimuli to enable greater insight into the dynamics of brand personality communication to be gained. The brand and advert attitude was measured in terms of rationality and emotionality to provide insight into the brand building dynamics of the communication appeals and its relations with the other independent variables. The overall attitudes were also measured to provide greater insight into brand equity dynamics at a more general level. Thus, the attitude towards the brand (3.1) consisted of utilitarian, hedonic and overall brand attitude and attitude towards the advert (3.2) consisted of cognitive, affective and overall advert attitude.

The intention represented purchase intention because the purchase intention is a form of conative attitude, and therefore brand equity. Thus, the combination of consumer responses represented a mix of brand equity antecedents and brand equity itself to create maximum insight. Purchase intention was investigated at a general product-brand level (4).

The secondary objectives stated in Table 6.2 are aimed at investigating the individual effects of the independent variables on each respective dependent variable.

Table 6.2: Secondary Research Objectives	
Secondary Objective 1.1	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality, and the individual brand personality dimensions and sub-dimensions.
Secondary Objective 1.2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality gender and the individual brand personality gender dimensions.
Secondary Objective 1.3	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand personality appeal and the individual brand personality appeal dimensions.
Secondary Objective 2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on brand involvement.
Secondary Objective 3.1	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on utilitarian, hedonic and overall attitude towards the brand.
Secondary Objective 3.2	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on cognitive, affective and overall attitude towards the advert.
Secondary Objective 4	To determine the independent and interactive influence of celebrity gender, communication appeal and product involvement on purchase intention.

The hypotheses formulated from the objectives are displayed in Table 6.3 to show greater specificity of the expected effects in relation to the dependent variable sub-dimensions. The hypotheses are numbered to correspond to the objectives in Table 6.2 in order to provide conceptual clarification of the structure of construct dimensions and sub-dimensions.

Table 6.3: Research Hypotheses	
	Brand Personality
$H_{1.1}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality.
$H_o1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality.
	Brand Personality Dimensions
$H_{1.1.1}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality sincerity.
$H_o1.1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality sincerity.
$H_{1.1.2}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality excitement.
$H_o1.1.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality excitement.
Table 6.3 continues on the next page.	

Table 6.3 Continued: Research Hypotheses	
	Brand Personality Dimensions Continued
H1.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality competence.
H$_O$1.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality competence.
H1.1.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality sophistication.
H$_O$1.1.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality sophistication.
H1.1.5	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality ruggedness.
H$_O$1.1.5	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality ruggedness.
	Brand Personality Sub-Dimensions
	Sub-Dimensions of Sincerity
H1.1.1.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence down-to-earthness.
H$_O$1.1.1.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence down-to-earthness.
H1.1.1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence honesty.
H$_O$1.1.1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence honesty.
H1.1.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence wholesomeness.
H$_O$1.1.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence wholesomeness.
H1.1.1.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence cheerfulness.
H$_O$1.1.1.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence cheerfulness.
	Sub-Dimensions of Excitement
H1.1.2.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence daringness.
H$_O$1.1.2.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence daringness.
H1.1.2.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence spiritedness.
H$_O$1.1.2.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence spiritedness.
Table 6.3 continues on the next page.	

Table 6.3 Continued: Research Hypotheses	
	Sub-Dimensions of Excitement Continued
H1.1.2.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence imaginativeness.
H$_O$1.1.2.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence imaginativeness.
H1.1.2.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence up-to-dateness.
H$_O$1.1.2.4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence up-to-dateness.
	Sub-Dimensions of Competence
H1.1.3.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence reliability.
H$_O$1.1.3.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence reliability.
H1.1.3.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence intelligence.
H$_O$1.1.3.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence intelligence.
H1.1.3.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence successfulness.
H$_O$1.1.3.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence successfulness.
	Sub-Dimensions of Sophistication
H1.1.4.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence upper class.
H$_O$1.1.4.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence upper class.
H1.1.4.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence charm.
H$_O$1.1.4.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence charm.
	Sub-Dimensions of Ruggedness
H1.1.5.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence toughness.
H$_O$1.1.5.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence toughness.
	Brand Personality Gender
H1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality gender.
H$_O$1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality gender.
	Dimensions of Brand Personality Gender
H1.2.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence male brand personality gender.
Table 6.3 continues on the next page.	

Table 6.3 Continued: Research Hypotheses	
	Dimensions of Brand Personality Gender Continued
$H_O1.2.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence male brand personality gender.
$H1.2.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence female brand personality gender.
$H_O1.2.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence female brand personality gender.
	Brand Personality Appeal
$H1.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality appeal.
$H_O1.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal.
	Dimensions of Brand Personality Appeal
$H1.3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality appeal clarity.
$H_O1.3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal clarity.
$H1.3.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality appeal favourability.
$H_O1.3.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal favourability.
$H1.3.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand personality appeal originality.
$H_O1.3.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal originality.
	Brand Involvement
$H2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence brand involvement.
H_O2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand involvement.
	Utilitarian and Hedonic Attitude Towards the Brand
$H3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the combined utilitarian and hedonic attitudes towards the brand.
Table 6.3 continues on the next page.	

Table 6.3 Continued: Research Hypotheses	
	Utilitarian and Hedonic Attitude Towards the Brand Continued
H$_O$3.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the utilitarian and hedonic attitudes towards the brand.
	Utilitarian Attitudes Towards the Brand
H3.1.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the utilitarian attitudes towards the brand.
H$_O$3.1.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the utilitarian attitudes towards the brand.
	Hedonic Attitude Towards the Brand
H3.1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the hedonic attitudes towards the brand.
H$_O$3.1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the hedonic attitudes towards the brand.
	Overall Attitude towards the Brand
H3.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the overall attitudes towards the brand.
H$_O$3.1.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the overall attitudes towards the brand.
	Cognitive Attitude Towards the Advert
H3.2.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the cognitive attitudes towards the advert.
H$_O$3.2.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the cognitive attitudes towards the advert.
	Affective Attitude Towards the Advert
H3.2.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the affective attitudes towards the advert.
H$_O$3.2.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the affective attitudes towards the advert.
	Overall Attitude towards the Advert
H3.2.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence the overall attitudes towards the advert.
Table 6.3 continues on the next page.	

Table 6.3 Continued: Research Hypotheses	
	Overall Attitude towards the Advert Continued
H$_O$3.2.3	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the overall attitudes towards the advert.
	Purchase Intention
H4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will influence purchase intention.
H$_O$4	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence purchase intention.

The study's independent variables and sub-constructs, along with the dependent variables were illustrated in Table 6.4 to provide conceptual clarification of the concepts that were measured. Table 6.4 also provides insight into the study's variable structure to provide clarity on the research design.

Table 6.4: Independent and Dependent Variable Classification	
Independent Variables	**Subconstructs**
X1: Celebrity Gender	1= Male 2= Female 3= No Celebrity
X2: Communication Appeal	1= Rational 2= Emotional
X3: Product Involvement	1= High 2= Low
Dependent Variables	
Y1: Brand Personality	
Y2: Brand Personality Gender	
Y3: Brand Personality Appeal	
Y4: Utilitarian and Hedonic Attitude towards the Brand	
Y5: Overall Attitude towards the Brand	
Y6: Cognitive and Affective Attitude towards the Advert	
Y7: Overall Attitude towards the Advert	
Y8: Brand involvement	
Y9: Purchase Intention	

As the research objectives, hypotheses and variables have been shown to create a framework for research design, selecting the right design to address the previous research objectives is shown in the next section.

6.4 RESEARCH DESIGN

The research design outlines the methods and procedures used to collect and analyse data (Zikmund *et al.*, 2010). In the following section, the appropriate research design for execution is proposed and justified for the current study. In doing so the manner of obtaining information sources, executing the primary research

design, ensuring validity, and determining effective manipulation with manipulation checks are discussed.

6.4.1 Secondary Research

Secondary research entails the collection of data from existing data sources (Zikmund *et al.*, 2010). Abundance of information on the research topic was found, proving the effectiveness of secondary sources. However, the brand personality theory is relatively new in relation to other established theories, which meant the concept's theoretical base had limitations of conceptual scope as addressed in Chapter 3 (Caprara *et al.,* 2001). Because of the confusion created by brand personality theory and theoretical novelty created by brand personality gender and appeal's recent discovery, the brand personality gender and appeal literature was very limited. In summary, the current study aimed to eliminate the conceptual confusion of the brand personality construct and contribute to limited literature on it.

Secondary research was conducted through investigation of journal articles from Google Scholar and the Stellenbosch University online library databases such as EBSCO-host, SAGE and Science Direct. E-journals such as the Journal of Advertising, Journal of Consumer Research, and the Journal of Product and Brand Management were consulted. Also consulted were online and physical books obtained from the Stellenbosch University library database through the SUNSearch tool and Google.com. Other sources used include master's and PhD dissertations and working papers. The primary research is discussed in the following section as it was used in conjunction with the secondary data to test the objectives.

6.4.2 Primary Research

Primary research is the collection of non-existing data (Zikmund *et al.*, 2010). Various means of data collection were considered in order to select the appropriate primary research design. Experimental research determines whether a change in an independent variable creates a change in a dependent variable (Blumberg *et al.*, 2011). Hence, experimental research enables the researcher to manipulate the independent variables to evaluate the causal relationships among variables (Zikmund & Babin, 2010). An experimental design was used in primary data collection and was considered appropriate as it created manipulation of variables to obtain outcomes that addressed the current study's objectives. The current study adopts a causal

research approach in explaining cause-and-effect relationships to enable inferences of causal information (Zikmund *et al.*, 2010). Three criteria of causal research include temporal sequence (the cause occurring before the effect), concomitant variation (two events covary), and nonspurious association (covariation between cause and effect is not caused by another variable). Temporal sequence was met by observing changes in variables after the stimulus, whereas concomitant variation was met by the change in dependent variable created by the independent variables. Nonspurious association was met by controlling external influences. Various experimental designs are shown in Table 6.5.

Table 6.5: Classifications of Experimental Designs	
Pre-Experimental	Research design does not include a control group that limits comparison. An example is a case study.
Quasi-Experimental	Research design that does not allow for random allocation of respondents to treatment combinations and can consist of no-control group or time-series designs.
True Experimental	Research design consists of an experimental and a control group, and both the experimental and control group are equal, a situation created through random assignment of subjects or matching.

Source: Zikmund & Babin. (2010).

From the designs in Table 6.5, a true experimental design was adopted for the current study. This is because the condition of randomisation was met. In addition, the existence of groups acting as control groups satisfied the control group condition. The manipulation and measurement of variables were also met. Thus, the design allowed the determination of significant differences between experimental groups. Moreover, randomisation of treatment conditions decreased possible group bias. Various types of true experimental designs exist as displayed in Table 6.6.

Table 6.6: Classifications of True Experimental Designs	
Posttest-only Designs	Design that meets conditions of random assignment, control groups and manipulation but does not have a pretest.
Solomon Four-group Designs	Design that combines the true-experiment and posttest-only design into one design structure to test the influence of test-retest learning.
Counterbalance Designs	Design that allows more than one intervention to be tested and the order of participation is manipulated.
Factorial Designs	Design that allows testing multiple comparisons such as the effect between two or more independent variables or the effects of an intervention on different factors or levels on study variables. The design allows examination of direct and interactive relationships between variables.

Source: DePoy & Gitlin. (2011).

From the designs mentioned in Table 6.6, a factorial design was selected as it allowed the testing of the current study's three independent variables on the nine dependent variables at different factor levels. The factorial design also allows for testing of one-way and interaction variable effects that satisfy the research objectives. A between-subjects design was used as each subject received only one treatment combination. Reasons for using a between-subjects design are because the design sufficiently addresses the objectives, and because a within-subjects design would enable the possibility of testing and maturity effects as described in the internal validity section.

6.4.3 Factorial Design

The factorial design will be explained in this section. The factorial design includes three factors of celebrity gender, communication appeal, and product involvement. Celebrity gender consists of three levels, namely male, female, and no celebrity gender. The 'no celebrity' was included to enable the comparison between celebrity presence versus absence (Roy & Moorthi, 2009; Ang *et al*., 2006; Langmeyer & Walker, 1991). The communication appeal consists of two levels, namely rational and emotional. The product involvement consisted of two levels, namely, high and low. Therefore, the experiment is a 3 (male celebrity, female celebrity, no celebrity) x 2 (rational communication appeal, emotional communication appeal) x 2 (high involvement, low involvement) factorial design (see Figure 6.1). Gender identity perceptions, as previously mentioned, along with rational and emotional attitudes and product involvement, are continuous elements on a spectrum. However, in the current study the levels are considered to be continuous constructs that are manipulated into the dichotomous classifications.

Figure 6.1: A Graphical Representation of the Factorial Design
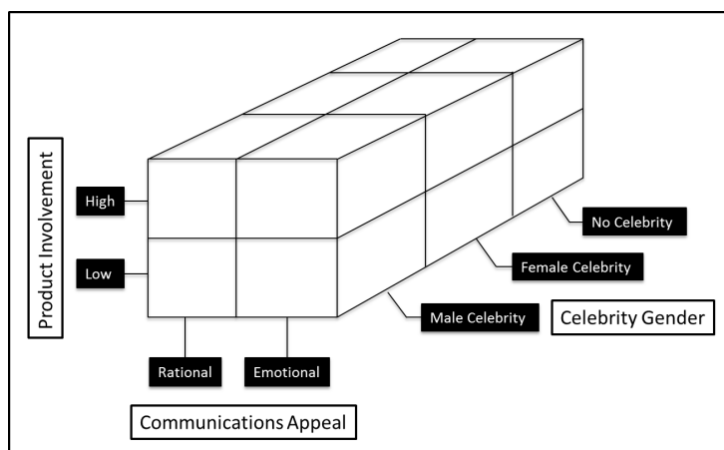
The cross-sectional design of the experiment and the manner in which stimuli were displayed is shown in Figure 6.2. The experiment has 12 cells of which all received a stimulus. Four cells, which are marked as 'X_c', represent stimuli that do not have a gender presence as it enabled control for celebrity personality or any celebrity association transfer effects onto brand personality. The 'R' represents the random assignment of participants to the experimental group or group acting as a control. The 'X' represents the exposure of the experimental group to manipulation as well as the manipulation to groups acting as a control measure. The 'O' represents the observation or measurement of the dependent variables.

Figure 6.2: A Graphical Representation of the Experimental Treatment Groups

R	X_1	O	R	X_7	O
R	X_2	O	R	X_8	O
R	X_3	O	R	X_9	O
R	X_4	O	R	X_{10}	O
R	X_{5_c}	O	R	X_{11_c}	O
R	X_{6_c}	O	R	X_{12_c}	O
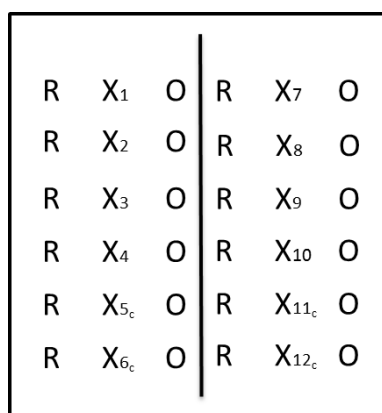
To provide additional clarification of the research design, the combinations of experimental groups are demonstrated in Table 6.7.

Table 6.7: Group Display of Research Design			
Group	Celebrity Gender	Communication Appeal	Product Involvement (high=smartphone; low= smartwatch).
1	Male	Rational	High
2	Male	Emotional	High
3	Female	Rational	High
4	Female	Emotional	High
5	None	Rational	High
6	None	Emotional	High
7	Male	Rational	Low
8	Male	Emotional	Low
9	Female	Rational	Low
10	Female	Emotional	Low
11	None	Rational	Low
12	None	Emotional	Low

Table 6.7 shows the stimuli that were combined for each respective group which enabled comparisons to be made between groups and combinations. Good measurement is dependent on validity, reliability and sensitivity (Zikmund *et al.*, 2010). To ensure the research design's ability to provide valid and reliable results and to decrease error, validity issues are addressed next.

6.4.4 Internal and External Validity

The total validity in the experiment is described by internal and external validity. Internal validity is defined as the "extent that an experimental variable is truly responsible for any variance in the dependent variable" (Zikmund *et al.*, 2010:274). External validity can be described as the "accuracy with which experimental results can be generalized beyond the experimental subjects" (Zikmund *et al.*, 2010:277). The current study traded some external validity for greater internal validity. This is because the strict experimental design increased the probability for the effects being observed to be true, but decreased the ability to provide results beyond the target population and brand selected due to limitation of the context. Demand characteristics occur when experimental design aspects accidentally provide subjects with hints about the research hypothesis, creating the demand effect and is a form of systematic error (Zikmund *et al.*, 2010). Similarly, the Hawthorne effect occurs when subjects perform abnormally when they know they are experimental subjects (Zikmund *et al.*, 2010). To decrease demand effects, the research design was created to hide experimental objectives. Moreover, experimental subjects were expected to be isolated due to the randomisation of the sampling list and only one experimental treatment was allocated per subject (Zikmund *et al.*, 2010). The previous techniques were deemed appropriate as they are proven ways to counter bias (Zikmund *et al.*, 2010). Control in the experiment was created by consistency of conditions, which was attained through randomisation to control confounding effects (Zikmund *et al.*, 2010). Internal validity consists of history, maturation, testing, instrumentation, selection, and mortality effects.

6.4.4.1 History, Maturation, Testing, Instrumentation, Selection and Mortality Effects

The history effect occurs when a "change other than the experimental treatment occurs during the course of an experiment that affects the dependent variable" (Zikmund *et al.*, 2010:275). The history effect is proposed to occur when there is

multiple pre- and post-measures (Zikmund & Babin, 2010). The history effect was avoided by using different respondents in the main experiment and the respective focus groups, follow-up surveys and pretests. A form of history effect is the cohort effect, which occurs when there is a change in the dependent variable created by an experimental group that experienced different historical situations or social backgrounds than other group members (Zikmund *et al.*, 2010). The cohort effect was addressed by collecting data from a single cohort and collecting data in a short time span of a week and six days to minimise social interference.

Maturation effects are a "function of time and the naturally occurring events that coincide with growth and experience" (Zikmund *et al.*, 2010:276). Both the history and maturation effects were countered as subjects received only one stimulus due to the cross-sectional experimental design. The effects were also countered by using the short sampling duration period and by monitoring the time taken to complete the online questionnaires.

Testing effects occur when the first "measurement or test primes subjects in a [manner] that [influences] their response to the experimental treatments" (Zikmund *et al.*, 2010:276). Testing effects were not expected to occur due to the cross sectional design, but were accounted for by using different subjects for the focus groups, pretests and the main experiment, to ensure each respondent only received one treatment.

The instrumentation effect occurs when a change in interviewers, questionnaire wording or procedures causes changes in the dependent variable (Zikmund *et al.*, 2010). The instrumentation effect was eliminated by the use of the same type of stimuli (albeit with minor adjustments) and the use of the same questionnaires between experimental groups (see Appendix I). Although stimuli were expected to differ, the same layout, text style and position of images were used to keep the stimuli constant, as explained in the stimuli section (see Section 6.6.5.2). In addition, one moderator was used across all focus groups and Qualtrics design was used to create consistent representation of the online questionnaire across graphical user interfaces for all tests and main experiment group combinations. To add to this, instructions were given to respondents to complete the survey on a desktop or equivalent computer, which ensured constant representation of stimuli across graphical user interfaces.

The selection effect is the bias created by incorrect sample selection such as using different samples in different experimental groups (Zikmund & Babin, 2010). The sampling selection effect was countered by conducting all sampling from one target population and cohort (see Section 6.7). This allowed proper sampling selection methods to eliminate bias or sampling selection error. Statistical regression occurs when subjects display random fluctuations such as in their answers (Blumberg *et al.*, 2011) but this only becomes significant at extreme values. Accordingly, statistical regression was countered by the sufficiently large sample size to account for data variation.

The mortality effect occurs when subjects withdraw from the experiment before it is completed (Zikmund & Babin, 2010). The mortality effect was countered by stating the time needed for completing the online questionnaire in the invitational e-mail. Respondents were told that only completed surveys would be entered into the lucky draw and Qualtrics design was used to create forced response questions to eliminate questions omitted. Moreover, subject engagement was maintained by using different text formats between the stimulus and the questions, including font that was bolded and made red for important actions. Moreover, different question layouts were used along with various windows to keep respondents curious to what was to follow. In addition, a progress bar was displayed at the bottom of every question window and the survey was constructed to be as short as possible.

Other factors that influence internal validity include the diffusion of treatment, compensatory equalisation, and compensatory rivalry. Diffusion of treatment occurs when control and experimental groups communicate, possibly learning about the treatment, which would eliminate the difference between the groups (Blumberg *et al.*, 2011). Compensatory equalisation occurs when the experimental treatment is preferred and respondents are complacent because they are indifferent. Compensatory rivalry occurs when control groups know they are in the control groups, which can create pressure to try harder in the experiment (Blumberg *et al.*, 2011). These effects that are created by experimental group and subject interactions were countered by statements at the beginning of the experiment that instructed respondents to focus on their own study, not to discuss it with others, and to complete the experiment in one sitting to avoid confounding results (Blumberg *et al.*, 2011). The randomisation of the sampling list also ensured the minimisation of the likelihood of a subject knowing another subject receiving the survey. Moreover, the

surveys could be completed from any location with internet access, which meant the likelihood of a respondent knowing of another subject was very limited. Hence, limiting subject-to-subject interaction aimed to eliminate response bias such as social desirability bias. Response bias is the "conscious or unconscious [tendency of respondents] to answer questions, that misrepresents the truth" (Zikmund & Babin, 2010:194), whereas social desirability bias occurs due to social pressure. To eliminate systematic error, which is the error of some research design or execution aspect which causes respondent error, rigorous analysis of research methods was conducted to ensure correct research design (Zikmund & Babin, 2010). In doing so, specific focus was placed on sampling methods, objectivity in data processing and analysis, and high regard for research ethics (Zikmund & Babin, 2010).

6.4.4.2 Construct and External Validity

Construct validity is when a measure "reliably and truthfully represents a unique concept" (Zikmund & Babin, 2010:337) and consists of content (face), convergent, criterion, and discriminant validity. Construct validity was ensured by the extensive investigation of study variables in the literature review and the appropriate measurement instrument selection (see Section 6.5.6). Content validity occurs when the measure logically reflects the content of the concept measured (Blumberg *et al.*, 2011). Content validity was established through the researcher's expert evaluation of the scales, the use of previously validated scales and unidimensionality test confirming validity (for unidimensionality see Section 7.3.3). Convergent validity refers to the construct's ability to relate to other constructs, whereas discriminant validity refers to the construct's uniqueness (Zikmund & Babin, 2010). Convergent and discriminant validity in terms of brand personality scope was addressed in Chapter 3 and was also addressed by using the correct scales. Criterion validity refers to the measure's correlation with other similar construct measurements or created criteria. Criterion validity can consist of concurrent and predictive validity, with the two separated by time. Predictive validity (when the measure predicts future events) of attitude and purchase intentions was discussed in Chapter 4. Concurrent validity, which is when the measure addressed what it is supposed to, was ensured for all scales, with the dimensions of brand personality appeal being an example. Measurement sensitivity, the ability to accurately measure variation in responses, was created by the using only 7-point Likert and semantic response scales for all dependent variables (see Section 6.5.4) to enable sufficient variation. Moreover, the

adjusted scale sensitivity was proven to be reliable from pretest 2. The diverse Generation Y sample from various Stellenbosch University faculties as discussed in the sampling section (see Section 6.7), was expected to represent larger population characteristics, supporting external validity. To ensure the measurement captures the change in independent variables, manipulation checks were used and are discussed next (Zikmund & Babin, 2010).

6.4.4.3 Manipulation Checks

A manipulation test is a validity test that determines if the experimental manipulation did create differences in the independent variable (Zikmund & Babin, 2010). To create acceptable levels of internal validity, manipulation checks were used. In order to account for the celebrity gender effectiveness, a dichotomous question asked if the celebrity was 'male' or 'female' to test celebrity gender. More specifically, the level of celebrity familiarity was measured with a 7-point semantic differential. The same approach was used for brand familiarity to account for brand awareness. The semantic differential for both brand and celebrity familiarity was anchored by 'not at all familiar' and 'very familiar'. Celebrity familiarity is a component of the source attractiveness model (Erdogan, 1999) which shows its explanatory power. Another dichotomous question checked whether respondents perceived the excerpt to be rational or emotional, with the same approach applied to the advert itself. This allowed control to be exercised over the effectiveness of rational and emotional appeal elicitation. The question asked what type of information the excerpt or advert portrayed by provided the option of 'Rational' or 'Emotional'. The product involvement effectiveness was measured with the product involvement scale. Another check to determine the effectiveness of the stimulus included a page timer to determine the viewing time for the exposure to the excerpt, the exposure time for each of the two replica adverts, as well as a timer for the overall survey completion.

To supplement the manipulation checks, additional checks were used to ensure the stimulus was correctly understood to avoid bias in manipulation. Thus to ensure sufficient brand personality knowledge for measurement, a dichotomous question included in the questionnaire asked whether respondents believed the brand had a personality by selecting Yes' or 'No'. As the research design was illustrated, the research instruments used in its execution are illustrated next.

6.5 RESEARCH INSTRUMENTS

The following section illustrates the scales that are used in the questionnaires for the focus groups, follow-up surveys and the main experiment. The scale items for all the scales are displayed in Appendix A. The scale reliability, validity and measurement sensitivity were also addressed to ensure effective measurement. The questionnaire design shows the reasons for using the selected scales. This is followed by the explanation of the removal of bias created by questions. To show the operationalisation of scales, the modifications to the scales for the main experiment and focus groups were shown. Lastly, to show the research instruments' measurement ability, the questionnaire layout for the main experiment, pretest and focus groups are shown.

6.5.1 Scales Used in the Questionnaire

The scales used to measure the dependent and independent variables are displayed in tables 6.8, 6.9 and 6.10, to show the operationalisation of variables. The scale name, its proven reliability, and previous use in other studies are displayed, along with the original scale type and sensitivity. Questionnaire items were selected to be relevant and accurate (Zikmund *et al.*, 2010). The scales used in the main experiment to measure brand personality were displayed in Table 6.8.

Table 6.8: Scales Used to Measure Brand Personality in the Main Experiment			
Scale Name	**Scale Reliability**	**Example of Previous Users**	**Original Sensitivity & Type**
Brand Personality	α=0.85-0.90	Sun *et al.*, 2010. Mulyanegara *et al.*, 2009. Parker, 2009. Thomas & Sekar, 2008. Aaker, 1997.	5-point Likert
Gender Dimensions of Brand Personality	α=0.91-.096	Grohmann, 2009.	9-point semantic differential
Brand Personality Appeal	α=0.79-0.95	Freling *et al.*, 2010.	7-point semantic differential

The scales used to measure the consumer responses can be viewed in Table 6.9, whereas those used to determine manipulation check effectiveness and gain extra insight were displayed in Table 6.10. The scales for pretest 1 and pretest 2 made use of the scales for the main experiment.

Table 6.9: Scales Used to Measure Consumer Responses in the Main Experiment			
Scale Name	**Scale Reliability**	**Example of Previous Users**	**Original Sensitivity & Type**
Brand Involvement	α=0.88	Kirmani, Sood & Bridges, 1999.	7-point sematic differential combined with Likert
Utilitarian Attitudes Towards the Brand	α=0.92-0.95	Voss *et al.*, 2003.	7-point semantic differential
Hedonic Attitudes Towards the Brand	α=0.95	Voss *et al.*, 2003.	7-point semantic differential
Attitude Towards the Brand Overall	α=0.90-0.95	Folse, Niedrich & Grau, 2010. Shamdasani, Stanaland & Tan, 2001. Leclerc, Schmitt & Dubé, 1994. Mitchell & Olson, 1981.	7-point semantic differential
Cognitive Attitude towards the Advert	α=0.52-0.91	Peterson, William & Brown, 1992. Petroshius & Crocker, 1989.	7-point semantic differential
Affective Attitude Towards the Advert	α=0.75-0.95	Olney, Holbrook & Batra, 1991. Petroshius & Crocker, 1989.	7-point semantic differential
Attitude towards the Advert Overall	α=0.91-0.93	Lee, 2000. Lee & Mason, 1999.	7-point semantic differential
Purchase Intention	α=0.92-0.97	Grewal, Monroe & Krishman, 1998. Dodds, Monroe & Grewal, 1991.	7-point Likert

Additional scales that were used to gain insight into the main experiment dynamics can be viewed in Table 6.10.

Table 6.10: Scales Used for Additional Clarification			
Scale Name	**Scale Reliability**	**Example of Previous Users**	**Original Sensitivity & Type**
Product Involvement	α=0.81-0.85	Cho, Lee & Tarp, 2001.	5-point Likert
Affective Response towards the Stimulus	α=0.94-0.95	Kim, Lim & Bhargava, 1998. Kim, Allen & Kardes, 1996. Stuart, Shimp & Engle, 1987.	7-point semantic differential

The scales used in the focus groups and follow-up studies can be viewed in Table 6.11. Some of the scales used for the main experiment were used in the focus groups and are indicated at the bottom of Table 6.11. In addition, scales used in the follow-up studies were reported at the bottom of Table 6.11.

Table 6.11: Focus Group Scales				
	Scale Name	**Scale Reliability**	**Example of Previous Users**	**Original Sensitivity & Type**
Focus Group 1	Expertise, Trustworthiness and Attractiveness of Celebrity Endorsers	α=0.89-0.90	Till & Busler, 2000. Tripp, Jensen & Calson, 1994. Ohanian, 1990.	7-point sematic differential
	Attitude Toward the Spokesperson (Focus on Likability)	α=0.87-0.94	Forehand & Deshpande, 2001. Whittler & DiMeo, 1991.	7-point semantic differential
	Bem's Sex Role Inventory (12 item)	α=0.74-0.89	Vafaei, Alvarado, Tomás, Muro, Martinez & Zunzunegui, 2014. Choi, Fuqua & Newman, 2009.	7-point Likert
Focus Group 2	Product Class Involvement	α=0.74-0.93	Flynn, Goldman & Eastman, 1996. Beatty & Talpade, 1994. Mittal & Lee, 1989.	7-point Likert
Focus Group 3	Endorser / Brand fit	α=0.94-0.97	Ellen, Web & Mohr, 2006. Sengupta, Goodstein & Boninger, 1997.	7-point Likert
	Advertisement Credibility	α=0.86-0.92	Williams & Drolet, 2005.	7-point Likert
Focus Group 5	Attitude towards the Product Category	α=0.83-0.86	Martin, Stewart & Matta, 2005. Martin & Stewart, 2001.	7-point semantic differential
The product involvement scale (in Table 6.10.) was used again in focus group 2, 3 and 5, along with follow-up study 1. The brand involvement scale and brand personality gender scale was used in focus group 2. Advertisement credibility was used again in focus group 5. Follow-up study 1 used the product involvement scale and the endorser brand fit scale. Follow-up study 2 used the advertising credibility scale, and the 'rational', 'emotional' scale item.				

The fourth focus group only used a 7-point semantic differential anchored by 'rational' and 'emotional' to create clarity of the qualitative findings. Even though the previously mentioned scale item had a lack of previous testing, it was deemed adequate because it was proven to be reliable with an item Chronbach coefficient alpha of 0.80 for the total focus group sample. The scale item also had face validity, making the measure adequate. In order to ensure the scales provide good measurement, criteria of reliability, validity, and measurement sensitivity were ensured and discussed next.

6.5.2 Scale Reliability

Reliability shows the measure's internal consistency (Zikmund *et al.*, 2010). Scales were determined to be reliable with Cronbach's coefficient alpha, which when above

0.7 represents a reliable scale, and is the measurement level quota for scale usability in the current study (Peterson, 1994). The scale reliabilities were rounded off to the nearest second decimal. As all the selected scales in tables 6.8, 6.9, 6.10 and 6.11 had reliable Cronbach coefficient alpha measurements above 0.7, the measurements were deemed appropriate. To ensure scale accuracy, their validity is addressed next.

6.5.3 Scale Validity

To ensure valid measurement, scale validities were addressed. The brand personality scale's validity was proven through item-to-total correlations that that had a mean of 0.85 across all dimensions, and through confirmatory and principle component factor analysis that supports the five factor model. The brand personality gender scale validity was proven through Grohmann's (2009) last two studies where confirmatory factor analysis, model-fit, indicator statistics and nomological validity proved its validity. The brand personality appeal scale's validity was assured through satisfactory measurements of content validity ratios, confirmatory factor analysis, and the measure displaying adequate convergent, discriminant, concurrent and predictive validity.

Both the utilitarian and hedonic attitudes towards the product/brand are confirmed through representation of a two-factor model, as well as discriminant, predictive and nomological validity. The attitude towards the brand overall scale had both discriminant and convergent validity. The cognitive attitude towards the advert scale validity was confirmed through factor analysis that showed it loaded on one dimension. The affective attitude towards the advert validity was ensured through a factor analysis acting as a reliability check, and unidimensionality reported by the confirmatory analysis. The purchase intention scale provided sufficient evidence for scale unidimensionality, convergent and discriminant validity.

In terms of focus group measures, the validity of celebrity endorser expertise, trustworthiness and attractiveness scale was supported because scale reliability and dimensionality were supported through confirmatory factor analysis. For the Bem Sex Role Inventory scale, an exploratory factor analysis confirmed its two-factor structure and validity. The product class involvement scale showed evidence of nomological validity by it supporting the nomological validity of other scales. Attitude towards the product category did load on one factor but did not have validity reported.

No validity was reported for brand involvement, product involvement, attitude towards the advert overall, affective response, attitude towards spokesperson (likeability), endorser/brand fit, and advertisement credibility. The previously described measures were deemed appropriate as they did display content and face validity. To ensure good measurement, its sensitivity was addressed next (Zikmund *et al.*, 2010).

6.5.4 Measurement Sensitivity in Terms of Number of Scale Reponses

To ensure consistency in measurement sensitivity, the types of scales used were addressed. All scales in the main experiment, and accordingly the pretests used a 7-point response format and in the manner that they were originally used namely Likert or semantic differential. The adjusted measurement sensitivity was proven to be reliable for from the focus groups, pretest 2 and the main experiment data. The scales used in the focus groups and follow-up studies were used without any changes to the scale sensitivity or type, except for the product involvement scale and the brand personality gender scale. The previous scales used a 7-point response format and were proven to be reliable as the product involvement scale had a Chronbach coefficient alpha of 0.81, and the brand personality gender scale had a Chronbach coefficient alpha of 0.91 for the total sample of the focus group. The approach to use the original format was deemed appropriate due to the previously proven reliability and validity. All the scales had the higher values representing higher degrees of the items measured (e.g. 7 is most pleasant). Moreover, items that were originally reverse coded were changed to be positive in the current study (see Section 6.5.7).

6.5.5 Scale Items

To show the operationalisation of variables, the scale items used for the main online experiment and focus groups are presented in Appendix A. The scale items are illustrated to show the items used in the questionnaires, and the reason for their use is justified in the questionnaire design section below. The scale items also provide comparison for scale modifications in relation to the original scales (see Section 6.5.7). It is worth noting that blank lines in the questions represent generic slots that were filled by the product or brand selection (see Section 6.5.7). As the scales and scale items used in measurement were shown, the reasons for choosing them are discussed next.

6.5.6 Questionnaire Design Consideration for Scales used in the Main Experiment and Focus Groups

Because the current study's main experiment follows an online design, the questionnaire was constructed with the use of Qualtrics, an online survey creation tool. The scales included in the questionnaire as seen in tables 6.9, and 6.10 (see Appendix A) were selected with careful consideration of reliability and validity. The independent variables of celebrity gender and communication appeal were not measured (only checked with manipulation checks) but the level of product involvement was measured by the product involvement scale. The dependent variable of brand personality was measured through Aaker's (1997) brand personality scale. Reason for its selection over the new measure of brand personality is because Aaker's (1997) scale adopts the broader definition of brand personality that the current study also used. Therefore, the broad definition allowed brand personality gender to be a form of brand personality. Using Aaker's (1997) scale also enabled a comparison to be made between Grohmann's (2009) masculine and feminine brand personality gender dimensions and Aaker's (1997) brand personality scale's gender dimensions of sophistication and ruggedness to validate the distinctive concepts. Also, although studies revealed culturally specific dimensions, the brand personality scale remains the most comprehensive, reliable and stable measurement to determine product/brand personality (Ekinci & Honsany, 2006). In addition, the new scale also has fewer dimensions than the original scale, possibly decreasing explanatory power (Geuens *et al.*, 2009). Brand personality gender dimensions were measured by Grohmann's (2009) scale as the concept was conceptualised and developed by the author. Similarly, brand personality appeal was measured through the Freling *et al.* (2010) brand personality appeal scale, as the concept and scale were developed by the authors.

The utilitarian and hedonic components of brand attitude were measured through the Voss *et al.* (2003) scale as it measured both hedonic and utilitarian attitude components which enabled greater insight to be gained into variations in attitude towards the rational and emotional appeals. The utilitarian and hedonic brand attitude measure is also a refined measure from Spangenberg, Voss and Crowley's (1997) larger scale, which was refined from the original utilitarian-hedonic classification created by Batra and Ahtola (1990), showing Voss *et al.* (2003) scale's measurement aptitude. The attitude towards the brand overall scale was used to get an overall view

of brand attitude; the scale was selected because its validity was proven and its scale items were re-used in other brand attitude scales. Both cognitive and affective attitudes towards the advert scales were included for greater accuracy in attitude analysis and were selected because both scales were shown to represent either a dominant cognitive or affective attitude respectively. The attitude towards the advert overall scale was used because it had face validity and because its measurement allowed for a broader complementary view of consumer attitude, similar to the overall brand attitude. The brand involvement scale was selected because it measures involvement towards the brand on a more general level compared to scales that measure a specific component of it such as brand involvement scales focusing on risk or pleasure. The scale was also selected because it measured brand involvement at a product-brand level and not a corporate-level, which the current study's design required. The product involvement scale was used because it measures involvement towards the product, and because the scale measures it at a general level compared to scales that measure it in a specific context such as product category involvement. The affective response scale was used to provide complementary insight into advert related attitudes and selected for its face validity. The purchase intention scale was used because it measures purchase intention at a general level towards a product to explain behaviour intention, which the study design required.

Focus group measurements of celebrity endorser expertise, trustworthiness and attractiveness were selected to ensure proper celebrity selection. In doing so, Ohanian's (1990) scale was used because it was created specifically for celebrity measurements and has a proven record of being an effective measure. The attitude towards the spokesperson scale was used because it has a focus on spokesperson likability and was therefore an estimate of celebrity familiarity, which complemented the other celebrity measures. The shortened version of Bem's Sex Role Inventory scale was used rather than the original scale to avoid respondent fatigue and to measure gender-role perceptions of celebrities. The product class involvement measure was used to obtain a general level of involvement towards a product class and as an aid in the analysis of product involvement levels. The product class involvement measure was also selected because of its popularity in terms of previous usage and its face validity. The endorser-brand fit scale was used to ensure celebrity-product congruency, and thus addressed the study need for 'fit' and

represented face validity. The advertisement credibility scale was used because it measures consumers' general impressions of advert realism and allowed improvements to be made to create advert effectiveness. The attitude towards the product category scale was used to complement brand attitude measures by accounting for category specific attitudes. To ensure the effectiveness of scale measurements, the questionnaire bias was removed and is explained below.

6.5.6.1 Removal of Questionnaire Bias

To decrease respondent confusion, to enable correct and accurate measurement, and to ensure proper data collection, the main experiment questionnaire, along with the other questionnaires used in the focus groups and follow-up studies were designed to be as simple as possible by avoiding complex language (Zikmund & Babin, 2010). The questionnaire was also made as short as possible to limit mental fatigue and to be as specific as possible to avoid ambiguity and assumptions. Also questionnaire quality was addressed by eliminating problems such as double-barrelled, leading or loaded questions (Zikmund & Babin, 2010). A double barrelled question is when a question addresses two topics simultaneously, whereas a leading question occurs when the question implies the answer (Zikmund & Babin, 2010). A loaded question implies a socially desirable answer (Zikmund & Babin, 2010). All of the problems could potentially create bias but were addressed as previously mentioned. To explain the operationalisation of the scales and the limitation of bias, the scale modifications are discussed next.

6.5.7 Modifications of Scales Used for the Main Experiment and Focus Groups

As mentioned in the measurement sensitivity section, all the main experiment's scales used a 7-point response format, regardless of the original sensitivity, and in a similar design to the original scale in terms of Likert or semantic differential. For all the semantic differential scales the negative scale items were on the left of the selection dots and the positive ones on the right side. For the brand involvement scale, the terms 'Samsung smartwatches' or 'Samsung smartphones' were inserted into the generic slots. For the product involvement scale, the terms 'smartwatches' and 'smartphones' were also inserted into the generic slots. In addition, the term 'smartphones' and 'smartwatches' were similarly used in the question instruction or descriptor. In the generic slots for the purchase intention scale 'Samsung S6 smartphone' and 'Samsung Smartwatch' were inserted. Also, in measuring product-

brand ownership and brand aspiration, the terms 'Samsung smartphone' and 'Samsung Smartwatch' were inserted into the generic slots.

The cognitive and affective attitude towards the advert scales was scanned and removed of items that were duplicated across the two scales. By tracing scale items to previous studies' results, it was determined that item 1, 7 to 10, and 13 were affective attitude components. Thus, the previously mentioned items were removed from the cognitive attitude towards the advert scale, as it already appeared in the affective attitude towards the advert scale. Item number 11 'clear/not clear' of the cognitive attitude towards the advert scale was removed, because another item 'clear/imprecise' addressed the same concept and was deemed sufficient. The reason for removing the previous item was to eliminate unnecessary items that could lead to mental fatigue (Zikmund *et al.*, 2010) and decreased response accuracy. For the same reason, in the affective attitude towards the advert scale, item number 15 'refreshing/depressing' was removed as item 12 'uplifting/depressing' was deemed sufficient. In the attitude towards the advert overall scale, items 1 and 5 were fixed to not be reverse coded. Hence, item 1 read as 'I like the ad' and item 5 as 'I think the ad is good'.

Items 2 and 3 were removed from the purchase intention scale as the current study did not address purchase intention at a price point, which made the items irrelevant. No adjustments were made to the scales used in the focus groups but the generic slots for the endorser-brand fit scale were replaced by the celebrity's name. Also, the attitude towards the product category scale's generic slots were replaced by the product category in question such as smartphones or smartwatches. To explain the operationalisation of scales in the questionnaire, the questionnaire layout is explained next.

6.5.8 Questionnaire Layout of the Main Experiment, Pretest and Focus Groups

The main experiment's online questionnaire consisted of a paging layout that sequentially went from page to page; it was selected as it allows for greater control of skip patterns and order of asking questions, and creates greater questionnaire focus than with the scrolling layout (Zikmund *et al.*, 2010). The questionnaire layout followed the funnel technique whereby general or important questions are asked first, followed by more specific questions to attain unbiased responses and to eliminate

order bias. This layout and approach was used for the main experiment, pretest and focus groups.

The main experiment's online questionnaire was divided into three sections. The first section contained the brand personality, brand personality gender, and brand personality appeal measures. The second section consisted of measures of brand involvement, utilitarian and hedonic brand attitude, attitude towards the brand overall, and product involvement. The third section consisted of cognitive and affective attitudes towards the advert, attitude towards the advert overall, affective response, purchase intention, and demographic questions. The layout was designed to avoid order bias and to trigger attitudinal judgements used for purchase intention formation which is explained further on.

For the main experiment, the sequence of the questionnaire was controlled by the push ('next') button. Error trapping (using software to control the experiment flow) was used ensure that subjects could only go to the next questions and not to go back to the previous ones. Forced response questions were used to eliminate unanswered questions, meaning if a respondent forgot to select a button, Qualtrics reminded the respondent to answer before proceeding. To keep respondent engagement throughout the experiment duration, a status bar was visible at the bottom of every page across the entire questionnaire (Zikmund *et al.*, 2010). All scales used single response items, which meant only one answer per scale item could be selected. The order of scale items was not randomised (Zikmund *et al.*, 2010) because previous research showed that item order does not influence the underlying measurement properties of psychological instruments, especially ones that are well validated (Schell & Oswald, 2013). The focus group and follow-up surveys as well as the pretests followed the same layout. Focus groups 1, 3 and 5, along with follow-up study 1 and 2, had forced response questions and were randomised. Product category attitude in focus group 5 was not randomized due to limitation in the software design. Focus group 2 had forced response questions but no randomisation, as this was not deemed necessary due to the length of the questionnaire, and the changing layouts of questions were expected to create respondent fatigue (Zikmund *et al.*, 2010).

The online questionnaire of the main experiment started with an opening screen containing the Stellenbosch University logo to facilitate experiment credibility.

Instructions were given to respondents to which they are asked to adhere to, in order to ensure measurement validity (see Appendix I). The next window presented instructions to all groups to view the upcoming information and advert carefully. The instructions in the window on page two were written to elicit rational-emotional associations; the same was done for page three to elicit the previously mentioned associations including masculine-feminine gender associations (see Appendix I). The next three windows contained the stimuli, with the first being the excerpt, the second being instructions to view the advert elements such as images and text carefully, and the third being the advert itself. The groups controlling for celebrity association transfer were showed stimuli with no celebrity appearance (see Appendix I). As the 'no-celebrity' groups also receive a stimulus, the questionnaire layout for the experimental and 'no-celebrity' groups followed the same sequence. Another window was then presented to remind respondents to keep the stimulus (both the excerpt and the advert) and brand in mind whilst completing the upcoming questions. For more accuracy for which scale appears in which specific window for the upcoming paragraph, refer to Appendix I.

The brand personality measures were asked right after exposure to the stimulus to be the first scale in order to measure the maximum impact of the stimulus. Accordingly, brand personality, brand personality gender, and brand personality appeal were asked. Bias was minimalised by asking the brand personality measures before attitude measures to avoid additional attitude interference with brand personality measures and order bias (Zikmund *et al.*, 2010). Other reasons for asking brand personality measures first were to create logical order, to ensure the respondent's cooperation by eliminating confusion, and to increase memory (Zikmund *et al.*, 2010). Brand personality gender was asked after Aaker's (1997) brand personality scale to avoid bias of gender associations, and the appeal was asked last to avoid bias of consumer favourability evaluations. The brand personality manipulation check followed and was appropriate as it created logical order without bias.

Next, the brand involvement measure was asked before the attitudinal measures to avoid bias created by emotionally laden associations held towards the brand. Then the utilitarian, hedonic and overall attitudes towards the brand were asked. The utilitarian attitude component was asked first to avoid the emotional bias from the hedonic component. The scales were followed by the product involvement scale in

the middle section of the questionnaire to avoid bias created from respondent tiredness; this was deemed appropriate as product involvement was distinct from the brand due to the change in attitude object (Mittal & Lee, 1989). The advert was displayed again to refresh the respondents' memory, and the cognitive and affective attitude towards the ad scales were asked directly afterwards to measure the maximum stimuli impact. Similar to the brand attitude, the cognitive component was asked first to avoid emotional bias. The manipulation checks for the excerpt and ad followed, along with the measures of overall attitude towards the advert and affective response. The manipulation checks were asked soon as possible after the stimuli to obtain the maximum influence of the stimulus. This is because insights from focus groups showed that this was critical in obtaining the most accurate results. This was followed by the purchase intention scale which was asked after the attitudinal measures as it enabled an anchoring effect by attitude (Zikmund *et al.*, 2010). Although attitudes were expected to influence purchase intent, the effect was sought as in theory, individuals judge levels of purchase intention by their attitudes as indicated by the TRA (Fishbein & Ajzen, 1975). The manipulation checks related to brand and celebrity familiarity, and the gender of both the brand and the celebrity were asked next, including brand ownership, aspiration, respondent gender and age. Both ownership and aspiration were asked through a dichotomous 'yes' or 'no' question. The brand gender was measured though a dichotomous question that asked whether the brand was 'masculine' or 'feminine'. The screening questions and demographical information were asked at end of the questionnaire to reduce respondents' mental fatigue and possible alienation (Zikmund *et al.*, 2010).

For the focus groups, the start window of the survey displayed the instructions respondents had to adhere to. The respondents consent to participate was obtained through their action to start the survey. Subsequently, the demographical information was collected at the end of the survey.

The first focus group only had questions of celebrity expertise, trustworthiness, attractiveness, likability and Bem's Sex Role Inventory for each of the six male and six female celebrities. The sex role inventory scales were asked after the celebrity characteristics to avoid gender bias.

The second focus group's survey measured the product category involvement of consumer electronics first. Subsequently, for each of the 14 products, the product

involvement, followed by the product masculinity and femininity, were measured. This was followed by measuring the brand familiarity, brand involvement and brand personality gender for eight electronic brands. Skip logic was inserted to account for brands consumers might be unfamiliar with. The question order was chosen to create attitudinal effects from the product category on involvement. Moreover, for the electronic brands, the familiarity was asked first as a screen question that determined whether the respondent received the following questions or whether they were referred to the next brand. The gender perceptions were measured on a 7-point semantic differential anchored by 'not at all masculine' and 'highly masculine', with the same applied to femininity, namely 'not at all feminine' and 'highly feminine'. The brand familiarity was measured via a dichotomous 'yes' or 'no' answer.

The third focus group first provided lists of rational and emotional elements that respondents had to rank in terms of the high and low involvement products of smartphones, portable speakers and smartwatches. The product involvement was then measured for the mobile phone, smartwatch, normal analogue watch and portable speaker. Next the endorser-brand fit was measured for five men and six women, each for the smartphone, smartwatch and portable speaker. For Scarlett Johansson, endorser-brand fit was also measured for the normal analogue watch. This is because qualitative results showed very good levels of fit, and it allowed the researcher to explore the matchup with the non-technology product. Finally the hypothetical advertising credibility of George Clooney and Scarlett Johansson was asked for both the smartphone and portable speaker. The question order was deemed appropriate as possible bias created by the benefits and product involvement was expected to facilitate mental clarity in the celebrity-product matchup. The first follow-up survey had the same layout as focus group three, regardless of the refined questionnaire.

For the fourth focus group, four types of stimulus excerpts were given to respondents and after each respective excerpt, respondents were asked to rate the excerpt as 'rational' or 'emotional' along a 7-point semantic differential. Respondents were then asked to give five more rational or emotional benefits respectively. Then respondents were asked to rate the rational and emotional benefits that were generated by the focus group 3, literature and researcher insight for the smartphone and smartwatch in terms of rationality and emotionality. The order was deemed appropriate as possible

242

order bias was seen to be complementary to the focus group outcomes as it was expected to create consumer awareness for the benefits sought.

The fifth focus groups started with measuring the product involvement of smartphone, smartwatch and portable speaker. This was followed by the measurement of attitude towards the product category for the smartphone, then the smartwatch. Product ownership of a smartphone and smartwatch was then checked. The eight combinations of rational x emotional x male (Matthew McConaughey) x female (Scarlett Johansson) adverts were displayed and the advertisement credibility for each respective advert was measured. A single scale item 7-point semantic differential also measured respondents' perceptions of advert rationality or emotionality. The layout was considered appropriate as product category attitude was asked after the product involvement scale to avoid order bias. Moreover, the possible order bias of credibility to influence the type of appeal was viewed to be complementary to the focus group outcomes. The second follow-up study had the same layout as focus group 5 but the extra stimuli tested were presented after the original focus group 5 questionnaire's content and was done so to avoid biasing the previous focus group questions. Thus, the modified advertss were presented first and then the newspaper layout. As this section discussed the research instrument, the next section will discuss the process of creating the stimuli used within the experiment to show the stimuli's valid creation.

6.6 PROCESS OF STIMULUS DESIGN

Stimulus is described as the treatment given to the experimental group to influence the independent variables (Zikmund *et al*., 2010). The stimuli were designed through the use of five focus groups and two follow-up studies in order to obtain the celebrities, the rational and emotional communication appeal and the high and low involvement product. The development of stimuli focussed on the correct representation of the stimuli for the main experiment.

In this section, the design of the focus groups to ensure data validity is discussed. Also, the use of focus groups and follow-up studies in the development and testing of final stimuli that was used in the main experiment is explained. Furthermore, for each focus group, the outcomes are discussed. Consequently, adjustments to the stimuli to enhance its credibility, the process of conducting pretests, and the final adjustments to the questionnaire used in the final research instrument are explained.

6.6.1 Design of Focus Groups

A focus group is described as an unstructured, free-flowing interview with a small number of six to twelve respondents, led by a moderator (Zikmund *et al.*, 2010). This technique was selected over personal interviews as it allowed attainment of various perspectives on the topic at hand, piggybacking and flexibility that enable the generation of depth in insight (Zikmund *et al.*, 2010). Thus, the technique also enabled a greater level of scrutiny. The focus group respondents consisted of the target population mentioned in the sampling section. In order to avoid respondent bias, all respondents used in the focus groups and the pilot studies were excluded from the main experiment (Zikmund *et al.*, 2010). All the focus groups were combined with a quick survey taken at the beginning of the focus groups to gain insight. The focus groups were led by discussion guides created to explore the constructs investigated in a valid manner to the study objectives (see Appendix C). The focus groups started with briefing the respondents and obtaining their consent for participation. This was followed by an introduction of the researcher, ice-breaker questions, and the completion of the survey. After the survey, the focus group commenced and more detailed questions were asked.

All focus groups were conducted in a controlled environment of a computer room at Stellenbosch University that was specially booked to eliminate any distractions and audiologically recorded. All focus groups conducted lasted 60 minutes each, whereas completing the survey took about 25 minutes. Basic demographics, such as student number, respondent sex, year and degree of study, and age were controlled in the focus group and follow-up surveys to ensure fit with the target population. To address possible gender bias in the focus groups, the group composition was monitored (Zikmund *et al.*, 2010) (see Table 6.12).

Table 6.12: Sampling Statistics of the Focus Group and Follow-Up Surveys			
	Sample Total	**Percentage Male**	**Percentage Female**
Focus Group 1	N=5.	20	80
Focus Group 2	N=7.	29	71
Focus Group 3	N=5.	0	100
Follow-Up 1	N=14.	8	92
Focus Group 4	N=5.	40	60
Focus Group 5	N=8.	25	75
Follow-Up 2	N=5.	40	60

From Table 6.12 it is clear that the gender distribution favours females. To rectify the gender difference, conversations were held with four more males of the target population about the subject manner for focus group 1. The gender difference was rectified because it was important to get equal gender perceptions about the masculinity and femininity of celebrities. Also, to counter gender bias, the outcomes of every focus group were discussed with the male respondents at the end of each focus group. The sequence of focus group development and follow-up studies can be viewed in Figure 1.1.

6.6.2 Focus Group 1: Celebrity Identification

The aim of the first focus group was to collect a list of male and female credible celebrities that respondents are familiar with to ensure that respondents can relate to the celebrity presented in the stimuli. Additionally, the manliest male and most feminine female was searched for in order for the gender stimulus to have a maximum influence. A single celebrity endorser approach was adopted as it sufficiently addressed the research design. Reasons for using a focus group is because the method allows for greater depth in exploring celebrity popularity and gender perceptions, as masculinity and femininity are not a simple dichotomous gender construct in people's perceptions (Putrevu, 2001). There are various ways and models to select the most appropriate celebrity for a campaign, of which a few are described in Table 6.13.

Table 6.13: Models for Selecting Celebrity Endorsers	
Source Credibility Model	Selection depends on celebrity credibility that includes their expertise and trustworthiness.
Source Attractiveness Model	Selection depends on attractiveness, and therefore relies on attributes of similarity, familiarity and liking.
Q-rating	Selection depends on Q-rating, which is based on the celebrity's popularity and familiarity.
TEARS Model	Selection depends on aspects of credibility (trustworthiness and expertise) and attractiveness (physical attractiveness, respect and similarity).
No Tears Model	Selection depends on a wide array of factors such as celebrity credibility, attractiveness, matchup between the audience and the brand, including the cost of endorsement.
FREDD Principle	Selection depends on familiarity, relevance, esteem, differentiation and decorum (behaviour).

Source: Banytè, Stonkienè & Piligrimienè. (2011).

From the models in Table 6.13, a combination of the source credibility model and the source attractiveness model was used, along with the fit between the celebrity and the product, as well as the brand. This approach was deemed sufficient as it addressed the main goal that was to firstly have the most masculine and feminine celebrity endorser, secondly that is sufficiently credible, and thirdly to have matchup credibility between the product and brand. The celebrity credibility, in terms of expertise, trustworthiness and attractiveness, and likability, was investigated in the survey to eliminate bias effects such as a celebrity endorser not being credible. This was done to maintain maximum celebrity influence on dependent variables from the stimuli without hindering the other stimulus of communication and product involvement (Keel & Nataraajan, 2012). Also, the goal was to select celebrities with a clear image and high popularity rating. This would enable respondents to have clear perceptions of the celebrity's personality or gender associations due to recall that can be manipulated to maximise stimulus effectiveness.

The process of selecting the celebrity started with an online search to obtain a list of possible candidates. Sources consulted to obtain the list include Forbes top 200 most powerful celebrities (Pomerantz, 2014), IMDb's top 100 hottest male celebrities (Villian, 2011), IMDb's most popular males and females (Most popular males and females, 2014), IMDb's top 50 hottest female celebrities (Lucas, 2013), and IMDb's 100 most popular celebrities in the world (Bharath, 2013). To account for social media awareness, the ten most popular celebrities on Twitter in 2014 (Harris, 2014), top ten popular celebrities on social media (Li, 2012), top 20 most popular celebrities on Facebook (Acuna, 2012), top actors and actresses on social media (Busch, 2014), and most talked about celebrities in 2014 (Kokshanian, 2014) amongst others were investigated. Criteria were then set to only use actors and actresses because according to the research, actors and actresses were considered to be the most masculine and feminine celebrities. Movie stars were also expected to have more constant brand images and less chance of negative perceptions than musicians due to their congruency with movie role selection as discovered from the research. Another criterion was set to only use celebrities that are alive to avoid bias. From the smaller list of celebrities, the six male celebrites (Matthew McConaughey, Vin Diesel, Johnny Depp, Brad Pitt, Leonardo DiCaprio and George Clooney) and six female celebrities (Angelina Jolie, Scarlett Johansson, Cameron Diaz, Sandra Bullock, Julia Roberts, and Charlize Theron) that were the most popular, and perceived to be fit for

the stimuli by researcher judgement, were selected. These celebrities were used in the first focus group's survey. In the first focus group, perceptions of the 12 celebrities were rated on the scales shown in Table 6.10.

6.6.2.1 Focus Group 1 Outcomes

The main findings were that celebrity endorsement needed to be tied to status products to be found credible, and respondent age similarity with the celebrity age enhanced the probability of the celebrity being known and favoured. In addition, celebrity perceptions were tied to their movie roles. The most masculine, likely to endorse and match a technology product were George Clooney and Matthew McConaughey. The most feminine, likely to match, and endorse a technology product was Scarlett Johansson. The quantitative findings supported the previous finding and showed that Scarlett was also less manly due to lower masculine perceptions. Importantly, credibility scores were similar for all celebrities and were deemed sufficient as the results were equally distributed across gender to create a mean of 5.75. For detailed and additional insights into the qualitative and quantitative findings see Appendix D. For focus group two, the list of six male and six female celebrities were retained to get the best match with the product and a brand.

6.6.3 Focus Group 2: Product and Brand Selection

The second focus group was conducted to obtain a list of high and low involvement products and one brand that consumers perceive to have a neutral gender identity. The reason for choosing gender neutral products was because a greater gender transfer effect was expected to occur in the experiment. This is because the absence of gender perceptions could not create resistance or distortion to the formation of associations in relation to gender stimuli (Keller, 1993a). It was decided that the main experiment should only have one brand because the low and high involvement products need to be from the same brand to enable across group comparisons to be made in the analysis of the factorial experiment in relation to brand personality. A real and popular brand was selected as it was expected to have a brand personality created from marketing communications that was required for consumer perceptions to be measured (Ouwersloot & Tudorica, 2001), and it also enhanced the external validity of the experiment. From focus group one, it was apparent that electronics were the best product category option that provided a status link and would have a celebrity-product match for both low and high involvement products. From research,

eight brands (Samsung, Philips, Sony, Panasonic, Dell, Hewlett-Packard (HP), Canon and Nikon) were selected to be tested due to their familiarity levels. Similarly, research on the electronics firms led to the selection of 14 product types of which seven were known to be high involvement (mobile phone, flat screen television, tablet/iPad, high-end camera, wrist watch, DVD player, and headphones) and seven that were known to be low involvement (computer mouse, camera memory card, printer consumables, portable speaker, flash disk, mobile phone charger, and computer monitor). The scales measurements used in the second focus group survey could be viewed in table 6.10.

6.6.3.1 Focus Group 2 Outcomes

The main insights from the second focus group were that the flash disks were not suited for celebrity endorsement due to the lack of fit, and the best matchup was with the mobile phone and the wrist-watch. Samsung had the most brand involvement, was the most well-known, favoured and likely to endorse a brand with a celebrity. Samsung also had an almost neutral brand personality gender, confirming its selection for the brand to be used in the current study. Importantly, the mobile phone had the highest product involvement and the portable speaker the least, but the latter was not appropriate due to the missing status link. Also, the male component of brand personality gender was higher for all electronics brands, indicating a male product category association.

In focus group 2, insights were gained for the focus group 3 survey about the rational and emotional benefits of a smartphone. From focus group 2, it was suspected that a smartwatch could be a low involvement product, as the category of smartwatches was new, and it was not a largely desired product according to the target population. Accordingly, the three products used for testing in focus group 3 were the mobile phone as the high involvement product, and the smartwatch and portable speaker as the low involvement products.

6.6.4 Focus Group 3: Appeal Creation, Product Refinement and Celebrity-Product Matchup

The third focus group was conducted to: 1) obtain the benefits that were used to construct the rational and emotional appeal used in stimuli for focus group 4; 2) to find a suitable low product involvement for celebrity endorsement; 3) to test the

celebrity-product matchup; and 4) determine advert credibility. The rational and emotional benefits gained from focus group 2 were used in the survey. More benefits were added to the list through brainstorming and research on current mobile and watch adverts found in magazines such as Glamour, Cosmopolitan, Sarie, Vogue, Intelligent Life, Monocle, Stuff, Fast Company, Entrepreneur Magazine, Forbes Africa, Men's Health, Seventeen, and Time. The magazines were selected to give a balance of male and female media insight.

The survey asked respondents to rate the benefits of the smartphone and the smartwatch from being the most important, to least important. The ranking scale used means of a drag and drop method. Also, the product involvement for the smartphone, smartwatch, analogue watch and portable speaker was measured. In addition, the matchup between the celebrity and the smartphone and smartwatch was measured for male celebrities of Matthew McConaughey, Vin Diesel, George Clooney, Johnny Depp, and Leonardo DiCaprio, and female celebrities of Scarlett Johansson, Cameron Diaz, Charlize Theron, Angelina Jolie, Sandra Bullock and Sandra Bullock. Moreover the hypothetical advertising credibility of an advert with George Clooney and Scarlett Johansson was tested in relation to both the smartphone and smartwatch.

6.6.4.1 Focus Group 3 Outcomes

The main outcomes of the focus group were that George Clooney and Scarlett Johansson were the most believable and that Matthew McConaughey and Scarlett Johansson both fit with the smartphone and the smartwatch. Because Matthew was deemed fit and credible with both the smartphone and smartwatch and George Clooney only with the smartphone, he was selected as the study's male endorser. This decision was supported by him being the most masculine endorser as found in focus group1. Similarly, because Scarlett Johansson had the best fit and credibility with both the smartphone and smartwatch, she was selected as the female celebrity endorser. The decision was supported by her being then most feminine endorser found in focus group 1. Product involvement was confirmed to be the highest for the smartphone (x=4.0) and the lowest by a clear margin for the smartwatch (x=1.6). The smartphone had more awareness, consistent with the notion that the high involvement product has more awareness (Radder & Huang, 2008). It was found that smartwatches were not important to respondents, confirming the smartphone as the

high involvement product and the smartwatch as the low involvement product for the current study. It was also found that celebrity movie roles form the dominant celebrity associations along with their endorsements. The movie role associations and their fit with technology associations were supported by the fact that both Matthew McConaughey and Scarlett Johansson appeared in newly released technology related sci-fi movies two weeks before the main experiment which was expected to increase celebrity awareness. The advert credibility with George Clooney and Scarlett Johansson were slightly above neutral, which lead to a focus on creating more credible advert to limit bias on the stimulus effect. To ensure the results were correct, the first follow-up study was conducted.

6.6.4.2 Follow-up Study 1 Outcomes

In follow-up study 1, the same survey as the one used in focus group 3, but without Vin Diesel, Johnny Depp, Angelina Jolie and Kim Kardashian, was sent to a larger group of target respondents through Facebook through snowball sampling (see follow-up 1 in Table 6.11). The results showed that Scarlett Johansson and Matthew McConaughey did have the best fit for both the smartphone and smartwatch, and that the smartphone did have high involvement (x=5.23) and the smartwatch low involvement (x=1.94). Because socially visible products enhance brand personality and both products are socially visible, it was expected to enhance brand personality (Wysong *et al.*, 2012). The overall results were mirrored when the follow-up 1 data was pooled with the focus group 3 data. As the appropriate celebrities, products and the brand were selected, the stimulus could be developed through focus group 4.

6.6.5 Focus Group 4: Stimulus Text Development

A fourth focus group was conducted to obtain and explore the rational and emotional benefits that were presented in the advert text for the Samsung smartphone and smartwatch in focus group 5. The benefits obtained from focus group 2, that were ranked in focus group 3, were developed into four excerpts, each with a different combination in terms of appeal and product involvement, being rational x emotional x high involvement x low involvement. The questionnaire was printed and handed to respondents. The moderator asked the respondents to read all the excerpts and highlight the parts in the excerpt that were most important to them. The respondents were then asked to provide five more benefits for each excerpt respectively, and rank each excerpt on a 7-point semantic differential scale that asked if the text was

'rational' or 'emotional'. Subsequently, respondents were asked to rank the benefits of the smartphone (7 rational, 7 emotional) and smartwatch (4 rational, 7 emotional) in the same manner. The back of the survey had a blank page where respondents were asked to draw what they think the advert should look like, given it was endorsed by Matthew McConaughey or Scarlett Johansson.

The valence of both the rational and emotional stimuli was controlled by asking participants to give positive benefits. A positive valence approach was used to create approach based participant behaviour (not avoidance) towards the stimuli. To create approach or avoidance behaviour, the type of product, the goal of the communication objective (Mzoughi, Karra & Chaieb, 2012), as well as risk choice, attribute and goal framing are important (Levin, Schneider & Gaeth, 1998). Therefore, because the products were relatively expensive, previous research suggested the use of a positive frame. In addition, because the goal of the communication was to elicit favourable brand attitudes that can influence purchase intention, the approach was deemed necessary. Although it had previously been shown that negatively framed messages are more effective than positively framed messages under high cognition (Shiv, Britton & Payne, 2004) it was shown that positive framing facilitates positive encoding and accordingly elicits more positive affect (Mzoughi *et al.*, 2012). The effects of positive framing on affect were what the current study aimed to measure. Positive framing also influences advert and brand evaluation, and was expected to create greater stimuli effectiveness as it was found that positively framed adverts encouraged respondents to be attentive and elaborate more on messages than negatively framed ones (Chang, 2008). Supporting the valence selection was the valence alignment with a firm's promotion focused goal and to avoid the mortality effect described in Chapter 6.

6.6.5.1 Focus Group 4 Outcomes

The fourth focus group showed that the excerpts were believable and revealed the relevant benefits for each product. For the smartphone, the rational benefits relied on functional performance such as battery life and the emotional benefits of social connection with friends, social status and assurance. For the smartwatch, the rational benefits were design, durability, and style, and the emotional benefit was social connection. Regardless of the product, benefits from Keller's (1993) brand resonance pyramid that were most important were the rational benefits of quality, superiority,

and performance characteristics, and the emotional benefit feelings of excitement, security, social approval, and social connection. As the benefits gained from the focus groups were aligned with Keller's (1993) dimensions, the latter mentioned benefits were used as a theoretical base or guideline in refining the excerpt and development thereof for focus group 5. The decision to do so was supported as the brand resonance model was the model selected to represent the two routes of brand building explained in Chapters 1 and 4. Importantly, respondents perceived the rationally designed advert to be more rational, than emotional, and the emotionally designed excerpt as more emotional, than rational, showing effectiveness of the stimuli. In terms of the advert design, it was discovered that the product had to be visible in the advert to create ad credibility and that the adverts required some level of rationality to be found believable. The adverts drawn by respondents showed the celebrity using the product in the advert and the layout showed the need for the celebrity to be in the middle of the ad. Support for using the same benefits in a rational or emotional way were found because the rational benefits could be framed into an emotional ones. Most importantly, the low involvement for the smartwatch was created by non-ownership of the product, and low involvement in relation to the smartwatch category. Also, as the target population was not expected to own smartwatches due to its novelty, it reconfirmed the product selection.

The quantitative data supported the importance of the qualitative benefits, but provided greater depth in terms of what was rational and emotional. The benefits highlighted in the excerpts by respondents were compared with the rankings of benefits. The benefits were split in terms of rationality and emotionality through a median split and the same was done for the scales measuring the excerpt's degree of rationality and emotionality. Confirmed by the median split and supported by the qualitative outcomes, the excerpts that were designed to be rational were perceived to be rational and the excerpts designed to be emotional were perceived to be emotional. The results of benefit groupings can be viewed in Appendix D, and the use thereof in the text used for focus group 5 (see Appendix H). Because the benefits were based on strong theoretical grounds, and the focus groups 5 was used to refined the excerpt, the ranking of the benefits were not deemed necessary. Subsequent to focus group 4, the stimulus was developed for testing in focus group 5.

6.6.5.2 Specifics in Stimuli Design to Test the Advert in Focus Group 5

From the four focus groups, an online version of a print advert was designed to look realistic. The print advert was designed to present the look of celebrity endorsement adverts found in print magazines. The layout of the advert was made to create external validity but also internal validity, as it was considered in detail to limit influence of other associations that can create bias. An example is colour to create a brand personality (Labrecque & Milne, 2011), for example red being regarded as more sophisticated or exciting than blue (Gonzalez, 2005). It was expected that any design feature such as the medium the advert is presented in, and the advert elements, such as type font, could influence brand personality (Grohmann, 2014). It was shown that in terms of wine label design, image, colour, and layout influenced brand personality, with image being the strongest (Boudreaux & Palmer, 2007). The previous supports the current study's notion of using photographs of celebrity endorsers combined with text. All communication components of layout, such as headline, subheads, body copy, text length and position, logo, and type of font, were kept constant across stimuli types to avoid bias (Belch *et al.*, 2012). Therefore the advert had a heading at the top, a photograph of the celebrity in the middle of the page layout, and the body copy and brand logo at the bottom. The celebrity photograph and the brand logo were in colour, whereas the text was black to stimulate celebrity and brand associations through contrast (see Appendix H). Also, the background was selected to be white to create a neutral setting and to avoid bias of dominant personality associations. This approach is similar to Boudreaux and Palmer (2007) who proved it to be an effective approach. As the stimulus was developed, it was tested in focus group 5.

6.6.6 Focus Group 5: Stimuli Testing

The fifth focus group tested the stimuli developed. Hence, the advert, which contained the celebrity, excerpt and logo was tested. Eight adverts that combined the rationality and emotionality with celebrity gender (rational x emotional x male x female) were displayed. For each combination, the advertisement credibility was measured as well as the level of advert rational or emotionality. The rationality-emotionality was ranked on a 7-point semantic differential anchored by 'rational' and 'emotional'. The survey within the focus group measured the product involvement of the smartphone, smartwatch and portable speaker. The survey also measured the

product category attitude towards the smartphones and smartwatches and controlled for ownership effects of the product.

6.6.6.1 Focus Group 5 Outcomes

The fifth focus group illustrated that the rational adverts were preferred over the emotional ones, and was found to be more credible. The rationality and emotionality of the adverts did indicate that both adverts were seen to be primarily rational, but the emotional adverts were slightly more emotional than the rational ones. By combining the means of both products, the rational appeal was 2.56 and the emotional appeal 3.38. Also, respondents indicated that the gender of the celebrity using the product would create the brand gender, indicating the effectiveness of the stimuli. Also, Matthew McConaughey and Scarlett Johansson were found to be credible endorsers for both the smartphone and smartwatch. The product involvement levels were again confirmed for as smartphone being the highest and the smartwatch the lowest, and both product categories had favourable attitudes. All respondents owned a smartphone whereas none owned a smartwatch. In addition, a grey background would be more believable than a white one and the celebrity needs to display emotion by smiling to be more favoured and credible. Importantly, the limited interaction between the celebrity and the product created low credibility. The stimulus had limitations as the advertisement credibility was just above the median for most adverts, and the advert text was found to be too long to read which could possibly create mental fatigue (Zikmund & Babin, 2010).

Using the same questionnaire as focus group five, a second follow-up study was conducted to gain additional insight into reasons for low advert credibility or to confirm the low ratings (see Appendix H). To test means of enhancing credibility, different pictures were selected for Matthew McConaughey. Moreover, in two extra adverts the product was inserted in the advert, and the advert was changed to represent a new version of the Samsung S5, the phone on the market at that time. Thus, modified advert layouts to the ones in focus group five were tested to enhance advert credibility, as well as using a newspaper brand to represent the information. None of the advert changes enhanced the ad credibility. Product ownership was investigated to determine if ownership of a smartwatch would increase product involvement, but it did not.

6.6.6.2 Follow-up Study 2 Outcomes

The follow-up study number two's findings mimicked focus group five outcomes, and neither the modified advert layout or newspaper reporting style enhanced credibility. Low advert credibility could decrease celebrity endorser credibility (Goldsmith, Lafferty & Newell, 2000) and create negative attitude towards the advertiser, namely Samsung the brand (MacKenzie & Lutz, 1989). The low advert credibility could also limit the creation of favourable advert attitudes (Lafferty & Goldsmith, 1999) which does not support the positive valence approach adopted. Therefore, the stimulus was redesigned. It was decided to use a direct communication approach to represent communications as if it was created by the branded firm Samsung. Also, the communications were redesigned to be more realistic or similar to adverts found in the media environment.

6.6.7 The Adjusted Final Stimuli Design

A decision was made to split the stimuli into two components of an excerpt and an advert (see the main questionnaires in Appendix I). The split approach was used because it allowed the credible portrayal of long sentences that enabled the rational or emotional tone to be better conveyed. The approach also allowed the long text to be combined with the shorter advert text such as subheadings to be more precise in elicitation. Moreover, the combination allowed for text to be combined with powerful imagery. The decision was supported as previous research showed that the combination of photographs of user imagery and advert text sufficiently influenced brand personality (Hayes *et al.*, 2008). Also, visually depicted advert appeals were found to create more vivid associations than text (Hayes *et al.*, 2008). Importantly, the excerpt as an effective stimulus in creating changes in brand associations has been proven (Campbell & Warren, 2012).

All the excerpt and advert text was designed to be as similar as possible. Hence, the text was designed to be mostly applicable to both products, rationality and emotionality, due to slight adaptions, and text length was kept similar. The current study made use of implicit brand concept statements similar to Aaker (1999), whereby the stimuli implicitly refer to the concept manipulated. An example is the presentation of benefits in a rational or emotional way. However, a combination of implicit and explicit statements was made to ensure stimuli effectiveness. As an explicit example, in the advert a claim was made for the product to be 'the rational

choice' to stimulate rational thinking. Also, as 'marker attributes' have been shown to be related to emotion, or create emotion as well as purchase intention, the approach was deemed appropriate to create the rationality-emotionality stimulus classification (Guido & Peluso, 2010).

6.6.7.1 Excerpt Design

The advert text from focus group 5 was shortened, refined and used in a new excerpt that was represented separately form the advert (see Appendix I). The rational and emotional benefits were simplified to represent Keller's (1993) benefits more accurately as unnecessary benefits were removed, which also allowed the benefits for both products to be similar to avoid bias. In addition, the approach was written in a newspaper article reporting style to represent credibility (Cassidy, 2007).

The first paragraph in the excerpt enhanced the gender identity representation and was created in a rational or emotional manner for it to be used with the other experimental combinations. When no celebrity was present, the first paragraph was removed and the word 'new' was inserted into the beginning part of the first sentence of the remaining paragraph to convey the product's novelty for both the rational and emotional appeal combinations. The rational excerpt manipulation consisted of three paragraphs that presented the product, its superiority, its performance and important value added services that were added to the first paragraph. The rational paragraphs were written in a rational tone to avoid manipulation of emotion. The same approach was followed for the emotional stimulus which consisted of three paragraphs that were added to the first one which represented aesthetic beauty, social connection and other important benefits, all written in an emotional tone (see Appendix I).

6.6.7.2 Advert Design

To improve the advert credibility the whole advert was redesigned. In doing so, the advert was presented in grayscale, and the brand's logo was shown in blue colour for all advert combinations to elicit Samsung brand personality association recall (Labrecque & Milne, 2011). The advert was designed to have a heading, subheading and body copy. The product was inserted into the middle of the advert with the celebrity appearing on the left side. The reason for using this layout was to make the advert believable when the celebrity was eliminated for the 'no-celebrity' groups, by making the product the centre focus of the advert. The background was selected to

present similarity to other Samsung adverts by showing grass fields and was also selected for its neutrality. The celebrity's photographs were selected because both Matthew McConaughey and Scarlett Johansson had similar body language positions and facial expressions, and were similar in the advert context such as picture size. The celebrities were portrayed as smile as this was an expected trait of credibility found in focus group 5 and were congruent with the positive valence sought in the study. To counter for the absence of showing the celebrity using the product which created credibility complications when the celebrity was removed, the headline appeared in quotation marks and presented the celebrity's name underneath to make it appear as if the celebrity was making the advertising claims. The former tactic to avoid credibility complications provided a conceptual link to the product, and the celebrity name was removed when the celebrity was absent to make it look like Samsung made the claims. The headline was white to make it stand out from the background and the other black text, which drew attention to the previously described conceptual link through means of contrast. The product photographs were selected from conceptual designs of the expected Samsung S6 and smartwatch for credibility reasons. The designs were adapted to show a consistent display of apps open on the product graphical user interface to avoid creating consumer distraction or bias. Next to the presented product, the Samsung product logo was displayed in black such as the 'Galaxy S6' for the smartphone and 'Galaxy Gear' for the smartwatch to create credibility. Below the product logo the subheading was displayed in black text. The background presented the portrayal of sunlight behind the subheading to draw attention to it. At the bottom of the advert a white beam was presented with the body copy on it to create contrast, facilitate reading and create consistency with the adverts researched in focus group 3. At the end of the beam, the Samsung logo was presented in colour. Below the white beam there was a grey beam to aid the three dimensional contrast for the beam to appear closer than the rest of the ad. More specifically, the product was shown to be in front of the banner to create a three dimensional effect to increase its aesthetic appeal and external validity. The last few words in the white beam's body copy that elicit the dominant rational or emotional associations most directly were printed in bold to create emphasis. All layouts were kept constant with minimal adaption to the images and text. The combinations were created by replacing the content with other content. The text length was kept similar for all adverts. Hence, the advert was created to have strict adherence for internal

validity but also represent external validity. As the advert was ready, it was tested with the questionnaire in the quantitative tests.

6.6.8 Pretests: Quantitative Tests

Pilot testing entails the trial collection of data to detect design and instrumentation weaknesses, and gain proxy data to select a probability sample (Blumberg *et al*., 2011; Cooper & Schindler, 2011). Pretesting is the process of investigating errors in the design and the control of variables in the research instrument (Blumberg *et al*., 2011). A pilot study called pretest 1 was conducted to ensure the stimulus was perceived correctly and to determine the size of stimulus effects. An online experiment, similar to the main experiment, was used to test the research instrument by exposing respondents towards the stimuli and asking them to rate the concepts on all the scales. The pretest included 63 respondents, with each experimental group ranging from a minimum of three to a maximum of six respondents. The pretest started the 19th of November 2014 and ended the 26th of November 2014. Due to the low sampling number, the data provided insufficient power to determine scale reliability and validity.

To counter the low sample size, part of the main experiment was used as a bigger pretest called pretest 2. The main experiment sampling frame was split in half, and the first half was used as the pretest sample frame, which did provide enough statistical power to provide scale reliabilities (see Appendix B). Pretest 2 started on the 28th of November 2014 and ended on the 3rd of December 2014. The sample had a total of 209 respondents and across the groups, a minimum of 13 and a maximum of 26 respondents were in a group. The sample size was large enough as it provided sufficient reliable scores. Some scales had approaching reliability scores (between 0.6 and 0.7) and there was an occasional 0.5 in certain groups. However, for most experimental groups, the scales were deemed reliable as those scales had sufficient reliability above 0.7 in different experimental groups, displaying test-retest reliability (Zikmund & Babin, 2010). Reliability was also supported as the scales were reliable (above 0.7) when tested for the whole sample.

The number of respondents in the total sample and per group in pretest 2 was considered to be too low to obtain truthful unidimensionality scores. This is because a minimum total sample size of 300 and a minimum number of 10-15 respondents per group are suggested to provide adequate results (Field, 2011). As greater

sample size allows for greater statistical explanatory power and more accurate results (Field, 2011), and because most scales had proven validity, the unidimensionality measurements were only conducted for the total sample. All scales represented face validity, and because scale validities were proven in previous research, the scales were deemed appropriate for use in the main experiment. The respondents' times taken to complete the questionnaire for both pretests were checked to avoid respondent fatigue or bias issues, such as respondents understanding of questions. The results were deemed satisfactory as most completion times were around 20 minutes which was similar to the first pretest times. The former indicated the absence of issues that could create delays. Qualitative follow-ups through investigative questions with pretest 1 participants confirmed that the questionnaire format or flow could be followed, the questions were understood easily and clearly, and respondents could answer questions easily (Zikmund *et al.*, 2010). After pretest 1, a pretest edit was conducted (Zikmund *et al.*, 2010), whereby changes were made to improve the final questionnaire.

6.6.9 Final Questionnaire Adjustments

The instructions page was adapted to reduce the number of instructions as most information was inserted into the formal email invitation. Also, the source of the stimulus was kept more anonymous by simply stating the stimulus and not saying that it as part of an advertising campaign. Explicit and implicit brand concept statements were removed from the heading and introductory information on the second page as this was not necessary due to the stimulus refinement. The third page's headings were adapted to be more refined by decreasing sentence length to reduce respondent fatigue. The leading question of 'what type of argument is the advert portraying?' was changed to 'what type of information did the paragraphs (expert) portray?'. The same fix was applied to the explanation for the advert. Thus, the two questions separately asked about the excerpt and the argument, which increased manipulation check effectiveness. The order of the affective response scale was swapped with the overall attitude towards the advert scale. The attitude was measured first to eliminate question order effects of affection biasing attitude. Finishing touches such as making key words bold were done for 'brand' in 'the brand in the ad is' and 'own' in 'would you like to own a Samsung smartphone' to guide the respondent effectively. Finally, the comments question was removed to decrease respondent fatigue. The end page was adjusted to highlight the importance of

submitting the survey before closing the window to avoid the mortality effect. As the research design and instruments used in it were addressed, the means of executing the design through sampling is discussed next.

6.7 SAMPLING

In this section, the population from which the sample was selected is discussed to provide the base for sample selection. Also, the means of sample selection is justified and explained in detail to eliminate systematic and random sampling error. The execution of the current study's research in an ethical manner is shown. The online questionnaire distribution and sampling timeline is elaborated on to show the sampling process and how it avoided maturation effects (Zikmund *et al.*, 2010). The sample size is discussed to show that an adequate number of respondents were used for statistical analysis.

6.7.1 Population Defined

A population is a collection of elements such as respondents to which inferences can be made, and is the larger group from which a sample can be selected (Blumberg *et al.*, 2011). The target population in the current study was selected to be Generation Y individuals. Generation Y consists of individuals born in South Africa between 1977 and 1994 (Marnoch, 2013; Robyn, 2012), and is also known as the Baby Boomers or Millennials (Kotler & Keller, 2011). The cohort was selected for various reasons. Firstly, the target population is a relatively homogenous population that ensures sufficient internal validity and avoids the cohort effect. Secondly, the relatively homogenous target population enabled greater data validity from the focus groups. This is because the focus groups were expected to display similar characteristics to that of the target population. Thirdly, it was expected that Generation Y are more materialistically orientated and socially aware of media trends than the older population, and will therefore be more aware of celebrity's media presence (Love, 2013; Austin *et al.*, 2008). Fourthly, people who are more knowledgeable are known to have a greater ability ro make accurate self-assessments than those who are less knowledgeable (Boud & Falchikov, 1989), which creates greater internal validity for the measurement effectiveness. The age bracket of 18-24 was introduced to ensure homogeneous consistency and greater similarity within the sample cohort by narrowing the cohort size (Zikmund & Babin, 2010). This created a greater chance of similarity in the cohort due to similar life experiences. Also, South African individuals

were expected to provide novel culturally specific insights. The choice to use younger Generation Y individuals is substantiated by advertising effectiveness which decreases with increased consumer age (Te'eni-Harari, Lampert & Lehman-Wilzig, 2009). The former means that greater manipulation through the stimuli could be expected to be created due to the Generation Y individuals' relatively young age. The use of young individuals or students in experimental designs is also widely used to create internal validly (Zikmund & Babin, 2010; Grime *et al.*, 2002), which further justifies their usage for the study. As the target population has been defined, the selection of the sample from the population is discussed next.

6.7.2 Sampling Selection Procedure

The primary sampling method consisted of a multistage sampling process. Various probability and non-probability sampling techniques exist from which certain types were used as displayed in Table 6.14. In selecting the right sampling method, the degree of accuracy is a priority and this is facilitated by advance knowledge of the population and the necessity to eliminate sampling and non-sampling error (Zikmund *et al.*, 2010).

Table 6.14: Probability and Non-Probability Sampling Techniques	
Probability Techniques	
Simple Random	Sampling procedure that allows each population element to have an equal chance of being included in the sample.
Systematic	A sampling procedure where a starting point is selected by a random process and every *n*th number on a list is selected.
Stratified	A sampling method by which simple random subsamples that are almost equal on a characteristic are drawn from within each population stratum.
Cluster	A sampling method whereby the primary sample unit is not the individual population element, but large clusters that have been selected randomly.
Non-Probability Techniques	
Convenience	Sampling procedure of obtaining the most conveniently located sampling units.
Judgement	A sample is selected based on judgement of researcher expertise which is based on the appropriate characteristics of a sample member.
Quota	A technique which ensures that various subgroups of a population would represent a characteristic to the exact extent that the researcher requires.
Snowball	A technique by which initial respondents are selected by random or probability methods, and additional respondents are obtained by the initial respondents' information.

Source: Zikmund & Babin. (2010).

The sample used to collect the qualitative data in the focus groups was selected through judgement sampling without the use of a sampling frame in selecting the respondents from the target population. For the follow-up studies and pretest 1, judgement sampling was used to select Generation Y individuals from the Department of Economic and Management Sciences, and snowball sampling through social media was also used to select the sample respondents. Respondents were invited to take part in the focus groups through an invitation at the end of a 2nd year marketing class, as well as invitations put up in the JS Gericke Library masters room and the FARGA computer rooms. Also, Stellenbosch University students and their friends were invited to participate through the social media tool Facebook. The samples were also selected on the basis of convenience of respondents to the researcher, and because it represented a homogeneous group for the experimental study.

The quantitative data collection with the second online pretest and the main experiment used a sampling frame in the sampling process. A sample frame is "a list of elements in a population from which a sample could be drawn" (Blumberg et al., 2011:501). Sampling frame error occurs when the population is not accurately presented in the sampling frame, or certain sampling elements are excluded (Zikmund *et al.*, 2010). Hence, great care was taken in the selection of the sample frame. For the main experiment, non-probability judgement sampling was used to select a sampling frame of Generation Y individuals studying at Stellenbosch University, with Generation Y representing the tertiary sampling unit. Probability sampling techniques of simple random sampling were used to select respondents from the sampling frame, as each respondent was randomly assigned to an experimental cell.

For the main experiment, sampling frames with the list of Generation Y individuals' e-mails from various departments of Stellenbosch University were collected with ethical clearance from the Humanities Research Ethics Committee (HREC) (see Section 6.7.3). The sample frames consisted of respondents from the faculties of Economic and Management Sciences, Arts and Social Sciences, Science, Education, Law and Engineering. The faculties were selected on judgement as these were deemed to have the basic knowledge prerequisites of brands and celebrities. The sampling frame only consisted of respondents between 18 and 24 years old to account for cohort differences and thus narrowed the cohort to decrease the chance of the cohort

effect. Accordingly, the external validity through the cohort sample was traded for higher internal validity in the experiment, which is in line with the 'basic research' philosophy adopted in the current study. However, the external validity was expected to be high as respondents without marketing knowledge could reveal different results than those who have. Checks in terms of the respondent age and gender were monitored to ensure the representation of the target population. The list of e-mails of all the faculties were randomised to increase internal validity and uploaded to Qualtrics.

6.7.3 Execution of Ethical Research

The process of obtaining ethical clearance was completed to satisfy all requirements in order to conduct research ethically. First, departmental clearance was obtained from the Department Ethical Screening Committee (DESC) (see Appendix E). Ethics approval from the HREC was received, which allowed the continuation of the research (see Appendix E). Secondly, since the research intended to make use of students' e-mails for survey distribution, institutional clearance was obtained from the Division for Institutional Research and Planning (DIRP) to obtain and use the student e-mail sampling list. Institutional clearance was obtained, albeit with the restriction that only SUrvey software could be used to distribute surveys due to security issues over e-mail storage not being on Stellenbosch University servers. The software was not capable of executing the research design, which led to the application to use Qualtrics instead. The terms for permission were amended and the use of Qualtrics to distribute the online questionnaire to student e-mails was allowed (see Appendix E). The sampling list of e-mails for students of certain ages and various faculties as described in the previous section was obtained. The distribution of the online questionnaires to student e-mail addresses was therefore approved by the HREC. Student's e-mails were uploaded to sample panels on Qualtrics with supervision as stated in the amendment to secure Qualtrics online servers (see Appendix E). An informed consent form which was designed to be integrated into the e-mail invitation was approved by the HREC. All data collection was conducted after the necessary HREC and institutional ethical clearance was obtained. For the main experiment, a formal invitation to participate in the study was sent through Qualtrics via e-mail to respondents and an incentive in terms of two R500 lucky cash prizes was offered for them to participate in the research, which was approved by the HREC (see Appendix F). All participants who received an invitation had the option to decline in participating

in the experiment and to unsubscribe from the mailing list (see Appendix F). After data collection, the prizes were handed out to respondents along with thanking them for their participation. To show the elimination of maturation effects, the sequence of the questionnaire distribution and sampling timeline are explained next.

6.7.4 Online Questionnaire Distribution and Sampling Timeline

To increase the response rate of the online questionnaire, the invite's title was phrased carefully to draw attention (Zikmund *et al.*, 2010) stating 'Survey-Win R500'. The e-mail list was split into 24 groups because the first 12 were used as an additional pretest (pretest 2) to determine scale reliability scores, without invalidating the sampling list. An overview of the online questionnaire distribution can be viewed in Figure 6.3.

Figure 6.3: The Responses per Day throughout the Sampling Duration
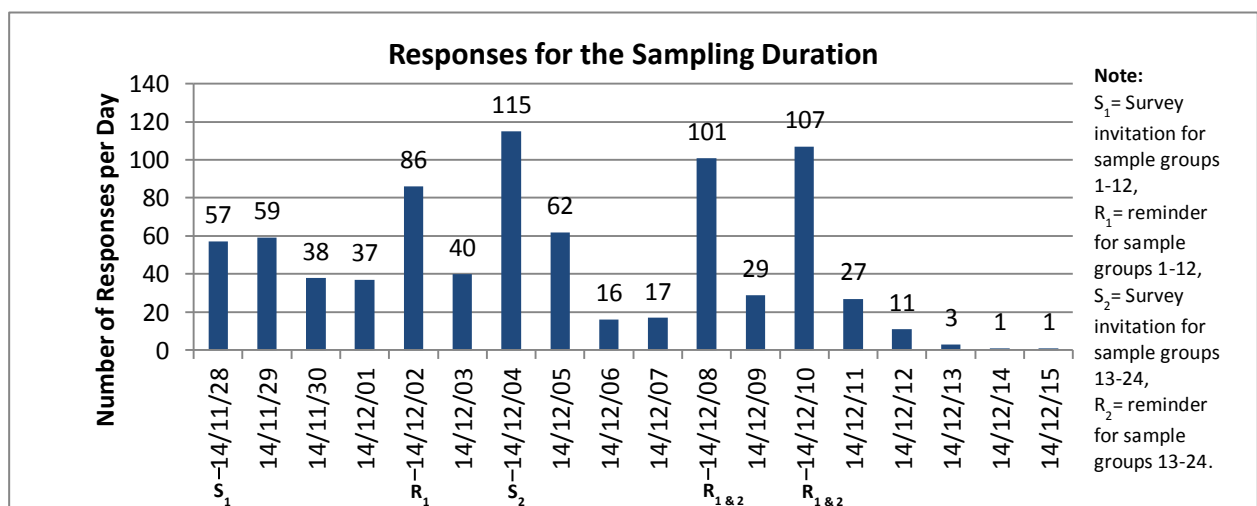
Invitations for the first 12 groups were sent out on the 28th November 2014 at 18:11. Reminders were sent out on the 2nd December 2014 at 13:20, the 8th December 2014 at 11:10 and the last reminder on the 10th December 2014 at 09:00. The invitations to sampling groups 13 to 24 were sent on the 4th December 2014 at 13:00. The reminder was sent on the 8th December 2014 at 11:10 and the last reminder on the 10th December 2014 at 09:00. The last two reminders of both groups were sent out in the morning between 8-11am and the evening 6-10pm respectively as those were the times when most surveys were completed. The deadline for survey completion was initially set for 10th December 2014 at 24:00, but was moved on the last reminder to be the 11th December 2014 at 24:00 to allow for more respondents. The last

respondents took the survey on the 15th December 2014 and the survey was closed 24:00 on that date.

The sampling timeline is shown in Figure 6.3 to display the strategic means of data capturing to clarify the online questionnaire distribution processes during sampling. The graph in Figure 6.3 illustrates that most of the respondents completed the online questionnaire the same day they received the invitation to complete it or a reminder thereof. This indicated that of the respondents who did not start the survey immediately upon reading the invitation, the majority forgot about the survey. This supported the notion for sending the surveys at peak e-mail checking times as mentioned in the previous section. To show that sufficient data was present to address the objectives, the sample size is discussed next.

6.7.5 Sample Size

The 3 x 2 x 2 factorial design had 12 groups in total from which data was collected and tested in relation to the hypotheses. Cohen's (1992) grid shows sample sizes needed for the type of effects observed, and it proposes that in order to obtain effects with 95% confidence, and the effects being small, 783 respondents are required. For medium effects, 85 respondents are required. Based on the notion that sampling error is known to decrease with increase in sample size at a decreasing rate (Zikmund & Babin, 2010), a minimum level of 30 respondents for each experimental group for the main experiment was set to ensure sufficient sample size for the data to show meaningful differences. Accordingly, for the main study the minimum total sample size for the main experiment therefore consisted of 360 respondents. The total amount of respondents in the sample frame to which the survey was sent was 16 058. The amount of respondents that provided usable results after data preparation was 807, which gave a usable response rate of 5.03% that provided enough statistical power for the analyses to be conducted (Kidd, 2014).

The focus groups used 34 respondents (see Table 6.11 and the adjustment for gender equality in Section 6.6.1), and the follow-up studies 19 respondents. Moreover the data preparation used two more respondents. The first pretest used 63 respondents. The total number of respondents used in the qualitative data collection was 55 and for the quantitative data collection it was 870. The total amount of respondents used in the study was 925. To provide an overview of how data was analysed for Chapter 7, the means of its analysis is discussed next.

6.8 DATA ANALYSIS

The analysis of data can be referred to as the process of applying reason to understand the data gathered, such as interpreting it and looking for patterns (Zikmund & Babin, 2010). Data was analysed through Microsoft Excel 2010 for descriptive data. Qualtrics, SPSS (version 22) and Statistica 64 were used to analyse the inferential data in relation to the hypotheses stated in Table 6.3. Thus, data was analysed in relation to the objectives through descriptive and inferential analysis.

6.8.1 Descriptive Analysis

Descriptive analysis is the "transformation of raw data in way that describes basic characteristics such as distribution, central tendency or variability" (Zikmund & Babin, 2010:516). Summaries of basic descriptive information such as respondent demographics of gender and age distribution between experimental cells, brand ownership and aspiration between products were analysed to shows sample statistics. To ensure manipulation effectiveness, the communication appeal effectiveness between experimental groups, celebrity gender, brand and celebrity familiarity and viewing times were analysed. To complement the inferential analysis, the brand gender, brand personality status and the Samsung brand personality profile were analysed. Frequencies and percentages were used to communicate the data variability across experimental groups or total sample statistics. Frequency and percentage histograms, pie charts, and a radar graph were used to visually communicate the data.

6.8.2 Inferential Analysis

To analyse the data from the factorial experiment three-way Analysis of Variances (ANOVAs) were conducted. A three-way ANOVA tests a continuous variable in relation to three categorical variables. Hence, because the factorial design tests categorical variables in relation to continuous variables, it matched the research design. Accordingly, the three-way ANOVA was deemed appropriate to determine the difference between the independent and dependent variables, by testing the significant differences between means. The three-way ANOVA also revealed the significant difference between the experimental and 'no-celebrity' groups for each dependent variable to counter the celebrity association transfer to the brand. Two-way ANOVA's were conducted to obtain additional insight from additional measures

266

in the research instrument. Bivariate correlation analyses were conducted between the independent variables and the dependent variables to show that the variables selected for investigation were appropriate as they have some relation with another (Zikmund & Babin, 2010). The bivariate correlations also revealed insight into the relationships between variables. From the results, the hypotheses as stated in Table 6.3 were supported or rejected. The interpretation of data and the generalisation thereof to the target and larger population were conducted in Chapters 7 and 8 respectively.

6.9 SUMMARY AND CONCLUSION

This chapter provided an overview of the research design and methodology. A positivistic research approach was selected for this study and a dominantly quantitative design was used. Secondary research was conducted as input into the primary research. An experimental design was used to assess the data in relation to objectives and hypotheses. The research experiment consisted of a 3 (Male Celebrity, Female Celebrity, No Celebrity) x 2 (Rational, Emotional Communication) x 2 (High Involvement, Low involvement) factorial design that was selected to enable the assessment of both independent and interactive influences on the dependent variables of brand personality, involvement, attitude, and intention. A between-subjects design was adopted to eliminate testing and maturity effects. Internal validity and external validity were controlled and manipulation checks ensured the stimulus was effective. The scales were selected to be reliable, valid and designed to provide sufficient measurement sensitivity. The questionnaire was designed to be free of bias, the scale modifications were indicated, and the questionnaire's the layout was addressed.

Five focus groups were conducted to facilitate the stimulus design. The first focus group was used to identity suitable celebrities and the second focus group was used for product and brand selection. The third focus group was used to create the communication appeals, refine the product selected, and test celebrity-product matchup effects. The fourth focus group was conducted to obtain the stimulus text development and the fifth to test the stimuli. From the last focus group, the final stimuli were created. Two pretests were conducted to refine the questionnaire design and validate the scale's measurement abilities in order to make the final questionnaire adjustments.

The target population was defined as Generation Y individuals in South Africa. Judgement sampling was used to select respondents for the focus groups. This approach was combined with snowball sampling for follow-up study one and two. The same approach was used for the pretests. For the main experiment, judgement sampling was used to select the sampling frame of university e-mails and simple random sampling was used to select the respondents. The data was collected over a period of approximately two weeks and the total amount of respondents for the study was 923.

Descriptive data analysis techniques were proposed to assess respondent demographics of gender and age, brand ownership and aspiration. The descriptive techniques were also proposed to assess descriptive data of communication appeal effectiveness, brand gender, brand personality status, brand and celebrity familiarity, viewing times and the Samsung brand personality profile. The inferential techniques that were proposed to analyse the data in Chapter 7 were three-way ANOVA's to determine variance between experimental groups to support or reject the hypotheses. Complementary bivariate correlations were also proposed to analyse the data in Chapter 7 to provide insight into the relationships between the study variables. The next chapter proceeds with the analysis of the data to make inferences in Chapter 8.

CHAPTER 7

EMPIRICAL FINDINGS

7.1 INTRODUCTION

The previous chapter explained the research design and methodology of the study. The current chapter discusses the results obtained from the data analysis process.

The chapter commences with an overview of the research purpose and process. The data preparation process, including reliability and validity analysis, is then described. This discussion is followed by descriptive findings that illustrated the sample's characteristics and manipulation effectiveness. The inferential statistics were conducted through univariate three-way ANOVA's to test the hypotheses and the results are discussed.

The chapter concludes with the discussion of the one-way ANOVAs and bivariate correlations results to provide additional insights and to illustrate the relationships among the variables tested.

7.2 RESEARCH PURPOSE AND PROCESS

The primary purpose of the study was to investigate the independent and collective influence of the independent variables of celebrity gender, communication appeal and product involvement on brand personality (BP) and other selected consumer responses, that include brand involvement, attitude and purchase intention. More specifically, the influence of the independent variables on brand personality include brand personality gender (BPG) and brand personality appeal (BPA). The influence of the independent variables on consumer responses include brand involvement (BINV), utilitarian and hedonic attitudes towards the brand (UATTB and HATTB), overall attitude towards the brand (OATTB), product involvement (PINV), cognitive and affective attitudes towards the advert (CATTA and AATTA), overall attitude towards the advert (OATTA), affective response (AFFRES) and purchase intention (PINT).

A 3 (male celebrity, female celebrity, no celebrity) x 2 (rational and emotional communication appeal) x 2 (low and high involvement product) between-subjects factorial experiment was conducted. Univariate three-way ANOVAs were conducted

on all dependent variables to determine the differences created by the independent variables on each dependent variable. The one-way main effects as well as two- and three-way interaction effects on the dependent variables were investigated. Additional insight was gained by conducting one-way ANOVAs such as determining the influence of brand ownership or respondent gender on dependent variables and bivariate correlations to validate appropriate dependent variable selection for investigation.

7.3 DATA PREPARATION

The data was prepared for analysis. In this section, the data preparation process is described along with the reliability and validity assessment conducted.

7.3.1 Data Preparation Process

From Qualtrics, data for all 12 experimental cells was imported into Statistical Package for Social Sciences (SPSS) and edited for data completeness and consistency (Zikmund *et al.*, 2010). There was no missing data as all the questions in the questionnaire had a 'forced response' reminder as mentioned in Chapter 6. The lenght of time a respondent viewed the stimuli was recorded to eliminate data for respondents who were not correctly exposed to the stimulus.

A 10 second minimum viewing time for the excerpt was set and respondents below it were eliminated. For insight into the amount of respondents eliminated in the preparation process, see the usable response rate in Section 6.7.6. The viewing time for the advert was not used for the control of stimuli effectiveness due to the picture's large size (pixels) that could differ in loading times on different network connections in relation to the timer, which limits its explanatory power. The excerpt cut-off time was determined from the average of two tests that tested how long a male and female respondent from the target population viewed the excerpt, and was adjusted for lagging loading times. After the minimum cut-offs, none of the viewing times were too short for the advert to be properly viewed as most of the advert viewing times were above 5 seconds. The shorter advert cut-off times than the excerpt were in line with pictures being learned faster than verbal information (Schiffman *et al.*, 2010).

Data was also checked to find respondents who filled in the survey only to win the prize. Those respondents were found to select the same item score for all the questions of the survey, and were picked up by the time checks and respondents

answers in terms of outliers. Furthermore, the two respondents who incorrectly identified the celebrity gender were eliminated.

The scale items scores were computed into a summary variable that represented the mean of each respective scale or scale component. The question that asked whether the brand had a personality screened respondents to determine which of the respondents thought the brand did not have one, or which had unfavourable attitude towards the brand which could bias results. The large sample size was expected to offset the effects of the very few cases discovered (Kidd, 2014). After the SPSS file was checked for data completeness and consistency, the reliability and validity checks were conducted.

7.3.2 Scale Reliability Assessment

In academic research, adequate measurement reliability is a must (Peterson, 1994). Chronbach coefficient alpha of above 0.7 is regarded to represent good reliability (Field, 2011; Nunnally, 1967; Davis, 1964), with values between 0.6 and 0.7 showing fair reliability. The minimum acceptable level of reliability of Chronbach coefficient alpha was accepted to be 0.7 for all measures. The overall reliability of each construct across experimental groups can be viewed in Table 7.1 and the reliability for each construct, its dimensions and sub-dimensions per experimental cell is presented in Appendix B.

Table 7.1: Data Reliability of Scale Measures for the Total Sample		
Scale Name	Chronbach Coefficient Alpha	Number of Scale Items
Brand Personality	0.94	39
Brand Personality Gender	0.87	12
Brand Personality Appeal	0.93	16
Brand Involvement	0.84	3
Attitude towards the Brand Utilitarian and Hedonic	0.92	10
Attitude towards the Brand Overall	0.95	4
Product Involvement	0.95	5
Attitude towards the Advert Cognitive	0.96	16
Attitude towards the Advert Affective	0.97	19
Attitude towards the Advert Overall	0.95	5
Affective Response	0.88	3
Purchase Intention	0.92	5

The BP sub-dimensions of wholesomeness, charm, outdoorsiness, spiritedness and daringness (see Appendix B) were deemed reliable because these items were

271

regarded to be approaching reliability for the total reliability score of the total sample (Chronbach coefficient alphas were between 0.6 and 0.7). Also, although the reliability varied among groups, some of the groups displayed appropriate reliability values above 0.7, justifying its reliability. The brand personality sub-dimension of outdoorsiness was removed as five experimental groups had reliability scores between 0.6 and 0.7, and seven groups had reliability below 0.6 and a total sample reliability of 0.57.

7.3.3 Scale Validity Assessment

The scale unidimensionality for the total sample and experimental groups were tested through principle axis factoring, by using an eigenvalue of 1 and scree plots. The principle axis factoring used an oblique ration of direct oblimin, because it allowed factors to correlate (Field, 2011). The techniques were complimented with parallel analysis, otherwise known as a Monte Carlo Simulation at a 95% confidence value, which provided the best explanatory power to obtain the most statically correct values (Field, 2011). Testing unidimensionality was deemed appropriate as sample size per group and in total was deemed sufficient. This is because the total sample exceeded 300 and each cell had more than 15 respondents (Field, 2011). All variables had a Kaiser-Meyer-Olkin (KMO) measure of sampling accuracy above 0.8, which represented good measurement abilities, making it appropriate for the factor analysis to be conducted (Field, 2011).

The results showed that across groups, most of the scales measured the appropriate number of factors, and that when the entire sample was used, the factor levels found were more than the factor amount the scale represented (see Appendix B). The variation in factor scores for brand personality adds to research showing Aaker's (1997) brand personality scale's measurement limitation at an individual brand level created by aggregating data across product categories in development. The male brand personality gender's sub-dimensions or brand masculinities (Azar, 2013), could also explain the difference in amount of sub-dimensions found to those that the scale presents. Although the unidimensionality of utilitarian and hedonic brand attitude as well as cognitive and affective advert attitude dimensions varied, the phenomenon was deemed acceptable for two reasons. Firstly, attitude is multidimensional even though it is conceptualised in a two-dimensional manner along a continuum. Secondly, some of the attitude scale items would have greater scores

of attitude utilitarianism or hedonism as the scale presents a snapshot along a continuum, which would lead to underlying factor structures (Voss *et al.*, 2003). Therefore, because the majority of unidimensionality findings supported the scale's number of factors, and the current study focused solely on the conceptualisation of attitude at broad and apposite levels of the attitude continuum, the variation in unidimensionality findings was found acceptable. Thus, the unidimensionality findings supported the overall measurement validity. All measurements after the respective adjustments were deemed reliable and valid, which enabled the commencement of the descriptive analyses.

7.4 SAMPLE DESCRIPTION

The sample of Generation Y individuals at Stellenbosch University was analysed to ensure its representative of the larger target population of Generation Y individuals. The descriptive analyses were conducted for responses across experimental groups and for the total sample's responses to gain maximum insight. Insights from descriptive analyses of respondent gender, age, brand ownership and brand aspiration are discussed next.

7.4.1 Gender Distribution

Because the current study investigated gender perceptions, it was important to conduct analyses of respondent gender to address any bias that could appear in the results. The gender of the sample was calculated per experimental cell as indicated in Figure 7.1 to determine gender representation across groups. In addition, the gender was calculated and analysed for the total sample to determine the overall gender distribution.

Figure 7.1: Gender Distribution between Experimental Groups

Experimental Groups	1	2	3	4	5	6	7	8	9	10	11	12
Female	44	52	36	43	39	28	37	36	39	34	42	36
Male	22	32	36	24	21	31	38	30	27	25	25	30

Note: Groups 5,6,11 &12 did not have a celebrity presence

273
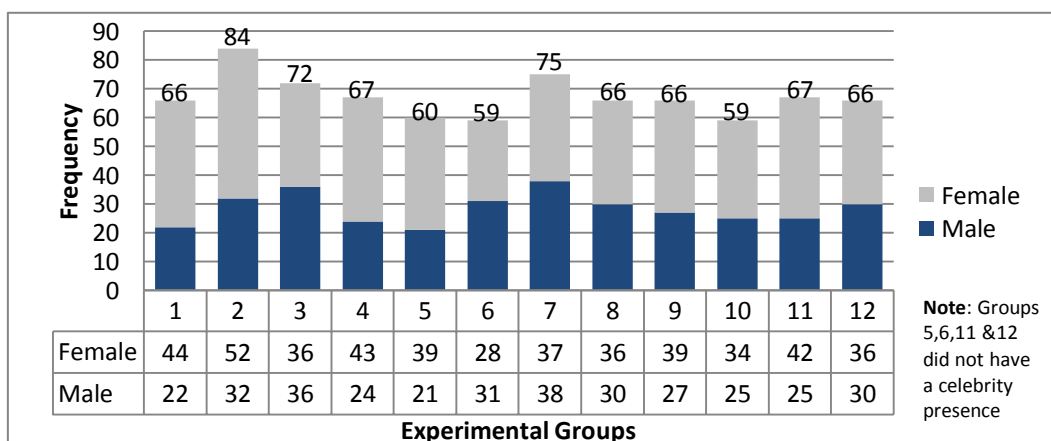
Analysis of the gender distribution for each experimental cell illustrated similarity in the distributions, with minimal differences. Likewise, the gender distribution of the total sample was 58% female and 42% male. Because of the similar gender distribution across experimental groups, there was sufficient sample size of each gender across experimental groups which enabled additional inferential analyses to be made (see Section 7.8.9). Additional sample demographic analyses, such as which department the students were from were not deemed necessary because the target population was defined narrowly enough in terms of 18-24 year old individuals to avoid sample selection error.

7.4.2 Age Distribution

The age distribution was analysed to ensure the sampling is representative of the target population. The age distribution of the sample between experimental groups is displayed in Figure 7.2, with the total sample age distribution displayed in Figure 7.3.

Figure 7.2: Age Distribution between Experimental Groups
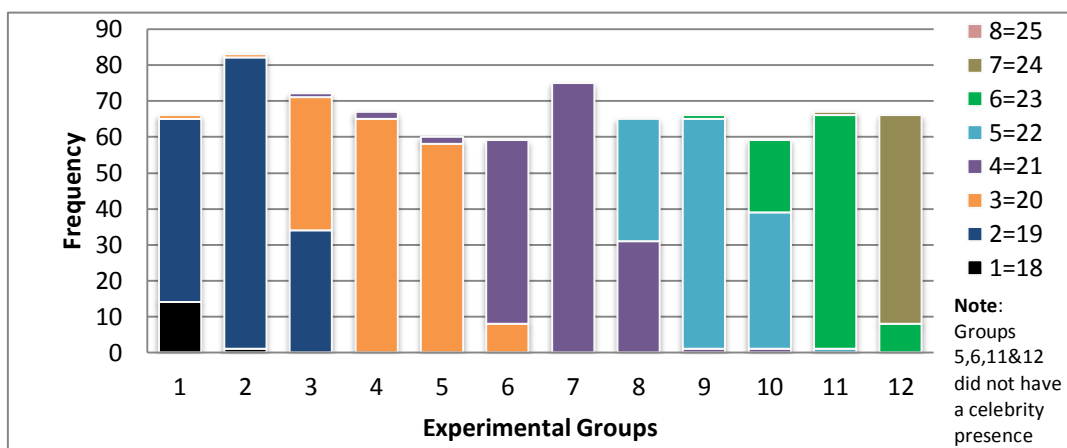
Although respondent age varied across groups, it did not represent random sampling error as the target population was narrowly defined in terms of age. Thus, the respondent ages across groups were shown to be in line with the target population.

Figure 7.3: Total Sample Age Distribution
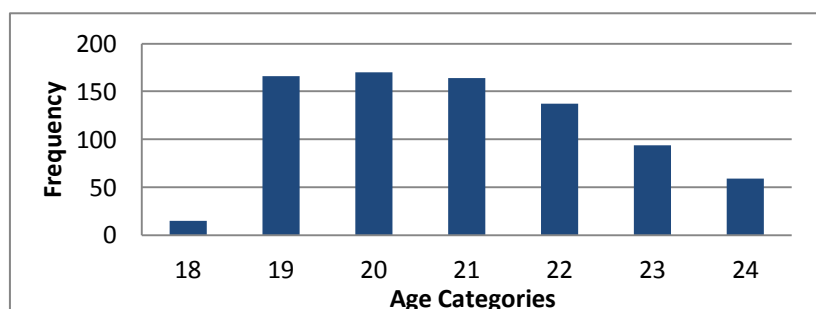
From Figure 7.3 that demonstrated the age distribution of the total sample, it was clear that the majority of the respondents were between 19 and 24 years old, and no respondents were below 18 or above 25 years old. The age range observed illustrates the level of respondent maturity and experience to make accurate self-assessments (Boud & Falchikov, 1989).

7.4.3 Brand Ownership and Aspiration

Brand ownership and aspiration was analysed to determine which proportion of the sample could have biased perceptions due to ownership or aspiration of the brand. Because ownership was expected to create higher response levels in the dependent variables due to greater brand knowledge created by usage (Keller, 1993a), the differences in dependent variables for owners and non-owners were analysed in the inferential section (see Section 7.8.9). As shown in Figure 7.4, 44% of the respondents exposed to the smartphone stimuli owned a Samsung smartphone, while the rest did not. Of the respondents exposed to the smartwatch stimuli, only 1% owned a Samsung smartwatch. The results therefore indicate that there was a sufficient number of respondents to conduct extra inferential analyses for the smartphone, and not for the smartwatch.

Figure 7.4: Brand Ownership of the Smartphone and Smartwatch
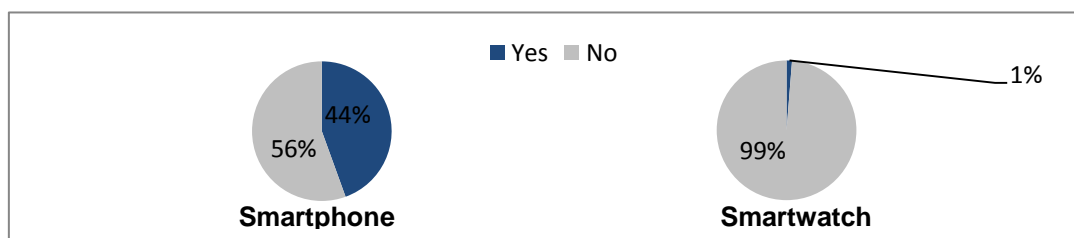
Of the respondents exposed to the smartphone stimuli and who did not own a Samsung smartphone, 54% aspired to own one (see Figure 7.5). Similarly, of the respondents who were exposed to the smartwatch stimuli and who did not own a Samsung smartwatch, 51% aspired to own one.

Figure 7.5: Aspiration to Own a Smartphone or Smartwatch of Non-Owners
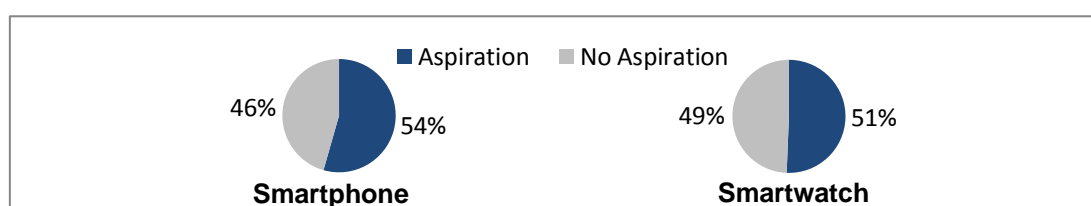
The results hinted that there were favourable consumer perceptions towards the product and brand which was sought as the current study investigated favourable consumer perceptions and dispositions in terms of attitude. To provide additional insight into the sample and illustrate the appropriateness of the experimental manipulations, the effectiveness of the manipulation checks are reported next.

7.5 MANIPULATION CHECKS

The effectiveness of the manipulations was illustrated by the manipulation checks. In this section the effective manipulation of the independent variables of celebrity gender, communication appeal and product involvement, are analysed. Additional manipulation checks of brand and celebrity familiarity, as well as stimuli viewing times are also analysed.

7.5.1 Independent Variables

All respondents correctly viewed the celebrity gender in relation to the masculine, feminine manipulation as those who viewed it incorrectly were removed in the data preparation process.

The manipulation check of the communication appeal determined whether respondents agreed that the communication appeals exhibited rationality or emotionality for both the excerpt and the advert presented. The rational and emotional manipulation check revealed that of the overall sample, 73.29% had correct perceptions in relation to whether rationality or emotionality was manipulated for the excerpt. Likewise, of the total sample, 59.75% had correct perceptions of the rationality or emotionality manipulation of the advert (see Figure 7.6).

Figure 7.6: Percentage of Respondents who agreed with the Manipulation of the Communication Appeal

276
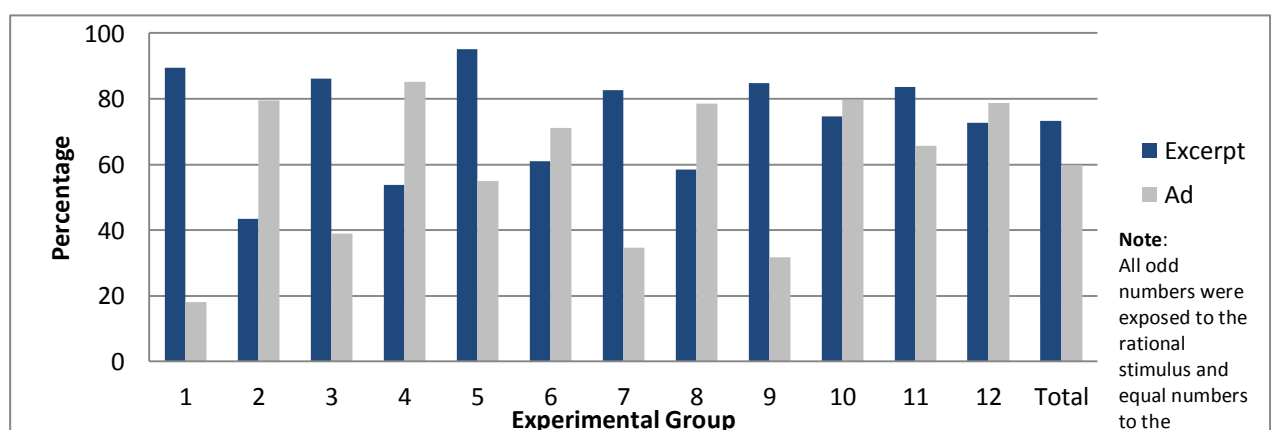
From the total sample, the mean of the groups exposed to the rational stimuli demonstrated that 86.93% agreed with the manipulation of the excerpt and 40.70% with the manipulation of the advert. Likewise, the total sample the mean across groups demonstrated that of those exposed to the emotional stimulus, 60.65% agreed with the excerpt and 78.78% agreed with the advert. Although the manipulation checks showed that not every respondent agreed with the intended manipulation, it was found to be acceptable. This is because the manipulations were conducted at the end part of the questionnaire because the aim was to avoid desensitising respondents for manipulation. Hence, the inferential results were based on the reliable and valid scales, and not the post confirmation of manipulations. The majority of the respondents and respondent groups had the correct perceptions and confirmed the effectiveness of the excerpt and the advert, which supports the manipulation effectiveness.

The results also illustrated that for each group that was exposed to the rational stimulus, the number of respondents agreed more with the excerpt than with the advert, but when exposed to the emotional appeal, more respondents agreed with the advert than the excerpt. The pattern supports the notion that the means of information portrayal can influence the information itself (Hallahan, 2009). The former suggests that the advert more accurately captures elements of the emotional appeal and the excerpt elements of the rational appeal. Also, the lower percentage of correct advert perceptions during rational exposure than with the excerpt could be ascribed to the emotive meanings of images, as images can create stronger emotional reactions than text or verbal stimuli (Schlochtermeier, Kuchninke, Pehrs, Urton, Kappelhoff & Jacobs, 2013). All respondents were from a strictly specified target population, which eliminated possible differences in the sample that could create inconsistency in the manipulation checks. The product involvement levels were successfully manipulated into low and high product involvement (see Inferential Analysis Section 7.8.5.1).

7.5.2 Familiarity and Stimuli Viewing Times

The familiarity of the celebrity that respondents were exposed ranged from 81.17% to 89.10% across groups and the brand familiarity ranged from 84.22% to 94.59% across groups. The former indicates that there was sufficient brand and celebrity familiarity, therefore knowledge, for consumers to make correct self-assessments

about the brand and celebrity (Park, Mothersbaugh & Feick, 1994). Also, because celebrity endorsement awareness or familiarity mediates endorsement effectiveness, its mediation effect was addressed (Yang *et al.*, 2011).

The mean time per experimental group, across all groups that participants viewed the excerpt ranged from 70.14 seconds to 177.77 seconds. For the first advert, the mean time ranged from 20.66 seconds to 33.58 seconds, and for the second advert the viewing times ranged between 12 and 33.2 seconds. The viewing times support research that states that respondents should take longer to view or process the excerpts than the adverts (Rayner, 1998). Also the second advert was viewed faster than the first ad because it was only used to refresh the respondent's memory, and it carried respondent familiarity from the first advert exposure which facilitated advert recall. The mean time respondents took to complete the online questionnaire was 26 minutes and 51 seconds. The shortest mean time per experimental group was 19 minutes and 3 seconds and the longest was 47 minutes and 50 seconds, demonstrating that the majority of responses occurred in a short time frame where respondent fatigue was at a minimum (Zikmund & Babin, 2010). As the manipulations show the effectiveness of stimuli, the next section illustrates insights from the descriptive analyses.

7.6 DESCRIPTIVE INSIGHTS

Descriptive analyses were conducted on additional measures included in the research instrument that was aimed at providing additional insight into respondent perceptions and to aid the manipulation checks. The descriptive analyses also aimed to provide greater clarity about the data to support inferential analyses. Thus in this section, the sample's characteristics of brand gender and brand personality are analysed.

7.6.1 Brand Gender

To determine consumers' brand gender perceptions, the brand gender across experimental groups was calculated and is displayed in Figure 7.7. Thus, the percentage of responses who perceived the brand as male or female for each group is displayed in Figure 7.7. The descriptive brand gender insights were aimed at supporting the inferential analysis of brand gender later on, whereby brand gender's

influence on the current study's dependent variables was analysed and explained (see Section 7.8.3.2.1).

Figure 7.7: Brand Gender Perceptions across Experimental Groups
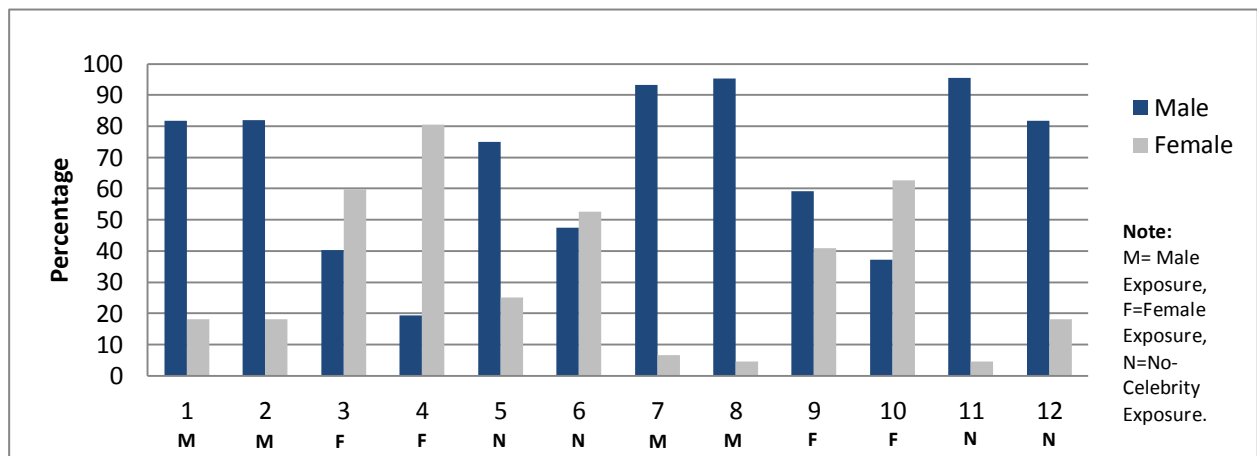
From Figure 7.7 the results illustrate that when respondents were exposed to a male celebrity, more respondents rated the brand gender as masculine than feminine. Exposure to the female celebrity resulted in more respondents rating the brand gender as feminine than male exposure. The previous pattern indicated the gender associations' transfer from the celebrity to the brand or the *celebrity gender effect* explained later (see Sections 7.8.1 or 8.3.1.1). The brand gender measure therefore supported the effectiveness of the stimulus to elicit gender associations. Although more of group 9 respondents perceived the brand to be male when the stimulus represented femininity, the effect was deemed irrelevant as the inferential analyses were based on the total sample.

The brand gender perceptions of the total sample and per product were analysed and are shown in Figure 7.8.

Figure 7.8: Respondent Perceptions of Brand Gender per Product
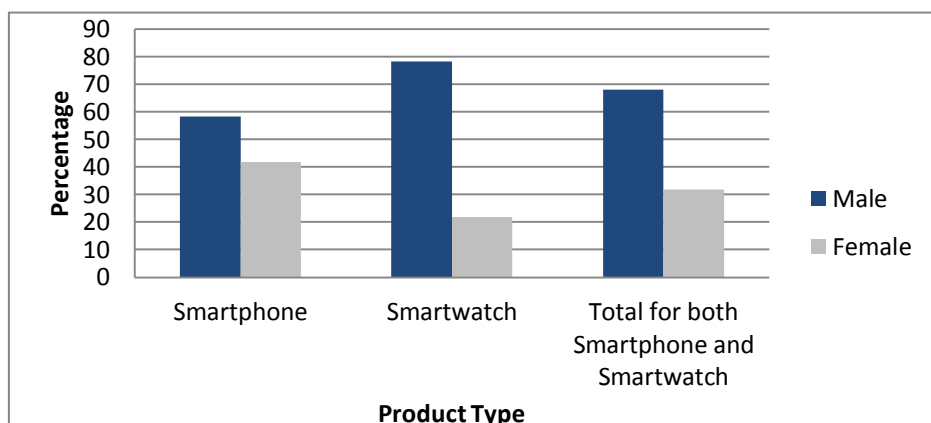
The gender perception differences complemented the inferential analyses on brand personality gender later on (see Section 7.8.3.2.1). Figure 7.8 shows that for the total sample, Samsung was perceived to be predominantly male (68.07%). The same pattern appeared for both the smartphone (58.23%) and smartwatch (78.14%), but was observed more clearly for the smartwatch. The results indicate that smartwatch may have a clearer product gender than the smartphone. Also, the dominance of masculinity across products mimics the brand personality gender structure found in the inferential analyses later on (see Section 8.4).

7.6.2 Brand Personality

Brand personality perceptions were analysed to aid manipulation checks by demonstrating that there was sufficient brand personality knowledge for inferential data analysis to be conducted. In analysing respondents' perceptions of brand personality, it was found that 79.50% of the total sample believed that Samsung had a personality (see Figure 7.9).

Figure 7.9: Perceptions of Brand Personality
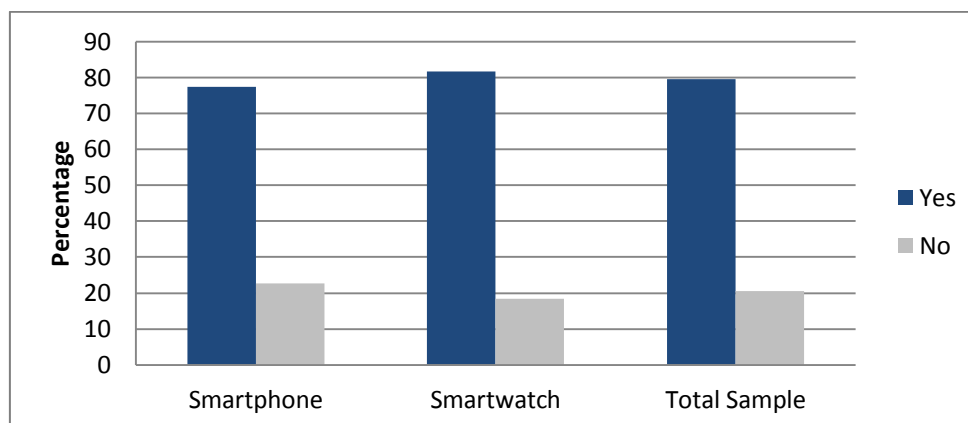
Of the respondents exposed to the smartphone, 77.40% believed it had a personality, whereas of those exposed to the smartwatch, 81.66% perceived that the brand had a personality. More specifically, the percentage of respondents who believe the brand had a personality ranged from 69.44% to 89.23% across all experimental groups. The results of the total sample, per product type and experimental groups illustrated that most respondents believed that the Samsung brand had a personality. This illustrated that sufficient brand personality knowledge did exist, which supported the presence of sufficient awareness levels of Samsung's personality for inferential analyses to be conducted properly.

The findings are also consistent with the upcoming inferential analysis that showed that the brand had a strong personality. Additional analyses were conducted in the inferential section by determining the effect of the brand personality status on the dependent variables (see Section 7.8.2.5.1).

7.6.3 Samsung's Brand Personality Profile

The brand personality profile is analysed and discussed next to provide insight into Samsung's brand personality structure to provide clarity for the inferential analyses. Thus, to provide an overview of Samsung's brand personality, the brand personality profile for both the brand personality dimensions and sub-dimensions for the total sample is displayed in Figure 7.10.

Figure 7.10: Samsung's Brand Personality Profile
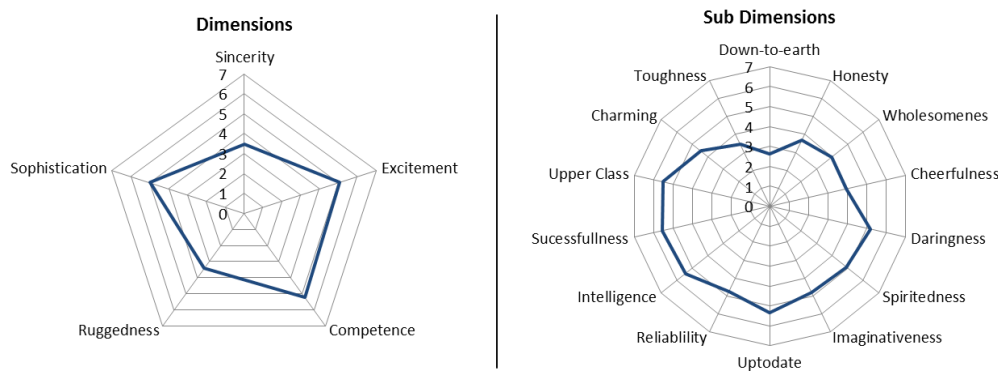
The brand personality profile is illustrated solely to provide an overview of the brand personality and not to indicate specific analyses. This is because the brand personality was successfully manipulated across experimental groups which created differences in brand personality profiles across groups. Although the brand personality profiles differed across groups, the patterns were similar to the one illustrated in Figure 7.10. Therefore, although the brand personality profile and the means were calculated from the total sample which would eliminate the across-group variance, it is acknowledged that focus was placed on using the profile for descriptive insight from an overall brand personality perspective. As done in previous research, it provided Samsung's most important brand personality attributes (Thomas & Sekar, 2008) and indicated that Samsung had a multifaceted, low singularity personality (Malär *et al.*, 2012). The results illustrated that Samsung had a strong brand personality with a mean 4.57 for the total sample. The results also demonstrated that respondents did not perceive Samsung to be very sincere (x=3.46) or rugged

(x=3.43), but indeed very sophisticated (x=4.98), exciting (x=5.07) and competent (x=5.24). The patterns from the sub-dimensions illustrated that Samsung was not perceived to be very down-to-earth or tough. Following the descriptive analysis, the data was analysed through inferential analyses.

7.7 INFERENTIAL DATA ANALYSIS

The inferential analyses were conducted through means of ANOVA to address the research objectives. ANOVAs require certain assumptions to be met. To ensure the assumptions of ANOVA are addressed, the various assumptions are discussed, as well as the results of the tests that proved the assumptions were met, such as normality and homogeneity of variance assessments. Lastly, the way in which the inferential data was analysed and reported is described to create an understanding of the analyses.

7.7.1 ANOVA Assumptions

To conduct an ANOVA, various assumptions need to be met (Field, 2011). These assumptions include (1) normality; (2) homogeneity of variance; and (3) independence of observations (Field, 2011). Thus, the dependent variables should be approximately normally distributed for each combination of groups in relation to the three independent variables. Also, homogeneity of variances need to exist for all group combinations, and independence of observations means observations are random and from independent samples of a population. Independence of observations existed because data was gathered from different participants for all groups through the between-subjects design. The assumptions of ANOVA are the same regardless of the type of ANOVA. To ensure that assumptions of normality and homogeneity were met, the outcomes of their assessments are discussed below.

7.7.2 Normality and Homogeneity of Variances Assessment

Normality was checked through probability-probability plots and histograms for each dependent variable along with skewness and kurtosis and the Shapiro-Wilk test. All data was found to be normal.

Homogeneity of variance tests for each dependent variable was conducted with Levene's test (95% confidence level) (see Appendix G). Most variances were homogeneous, and although some were not, it was deemed acceptable due to the

large sample size (Kidd, 2014). Thus, as all the ANOVA assumptions were met, the use of ANOVAs to analyse the data was deemed appropriate. In the next section, the design of the empirical analyses is reported.

7.7.3 The Design and Reporting of the Inferential Analyses

In this section the design used to conduct the inferential analyses and the way in which results are reported are discussed. In terms of the design, the data was first analysed through univariate three-way ANOVAs to address the research objectives. Thus three-way ANOVAs were conducted to test the influence of the independent variables on the dependent variables for all the hypotheses. In analysing the three-way ANOVAs, the main effects, two-way and three-way interaction effects were investigated. To gain additional insight, one-way ANOVAs were conducted to determine the differences in dependent variables for certain variables (other than the independent variables) aimed at gaining more. This was followed by bivariate correlations between dependent variables to determine the relationships between them and was aimed at providing support for the appropriateness of investigating the dependent variables.

In terms of reporting results, all tests were conducted at both a 95% and 90% confidence levels. The effects were investigated at the 90% confidence level as well because the differences found in the data were small and the 90% confidence level allowed greater insight to be gained from the data to enhance the analysis of data patterns. Therefore, all hypotheses were then accepted or rejected on the basis of 90% confidence.

The ANOVA results were reported in terms of higher order interactions effects and main effects. The main or one-way effects represented the factors that consistently influenced the dependent variables. The method of reporting was selected to show the dominant effects of independent variables, including the underlying drivers of various dependent variables. Also, order of higher order and one-way effects between confidence levels were retained. For example, if there was a three-way interaction effect at a 90% confidence level, and a one-way effect at a 95% confidence level, the three-way effect would be interpreted with higher importance. Hence, as long as the significance value was smaller than 0.1, the higher order and second order interactions were reported in the respective manner.

The significance tests were conducted with Fisher's Least Squared Difference (LSD) (Field, 2011). Although Fisher LSD has been criticised for having a high probability of missing type 1 error, the technique was deemed sufficient as the sample size was large enough to limit the potential impact of type one error (Kidd, 2014).

In terms of reporting, the F-value was rounded to two decimals, the probability value three decimals and all means to two decimals. The means reported illustrate scale values that ranged from a minimum of 1 to a maximum of 7, with 7 representing the most favourable value (ex. most favourable attitude). Moreover, the graphs illustrating the three- and two-way interaction effects used a number system to indicate significant difference between points. Whenever a combination point on the graph has a common letter with another combination point, for example point one is 'a' and point two is 'ab', the points are not significantly different, but when there is no common letter they are significantly different. Also, all graphs show vertical bars indicating 95% confidence levels of the value occurring. For insights into brand personality gender and brand personality appeal, the means were calculated from the total sample as done with the brand personality profile. Thus, it is again acknowledged that although the means would remove across group differences, the means were solely used for descriptive insight from an overall perspective.

The examination of all hypotheses started with the examination of the construct and the hypothesis at the broadest conceptual level (e.g. overall brand personality), followed by a more specific investigation of the dimensions, and then its sub-dimensions. The sequence allowed investigation at all levels to provide maximum insight. Thus, to enable examination of the hypotheses, each hypothesis was tested with the appropriate statistical technique and were then supported or not supported accordingly. The results of the analyses on each hypothesis are discussed next.

7.8 EMPIRICAL RESULTS AND FINDINGS

Analyses were conducted to address each specific hypothesis. In this section the results are reported, which in turn allowed inferences to be made in Chapter 8. The influences of the BBTs on BP are discussed first, followed by its dimensions and sub-dimensions. Further on, the influence of the BBTs on BP appeal and gender dimensions are addressed.

7.8.1 The Influence of the Independent Variables on Brand Personality

Brand personality (BP) at its broadest level, which represents overall BP is discussed first. The influence of the independent variables on the overall BP is represented by the hypothesis in Table 7.2.

Table 7.2: Brand Personality Overall		
Hypothesis Number	Hypothesis	Rejected or Not
$H_o1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality.	Rejected

The results revealed no interaction effects of celebrity gender, communication appeal and product involvement on BP. However, celebrity gender exerted a statistically significant one-way effect on BP (F=7.29; p<0.001). The results showed that overall BP was significantly lower when respondents were exposed to a female celebrity (x=4.43) compared to the no-celebrity (x=4.59) as well as the male celebrity scenario (x=4.70). Although exposure to a male celebrity resulted in a higher BP mean than the no-celebrity scenario, the effect was not significant (see Figure 7.11).

Figure 7.11: One-way Effect of Celebrity Gender of Brand Personality
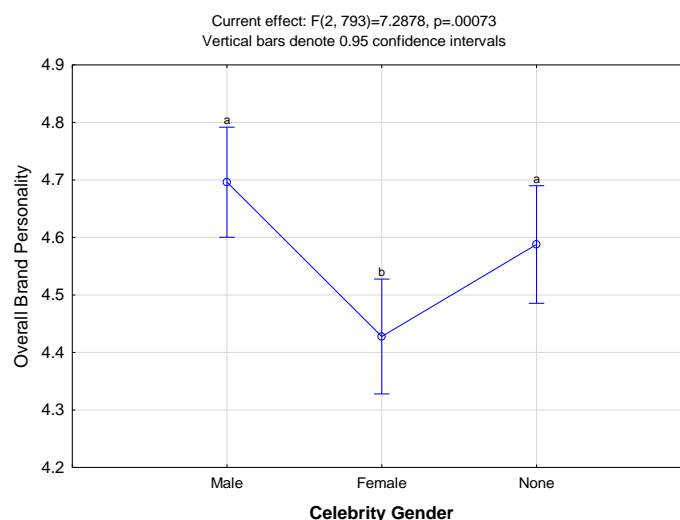
The pattern evident in Figure 7.11 was similar for most dependent variables where celebrity gender had an influence. The pattern will be referred to as the *celebrity gender effect* throughout this chapter and will be interpreted in Chapter 8. The celebrity gender effect illustrates the existence of two effects. The first is the effect whereby the exposure to the male celebrity resulted in a higher level the respective dependent variable than no-celebrity exposure, and was referred to as the *male*

gender effect. The second is the effect whereby exposure to the female resulted in a lower level of the dependent variable than no-exposure to a celebrity and was referred to as the *female gender effect.* Differences in the *celebrity gender effect* were mentioned where necessary.

The findings as discussed above resulted in the rejection of the hypothesis ($H_o1.1$) because celebrity gender (a), had a significant influence on BP. To explore the effects of the independent variables on the BP construct in greater detail, the effects on the BP dimensions and sub-dimensions were analysed and are discussed next.

7.8.2 The Influence of the Independent Variables on the Brand Personality Dimensions and Sub-Dimensions

In this section, the influence of the independent variables on the BP dimensions of sincerity, excitement, competence, sophistication and ruggedness are investigated. Subsequent to each respective BP dimension, the analyses of the influences on sub-dimensions are discussed. The dimensions and sub-dimensions were investigated to create an understanding of the overall BP and to contribute to BP literature. The sub-dimensions were investigated to obtain greater insight into the malleability of BP. More specifically, malleability refers to whether the brand personality dimensions and sub-dimensions could be influenced, and to what the extent the dimensions could be influenced, which would provide insight into the whether the dimensions and sub-dimensions are influenced the same way or not.

7.8.2.1 Sincerity Dynamics

The influence of the independent variables on the BP dimension of sincerity is represented by the hypotheses in Table 7.3.

Table 7.3: Sincerity		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_o1.1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality sincerity.	Rejected

Sincerity was significantly influenced by a three-way interaction effect (F=2.98; p<0.1; p=0.051), a two-way interaction effect between product involvement and communication appeal (F=2.87; p<0.1; p=0.091), and independently by the one-way

effects of celebrity gender (F=13.79; p<0.001) and communication appeal (F=7.96; p<0.05).

The three-way interaction effect demonstrated that sincerity, along with exposure to a rational or emotional appeal was at a higher level for the male celebrity than the female celebrity for both products (see Figure 7.12).

Figure 7.12: Three-way Interaction Effect Influencing Sincerity

Current ef f ect: F(2, 795)=2.9835, p=.05118
Vertical bars denote 0.95 conf idence interv als
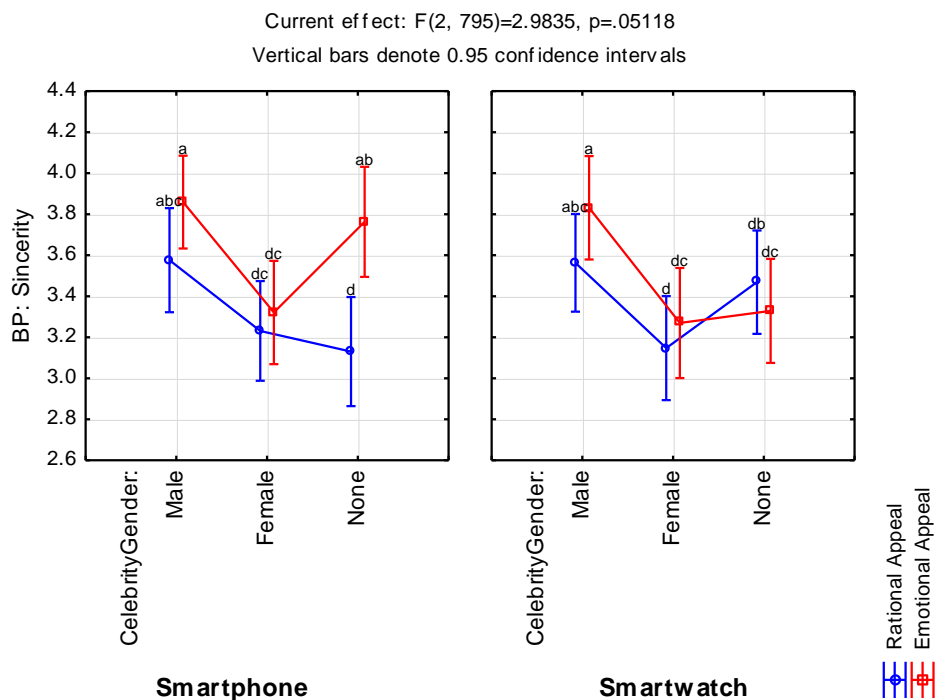
In the same circumstances, exposure to the emotional appeal resulted in consistently higher ratings of sincerity which is consistent with the one-way effects. For the smartphone and the emotional appeal, exposure to the female celebrity compared to no-celebrity exposure resulted in a lower level of sincerity than no-celebrity exposure, and the same effect as the previously mentioned one did not occur for the exposure to the rational appeal. The inverse was observed for the smartwatch, because the rational appeal and female celebrity exposure compared to no-celebrity exposure resulted in a lower level of sincerity than no-celebrity exposure, and the same effect as the former one did not occur for the emotional appeal. Another pattern indicated that during no-celebrity exposure, the difference between appeals were significant for the smartphone but not for the smartwatch. This finding was dubbed the *appeal strength effect* because it indicated the strength of appeals across involvement levels. The effect occurred throughout all three-way effects but at different degrees as described later (see Section 8.3.2.3.1). During no-celebrity exposure, exposure to

287

the rational appeal resulted in a higher level of sincerity for exposure to the smartwatch than the smartphone (although non-significant), and the exposure to the emotional appeal resulted in a higher level of sincerity for the smartphone than the smartwatch. This finding represented a complementary effect and was referred to as the *matchup effect.* The matchup effect was observed for all dependent variables influenced by the three-way interaction effect.

The one-way effect of celebrity gender was consistent to the *gender effect* described in the beginning of the inferential section. The one-way celebrity gender effect illustrated that exposure to a male celebrity resulted in a significantly higher level of sincerity (x=3.70) compared to both the use of a female celebrity (x=3.24) or no celebrity (x=3.42). Although exposure to a female celebrity resulted in a lower level of sincerity compared to no-celebrity exposure, the difference was not statistically significant. Accordingly, it indicates that in this scenario the male celebrity contributed to brand sincerity, whereas the female celebrity did not, and possibly even detract from it. The one-way effect of communication appeal showed that brand sincerity was at a higher level with exposure to the emotional appeal (x=3.56) than to the rational appeal (x=3.35). The two-way interaction effect between product involvement and communication appeal showed that the one-way communication appeal effect was significant for the smartphone, but not for the smartwatch (see Figure 1 in Appendix J), which supports the matchup effect.

Therefore $H_o1.1.1$ was rejected as sincerity was influenced by interaction effects (d) and the one-way effects of celebrity gender (a) and communication appeal (b). To create a greater understanding of the findings, sincerity's sub-dimensions of down-to-earthness, honesty, wholesomeness and cheerfulness were analysed and the outcomes are discussed next.

7.8.2.1.1 Sub-Dimension Dynamics of Down-to-Earthness

The influence of the independent variables on the BP down-to-earthness sub-dimension is represented by the hypotheses in Table 7.4.

Table 7.4: Down-to-earthness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence down-to-earthness.	Rejected

The down-to-earthness BP sub-dimension was influenced by a three-way interaction effect (F=4.20; p<0.05), and independently by the one-way effects of celebrity gender (F=4.42; p<0.05) and communication appeal (F=12.37; p<0.001).

The three-way interaction pattern on the down-to-earthness BP sub-dimension was the same as the pattern on BP sincerity. The three-way interaction effect on the down-to-earthness BP sub-dimension illustrated that for the smartphone and rational appeal, a non-significant trend was revealed whereby male celebrity exposure (x=2.50) resulted in a higher level of down-to-earthness than female celebrity exposure (x=2.42), and female celebrity exposure resulted in a higher level of down-to-earthness than no-celebrity exposure (x=2.31) (see Figure 7.13). The same pattern of combination points that was found in the previous finding occurred for the smartwatch and the emotional appeal as exposure to the male celebrity (x=2.90) resulted in a higher level of down-to-earthness than the female celebrity (x=2.70) and no celebrity (x=2.51).

Figure 7.13: Three-way Interaction Effect Influencing Down-to-Earthness

Current effect: F(2, 795)=4.2012, p=.01531
Vertical bars denote 0.95 confidence intervals
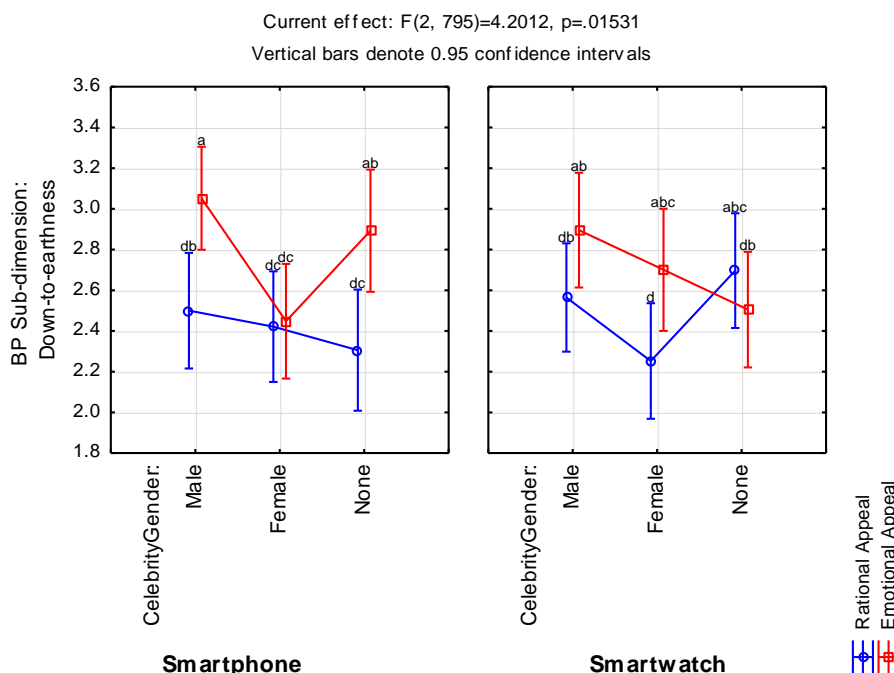
For exposure to the smartphone and the emotional appeal (x=2.45), the exposure to the female celebrity resulted in a significantly lower level of down-to-earthness compared to both the male celebrity (x=3.05) and no-celebrity exposure (x=2.89). The same pattern of combination points as the previously mentioned finding occurred for the smartwatch, but for the rational appeal exposure, as female celebrity exposure

resulted in a lower level (x=2.25) of down-to-earthness than no-celebrity exposure (x=2.70). However, female celebrity exposure was not statistically significantly different to male celebrity exposure (x=2.56).

Regardless of product involvement or any celebrity exposure (male or female), exposure to the emotional appeal did result in higher levels of down-to-earthness than the rational appeal. The *appeal strength effect* was again confirmed. The effect showed that during no-celebrity exposure for the smartphone, a significant difference between the appeals existed (rational appeal x=2.31, emotional appeal x=2.89), but for the smartwatch it did not (rational appeal x=2.70, emotional appeal x=2.51). The *matchup effect* occurred again. This is because during no-celebrity exposure, exposure to the emotional appeal resulted in a higher level of down-to-earth for the smartphone (x=2.89) than the smartwatch (x=2.51), and the rational appeal exposure resulted in a higher level of down-to-earthness for the smartwatch (x=2.70) than the smartphone (x=2.31) (none of the previous differences were significantly different).

The one-way celebrity gender effect supported the three-way effect findings on down-to-earthness as it indicated that male celebrity exposure resulted in a significantly higher level of down-to-earthness (x=2.75) than female celebrity exposure (x=2.46). Although no-celebrity exposure resulted in a mean level situated between the former genders (x=2.60), neither gender was significantly different from the no exposure level. The one-way effect of communication appeal supported the down-to-earthness three-way interaction effect and indicated that exposure to the emotional appeal resulted in a higher level of down-to-earthness (x=2.75) than the rational appeal (x=2.46). For greater insight in the down-to-earthness three-way interaction effects plotted from an alternative perspective of celebrity gender and communication appeal, see Appendix J. The alternative perspective mentioned in the previous sentence illustrated that the gender pattern occurred for the less-salient association. Less salience refers to lower levels of response in the dependent variables which represents lower levels of association awareness, thus association salience. The alternative perspective is also given for a salient association of brand personality appeal favourability further down (see Section 7.8.4.2).

Accordingly, $H_{O1.1.1.1}$ was rejected as down-to-earthness was influenced by interaction effects (d), and the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.2.1.2 Sub-Dimension Dynamics of Honesty

The influence of the independent variables on the BP honesty sub-dimension is represented by the hypothesis in Table 7.5.

Table 7.5: Honesty		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.1.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence honesty.	Rejected

Honesty was independently influenced by the two one-way effects of celebrity gender (F=4.7; p<0.05) and communication appeal (F=10.89; p<0.01).

The one-way effect of celebrity gender on honesty demonstrated a similar pattern to the *celebrity gender effect* pattern. Thus, exposure to the male celebrity resulted in a significantly higher level of honesty (x=3.86) than female celebrity exposure (x=3.51). Neither male, nor female celebrity exposure resulted in significantly different levels of honesty compared to the use of no-celebrity (x=3.70). However, the *celebrity gender effect* pattern depicts that male celebrity exposure resulted in a higher level of honesty compared to no-celebrity exposure, and female celebrity exposure resulted in a lower level of honesty compared to no-celebrity exposure. The rational appeal exposure resulted in a higher honesty level (x=3.85) than the emotional appeal (x=3.54).

$H_O1.1.1.2$ was rejected as honesty was influenced by the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.2.1.3 Sub-Dimension Dynamics of Wholesomeness

The influence of the independent variables on the BP wholesomeness sub-dimension is represented by the hypothesis in Table 7.6.

Table 7.6: Wholesomeness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.1.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence wholesomeness.	Rejected

The BP wholesomeness subdimension was independently influenced by the one-way effects of celebrity gender (F=7.64; p<0.001) and communication appeal (F=3.80; p<0.1; p=0.051).

BP wholesomeness was at a significantly higher level during male celebrity exposure (x=4.22) compared to female celebrity or no-celebrity exposure. Female celebrity exposure resulted in a lower wholesomeness level (x=3.73) than exposure to no celebrity (x=3.94) (not significantly different). Exposure to the rational communication appeal resulted in a higher level of wholesomeness (x=4.06) than the emotional appeal (x=3.86).

H$_{O1.1.1.3}$ was rejected because wholesomeness was influenced by the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.2.1.4 Sub-Dimension Dynamics of Cheerfulness

The influence of the independent variables on the BP cheerfulness sub-dimension is represented by the hypothesis in Table 7.7.

Table 7.7: Cheerfulness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
H$_{O1.1.1.4}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence cheerfulness.	Rejected

Cheerfulness was influenced by a three-way interaction effect (F=3.15; p<0.05), a two-way interaction effect between celebrity gender and communication appeal (F=4.24; p<0.05) and a two-way interaction effect between the product involvement and communication appeal (F=3.80; p<0.1; p=0.051). Cheerfulness was also independently influenced by the one-way effects of celebrity gender (F=20.55; p<0.001) and communication appeal (F=62.11; p<0.001).

The three-way interaction effect on cheerfulness explained that for both the smartphone and the smartwatch, male celebrity exposure resulted in significantly higher levels of cheerfulness than female celebrity exposure for both the rational and emotional appeal (see Figure 7.14). Also, for all combination points of the finding mentioned in the previous sentence, exposure to the emotional appeal resulted in higher levels for both products.

Figure 7.14: Three-way Interaction Effect Influencing Cheerfulness

Current effect: F(2, 795)=3.1460, p=.04356

Vertical bars denote 0.95 confidence intervals
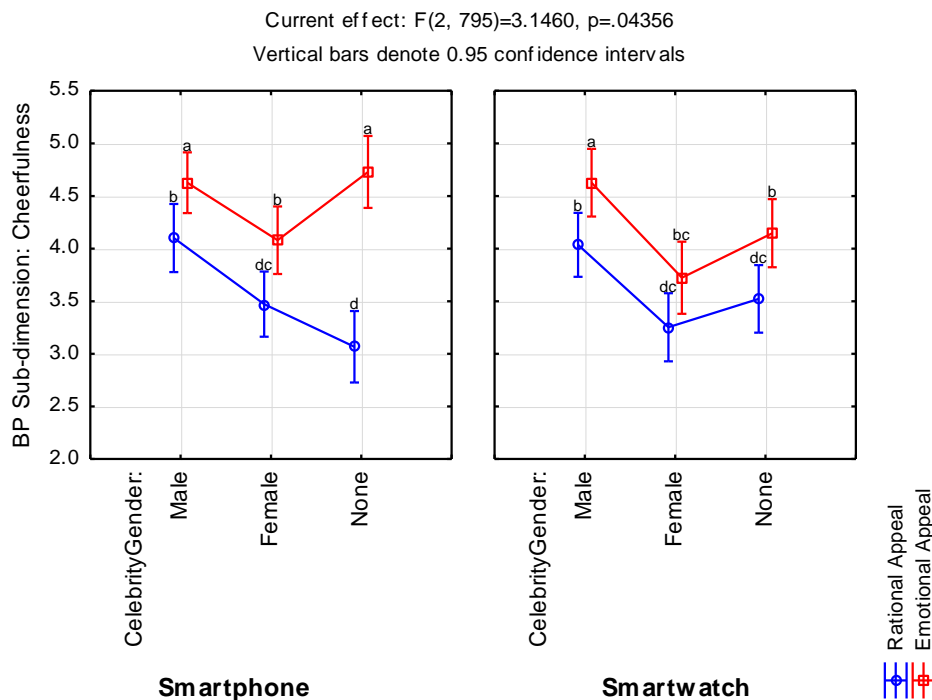
Regardless of the type of celebrity (male celebrity, female celebrity or no celebrity) or product involvement exposure, the emotional appeal exposure consistently resulted in higher levels of cheerfulness than the rational appeal. Exposure to the emotional appeal resulting in higher levels of cheerfulness is supported by the one-way effect of communication appeal whereby the emotional appeal exposure resulted in a higher level of cheerfulness (x=4.32) than the rational appeal (x=3.58).

For the smartphone and the emotional appeal, the male celebrity exposure resulted in a similar level of cheerfulness (x=4.63) than exposure to no celebrity (x=4.73). For the smartwatch and the emotional appeal, exposure to the male celebrity resulted in a significantly higher level of cheerfulness (x=4.63) than no exposure to a celebrity (x=4.15). The results illustrate that during low involvement regardless of appeal, the male celebrity exposure resulted in a significantly higher level of cheerfulness than no-celebrity exposure for the smartwatch. For the smartphone and rational appeal exposure, the male celebrity exposure resulted in a significantly higher level of cheerfulness than no-celebrity exposure, but was not observed for exposure to the emotional appeal. For the smartwatch and for both communication appeals, the cheerfulness was at a lower level, although not significantly so, for the female celebrity exposure compared to no-celebrity exposure. For the smartphone, the

female celebrity exposure resulted in a significantly lower level of cheerfulness than no-celebrity exposure for the emotional appeal, but not for the rational appeal.

The *appeal strength effect* was again confirmed. This is because during the no-celebrity exposure, there was a significant difference between the rational and emotional appeal for both products, but the difference was larger for the smartphone (rational x=3.01, emotional x=4.73) than the smartwatch (rational x=3.52, emotional x=4.15). Also, the *matchup effect* was illustrated again. This is because during no-celebrity exposure, exposure to the emotional appeal resulted in a significantly higher level of cheerfulness for the smartphone (x=4.73) than the smartwatch (x=4.15). Also, exposure to the rational appeal resulted in a higher level of cheerfulness for exposure to the smartwatch (x=3.52) than the smartphone (x=3.07), although the differences were not significant.

The two-way interaction effect between celebrity gender and communication appeal supported the pattern of the three-way interaction effect and showed that exposure to the female celebrity resulted in a significantly lower level of cheerfulness (x=3.91) than male (x=4.63) and no-celebrity gender exposure (x=4.42) (latter two exposures not significantly different) (see Figure 2 in Appendix J). In contrast, for exposure to the rational appeal, male celebrity exposure resulted in a significantly higher level of cheerfulness (x=4.07) compared to both the female (x=3.37) and no-celebrity exposure (x=3.31). The two-way interaction effect between product involvement and communication appeal indicated that the difference in cheerfulness between the emotional appeal and the rational was slightly greater for the smartphone, which supports the *matchup effect* found in all three-way interaction effects (see Figure 3 in Appendix J). The one-way effect of celebrity gender was consistent with the *celebrity gender effect* pattern but all gender levels were statistically significant from another (male celebrity x=4.36, female celebrity x=3.63, no celebrity x=3.85).

$H_O1.1.1.4$ was rejected because cheerfulness was influenced by interaction effects (d), and the one-way effects of celebrity gender (a), and communication appeal (b).

7.8.2.2 Excitement Dynamics

The influence of the independent variables on the BP excitement dimension is represented by the hypothesis in Table 7.8.

Table 7.8: Excitement		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
H$_O$1.1.2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality excitement.	Rejected

Excitement was solely influenced by the one-way effect of celebrity gender (F=4.26; p<0.05).

The one-way celebrity gender effect is displayed in Figure 7.17 and is illustrated to show another pattern created by celebrity gender on the dependent variables. Female celebrity exposure resulted in a significantly lower level of excitement (x=4.92) compared to no-celebrity (x=5.14) or male celebrity exposure (x=5.17), as the latter two exposures were not statistically significantly different from one another.

Figure 7.15: One-way Effect of Celebrity Gender on Excitement

Current effect: F(2, 795)=4.2641, p=.01439
Vertical bars denote 0.95 confidence intervals
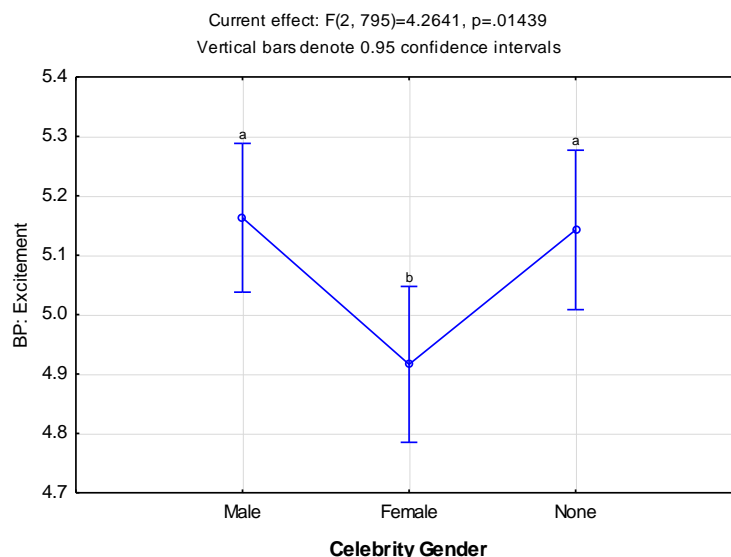
Therefore, H$_O$1.1.2 was rejected because excitement was influenced by celebrity gender (a). To create a greater understanding of the excitement's dynamics, excitement sub-dimensions of daringness, spiritedness, imaginativeness, and up-to-dateness were analysed and the outcomes are discussed next.

7.8.2.2.1 Sub-Dimension Dynamics of Daringness

The influence of the independent variables on the BP daringness sub-dimension is represented by the hypothesis in Table 7.9.

Table 7.9: Daringness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.2.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence daringness.	Rejected

Daringness was influenced by a two-way interaction effect between celebrity gender and communication appeal (F=4.17; p<0.05) and independently by a one-way effect of celebrity gender (F=3.44; p<0.05).

The two-way interaction effect revealed that endorsement of the male celebrity resulted in a higher level of daringness for exposure to the rational appeal (x=5.45) compared to the emotional appeal (x=5.18). In contrast, there was no significant difference between the endorsement by a female celebrity or no celebrity for exposure to any appeal (see Figure 7.16). The higher level of daringness due to the male celebrity exposure demonstrates the complementary matchup between the male celebrity and the rational appeal.

Figure 7.16: Two-way Interaction Effect on Daringness

Current effect: F(2, 795)=4.1707, p=.01578
Vertical bars denote 0.95 confidence intervals
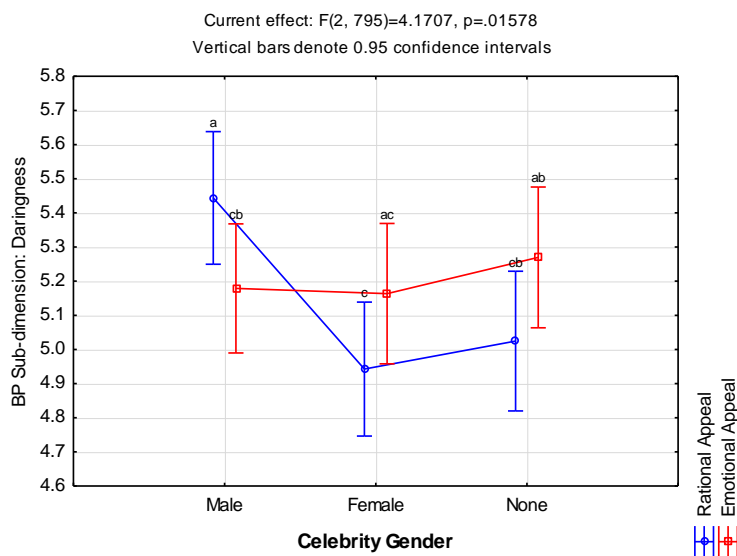
The celebrity gender one-way effect illustrated a similar pattern of combination points to the *celebrity gender effect* pattern for overall brand personality but differs slightly as exposure to a male celebrity resulted in a significantly higher level of daringness (x=5.31) than exposure to a female celebrity (x=5.06), but neither male nor female celebrity exposure was significantly different from no-celebrity exposure (x=5.15). The one-way *celebrity gender effect* pattern for daringness was the same as down-to-earthness and honesty's one-way effect gender patterns.

Accordingly, $H_O1.1.2.1$ was rejected because daringness was influenced by interaction effects (d) and the one-way effect of celebrity gender (a).

7.8.2.2.2 Sub-Dimension Dynamics of Spiritedness

The influence of the independent variables on the BP spirited sub-dimension is represented by the hypothesis in Table 7.10.

Table 7.10: Spiritedness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.2.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence spiritedness.	Rejected

Spiritedness was influenced by a two-way interaction effect between celebrity gender and communication appeal (F=2.34; p<0.1; p=0.097) and independently the one-way effect of communication appeal (F=4.15; p<0.05).

The exposure to the emotional appeal resulted in a higher level of spiritedness (x=5.00) than the rational appeal (x=4.81), with the two-way interaction effect indicating the former effect yo only be true during female celebrity exposure (rational appeal x=4.65, emotional appeal x=5.03) (see Figure 7.17).

Figure 7.17: Two-way Interaction Effect on Spiritedness

Current effect: F(2, 795)=2.3377, p=.09721
Vertical bars denote 0.95 confidence intervals
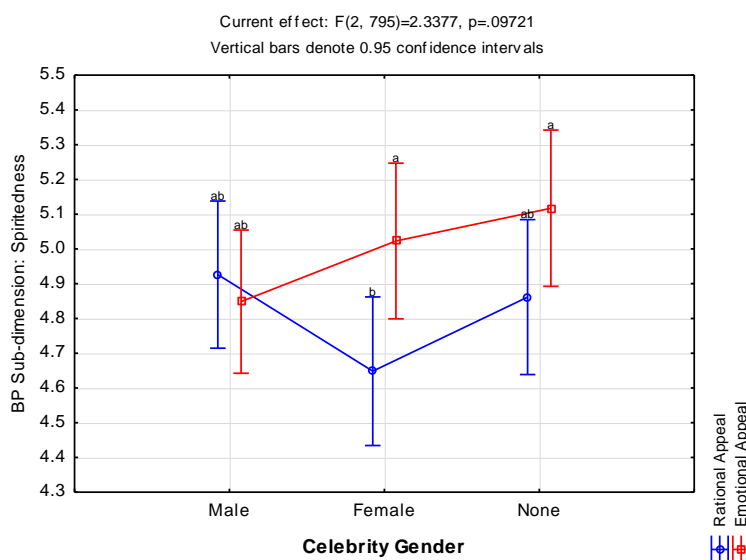
Therefore, $H_O1.1.2.2$ was rejected because spiritedness was influenced by interaction effects (d) and the one-way effect of communication appeal (b).

7.8.2.2.3 Sub-Dimension Dynamics of Imaginativeness

The influence of the independent variables on the BP imaginativeness sub-dimension is represented by the hypothesis in Table 7.11.

Table 7.11: Imaginativeness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.2.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence imaginativeness.	Rejected

Imaginativeness was independently influenced by the one-way effect of celebrity gender (F=4.31; p<0.05) and product involvement (F=3.34; p<0.1; p=0.068). Exposure to the female celebrity resulted in a lower level of imaginativeness (x=4.57) than both male (x=4.95) and no-celebrity exposure (x=4.91) as the latter two exposures were not statistically significantly different from one another. The smartphone exposure resulted in a lower level of imaginativeness (x=4.70) than the smartwatch (x=4.92).

Accordingly, $H_O1.1.2.3$ was rejected because imaginativeness was influenced by the one-way effects of celebrity gender (a) and product involvement (b).

7.8.2.2.4 Sub-Dimension Dynamics of Up-to-dateness

The influence of the independent variables on the BP up-to-dateness sub-dimension is represented by the hypothesis in Table 7.12.

Table 7.12: Up-to-dateness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.2.4$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence up-to-dateness.	Rejected

Up-to-dateness was influenced by a two-way interaction between product involvement and communication appeal (F=3.33; p<0.1; p=0.068) and independently by a one-way effect of celebrity gender (F=7.85; p<0.001).

The two-way interaction effect complemented the matchup effect that was evident during the analysis of the cheerfulness sub-dimension. The two-way interaction pattern shows that for the smartwatch, the rational appeal exposure resulted in a higher level of up-to-dateness (x=5.47) than the emotional appeal (x=5.23), which

was inversed for the smartphone (rational x=5.25, emotional x=5.32) (none of the differences were significantly different) (see Figure 7.18).

Figure 7.18: Two-way Interaction Effect on Up-to-dateness

Current effect: F(1, 795)=3.3336, p=.06825

Vertical bars denote 0.95 confidence intervals
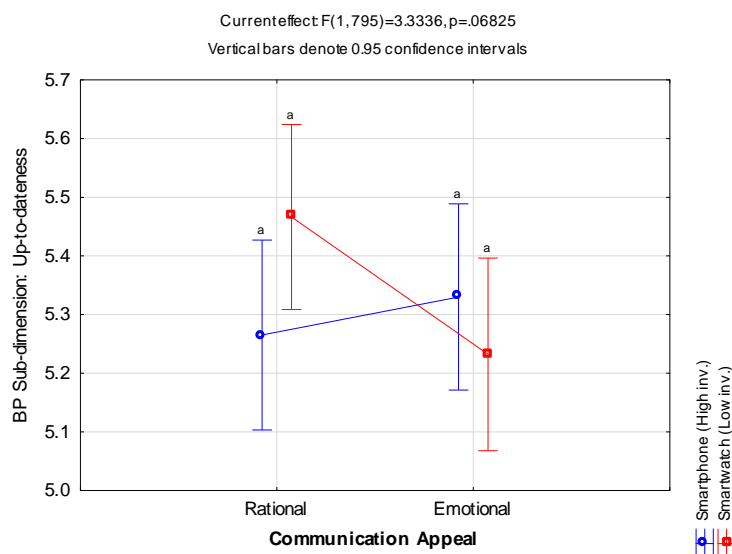
The one-way effect of celebrity gender depicted that exposure to the female celebrity resulted in a lower level of up-to-dateness (x=5.09) than both the male (x=5.43) and no-celebrity exposure (x=5.44) as the latter two exposures were not statistically significantly different from one another. Thus, the pattern of the one-way *celebrity gender effect* on up-to-dateness mimicked the one-way *celebrity gender effect* pattern on excitement and its subdimensions of daringness and imaginativeness, but not for the spiritedness subdimension.

Therefore, $H_{O1.1.2.4}$ was rejected because up-to-dateness was influenced by interaction effects (d) and the one-way effect of celebrity gender (a).

7.8.2.3 Competence Dynamics

The influence of the independent variables on the BP competence dimension is represented by the hypothesis in Table 7.13.

Table 7.13: Competence		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_{O1.1.3}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality competence.	Rejected

Competence was independently influenced by the one-way effect of celebrity gender (F=5.61; p<0.05) and communication appeal (F=15.63; p<0.001). Exposure to the female celebrity resulted in a lower level of perceived competence (x=5.06) than the male (x=5.32) or no-celebrity exposure (x=5.32), as the latter two exposures were not significantly different from one another, mimicking the gender pattern of excitement. The exposure to the rational appeal resulted in a higher level of competence (x=5.37) than the emotional appeal (x=5.09).

Therefore, $H_O1.1.3$ was rejected because competence was influenced by the one-way effects of celebrity gender (a) and communication appeal (b). To understand the influences on competence in greater depth, the influence of the BBTs on competence sub-dimensions of reliability, intelligence and successfulness were investigated and the outcomes are discussed next.

7.8.2.3.1 Sub-Dimension Dynamics of Reliability

The influence of the independent variables on the BP reliability sub-dimension is represented by the hypothesis in Table 7.14.

Table 7.14: Reliability		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence reliability.	Rejected

Reliability was influenced by a three-way interaction effect (F=2.96; p<0.1; p=0.052), and independently by a one-way effect of celebrity gender (F=5.11; p<0.05) and a one-way effect of communication appeal (F=21.62; p<0.001).

The three-way interaction effect depicted that the exposure to the rational appeal resulted in higher levels of reliability than the emotional appeal, regardless of the product involvement or the type of celebrity exposure (male celebrity, female celebrity or no celebrity) (see Figure 7.19). This finding was supported by the one-way effect of communication appeal that showed that exposure to the rational appeal resulted in a higher level of reliability (x=4.97) than the emotional appeal (x=4.53).

For the smartphone and the rational appeal, the male celebrity exposure resulted in a significantly higher level of reliability (x=5.23) than the female celebrity exposure (x=4.73). The pattern of combination points for the finding in the previous sentence

re-occurred for the smartwatch and the emotional appeal, whereby the exposure to the male celebrity (x=4.70) resulted in a significantly higher level of reliability than female celebrity exposure (x=4.10).

Figure 7.19: Three-way Interaction Effect Influencing Reliability

Current effect: F(2, 795)=2.9635, p=.05221
Vertical bars denote 0.95 confidence intervals
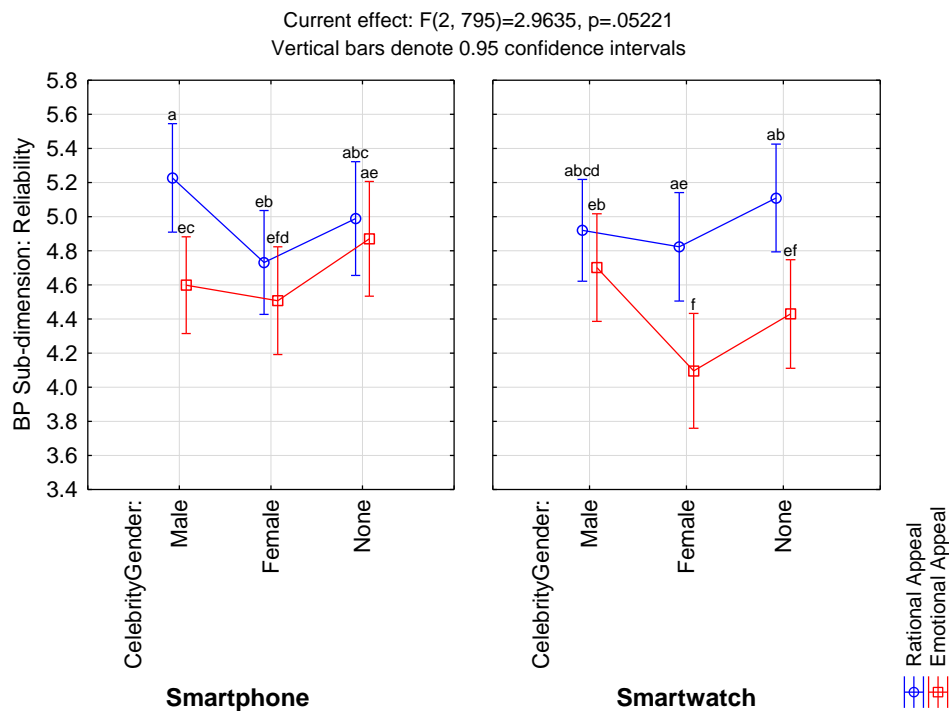
During exposure to the smartphone and emotional appeal, exposure to both celebrities (male celebrity x=4.60 and female celebrity x=5.41), resulted in lower levels of reliability than no-celebrity exposure (x=4.87), which was mimicked by exposure to the smartwatch and the rational appeal (male celebrity x=4.92, female celebrity x=4.82 and no celebrity x=5.11). Regardless of the product involvement, or the type of communication appeal, the female celebrity exposure resulted in lower levels of reliability than no-celebrity exposure, although not significantly so. Also, for exposure towards the emotional appeal, the combination points as a result of exposure to the female (x=4.10) and no-celebrity (x=4.43) was at lower levels for the smartwatch than the same combination points for the smartphone (female celebrity x=4.51; no celebrity x=4.87).

The *appeal strength effect* was confirmed again. However, a different version of the *appeal strength effect* was observed because the significant difference did not occur during high involvement, but during low involvement. Thus, during no-celebrity exposure for the smartphone, the difference between the rational (x=5.0) and

emotional appeal (x=4.87) was smaller (insignificant) than during the smartwatch (significant) (rational x=5.11; emotional x=4.43).

The *matchup effect* was confirmed again because during no-celebrity exposure, the exposure to the emotional appeal resulted in a higher level of reliability for exposure towards the smartphone (x=4.87) than the smartwatch (not significant) (x=4.43). During no-celebrity exposure for the rational appeal, the exposure to the smartwatch resulted in a higher level of reliability (x=5.11) than the smartphone (non-significant) (x=5.0). For the one-way effect of celebrity gender, only exposure to the female celebrity resulted in a significantly lower level of reliability (x=4.54) than male (x=4.86) or no-celebrity exposure (x=4.85), as the latter two exposures were not statistically significantly different from one another.

$H_O1.1.3.1$ was rejected because reliability was influenced by interaction effects (d), and the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.2.3.2 Sub-Dimension Dynamics of Intelligence and Successfulness

The influences of the independent variables on the BP intelligence and successfulness sub-dimensions are represented by the hypotheses in Table 7.15.

Table 7.15: Intelligence and Successfulness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.3.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence intelligence.	Rejected
$H_O1.1.3.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence successfulness.	Rejected

Intelligence was independently influenced by the one-way effects of celebrity gender (F=5.65; $p<0.05$) and communication appeal (F=14.1; $p<0.001$). The level of intelligence was significantly lower for female celebrity exposure (x=5.22) compared to both male (x=5.46) and no-celebrity exposure (x=5.56), as the latter two exposures was not statistically significantly different. Exposure to the rational appeal resulted in a higher level of intelligence (x=5.56) than the emotional appeal (x=5.26).

Successfulness was independently influenced by the one-way effect of product involvement (F=2.90; $p<0.1$; $p=0.089$). Exposure to the smartphone (x=5.61) resulted in a higher level of successfulness than the smartwatch (x=5.47). Both sub-

dimensions of reliability and intelligence were influenced similarly through the one-way effects of celebrity gender and communication appeal manipulations. Hence, for both BP subdimensions, exposure to the female celebrity resulted in lower response levels, and the exposure to the rational appeal resulted in higher response levels.

Therefore, $H_{O1.1.3.2}$ was rejected as intelligence was influenced by the one-way effects of celebrity gender (a) and communication appeal (b). $H_{O1.1.3.3}$ was rejected because successfulness was influenced by the one-way effect of product involvement (b).

7.8.2.4 Sophistication Dynamics

The influence of the independent variables on the BP sophistication dimension is represented by the hypothesis in Table 7.16.

Table 7.16: Sophistication		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_{O1.1.4}$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality sophistication.	Rejected

The sophistication dimension was independently influenced by the three one-way effects of celebrity gender (F=5.55; p<0.05), communication appeal (F=10.36; p<0.01) and product involvement (F=11.49; p<0.001). Figure 7.20 is illustrated to provide conceptual clarity as it depicted another celebrity gender pattern observed.

Figure 7.20: One-way Effect of Celebrity Gender on Sophistication

Current effect: F(2, 795)=5.5457, p=.00406
Vertical bars denote 0.95 confidence intervals
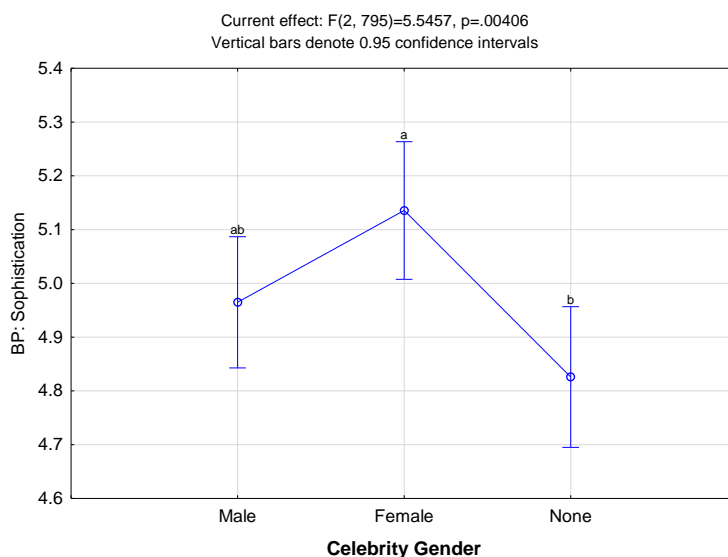
The level of sophistication was significantly higher for female celebrity exposure (x=5.14) compared to no celebrity (x=4.83), but not in relation to male celebrity exposure (x=4.96). Although male celebrity exposure was not statistically significantly different to exposure without a celebrity, the mean was higher, possibly indicating that both genders could create brand sophistication if there was more statistical power. Exposure to the emotional appeal resulted in a higher level of sophistication (x=5.10) than the rational appeal (x=4.86). Exposure to the smartphone resulted in a higher level of sophistication (x=5.10) than the smartwatch (x=4.85).

Accordingly, H_O1.1.4 was rejected as sophistication was influenced by all three of the one-way effects of celebrity gender (a), communication appeal (b) and product involvement (c). To understand the three independent one-way effects on sophistication in greater detail, the effects of the BBTs on sophistication's sub-dimensions of upper class and charm were investigated and the outcomes are discussed next.

7.8.2.4.1 Sub-Dimension Dynamics of Upper Class

The influence of the independent variables on the BP upper class sub-dimension is represented by the hypothesis in Table 7.17.

Table 7.17: Upper class		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
H_O1.1.4.1	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence upper class.	Rejected

The upper class BP subdimension was independently influenced by the one-way effects of communication appeal (F=3.01; p<0.1; p=0.083) and product involvement (F=6.15; p<0.05). Exposure to the emotional appeal resulted in a higher level of upper class (x=5.59) than the rational appeal (x=5.44). Exposure to the smartphone resulted in a higher level of upper class (x=5.62) than the smartwatch (x=5.40).

Accordingly, H_O1.1.4.1 was rejected because upper class was influenced by the one-way effects of communication appeal (b) product involvement (c).

7.8.2.4.2 Sub-Dimension Dynamics of Charm

The influence of the independent variables on the BP charm sub-dimension is represented by the hypothesis in Table 7.18.

Table 7.18: Charm		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.4.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence charm.	Rejected

Charm was independently influenced by all three one-way effects of celebrity gender (F=14.42; p<0.001), communication appeal (F=15.88; p<0.001) and product involvement (F=12.59; p<0.001).

Exposure to the female celebrity resulted in a significantly higher level of charm (x=4.76) compared to both male (x=4.33) and no-celebrity exposure (x=4.23) as the latter two exposures were not statistically significantly different from one another (see Figure 7.20).

The exposure to the emotional appeal resulted in a higher level of charm (x=4.60) than the rational appeal (x=4.27), and the smartphone exposure resulted in a higher charm level (4.59) than the smartwatch (x=4.29). Importantly, the pattern of the appeal and the product involvement effects were the same for both upper class and charm sub-dimensions, indicating that the subdimensions are very similar to the overall sophistication dimension.

Therefore, $H_O1.1.4.2$ was rejected because charm was influenced by all three one-way effects of celebrity gender (a), communication appeal (b) and product involvement (c).

7.8.2.5 Ruggedness or Toughness Dynamics

The influence of the independent variables on the BP ruggedness dimension and toughness sub-dimension is represented by the hypotheses in Table 7.19.

Table 7.19: Ruggedness and Toughness		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.1.5$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality ruggedness.	Rejected
$H_O1.1.5.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence toughness.	Rejected

As outdoorsiness was removed due to reliability limitations, ruggedness only consisted of the toughness dimension. Ruggedness and toughness are the same

because the same data was used in the analysis; thus, both were analysed in terms of ruggedness. Ruggedness was independently influenced by all three one-way effects of celebrity gender (F=17.28; p<0.001), communication appeal (F=14.84; p<0.001) and product involvement (F=4.04; p<0.05).

The female celebrity exposure resulted in a significantly lower level of ruggedness (x=2.99) compared to both male (x=3.73) or no-celebrity exposure (x=3.57) as the latter two exposures were not statistically significantly different from one another. The rational appeal exposure resulted in a higher level of ruggedness (x=3.64) than the emotional appeal (x=3.22), and the exposure to the smartwatch resulted in a higher level of ruggedness (x=3.54) than the smartphone (x=3.32).

Therefore, $H_O1.1.5$ and $H_O1.1.5.1$ was rejected as all three one-way effects of celebrity gender (a), communication appeal (b) and product involvement (c) influenced ruggedness.

Overall the results demonstrate that although the dynamics of effects on sub-dimensions are similar to the dynamics of the BP dimensions in relation to the independent variables, the sub-dimensions do interact differently. Thus, although the dimension embraces the sub-dimension, the sub-dimensions do demonstrate a degree of uniqueness. An example is when for sincerity, the one-way communication effect influenced down-to-earthness and cheerfulness dimensions to a higher level by the emotional appeal than rational appeal, and honesty and wholesomeness were influenced to a higher level by the rational appeal than the emotional appeal. Also, the BP sub-dimensions were influenced to a greater extent by more effects from the independent variables than the BP dimensions.

7.8.2.5.1 Additional Brand Personality Insights

To complement the previous three-way ANOVA results, additional analyses in terms of one-way ANOVAs were conducted to test differences in all the dependent variables for respondent ownership. Thus, differences in dependent variables were tested for respondents who believed that the brand had a personality (answered 'yes') compared to those who didn't (answered 'no'). The results showed that for those who believed the brand had a personality, all dependent variables had significant higher levels (p<0.01) than those who believed it did not have a brand personality. To determine insight into the second form of brand personality, the

influences of the independent variables on brand personality gender are investigated next.

7.8.3 The Influence of Independent Variables on Brand Personality Gender

Brand personality gender (BPG) consists of male and female brand personality gender. The results of overall BPG were analysed to gain insight into which combinaitons would create the most gender associations and is discussed first. Later, the influence of the independent variables on the male and female BPG dimensions are analysed separately to gain insight per respective gender. The influence of the independent variables on the overall BPG is represented by the hypothesis in Table 7.20.

Table 7.20: Brand Personality Gender Overall		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality gender.	Rejected

The results showed that the overall BPG was influenced by a three-way interaction effect (F=2.4; p<0.1; p=0.092) and independently by a one-way effect of communication appeal (F=3.17; p<0.1; p=0.076).

The three-way interaction and one-way effect show that although non-significant, during celebrity exposure (male or female), the exposure to the emotional appeal resulted in higher levels of BPG than the rational appeal for both high and low product involvement levels (see Figure 7.21).

The matchup effect was again confirmed. This is because when no-celebrity exposure was presented in the smartphone stimuli, exposure to the emotional appeal resulted in a significantly higher level of BPG (x=3.82) than the rational appeal (x=3.42). For the smartwatch the inverse occurred as exposure to the rational appeal, resulted in a higher level of BPG (x=3.62) than the emotional appeal (x=3.34) (although not significant). The pattern for all combinations of the smartphone combined with the rational appeal mimicked the pattern of the smartwatch combined with the emotional appeal. Likewise, the pattern for all combinations for the smartphone and emotional appeal mimicked the smartwatch and rational appeal combination's pattern. The one-way effect of communication appeal illustrated that

exposure to the emotional appeal resulted in a higher level of overall BPG (x=3.58) than the rational appeal exposure (x=3.44).

Figure 7.21: Three-way Interaction Effect Influencing Brand Personality Gender
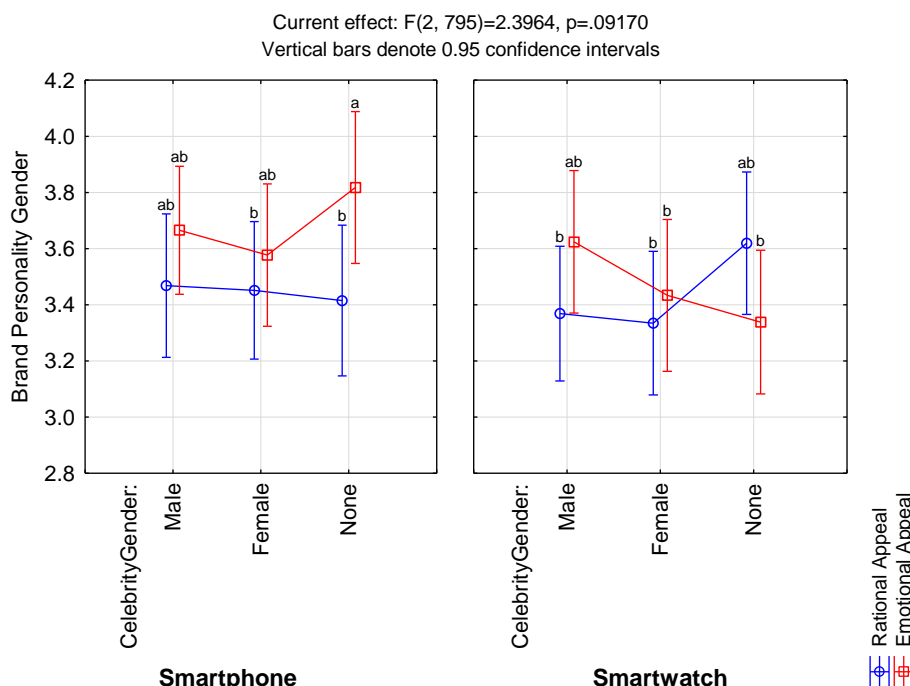
Therefore $H_O1.2$ was rejected because overall BPG was influenced by interaction effects (d) and the one-way effect of communication appeal (b).

7.8.3.1 Male Brand Personality Gender

The influence of the independent variables on the male BPG is represented by the hypothesis in Table 7.21.

Table 7.21: Male Brand Personality Gender		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.2.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence male brand personality gender.	Rejected

Further investigation of the BPG components separately show that the male BPG was influenced independently by the one-way effects of celebrity gender (F=7.44; p<0.001) and communication appeal (F=6.34; p<0.05).

The level of male BPG was significantly lower for female celebrity exposure (x=3.70) compared to both the male (x=4.04) and no-celebrity exposure (x=4.10) as the latter two exposures were not statistically significantly different (see Figure 7.22).

Figure 7.22: One-way Effect of Celebrity Gender on Male Brand Personality Gender

Current effect: F(2, 795)=7.4426, p=.00063
Vertical bars denote 0.95 confidence intervals
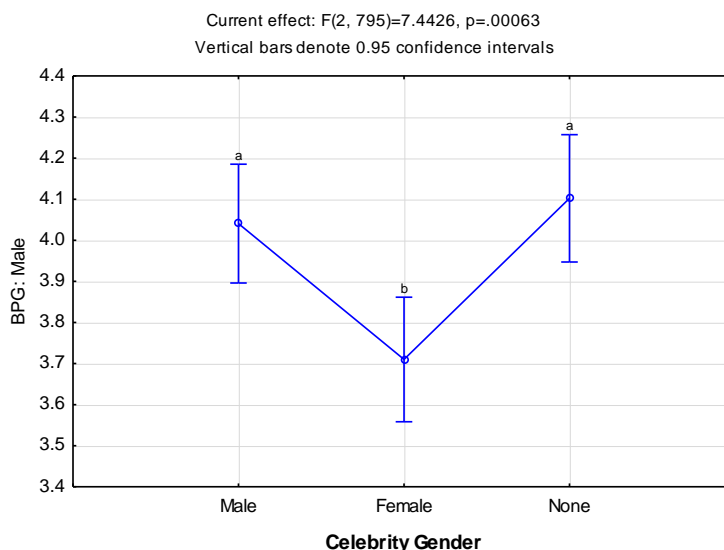
The lower level of male BPG during female celebrity exposure shows the transfer of celebrity gender associations to BPG and the malleability of the latter construct to exposure towards the opposite sex. The exposure to the rational appeal also resulted in a higher level of male BPG (x=4.06) than the emotional appeal (x=3.84).

Consequently, $H_O1.2.1$ was rejected because male BPG was influenced by the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.3.2 Female Brand Personality Gender

The influence of the independent variables on the female BPG is represented by the hypothesis in Table 7.22.

Table 7.22: Female Brand Personality Gender		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.2.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence female brand personality gender.	Rejected

Female BPG was influenced by a three-way interaction effect (F=5.43; p<0.05), a two-way interaction effect between product involvement and communication appeal (F=3.90; p<0.05), and independently by one-way effects of product involvement (F=6.60; p<0.05) and communication appeal (F=27.48; p<0.001).

The three-way interaction effect illustrated that the female BPG was consistently higher for the emotional appeal than the rational appeal for all independent variable combinations, but this was not true for the smartwatch when no celebrity was presented. The former supports the one-way effect of communication appeal whereby the exposure to the emotional appeal resulted in a higher level of femininity (x=3.31) than the rational appeal (x=2.82) (see Figure 7.23).

Figure 7.23: Three-way Interaction Effect Influencing Female Brand Personality Gender
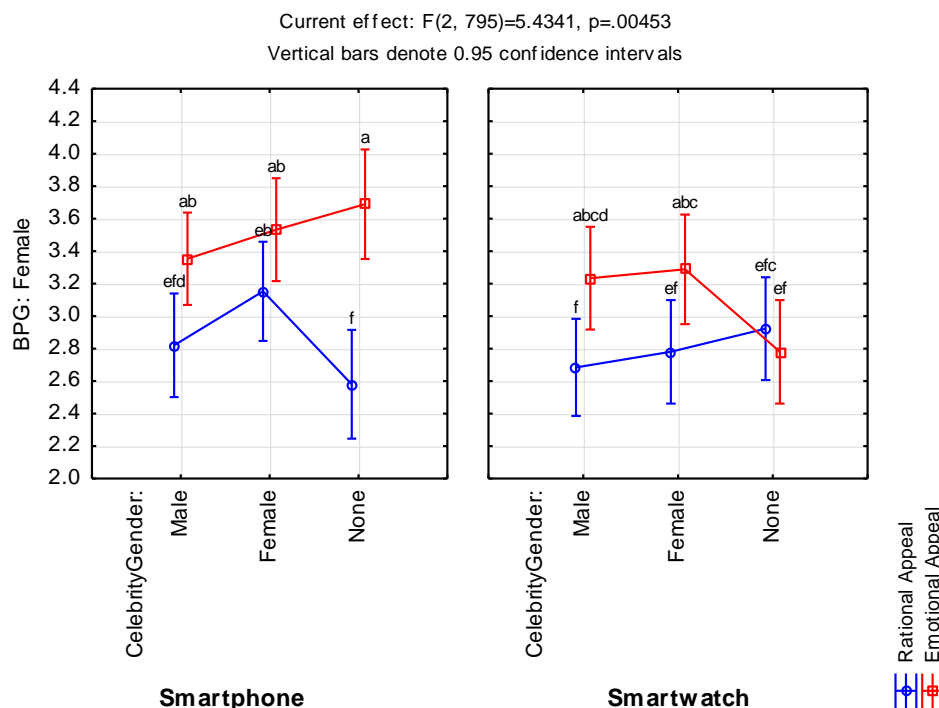
The two-way interaction effect between product involvement and communication appeal showed that during the emotional appeal, the exposure to the smartphone resulted in a higher level of femininity than the smartwatch. The two-way interaction effect therefore supports the three-way interaction's notion for the emotional appeal exposure to result in higher levels of femininity for the smartphone than the smartwatch (see Figure 4 Appendix J). The two-way interaction effect is synonymous with the one-way effect of product involvement showing that exposure to the smartphone resulted in a higher level of female BPG (x=3.19) than the smartwatch (x=2.95). Differences due to celebrity gender were illustrated where, during the smartphone and rational appeal exposure, the female BPG was at a significantly higher level for the female celebrity (x=3.15) than no-celebrity (x=2.58) exposure. The same effect as the finding in the previous sentence occurred for the smartphone

for the exposure to the male celebrity (x=2.82) compared to no-celebrity exposure (x=2.58), but was not significant. A similar effect to the findings in the previous sentence occurred for the smartwatch and the emotional appeal, whereby both the female celebrity exposure (x=3.29) and male celebrity exposure (x=3.23) resulted in a significantly higher level of female BPG than no-celebrity (x=2.78) exposure. For the smartphone and the emotional appeal, there were no significant differences in female BPG across the any combination of celebrity exposure (male celebrity, female celebrity, or no celebrity). However, the results did indicate a decreasing pattern whereby male celebrity exposure resulted in the lowest level of female BPG (x=3.35), followed by female celebrity (x=3.53) and no-celebrity exposure (x=3.69). The same pattern as the finding in the previous sentence was prevalent for the smartwatch and the rational appeal (male celebrity x=2.68, female celebrity x=2.78, no celebrity x=2.92).

The *matchup* effect was again confirmed because during no-celebrity exposure, the exposure to the emotional appeal resulted in a higher level of femininity for the smartphone (x=3.69) than the smartwatch (significant) (x=2.78) and the rational appeal created exposure resulted in a higher level of femininity for the smartwatch (x=2.92) than the smartphone (not significant) (x=2.58). The *appeal strength effect* was also confirmed. This is because during no-celebrity exposure, the difference between the rational and emotional appeal for the smartphone was significant, whereby the exposure to the emotional appeal resulted in a higher level of femininity (x=3.69) than the rational appeal (x=2.58). However, for the smartwatch there was no significant difference between appeals, but the exposure to the emotional appeal did result in a higher level of femininity (x=2.78) than the rational appeal (x=2.92).

Additionally, Aaker's (1997) brand personality 'feminine' and 'masculine' scale items as well as the corresponding 'sophistication' and 'ruggedness' dimensions were found to be respectively different to Grohmann's (2009) 'male' and 'female' brand personality gender. This is because the means were significantly different (P<0.001) and the effects of the independent variables on Aaker's (1997) and Grohmann's (2009) dimensions differed. For descriptive insight, the mean of the total sample for the overall BPG was 3.51, for male BPG it was 3.95 and for female BPG it was 3.06.

Consequently, $H_{O1.2.2}$ was rejected as female BPG was influenced by interaction effects (d), and the one-way effects of communication appeal (b) and product involvement (c).

7.8.3.2.1 Additional Brand Personality Gender Insights

Similar to the additional insights for BP, one-way ANOVAs were conducted to gain additional BPG insights. The tests determined whether there were differences in all the dependent variables for respondents' gender perceptions. Thus differences in all the dependent variables were determined for those who believed the brand was masculine or feminine to gain insight into the influence of brand gender perceptions.

Insights into brand gender perceptions revealed that when the brand was rated as masculine, the brand had a significantly higher level of overall brand personality than when it was rated as feminine ($p<0.01$). Likewise, when the brand was perceived to be masculine, it had higher levels of sincerity, excitement, competence and ruggedness ($p<0.01$). The inverse was true for sophistication as sophistication was at a higher level for a feminine brand ($p<0.01$). When the brand was rated masculine, male BPG was at a significantly higher level than when the brand was rated feminine ($p<0.01$). When the brand was rated feminine, the female BPG was also at a significantly higher level ($p<0.01$) than when the brand was rated masculine.

Insight into consumer responses and gender found that brand involvement was not significantly different when the brand was rated masculine or feminine, but product involvement was shown to be at a higher level when the brand was considered to be female than male ($p<0.01$). As brand personality appeal is also a form of brand personality, the influence of the independent variables on brand personality appeal was analysed and the outcomes are discussed next.

7.8.4 The Influence of the Independent Variables on Brand Personality Appeal

The influence of the independent variables on overall brand personality appeal was analysed first to gain insight into the concepts dynamics from an overall perspective. Later on the independent variables' influences on the brand personality appeal dimensions are explained to provide greater insight into how brand personality appeal could be influenced. The influence of the independent variables on the brand personality appeal (BPA) overall was represented by the hypothesis in Table 7.23.

Table 7.23: Brand Personality Appeal Overall		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O 1.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal.	Rejected

The overall BPA was influenced by a three-way interaction effect (F=3.80; p<0.05), and independently by a one-way effect of celebrity gender (F=2.90; p<0.1; p=0.055).

The three-way interaction effect showed that for the smartphone and the rational appeal, exposure to the male celebrity resulted in a significantly higher level of BPA (x=5.57), than both no-celebrity (x=5.23) or female (x=5.10) celebrity exposure, as the latter two exposures were not statistically significantly different from one another. However, exposure to the female celebrity did result in a lower level of appeal than no exposure (see Figure 7.24). The same pattern as the former finding whereby the male celebrity exposure resulted in a higher level of overall BPA for the smartphone was mimicked for the smartwatch and the emotional appeal, but exposure to the male (x=5.29) did not create a significantly higher level of overall BPA than no-celebrity (x=5.14) or female celebrity exposure (x=5.10).

Figure 7.24: Three-way Interaction Effect Influencing Brand Personality Appeal
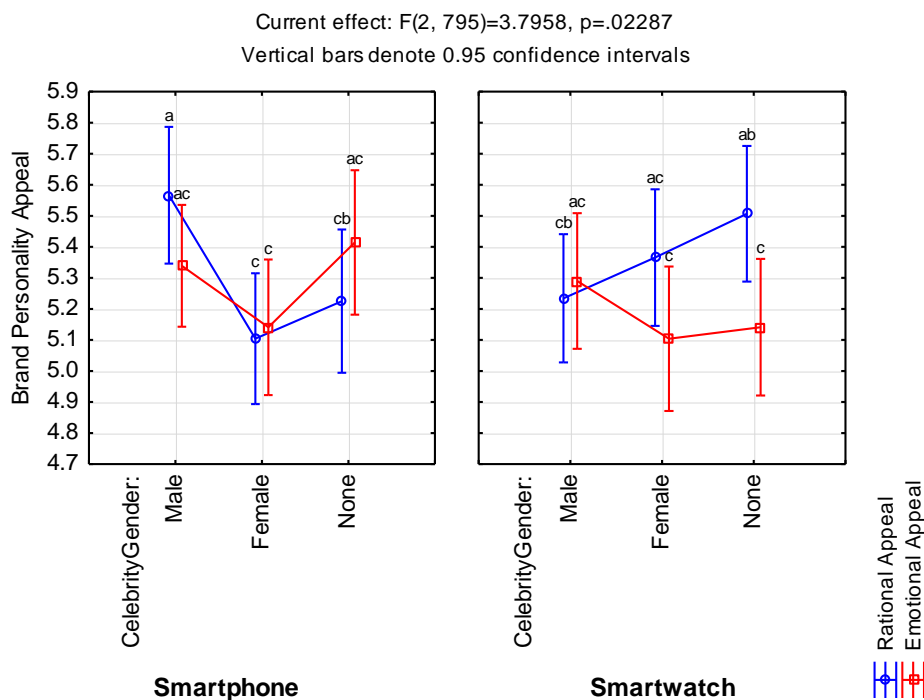
Current effect: F(2, 795)=3.7958, p=.02287
Vertical bars denote 0.95 confidence intervals

For the smartphone and the emotional appeal, the female celebrity exposure resulted in a lower level of BPA (x=5.14) than both male celebrity (x=5.34) and no-celebrity

exposure (x=5.41) although not significantly. For the smartwatch and the rational appeal, the male celebrity exposure resulted in a lower level of overall BPA (x=5.23) than no-celebrity exposure (x=5.51), with female celebrity exposure also resulting in a lower level of BPA (x=5.37) than no exposure (none of the differences were significant).

The matchup effect was confirmed again because during no-celebrity exposure, for the emotional appeal, the exposure to the smartphone resulted in a higher level of BPA (x=5.41) than the smartwatch (not significant)(x=5.14), and for the rational appeal, the smartwatch exposure resulted in a higher level of BPA (x=5.51) than the smartphone (not significant)(x=5.23). The *appeal strength effect* was confirmed again because during no-celebrity exposure, the difference between the rational and emotional appeal for the smartwatch was significant (rational x=5.50; emotional x=5.14), whereas for the smartphone it was not (rational x=5.22; emotional x=5.41).

The one-way gender effect was similar to the overall celebrity *gender effect* pattern in the study but mimicked the one-way gender effect pattern on the BP excited dimension as exposure to the female celebrity resulted in a significantly lower level of BPA (x=5.18) than male celebrity (x=5.34), but none of two genders were significantly different to no-celebrity exposure (x=5.32).

Therefore, $H_O1.3$ was rejected as the interaction effects (d) and the one-way effect of celebrity gender (a) influenced BPA. To get greater clarity on the BPA dynamics, additional analyses were conducted into the effects of the BBTs on BPA dimensions of clarity, favourability and originality and the results are discussed next.

7.8.4.1 Brand Personality Appeal Clarity

The influence of the independent variables on the BPA clarity is represented by the hypothesis in Table 7.24.

Table 7.24: Brand Personality Appeal Clarity		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal clarity.	Rejected

BPA clarity was independently influenced by the one-way effects of celebrity gender (F=2.72; p<0.1; p=0.067) and product involvement (F=3.72; p<0.1; p=0.054). The

one-way celebrity gender effect mimicked the pattern created on overall BPA by the one-way celebrity gender effect as exposure to a female celebrity resulted in a lower level of BPA clarity (x=5.20) than both the male (x=5.37) and no-celebrity exposure (x=5.38). In the one-way gender effect, none of the gender combinations were statistically significantly different from one another. The exposure to the smartphone resulted in a higher level of BPA clarity (x=5.38) than the smartwatch (x=5.26).

Hence, $H_O1.3.1$ was rejected was because BPA clarity was influenced by celebrity gender (a) and product involvement (c).

7.8.4.2 Brand Personality Appeal Favourability

The influence of the independent variables on the BPA favourability is represented by the hypothesis in Table 7.25.

Table 7.25: Brand Personality Appeal Favourability		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.3.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal favourability.	Rejected

The BPA favourability dimension was influenced by a three-way interaction effect (F=5.54; p<0.05), a two-way interaction effect between communication appeal and product involvement (F=4.99; p<0.05), and independently by a one-way effect of product involvement (F=4.26; p<0.05).

The three-way interaction effects on BPA familiarity created a pattern that is similar to the pattern created by the three-way interaction effects on overall BPA. The three-way interaction effect showed that for the smartphone and the rational appeal, exposure to the male celebrity resulted in a significantly higher level of BPA favourability (x=5.96), compared to both female (x=5.51) and no-celebrity exposure (x=5.51) as the latter two exposures were not statistically significantly different from one another (see Figure 7.25).

The same pattern of the finding mentioned in the previous paragraph occurred for the smartwatch and the emotional appeal, but exposure to the male celebrity did not result in a significantly higher level of BPA favourability than female or no-celebrity exposure. Another pattern illustrated that during the smartphone and emotional appeal exposure, there were no significant differences across any type of celebrity

exposure (male celebrity x=5.71, female celebrity x=5.59, or no celebrity x=5.86), but the results did indicate that celebrity exposure (male or female) resulted in lower levels of BPA favourability than no-celebrity exposure. The same pattern of combination points of the finding in the previous sentence was mimicked for the smartwatch and the rational appeal whereby male celebrity exposure resulted in the lowest level of BPA favourability (x=5.53), followed by the female (x=5.68) and then no celebrity (x=5.81).

Figure 7.25: Three-way Interaction Effect Influencing Brand Personality Appeal Favourability
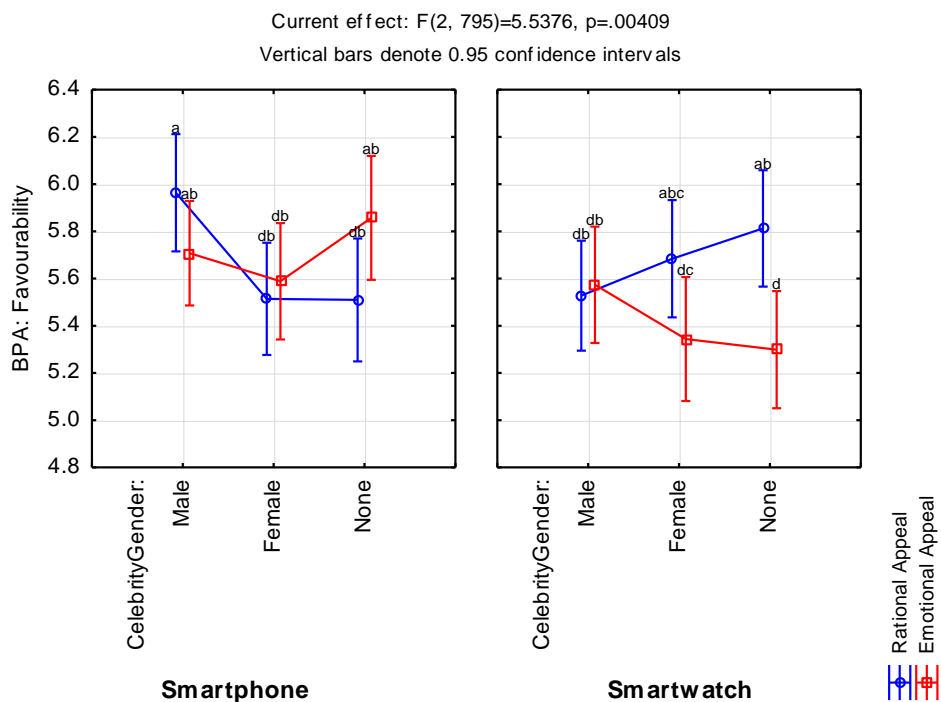
The matchup effect was again confirmed. This is because during no-celebrity exposure, the emotional appeal exposure resulted in a significantly higher level of BPA favourability for the smartphone (x=5.86) than the smartwatch (x=5.30), and exposure to the rational appeal resulted in a significantly higher level of BPA favourability for the smartwatch (x=5.81) than the smartphone (x=5.51). The *appeal strength effect* also occurred again because during no-celebrity exposure, the difference between the rational (x=5.81) and emotional appeal (x=5.30) for the smartwatch was significant, whereas for the smartphone it was not (rational x=5.51; emotional x=5.86). The three-way interaction effects also illustrated the two-way interaction effect between product involvement and communication appeal whereby exposure to the emotional appeal resulted in a significantly lower level of BPA

favourability for the smartwatch (x=5.41) than the smartphone (x=5.71) (see Figure 5 Appendix J).

The one-way product involvement effect illustrated that the exposure to the smartphone resulted in a higher level of BPA favourability (x=5.69) than the smartwatch (x=5.54). For greater insight in the BPA favourability three-way interaction effects plotted from an alternative perspective of celebrity gender and communication appeal, see Appendix J. The alternative perspective provided illustrated the gender pattern occurring for the salient association that could be compared to the less-salient demonstration pattern of down-to-earthness.

Consequently, $H_O1.3.2$ was rejected because BPA favourability was influenced by interaction effects (d) and the one-way effect of product involvement (c).

7.8.4.3 Brand Personality Appeal Originality

The influence of the independent variables on the BPA originality is represented by the hypothesis in Table 7.26.

Table 7.26: Brand Personality Appeal Originality		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O1.3.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand personality appeal originality.	Rejected

The BPA originality dimension was influenced by a two-way interaction effect between celebrity gender and product involvement (F=3.9; p<0.05), and independently by one-way effects of celebrity gender (F=2.85; p<0.1; p=0.058) and product involvement (F=10.05; p<0.05).

The two-way interaction effect showed that the level of BPA originality was at a significantly lower level during female celebrity compared to male and no-celebrity exposure but only for the smartphone (x=4.20) (see Figure 7.26). The one-way effect of celebrity gender mimicked the overall BPA's gender pattern as only female celebrity exposure resulted in a lower level of BPA originality (x=4.52) compared to male (x=4.76) and no-celebrity exposure (x=4.76) because the latter two exposures were not significantly different. The product involvement effect showed that the smartwatch exposure (x=4.53) resulted in a higher level of BPA originality than the smartphone (x=3.83).

Figure 7.26: Two-way Interaction Effect on Brand Personality Appeal Originality

Current effect: F(2, 795)=3.9088, p=.02045
Vertical bars denote 0.95 confidence intervals
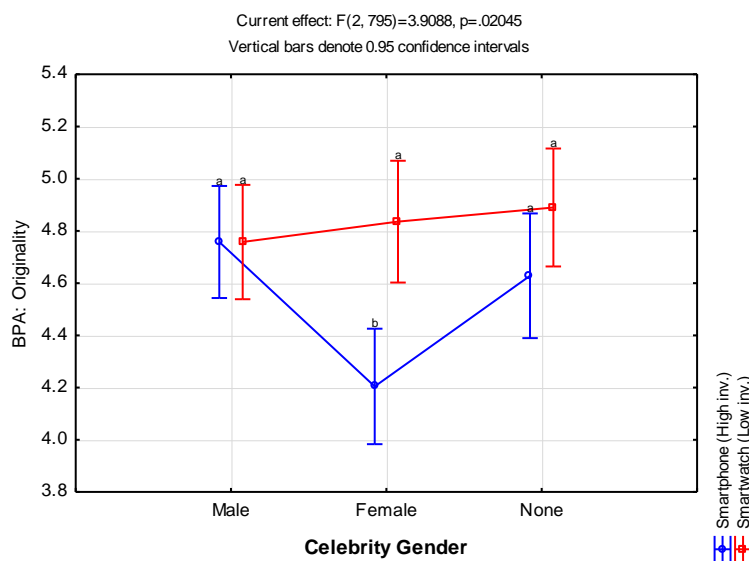
Therefore, $H_O1.3.3$ was rejected because BPA originality was influenced by interaction effects (d) and the one-way effects of celebrity gender (a) and product involvement (c). For descriptive insight, the mean of the overall BPA was 5.26. The mean for BPA clarity was 5.32, for BPA favourability it was 5.62 and for BPA originality it was 4.67, indicating the salience hierarchy of the BPA dimensions.

As the influences of the independent variables on brand personality and its appeal and gender dimensions were investigated in the previous sections, the analyses of the effects of the independent variables on consumer responses are analysed in the next sections. Thus, the influence of independent variables on the first consumer response of brand involvement is reported on next.

7.8.5 The Influence of the Independent Variables on Brand Involvement

The influence of the independent variables on brand involvement (BINV) is represented by the hypothesis in Table 7.27.

Table 7.27: Brand Involvement		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
H_O2	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence brand involvement.	Rejected

Brand involvement was influenced by a three-way interaction (F=2.99; p<0.1; p=0.051), a two-way interaction effect between communication appeal and product

involvement (F=4.97; p<0.05), and independently by one-way effects of product involvement (F=57.62; p<0.001) and celebrity gender (F=2.74; p<0.1; p=0.065).

The three-way interaction effect supported the one-way effect of product involvement as regardless of celebrity gender (male celebrity, female celebrity or no celebrity) and appeal (rational or emotional), the exposure to the smartphone resulted in higher levels of BINV than the smartwatch (see Figure 7.27).

Figure 7.27: Three-way Interaction Effect Influencing Brand Involvement
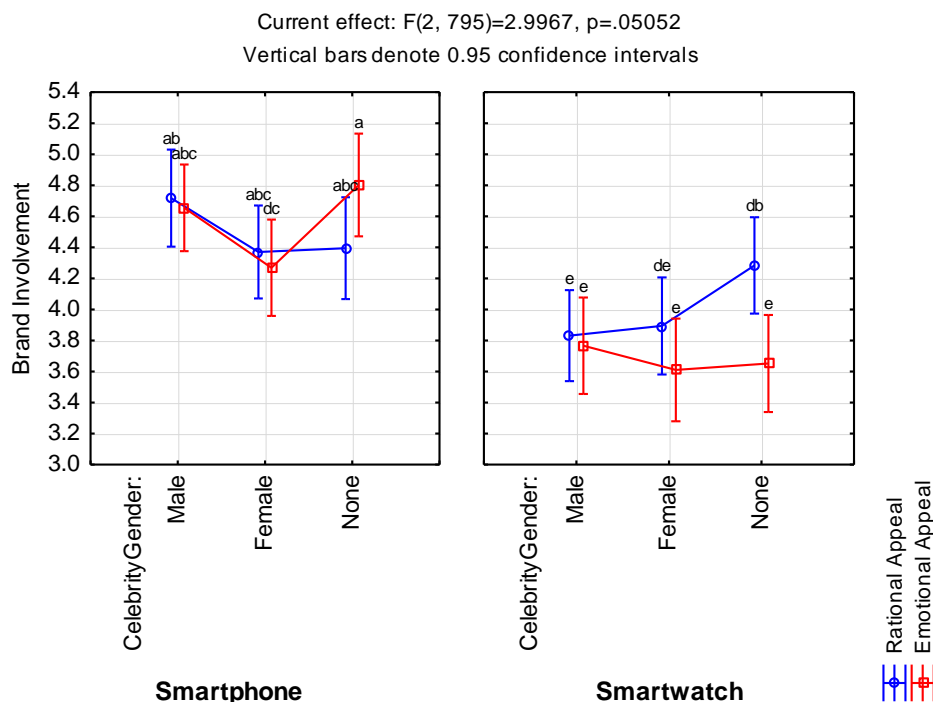
For the smartphone and the rational appeal, the male celebrity exposure (x=4.72) compared to both the female (x=4.37) and no-celebrity (x=4.39) exposure resulted in a higher level of BINV (not significant), which was mirrored for the smartwatch and the emotional appeal (male celebrity x=3.77, female celebrity x=3.61, no celebrity x=3.65). For the smartphone and the emotional appeal, the female celebrity exposure resulted in a significantly lower level of BINV (x=4.27) than both male (x=4.65) and no-celebrity exposure (x=4.80) and the latter two exposures were not significantly different from one another. For the smartwatch, the previous effect was slightly different whereby during the rational appeal, and compared to no celebrity (x=4.28), the female celebrity exposure resulted in a lower level of BINV (not significant) (x=3.89), and the male celebrity exposure resulted in a significantly lower level of BINV (x=3.83) than no celebrity.

During no-celebrity exposure for the smartphone, the emotional appeal exposure resulted in a higher level of BINV (x=4.80) than the rational appeal (x=4.39), which was inversed for the smartwatch as the rational appeal exposure resulted in a higher level of BINV (x=4.28) than the emotional appeal (x=3.65), illustrating the *matchup effect*. The *appeal strength effect* was also confirmed because during no-celebrity exposure; there was a significant difference between the rational (x=4.28) and emotional appeal (x=3.65) for the smartwatch, but an insignificant difference between the rational (x=4.39) and emotional (x=4.80) appeal for the smartphone. Thus, the difference between appeals was bigger for the smartwatch than the smartphone during no-celebrity exposure. The two-way interaction effect showed that for the smartwatch, the emotional appeal exposure resulted in a significantly lower level of BINV (x=3.68) than the rational appeal exposure (x=4.00), and no significant differences were found for the smartphone (see Figure 6, Appendix J). However, the means indicated that the emotional appeal exposure resulted in a higher level of BINV (x=4.57) than the rational appeal (x=4.49). The one-way effect of celebrity gender illustrated that exposure to the female celebrity resulted in a lower level of BINV (x=4.06) than both the male (x=4.25) and no-celebrity exposure (x=4.27), but was not significant, mirroring the one-way *celebrity gender effect* pattern on overall BPA. The one-way effect of product involvement illustrated that exposure to the smartphone resulted in a higher level of BINV (x=4.53) than the smartwatch (x=3.83).

Accordingly, H_{O2} was rejected as BINV was influenced by interaction effects (d), and the one-way effects of celebrity gender (a) and product involvement (c).

7.8.5.1 The Influence of the Independent Variables on Product Involvement as Confirmation of Manipulations and Extra Insight

For the total sample, there was a one-way effect of product involvement or type (measured dichotomously) on product involvement (PINV) (measured continuously) (F=673.21; p<0.001), and a one-way effect of communication appeal (F=2.93; p<0.1; p=0.088).

The findings showed the effectiveness of the product involvement stimulus, whereby the smartphone was expected to create a significantly higher level of PINV (x=5.32) than the smartwatch (x=2.86). There was a 95% certainty that the involvement rating for the smartphone ranged between 5.0 and 5.5, whereas for the smartwatch it was between 2.5 and 3.0, indicating a successful manipulation. Exposure to the rational

appeal resulted in a higher level of PINV (x=4.17) than exposure to the emotional appeal (x=4.00).

The influence of the independent variables on the second consumer response, namely consumer attitude, was investigated next. The analyses of the influence of the independent variables on attitude towards the brand is analysed first, followed by the discussions of the influence of the independent variables on attitude towards the advert.

7.8.6 The Influence of the Independent Variables on Attitudes towards the Brand

The influence of the independent variables on attitude towards the brand is represented by the hypotheses in Table 7.28. More specifically, the influence of the independent variables on the combined, separated (utilitarian and hedonic) and overall brand attitudes are discussed in this section.

Table 7.28: Utilitarian, Hedonic and Overall Attitude Towards the Brand		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_O3.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the combined utilitarian and hedonic attitudes towards the brand.	Rejected
$H_O3.1.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the utilitarian attitudes towards the brand.	Rejected
$H_O3.1.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the hedonic attitudes towards the brand.	Rejected
$H_O3.1.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the overall attitudes towards the brand.	Rejected

Attitude towards the brand was investigated from a combined perspective as well as the separate components to obtain maximum insight into the construct. This was followed by an investigation at an overall view on attitude provided by a scale designed to measure the general attitude regardless of utilitarian-hedonic nature. The same approach was followed for attitude towards the advert analysed later on (see Section 7.8.7). Utilitarian and hedonic attitudes towards the brand were formed by combining the utilitarian and hedonic dimensions, and were deemed acceptable as the attitude components were part of the same scale. This section discusses the

combined perspective while the next section discusses the respective unique dimensions.

Utilitarian and hedonic attitude towards the brand (combined) was influenced by a two-way interaction effect between the communication appeal and product involvement (F=5.53; p<0.05), a two-way interaction effect between celebrity gender and product involvement (F=2.67; p<0.1; p=0.070) and independently by one-way effects of celebrity gender (F=3.82; p<0.05) and product involvement (F=6.50; p<0.05).

The two-way interaction effect between product involvement and communication appeal illustrated that for the smartwatch, brand attitude was at a significantly lower level for exposure to the emotional appeal (x=4.91) than the rational appeal (x=5.11) (see Figure 7.28). The inverse pattern was present for the smartphone as the exposure to the emotional appeal resulted in a higher level of brand attitude (x=5.23) than the rational appeal (x=5.13); however the difference was not significant.

Figure 7.28: Two-way Interaction Effect on Combined Brand Attitude
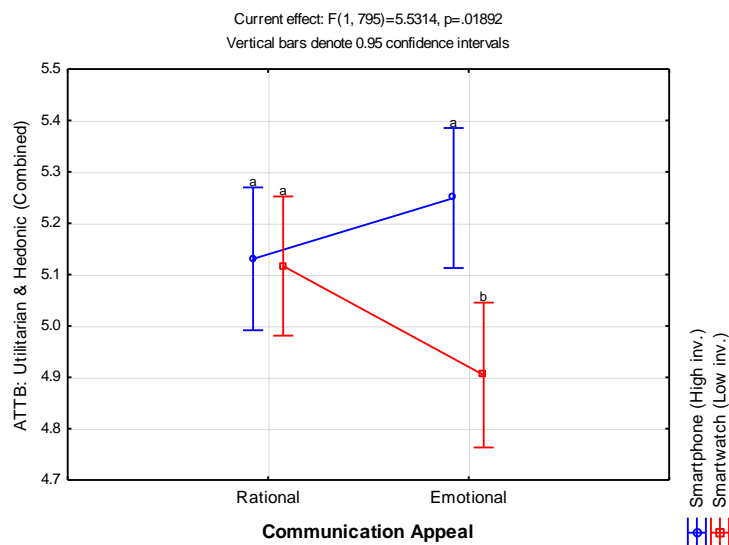
The two-way interaction effect between product involvement and celebrity gender illustrated that for the smartwatch there were no significant differences across celebrity exposure (see Figure 7.29). For the smartphone, exposure to a male celebrity resulted in a significantly higher level of brand attitude (x=5.38) compared to female (x=5.02) celebrity but not to celebrity exposure (x=5.17), indicating that if there was greater statistical power, the effect of male exposure could have been significant compared to no-celebrity exposure.

Figure 7.29: Two-way Interaction Effect on Combined Brand Attitude

Current effect: F(2, 795)=2.6734, p=.06964
Vertical bars denote 0.95 confidence intervals
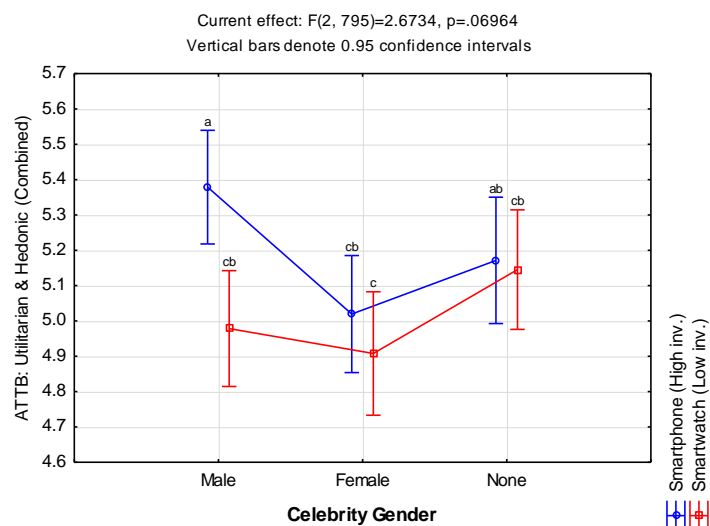
The one-way effect of celebrity gender exhibited a similar pattern to the *celebrity gender effect* pattern as exposure to the female celebrity resulted in a significantly lower level of brand attitude (x=4.96) than both the male (x=5.18) or no-celebrity exposure (x=5.16), as the latter two exposures were not statistically significantly different from one another. The one-way product involvement effect illustrated that exposure to the smartphone resulted in a higher level of brand attitude (x=5.19) than the smartwatch (x=5.01).

Consequently, $H_O3.1$ was rejected because the combined utilitarian and hedonic attitude towards the brand was influenced by interaction effects (d), and the one-way effects of celebrity gender (a) and product involvement (c).

7.8.6.1 Utilitarian Attitude towards the Brand

The influence of the independent variables on utilitarian attitude towards the brand (UATTB) is represented by the hypothesis in Table 7.28. Investigation into the utilitarian components of brand attitude showed that it was influenced by a two-way interaction effect between celebrity gender and product involvement (F=3.22; p<0.05), and independently by all three one-way effects of celebrity gender (F=8.16; p<0.001), communication appeal (F=6.71; p<0.05), and product involvement (F=17.83; p<0.001).

The two-way interaction effect illustrated that for the smartphone, the UATTB was significantly lower for the female celebrity exposure (x=5.00), compared to male (x=5.38) or no-celebrity exposure (x=5.29) (the latter two exposures were not

significantly different from one another) (see Figure 7.30). For the smartwatch, any type of celebrity exposure, being it male (x=4.83) or female (x=4.76) compared to no-celebrity exposure (x=5.17), resulted in significantly lower levels of UATTB.

Figure 7.30: Two-way Interaction Effect on Utilitarian Brand Attitude
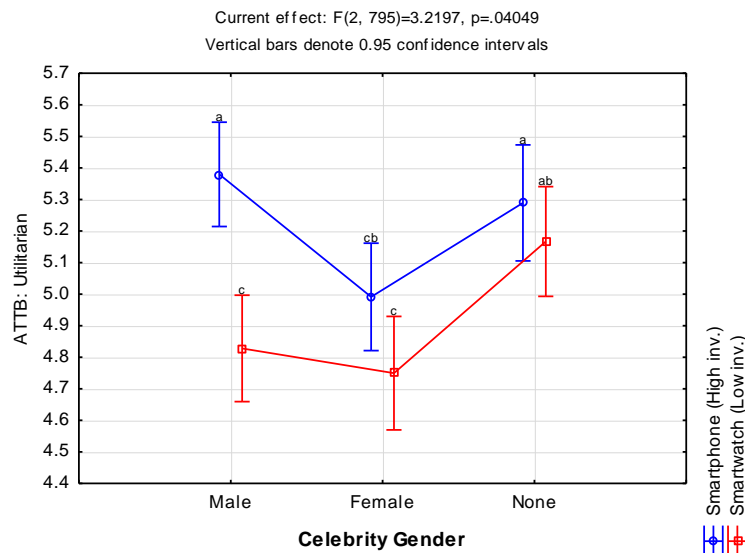
The previous effect whereby the female celebrity exposure resulted in a lower level of UATTB than male or no celebrity for the smartphone was supported by the one-way effect of celebrity gender. This is because the female celebrity exposure resulted in a significantly lower level of utilitarian brand attitude (x=4.87) than both male (x=5.10) and no-celebrity exposure (x=5.23) as the latter two exposures were not statistically significantly different from one another. Also, the two-way interaction effect demonstrated that exposure to the smartphone consistently resulted in higher levels of UATTB than the smartwatch, and was supported by the one-way product involvement effect (smartphone x=5.22; smartwatch x=4.91). The one-way effect of communication appeal demonstrated that exposure to the rational appeal resulted in a higher level of UATTB (x=5.16) than the emotional appeal (x=4.17).

$H_O3.1.1$ was rejected as UATTB was influenced by interaction effects (d), and the one-way effects of celebrity gender (a), communication appeal (b), and product involvement (c).

7.8.6.2 Hedonic Attitude towards the Brand

The influence of the independent variables on hedonic attitude towards the brand (HATTB) is represented by the hypothesis in Table 7.28. The hedonic component of

brand attitude was only influenced by a two-way interactions effect between communication appeal and product involvement (F=7.96; p<0.05).

The two-way interaction effect demonstrated that for the smartphone, the exposure to the emotional appeal resulted in a significantly higher level of HATTB (x=5.00) than the rational appeal (x=5.34). The inverse of the previous effect was observed for the smartwatch whereby exposure to the rational appeal resulted in a higher level of HATTB (x=5.17) than the emotional appeal (x=5.04) (effect was not significantly different) (see Figure 7.31).

Figure 7.31: Two-way Interaction Effect on Hedonic Brand Attitude

Current effect: F(1, 795)=7.9645, p=.00489
Vertical bars denote 0.95 confidence intervals
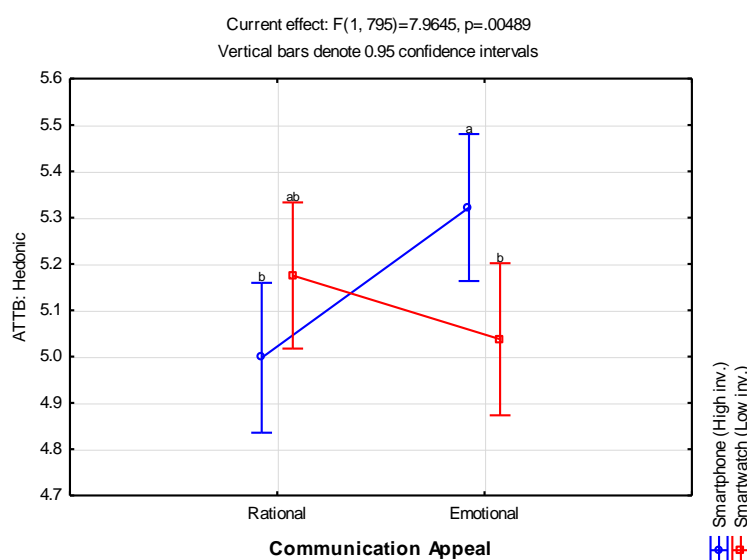
Accordingly, $H_{O}3.1.2$ was rejected as HATTB was influenced by interaction effects (d).

7.8.6.3 Overall Attitude towards the Brand

The influence of the independent variables on overall attitude towards the brand (OATTB) is represented by the hypothesis in Table 7.28. The OATTB was only influenced by the one-way effect of communication appeal (F=5.54; p<0.05).

The one-way effect of communication appeal is displayed in Figure 7.32 to highlight the pattern, as the same effect was observed for the overall attitude towards the advert.

Exposure to the rational appeal resulted in a significantly higher level of OATTB (x=5.70) than the emotional appeal (x=5.50).

Figure 7.32: One-way Effect of Communication Appeal on Overall Brand Attitude

Current effect: F(1, 795)=5.5417, p=.01881
Vertical bars denote 0.95 confidence intervals
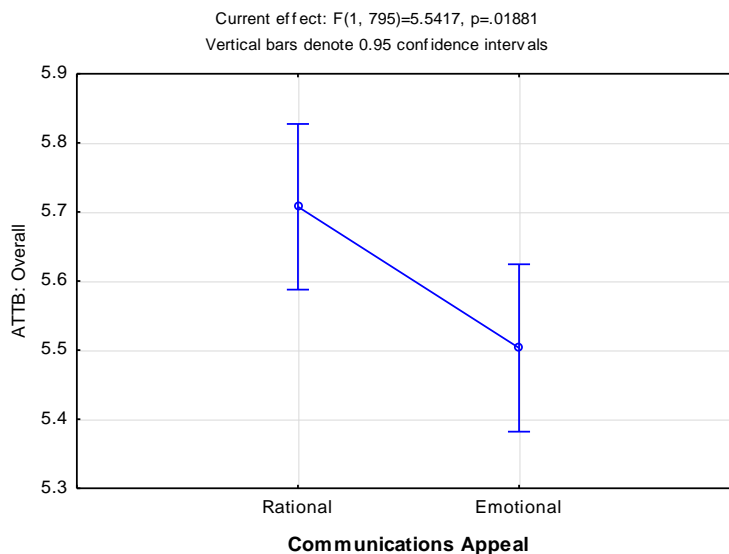
Therefore, $H_{O}3.1.3$ was rejected as OATTB was influenced by the one-way effect of communication appeal (b).

7.8.7 The Influence of the Independent Variables on Attitude towards the Advert

The cognitive and affective attitudes towards the advert was not pooled together to represent an overall attitude towards the advert because the scales were different, hence the cognitive and affective components were analysed separately. The influence of the independent variables on cognitive, affective and overall attitude towards the advert was represented by the hypotheses in Table 7.29.

Table 7.29: Cognitive, Affective and Overall Attitude Towards the Advert		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
$H_{O}3.2.1$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the cognitive attitudes towards the advert.	Rejected
$H_{O}3.3.2$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the affective attitudes towards the advert.	Rejected
$H_{O}3.3.3$	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence the overall attitudes towards the advert.	Rejected

Affective response towards the advert was also investigated to provide additional insight into consumers' hedonic advert perceptions.

7.8.7.1 Cognitive Attitude towards the Advert

The influence of the independent variables on cognitive attitude towards the advert (CATTA) is represented by the hypothesis in Table 7.29. The CATTA was independently influenced by all three one-way effects of celebrity gender (F=10.09; p<0.001), communication appeal (F=14.93; p<0.001) and product involvement (F=3.68; p<0.1; p=0.056).

The one-way effect of celebrity gender demonstrated that the exposure to the female celebrity resulted in a significantly lower level of cognitive advert attitude (x=4.30), compared to male (x=4.72) and no-celebrity exposure (x=4.64) as the latter two exposures were not statistically significantly different from one another. The one-way effect of communication appeal showed that the rational appeal exposure resulted in a higher level of CATTA (x=4.71) than the emotional appeal (x=4.39). The one-way product involvement effect illustrated that exposure to the smartphone resulted in a higher level of CATTA (x=4.63) than the smartwatch (x=4.47).

Accordingly, $H_{O}3.2.1$ was rejected as CATTA was influenced by celebrity gender (a), communication appeal (b), and by product involvement (c).

7.8.7.2 Affective Attitude towards the Advert

The influence of the independent variables on affective attitude towards the advert (AATTA) is represented by the hypothesis in Table 7.29. The affective dimension of attitude towards the advert was only influenced a one-way effect of celebrity gender (F=9.09; p<0.001). The level of AATTA was significantly higher for the male celebrity exposure (x=4.88), compared to both female (x=4.51) and no-celebrity exposure (x=4.48) as the latter two exposures were not statistically significantly different from one another.

$H_{O}3.3.2$ was rejected as AATTA was influenced by the one-way effect of celebrity gender (a).

7.8.7.3 Overall Attitude towards the Advert

The influence of the independent variables on overall towards the advert (OATTA) is represented by the hypothesis in Table 7.29. The OATTA was independently

influenced by the one-way effects of celebrity gender (F=9.55; p<0.001) and by communication appeal (F=3.47; p<0.1; p=0.063).

The level of OATTA was significantly higher during male celebrity exposure (x=4.61) than both female (x=4.05) and no-celebrity (x=4.25) exposure. Although the OATTA level was not significantly lower for the female celebrity exposure compared to no-celebrity exposure, the mean was lower, indicating the pattern's similarity to the *celebrity gender effect* pattern. Also, exposure to the rational appeal resulted in a higher level of OATTA (x=4.40) than the emotional appeal (x=4.20).

Accordingly, $H_{O3.3.3}$ was rejected because OATTA was influenced by the one-way effects of celebrity gender (a) and communication appeal (b).

7.8.7.3.1 The Influence of the Independent Variables on Affective Response to the Advert

The affective response to the advert was influenced by the one-way effect of celebrity gender (F=12.70; p<0.001). The one-way effect of celebrity gender mimicked the *celebrity gender effect* pattern as affective response was at a significantly higher level during male celebrity exposure (x=4.93) compared to both female (x=4.44) and no-celebrity exposure (x=4.62), with the latter two exposures not being statistically significantly different from one another. Although the difference between female celebrity exposure and no-celebrity exposure is not significant, the mean is lower, confirming similarity to the overall gender pattern.

To determine the influence of the independent variables on the third consumer response, the influences thereof on purchase intention is analysed next.

7.8.8 The Influence of the Independent Variables on Purchase Intention

The influence of the independent variables on purchase intention (PINT) is represented by the hypothesis in Table 7.30.

Table 7.30: Purchase Intention		
Hypothesis Number	**Hypothesis**	**Rejected or Not**
H_O5	Celebrity gender (a), communication appeal (b), product involvement (c), and the interaction between these variables (d) will not influence purchase intention.	Rejected

Purchase intention was independently influenced by the one-way effects of celebrity gender (F=2.81; p<0.1; p=0.061), communication appeal (F=8.79; p<0.05) and of product involvement (F=100.714; p<0.001).

The one-way effect of celebrity gender demonstrated a similar pattern to the *celebrity gender effect* pattern, but the differences between the levels of PINT for celebrity exposure were not significantly different. The female celebrity exposure resulted in the lowest level of PINT (x=3.55), followed by male celebrity exposure (x=3.77) and no-celebrity exposure (x=3.89). The exposure to the rational appeal resulted in a higher level of PINT (x=3.91) than the emotional appeal (x=3.56). The exposure to the smartphone resulted in a higher level of PINT (x=4.32) than the smartphone (x=3.14), and was proved to be a very large difference due to the difference between mean scores. The data showed with 95% confidence that the smartphone had a score that ranged between 4.16 and 4.49, and the smartwatch a score that ranged between 2.98 and 3.31. The one-way product involvement effect's pattern on purchase intention mimicked the influence of product involvement on the utilitarian and overall attitude towards the brand, as well as cognitive and overall attitude towards the advert.

Consequently, H_O5 was rejected as PINT was influenced by all three one-way effects of celebrity gender (a), communication appeal (b), and product involvement (c). To complement the three-way ANOVA analyses, additional analyses were conducted on the additional measures to obtain further insight into the data and are discussed next.

7.8.9 Additional Insights

To provide additional insights into dynamics of consumer behaviour, the influence of product-brand ownership, aspiration and respondent gender on all dependent variables were investigated. One-way ANOVAs were conducted for both the high and low product involvement level to test whether product-brand ownership, product-brand aspiration and respondent gender created differences among the dependent variables. Ownership effects were analysed solely for the smartphone due to the sample divide between products being too small for the smartwatch to get statistically correct differences.

Respondents who owned a Samsung smartphone exhibited significantly higher levels of the brand personality sub-dimension of imaginativeness and successfulness

(p<0.01); however, brand personality at its broadest level was not significantly different for ownership status (p>0.05). Respondents who owned a Samsung smartphone were found to have a significantly higher level of BINV (P<0.01) than non-owners, as indicated by the large difference in means of 5.22 and 3.98. Product involvement did not differ between owners and non-owners (p>0.05). For smartphone ownership, significantly higher levels of overall brand personality appeal, utilitarian, hedonic, and overall brand attitude, as well as cognitive, affective, overall attitudes towards the ad, affective response, and PINT was observed (p<0.01) than with non-ownership. Owners of a Samsung smartphone had a higher level of familiarity with the brand than non-owners (p<0.01).

The respondents who aspired to own the Samsung smartphone demonstrated significantly higher levels on all the dependent variables (p<0.05), except for the toughness BP sub-dimension and product involvement. Similar to the smartphone findings, those who aspired to own a smartwatch exhibited higher levels in all the dependent variables, including the BP dimensions and sub-dimensions (p<0.05), except for ruggedness and the corresponding sub-dimension of toughness (p>0.05).

Male respondents for both the smartphone and the smartwatch rated brand sincerity at a significantly higher level than female respondents (p<0.05). Male respondents also exhibited a higher ratings level of female BPG (p<0.05) than female respondents.

To justify the appropriateness of the variables selected for investigation and to gain basic insight into their relations, the correlations between the dependent variables were investigated. Also, the Coefficient of determination was investigated to gain a basic understanding of the amount of variance the communication effects had in building brand personality and effecting consumer responses.

7.8.9.1 Correlations between the Dependent Variables and the Coefficient of Determination

Bivariate correlations were conducted between the dependent variables for the total sample (see Appendix G). The strong positive relations between BP, BPA and BPG illustrated that the concepts had similar relational dynamics, which justifies the importance of studying the concepts together. The strong positive relations between

brand involvement, brand attitude, advert attitude and purchase intention also substantiate investigating the concepts of consumer responses together.

Brand personality's power is reflected in correlations as it had medium positive relations with attitude (e.g. for UATTB r=0.50) and a weak positive relation with PINT (r=0.39). The BPA hierarchy of effects on PINT supported the theoretical propositions (BPA clarity r=4.20; BPA favourability r=0.541; BPA originality r=0.49) The OATTB had medium positive relations with the OATTA (r=0.47), and the OATTA also had very strong positive relations with affective response (r=0.82). Also, the medium positive relation between BP and BINV (r=0.48) along with the weak positive relation of BINV with PINV (r=.54) supports the additional BP findings found earlier for BP to be an antecedent of involvement.

The coefficient of determination (R^2) explains the "proportion of the total variance of a variable accounted for by another variable" (Zikmund & Babin, 2010:595). The combined influence of the independent variables on the dependent variables was very low as indicated by the R-Squared scores in Appendix G. The R^2 was below 0.01 for most dependent variables, except for product involvement, where the influence was 0.465, and purchase intention, where the influence was 0.134. The high R^2 scores for PINV and PINT were due to the product involvement having a major influence on both dependent variables. The R^2 of product involvement (manipulation) on type on PINV (dependent variable) was 0.456 (adjusted R^2 was 0.456) and on PINT it was 0.107 (adjusted R^2 was 0.106). The low R^2 scores on BP and the majority of the dependent variables were in line with researcher expectations and were acceptable because the study conducted an experiment where only selected influencers on the dependent variables were selected from a wide array of influencers to address the study objectives. Many forms of communication were expected to influence BP (Batra *et al.*, 1993), with the current study addressing only a part of it. Thus, the R^2 scores indicate an opportunity for future research to determine other communication influencers on BP.

7.9 SUMMARY AND CONCLUSION

This chapter discussed the results from the descriptive and inferential statistics that were obtained from an online factorial experiment completed by 807 Generation Y individuals from Stellenbosch University. The descriptive results illustrated sample statistics and the effectiveness of stimuli manipulations. Additional descriptive

insights were provided to aid inferential analyses. The inferential analyses showed that all null hypotheses were rejected.

More specifically, the inferential analyses illustrated that the independent variables of celebrity gender, communication appeal and product involvement influenced BP, its dimensions and sub-dimensions. The BP sub-dimensions were influenced by a greater number of influencers than at the dimension level. In some cases all three BBTs or independent variables influenced brand personality, and in other cases, it was only influenced by a single influencing factor. The same type of influences were found on brand personality gender and brand personality appeal.

The independent variables also influenced consumer responses of brand involvement, utilitarian, hedonic and overall brand attitude, including cognitive, affective and overall attitude towards the advert and purchase intention. The inferential analysis therefore showed that it is possible to influence both brand equity components of brand personality and consumer responses. As the current chapter discussed the empirical findings of the study, the next chapter discusses the interpretation of the findings in relation to theory discussed in the literature review to draw conclusions and provide recommendations.

CHAPTER 8

DISCUSSIONS AND RECOMMENDATIONS

8.1 INTRODUCTION

The previous chapter discussed the empirical results. To clarify the findings, this chapter interprets the results and provides managerial implications for marketing decisions.

The purpose of the study was to investigate brand personality (BP) formation from a communications perspective. From a comprehensive literature review, the study objectives and research questions were set out, along with a guiding research design. The influence of celebrity endorsement, communication appeal and product involvement on BP and other consumer responses was addressed by means of a 3 x 2 x 2 factorial experiment.

In this chapter, the meaning of the empirical results is delineated by relating it to existing theory. The relevance of the findings for marketing practitioners is subsequently discussed. At the end of the chapter, the limitations of the study are mentioned and future research directions are provided to inspire new avenues of knowledge creation.

8.2 CHAPTER OVERVIEW

To provide clarity about the structure of Chapter 8, a chapter overview is given (see Figure 8.1). Figure 8.1 shows that each dependent variable is discussed in a seperate section. In each respective section, the influence of the independent variables on the dependent variable as well as its dimensions and sub-dimensions are discussed. This is followed by a discussion to show how the findings contribute to knowledge from an overall perspective, and subsequently managerial recommendations are proposed. The influence of the independent variables on brand personality, brand personality gender and brand personality appeal is discussed first. This is followed by a discussion of the influence of independent variables on consumer responses of brand involvement, attitude towards the brand, attitude towards the advert and purchase intention. Concluding the chapter is a discussion on the two routes for building the brand through BP and consumer responses, along with additional insights, limitations and future recommendations.

Figure 8.1: Chapter 8 Layout
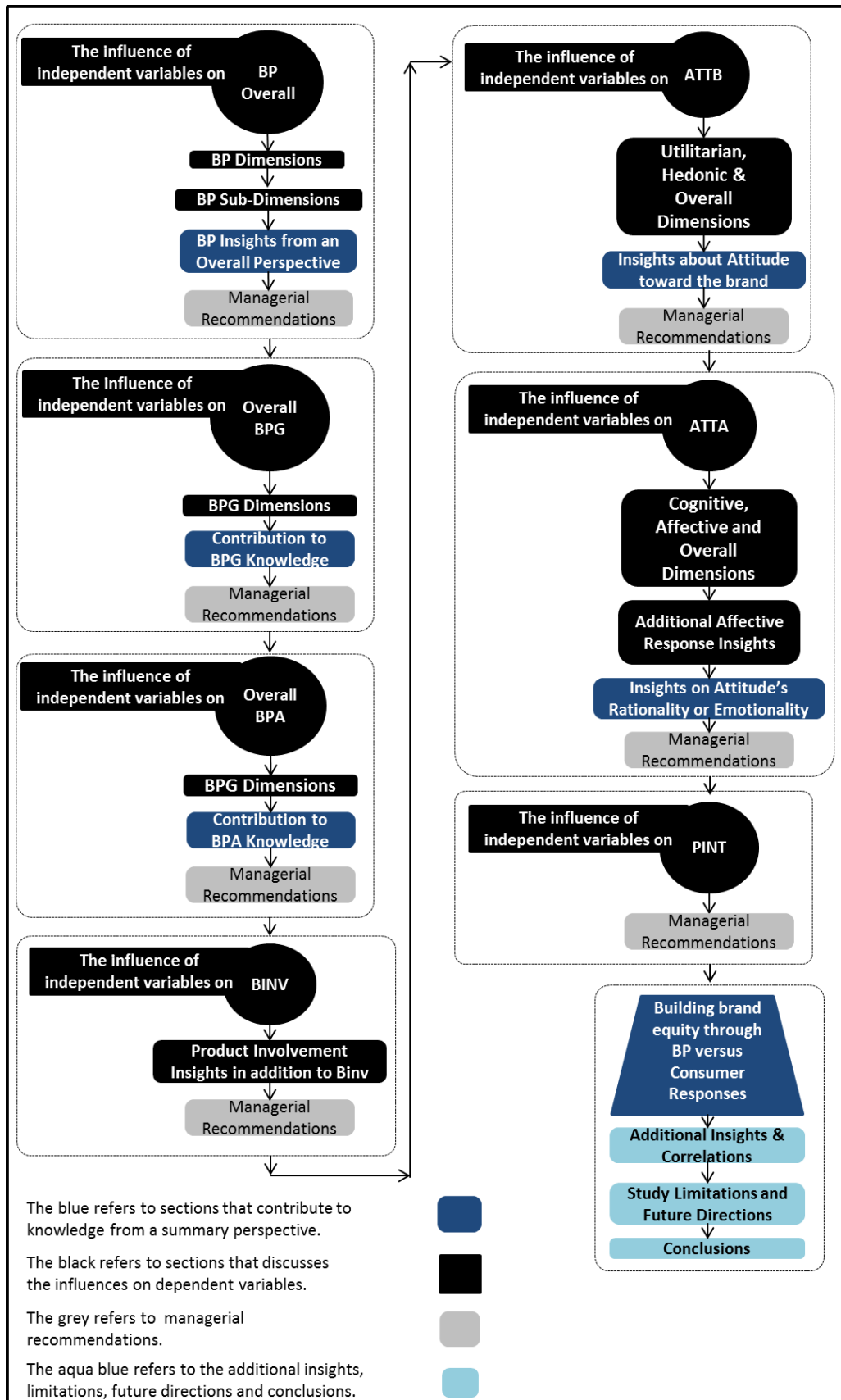
To commence the chapter, the influence of the independent variables on BP is discussed next.

8.3 INFLUENCE OF INDEPENDENT VARIABLES ON BRAND PERSONALITY

In Chapter 7, the impact of the independent variables on BP was assessed (H_O1.1 rejected), which represents the first part of the current study's primary research objective. Accordingly, this section discusses the observed effects on BP as a whole first, followed by discussions of the effects on BP dimensions and sub-dimensions to create a detailed investigation into the construct's different dimensions and dynamics in terms of malleability. Malleability in this study refers to whether BP could be influenced, and higher levels of malleability are indicated by a greater amount of influences on any dependent variable, whether it is a BP dimension or a type of consumer response. The influences of the independent variables on BPG and BPA dimensions are subsequently discussed to provide additional insights into BP creation. To complement the BP building perspective, the second route of building brand equity through consumer responses is investigated later on to determine the ease of building BP.

8.3.1 Influence of Independent Variables on Overall Brand Personality

In this section, the influence of the independent variables on overall BP is explained. In doing so, the effect found by celebrity gender on overall BP is used as a framework to explain an effect that occurs on most of the dependent variables. Consequently, the celebrity endorsement's ability to build BP is discussed as a framework for the factor's strength in influencing other dependent variables. The celebrity gender effect was used as a framework for explaining the association transfer process as an example for all association transfers. Also, the conditions that facilitated the transfer of associations that applied for all other association transfers, such as that for communication appeal and product involvement, are discussed. Lastly, the communication appeal and product involvement's influence on overall BP is discussed to show the factors' strength in building BP.

8.3.1.1 Celebrity Gender Effect

The one-way effect of celebrity gender demonstrated that exposure to male celebrity resulted in a higher level of BP than no-celebrity exposure (not statistically significant), and exposure to a female celebrity resulted in a significantly lower level of BP than both male celebrity and no-celebrity exposure.

The described pattern was constant across almost all dependent variables where it was observed. The described pattern was referred to as the *celebrity gender effect* throughout the chapter. Slight deviations from the effect were explained where necessary at the discussion of each *celebrity gender effect*. The pattern indicated that the presence of a female celebrity in the research stimulus resulted in a lower level of response in the dependent variable than the presence of no celebrity. As mentioned in the previous chapter (see Section 7.8.1), and for the use of this chapter's research results discussions, the mentioned phenomenon is referred to as the *female gender effect*. In contrast, during exposure to a male celebrity, a higher level of response for the dependent variable was found than exposure to stimulus without a celebrity, and was dubbed the *male gender effect*. Although the male gender effect was not significantly higher in this case, the effect was discussed because it was found significant in multiple instances for BP dimensions and other dependent variables. The differences found in BP as mentioned by male and female gender effects add to the limited knowledge of communication's influence on BP. It does so by illustrating the influence of the promotions element of the marketing mix (Malär & Nyffenegger, 2010) to change consumer BP perceptions and to create brand equity (Keller, 1993a). The difference found in the dependent variable (BP) because of the celebrity gender influence occurred because of the celebrity association transfer to the brand that was proposed to be gender related. However, the association transfer could include any association from the celebrity. The male gender effect (non-significant), which resulted in higher levels of BP, shows that the male gender carried positive associations related to BP that were transferred to the BP. In contrast, the female gender effect (significant) indicated a pattern whereby association transferred to the BP were less related or not positively associated with BP.

The difference in BP due to celebrity gender's influence also indicates that the presence of a male celebrity could possibly enhance BP, and therefore create the BP effect mentioned in Chapter 3, thereby enhancing brand equity (Seno & Lukas, 2007; Freling & Forbes, 2005a). Insights from the current study show that celebrity associations can build BP, but can also diminish it as indicated by the female gender effect that resulted in lower levels of BP. Hence, the results show the two-sided nature of celebrity endorsement (Yonnopoulos, 2012; Erdogan, 1999) as the female gender effect shows diminishing associations which indicate the transferral of

negative image (Hunt, 2001). The diminishing of associations is consistent with previous findings where during good product-celebrity fit, Bruce Willis paired with Breitling was perceived to be less down-to-earth, successful, technical, honest and reliable (Ang *et al.*, 2006) than before the pairing. The female gender effect illustrates that BP image was diminished to a lower level of salience for any of the BP traits. Whether the difference in BP (or any of the dependent variables found later) as a result of the celebrity gender effect is desirable is context or goal dependent. An example is when a brand manager, whose goal it is to diminish specific personality elements such as making the brand less rugged, could find the female gender effect favourable. The favourability of the celebrity gender pattern on dependent variables is also determined by the other influencing factors of communication appeal and product involvement found to influence BP dimensions and sub-dimensions later on. However, firstly the celebrity gender effect's ability to influence BP is discussed next.

8.3.1.2 Celebrity Endorsement's Ability to Build Brand Personality

The celebrity gender effect builds on research, whereby the use of a spokesperson is regarded to be an effective mechanism to change or build BP (Erdogan, 1999). However, the celebrity gender effect shows the finding in the previous sentence to be true for a celebrity endorser (Roy & Moorthi, 2009; Hayes *et al.*, 2008; Ang *et al.*, 2006). As the celebrity represents a form of user image, user imagery, which is a direct means of BP creation, was supported (Aaker, 1997). Accordingly, celebrity endorsement was confirmed as an influencer of BP, which makes it a possible BP antecedent (Malär & Nyffenegger, 2010; Aaker, 1997), adding to the dearth of knowledge about factors influencing BP and BP antecedents (Grohmann, 2009; Hayes *et al.*, 2008; Diamantopoulos *et al.*, 2005; Ouwersloot & Tudorica, 2001; Batra *et al.*, 1993).

The use of celebrities brings distinctive associations to the celebrity-linked brand that can enhance, diminish or create different brand images (Choi & Rifon, 2007). The previously mentioned statement illustrates the effectiveness of celebrity endorsements as a branding tool that can create brand knowledge. The associations transfer from the celebrity to the brand also shows the possibility of secondary associations of user imagery to be transferred (Keller, 1993a). The proposition for user imagery to be the strongest of the factors influencing BP (Kapferer, 2012; Hayes *et al.*, 2008) was confirmed because it influenced most of the BP dimensions and

sub-dimensions discussed later in this chapter, except the sub-dimensions of spiritedness, successfulness and upper class. The notion in the previous sentence was supported by user imagery influencing the majority of dependent variables to some extent. Strength demonstrated in terms of the number of times the independent variables influenced the dependent variables show the communication appeal to be the second strongest influencer and the least strong to be product involvement (product type). For adults (Generation Y sample), expertise and trustworthiness of celebrity endorsers were found to be the primary drivers of informational processing (Lord & Putrevu, 2009), which could explain why the gender effect was so prevalent because the celebrity gender effect is proposed to occur due to source trustworthiness (see Section 8.3.2.1.1). To explain the way the celebrity gender effect occurs in terms of cognitive dynamics, the association transfer process is discussed next.

8.3.1.3 Associations Transfer from the Celebrity to Brand Personality

The influence of the celebrity gender effect on BP as seen in this study illustrates McCracken's (1986) meaning transfer model explained in Chapter 4. More specifically, it demonstrates the second phase of celebrity association transfer, from the celebrity to the product or brand (Erdogan, 1999) and confirms the occurrence of the first two stages as the celebrity associations had to be formed in stage one to be transferred to the brand in stage two (Miller & Allen, 2012; Tom *et al.*, 1992). The associations transfer shows the creation of associative networks (Halonen-Knight & Hurmerinta, 2010; Silvera & Benedikte, 2004), and the occurrence of associative learning (Halonen-Knight & Hurmerinta, 2010; Grossman, 1997). The associations transfer illustrates evaluative conditioning to occur as an exposure to a brand (unconditioned stimulus) and the celebrity (conditioned stimulus) resulted in a difference in brand perceptions (Miller & Allen, 2012). Hence, when learning takes place, the celebrity and brand nodes became associated with each other's association set (Spry *et al.*, 2011). Because evaluative conditioning occurs during high and low involvement (no one-way effect of product involvement influenced BP), it supports research stating that the learning process occurs with minimal processing as it can occur in low involvement (Dimofte & Yalch, 2011; Galli & Gorn, 2011). The existence of celebrity associations confirms the celebrity to be a brand in its own right (Halonen-Knight & Hurmerinta, 2010) that should be managed in tandem with the product's brand, making the celebrity-brand relation a form of co-branding or brand

alliance with a reciprocal meaning transfer process (Halonen-Knight & Hurmerinta, 2010). The meaning transfer, however, applies to certain conditions of the current study that are explained next.

8.3.1.4 Conditions that Facilitated the Associations Transfer

The conditions that facilitate the associations transfer for the celebrity gender effect are explained in this section to provide a framework for explaining associations transfer for the BBTs of communication appeal and product involvement as the same conditions of fit applied to the latter BBTs. The celebrity gender effect influencing BP shows the transfer effect to be effective when product-celebrity fit is good (Ang *et al.*, 2006; Erdogan, 1999). The current study shows that meaning transfer occurred due to the application of the source credibility model, attractiveness model, product matchup hypotheses (Keel & Nataraajan, 2012) as well as brand-celebrity and product category-celebrity fit as the matchup effects were established in the focus groups (see Chapter 6). Although audience-celebrity fit was not the focus of the current study, the type of fit could be expected to aid the association transfer as the celebrity was selected to be an appropriate endorser for the target population (see Section 6.6.2) (Till, 1998). Consequently, the current study supports research stating personality transfer from celebrity to brand has a greater chance of occurring and of being positive when there is good fit between the celebrity and the brand (Ang *et al.*, 2006; Misra & Beatty, 1990). Hence, because transfer occurs during good fit, it can be said that transfer occurs when associative links are close (Till, 1998), and when close, the association transfer effect is maximised (Ang *et al.*, 2006). This is in line with expectations that the strength of the celebrity-brand alliance creates the brand equity and leveraging power, which are based on associative learning (Halonen-Knight & Hurmerinta, 2010). Thus, the same principles of 'fit' apply to the transfer effects of the communication appeal and product involvement later on. To explain the brand building abilities of the communication and product involvement factors, their influence on overall brand personality is explained next.

8.3.1.5 Communication Appeal and Product Involvement Influence on Overall Brand Personality

The absence of significant effects influencing overall BP due to exposure by the communication appeal and product involvement indicates that their power is less strong than user imagery. This finding could show that the communication and

product involvement building tools (BBT) are a more indirect or specific means of building BP as its influences were observed at a dimensional and sub-dimensional level, as discussed later. The absence of significant effects from the communication appeal influencing BP hints at BP's bi-dimensional rational-emotional nature that was later shown to vary in terms of dimensions and sub-dimensions. The indifference of BP across product involvement levels shows that BP can be used as a means of differentiation for both high (Heine, 2009) and low involvement products (Solomon, 2013; Beldona & Wysong, 2007; Freling & Forbes, 2005a; Aaker, 1997), adding to the limited knowledge on BP and products (Punyatoya, 2011). As BP is proposed to be a component of brand equity (Solomon, 2006), the results indicate that it is possible to create brand equity for both products. The aforementioned shows that although product involvement can be an influencer or possibly an antecedent of BP (Malär *et al.*, 2012), it is not a prerequisite as the latter could exist without the former, showing a more distinct relationship between brand equity and product involvement than found in research. The current study also provides support for BP to occur at different levels, such as a product level, or a corporate level that covers multiple product categories. Support was provided to both levels as the products had different influences on BP (product level), which was found later on, and the BP structure, which stayed similar overall (corporate level). Findings add to marketing knowledge by showing celebrity endorsement to be suitable for both high and low involvement products (Keel & Nataraajan, 2012), albeit with the limitations of status as discussed in Chapter 6 for the electronics product category. In order to investigate BP in terms of its dimensions for extra insight into malleability dynamics and because the effects of the independent variables were unique to the BP traits, the dynamics of dimensions and sub-dimensions are investigated next.

8.3.2 Influence of Independent Variables on Brand Personality Dimensions and Sub-Dimensions

To explain the unique influences of the independent variables on BP dimensions and sub-dimensions in depth, the following section discusses each dimension, followed by the respective sub-dimensions.

8.3.2.1 Sincerity Dimension

In this section, sincerity was used as a framework to show the relation between celebrity gender and source credibility for similar celebrity gender effects found on

other dependent variables. This was followed by the discussion of how sincerity was influenced in terms of its dynamics. Because celebrities are regarded as credible sources of information, it was expected that an increase in BP sincerity when there was exposure to celebrity endorsement would be seen (O'Guinn *et al.*, 2009), but it was shown to be gender specific, due to the celebrity gender effect.

8.3.2.1.1 Using Sincerity as a Framework to Explain the Celebrity Gender Effect

Sincerity is a component of trustworthiness (Erdogan, 1999) and the latter is a component of the source credibility model. Accordingly, sincerity can be seen as a component of source credibility; this is proven by previous research as perceptions of spokesperson sincerity influenced spokesperson credibility (Eisend, 2006). Further evidence for the sincerity to be a component of trustworthiness includes the fact that the sincerity spokescharacter personality trait is strongly related to spokesperson trustworthiness (Bekk & Spörrle, 2010) (stronger than excitement and competence), because, sincerity is related to brand trust (Folse *et al.*, 2012; Sun *et al.*, 2010) and because credible information creates BP sincerity (Malär & Nyffenegger, 2010). In addition, celebrity personality components of genuineness relate to BP sincerity (Choi & Rifon, 2007). Honesty and reliability are also components of trustworthiness but are discussed later (Erdogan, 1999). Because sincerity and competence (Geuens *et al.*, 2009) are related to conscientiousness, and conscientious individuals prefer trusted brands, it could indicate a link between sincerity and trust, supporting the source credibility effects found for sincerity and competence (Mulyanegara *et al.*, 2009). The direct positive relationship between celebrity sincerity and brand sincerity can be justified by the direct positive relationship between celebrity endorser credibility and brand credibility and because sincerity is a source of brand credibility (Spry *et al.*, 2011). Therefore, the male gender effect influencing sincerity, which is explained later, could indicate that the male celebrity was perceived to be more trustworthy or credible than no celebrity (the brand's trustworthiness). The female gender effect could mean that the female celebrity was perceived to be less trustworthy than the brand.

Mixed results reside over the favourability of male or female endorsers. In an experimental study determining gender differences between the celebrity and the participant, it was found that female celebrities were evaluated more favourably than males (Klaus & Bailey, 2008). Research in adolescents demonstrated that regardless

of adolescent gender, female celebrities were perceived to exude more trustworthiness, expertise and attractiveness (Mishra, Dhar & Raotiwala, 2001). On the contrary, previous experimental research found male celebrities to be more trustworth and, likable, to have more favourable endorser attitudes, and to be more suitable as endorsers (Bekk & Spörrle, 2010).

The reason for the possible lower level of trustworthiness or source credibility perceptions as a result of the female celebrity gender effect could be related to Scarlett Johansson's expertise. Consumers can make distinctions between profession and product expertise, and the congruence of the two leads to credibility (Siemens *et al.*, 2008). Technology could be seen as a male dominant field created by social development differences that create gender stereotypes (Cooper, 2006; Blimber, 2000), which could enable the female gender identity to be less associated with technology. The less technology associated female gender identity could create associations that Scarlett Johansson has less product or technological expertise, leading to incongruity in profession and product knowledge, and hence lower credibility. The previously described female gender effect could be ascribed to attribution theory, which states that people assign causality to events based on their own or others behaviours (Hsu & McDonald, 2002). Even though the technological gender gap and gender perception differences have been found, results have been mixed and differences were small (Whitley, 1997). Thus, the current research proposes that the celebrity effect influencing BP and other consumer responses is likely to be dominantly caused by the trustworthiness or source credibility, over the female celebrity associations of fit with the technology product category. The current study proposes that the associative closeness or brand association congruence between the concept manipulated and the concept measured influences the type of association transfer observed. This is because the associative closeness creates a greater chance for the association to be recalled or transferred to the brand and therefore to be better captured by the measurement (Ratcliff & McKoon, 1988; Keller, 1993a). Thus, the current study proposes the celebrity gender effect association transfer to be dominantly caused by gender associations when the dependent variable is gender related such as BPG. When the dependent variable is less gender-identity related, the celebrity gender effect is proposed to be primarily caused by the source credibility, because celebrity gender's influence was found with various trust-related concepts later on. Taking this into consideration, the current study proposes

that the celebrity gender effects could be dominantly caused by trustworthy associations over the influence of gender identity associations, as the celebrity gender effects observed were consistent on most dependent variables.

8.3.2.1.2 Dynamics of Sincerity

Samsung's BP profile revealed moderate levels of sincerity (x=3.46) indicating its positioning (see Section 7.6.3). The moderate levels were most likely created by the firms' quality of products, its ability to meet consumer expectations or the moral values it demonstrates, as these are factors that were found to have influenced sincerity in previous research (Maehle *et al.*, 2011).

The three-way interaction pattern influencing sincerity was more similar to the three-way interaction's pattern influencing the sub-dimension of down-to-earthness than cheerfulness ($H_O1.1.1$ rejected). This finding indicates the sub-components' similarity in terms of being influenced by communications. The three-way interaction effect showed that regardless of the product involvement or communication appeal, exposure to the male celebrity resulted in higher levels of sincerity than female celebrity exposure, which shows that male celebrities have more sincerity, and thus also source credibility, than females. The three-way interaction effect also indicates that regardless of the celebrity exposure (male or female) and product involvement (high or low), the exposure to the emotional appeal resulted in higher levels of sincerity than exposure to the rational appeal (not significant). This indicates that when a celebrity is used in communication, exposure to the emotional appeal resulted in higher levels of sincerity than the rational appeal, which is supported by the one-way effect of communication appeal.

An overall pattern was discovered when compared to other three-way interaction effects, which illustrated that the female gender effect occurred for the smartphone (significant) during the use of an emotional appeal, and again for the smartwatch (not significant) during exposure to the rational appeal. As an inverse effect to the former, across celebrity genders (male, female and no gender), the female gender effect was not present for the smartphone and rational appeal exposure combination nor for the smartwatch and emotional appeal exposure combination. The inverse pattern could possibly be explained by the ELM (Belch *et al.*, 2012) and was found for all three-way interaction effects found later on. However, additional research is needed to confirm the reason for the inverse pattern of effects influencing sincerity (and the other

dependent variables) between high and low involvement (see Section 8.13.5). The pattern was sometimes inversed, which was proposed to be explained by the salience of the association measured and was explained later (see Section 8.3.2.3.1).

High involvement products create central route persuasion thinking whereby there is greater consumer focus on cognitive reasoning (Kotler & Keller, 2011). The rational appeals used to convey persuasive arguments (Albers-Miller & Stafford, 1999) would likely create more cognitive reasoning as attitudes are influenced by the quality of message arguments (Zaichowsky, 1986). Therefore, because there was similarity between what was communicated and the processing style, it is proposed that there would be greater consumer focus on the rational appeal as dictated by the ELM where central cues for decision making are used (Belch *et al.*, 2012). As there is greater amount of consumer focus on the rational appeal, the less salient association of sincerity, as shown by the brand profile scores, could be more likely to be processed where the consumer focus is less. This explains why the female gender effect occurred for the emotional appeal and the smartphone combination. Also, the consumer focus is likely to create a smaller association set, which creates a greater chance for the celebrity associations to fall outside the association set and have no effect. When consumer focus is at its greatest, the male celebrity association has the greatest effect because the male gender effect occurred during the smartphone and rational appeal combination, as well as the smartwatch and emotional appeal combination. During low involvement, consumers use peripheral route decision making where the majority of consumer focus is on using heuristic decision making criteria such as emotion cues (Petty & Cacioppo, 1986). This indicates that the consumer focus will be greater on the emotional appeal due to the similarity between the processing style and what was communicated. As sincerity is a non-salient association, it is most likely to have an influence where the consumer focus is minimal and thereby the celebrity gender having an influence during the rational appeal. Also, for the low involvement product, the rational appeal that received less mental processing effort is more likely to have a wider association set which could include celebrity associations that enable sincerity to be influenced. The rational appeal's ability to enhance the credibility of brand judgements (Keller, 2001; Stafford & Day, 1995), and thereby negating the female gender effect, was not supported as the same was not true for the smartwatch.

The *appeal strength effect* occurred whereby the difference between appeals during no-celebrity exposure was significant for the smartphone but not for the smartwatch. The effect could indicate that communication as a brand building tool could have less power in low involvement situations; however, this was not supported by the other three-way interaction effects (see Section 8.3.2.3.1). Thus, the reasons for the effect are unknown and require future research (see Section 8.13.13). During no-celebrity exposure, the *matchup effect* (see Section 7.8.2.1) demonstrated the complementary smartphone-emotional, smartwatch-rational appeal matchup. The complementary *matchup effect* could provide insight into utilitarian-hedonic product nature for the smartphone being more hedonic and the smartwatch being more utilitarian. This is because utilitarian attitudes could be represented by rational benefit associations and hedonic attitudes could be represented by emotional benefit associations used in the communication appeals (Batra & Ahtola, 1990). Similarly, the matchup could also provide insight into the product category associations of utilitarianism or rationality and hedonism or emotionality (Crowley, Spangenberg & Hughes, 1992). The *matcup effect* could also provide insight into the associations created by advertising styles as emotional appeals used for high involvement products and rational appeals used for low involvement products are generally used in advertising campaigns (Belch *et al.*, 2012; Semenik *et al.*, 2012).

The one-way effect of celebrity gender and its pattern influencing sincerity mimicked the celebrity gender pattern influencing the overall BP, showing the celebrity gender's influence at a dimension level of BP. The one-way communication appeal effect, whereby exposure to the emotional appeal resulted in a higher level of sincerity than exposure to the rational appeal, is inconsistent with previous research showing the sincerity dimension to be linked to cognitive behaviour outcomes (the outcomes were not stated in the study) (Malär & Nyffenegger, 2010). The one-way communication appeal effect shows that the emotional appeal can encourage the creation of evaluative responses or content-based affective elaborations (Rosselli *et al.*, 1995), namely elicit emotions. The previous effect could be explained by the link between the human personality dimension of agreeableness and BP sincerity (Geuens *et al.*, 2009). The two dimensions correspond with one another as sincerity dimensions relates to agreeableness dimensions of altruism, affection, authenticity, generosity and genuineness (Sweeney & Brandon, 2006). Sincerity and agreeableness both capture the idea of warmth and acceptance (Briggs, 1992). Subsequently, it has

been shown that agreeableness has been closely related to the thinking and feeling dimension of the Myers-Briggs Type Indicator (MBTI) (Furnham, 1995), and those individuals higher in agreeableness experience more positive affect than those low on it (Côté & Moskowitz, 1998). Hence, because sincerity corresponds with agreeableness, and agreeableness is related to emotion, sincerity's correspondence with emotion could explain why sincerity ratings were at higher levels during the use of an emotional appeal. Sincerity's sub-dimensions are influenced in different ways by the rational and emotional appeal, which could be attributed to sincerity's relation with all three consumer benefits of functionalism, symbolism and experientialism (Maehle *et al.*, 2011). To understand sincerity dynamics to a greater extent, the effects of the independent variables on sincerity's sub-dimensions of down-to-earthness, honesty, wholesomeness and cheerfulness are interpreted next.

8.3.2.1.3 Down-to-earthness Sub-Dimension

The three-way interaction effect influencing down-to-earthness revealed a lower level of down-to-earthness during female celebrity exposure compared to no-celebrity exposure occured for the emotional appeal and the smartphone, which was inversed for the smartwatch, as the to the exposure female celebrity resulted in a lower level during the rational appeal ($H_{O1.1.1.1}$ rejected). The inverse pattern across products mimicked that of the pattern of sincerity and shows the importance of celebrity and appeal selection when promoting different products. Similar to sincerity, the ELM could be used to explain the effect, but again research is needed to explain the effect's cause.

The majority of consumer focus during high involvement would be on the rational appeal due to the similarity between processing style and the communicated rational appeal. Therefore, less focus would be on the emotional appeal due to the association and processing style incongruence. Because down-to-earthness is a less salient association, it is likely to be processed where consumer focus is less, explaining why female celebrity gender influences down-to-earthness during the emotional appeal during high involvement. Inversely, the majority of consumer focus is proposed to be on the emotional appeal during low involvement due to the congruence of processing style and information communicated. As this study proposes that there is less consumer focus during low involvement on the rational appeal due to incongruence between processing style and information

communicated, the less salient down-to-earthness association is more likely to be processed where consumer focus is less, showing the influence of female celebrity gender during the rational appeal. The male gender effect occurring during the smartphone and rational appeal, as well as the smartwatch and emotional appeal combinations (although non-significant) mimic the pattern found for sincerity whereby the male celebrity association had the greatest effect when consumer focus was at its greatest.

Regardless of the celebrity exposure (male or female), exposure to the emotional appeal resulted in higher levels of down-to-earthness than the rational appeal, although non-significant, showing the one-way effect of the communication appeal. The *appeal strength effect* occurred again and the *matchup effect* was again supported (see Section 7.8.2.1.1). The pattern of the one-way effect of celebrity gender influencing down-to-earthness mimicked that of sincerity, showing the strength of the celebrity gender user image influence at a BP sub-dimension level.

The inverse three-way interaction pattern, where consumer focus was the most with the rational appeal and smartphone, and again for the emotional appeal and smartwatch, supported previous research findings whereby argument quality created more persuasion during high involvement situations, and peripheral cues created more persuasion through source attractiveness or credibility in low involvement situations (Erdogan, 1999; Petty *et al*., 1983; Petty, Cacioppo & Goldman, 1981; Chaiken, 1980), supporting the ELM (Petty & Cacioppo, 1986). Thus, for high involvement products, arguments are more important for consumers than the celebrity in the advert (Saleem, 2007). The findings support research stating rational appeals work better at high levels of elaboration or high involvement product categories (Dens & De Pelsmacker, 2010) and emotional appeals work better at low levels of awareness (Heath *et al*., 2006) or low involvement products (Dens & De Pelsmacker, 2010) that use peripheral role processing (Hansen *et al*., 2004). The three-way interaction findings support consistency and contingency theory along with the Rossiter and Percy (1997) grid, which suggests an emotional authenticity strategy for low involvement transformational cases and an informational strategy for high involvement informational cases. Importantly, due to the three-way interaction effect, product involvement's role in influencing risk or information processing style (cognitive or affective) was confirmed (Ruiz & Sicilia, 2004). The cognitive or affective involvement types also support attribute-based processing to occur for cognitive

involvement and non-analytical processing to occur for affective involvement (Park & Young, 1986). The differences observed in down-to-earthness levels substantiate the malleability of BP dimensions and sub-dimensions as found in previous research, whereby exposure to Bruce Willis and Breitling made the watch's personality more tough, masculine, daring and down-to-earth. Likewise, pairing Orlando Bloom and Swatch together made the BP more charming, daring and wholesome (Ang *et al.*, 2006) than before the pairing. In studying BP in terms of symbolic brand representation among multiple products in symbolic and functional product categories, the down-to-earthness item was classified to represent the brand user more than the actual brand (Bhat & Reddy, 1998). This finding demonstrates the confusion created by the BP scope limitations (Avis, 2012).

8.3.2.1.4 Honesty Sub-Dimension

The one-way celebrity gender effect's pattern influencing honesty being the same as the celebrity gender effect pattern influencing down-to-earthness, and similar to the pattern on sincerity, showed the similarity of BP dimensions and sub-dimensions in terms of gender change. Importantly, the differences in honesty show the power of user imagery or the celebrity gender effect to influence BP sub-dimensions ($H_{O1.1.1.2}$ rejected). Trustworthiness refers to endorser honesty (Erdogan, 1999) and typically includes being dependable, honest, sincere and reliable (Ohanian, 1991). In the advertising context, trustworthiness refers to honesty, integrity and believability of the celebrity endorser (Erdogan, 1999). Honesty is a component of trustworthiness, of which the latter is a component of the source credibility model (Erdogan, 1999). Because sincerity and honesty both form part of trustworthiness, greater evidence is found for the one-way effects of celebrity gender to represent differences in source credibility effects. Thus, the one-way celebrity gender effect pattern indicated that respondents perceived the female celebrity to be less trustworthy or credible than the male celebrity. Although honesty is synonymous with emotional intelligence (Huy, 1999), whereas emotional intelligence consists of people exhibiting fairness, justice, respect and honesty, the honesty sub-dimension was at a higher level during rational appeal exposure. The higher level of honesty due to exposure to the rational appeal could show that there was less chance of deception with the presentation of rational facts than emotional benefits and this is synonymous with research stating the rational appeal is more credible than the emotional appeal (Stafford & Day, 1995).

8.3.2.1.5 Wholesomeness Sub-Dimension

Wholesomeness being influenced by the same one-way *celebrity gender effect* pattern as sincerity demonstrates its similarity in malleability to user image ($H_O1.1.1.3$ rejected). The similar one-way communications effect influencing wholesomeness to that of honesty shows support for the rational appeal to elicit greater perceptions of fairness than the emotional appeal. This could be due to the rational appeals fact-based presentation (Stafford & Day, 1995) and because wholesomeness could be associated with good behaviour and morals, representing honesty (Shorter Oxford English Dictionary, 2007).

8.3.2.1.6 Cheerfulness Sub-Dimension

The three-way interaction effect influencing cheerfulness showed that regardless of product involvement, the exposure to the male celebrity resulted in higher levels of cheerfulness than the female celebrity exposure, which showed that when respondents are exposed to a celebrity, and creating more cheerfulness is the goal, it is beneficial to use a male celebrity endorser ($H_O1.1.1.4$ rejected). In addition, the finding that the emotional appeal exposure resulted in higher levels of cheerfulness than the rational, appeal regardless of the celebrity exposure (male, female or no celebrity) and product involvement, illustrates the one-way communication appeals effect of the emotional appeal exposure resulting in a higher level of cheerfulness. The finding in the previous sentence shows the relation between cheerfulness and emotion as cheerfulness is an emotion itself that can drive consumer delight (Chitturi *et al.*, 2008).

The *appeal strength effect* along with the *matchup effect* was again confirmed (see Section 7.8.2.1.4). The three-way interaction effect also showed that during the high involvement situation and the emotional appeal, the male gender effect did not occur, but did occur in the low involvement situation with the same combinations. Therefore, the absence of male gender effect shows a possible ceiling effect to the male gender effect in high involvement, especially when combined with other communication elements. The effect could indicate that as involvement becomes too high, there is less focus on the celebrity, and more focus on central route cues such as argument strength as explained by the ELM (Petty & Cacioppo, 1986).

The one-way effect of celebrity gender's pattern on cheerfulness mimicked that of the pattern on sincerity. However, the significance of both male and female gender effects for cheerfulness showed that using a male celebrity resulted in more cheerfulness, whereas a female celebrity resulted in less. The one-way effect of communication appeal showed that BP sub-dimensions are uniquely related to dimensions of rationality and emotionality. This is because exposure to the emotional appeal resulted in higher levels solely for sincerity and sub-dimensions of down-to-earthness and cheerfulness, whereas the rational appeal exposure resulted in higher levels of honesty and wholesomeness. The variance in rationality and emotionality between BP sub-dimensions is explained by associative closeness as the higher level in the measured concept is proposed to be created to a greater extent when the manipulated and aspect measured associations are close (Keller, 1993a; Ratcliff & McKoon, 1988). This finding shows that the trait uniqueness creates the varying trait dynamics.

8.3.2.2 Dynamics of Excitement

The high levels of excitement in the BP profile (x=5.07, see Section 7.6.3) indicate its positioning. The excitement level could possibly be created by factors previously found to influence excitement, such as the brand's ability to express identity or product visibility. The levels could also be attributed to both products, as both were socially visible products (Wysong *et al*., 2012; Maehle *et al*., 2011). Also, the brand usage in social situations can create excitement and adverts presented could also create excitement as consumers find brands with adverts to be exciting (Maehle *et al*., 2011). Samsung's regular use of marketing communications to promote the brand supports the brand's perceived excitement levels (Sam, 2013). Previous research showed that for computers and electronics, the up-to-dateness personality dimensions scored very high (Romaniuk & Ehrenberg, 2012), which is a sub-dimension of excitement; this, supports the high levels of excitement to be product category related.

Excitement was only influenced by the one-way effect of female celebrity gender, with the same pattern being mimicked by the competence BP dimension ($H_{O1.1.2}$ rejected), which shows that both concepts could have similar linked associations. The pattern shows that the female celebrity gender associations transferred to the brand were less associated with the excitement association than that of the brand.

Celebrity endorsement effectiveness depends on the endorser's ability to be influential, entertaining and trustworthy (Atkin & Block, 1983). Celebrities can exhibit personality dimensions of excitement (Choi & Rifon, 2007); the celebrity excitement dimension is related to trust (Bekk & Spörrle, 2010) and the spokescharacter excitement personality trait has been strongly related to trustworthiness (Bekk & Spörrle, 2010; Folse *et al*., 2012). These mentioned findings could explain that the lower levels of excitement observed could represent the lower celebrity entertainment value or source credibility.

The current study confirms that it is possible to build BP excitement through the product user or executional style of the advert (Malär & Nyffenegger, 2010) because the celebrity gender and communication appeal used influenced the excitement BP dimension. The excitement BP trait has been linked to emotional behavioural outcomes (Malär & Nyffenegger, 2010) and is more prone to influence brand affect (Sun *et al*., 2010). Thus, this finding could explain why the communication appeal's effects influence excitement sub-dimensions such as spirited discussed later on. Also, excitement being a promotion focused emotion that is a primary antecedent for delight, created through hedonic benefits, shows its hedonic nature (Chitturi *et al*., 2008). Excitement's hedonic nature is further shown by its relation to both symbolic and experiential benefits (Maehle *et al*., 2011). To explore excitement dynamics, the influence of the independent variables on excitement sub-dimensions of daringness, spiritedness, imaginativeness and up-to-dateness are interpreted next.

8.3.2.2.1 Daringness Sub-Dimension

For the daringness sub-dimension, the two-way interaction effect between communication appeal and celebrity gender illustrated that the combined exposure of the male celebrity and the rational appeal resulted in a higher level of daringness than in the case of both exposure to the female and no celebrity to the same appeal ($H_O1.1.2.1$ rejected). The two-way effect demonstrated the creation more of masculine associations of daringness as a result of male celebrity exposure. The two-way effect also indicated the complementary combination of male celebrity associations, which could consist of daringness or aggressive masculine traits created by gender role identity (Gerber, 2009) and the possible male gender identity associations from the appeal (Perse, Nathanson & McLeod, 1996). The two-way interaction effect provides further evidence for the rational appeal to carry male gender identity associations as

associative closeness would explain the difference in daringness between exposure of communication appeals due to the enhanced association transfer ability (Keller, 1993a). The male gender effect could be explained by daringness being a component of masculine BP found in Grohmann's (2009) masculinity dimension of the BPG scale. Thus, because daringness is part of male BPG, evidence is provided for the male gender effect to be caused by gender association transfer in this particular sub-dimension of BP. The influence of the male gender effect on daringness is most likely explained by the associative closeness between daringness and the rational appeal created by the communality in gender identity (Keller, 1993a). The one-way celebrity gender effect, whereby the male gender effect only occurred for the daringness sub-dimension, and not the spiritedness, imaginativeness or up-to-dateness sub-dimensions, indicates daring's relation to masculinity.

8.3.2.2.2 Spiritedness Sub-Dimension

For the spiritedness sub-dimension, the two-way interaction effect between celebrity gender and communication appeal indicated that during female celebrity exposure, the exposure to the emotional appeal resulted in a higher level of spiritedness than with the rational appeal ($H_O1.1.2.2$ rejected). The one-way effect of communication appeal illustrated that exposure to the emotional appeal resulted in a higher level of spiritedness than with the rational appeal, which indicates spiritedness's consistency with the hedonic nature of excitement (Malär & Nyffenegger, 2010). Similarly, the previously mentioned two-way interaction effect shows that the use of a rational appeal during female celebrity exposure created lower levels of spiritedness, which shows that the rational appeal could decrease brand emotionality, due to the hedonic nature of spiritedness. The one-way communication appeal's effect also shows the emotional appeal's ability to effectively elicit emotions due to association similarity between the appeal and the hedonic spiritedness BP sub-dimension.

8.3.2.2.3 Imaginativeness Sub-Dimension

The one-way effect of celebrity gender showing that the female gender effect occurred for the imaginativeness sub-dimension illustrated that the exposure to the female celebrity resulted in a lower level of imaginativeness brand associations than the brand ($H_O1.1.2.3$ rejected). The female gender effect representing lower source credibility for this trait dimension could be explained by the relation between imaginativeness and uniqueness. Uniqueness is a component of being

imaginativeness, and uniqueness is a critical means of brand differentiation (Kapferer, 2012). Supporting uniqueness is the need for brand associations to be strong, positive and, importantly, unique. Imagination refers to intellect (McKenna, 2012), and therefore to competence, or source credibility. Thus, because imaginativeness is part of being unique and represents intelligence, the source credibility effect was supported. The female gender effect also shows that a lower level of imaginativeness associations, as a result of female celebrity exposure, could mean that female celebrity exposure could limit associative, brand or competitive differentiation. The one-way product involvement effect, showing that the smartwatch exposure resulted in a higher level of imaginativeness than the smartphone, could be due to the product category associations as the smartwatch product category could be considered to be more novel than the established smartphone category (Swan, 2012). This is because novelty and imagination could be related associations, because for novelty to exist, imagination had to be used to combine the two concepts together to create something novel. Thus, it possibly makes the distance between novelty and imagination associations very close (Tidd & Bessant, 2009).

8.3.2.2.4 Up-to-Date Sub-Dimension

The up-to-dateness sub-dimension could be related to the brands current positioning (Solomon, 2013) or its age (Aaker, 1997). The two-way interaction effect between communication appeal and product involvement illustrated a pattern whereby exposure to the emotional appeal resulted in a higher level of up-to-dateness for the smartphone than with the rational appeal. For smartwatch exposure, the exposure to the rational appeal resulted in a higher level of up-to-dateness than the emotional appeal. This finding supports the *matchup effect* found ($H_{O1.1.2.4}$ rejected). Thus, using the matchup combinations in communications could decrease the brand's perceived age or enhance its positioning. The lower level of the up-to-dateness sub-dimension during female celebrity exposure, as indicated by the one-way gender effect, supports the notion for the female gender effect to decrease source credibility as up-to-dateness can refer to market competence, hence source competence or credibility (Hough *et al.*, 2011).

8.3.2.3 Dynamics of Competence

The high competence level found in the BP profile (x=5.24, see Section 7.6.3) could have been created by Samsung's high quality associations, its market leading

position, its long-standing history of success, or its ability to solve consumer problems with positive consumer experiences (Maehle *et al.*, 2011) as these are factors previously found to influence BP competence. These factors apply to Samsung as they are vital in the brand's ability to attain the 7th position in the best global brands report in 2014 (Petrovan, 2014). The high competence level is consistent with the competence BP dimension being prevalent with technical appliances (Maehle *et al.*, 2011), indicating possible shared meaning of competence with product category associations.

The one-way effect of celebrity gender showed a significant female gender effect influencing brand competence; this signifies that the female celebrity endorser is less competent than the male celebrity or the use of no endorser. Thus, the female celebrity endorser is perceived to be less credible as competence is a dimension of the source credibility model (Pornpitakpan, 2003) as well as being a dimension of brand trust (Zhang *et al.*, 2014) ($H_{O1.1.3}$ rejected). The difference in competence could also indicate that the celebrity's personality dimension of competence was transferred to the brand (Choi & Rifon, 2007). The absence of the male gender effect for both competence and excitement BP dimensions indicates that the two BP dimensions are less related to the male gender identity than the other BP dimensions.

The one-way effect of communication appeal whereby exposure to the rational appeal resulted in a higher level of brand competence demonstrates that if the brand's utilitarian aspects are communicated rationally, they can enhance BP competence trait associations (Aaker, 1997). The rational appeal's exposure resulting in a higher level of competence than the emotional appeal could be explained by brand competence being related to functional benefit (Maehle *et al.*, 2011) and because functional benefits were communicated by the rational appeal. Hence, the effect whereby the rational appeal influenced competence substantiates competence's level of rationality to be high, and for competence to be primarily related to functional benefit (Maehle *et al.*, 2011). Moreover, performance expectations are very important with competence personality (Maehle *et al.*, 2011). This fact could indicate that the performance expectations created by the rational appeal represent greater trustworthiness of performance delivery than the emotional appeal which is not based in facts. To explore competence in greater depth, the

influence of the independent variables on competence's sub-dimensions of reliability, intelligence and successfulness are interpreted next.

8.3.2.3.1 Reliability Sub-Dimension

The three-way interaction effect influencing reliability also illustrated the one-way communication appeal effect. It did so by showing that regardless of the product involvement (smartphone or smartwatch) or the celebrity exposure (male, female, or no celebrity), the rational appeal exposure resulted in higher levels of reliability than the emotional appeal exposure ($H_{O1.1.3.1}$ rejected). The three-way interaction effect also showed that the male gender effect when compared to the female celebrity exposure, instead of no-celebrity exposure, appeared for the smartphone and the rational appeal, and again for the smartwatch and the emotional appeal. The female gender effect occurred for both product involvement levels regardless of appeals (not significant), which indicates the prevalence of the female gender effect as found for other dependent variables. Both male and female celebrity exposure, when compared to no-celebrity exposure, resulted in lower levels of reliability when the emotional appeal was present with the smartphone, which occurred again for the rational appeal combined with the smartwatch (both combination's differences were not significantly different from no-celebrity exposure). Thus, it indicates that celebrity endorsement does not fit very well with an emotional appeal in high involvement, and during low involvement, it does not fit very well with a rational appeal.

The reason why the male celebrity enhanced reliability during the rational appeal for the smartphone, and again for the emotional appeal for the smartwatch, could be because the male gender effect occurs where the attention is at its maximum, mirroring the results from the previous three-way interaction effects (see Section 8.3.2.1.3). The exposure to the emotional appeal resulting in lower levels of reliability for female and no-celebrity exposure for the smartwatch than the same combinations for the smartphone and the rational appeal could indicate two effects. Firstly, during low involvement there is greater reliance on the rational appeal to create reliability. Secondly, the emotional appeal has a better fit with the high involvement product, which supports the *matchup effect*.

The *matchup effect* and the *appeal strength effect* occurred again. Under these circumstances, the *appeal strength effect* was inversed to the earlier findings (see Section 7.8.2.3.1). The reasons for the inverse could be explained by the measured

association's salience in terms of how favourable it scored on the measurement scale. The high score is most likely to indicate greater levels of awareness due to greater levels of brand knowledge (Keller, 2013). A similar pattern was found for all less-salient associations of sincerity, down-to-earthness, cheerfulness and female BPG and was inversed for salient associations of reliable, BPA and its favourability dimension, along with brand involvement. Thus, this finding could indicate that when the association manipulated is salient, communication appeals are stronger during high involvement than during low involvement. In contrast, when the associations manipulated are less salient, the communication appeal is stronger during low involvement than during high involvement. However, additional research is needed to explain this effect (see Section 8.13.3).

The one-way effect of celebrity gender influencing reliability showed that only the female gender effect occurred for the reliability sub-dimension, similar to competence, showing its similarity to competence in terms of being influenced by user imagery. The female gender effect provides evidence that the association transfer from the celebrity to the brand is caused by source credibility as reliability is a component of trustworthiness, and consequently of source credibility (Erdogan, 1999). The one-way effect of rational appeal exposure resulting in a higher level of reliability than the emotional appeal, which was demonstrated for all combinations in the three-way interaction effect, could be explained by reliability's role in the stimulus, as it forms part of the product beliefs that were communicated in the rational appeal (Yeshin, 2012). Reliability is generally a characteristic of rational appeals (Clow, Roy & Hershey, 2002). This fact could indicate that the effect on reliability occurred because reliability was part of the rational appeals association set triggered during stimulus exposure, which was created by its use in communication media (Semenik *et al.*, 2012).

8.3.2.3.2 Intelligence Sub-Dimension

The female gender effect being significant for the one-way effect of celebrity gender on the intelligence sub-dimension provides evidence that the female celebrity creates lower levels of source credibility. This could occur because intelligence represents an aspect of competence (Boyatzis, Stubbs & Taylor, 2002), of which competence is a dimension of source credibility ($H_{O1.1.3.2}$ rejected). Supporting the aforementioned female gender effect is the fact that perceptions of source credibility include beliefs of

intelligence, sincerity and communicator knowledge (Sawatari, 2006). In addition, the receptivity of the spokesperson's message depends on the evaluation of the spokesperson's intelligence and the validity of the statements (Sawatari, 2006). Although intelligence and rationality are viewed to be uniquely separate in academic research, their synonymous use in language, rationality's relation to IQ and cognitive abilities, as well as knowledge, wisdom, explanations and understanding (Gordon, 2008) could mean that consumers associate rationality with intelligence (Baron, 2005). This could explain the higher level of intelligence as a result of rational appeal exposure. Hence, association similarity between intelligence and rationality could explain the reason for the higher levels of brand intelligence from exposure to the rational appeal (Keller, 1993a).

8.3.2.3.3 Successfulness Sub-Dimension

The one-way product involvement effect indicating that the successfulness sub-dimension had a higher value for the smartphone in comparison to the smartwatch could indicate thjat the product characteristics of success for the smartphone represent higher levels of successfulness than the smartwatch. This could be explained by Samsung smartphones longstanding history of success in the market (Kovach, 2015). As successfulness was the only sub-dimension that was solely influenced by a one one-way effect and only at a 90% significance value, it could indicate that it is a dominant BP association that is not easily influenced (Cui, Albanese, Jewell & Hu, 2008) ($H_{O1.1.3.3}$ rejected). Hence, if true, being perceived as successful could be Samsung's core associative positioning. The lower malleability also indicates that not all BP dimensions are easily influenced, providing evidence for BP to present a sustainable advantage. The successfulness sub-dimension hints at the dual nature of brand malleability in the BP structure meaning some dimensions are be more malleable than others.

8.3.2.4 Dynamics of Sophistication

The high levels of sophistication in the BP profile that indicates Samsung's positioning (x=4.98, see Section 7.6.3) were possibly caused by its upper class positioning or the fact that it was endorsed by a celebrity (Maehle *et al*., 2011) as these factors were found to create sophistication in previous research. Sophistication can also be caused by associations of femininity and beauty (Maehle *et al*., 2011). Evidently, sophistication being a feminine association and its congruence with the

female celebrity gender explains why the one-way effect of celebrity gender showed a higher level of sophistication for exposure to the female celebrity (Maehle *et al*., 2011) compared to no celebrity ($H_{O1.1.4}$ rejected); this indicates the transfer of Scarlett Johansson's associations to the BP. The one-way gender effect supports previous research where celebrity associations of Barbara Walters, who was perceived to be a sophisticated celebrity, successfully increased perceptions of brand sophistication (Batra & Homer, 2004). The female celebrity exposure resulting in a higher level of sophistication shows support for sophistication to be interrelated with Grohmann's (2009) female BPG, but it is not the same as BPG (see Section 7.8.3.2.1). The gender identity relation between female celebrity and sophistication is also explained by the gender congruent 'feminine' trait in the sophistication sub-dimension of charm. Although the celebrity personality component of sophistication has been related to trustworthiness (Bekk & Spörrle, 2010), the higher level of sophistication found for female celebrity exposure contradicted previous findings showing that the female celebrity is less trustworthy. However, because celebrity sophistication has been shown to have a strong positive effect on celebrity likeability, and that celebrity likeability could be a stronger influencer on celebrity evaluations than trustworthiness (Bekk & Spörrle, 2010), a higher level of sophistication found could indicate the dominance of sophistication over the source credibility effect found earlier. The absence of the male gender effect influencing sophistication provides further evidence for sophistication and female gender identity to be unique, as it was expected that male celebrity exposure would result in a lower level of sophistication due to the inverse nature of gender identity association relations where the dominance of one association will decrease the salience of another if not complementary (Lubinski, 1983). Interestingly, the higher mean for male celebrity exposure indicates that if statistical power was increased, significant differences could appear that shows the male celebrity to carry associations of femininity, indicating androgyny (Lubinski, 1983).

The one-way effect of communication appeal showing that the emotional appeal exposure resulted in a higher level of sophistication than the rational appeal could be explained by sophistication's relation to symbolic benefit (Maehle *et al*., 2011). Symbolic benefit fulfils needs of self-enhancement or ego identifications which are more likely to be related to positive or negative emotional experiences (Park *et al*., 1986). Sophistication's relation to femininity (Maehle *et al*., 2011), emotion's

classification as feminine (Orth *et al.*, 2010), and sophistication being more prone to influence brand affect (Sun *et al.*, 2010) indicates further support for sophistication's hedonic nature. Sophistication's emotionality is also supported by both of its sub-dimensions of upper class and charm being influenced to higher levels by the emotional appeal.

The one-way product involvement effect showing a higher level of sophistication for the smartphone over the smartwatch was expected to be due to product category associations, as smartphones are regarded to be more sophisticated than the smartwatches due to its continuous software development and new features (Charlesworth, 2009). Moreover, Apple and Samsung smartphones were found to be sophisticated in prior BP research (Thunman, 2012). In addition, the Samsung S5 smartphone (the predecessor to the product used in the stimulus) was described as having a sophisticated design, with the marketing strategy embodying comfort, sophistication and simplicity (Wambui, 2013). Although the smartwatch also scored high on sophistication, its lower level could be attributed to its design which is created for ease of use, in order to facilitate early adoption of the technology (Tidd & Bessant, 2009). To explore sophistication in further detail, the influence of the independent variables on sophistication's sub-dimensions of upper class and charm are interpreted next.

8.3.2.4.1 Upper class Sub-Dimension

The term upper class is usually used to describe user demographics in terms of social class (Kotler & Keller, 2011; Lamb *et al.*, 2008) and is regarded by Aaker (1997) to represent aspirational traits of wealth and status. The one-way product involvement effect showing that the smartphone exposure resulted in a higher level of sophistication than the smartwatch could be due to the product category age solidifying stronger associations, its higher price compared to the smartwatch (Page, 2014) and/or its positioning (Wambui, 2013) ($H_{O1.1.4.1}$ rejected). Face validity shows that upper class could refer to the user base or the brand's positioning, but the positioning is most likely based on the user base. Therefore, it appears that the upper class sub-dimension does share more similarity to user imagery than a BP sub-subdimension. Although the smartphone exposure resulted in a higher level of upper class than the smartwatch, both products had high scores, indicating that both Samsung products were perceived to have a high-end customer positioning.

The one-way communication appeal effect, showing that the emotional appeal exposure resulted in a higher level of upper class could be explained by the associations consumers of communication appeals. As emotional appeals are generally used for high involvement products that are positioned towards higher level consumers (Belch *et al.*, 2012), the associations could explain the communication appeal's effect. Moreover, associative links between sophistication and femininity (Maehle *et al.*, 2011) and emotional being classified as feminine (Orth *et al.*, 2010) could explain the emotional appeal's influence.

8.3.2.4.2 Charm Sub-Dimension

The one-way effect of celebrity gender illustrating a higher level of charm for female celebrity exposure, compared to using both male and no celebrity, confirmed the expectation that female celebrity associations would create female brand associations. This is because 'feminine' is a trait of charm, which illustrates celebrity-brand gender congruence effects ($H_{O1.1.4.2}$ rejected). The communication appeal's one-way effect showing a higher charm level for the emotional appeal than the rational appeal indicates charm hedonic nature because the one-way communication effect influenced upper class and sophistication. Charm's emotionality could be further justified, as charm is feminine and feminine is associated with emotion (Orth *et al.*, 2010). The one-way effect of product involvement, which shows the smartphone to be perceived as having more charm than the smartwatch, could indicate product category gender associations (Batra *et al.*, 2006) for smartphones to be more feminine than smartwatches, because charm includes feminine associations.

8.3.2.5 Dynamics of Ruggedness or Toughness

The moderate level of ruggedness in the BP profile (x=3.43, see Section 7.6.3) indicated that the brand was not very tough. Ruggedness and toughness were analysed as one (see Section 7.8.2.5).

It is known that masculine gender identity is associated with toughness or dominance (Parumasur & Roberts-Lobard, 2012). Moreover, in terms of socio-cultural and evolutionary theory (Meyers-Levy & Loken, 2014), masculinity is proposed to represent strength that relates to ruggedness's sub-dimensions of toughness and ruggedness. In contrast, femininity represents the opposites such as gentleness

(Alreck, 1994), fragility or gracefulness (Grohmann, 2009). Hence, the one-way effect of celebrity gender showing the female gender effect to occur for ruggedness shows that the female celebrity's feminine traits were transferred to the brand to result in a lower level of brand ruggedness than no-celebrity exposure (H_O1.1.5 and H_O1.1.5.1 rejected). The female gender effect influencing ruggedness could also be due to the female celebrity gender's source credibility effect. Because ruggedness is prone to influence brand trust (Sun *et al.*, 2010), it could show that the female gender effect is caused by source credibility. The previously described gender congruent effect whereby female exposure resulted in a lower level of male BPG is similar to the effect found in Grohmann's (2009) study for BPG. However, the lack of the male gender effect to create a higher level of ruggedness supports the notion for the BPG to be unique in relation to ruggedness.

The one-way communication appeal effect showed that a higher level of ruggedness was found for exposure to the rational appeal than to the emotional appeal, which provided evidence for the communication appeal to influence BP through gender identity associations. As males tend to conceptualise items in physical attributes that were prevalent in the rational appeal (Lee *et al.*, 2010), the exposure to the rational appeal could indicate the communication of the male gender association to result in higher levels of ruggedness or toughness. The rational appeal exposure resulting in a higher level of ruggedness than with the emotional appeal contradicts research stating ruggedness to be mainly related to symbolic benefit (Maehle *et al.*, 2011), because symbolic benefit fulfils needs related to emotional experience (Park *et al.*, 1986).

The one-way product involvement effect showing that the smartwatch is more rugged than the smartphone could be attributed to the product or product category associations of durability created by its design (Kovach, 2013). Interestingly, the smartphone being perceived as being more sophisticated than the smartwatch and the smartwatch perceived as being more rugged or tougher than the smartphone could indicate an inverse correlation between the sophistication and ruggedness for the products. This finding could indicate the product gender associations for the smartphone to be more feminine and the smartwatch to be more masculine. This would support the product-appeal *matchup effect* found in the study as well as indicate a possible utilitarian-hedonic matchup. To supplement the BP findings,

additional insights into BP effects influencing consumer dispositions were analysed next.

8.3.2.5.1 Additional Brand Personality Insights

The phenomenon where all dependent variables had higher response levels for respondents who perceived that the brand had a personality, indicates the brand favourability when consumers believed the brand had a personality and for consumers' perceptions to form their 'reality' (Kapferer, 2012). The higher level of BPA when consumers perceived the brand had a personality shows that the BP itself could create its appeal and is supported by the positive relation between BP and BPA (see Section 7.8.2.5.1) (Freling *et al.*, 2010). Similarly, the brand and product involvement at a higher level when the brand had a personality hints that BP could be an antecedent to brand or product involvement (supported by correlations, see Sections 7.8.2.5.1 and 7.8.9.1). The higher levels of brand or advert attitude and affective response indicate that when a BP exists, consumers have more favourable brand and advert dispositions. This finding shows BP's power to create consumer favourability or brand equity (supported by correlations, see Sections 7.8.2.5.1 and 7.8.9.1). The higher levels of purchase intention when the brand was perceived to have a personality than when it did not shows that if a brand has a personality, it is likely to create more purchase intention, demonstrating the BP's economic power as found in previous research (Bouhlel *et al.*, 2010; Ramaseshan & Tsao, 2007) (supported by correlations, see Sections 7.8.2.5.1 and 7.8.9.1). In summary, the additional findings support research for BP to be part of brand equity and a creator thereof. To create a comprehensive understanding of the BP findings, an overarching view of BP results are provided next.

8.3.3 Brand Personality Insights from an Overall Perspective

In the following section, insights gained from BP analyses and discussions are addressed to provide an overall view and conceptual clarity of the BP concept in relation to theory. Samsung's BP profile is analysed for insight into its competitive stance. The factors influencing BP stance as influencers in relation to theory are discussed to show their roles as BBTs. Each BBT's ability to build BP is discussed in detail to show how its influencing dynamics and power. This is followed by the current study's contribution to BP knowledge. In-depth insights into BP malleability are provided to show its brand building abilities. This is followed by the current

study's views on product category associations, BP scope and BP models are provided to illustrate theoretical insights. Thereafter, insights from the BP scale's effectiveness are discussed to illustrate the scale's measurements effectiveness in creating valid BP insights.

8.3.3.1 Brand Personality Profile

Samsung's BP was multifaceted and non-singular because it scored high on many personality dimensions. As it is a success factor for a brand to have a singular BP concept (Malär *et al.*, 2012), the profile demonstrates a limitation in associative positioning. The non-singular profile could be due to Samsung's enormous product range, which created an immense number of associations, but also presents an opportunity for greater associative specialisation and improved positioning (Malär *et al.*, 2012). The diverse BP could be explained by research showing that high usage consumers have more brand-specific associations than product category associations, and that the associations are more multidimensional in nature (Oakenfull & McCarthy, 2006). As consumers are expected to be high users due to smartphone use (Sale, 2014), and because 56% of respondents owned a Samsung smartphone, the high smartphone usage could explain the multifaceted BP structure. In addition, Samsung's strong BP could be explained by BP being more for socially visible products than non-socially visible ones (Wysong *et al.*, 2012) which is an aspect shared by both products used in the current study. The BP profile provided little insight into competitive differentiation in relation to rivals which is an aspect discussed in the future research section (see Section 8.13.4).

8.3.3.2 Factors Influencing Brand Personality

Because the promotion elements of the marketing mix influenced BP, communication itself was confirmed to be a BP influencer (Ouwersloot & Tudorica, 2001; Batra *et al.*, 1993). Likewise, support was found for advertising as an technique to influence BP (Maehle *et al.*, 2011; Batra *et al.*, 1993; McCracken, 1989). Celebrity endorsement gender (user image), communication appeal and product involvement (Malär *et al.*, 2012) were confirmed as factors that influence BP (Malär & Nyffenegger, 2010), albeit with different brand building roles. This finding illustrates the ability of marketing communications to build brand equity (Keller, 1993a) and adds to the limited research on BP from a communication's perspective (Johar *et al.*, 2005).

Celebrity gender being confirmed as a factor that influences BP satisfies propositions for it to be one (Aaker, 1996) and creates a novel finding over previous research limitations. In addition, celebrity gender as a factor influencing BP builds on the notion that celebrity personality associations transfer to BP associations as previously proven (Roy & Moorthi, 2012; Roy & Moorthi, 2009; Ang *et al*., 2006). The current study mimicked research that showed that user imagery was a strong BP influencer for moderate social visibility products (Hayes *et al*., 2008) because the products used were socially visible. Confirming communication appeal as a factor that influences BP confirmed previous expectations for it to be one (Aaker, 1996) and hinted towards advert style being an antecedent of BP (Malär & Nyffenegger, 2010). The communication appeal effects were shown to be true for the rational and emotional appeal which created a novel finding. Confirming product involvement as a factor that influences BP provided a novel finding as it has not been previously addressed empirically (Malär *et al*., 2012).

Celebrity gender was shown to be the strongest influencer followed by communication appeal and product involvement. In addition, because the female gender effect and its proposed relation with credibility influenced BP (trustworthiness effect), it created evidence for the credibility of brand related communications to be a BP influencer and hinted towards it being a BP antecedent (Malär *et al*., 2012). The next section discusses user imagery, communication appeal and product involvement (type) as brand building tools.

8.3.3.2.1 User Imagery as a Brand Building Tool

Celebrity gender's various effects in relation to BP, along with its gender and source credibility association transfers, show that celebrity endorsers are complex cultural figures with a large variety of associations (McCracken, 1989). This finding also shows that celebrity images are far broader than just credibility associations (Choi & Rifon, 2007). Accordingly, the current study confirms the need to use source credibility and meaning transfer models in celebrity endorsement. The current research showed the effectiveness of the male celebrity endorser to enhance BP across several of its dimensions and sub-dimensions. The male gender effect is most likely to occur when the BP dimension or sub-dimension is strongly related to trustworthiness or source credibility, or when consumer focus was the most. If the trustworthiness effect is true, the female gender effect occurring more than the male

gender effect could be because negative associations are more likely to transfer than positive ones (Campbell & Warren, 2012) or because untrustworthiness increases the extent of consumer elaboration (Priester & Petty, 1995). Thus, the female gender effect could be explained by the negativity bias, whereby negative information has larger psychological impacts than positive information (Campbell & Warren, 2012).

User imagery as a direct creator of BP was supported (Aaker, 1997) because it had the majority of influence on BP, including consumer responses found later on. The majority of effects are demonstrated by its consistent one-way effects over that of communication and product involvement effects. The aforementioned findings supports research, that states that abstract associations (user imagery) are more durable and accessible than attribute information, which is created by enhanced evaluation due to embedded meaning (Chattopadhyay & Alba, 1988). The BBT's power also occurs because anthropomorphism was easier due to human influence (Aaker, 1996). The strength of the effect could also be explained by: (1) the consumers ability to transfer the personality traits directly from the user to the brand; (2) user imagery's self-expression role helping consumers identify and select associations they would like to use for self-expression; and (3) abstract associations having more power than lower level attributes on the creation of brand perceptions (Aaker, 1996).

Moreover, the male-female congruence between the celebrity gender communicated and the personality gender components could be explained by the congruence effect as congruence between the male celebrity and the male brand can enhance linking of associations (Keller, 1993a). The congruency effect is applicable to all transfer effects observed in the study, such as the rational-emotional congruency between the communication appeal or product involvement in relation to the respective dependent variable. Because celebrity personality influencing BP was only proven before with low involvement goods according to the author's knowledge (Ang *et al.*, 2006), the current study could hint at novel findings for personality transfer to occur among high involvement goods. However, it is acknowledged that the association transfer could include aspects other than personality. Additionally, celebrity endorsement is proposed to be a strategy that could be used for low and high involvement goods.

8.3.3.2.2 Communication Appeal as a Branding Tool

The communications influence on the dependent variables shows the effectiveness of framing theory to be a broader conceptualisation of the rational and emotional appeal (Hallahan, 2009; Roskos-Ewoldsen & Monahan, 2009). The communication influence also shows the effectiveness of the rational and emotional routes to building BP (Keller, 2009). Hence, it was possible to create cognitive and affective brand evaluations (Tuominen, 1999) with similar effects observed for the other consumer responses later on. The current study confirmed the use of a straight sell communications style to effectively create BP (Belch *et al.*, 2012). Thus the creation of BP shows the appeal's ability to create brand image, or brand equity (Lieven *et al.*, 2014; Kotler & Keller, 2011; Patterson, 1999).

The rational or emotional appeal's influence on BP occurring to a lesser extent than user imagery (celebrity gender) suggests marketing efforts of advertising style to be an indirect BP influencer (Batra *et al.*, 1993). The varying one-way effects of communication appeal influencing BP dimensions and sub-dimensions indicated that BP dimensions and sub-dimensions differ in terms of rationality and emotionality (Guido & Peluso, 2010). It supports previous research that brand personality dimensions vary in relation to functional and symbolic benefit (Maehle *et al.*, 2011) and that some dimensions are more emotionally loaded than others (Guido & Peluso, 2010). The rational-emotional appeal's power in influencing the dependent variable such as BP depends on the dependent variable's associative closeness with the manipulation. Thus, closer associative links indicated the manipulation would have a greater effect on association transfer (Ratcliff & McKoon, 1988), whether it was to enhance or diminish the dependent variable. The findings support the notion that BP is not only limited to the brand imagery component in the brand resonance model. This is because the rational communication based on the performance and judgement components of the brand resonance model or utilitarian brand associations (Kotler & Keller, 2011; Aaker, 1997) influenced BP. The use of a rational appeal and central route processing to create greater differences in BP or consumers' responses as proposed in Chapter 4 is proposed to be more complex than initially thought (Chowdhury & Khare, 2011). The appeals effectiveness is not only dependent on the cognitive consistency between the appeal and cognitive processing, but is proposed to depend on the salience of the measured concept. Hence, if the dependent variable had high salience, the influence would be greater

when there is congruence between the processing style (high involvement), rational appeal and the salient trait.

8.3.3.2.3 Product Involvement as a Brand Building Tool

The differential effect of involvement influencing BP and the matchup effect confirmed previously held expectations that BP creation depends on the type of processing that takes place (Ouwersloot & Tudorica, 2001). The interaction effects found also showed that appeal effectiveness depends on involvement levels (Johar & Sirgy, 1991). Because product involvement had a fewer amount of effects influencing the BP dimensions and sub-dimensions than the other BBTs, the product involvement was shown to be an indirect means of building the BP (Batra *et al.*, 1993). The effects of product involvement on BP showed that the BBT's power lies in creating difference in processing and hinted towards creating BP through shared product or product category associations.

The BP dimensions relating in various degrees to functional, experiential and symbolic benefits show the different means of brand building because the benefit associations are brand equity components (Keller, 1993a). This finding supports the notion for BP to be based upon products portrayal of symbolic and emotional meanings (Azusienyte *et al.*, 2008) and product category associations to influence BP dimensions due to its shared product category associations. The BP dimensions appeared to have some relation to symbolism or experientialism, such as sincerity, excitement, sophistication and ruggedness, with competence being related to functionalism due to the observation of effects on the dimension. However, the current study suggests ruggedness to be both functional and symbolic. Thus, the current study supports research for the majority of the BP dimensions to be related to symbolic value. Although BP dimensions vary in terms of emotionality, the current study shows it created a novel finding for BP, more specifically Aaker's (1997) dimensions, to be dominantly emotional, supporting previous research for BP to be emotionally powerful (Das *et al.*, 2012; Delbaere *et al.*, 2011). Because BP was influenced in both high and low involvement situations, the current study provided further evidence for BP to play a central, not heuristic role, in the process of consumer evaluations, regardless of the involvement level (high or low), in contrast to previous research (Sweeney, 2002). Accordingly, BP is an important differentiator for both high (social identity) and low (utilitarian) involvement products (Oklevik, 2007).

8.3.3.2.4 Contribution to Brand Personality Knowledge

The current study was among the author's knowledge, the first study that tested the influence a celebrity's gender, rational or emotional appeal, and a high or low involvement product involvement on BP, BPG and BPA. Accordingly, the differences in BP and later shown gender and appeal dimensions represent novel insights. More specifically, the malleability of the BP, regardless of product involvement level, was novel (Punyatoya, 2011).

8.3.3.3 Brand Personality Malleability

The ability to influence BP illustrated that the BP dimensions were malleable. Thus, the influence of marketing communications on BP showed that it should be possible to develop BP over time with consistent communication images (Puzakova *et al.*, 2013). This indicates that managers should strategically manage BP into an idealised BP (Malär *et al.*, 2012). The varying effects of the independent variables on BP dimensions show that BP dimensions differ in strength of the respective associations (Keller, 1993a). Thus, the current study proposes that BP is similar to human personality as it is built over time, has rigidity, but can change with consumer perceptions (Freling & Forbes, 2005a). BP's multi-faceted structure shows that even though some elements change, a dominant structure still prevailed, showing that it has a stable structure that can change due to situational changes. Moreover, a larger amount of effects on BP observed at the subdimension level, than dimension level suggests that the subdimensions are more malleable. Hence, novel insights for requests into understanding BP's malleability (Punyatoya, 2011; Hansen & Christensen, 2003) were provided and show consumers' abilities to update their BP perceptions (Johar *et al.*, 2005). Personality traits are said to be relatively enduring and distinct (Maehle *et al.*, 2011; Wee, 2004; Aaker, 1997) but the current study shows their dual nature. The differences in BP due to one exposure, regardless of the product involvement level, show a novel finding in terms of BP malleability (Aaker, 1999; Aaker, 1997). It shows marketing communication's power to be a strategic influencer applicable to all involvement situations, which contradicts previous findings that transfer effects are less likely to occur for a brand with a strong personality (Ang *et al.*, 2006). The current study illustrated that BP was influenced at a high level of strong BP, indicating that ceiling effects in the current study were very high.

The current study made a novel contribution to knowledge (Punyatoya, 2011) by showing that BP was malleable regardless of product involvement. The proposition made in Chapter 4 for higher involvement to buffer the effect of communication over that of low involvement does not rest in involvement's ability to create stronger associations, but in the change of processing style and product involvement's power when used with other communication influencers. BP being malleable, provides evidence for it to be part of persuasion knowledge, and is shown by the limited persuasion knowledge resistance (Friestad & Wright, 1994). Thus BP could be used to increase persuasion and shows the importance of adopting a brand orientated approach in brand building (M'zungo *et al.*, 2010; Urde, 1999). BP's ability to change, but to also show an overall rigid structure, provides evidence for BP to be represented by the brand 'styles' layer of Tuominen's (1999) brand pyramid mentioned in Chapter 3.

8.3.3.4 Product Category Associations, Brand Personality Scope and Approach to Brand Personality Models

The current study supports the notion that products, product categories and brands can exude BP traits (Batra *et al.*, 2006). Because BP can be unique and product category related, it can act as either as a POP or a POD or have elements of both (Maehle *et al.*, 2011). The current study also shows that certain product categories are strongly associated with certain BP dimensions such as electronics with competence, providing insight into the BP association uniqueness (Keller, 1993a). Importantly, the current research supports research which indicates that BP associations share communalities or associations beyond product categories. Examples are sincerity's relationship with high morals or competence's relationship with quality. Moreover, when a brand is perceived to lack a BP dimension, it can have common attributes. Examples are when a female celebrity endorsement elicits associations of lower competence (Maehle *et al.*, 2011), when masculine brands are unsophisticated or when feminine brands are not rugged. Support for performance expectations to be important with sincerity and competence (Maehle *et al.*, 2011) was found during focus group results indicating product expectations on BP.

Support was given to Grohmann's (2009) proposition for BPG and BP to be unique. This was proven by insight gained into BP scope provided by Aaker's (1997) 'sophistication' and 'ruggedness' dimensions in relation to male and female BPG.

The BPG was proven to be significantly different from Aaker's (1997) BP components of 'masculine' and 'feminine' in Chapter 7 due to the significant difference in means. The current study proposed that a positive relation exists between Aaker's (1997) gender dimensions and Grohmann's (2009) gender personality due to both concepts' reactions in relation to independent variables and because 'masculine' and 'feminine' brand traits within Aaker's (1997) scale were found. Therefore, the aforementioned mentioned findings and the interrelations between BP and BPG provided evidence for gender associations or demographical factors to be part of BP. The results also support Lee's (2013) socio-cultural components of BP, for gender to be part of BP, and BP to include socio-cultural dimensions of culture. Thus, the current study proposes that although BP is uniquely distinct from product or product category personality but, due to BP's associative scope, its distinction or extent to which it shares product or category personality remains uncertain. Limitations such as the category confusion, domain adjustment and metaphor limitations remain unaddressed (Avis, 2012), creating opportunities for future research. Because of the relation between BP gender related dimensions and BPG, and the uncertainty of shared category associations, the current study contributed to BP's conceptual ambiguity and provided evidence for Aaker's (1997) broad definition (see Section 3.2.10). Therefore, the current study suggests broadening the BP definition and its scope.

Due to the effectiveness of BP measurement, the current study supports the notion for BP factor based models, such as that of Aaker (1997), and the lexical approach to BP development. Although support was found for the factor based models, the current study suggested future research to combine the strengths of factor based and circumplex models to determine BP's conceptual scope.

8.3.3.5 Review of the Brand Personality Scale and its Cultural Universality

The effectiveness of Aaker's (1997) BP scale measurement provided nomological support and evidence for it to be used at an individual brand level (Austin *et al.*, 2003), despite its construction limitations (see Section 3.2.11) and unidimensional results (see Section 7.3.3). Similar to previous research, the ruggedness trait provided poor reliability (Thomas & Sekar, 2008; Curuana *et al.*, 2007; Rojas-Méndez *et al.*, 2004). Variation in meaning could stem from the variance in trait meaning created by the adjective or descriptor related in context (Austin *et al.*, 2003; Caprara

et al., 2001; Ferrandi *et al.*, 1999), illustrating the domain confusion problem. Thus, inconsistency could stem from the variation of 'rugged' responses due to differences in meaning created context. The nature of the domain can determine the meaning of toughness (Avis, 2012), such as toughness referring to Samsung's market stance or its gender identity. Insight from focus groups also illustrated that confusion can be caused over product or shared category associations, as electronics can be regarded not to be rugged, whereas the products can. According to face validity, the BP scale did appear to provide some scale item overlap as some items could measure the same associations such as trendy or up-to-date.

The current research also adds knowledge to the call for the BP dimensions' stability across cultures because the results were specific to South Africa (Aaker, 1997). Albeit with exceptions, the BP scale was proven to be reliable in a South African context, providing support for it to be used in a developing country and for the dimensions to be culturally etic (culture-free) or universal (Rojas-Méndez *et al.*, 2004). Finding support for sincerity, excitement, competence and sophistication provide evidence for the dimensions universality across cultures (Aaker *et al.*, 2001). Moreover, to the author's knowledge, the current study offers the second ever application in history of Aaker's (1997) BP scale in a South African context, after that of Opoku *et al.* (2006). Because the celebrity gender effect, which was proposed to represent changes in source credibility, was prevalent on almost all dependent variables, it provided evidence for the importance of endorser trustworthiness in a South African context. The findings were similar to research in other cultures that support the cross cultural importance of trustworthiness (Yoon, Kim & Kim, 1998).

8.3.4 Managerial Implications

It is possible to build a BP through a firm's marketing communications by using the BBTs of celebrity endorsement, rational and emotional communication appeals, and product involvement (Keller, 1993a). Celebrity endorsement is the most powerful direct BBT, followed by the indirect BBTs of communication appeals and the product involvement, with the latter being the weakest of the three. All the BBTs could be used separately or in combination, making them industry wide tools. Because the BBTs interacted in some instances, it shows that managers need to account other BBTs used in unison in complementary ways. The BP being subjected to change, but still representing a dominant structure shows that it should be managed to build

brand equity over time with long term advertising campaigns. All effects observed in the study occurred during good 'fit' (see Section 8.3.1.4), making the tools useful with a properly executed endorsement campaign that represents the mentioned fit.

Because BP was present in products regardless of product involvement levels, it could be used regardless of product interest, making it a versatile tool applicable across industries. BP is especially valuable to fast moving consumer goods firms as a concept with which to build brand equity. Importantly, the current study advises brand managers to strategically enhance core BP associations before decreasing unwanted or unnecessary BP associations in order to maintain the overall level of brand equity.

The use of BBTs is context dependent. An example is when a decrease in a certain BP trait is favourable for example, to make the brand less rugged. Thus, the celebrity endorsement BBT should be used with caution and with attention to branding goals. A male celebrity could be used to enhance BP and a female celebrity could be used to decrease it.

In brand building, the degree of associative closeness between what is manipulated and the brand must be noted. This is because the difference in BP is proposed to be caused by source credibility when the BP trait is not gender related, and when it is, it is caused by gender identity.

Because celebrity gender could create unfavourable effects on BP, using a created spokesperson provides an opportunity to exercise greater control over associations to create a closer celebrity-brand fit and to transfer the most desired BP associations (Tom *et al.*, 1992). Thus, the celebrity's images should be actively managed like brand images (Choi & Rifon, 2007) and care should be taken to not transfer unwanted meanings into the evoked set (McCracken, 1989). The current study proposes that the expensive celebrity endorsement BBT is a worth the cost due to its brand equity building abilities (Keel & Nataraajan, 2012).

When using the communication appeal BBT, managers need to note the association closeness between the appeal and the brand trait they aim to enhance, because the closer association would increase the BBT's effectiveness.

The product involvement BBT is proposed to influence BP associations through changing consumer processing and the transfer of product category associations. Thus, the BBT could be used to create product based differentiation. When using the BBT with other BBTs, the interaction effects must be noted because the change in processing is likely to influence the other BBT's effects.

To make a brand more sincere, the study proposes the use of all the tools tested in comparison (see Section 8.3.2.1.2). To make the brand less excited, competent, rugged or more sophisticated, a female celebrity should be used in communications. Competence could also be enhanced through the use of a rational appeal in communications.

Because all the BBTs influenced a strong BP, the BBTs could be used for brands that already have a clear and strong perceived personality such as industry leaders or mature brands. Hence, the BBTs could be used for brand rejuvenation (Keller, 2013). BP's malleability highlights the importance for proactive BP management (De Chernatony, 2001) and the necessity to continuously create, measure and manage BP (Ranjan & Jain, 2011). Creating an authentic BP should be a branding goal to create differentiation (Kapferer, 2012). Also, the BP scale could be used at an individual brand level and across cultures. Because the benefit for BP lies in self-enhancement theory, whereby consumers purchase and use brands to enhance self-esteem (Krohmer *et al.*, 2009) and BP being mainly related to symbolic benefit, it could be a valuable tool for luxury aspirational brands.

Because BP was influenced by a greater variety of effects at the sub-dimension level than at the dimension level, it should be managed with greater specificity. Thus, brand building should be conducted from a dimension level by creating the brand building strategy to be as specific as possible. Importantly, BP's dimensions relation to its type of benefit (functional or symbolic) can be used for a framework for differentiation in brand building. An example is when a symbolic brand could enhance its functional BP perceptions to differentiate its BP profile in relation to competitors that solely focus on creating symbolic perceptions. Creating BP profile singularity should be a strategic objective in advertising campaigns (Sigauw, Matila & Austin, 1999), and because different media can represent different associations, IBP campaigns should strive to create singularity (Malär *et al.*, 2012). Thus, a brand's

dominant associations should be used to guide the development of marketing campaigns (Maehle *et al.*, 2011).

Because BP associations can be linked to product or category associations, it could be used as a form of POP for category differentiation or POD for sustaining a unique value proposition (Maehle *et al.*, 2011). Thus, managers need to gain insight into the degree of shared associations when creating a brand building strategy by looking at both category and brand level associations (Maehle *et al.*, 2011). To explain, the dynamics of brand gender associations, the influence of the independent variables on BPG are interpreted next.

8.4 INFLUENCE OF INDEPENDENT VARIABLES ON BRAND PERSONALITY GENDER

The influence of the independent variables on brand personality gender (BPG) found in Chapter 7 was analysed in this section. The existence of male and female BPG for the one Samsung brand shows the salience and existing spectrum nature of gender identity (Palan, 2001). Support was given to the notion that BPG is important for symbolic brands (Grohmann, 2009) as the products and brand were relatively symbolic due to their social visibility. The three-way interaction effect showed that for the male and female celebrity exposure, regardless of product involvement, the emotional appeal exposure resulted in higher levels of BPG than the rational appeal exposure ($H_{O1.2}$ rejected). This finding indicates that the one-way communication appeal effect of emotion is a strong influencer on overall brand gender. According to the theory of associative closeness (Ratcliff & McKoon, 1988), the one-way effect of emotional appeal could indicate gender to be more related to emotion, and thus to be a more emotionally dominant construct at a general level. Thus, the current research adds to the limited research on gender and affect in marketing (Erevelles, 1998). The *matchup effect* was again confirmed. Samsung's gender neutrality was shown by its means (overall x=3.51, male x=3.95, female x=3.06), but was shown to have a slightly more dominant male BPG. The dynamics of the overall BPG was explained through analysis of the male and female BPG dimensions.

8.4.1 Male Brand Personality Gender

The female gender effect influencing male BPG illustrates that feminine associations from the female celebrity were transferred to brand, resulting in a lower level of male

BPG (H_O1.2.1 rejected). Although the associations transferred could be any association, it is proposed to occur due to gender associations in this circumstance because of the associative congruence between the gender manipulation and the gender based measurement (Keller, 1993a). The transfer effect showed that respondents can be conditioned to understand gender signals about brands (Till & Priluck, 2001). The celebrity association transfer effects on BPG confirms Levy's (1959) proposition that celebrity spokespersons can influence brand personality demographics of gender.

Building on Debevec and Iyer's (1986) study, the current study reaffirms that a spokesperson's gender can influence the product's gender image, but shows more specifically, that a celebrity's gender can influence the BPG. The current study builds on Debevec and Iyer's (1986) mixed results because the appropriate scale is used. In contrast to Debevec and Iyer's (1986) results, whereby the effect of male spokesperson gender on product gender was observed for a gender neutral product, the current study showed the transfer to only occur for the female celebrity gender exposure. Hence, the male gender effect did not occur and only the female gender effect did occur. In contrast to Grohmann's (2009) study, where male spokesperson traits positively influenced the male BPG associations and female spokesperson traits positively influenced female BPG associations, the current study provided more complex results. The insignificant difference in male BPG during male celebrity gender exposure is inconsistent with Grohmann's (2009) study where male exposure increased the level of male BPG. As Grohmann (2009) did not define the type of spokesperson used, the current study's findings possibly show different BBT influences for the type of spokesperson used in communications. Building on Grohmann's (2009) research where a fictitious and utilitarian product was used, the celebrity gender's ability to influence BPG was shown for a neutral gender identity product and a real brand. Novel findings are also provided by showing that the celebrity gender effect influencing BPG occurred for both high and low involvement products.

The one-way effect of the communication appeal showing exposure to the rational appeal resulted in a higher level of male BPG, than the emotional appeal, provides evidence for the rational communications to be associated with masculine gender roles or associations (Petrevu, 2001; Kring & Gordon, 1998). The previous effect is explained by association similarity which could enhance the linking of associations

(Keller, 1993a). The direct attributes portrayed in the rational appeal present male conceptualisation of items, and the level of rationality demonstrates male gender identity (Lee *et al.*, 2010). Thus the effect could be explained by the congruence of the gender associations of the appeal and the male gender identity. Supporting the rational appeal's association with male gender identity or masculine associations is the rational appeal exposure that resulted in a higher level of BP ruggedness as well. The absence of the one-way product involvement effect influencing male brand personality indicates that masculinity could be less related to product category associations than femininity as the product effect did occur for female BPG.

8.4.2 Female Brand Personality Gender

The three-way interaction effect on female BPG showed that for the smartphone and the rational appeal, the female celebrity exposure, compared to no-celebrity exposure, resulted in a significantly higher level of femininity. The same occurred for the smartwatch and the emotional appeal but with both celebrities ($H_{O1.2.2}$ rejected). Also, insignificant differences in femininity across celebrity gender exposure (male, female, no celebrity) for the smartphone and the emotional appeal, as well as the smartwatch and the rational appeal, indicates a pattern. The pattern indicated that feminine BPG was lower during female celebrity exposure compared to no-celebrity exposure and was the lowest during male celebrity exposure. The previously mentioned inverse patterns could be explained by the ELM (Kotler & Keller, 2011) similar to the other three-way interaction effects and this phenomenon also requires additional research to determine the reasons for the inverse effects.

Batra *et al.* (1993) proposed that the brand demographics are often the most salient personality characteristics, such as gender. Moreover, it was also shown that masculinity and femininity are salient personality traits (Azusienyte *et al.*, 2008) and that brand gender is a salient aspect of brand personality. It was also shown that gender was one of the most salient and the easiest extractable factors in brand personality (Azusienyte *et al.*, 2008). Although the actual BPG did not score very high, it was regarded to be salient for the following reasons. The female BPG associations being influenced at a higher level of cognitive thought where consumer focus was at its maximum could explain BPG's salience. This is supported by sexual identity being one of the most salient and accessible personality traits (Azusienyte *et al.*, 2008; Dion *et al.*, 1972; Levy, 1959).

During high involvement, there is more focus on central route thinking and the rational appeal due to the similarity between the processing style, what was communicated, and the salience of the association (Belch *et al.*, 2012). Because the gender association is salient, the association is expected to have influence where consumer focus is the most, which explains why the female celebrity exposure enhanced brand femininity for the rational appeal during high involvement. Accordingly, in the high involvement situation it was expected that there would be less focus on the emotional appeal due to the incongruence between what was manipulated and the processing style. The incongruence between manipulation and processing style created less focus on peripheral cues of emotion, explaining why the celebrity gender associations had less influence during the emotional appeal. In contrast, during low involvement most mental focus would be on the emotional appeal as during low involvement, the focus is on peripheral cues, such as emotion, which explains why celebrity gender associations enhanced brand femininity during the low involvement and emotional appeal as the gender traits are salient. Accordingly, because there is expected to be less focus on the rational appeal due to incongruence between the processing style and what is manipulated, this expectation could explain why there was no significant difference in femininity during different types of celebrity exposure. Additionally, the three-way interaction effect illustrated that any (male or female) celebrity exposure could result in lower levels of female BPG during high involvement and the emotional appeal, and the same occurred for the rational appeal during low involvement.

Grohmann's (2009) finding, whereby exposure to the female spokesperson enhanced female BPG, was only partially supported. This is because, although there was no one-way gender effect, the female celebrity exposure did result in higher levels of femininity during high involvement for the rational appeal and low involvement for the emotional appeal. Although partial, it does represent a novel finding for observing the effect for the celebrity type of spokesperson. Interestingly, the significantly higher levels of femininity as a result of both the male celebrity and female celebrity exposure, compared to no-celebrity exposure for the smartwatch and the emotional appeal (not significant for the smartphone and the rational appeal) shows gender identity is a complex construct as it provides evidence for androgyny (Solomon, 2013). The notion for the emotional appeal associations to be related to the female gender identity is supported. This is because for the three-way interaction

377

effect, all combinations regardless of product involvement (high or low) or celebrity exposure (male, female, or no celebrity), except for the no-celebrity exposure and the smartwatch, the emotional appeal exposure resulted in higher levels of femininity than the rational appeal. This was supported by the one-way communication appeal effect. The aforementioned findings are consistent with female gender identity being represented by traits of emotionalism (Feiereisen *et al.*, 2009), or that being emotional is classified as feminine (Orth *et al.*, 2010).

The *matchup effect* was again confirmed. Therefore, the exposure to the smartphone and the emotional appeal, and the smartwatch and the rational appeal, was supported to be complementary. The *appeal strength effect* was also confirmed (see Section 7.8.3.2). The one-way effect of product involvement whereby exposure to the smartphone resulted in a higher level of female BPG than the smartwatch is similar to the pattern found on Aaker's (1997) dimension of sophistication and sub-dimension of cheerfulness. The aforementioned mentioned shows the positive linear relation between Aaker's (1997) and Grohmann's (2009) dimensions. Brand association congruence between the product and brand femininity could indicate that the smartphone is more feminine than the smartwatch and was substantiated by the two-way interaction effect (see Section 7.8.3.2). Thus, evidence is provided for Grohmann's (2009) BPG theory to be limited by the same issues of scope and shared product category association confusion to that of Aaker's (1997) brand personality.

8.4.3 Contribution to Brand Personality Gender Knowledge

The current study contributes to the limited research on BPG from a communications perspective (Johar *et al.*, 2005). This study was one of the first to prove that celebrity gender, communication appeal and product involvement (product type) can influence BPG. Moreover, it was the first to show that BPGs across high and low product involvement levels (or product types) are malleable. BPG was shown to have similar scope limitations to BP theory. Nomological support for Grohmann's (2009) BPG scale and its validity in measurement was provided. This was the first study to use the scale in a developing country, providing evidence for BPG's cultural universality. Insight on the relation between BP and BPG was elaborated on next to supplement brand personality findings, and is followed by the discussion of the relations between appeals and gender identity.

8.4.3.1 The Relation between Brand Personality Gender and Aaker's (1997) Gender Related Brand Personality Dimensions

The results indicate that Grohmann's (2009) gender dimensions are uniquely different to Aaker's (1997) BP dimensions of ruggedness and sophistication and relevant sub-dimension traits of 'masculine' and 'feminine' but are positively interrelated with each other. Unique and shared effects influencing both BP and BPG were found. Supporting the uniqueness is the unique effects of the independent variables influencing male and female BPG not found on Aaker's (1997) gender dimensions. Thus, the patterns complement Aaker (1997) and Grohmann's (2009) gender dimensions to be different (see Section 7.8.3.2). The same shared patterns of one-way effects influencing both BP and BPG provides additional evidence for Grohmann's (2009) and Aaker's (1997) dimensions to be positively interrelated as found in Maehle *et al.* (2011). Both ruggedness and male BPG were influenced by the one-way female gender effect and enhanced by the one-way rational appeal. Both sophistication and female BPG were similarly enhanced by the one-way effect of the emotional appeal and smartphone. Female BPG and sophistication being similarly influenced by the female celebrity exposure, was only partly supported as sophistication was influenced by the one-way effect and female BPG was influenced by the tree-way interaction effect.

8.4.3.2 The Relation between Communication Appeal, Gender Associations and Gender Identity

The one-way effect of communication appeal on BPG indicated that BPG was at a higher level during exposure to the rational appeal than the emotional appeal, and the female BPG was at a higher level during exposure to the emotional appeal than the rational appeal. This finding provides evidence for the communication and brand gender association matchup to be consistent with findings that showed that male celebrities were associated with functional product benefits and female celebrities with psychosocial benefits (Stafford *et al.*, 2003). This proposition indicates that the appeal's gender congruence with gender identity roles influenced BPG. This is consistent with expectancy theory (Burgoon, Dillard & Ooran, 2006), which explains that men are expected to use intense, verbally aggressive or direct language to create persuasion, whereas women display pro-social message strategies with more emotions (Perse *et al.*, 1996). Because BPG was influenced by the communication

379

appeals, it showed that the appeals successfully captured gender identity associations. The appeal-gender identity congruence indicates that gender identity does represent the meanings associated with gender roles which include gendered social meanings or personality traits (Gerber, 2009). It also showed that gender is much broader than sexual identity. This is because gender is represented by the cultural meaning of gender identity, and it is an ideological device consumer's use in decision-making, which makes it important to understand the social construction of gender identity (West & Zimmerman, 1987).

8.4.3.3 Additional Brand Gender Insights

The overall BP and its dimensions of sincerity, excitement, competence and ruggedness were at higher levels when the brand was perceived to be masculine. In contrast, the sophistication or feminine related BP dimension was at a higher level when the brand was perceived as feminine. This hints that the first four traits could be related to male gender identity and sophistication could be related to female gender identity. Thus, it hints that the overall BP could be more related to masculinity, supporting the previous proposition for BP and BPG to be related (but distinct). When the brand was regarded to be masculine, the male BPG was higher, and when feminine, the female BPG was higher. This indicated consumers' gender congruent perceptions. The findings that brand involvement was not significantly different between brand genders, and that product involvement was at a higher level when the brand was female, hinted for brand interest to be gender free and product interest to be more when the brand was perceived to be female.

8.4.4 Managerial Implications

BPG being influenced shows that it is a vital concept to strategically manage. Because BPG existed for both low and high involvement products, any brand manager needs to manage BPG regardless of its product involvement levels or category associations. The means of BPG levels show an opportunity for marketers to use different gender positioning in the electronics category. Likewise, Samsung, being dominantly masculine, shows its position that can be leveraged.

In the current study, it was found to be possible to make the brand less male with exposure to a female celebrity. Insights show that to enhance masculine brand personality, brand managers should use rational communication appeals and can be

used regardless of product involvement levels, but only applies to gender neutral brands (see Limitation Section 8.11). Creating female BPG was dependent on all the interactions of the BBTs (see Section 8.4.2). To determine the desirability perceptions of brand personality, the influence of the independent variables on brand personality appeal are interpreted next.

8.5 INFLUENCE OF INDEPENDENT VARIABLES ON BRAND PERSONALITY APPEAL

The influence of the independent variables on brand personality appeal (BPA) found in Chapter 7 was analysed in this section. The high overall BPA (x=5.26) showed consumers' perceptions of brand personality attraction and favourability. Clarity's mean was 5.32, whereas favourability was 5.62 and originality was 4.67, which shows the hierarchy of BPA dimension salience to be similar to the hierarchy influencing purchase intention, but not the same (Freling *et al.*, 2010) (see Section 3.3). In terms of the overall BPA, the three-way interaction effect showed that the male gender effect enhanced BPA for the smartphone during the rational appeal ($H_{O1.3}$ rejected). The male gender effect occurred again for the smartwatch during the emotional appeal (not statistically significant). This finding confirms previous results from the study whereby the male gender effect occurs where consumer focus is at its greatest (see sincerity 8.2.2.1.2). The female gender effect occurring regardless of product involvement or communication appeal shows the female celebrity's ability to decrease brand personality attraction. The most overall BPA was found for exposure towards the male celebrity, the rational appeal and the smartphone. For the smartwatch, the highest point of overall BPA was a combination of the no-celebrity exposure and the rational appeal. The combination points demonstrate the combined BPA dimensions of clarity, favourability and originality which are synonymous with brand favourability, strength and uniqueness used to create brand equity (Keller, 1993a). The *matchup effect* was found again and shows the combinations' ability to create brand personality attraction. The *appeal strength effect* was again confirmed (see Section 7.8.4).

8.5.1 Brand Personality Appeal Clarity

The findings indicated that clarity had strong BPA associations. This is because only 90% significance effects were found to influence clarity. Also, the one-way celebrity gender effect which is prevalent on most variables did not create significant

differences in clarity ($H_O1.3.1$ rejected). The one-way celebrity gender effect demonstrating the occurrence of the female gender effect showed the strength of the female celebrity to create a lower level of clarity.

The one-way effect of product involvement indicating that the smartphone exposure resulted in a higher level of brand personality clarity than the smartwatch could show the differences in product category age. The older and more prominently used smartphone and its more clear personality could be created through reaffirmed associations, compared to the newly introduced smartwatch that could have more limited brand associations due to its novelty (Wee, 2004; Swan, 2012). This is supported by earlier results whereby the smartwatch had more imaginativeness brand personality associations, which supports the smartwatch's uniqueness. The exposure to the high involvement product resulting in a higher level of brand personality clarity or brand knowledge than the low involvement product shows that consumers with greater brand interest (high involvement) will have greater brand knowledge or more BPA clarity (Chowdhury & Khare, 2011).

8.5.2 Brand Personality Appeal Favourability

The favourability of BPA was confirmed to have the most powerful influence on purchase intention, confirming the hierarchy of effect on it found by previous research (Freling *et al.*, 2010) (see Section 7.8.9.1 and Appendix G). Favourability's strength was supported by the fact that the three-way interaction effect influencing favourability mimicked the three-way interaction effect pattern found for the overall BPA, showing congruence to the overall BPA ($H_O1.3.2$ rejected). Also, the highest level of BPA favourability for the smartphone and the smartwatch was found for the same combination points as the overall BPA. Research suggesting brand association favourability, strength and uniqueness to be important factors in high involvement was partially supported because both clarity and favourability exhibited higher levels of BPA during high involvement, as indicated by the one-way product involvement effect (Keller, 1993a).

The three-way interaction effect illustrated that the male celebrity exposure resulted in a higher level of favourability than the female or no celebrity for the rational appeal and the smartphone, and the same occurred for the emotional appeal and the smartwatch (the latter effect's differences were not significantly different). This finding indicate that favourability which is most likely a salient association is processed

where the mental focus is the most according to the ELM (Belch *et al.*, 2012) as previously mentioned (see 8.2.2.3.1 or 8.3.2). The celebrity gender effect shows that celebrity endorsement does influence brand image favourability (Yang *et al.*, 2011).

The *appeal strength effect* was again confirmed along with the *matchup effect*, with the *matchup effect* indicating the combinations for creating the most BPA favourability (see Section 7.8.4.2). The matchup effect was supported by the two-way interaction effect between product involvement and communication appeal (see Section 7.8.4.2). The one-way product involvement effect whereby the smartphone exposure resulted in a higher level of BPA favourability could show that the smartphone had greater consumer preference and could be explained by the product involvement's ability to enhance brand favourability. This is because product or brand favourability or the desire of both is a prerequisite for involvement (Smit, 2012).

8.5.3 Brand Personality Appeal Originality

The two-way interaction effect between product involvement and celebrity gender showed that the originality of BPA remained unaffected for the smartwatch across celebrity exposure, but was only lower due to the female gender effect for the smartphone ($H_{O1.3.3}$ rejected). The presence of the female gender effect supports the transfer effect to exist due to source credibility, as novelty or entertainment value was transferred to the brand (Atkin & Block, 1983).

The one-way effect of product involvement whereby exposure to the smartwatch resulted in a higher level of BPA originality than the smartphone supports previous findings whereby the smartwatch exposure resulted in a higher level of imaginativeness BP. This finding indicates that the smartwatch contained product associations of novelty that were captured in the BPA originality (Nerney, 2015; Goodchild, 2014). If true, the former statement would indicate that BPA has similar product category scope limitations that are prevalent in brand personality theory. The notion that low involvement products are able to create brand equity is supported because exposure to the smartwatch resulted in a higher level of BPA originality than exposure to the smartphone and because originality is synonymous with Keller's (1993a) brand equity association characteristic of uniqueness.

8.5.4 Contribution to Brand Personality Appeal Knowledge

This study was among the first to show that celebrity gender, communication appeal and product involvement can influence BPA and that BPA is malleable across product involvement levels (product types). It was the first to test the BBTs on BPA and to test the BPA scale in a South African developing economy context. The current research supports BPA to be culturally universal. Novel insight was gained in terms of BPA conceptual scope for it to potentially suffer from similar scope limitations to brand personality theory. This was because shared product category associations influenced BPA. BPA was shown to be positively related to brand personality (see Section 7.8.9.1 and Appendix G), meaning that BPA could be used to create a more favourable appeal. Thus, it is important to manage BPA in conjunction with BP. The proposition made in Chapter 4 for greater involvement to lead to more knowledge of BPA was found to be more complex than initially thought. The current study proposes that involvement's ability to create more BPA depended on the interactions' influence of all other communication factors. Furthermore, involvement's influence on BPA was observed on a product category association level and was shown to be unique to appeal sub-dimensions. Nomological support was also provided for the BPA scale (Freling *et al.*, 2010).

8.5.5 Managerial Implications

Advertising practitioners need to manage BPA and its dimensions to create brand favourability perceptions for consumers. Thus a strong, favourable and unique brand needs to be built to create brand equity (Keller, 1993a). Similarly, dimensions of clarity, favourability and originality needs to be managed to be complementary in order to create brand equity (Freling *et al.*, 2010). Because BPA was high for a strong brand, it shows that managers should use the latter to achieve the former. The one-way effects of product involvement influencing BPA dimensions show the relative dimensions to leverage. Accordingly, exposure to the high involvement product, resulting in a higher level of BPA clarity, than to a low involvement product shows that it is important for managers to create more brand involvement to enhance clarity of consumer BPA perceptions.

For firms with high brand awareness, competitive differentiation should be created with BPA favourability or originality as clarity could be high due to brand age. Similarly, clarity could be difficult to influence, possibly indicating the power of the

concept to protect the brand. The one-way product involvement effects influencing all BPA dimension suggest that appeal associations are also closely related to product category associations, making the understanding of the product category associations critical in crafting branding strategy. BPA favourability should be used by practitioners to create purchase intention. Because BPA clarity and favourability were higher during high involvement, this shows the need to create campaigns to stimulate brand interest to enhance those BPA dimensions. Similarly, originality could be enhanced through novel product category associations.

To gain insights into the first brand equity component of consumer responses, the influence of the independent variables on brand involvement was discussed next. Thus, the discussion of the effects on brand involvement and the other consumer responses of attitude and purchase intention later on were aimed at providing insight into BP malleability, contribute to existing research and show the second route through which brand equity could be created in contrast to building brand personality.

8.6 INFLUENCE OF INDEPENDENT VARIABLES ON BRAND INVOLVEMENT

The influence of the independent variables on brand involvement found in Chapter 7 is interpreted in this section (H_{O2} rejected), with brand involvement representing the first component of consumer responses, which represents the second part of the primary research objective.

The three-way interaction effect influencing brand involvement shows that the exposure to the smartphone resulted in higher levels of brand involvement than the smartwatch regardless of celebrity exposure (male, female or no celebrity) or appeal (rational or emotional). This finding supported the notion of the manipulations as product involvement has been found to be strongly and positively related to brand involvement (Smit, 2012). The three-way interaction effect also showed that, regardless of celebrity exposure (male, female or no celebrity), the brand involvement was not significantly influenced for the combination of the smartphone and the rational appeal, and for the combination of the smartwatch and the emotional appeal. The female gender effect (compared to no-celebrity exposure) occurred for the emotional appeal and the smartphone, and again for the rational appeal and the smartwatch.

Brand involvement was proposed to be a salient association due to it being a strong behavioural influencer because it uses self-concept dynamics for decision making which requires minimal processing (Johar & Sirgy, 1991), making the association easily accessible for processing. This was supported by its mean levels. The pattern of the absence of significant effects influencing brand involvement across product involvement could be explained by the ELM (Belch *et al.*, 2012) (see BPA favourability for example in Section 8.4.2) but requires additional research as previously mentioned.

For the smartwatch and rational appeal, exposure to both celebrities resulted in lower levels of brand involvement, with the male celebrity exposure resulting in the lowest level of brand involvement. This mimicked earlier three-way interaction findings for the rational appeal and celebrity endorsement to be a less suitable combination in a low involvement condition when the salience was high (see BPA and favourability in Sections 8.4 and 8.4.2). The inverse pattern of effects across product involvement levels mimicked the overall BPA and BPA favourability patterns, which were also salient brand traits. The absence of observing the significant male gender effect in the high involvement situation for the rational appeal and for the low involvement situation for the emotional appeal could be due to involvement bias effects.

Bias effects could be explained by brand involvement's strong positive relation with product involvement (Smit, 2012) and the nature of both concepts could explain why effects were observed to a lesser extent to that of the BPA pattern. Both product and brand involvement could have elements of enduring involvement, making the construct more rigid to influence (Michaelidou & Dibb, 2008).

The *matchup effect* showed the combinations' ability to create greater brand interest. The *appeal strength effect* was again confirmed (see Section 7.8.5). The two-way interaction effect's pattern supported the complementary *matchup effect* (see Section 7.8.5).

The rational appeal exposure resulting in a higher level of brand involvement than the emotional appeal for the smartwatch in the two-way interaction effect between communication appeal and product could indicate the rational appeal's ability to create more ORI. The ORI motivation effect can be explained by the cognitive response approach (Johnson & Eagly, 1989). Because strong arguments have been linked to ORI (Smit, 2012), it indicates a link between the rational appeal and brand

involvement. Therefore, because ORI can be created by the rational appeal (Smit, 2012), and ORI is the superior component in terms of rationality compared to IRI and VRI, it explains why the rational appeal exposure resulted in a higher level of brand involvement during low involvement than with the emotional appeal exposure. Accordingly, because IRI and VRI are related to emotionally loaded benefits such as symbolic or experiential benefits, which are communicated in the emotional appeal, it is expected that the emotional appeal created more IRI and VRI which is more likely to have an influence in high involvement product where those involvement risks are high (Smit, 2012). Thus, the previous finding could explain the higher level of brand involvement for exposure to the emotional appeal than the exposure to the rational appeal for the smartphone (non-significant differences). Although the pattern is supported by involvement theory, the pattern is inversed to the suggestion of consistency and contingency theory, and the Rossiter and Percy (1997) grid whereby the rational appeal is proposed for the high involvement product and the emotional appeal for the low involvement product. An alternative explanation could be provided by source credibility's ability to have greater impact on persuasion during low involvement situations (Petty *et al.*, 1981). Because the rational appeal can be seen as a more credible source than the emotional appeal due to its facts presented in the appeal (Stafford & Day, 1995), the findings could show that the rational appeal added to the source credibility of the low involvement product to enhance brand involvement.

The one-way effect of product involvement resulting in a higher level of brand involvement for exposure to the smartphone than the smartwatch, shows that the smartphone made the brand more personally relevant than the smartwatch (Lamb *et al.*, 2008; Ligas & Cotte, 1999; Johnson & Eagly, 1989; Celsi & Olson, 1988). This finding shows the strong positive relationship between product and brand involvement and that involvement is the same concept that only differs in relation to the stimulus object (Smit, 2012; Mittal & Lee, 1989). To understand the brand interest dynamics in relation to products and to show the stimulus effectiveness, product involvement is investigated next.

8.6.1 Product Involvement Insights to Supplement Brand Involvement Insights

The effectiveness of the stimuli was shown by the involvement gap between the smartphone and the smartwatch. Thus, the involvement gap indicates that the

smartphone was more personally relevant than the smartwatch (Lamb *et al.*, 2008; Ligas & Cotte, 1999; Johnson & Eagly, 1989; Celsi & Olson, 1988). Equally important, the effectiveness of the manipulations shows the product involvement or communication to be an involvement influencer and possible antecedent of involvement (Warrington & Shim, 2000; Zaichowsky, 1986). The differences in product involvement found represent varying levels of response involvement as involvement was a reaction to stimuli (Michaelidou & Dibb, 2008). The results show that products can vary greatly in terms of involvement (interest), even when they are from the same brand or general product category (electronics). Similarly, it is shown that product involvement can differ in relation to sub-categories because both products were from different subcategories.

The one-way effect of communication appeal, whereby exposure to the rational appeal resulted in a higher level of product involvement than the emotional appeal for both products indicated that the rational appeal created more message-relevant thinking (Petty & Cacioppo, 1979), thus, more awareness (Radder & Huang, 2008) and cognitive involvement (Erevelles, 1998). Hence, although both affective and cognitive motivation can add to the cognitive evaluation of a product (Dholakia, 2000), the former is more powerful. Also, because ORI increases persuasiveness with messages with strong arguments (Chowdhury & Khare, 2011), and because it was found to be the strongest sub-concept of involvement (Smit, 2012), the rational appeal influence could be attributed to the dominant cognitive involvement created through message relevant thinking (Park & Young, 1986). Thus, it supports previous research indicating that under central route processing or high involvement, respondents focus on attitude relevant information such as message arguments. Whereas under peripheral processing, low involved respondents focus on shortcuts to evaluate attitude objects such as source characteristics or emotional cues rather than message information (Fabrigar, Petty & Wegener, 1997; Andrews & Shimp, 1990; Zaichowsky, 1986; Petty *et al.*, 1983). The aforementioned mentioned findings support the consistency theory and contingency approach whereby the type of message is matched with the decision making style (Erevelles, 1998:201).

8.6.2 Managerial Implications

To create the highest level of brand involvement for a high involvement product, firms should use an emotional appeal without a celebrity, and for a low involvement

product, they should use a rational appeal without a celebrity. The brand involvement differing for products shows that it matters even at a subcategory level in terms of product interest and should be managed simultaneously with product involvement. Thus, it is important for firms to know their product category structure to manage brand and product involvement.

To determine brand equity building insights from the second brand equity component of consumer responses and the most direct means of creating brand equity, the influence of the indecent variables on the consumer attitude towards the brand, and subsequently the advert is interpreted next.

8.7 INFLUENCE OF INDEPENDENT VARIABLES ON ATTITUDE TOWARDS THE BRAND

The influence of the independent variables on attitude towards the brand found in Chapter 7 was interpreted in this section ($H_{O}3.1$ rejected), and represents the first aspect of the second component of consumer responses of attitude.

The high attitudinal favourability towards the brand (combined utilitarian and hedonic attitude towards the brand x=5.10; utilitarian x=5.07; x=hedonic 5.14;overall x=5.60) similar to that of BPA, indicates the brand favourability. Thus, the high levels were similar to the BPA levels. The two-way interaction pattern between product involvement and communication appeal supported the complementary matchup effect, but contradicts consistency and contingency theory (Belch *et al.*, 2012). The two-way interaction effect between celebrity gender and product involvement showed that the female gender effect occurred in any involvement situation but in low involvement, any celebrity exposure (male or female) resulted in less favourable brand attitudes than the brand. The results support previous findings that show that male celebrity endorsement is not always a favourable BBT to enhance BP or consumer responses (see BPA Favourability Section 8.4.2). However, these findings contrast previous research propositions for celebrity endorsement to be a suitable tool in low involvement (Punyatoya, 2011). The influences of the BBTs on attitude towards the brand show that the consumer's behavioural or brand beliefs do influence their attitude as explained by the TRA (Schiffman *et al.*, 2010) and the creation of brand equity (Keller, 1993a). Thus, the findings confirm the research that spokespersons or celebrity endorsers influence attitude in general, but shows this to occur more specifically for attitude towards the brand (Lin, 2011).

The one-way effect of product involvement showing the exposure to the smartphone resulted in more favourable attitude towards the brand than the smartwatch could indicate that the consumers had more product knowledge about the higher involvement product (Celsi & Olson, 1988). This is because attitude formation could be more extensive as there could be more knowledge from which beliefs could be formed (Schiffman *et al.*, 2010). The aforementioned finding also supports the fact that attitudes are influenced to a greater extent when consumers are more involved than when they are less involved (Muratore, 2003), but this was shown to be distinct for different types of attitude. Also, due to the novelty of the smartwatch category (Swan, 2012; Wee, 2004), the lower attitude favourability for smartwatch could indicate that there was less opportunity for attitude formation than the longstanding smartphone category. To explore the attitude towards the brand in greater depth, the influences of the BBTs on attitude's components are interpreted next.

8.7.1 Utilitarian Attitude towards the Brand

The two-way interaction effect between celebrity gender and product involvement for the utilitarian attitude towards the brand mimicking the pattern of the combined utilitarian and hedonic attitude possibly shows the utilitarian components dominance as a component of attitude. The aforementioned two-way interaction effect showed that for the smartwatch, the male celebrity exposure also resulted in a lower level of utilitarian attitude towards the brand than no celberity ($H_{O}3.1.1$ rejected). This supports previous combined attitude findings for celebrity endorsement to be an inappropriate strategy for low involvement products in some instances, contrasting previous research propositions (Punyatoya, 2011). This finding could be explained by the source credibility having greater effects on attitude under low than under high task importance when a persuasion cue (celebrity) is present (Fabrigar *et al.*, 1997).

The one-way effect of celebrity gender showing the presence of the female gender effect, along with finding the female gender effect in the two-way interaction effect confirms the female gender effects prevalence in the study to lower utilitarian attitude towards the brand. Thus, the two-way interaction effect between celebrity gender and product involvement was supported by the one-way gender effect. The results are similar to previous research whereby the overall celebrity credibility and expertise influenced brand attitude (Doss, 2011).

The one-way communication appeal effect of the exposure to the rational appeal, resulting in a higher level of utilitarian attitude towards the brand than the emotional appeal, supports consistency and contingency theory. The rational appeal communicated utilitarian or functional brand benefits (Erevelles, 1998) with the observed effect indicating the transfer of those benefit associations to the utilitarian attitude towards the brand (Keller, 1993a). Hence, the rational appeal's ability to create a higher level of utilitarian attitude towards the brand illustrates its power to create content-based cognitive responses (Rosselli *et al.*, 1995). The dominance of the rational appeal on utilitarian attitude towards the brand could be attributed to cognitive or affective persuasion matching effect. The matching effect occurs when the message matches some aspect of the recipient, such as when the underlying nature of the brand attitude (cognitive or affective) matches the appeal (cognitive or affective) to create more favourable brand attitudes (Fabrigar & Petty, 1999).

The one-way product involvement effect, whereby exposure to the smartphone resulted in a higher level or more favourable utilitarian attitude towards the brand than the smartwatch, shows that a greater amount of utilitarian product category associations than hedonic associations must have been transferred from the smartphone to brand attitude (Batra *et al.*, 2006). Thus, it indicates that the smartphone could be more utilitarian than the smartwatch. The one-way product involvement effect could also be explained by attitude being more easily accessed under high involvement conditions than those in low involvement (Lunt & Kokkinaki, 1999), enabling greater attitude evaluations to be made. However, this was not supported for the hedonic brand attitude next.

8.7.2 Hedonic Attitude towards the Brand

The two-way interaction effect between product involvement and communication appeal showed that exposure to the emotional appeal resulted in a higher level of hedonic attitude towards the brand for the smartphone than exposure to the rational appeal, and the rational appeal exposure resulted in a higher level of hedonic attitude towards the brand for the smartwatch than the emotional appeal exposure (latter effect's differences not significant) ($H_{O3.1.2}$ rejected). The inverse pattern supports the *matchup effect* and shows the combinations for creating the most favourable hedonic brand attitudes. The inverse pattern also supports Johar and Sirgy's (1991)

proposition to use an emotional appeal for the high involvement (value-expressive) and rational appeal for the low involvement (utilitarian advertising).

8.7.3 Overall Attitude towards the Brand

The one-way communication appeal effect demonstrated that more favourable overall attitude towards the brand was found for exposure to the rational appeal than the emotional appeal ($H_{O3.1.3}$ rejected). This finding shows that brand attitudes are dominantly cognitive as it was influenced to a greater extent by argumentative power of the rational appeal. Finding the same pattern for overall attitude towards the advert demonstrated attitude's cognitive dominance. The rational appeal being generally more effective than the emotional appeal was similar to previous research (Perse *et al.*, 1996), adding to the mixed evidence on the rationality-emotionality persuasiveness of appeals. Therefore, the finding that the overall brand and advert attitudes are influenced to result in higher levels by the rational appeal over the emotional appeal contradicts findings that state that in general, the emotional appeal outperforms the rational appeal (Geuens *et al.*, 2011).

8.7.4 Insights on Attitude towards the Brand

Finding evidence for the utilitarian and hedonic attitudes towards the brand, along with different influences on both attitude components provides support for the tricomponent attitude model (Schiffman *et al.*, 2010) and its dimensions of cognitive (belief) and affective (emotional) attitudes (Fabrigar *et al.*, 1997). Thus, attitude multidimensionality was supported. The distinct reactions of utilitarian and hedonic attitude towards the brand show that brand attitudes can indeed be classified as cognitive (belief) and affective (emotional) (Fabrigar *et al.*, 1997). The different effects of rational and emotional appeal on the utilitarian and hedonic attitude towards the brand show that associative closeness between the communications and the aspect manipulated only partially explains the influencing effects. Additional research is required to explain the reactions. Functional matching (when a persuasive message works best when appeal matches the psychological goals) was only partially supported because only the utilitarian attitude towards the brand was enhanced by the rational appeal and the benefits it represented (Paek *et al.*, 2010).

8.7.5 Managerial Implications

The high brand attitude levels show consumer favourability to Samsung and its products. It illustrates the potential to partner with Samsung to exploit co-branding opportunities. In order to create more favourable combined brand attitudes or more specifically a hedonic attitude towards the brand, it is proposed that managers should use emotional appeals with high involvement products and rational appeals with low involvement products. Caution should be taken when using a female celebrity endorser in communication media as the endorser created less favourable combined and utilitarian attitude towards the brand. Because the high involvement products had more favourable attitude (combined and utilitarian), this demonstrates that to create greater brand favourability, enhancing consumer interest needs to be a campaign goal. To enhance utilitarian attitude towards the brand, a rational appeal should be used. As overall attitude towards the brand was found to be dominantly cognitive, managers should consider adjusting their communication media to be more rational to facilitate consumer attitudes.

8.8 INFLUENCE OF INDEPENDENT VARIABLES ON ATTITUDE TOWARDS THE ADVERT

The influence of the independent variables on attitude towards the advert found in Chapter 7 was interpreted in this section ($H_{O3.2.1}$ rejected), and represents the second aspect of the second component of consumer responses of attitude. The high mean levels of attitude towards the advert (cognitive 4.56, affective 4.63, and overall 4.31) illustrated the consumers' favourability towards the advert. The cognitive and affective attitudes towards the advert were analysed separately as previously mentioned in Chapters 6 and 7.

8.8.1 Cognitive Attitude towards the Advert

The BBTs had the same pattern of one-way effects influencing cognitive attitude towards the advert and utilitarian attitude towards the brand. This provides evidence that cognitive and utilitarian attitude are similar, regardless of the attitude object, such as both representing the cognitive component of the tricomponent attitude model (Schiffman *et al.*, 2010). Thus, it provides evidence for utilitarian and cognitive attitude towards the ad to be similar (Muehling & McCann, 2003). The synonymy in

effects influencing hedonic brand and affective ad attitude was not true and is discussed in the next section (see Section 8.8.2).

The one-way effect of celebrity gender showing the female gender effect influenced attitude towards the advert, supported research stating that celebrities used in the advert can influence attitude towards the ad (Atkin & Block, 1983). The female gender effect could be explained by source credibility. This is because source credibility creates greater consumer elaboration (Priester & Petty, 2003), which is synonymous with cognition. Because the increase in elaboration could increase evaluations, it could indicate the change in perception. The female gender effect's influence on cognitive advert attitudes supports the notion for consumers to form cognitive attitudes towards the advert by processing executional ad elements such as the celebrity endorser (Shimp, 1981). The aforementioned finding would support that attitude towards the advert is influenced by celebrity credibility (Lutz *et al.*, 1983).

The one-way communication effect of the rational appeal exposure resulting in a higher level of cognitive attitude towards the advert than the emotional appeal illustrated consistency in manipulation. It also showed the rational appeal's benefits triggered more rational attitude associations, similar to previous research (Rosselli *et al.*, 1995), and illustrates the appeal's ability to create content-based responses, and the argument quality portrayed in the stimulus to influence cognitive elaboration (Rosselli *et al.*, 1995). Hence, the finding builds on research demonstrating utilitarian or attribute-related beliefs (Mittal, 1990) influence attitude towards the ad (Rose *et al.*, 1990; Shimp, 1981). The communication appeal effect must have guided attitude formation according to the TRA for the observed effects to occur (Schiffman *et al.*, 2010). Accordingly, the communicating appeal effect provides support for the cognitive persuasion matching effect between the attitude and the appeal (Fabrigar & Petty, 1999).

The one-way product involvement effect whereby exposure to the smartphone resulted in a higher level of cognitive attitude towards the advert supports research proposing that cognitive attitude towards the advert involves high involvement central route processing (Muehling & McCann, 2003), and that high involvement products create more favourable attitude towards the ad (Muehling & McCann, 2003). The pattern also supports the ELM as high involvement products create more cognitive processing, which enables more refined or clear evaluative judgements to be made

and consequently more cognitive attitude towards the ad (Fishbein & Ajzen, 1975). Building on previous research that demonstrates attitude towards the advert to be more favourable for high involvement products over low involvement products (Muehling & McCann, 2003), the current study shows this to be true, but only for the cognitive attitudes towards the ad and not affective attitude towards the ad. The greater amount of cognitive attitude towards the ad could also be explained by attitudes under high involvement conditions being more easily accessed than those in low involvement conditions, which would enhance attitude evaluations (Lunt & Kokkinaki, 1999). However, the same did not occur for affective attitudes towards the advert.

8.8.2 Affective Attitude towards the Advert

The one-way celebrity gender effect showed that the male gender effect occurred (in comparison to both female and no-celebrity exposure), which resulted in a higher level or more favourable affective attitudes towards the advert. The male gender effect supports the notion for celebrities to positively affect attitude towards the ad (Atkin & Block, 1983) and this could be explained by emotion's linear relation with trust ($H_{O}3.2.2$ rejected). Positive valance emotions have been shown to create trust (Dunn & Scweitzer, 2005) and trust could be considered to be an emotional attitude of an individual (Flores & Solomon, 1998). Therefore because the male celebrity endorser could be perceived to be more trustworthy, and trustworthiness as a concept is emotionally loaded, the possible positive relation between male and trustworthiness associations could explain the occurrence of the male gender effect on affective attitude towards the advert.

The male celebrity gender effect provides evidence for source credibility to be an antecedent for attitude towards the advert (Lutz *et al*., 1983). The inconsistency of effects observed on the hedonic attitude towards the brand and affective attitude towards the ad hints that the two concepts are uniquely different (Muehling & McCann, 2003). In contrast to research, the persuasion matching effect between the attitude and the appeal (Fabrigar & Petty, 1999) for the hedonic and affective attitude components was not supported. The difference in effects on cognitive and affective attitude towards the ad, along with finding unique cognitive and affective dimensions supports the notion for attitude towards the ad to be multidimensional (Muehling & McCann, 2003).

8.8.3 Overall Attitude towards the Advert

The one-way effect of celebrity gender showed the male gender effect influencing overall attitude towards the advert enhanced the attitude favourability ($H_O3.2.3$ rejected). The one-way effect of celebrity gender had a similar pattern to the celebrity gender effect pattern, which provides evidence for celebrity associations such as source credibility to influence the favourability of advert attitudes (Priester & Petty, 2003). Because the celebrity gender effect did not influence the overall attitude towards the brand but it did influence the overall attitude towards the advert, the finding could indicate that celebrities have a greater role in attitude formation towards adverts than the brand.

The one-way communication appeal effect whereby exposure towards the rational appeal resulted in a higher level or more favourable overall attitudes towards the advert than the emotional appeal shows greater attitudinal favourability for rational stimuli. The same was shown in a services context (Stafford & Day, 1995). The one-way communication appeal effect on overall attitude towards the advert mimics the effect found on overall attitude towards the brand, and provides additional evidence for the dominant nature of attitude to be more rational. This would support findings indicating that attitude is predominantly influenced by cognitive elaborations (Rosselli *et al.*, 1995). The similarity of communication appeal effects on overall attitude towards the brand and advert shows support for the duel mediation hypothesis mentioned in Chapter 5 at a general brand level (Lopez & Ruiz, 2011), and for advert attitude to be an antecedent of brand attitude (Gardner, 1985). The rational appeal having a greater influence on overall attitude towards the advert could indicate that greater consumer processing took place to enable clearer evaluations to be made, similar to the influence on cognitive attitude towards the advert. Thus, it could indicate that the rational appeal created more refined ad judgements or engagement. To complement the affective attitude towards the advert and gain additional insight into building emotionally related consumer dispositions, the influences of the independent variables on affective responses are interpreted next.

8.8.4 Influence on Affective Response

The high levels of affective responses (x=4.67) shows the effectiveness of the straight-sell advert approach, as well as the combined use of visuals and text to create affective responses. The similar pattern of the one-way celebrity gender

effects observed on affective response, to that of overall attitude could show affective response's nature to be an antecedent of attitude towards the ad (Batra & Ray, 1986b). As affective response is a powerful predictor of satisfaction level (Dube-Rioux, 1990), the celebrity gender pattern could indicate that the male celebrity created greater feelings of satisfaction.

The one-way celebrity gender effect findings on affective response contradict gender identity expectation that the female celebrity would result in a higher level of affective response due to female's relation to emotional associations. Interestingly, there was no influence of a one-way communication appeal effect, and thus exposure to the emotional appeal did not result in a higher level of affective response or experienced emotions than exposure to the rational appeal (Tuominen, 1999). This indicates the communication appeal power to be less related to the consumers' physiological feelings, but more the psychological disposition. Thus, the absence of the female celebrity exposure resulting in a higher level of affective response supports research propositions for affective response to represent the physiological feelings consumer experience (Batra & Ray, 1986b). Additionally, the absence of product involvements influence on affective response is similar to Kim and Morris's (2007) findings, showing the importance of affective responses across any involvement situation.

8.8.5 The Degree of Attitude's Rationality and Emotionality

The effects found on the utilitarian and hedonic attitude towards the brand and the cognitive and affective attitude towards the advert dimensions provides evidence for the cognitive and affective dimensions of attitude and is consistent with the notion that attitudes can be related to functional or experiential benefits (Zeithaml, 1988). Finding the rational-emotional attitude distinction provides support for the utilitarian and knowledge function of attitude to represent cognitive attitude and the ego-defensive or value-expressive to represent affective attitude (Schiffman *et al.*, 2010). More specifically, in terms of attitude towards the advert, because unique effects were found on cognitive and affective attitude towards the adverts respectively, it provided support for the classifications of cognitive-affective and utilitarian-emotional attitude towards the advert dimensions (Muehling & McCann, 2003; Shimp, 1981). The uniqueness of the advert and brand attitude dimensions is supported because the dimensions reacted differently to the effects of the independent variables. The overall attitude for both the brand and the advert being at higher levels due to

exposure towards the rational appeal is similar to previous research in which the rational appeal had a greater influence on advert attitude (Lin, 2011).

8.8.6 Managerial Implications

Advertising practitioners could use the straight-sell advert approach and the combination of text and images to enhance consumer attitudinal favourability towards adverts effectively, as well as the affective responses or physiological feelings. Thus, magazine styled online adverts could be an effective advertising tactic to use in applications such as e-books. Brand managers who aim to enhance attitude towards the advert should avoid using a female celebrity. Therefore, a male celebrity could be used to enhance affective attitudes towards the advert. Thus, celebrities should be used strategically to address the campaign objectives such as enhancing consumers' affective ad dispositions.

Managers who want to increase cognitive attitudes towards the adverts need to focus on using rational appeals or high involvement products in adverts to increase cognitive elaborations. As advert attitude was dominantly rational, ad practitioners should favour using rational appeals and take into account the degree of cognitive or affective attitude when crafting a brand strategy. Both advert and brand attitude needs to be managed simultaneously and to be complementary. A male celebrity endorser could be used to enhance affective responses.

To determine brand equity building insights from form of consumer responses or means of building brand equity, the influences of the independent variable son consumers' purchase intention are interpreted next.

8.9 INFLUENCE OF INDEPENDENT VARIABLES ON PURCHASE INTENTION

The influence of the independent variables on purchase intention found in Chapter 7 was interpreted in this section ($H_{O}4$ rejected), and represents the conative form of creating brand equity.

The current study added to mixed research evidence of the spokesperson gender effect influencing purchase intention (Renton, 2006; Wolin, 2003; Erdogan, 1999). It does so by confirming its presence and shows it to be true for the use of celebrity endorsers. The female gender effect diminishing purchase intention hints at evidence that source credibility plays a role in influencing purchase intention, as found in

previous research (Aziz *et al.*, 2013; Amos, Holmes & Strutton, 2008). The absence of the male gender effect contrasts evidence of celebrity endorsement to positively influence purchase intention (Illic & Webster, 2013; Wang *et al.*, 2012; Erdogan, 1999). The relation between source credibility and purchase intention could be possible as all three components of credibility (trustworthiness, expertise and attractiveness) were shown to positively influence purchase intention in previous research (Pornpitakpan, 2004). As source credibility is also a big factor influencing brand and advert attitudes (Amos *et al.*, 2008), its prevalence to occur for purchase intention is supported by the TRA (Schiffman *et al.*, 2010) as cognitive perceptions create behavioural disposition. However, the proposition for source credibility effects to influence purchase intention contradicts findings of Ohanian (1991), who found that attractiveness and trustworthiness did not influence purchase intention.

The one-way communication appeal effect whereby exposure to the rational appeal resulted in a higher level of purchase intention than exposure to the emotional appeal showed that logic or argumentative power created the most persuasion. The exposure to the rational appeal resulting in a higher level of purchase intention could be explained by the rational appeal creating more cognitive thoughts through argumentative power, and thereby creating greater cognitive processing or higher involvement which created more favourable behavioural disposition. This notion is consistent with the ELM (Kotler & Keller, 2011) and involvement's positive relation with purchase intention (Smit, 2012). In addition, purchase intention and risk's inverse relationship could explain why the exposure to the rational appeal resulted in a higher level of purchase intention than the emotional appeal. This is because the rational appeal decreased risk through the communication of factual benefits (Beneke *et al.*, 2012) and accordingly enhanced purchase intention.

Similar to previous research, the rational appeal was more effective than the emotional appeal in creating purchase intention (Golden & Johnson, 1983). The findings provide evidence for the rational appeal or argumentative power to be more persuasive than affective elaboration, similar to a previous finding (Albers-Miller & Stafford, 1999; Golden & Johnson, 1983). This adds to evidence for the rational appeal to be more persuasive than the emotional appeal. This notion was supported because exposure to the rational appeal resulted in more favourable attitudes towards the brand, the advert (utilitarian and cognitive), and attitudes overall (advert and brand). Thus, the rational appeal's power to influence behaviour beliefs and

behaviour dispositions is shown. Moreover, the dynamics of TRA (Fishbein & Ajzen, 1975) are shown by the rational appeal enhancing purchase intention and attitude the same way. The communication appeal and celebrity gender effects confirms both BBTs' roles as factors that can influence purchase intention found in previous research (Wang *et al.*, 2012).

The one-way product involvement effect whereby exposure to the high involvement product resulted in a higher level of purchase intention than the low involvement product confirms previous findings for the high involvement product to create more purchase intention (Chen *et al.*, 2012; Smit, 2012), and can be explained by persuasion knowledge. As the smartphone is more involving, consumers are more likely to have more product or 'persuasion knowledge' (Hawkins & Hoch, 1992), and are therefore able to create stronger attitudes (Lunt & Kokkinaki, 1999). Also, attitudes formed under high involvement are more easily recalled. Thus, greater attitudinal evaluations could be made which lead to more favourable purchase intentions according to the TRA (Schiffman *et al.*, 2010). The higher purchase intention for the smartphone could show the product need or purchase-decision involvement due to the greater need to own a smartphone than a smartwatch as found in the focus group insights (Mittal & Lee, 1989; Park & Mittal, 1985). The presence of all three main effects on purchase intention shows the power of the brand building tools to not only change consumer perceptions, but their behavioural dispositions as well.

8.9.1 Managerial Implications

Managers who aim to enhance behavioural dispositions, such as purchase intention should not use a female celebrity in communications because this could create less favourable purchase intention. If the branding goal is to enhance purchase intention, managers should use a rational appeal in marketing communications or promote a high involvement product. Thus, managers should consider executing strategies to enhance product involvement as it enables consumers to obtain greater knowledge to make more favourable judgements that lead to behaviour. However, this could only apply to well liked brands.

8.10 BUILDING BRAND EQUITY THROUGH BRAND PERSONALITY VERSUS CONSUMER RESPONSES

In this study it was shown that brand equity could be built through its component of BP just as easily as the second brand equity component of changing consumers' behavioural predispositions. This is because the effects on both brand building routes were observed at the same level of significance (varying at 90% and 95%). Also, as BPG and BPA dimensions were influenced in unique ways, the additional types of BP need to be managed as well. Therefore, both brand building routes need to be managed simultaneously in a complementary way. The malleability of both consumer responses and BP hint towards the malleability of BP.

BP which represent knowledge structures, was expected to be influenced less by the independent variables than attitudinal dispositions that can change more easily due to changes in situations (Schiffman *et al.*, 2010). Thus, the results show that BP can be just as easily influenced as consumer responses and this shows the power that communications can have in building the BP. The building of BP and influencing consumer responses could represent long and short term brand management. This is because BP could take long to build, whereas consumer responses might not (Aaker, 1997). Also, the building of BP could represent a better route to building brand equity as it is proposed to last long, whereas consumer responses of attitude or purchase intention could by more dependent on the situation (Aaker, 1997; Schiffman *et al.*, 2010). What is not known is the longevity of the newly built BP knowledge after consumers learned it or how the additional knowledge affects consumer responses, which is an aspect future research should address.

8.11 ADDITIONAL RESEARCH INSIGHTS AND CORRELATIONS

To gain additional consumer perception insights, differences in the dependent variables tested in Chapter 7 for product-brand ownership, aspiration and respondent gender are interpreted next.

8.11.1 Brand Ownership, Brand Aspiration and Respondent Gender

As previously indicated, the smartwatch ownership effects were not analysed due to unequal sample size distribution. For those who owned the Samsung smartphone, there was no difference in BP compared to those who did not, but BP sub-dimensions of imaginativeness and successfulness were enhanced. This finding

could indicate that ownership can result in more focused associations or enhance the primary associations due to product use (Keller, 1993a), fostering BP singularity. The results are similar to research whereby brand loyal consumers had higher levels of specific BP dimensions (Wysong *et al.*, 2012). The higher level of brand involvement for the smartphone ownership but not for product involvement could indicate that ownership is more strongly related to brand interest, which is expected as owners are more likely to posit brand favourability (Kirmani *et al.*, 1999) needed to create the purchase. Similarly, the owners of Samsung smartphones had higher ratings of BPA, of all attitude components measured, and of purchase intention, which indicated that owners have more brand preference, attitudes and behavioural dispositions. Greater affective response for owners showed the advert's ability to trigger more emotions, which could be facilitated by the owner's emotional interest. Samsung smartphone owners, being more familiar with the brand, supported the proposition that usage creates BP attributes or brand knowledge (Keller, 1993a).

The finding that the aspiration was at higher levels for both the smartphone and smartwatch, for almost all dependent variables, indicates that aspiration could create a knowledge enhancement effect. In the effect, the perceptions of all brand aspects are enhanced. The effect is consistent with findings that show brand aspiration enhances brand attachment, brand commitment or behavioural intention (Sreejesh, 2015).

The finding that the male respondents rated brand sincerity higher for both products could indicate that males have greater trust in the technology brand than women, as sincerity is a component of trust (Erdogan, 1999). Male respondents rating the female BPG to be higher than female respondents show the differing views of gender perception.

8.11.2 Managerial Implications

In today's sharing economy (Andjelic, 2014) it is still a good goal for managers to create brand ownership as it could enable more brand knowledge or core associations to be remembered. Therefore, ownership is a good way to create brand equity. Luxury goods brands should create brand aspiration in campaigns as it could be used to create brand equity. The finding that male respondents have greater trust in Samsung (due to higher sincerity levels) than females shows an opportunity for market segmentation for electronic brands. Males having greater perceptions of

female BPG than females show room for changes in terms of gender positing to the male target market, such as using communications to portray a more masculine brand image.

8.11.3 Correlations between Dependent Variables

The positive correlations between BP and its gender and appeal dimensions supported the variable selection for BPG and BPA to be BP dimensions. Also, the positive relations between brand involvement, attitude and purchase intention indicate the suitability of investigating the concepts together as brand equity components. The importance of BP investigation is noted again as similar to previous research, BP influenced attitude (Malik & Naeem, 2012; Mengxia, 2007) and purchase intention (Malik & Naeem, 2012; Bouhlel *et al.*, 2010; O'Cass & Lim, 2008). The BPA hierarchy of effects influencing purchase intention was consistent to previous research (Freling *et al.*, 2010). The positive linear relations between brand and advert attitude supports advert attitude to be an antecedent of brand attitude (Gardner, 1985). The strong positive relation between attitudes towards the advert and affective response shows the importance of the latter in ad response dynamics, and justifies it as a concept selected to obtain additional attitudinal insights.

8.12 LIMITATIONS OF THE STUDY

The current study was bound by several limitations that impeded its ability to add to the understanding of the BP construct and the creation of brand equity. One limitation is that the findings and advice are specific to the use of the electronics category, the gender neutral Samsung brand, and the specific celebrities used because of the unique nature of all associative sets involved. In addition, the use of Generation Y as a sample limited the generalisation of results beyond the cohort to society as a whole. Another limitation could be attributed to the statistical power or sample size. In psychological research where response differences are generally found to be small in nature (Podsakoff & Organ, 1986), an increase in statistical power could create greater significant differences between variables. This is an aspect observed with the inconsistency of the celebrity gender pattern observed in results. The stimulus including text and visual advert components, limited the study's ability to determine the extent to which the results observed were created from the excerpt or the advert. Another limitation was the absence of measuring attitude before and after stimulus exposure to re-confirm whether the change in attitude was due to change of the

stimulus. The use of a cross-sectional study could have limited the findings as the use of a longitudinal study could have better enabled observation of the changes in BP due to multiple exposures.

Another limitation is the ambiguity over the cause of the male and female gender effect. The effect could have been due to the differences between Scarlett Johansson's current and past endorsements as the endorsement in the advert was related to electronics and her previous endorsements are in fashion and cosmetics. Although there was celebrity-brand fit, the new information given in the advert could have been incongruent with the previous endorsements that could cause negative spill-over effects on the brand (Chang & Yang, 2011). The female gender effect could also be due to Scarlett Johansson's negative publicity with regard to the controversy over the Sodastream campaign that occurred during the time of data collection (Crilly, 2014). The negative publicity received very little media attention, making it highly unlikely to be the cause. The female gender effect could also have occured due to the matchup effect between the celebrity and product category to influence celebrity attractiveness and credibility (Thwaites, Lowe, Monkhouse & Barnes, 2012) or due to the plethora of types of fit beyond the dichotomous product-celebrity matchup. Types of fit can include status, profession, television or movie roles, public persona, personal values, earning power and private lifestyle (Ang & Dubelaar, 2006). Lastly, the study design was limited in explaining the cause of the inverse and matchup effects across products observed for the three-way interaction effects, but the limitation was deemed appropriate as this was a novel attempt at determining product involvement's influence on BP creation, which prompts future research.

8.13 DIRECTIONS FOR FUTURE RESEARCH

Future research directions are suggested to inspire further inquiry into the impact of communication-related elements on BP. Research into BP's scope, its dimensions and effects, malleability, models and taxonomy are also suggested.

8.13.1 Communication's Influence on Brand Personality

The communication elements influencing BP as well as the influences occurring at different strengths prime the need for future research to determine the effects of more communication based BP influencers, such the advertising styles, brand names, logos, ad layout, colour use, text use, the type of advert or the type of

message (positive or negative). Research is needed with a broader approach such as determining the influence of product, price, place or promotion, which could include any marketing communication mix aspect (Huang *et al.*, 2012; Batra *et al.*, 1993). To determine the full range of BP influencers and antecedents, additional research is required to supplement the limited insight into communication's influence on BP (Batra *et al.*, 1993). More research is needed to determine how to implement BP with other communication media (e.g. online ads), as well as to determine BP malleability when an IMC campaign is conducted (Madhavaram *et al.*, 2005). Furthermore, a pre- and post-test measurement design should be used to measure the changes in BP before and after exposure to stimuli.

8.13.2 Brand Personality Scope Insight and Scale Development

The author suggests future research regarding BP to determine its conceptual nature or scope. This can be achieved by determining whether demographics such as age, social class or race, or lifestyle aspects such as interests, activities or opinions, or which human personality traits (e.g. openness) are BP characteristics (Aaker, 1996). To do this, future research requires new scale development in these previously mentioned BP characteristic areas to enable comparison tests with existing measurement scales across product categories to be conducted.

8.13.3 Brand Personality, Uniqueness and the Unexplainable Effects

More research on the uniqueness of the BP dimensions and sub-dimensions are required to determine the extent of sub-dimension overlap. Futhermore, future research should provide insight into the relation between Aaker's (1997) sophistication and ruggedness dimensions and Grohmann's (2009) male and female BPG components. Research is needed to determine the level of BP (gender related components) and BPG androgyny for different types of brands and products. Because BPG is not monolithic (Azar, 2013) research into its multidimensional structure to determine the dynamics of its dimensions could be beneficial for research.

Research that determines the true nature or cause of the *celebrity gender effect* or more specifically the *male or female gender effect* is required, and is proposed to be best obtained through qualitative research. Additional research is needed on the *matchup* and *appeal strength effect* found.

8.13.4 Brand Personality Malleability, Industry Comparisons and Shared Associations with Product Categories

Future longitudinal studies could provide greater insight into BP malleability over time, and its similarity in terms of creation and changes in relation to human personality (Grohmann, 2009). Similarly, the longevity of newly created BP perceptions also need to be studied. Building on BP research, new studies could conduct comparisons between weak and strong brand personalities to determine the differences in malleability and the effects of influencing factors and antecedents on it. To aid advertising executives, new studies could create BP profiles per product category or per industry to compare the relative importance of dimensions in order to determine how competitive differentiation is possible. Hence, future studies are requested to determine the extent to which BP shares product category associations per respective type of product category. This could be achieved by conducting cross-sectional comparisons between product and BP scales. Moreover, the extent to which product category associations influence BP appeal and gender dimensions needs to be determined to avoid BP theory limitations applying and limiting the development of new BP dimensions. This could be done by investigating various gender and appeal personalities in relation to various gender related product categories and product categories with various BP interest. Future research also needs to address BP beyond the marketing communications perceptive, such as service, corporate business, tourism or place, and hotel or retail personality.

8.13.5 Use of Models and Brand Building Tools

Greater insight is required into the dynamics of rational and emotional stimuli and BP's functional, symbolic and experiential related dimensions. Consequently, more research is required by combining the advantages of the BP based factor models and the circumplex models, such as including negative BP traits. Including negative traits should also limit the confounding effect of respondents with unfavourable BP attitudes as negative expression is possible.

8.13.6 Taxonomy Approach, Cultural Insight and Archetypes

More research is needed on the BP taxonomy from a lexical approach to eliminate BP confusion created by differences in language meanings. Also, replication studies could be conducted to determine the effectiveness of celebrity endorsers and

marketing communication effects across cultures (Biswas, Hussain & O'Donnell, 2009). More research is needed on BP dimensions' cross-cultural abilities in developing countries as the current study was one of the first attempts. Future studies could also investigate how BP relates to brand archetypes.

To summarise the research progression, it was found that BP research has focused on validating Aaker's (1997) BPFFM, developing new circumplex models and conceptual or construct development. Although the current study made valuable contributions to BP scope and malleability from a communications perspective, knowledge limitations remain and a solution is proposed by using models that combine the five factor and circumplex approach to determine BP's conceptual nature, its definition, scope and malleability. BP's importance signifies the move to identity based branding, and its understanding is vital for brand differentiation and sustainability. Similarly, BP's malleability similar to the creation of brand equity through consumer responses shows the importance for BP management.

8.14 SUMMARY AND CONCLUSION

In this study, ways to create brand personality were researched. The importance of studying brand personality was created by the paradigm shift to brand intangibles, which gave rise to the importance of brand building. A brand can be built through focusing on brand image, or more specifically on its component of brand personality, that could lead to brand equity. Ever since brand personality was first addressed by Levy (1959), the concept has received increasing research attention and has seen the development of the brand personality types of appeal and gender. However, little research has addressed the influences of communication elements on brand personality, as well as the new appeal and gender dimensions. To address this knowledge gap, the current study used a consumer knowledge-based perspective and a communications approach to investigate ways of brand personality creation. The brand personality creation was investigated through the communication-related elements of celebrity endorsement gender, communication appeal and product involvement.

To obtain greater insight into brand personality malleability and to compare the creation of brand equity through its components of brand personality versus other selected brand equity components, the influence of the same factors were tested on the consumer responses of brand involvement, attitude and purchase intention.

Thus, the purpose of the study was to determine the influence of celebrity endorsement gender, communication appeal and product involvement on brand personality and other selected consumer responses by means of a 3 x 2 x 2 factorial experimental design. Focus groups collected qualitative data that was used to develop the stimulus implemented in the research instrument. Quantitative data was collected from Generation Y individuals through online self-administered questionnaires.

This study contributes to brand personality knowledge by confirming celebrity gender, communication appeal and product involvement as factors that influence brand personality, brand personality gender and brand personality appeal. These factors also influenced the consumer responses of brand involvement, attitude and purchase intention. Therefore, brand equity could be built in two complementary ways, namely through focusing on brand personality or consumer responses, or on both. Thus, the effects on brand personality, suggest the malleability of brand personality, and its types of gender and appeal. Moreover, observation of these effects on both brand personality and consumer responses suggests brand personality to be just as malleable as consumer responses. Furthermore, the finding that brand personality sub-dimensions are influenced by a greater number of effects than the dimensions, suggests the sub-dimensions are more malleable than the dimensions.

This research demonstrates the three factors to be effective in influencing brand personality or consumer responses during good celebrity-product, celebrity-brand, product category-celebrity and audience-celebrity fit, as well as when the brand has a strong personality. Thus, brand personality could be changed for brands with strong personalities such as mature brands.

Celebrity gender was the strongest factor due to its number of influences and is therefore proposed to be the most direct influencer tested, followed by communication appeal and product involvement. Product involvement was proposed to be an indirect influencer because it influenced consumer processing and communicated shared product associations. Celebrity gender's influence showed that in most cases, the exposure to a male celebrity resulted in higher levels of brand personality or consumer responses than the use of no celebrity, whereas exposure to the female celebrity resulted in lower levels than the use of no celebrity. The influence of celebrity gender on brand personality gender provided mixed results.

The varying effects of communication appeal on brand personality, and its gender and appeal dimensions, showed that brand personality can be built in a rational or emotional way. The communication appeals were especially effective in building brand personality gender. Importantly, brand personality can be built regardless of a consumer's product involvement. In some instances, all three factors used simultaneously in communication resulted in interaction effects which influenced the brand personality or levels of consumer responses. This finding illustrates the importance of knowing how to use communication tools together in communications to maximise their brand building abilities. Research contributions confirmed previous research for Grohmann's (2009) brand personality gender and Aaker's (1997) gender related brand personality dimensions to be unique, but positively interrelated, which supported the current study's proposition for brand personality's scope to be broad.

Managerial recommendations were made. These included that managers should use the factors to create brand personality, or to trigger consumer responses to create brand equity. Brand personality could be used to create brand differentiation by building a brand personality to have varying degrees of functionalism or symbolism in relation to competitors. Competitive differentiation could also be achieved by building brand personality to consist of varying degrees of shared product or product category associations to create points of difference. Brand managers should strive to create an authentic brand personality through marketing communications. It invites future research to determine additional brand personality dimensions and other factors that could potentially influence brand personality, in order to address the limitations of brand personality's conceptual scope.

LIST OF REFERENCES

Aaker, D.A. 1991. *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press.

Aaker, D.A. 1996. *Building strong brands*. New York: Free Press.

Aaker, D.A. & Joachimsthaler, E. 2000. *Brand leadership*. New York: Free Press.

Aaker, J. & Fournier, S. 1995. A brand as a character, a partner and a person: Three perspectives on the question of brand personality. *Advances in Consumer Research*, 22(1):391-395.

Aaker, J., Fournier, S. & Brasel, S.A. 2004. When good brands do bad. *Journal of Consumer Research*, 31(1):1-16.

Aaker, J.L. 1997. Dimensions of brand personality. *Journal of Marketing Research*, 34(3):347-356.

Aaker, J.L. 1999. The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36(1):45-57.

Aaker, J.L., Benet-Martínez, V. & Garolera, J. 2001. Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81(3):492-508.

Abelson, R.P., Kinder, D.R., Peters, M.D. & Fiske, S.T. 1982. Affective and semantic components in political person perception. *Journal of Personality and Social Psychology*, 42(4):619-630.

Achouri, M.A. & Bouslama, N. 2010. The effect of congruence between brand personality and self-image on consumer's satisfaction and loyalty: A conceptual framework. *IBIMA Business Review*, 1:1-16.

Acuna, K. 2012. *The 20 most popular celebrities on Facebook*. [Online]. Available: http://www.businessinsider.com/the-most-popular-celebrities-on-facebook-2012-8?op=1 [2014, December 11].

Aggarwal, P. & McGill, A.L. 2007. Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products. *Journal of Consumer Research*, 34(4):486-479.

Aggarwal, P. & McGill, A.L. 2011. When brands seem human, do humans act like brands? Automatic behavioural priming effect of brand anthropomorphism. *Journal of Consumer Research*, 39(2):307-323.

Agrawal, J. & Kamakura, W. 1995. The economic worth of celebrity endorsers: An event study analysis. *Journal of Marketing*, 59(3):56-62.

Aguirre-Rodriguez, A., Bosnjak, M. & Sirgy, M.J. 2012. Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8):1179-1188.

Ailawadi, K.L., Lehmann, D.R. & Neslin, S.A. 2003. Revenue premium as an outcome measure of brand equity. *Journal of Marketing*, 67 (4):1-17.

Akun, M. 2011. Predicting consumers' behavioural intentions with perceptions of brand personality: A study in cell phone markets. *International Journal of Business and Management*, 6(6):193-206.

Albers-Miller, N.D. & Stafford, M.R. 1999. An international analysis of emotional and rational appeals in services versus goods advertising. *Journal of Consumer Marketing*, 16(1):42-57.

Alreck, P.L. 1994. Commentary: A new formula for gendering products and brands. *Journal of Product and Brand Management*, 3(1):6-18.

Alreck, P.L., Robert, B. & Belch, M.A. 1982. Who responds to "gendered ads", and how? *Journal of Advertising Research*, 22(2):25-31.

Alsem, K.J. & Kostelijk, E. 2008. Identity based marketing: A new balanced marketing paradigm. *Journal of Marketing*, 42(9/10):907-914.

Ambroise, L., Sliman, S.B., Bourgeat, P., Barnier, V., Merunka, D., Roehrich, G. & Valette-Florence, P. 2005. *The impact of brand personality on attitude and commitment towards the brand*. [Online]. Available: http://www.cerog.org/lalondeCB /CB/2005_lalonde_seminar/impact_of_brand.pdf [2013, July 10].

American Marketing Association. 2014a. *Dictionary*. [Online]. Available: https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B&dLetter=B [2014, April 18].

American Marketing Association. 2014b. *Dictionary*. [Online]. Available: https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B#brand+image [2014, May 23].

Amos, C., Holmes, G. & Strutton, D. 2008. Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2):209-234.

Anderson, J.A. 2000. Intuition in managers: Are intuitive managers more effective? *Journal of Managerial Psychology*, 15(1):46-67.

Anderson, J.R. 1983. *The architecture of cognition*. New York: Psychology Press.

Andjelic, A. 2014. *How brands can win at the sharing economy*. [Online]. Available: http://www.fastcocreate.com/3029534/how-brands-can-win-at-the-sharing-economy [2015, June 17].

Andrews, J.G. & Shimp, T.A. 1990. Effects of involvement argument strength, and source characteristics on central and peripheral processing of advertising. *Psychology and Marketing*, 7(3):195-214.

Ang, L. & Dubelaar, C. 2006. Explaining celebrity match-up: Co-activation theory of dominant support. *Asia-Pacific Advances in Consumer Research*, 7(1):378-384.

Ang, L., Dubelaar, C. & Kamakura, W. 2006. Changing brand personality through celebrity endorsement. Paper presented at the Australian and New Zealand Marketing Academy Conference. 3-5 December, Dunedin, New Zealand.

Ang, S.H. & Lim, E.A.C. 2006. The influence of metaphors and product type on brand personality perceptions and attitudes. *Journal of Advertising*, 35(2):39-53.

Anselmsson, J., Johansson, U. & Persson, N. 2007. Understanding price premium for grocery products: A conceptual model of customer-based brand equity. *Journal of Product and Brand Management*, 16(6):401-414.

Argawal, J. & Kamakura, W.A. 1995. The economic worth of celebrity endorsers: An event study analysis. *Journal of Marketing*, 59(3):56-62.

Armitage, C.J. & Conner, M. 2001. Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4):471-449.

Arnould, E. 2005. Animating the big middle. *Journal of Retailing*, 81(2):89-96.

Arora, R. & Stoner, C. 2009. A mixed method approach to understanding brand personality. *Journal of Product and Brand Management*, 18(4):272-283.

Arsena, A., Silvera, D.H. & Pandelaere, M. 2014. Brand trait transference: When celebrity endorsers acquire brand personality traits. *Journal of Business Research*, 67(7):1537-1543.

Ashworth, G. 2010. *Towards effective place brand management: Branding European cities and regions*. United Kingdom: Edward Elgar Publishing.

Atay, E.G. 2011. Celebrity endorsement and advertising effectiveness: The importance of value congruence. Unpublished PhD thesis. Oregon: University of Oregon Graduate School.

Atkin, C. & Block, M. 1983. Effectiveness of celebrity endorsers. *Journal of Advertising Research*, 23(1):57-61.

Austin, E.W., Vord, R., Pinkleton, P.E. & Epstein, E. 2008. Celebrity endorsements and their potential to motivate young voters. *Mass Communication and Society*, 11(4):420-436.

Austin, J.R., Siguaw, J.A. & Mattila, A.S. 2003. A re-examination of the generalizability of the Aaker brand personality measurement framework. *Journal of Strategic Marketing*, 11(2):77-92.

Avis, M. 2012. Brand personality factor based models: A critical review. *Australian Marketing Journal*, 20(1):89-96.

Avis, M., Aitken, R. & Ferguson, S. 2012. Brand relationship and personality theory: Metaphor or consumer reality. *Marketing Theory*, 12(3):311-331.

Awa, H.O. & Nwuche, C.A. 2010. Cognitive consistency in purchase behaviour: Theoretical and empirical analysis. *International Journal of Psychological Studies*, 2(1):44-54.

Azar, S.L. 2013. Exploring brand masculine patterns: Moving beyond monolithic masculinity. *Journal of Product and Brand Management*, 22(7):502-512.

Azevedo, A. & Pessoa, F. 2005. Clothing branding strategies: Influence of brand personality on advertising response. *Journal of Textile, Apparel, Technology and Management*, 4(3):1-13.

Aziz, S., Ghani, U. & Niazi, A. 2013. Impact of celebrity credibility on advertising effectiveness. *Pakistan Journal of Commerce and Social Sciences*, 7(1):107-127.

Azoulay, A. & Kapferer, J.N. 2003. Do brand personality scales really measure brand personality? *Journal of Brand Management*, 11(2):143-155.

Azusienyte, M., Gutheim, V. & Kervinen, M. 2008. Brand personality and gender: How there is a woman inside Evian and a man inside Nike. Unpublished masters thesis. Sweden: Lund University.

Back, K.J. & Parks, S.C. 2003. A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of Hospitality and Tourism Research*, 27(4):419-25.

Bailey, A.A. 2007. Public information and consumer scepticism effects on celebrity endorsement: Studies among young consumers. *Journal of Marketing Communications*, 13(2):85-107.

Balaji, M.S. & Raghavan, S. 2011. Communicating brand personality: The moderating role of human personality. *Social Science Research Network*, 5(2):24-36.

Ballantyne, R., Warren, A. & Nobbs, K. 2005. The evolution of brand choice. *Journal of Brand Management*, 13(4/5):339-252.

Banytè, J., Stonkienè, E. & Piligrimienè, Ž. 2011. Selecting celebrities in advertising: The case of Lithuanian sport celebrity in non-sport product advertisement. *Economics and Management*, 16(1):1215-1224.

Bao, J.Y.E. & Sweeney, J. 2009. Comparing factor analytical and circumplex models of brand personality in brand positioning. *Psychology and Marketing*, 26(10):927-949.

Baron, J. 2005. *Rationality and intelligence*. Cambridge: Cambridge University Press.

Barone, M.J., Palan, K.M. & Miniard, P.W. 2004. Brand usage and gender as moderators of the potential deception associated with partial comparative advertising. *Journal of Advertising*, 35(1):19-28.

Batra, R. & Ahtola, O. 1990. Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2):159-170.

Batra, R. & Homer, P.M. 2004. The situational impact of brand image beliefs. *Journal of Consumer Psychology*, 14(3):318-330.

Batra, R. & Ray, M.L. 1986a. Situational effects of advertising repetition: The moderating influence of motivation, ability, and opportunity to respond. *Journal of Consumer Research*, 12:432-445.

Batra, R. & Ray, M.L. 1986b. Affective responses mediating acceptance of advertising. *Journal of Consumer Research*, 13(2):234-249.

Batra, R. & Stayman, D.M. 1990. The role of mood in advertising effectiveness. *Journal of Consumer Research*, 17(2):203-214.

Batra, R., Lehmann, D.R. & Singh, D.1993. The brand personality component of brand goodwill: Some antecedents and consequences. In D.A. Aaker & A.L. Biel (eds.). *Brand equity and advertising: Advertising's role in building strong brands*. Hillsdale: Lawrence Erlbaum Associates. 83-96.

Batra, R., Lenk, P. & Wedel. 2006. *Separating brand from category personality*. [Online]. Available: http://webuser.bus.umich.edu/plenk/Brand%20Personality.pdf [2013, July 10].

Bauer, R. 1967. Consumer behaviour as risk taking. In D.F. Cox (eds.). *Risk Taking and Information Handling in Consumer Behaviour*. Boston: Harvard University Graduate School. 23-33.

Baxter, S., Ilicic, J. & Kulczynski, A. 2014. What's in a name: Examining the effect of phonetic fit between spokesperson name and product attributes on source credibility. *Marketing Letters*, 1:1-10.

Bearden, W.O. & Etzel, M. J. 1982. Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*, 9(2):183-194.

Beatty, S.E. & Talpade, S. 1994. Adolescent influence in family decision making: A replication with extension. *Journal of Consumer Research*, 21(2):332-341.

Bekk, M. & Spörrle, M. 2010. The influence of perceived personality characteristics on positive attitude towards and suitability of celebrity as a marketing campaign endorser. *The Open Psychology Journal*, 3(1):54-66.

Belch, G.E., Belch, M.A. & Dietzel, J. 2012. *Advertising and promotion: An integrated marketing communications perspective*. 9th edition. Singapore: McGraw-Hill Irwin.

Beldona, S. & Wysong, S. 2007. Putting the brand back into store brands: An exploratory examination of store brands and brand personality. *Journal of Product and Brand Management*, 16(4):226-235.

Belk, R.W. 1984. Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measure happiness. *Advances in Consumer Research*, 11(1):2911-297.

Belk, R.W. 1988. Possessions and the extended self. *Journal of Consumer Research*, 15(2):139-168.

Bellizzi, J.A. & Laura, M. 1991. Gender positioning of traditionally male-dominated product. *Journal of Advertising Research*, 31(3):72-79.

Bem, S.L. 1974. The measurement of psychological androgyny. *Journal of Consulting and Clinical Psychology*, 42(2):155-162

Bendixen, M.T. 1993. Advertising effects and effectiveness. *European Journal of Marketing*, 27(10):19-32.

Beneke, J., Greene, A., Lok, I. & Mallett, K. 2012. The influence of perceived risk on purchase intent: The case of premium grocery private label brands in South Africa. *Journal of Product and Brand Management*, 21(1):4-14.

Bennett, P.D. & Mandell R.M. 1969. Purchase information seeking behaviour of new car purchases: The learning hypothesis. *Journal of Marketing Research*, 6:430-433.

Best global brands. 2012. [Online]. Available: http://www.interbrand.com/en/best-global-brands/2012/Coca-Cola [2013, June 16].

Bettis, R.A. & Prahalad, C.K. 1995. The dominant logic: Retrospective and extension. *Strategic Management Journal*, 16(1):5-14.

Bettman, J.R., John, D.R. & Scot, C.A. 1986. Convariation assessment by consumers. *Journal of Consumer Research*, 13(3):316-326.

Bharath, W. 2013. *100 Most popular celebrities in the world*. [Online]. Available: http://www.imdb.com/list/ls052283250/ [2014, December 11].

Bhat, S. & Reddy, S.K. 1998. Symbolic and functional positioning of brands. *Journal of Consumer Marketing*, 15(1):32-43.

Biswas, S., Hussain, M. & O'Donnell, K. 2009. Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of Global Marketing*, 22(2):121-137.

Blackston, M. 2000. Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 40(6):101-105.

Blattberg, R.C. & Deighton, J. 1996. Manage marketing by the customer equity test. *Harvard Business Review*, 74(4):136-144.

Blimber, B. 2000. Measuring the gender gap on the internet. *Social Science Quarterly*, 81(3):868-876.

Blumberg, B., Cooper, D. & Schindler, S.P. 2011. *Business research methods.* Berkshire: McGraw-Hill Education.

Blythe, J. 2008. *Consumer behaviour*. London: Thomson.

Borah, P. 2011. Conceptual issues in framing theory: A systematic examination of a decade's literature. *Journal of Communication*, 61(2):246-263.

Boud, D. & Falchikov, N. 1989. Quantitative studies of student self-assessment in higher education: A critical analysis of findings. *Higher Education*, 18:529-549.

Boudreaux, C.A. & Palmer, S.E. 2007. A charming little Cabernet: Effects of wine label design on purchase intent and brand personality. *International Journal of Wine Business Research*, 19(3):170-186.

Bouhlel, O., Mzoughi, N., Hadiji, D. & Slimane, I.B. 2009. Brand personality and mobile marketing: An empirical investigation. *World Academy of Science, Engineering and Technology*, 3:627-634.

Bouhlel, O., Mzoughi, N., Hadiji, D. & Slimane, I.B. 2010. Brand personality's influence on the purchase intention: A mobile marketing case. *International Journal of Business & Management*, 6(9):210-227.

Bourne, V.J. 2005. Lateralised processing of positive facial emotion: Sex differences in strength of hemispheric dominance. *Neuropsychologia*, 43(6):953-956.

Bower, B. 1999. When stones come to life: Researchers ponder the curious human tendency to view all sorts of things as alive. *Science News*, 155(23):360-362.

Boyatzis, R.E., Stubbs, E.C. & Taylor, S.N. 2002. Learning cognitive and emotional intelligence competencies through graduate management education. *Academy of Management Learning and Education*, 1(2):150-162.

Boyer, P. 1996. What makes anthropomorphism natural? Intuitive ontology and cultural representations. *Journal of Royal Anthropology Institute*, 2(1):83-97.

Bradley, M.M. & Lang, P.J. 1994. Measuring emotion: The self-assessment manikin and the semantic differential. *Journal of Behavioural Therapy and Experimental Psychiatry*, 25(1):49-59.

Brady, M.K., Bourdeau, B.L. & Heskel, J. 2005. The importance of brand cues in intangible service industries: An application to investment services. *Journal of Services Marketing*, 19(6):401-410.

Brakus, J.J., Schmitt, B.H. & Zarantonello, L. 2009. Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3):52-68.

Briggs, S.R. 1992. Assessing the five-factor model of personality description. *Journal of Personality*, 60(2):253-292.

Brumbaugh, A.M. 1993. Physical attractiveness and personality in advertising: More than just a pretty face? *Advances in Consumer Research*, 20(1):159-164.

Buil, I., Martinez, E. & De Chernatony, L. 2013. The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1):62-74.

Burgoon, M., Dillard, J.P. & Ooran, N.E. 2006. Friendly or unfriendly persuasion: The effects of violations of expectations by males and females. *Human Communications Research*, 10(2):283-294.

Burke, B. 1994. Position, personality, not price, should frame consumer messages. *Brandweek*, 35(36):20.

Burke, M.C. & Edell, J.A. 1989. The impact of feelings on ad-based affect and cognition. *Journal of Marketing Research*, 26(1):69-83.

Burmann, C., Hegner, S. & Riley, N. 2009a. Towards an identity-based branding. *Journal of Marketing Theory*, 9(1):113-118.

Burmann, C., Jost-Benz, M. & Riley, N. 2009b. Towards an identity-based brand equity model. *Journal of Business Research*, 62(3):390-397.

Burnstein, E. & Schul, Y. 1981. The informational bases of social judgements: Memory for integrated trait deceptions. *Journal of Experimental Social Psychology*, 19(1):49-57.

Busch, A. 2014. *Top actors in social media marketing and what it means for television and movie marketing*. [Online]. Available: http://deadline.com /2014/04/celebrities-social-media-hollywood-marketing-vin-diesel-jimmy-fallon-714091/ [2014, December 11].

Buss, D.M. & Craick, K.H. 1983. The act frequency approach to personality. *Psychological Review*, 90(2):105-126.

Byrne, A., Whitehead, M. & Breen, S. 2003. The naked truth about celebrity endorsement. *British Food Journal*, 105(4/5):288-296.

Campbell, M.C. & Warren, C. 2012. A risk of meaning transfer: Are negative associations more likely to transfer than positive associations. *Social Influence*, 7(3):172-192.

Cant, M.C., Brink, A. & Brijball, S. 2006. *Consumer behaviour*. Cape Town: Juta & Company.

Caprara, G.V., Barbaranelli, C. & Guido, G. 2001. Brand personality: How to make the metaphor fit? *Journal of Economic Psychology*, 22(3):377-395.

Carlston, D.E. & Skowronski, J.J. 2005. Linking versus thinking: Evidence for the different associative and attributional bases of spontaneous trait transference and spontaneous trait inference. *Journal of Personality and Social Psychology*, 89(6):884-898.

Cassidy, K.M., Kelly, M.H. & Sharoni, L. 1999. Inferring gender from name phonology. *Journal of Experimental Psychology*, 128(3):362-381.

Cassidy, W.P. 2007. Online news credibility: An examination of the perceptions of newspaper journalists. *Journal of Computer-Mediated Communication*, 12(2):478-498.

Celsi, R. & Olson, J. 1988. The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15:211-224.

Chaiken, S. 1980. Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39(5):752-766.

Chandler, J. & Schwartz, N. 2010. Use does not wear ragged the fabric of friendship: Thinking of objects as alive makes people less willing to replace them. *Journal of Consumer Psychology*, 20(2):138-145.

Chandy, R.K., Tellis, G.J., Macinnis, D.J. & Thaivanich, P. 2001. What to Say when: Advertising appeals in evolving markets. *Journal of Marketing Research*, 38(4):399-414.

Chang, C. 2008. Ad framing effects for consumption products: An affect priming process. *Psychology and Marketing*, 25(1):24-46.

Chang, L. & Yang, J.L. 2011. *Spillover effects of endorsers for different brand levels*. [Online]. Available: http://www.ipedr.com/vol13/57-T10037.pdf [2015, March 11].

Chang, T. & Wildt, A.R. 1994. Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science*, 22(1):16-27.

Charbonneau, J. & Garland, R. 2010. Product effects on endorser image: The potential for reverse image transfer. *Asia Pacific Journal of Marketing*, 22(1):101-100.

Charlesworth, A. 2009. The accent of the smartphone. *Engineering and Technology*, 4(3):32-33.

Charters, S. 2009. Does a brand have to be consistent? *Journal of Product and Brand Management*, 18(4):284-291.

Chattopadhyay, A. & Alba, J.W. 1988. The situational importance of recall and inference in consumer decision making. *Journal of Consumer Research*, 15(1):1-12.

Chaudhuri, A. 1997. Product class effects on perceived risk: The role of emotion. *International Journal of Research in Marketing*, 15:156-168.

Chaudhuri, A. 2000. A macro analysis of the relationship of product involvement and information search: The role of risk. *Journal of Marketing Theory and Practice*, 8(1):1-15.

Chen, C., Chen, P. & Huang, C. 2012. Brands and consumer behaviour. *Social Behaviour and Personality: An International Journal*, 40(1):105-114.

Chi, H., Yeh, H.R. & Tsai, Y.C. 2011. The influences of perceived value non consumer purchase intention: The moderating effect of advertising involvement. *Journal of International Management Studies*, 6(1):1-6.

Chitturi, R., Raghunathan, R. & Mahajan, V. 2008. Delight by design: The role of hedonic versus utilitarian benefits. *Journal of Marketing*, 72(3):48-63.

Cho, C.H., Lee, J.G. & Tharp, M. 2001. Different forced-exposure levels to banner advertisements. *Journal of Advertising Research*, 41:45-56.

Choi, N., Fuqua, D.R. & Newman, J.L. 2009. Exploratory and confirmatory studies of the structure of the Bem Sex Role Inventory short form with two divergent samples. *Educational and Psychological Measurement*, 69(4):696-705.

Choi, S.M. & Rifon, N.J. 2007. Who is the celebrity in advertising? Understanding dimensions of celebrity images. *Journal of Popular Culture*, 40(2):304-324.

Choi, S.M. & Rifon, N.J. 2012. It's a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology and Marketing*, 29(9):639-650.

Choi, Y.G., Ok, C. & Hyun, S.S. 2011. *Evaluating relationships among brand experience, brand personality, brand prestige, brand relationship quality, and brand loyalty: An empirical study of coffeehouse brands*. [Online]. Available: http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1283&context=gradconf_h ospitality [2014, July 16].

Chombart D.L. 1979. *Un monde autre: l'Enfance*. Paris: Payot.

Chowdhury, T.T. & Khare, A. 2011. Matching a cause with self-schema: The moderating effect on brand preferences. *Psychology and Marketing*, 28(8):825-842.

Clemenz, J., Brettel, M. & Moeller, T. 2012. How the personality of a brand impacts the perception of different dimensions of quality. *Journal of Brand Management*, 20(1):52-64.

Clow, K.E., Roy, D.P. & Hershey, L.B. 2002. A comparison of the incidence of advertising strategies in business-related magazines: Services versus goods. *Services Marketing Queterly*, 23(4):65-80.

Cobb-Walgren, C.J., Ruble, C.A. & Donthu, N. 1995. Brand equity, brand preferences, and purchase intent. *Journal of Advertising*, 24(3):25-40.

Codrin, C. 2010. Rethinking emotional versus functional in marketing communication: The case of advertorials and endorsements. *Revista Economică*, 1:64-69.

Cohen, J. 1992. A power primer. *Psychological Bulletin*, 112(1):155-159.

Cohen, J.B. & Golden, E. 1972. Information social influence and product evaluation. *Journal of Applied Psychology*, 56(1):54-59.

Collins, A.M. & Elizabeth, F.C. 1975. A spreading-activation theory of semantic processing. *Psychological Review*, 82(6):407-428.

Cooper, D.R. & Schindler, P.S. 2011. *Business research methods.* 11th edition. New York: McGraw-Hill Irwin.

Cooper, J. 2006. The digital divide: The special case of gender. *Journal of Computer Assisted Learning*, 22(5):320-334.

Côté, S. & Moskowitz, D.S. 1998. On the dynamic covariation between interpersonal behaviour and affect: Prediction from neuroticism, extraversion and agreeableness. *Journal of Personality and Social Psychology*, 65(4):1032-1046.

Coulter, R.A., Price, L.L. & Feick, L. 2003. Rethinking the origins of involvement and brand commitment: Insights from postsocialist central Europe. *Journal of Consumer Research*, 30(2):151-70.

Craik, F.I.M. & Lockhart, R.S. 1972. Levels of processing: A framework for memory research. *Journal of Verbal Learning and Verbal Behaviour*, 11(6):671-684.

Craik, F.I.M. & Tulving, E. 1975. Depth of processing and the retention of words in episodic memory. *Journal of Experimental Psychology*, 104(3):268-294.

Creswell, J.W. & Clark, V.L.P. 2011. *Designing and conducting mixed methods research.* 2nd edition. London: Sage Publications.

Crilly, R. 2014. *The Telegraph: Why is soda stream pulling out of the Wes Bank?* [Online]. Available: http://www.telegraph.co.uk/news/worldnews/middleeast/israel/ 11197281/Why-is-Sodastream-pulling-out-of-the-West-Bank.html [2015, March 27].

Crowley, A.E., Spangenberg, E.R. & Hughes, K.R. 1992. Measuring the hedonic and utilitarian dimensions of attitude towards product categories. *Marketing Letters*, 3(3):239-249.

Cui, A.P., Albanese, P.J., Jewell, R.D. & Hu, M.Y. 2008. Profiling the brand personality of specific brands. *Journal of Consumer Research*, 35(1):534-541.

Curren, M.T. & Harich, K.R. 1994. Customers' mood states: The mitigating influence of personal relevance on product evaluations. *Psychology and Marketing*, 11(2):91-107.

Curuana, A., Pitt, L.F., Berhon, P. & Berthon, J.P. 2007. Psychometric properties of the brand personality scale: Evidence from a business school. *Psychological Reports*, 100(3):789-794.

D'Angelo, P. 2002. News framing as a multiparadigmatic research program: A response to Entman. *Journal of Communication,* 52(4):870-888.

D'Souza, C., Taghian, M. & Khosla, R. 2007. Examination of environmental beliefs and its impact on the influence of price, quality, demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2):69-78.

Dabholkar, P.A. & Thorpe, D.I. 1994. Does customer satisfaction predict shopper intentions? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 7:161-171.

Das, G., Datta, B. & Guin, K. 2012. From brands in general to retail brands: A review and future agenda for brand personality measurement. *The Marketing Review*, 12(1):91-106.

Davies, S. 2002. Brand asset management: How business can profit from the power of brand. *Journal of Consumer* Marketing, 19(4):351-358*.*

Davis, F.B. 1964. *Educational measurements and their interpretation*. Belmont, CA: Wadsworth.

De Chernatony, L. 1993. Categorizing brands: Evolutionary process underpinned by two key dimensions. *Journal of Marketing Management*, 9(2):173-188.

De Chernatony, L. 2001. A model for strategically building brands. *Journal of Brand Management*, 9(1):32-44.

De Chernatony, L. 2006. *From brand vision to brand evaluation: The strategic process of growing and strengthening brands*. Oxford: Butterworth-Heinemann.

De Chernatony, L. 2009. Towards the holy grail of defining 'brand'. *Marketing Theory*, 9(1):101-105.

De Chernatony, L. & McDonald, M. 2003. *Creating Powerful Brands: In consumer, service and industrial markets*. Oxford: Butterworth-Heinemann.

De Chernatony, L. & Riley, F.D.O. 1997. Modelling components of the brand. *European Journal of Marketing*, 32(11/12):1074-1090.

De Chernatony, L. & Riley, F.D.O. 1998. Defining a "brand": Beyond the literature with expert' interpretations. *Journal of Marketing Management*, 14(5):417-443.

De Chernatony, L., McDonald, M. & Wallace, E. 2011. *Creating powerful brands*. 4th edition. Oxford: Butterworth-Heinemann.

De Mortanges, C.P. & Van Riel, A. 2003. Brand equity and shareholder value. *European Management Journal*, 21(4):521-527.

Deaux, K. & Major, B. 1987. Putting gender into context: An interactive model of gender-related behaviour. *Psychological Review*, 94(3):369-389.

Debevec, K. & Iyer, E. 1986. The influence of spokespersons in altering a product's gender image: Implication for advertising effectiveness. *Journal of Advertising*, 15(4):12-20.

Debevec, K. & Kernan, J.B. 1984. More evidence on the effects of a presenter's attractiveness some cognitive, affective, and behavioural consequences. *Advances in Consumer Research*, 11:127-132.

Delbaere, M., McQuarrie, E.F. & Phillips, B.J. 2011. Personification in advertising. *Journal of Advertising*, 40(1):121-130.

Dennet, D.C. 1996. *Kinds of minds: Towards an understanding of consciousness*. New York: Basic.

Dens, N. & De Pelsmacker, P. 2010. Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement. *Journal of Brand Management*, 18(1):50-65.

DePoy, E. & Gitlin, L.N. 2011. *Introduction to research: Understanding and applying multiple strategies*. 4th edition. Missouri: Elsevier Mosby.

Deshpandé, R. & Stayman, D.M. 1994. A tale of two cities: Distinctiveness theory and advertising effectiveness. *Journal of Marketing Research*, 31(1):57-64.

Dhar, R. & Wertenbroch, K. 2000. Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37(1):60-71.

Dholakia, R.R. & Sternthal, B. 1977. Highly credible sources: Persuasive facilitators or persuasion liabilities? *Journal of Consumer Research*, 3(4):223-232.

Dholakia, U.M. 2000. A motivational process model of product involvement and consumer perceived risk perception. *European Journal of Marketing*, 35(11/12):1340-1360.

Diamantopoulos, A., Smith, G. & Grime, I. 2005. The impact of brand extensions on brand personality: Experimental evidence. *European Journal of Marketing*, 39(1/2):129-149.

Dick, A., Chakravarti, D. & Biehal, G. 1990. Memory-based inferences during consumer choice. *Journal of Consumer Research*, 17(1):82-93.

Dick, A.S. & Basu, K. 1994. Customer loyalty: Towards an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2):99-113.

Dimofte, C.V. & Yalch, R.F. 2011. The mere association effect and brand evaluations. *Journal of Consumer Psychology*, 21(1):24-37.

Ding, H., Molchanov, A.E. & Stork, P.A. 2011. The value of celebrity endorsements: A stock market perspective. *Marketing Letters*, 22(2):147-163.

Dion, K., Berscheid, E. & Elaine, W. 1972. What is beautiful is good. *Journal of Personality and Social Psychology*, 24(3):285-290.

DiSalvo, C. & Gemperle, F. 2003. *From seduction to fulfilment: The use of anthropo morphic form in design*. [Online]. Available: http://dl.acm.org/citation.cfm?id=782913 [2014, June 26].

Dittmar, H. 1989. Gender identity-related meanings of personal possessions. *British Journal of Social Psychology*, 28(2):159-171.

Dobni, D. & Zinkhan, G.M. 1990. In search of brand image: A foundational analysis. *Advances in Consumer Research*, 17: 110-119.

Dodds, W., Monroe, K.B. & Grewal, D. 1991. Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3):307-319.

Doss, S. 2011. The transference of brand attitude: The effect on the celebrity endorser. *Journal of Management and Marketing Research*, 7(1):58-70.

Doyle, P. 1992. Building successful brands: The strategic options. *Journal of Product and Brand Management*, 1(4):5-20.

Dube-Rioux, L. 1990. The power of affective reports in predicting satisfaction. *Advances in Consumer Research*, 17(1):571-576.

Dunn, J.R. & Scweitzer, M.E. 2005. Feeling and believing: The influence of emotion on trust. *Journal of Personality and Social Psychology*, 88(5):736-748.

Edwards, S.M. & La Ferle, C. 2009. Does gender impact the perception of negative information related to celebrity endorsers? *Journal of promotion Management*, 15(1-2):22-35.

Eisend, M. 2006. Source credibility dimensions in marketing communication: A generalized solution. *Journal of Empirical Generalizations in Marketing*, 10(2):1-33.

Ekinci, Y. & Honsany, S. 2006. Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2):127-139.

Ellen, P.S. Web, D.J. & Mohr, L.A. 2006. Building corporate associations: Consumer attribution for corporate socially responsible programs. *Journal of the Academy of Marketing Science*, 32(4):147157.

Elliot, R. & Wattanasuwan, K. 1998. Brands as symbolic resources for the construction of identity. *International Journal of Advertising*, 17(2):131-144.

Entman, R.M. 1993. Framing: Towards clarification of a fractured paradigm. *Journal of Communication*, 43(4):51-58.

Epley, N., Akalis, S., Waytz, A. & Cacioppo, J.T. 2008a. When we need a human: Motivational determinants of anthropomorphism. *Social Cognition*, 26(2):143-155.

Epley, N., Akalis, S., Waytz, A. & Cacioppo, J.T. 2008b. Creating social connection through inferential reproduction: Loneliness and perceived agency in gadgets, gods and greyhounds. *Psychological Science*, 19(2):114-120.

Epstein, S., Pacini, R., Denes-Raj, V. & Heier, H. 1996. Individual differences in intuitive-experiential and analytical-rational thinking styles. *Journal of Personality and Social Psychology*, 71(2):390-405.

Erdogan, B.Z. 1999. Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15:291-314.

Erdogan, B.Z. & Baker, M. 2000. Celebrity endorsement: Advertising agency managers' perspective. *The Cyber Journal of Sport Marketing*, 1:1-15.

Erevelles, S. 1998. The role of affect in marketing. *Journal of Business Research*, 42(3):199-215.

Erfgen, C. 2011. *Impact of celebrity endorsement on brand image: A communications process perspective on 30 years of empirical research*. [Online]. Available: http://www.uni-hamburg.de/fachbereiche-einrichtungen/fb03/ihm/Impact_of_Cele brity_Endorsement.pdf [2014, August 11].

Escalas, J.E. & Bettman, J.R. 2005. Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*, 32(3):378-389.

Esch, F. & Schmitt, B.H. 2009. The brand anchoring effect: A judgement bias resulting from brand awareness and temporary accessibility. *Psychology and Marketing* 26(4):383-396.

Esch, F., Langner, G., Schmitt, B.H. & Geus, P. 2006. Are brands forever? How brand knowledge and relationship affect current and future purchases. *Journal of Product and Brand Management*, 15(2):98-105.

Espejel, J., Fandos, C. & Flavián, C. 2008. Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 110(9):865-881.

Evans, M., Jamal, A. & Foxall, G. 2006. *Consumer behaviour*. England: John Wiley & Sons.

Evans, M., Jamal, A. & Foxall, G. 2009. *Consumer behaviour*. 2nd edition. England: John Wiley & Sons.

Eysenck, H.J. 2009. *The biological basis of personality*. New Jersey: Transaction Publishers.

Eyssel, F. & Kuchenbrandt, D. 2012. Social categorization of social robots: Anthropomorphism as a function of robot group membership. *British Journal of Social Psychology*, 51(4):724-731.

Fabrigar, L.R. & Petty, R.E. 1999. The role of the affective and cognitive bases of attitudes in susceptibility to affectively and cognitively based persuasion. *Personality and Social Psychology Bulletin*, 25(3):363-381.

Fabrigar, L.R., Petty, R.E. & Wegener, D.T. 1997. Attitudes and attitude change. *Annual Review of Psychology*, 48(1):609-647.

Farhat, R. & Khan, B.M. 2011. Celebrity endorsement: A congruity measure of personalities. *Research on Humanities and Social Sciences*, 1(1):30-38.

Farquhar, P.H. 1989. Managing brand equity. *Marketing Research*, 89(1):24-33.

Fazio, R.H. & Zanna, M.P. 1981. Direct experience and attitude-behaviour consistency. *Advances in Experimental Social Psychology*, 14(1):161-202.

Feiereisen, S., Broderick, A.J. & Douglas, S.P. 2009. The effect of moderation of gender identity congruity: Utilizing "real women" advertising images. *Psychology and Marketing*, 26(9):813-843.

Feldwick, P. 1996. Do we really need brand equity? *Journal of Brand Management*, 4(1):9-28.

Fennis, B.M. & Pruyn, A.T.H. 2007. You are what you wear: Brand personality influences on consumer impression formation. *Journal of Business Research*, 60(6):634-639.

Fennis, B.M., Pruyn, A.T.H. & Maasland, M. 2005. Revisiting the malleable self: Brand effects on consumer self-perceptions of personality traits. *Advances in Consumer Research*, 32(1):371-377.

Ferle, C.L.F. & Choi, S.M. 2005. The importance of perceived endorser credibility in South Korean Advertising. *Journal of Current Issues and Research in Advertising*, 27(2):67-81.

Ferrandi, J. M., Falcy, S. F., Kreziak, D., & Valette-Florence, P. 1999. *Aaker's brand personality scale: A replication and a double methodological validation in a French setting*. [Online]. Available: http://www.cerog.org/lalondeCB/CB/1999_lalonde_ seminar/ferrandi.pdf [2014, July 19].

Fetscherin, M. & Toncar, M. 2010. The effects of the country of brand and country of manufacturing of automobiles: An experimental study of consumers' brand personality perceptions. *International Marketing Review*, 27(2):164-178.

Field, A. 2011. *Discovering statistics using SPSS (and sex drugs and rock and roll)*. 3rd edition. London: Sage Publications.

Fischer, A.H. & Mosquera, P.M.R. 2001. What concerns men? Women or other men? A critical appraisal of the evolutionary theory of sex differences in aggression. *Psychology, Evolution and Gender*, 3(1):5-25.

Fishbein, M. & Ajzen, I. 1975. *Belief, attitude intention and behaviour: An introduction to theory and research, reading*. Massachusetts: Addison-Wesley.

Fishbein, M. & Ajzen, I. 1980. Understanding attitude and predicting social behaviour. New York: Prentice-Hall.

Fisher, R.J. & Dubé, L. 2005. Gender difference in responses to emotional advertising: A social desirability perspective. *Journal of Consumer Research*, 31(4):850-858.

Fleck, N., Korchia, M. & Roy, I.L. 2012. Celebrities in advertising: Looking for congruence or likability? *Psychology and Marketing*, 29(9):651-662.

Fleck, N., Michel, G. & Zeiton, V. 2014. Brand personification through use of spokespeople: An exploratory study of ordinary employees, CEOs, and celebrities featured in advertising. *Psychology and Marketing*, 31(1):84-92.

Flores, F. & Solomon, R.C. 1998. Creating trust. *Business Ethics Quarterly*, 8(2):205-232.

Flynn, L.R., Goldman, R.E. & Eastman, J.K. 1996. Opinion leaders and opinion seekers: Two new measurement scales. *Journal of the Academy of Marketing Science*, 24(2):137-147.

Folse, J.A.G., Burton, S. & Netemeyer, R.G. 2013. Defending brands: Effects of alignment of spokescharacter personality traits and corporate transgressions on brand trust and attitudes. *Journal of Advertising*, 42(2):331-342.

Folse, J.A.G., Netemeyer, R.G. & Burton, S. 2012. Spokescharacters: How the personality of sincerity, excitement, and competence help build brand equity. *Journal of Advertising*, 41(1):17-32.

Folse, J.A.G., Niedrich, R.W. & Grau, S.L. 2010. Cause-related marketing: The effects of purchase quantity and firm donation amount on consumer inferences and participation intentions. *Journal of Retailing*, 86(4):295-309.

Ford, G.T. & Smith, R.A. 1987. Inferential beliefs in consumer evaluations: An assessment of alternative processing strategies. *Journal of Consumer Research*, 14(3):363-371.

Forehand, M.R. & Deshpande, R. 2001. What we see makes us who we are: Priming ethnic self-awareness and advertising response. *Journal of Marketing Research*, 38(3):336-348.

Foscht, T., Maloles, C., Swoboda, B., Morschett, D. & Sinha, I. 2008. The impact of culture on brand perceptions: A six-nation study. *Journal of Product and Brand Management*, 17(3):131-142.

Fournier, S. 1998. Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4):343-353.

Freedman, J.L. 1964. Involvement, discrepancy and change. *Journal of Abnormal and Social Psychology*, 69:290-295.

Freiden, J.B. 1982. An evaluation of spokesperson and vehicle source effects in advertising. *Current Research and Issues in Advertising*, 5(1):77-87.

Freling, T.H. & Forbes, L.P. 2005a. An empirical analysis of the brand personality effect. *Journal of Product and Brand Management*, 14(7):404-413.

Freling, T.H. & Forbes, L.P. 2005b. An examination of brand personality through triangular methodological triangulation. *Journal of Brand Management*, 13(2):148-162.

Freling, T.H., Crosno, J.L. & Henard, D.H. 2010. Brand personality appeal: Conceptual and empirical validation. *Journal of the Academy of Marketing Science*, 39(3):392-406.

French, A. & Smith, G. 2013. Measuring brand association strength: A consumer based brand equity approach. *European Journal of Marketing*, 47(8):1356-1367.

Friedman, H.H., Termini, S. & Washington, R. 1976. The effectiveness of advertisements utilizing four types of endorsers. *Journal of Advertising*, 5(3):22-24.

Friestad, M. & Wright, P. 1994. The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21(1):1-31.

Fugate, D.L. & Phillips, J. 2010. Product gender perceptions and antecedents of product gender congruence. *Journal of Consumer Marketing*, 27(3):251-261.

Funder, D.C. & Randall, C.C. 1991. Explorations in behavioural consistency: Properties of persons, situations and behaviours. *Journal of Personality and Psychology,* 60(5):773-794.

Furnham, A. 1995. The big five versus the big four: The relationship between the Myers-Briggs Type Indicator and the NEO-PI five factor model of personality. *Personality and Individual Differences*, 21(2):303-307.

Galli, M. & Gorn, G. 2011. Unconscious transfer of meaning to brands. *Journal of Consumer Psychology*, 21(3):215-225.

Ganesh, J., Arnold, M.J. & Reynolds, K.E. 2000. Understanding the customer base of service providers: An examination of the differences between switchers and stayers. *Journal of Marketing*, 64(3):65-87.

Garbarino, E. & Johnson, M. S. 1999. The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing,* 63(2):70-87.

Gardial, S.G.F., Schumann, D.W., Petkus, E. & Smith, R. 1993. Processing and retrieval of inferences and descriptive advertising information: The effect of message elaboration. *Journal of Advertising*, 22(1):25-34.

Gardner, M.P. 1985. Does attitude towards the ad affect brand attitude under a brand evaluation set? *Journal of Marketing Research,* 22(2):192-198.

Gardner, M.P., Mitchell, A.A. & Russo, J.E. 1985. Low-involvement strategies for processing advertisements. *Journal of Advertising*, 14(2):4-56.

Gerber, G.L. 2009. Status, personality, and gender stereotyping: Response to commentators. *Sex Roles*, 61(5-6):352-360.

Geuens, M., De Pelsmacker, P. & Faseur, T. 2011. Emotional advertising: Revisiting the role of product category. *Journal of Business Research*, 64(4):418-426.

Geuens, M., Weiters, B. & De Wulf, K. 2009. A new measure of brand personality. *International Journal of Research in Marketing*, 26(2):97-107.

Goldberg, L.R. 1993. The structure of phenotypic personality traits. *American Pscychologist*, 48(1):26-34.

Goldberg, M.E. & Gorn, G.J. 1987. Happy and sad tv programs: How they affect reactions to commercials. *Journal of Consumer Research*, 14(3):387-403.

Golden, L. & Johnson, K.A. 1983. The impact of sensory preferences and thinking versus feeling appeals on advertising effectiveness. *Advances in Consumer Research*, 10:203-208.

Goldsmith, R.E. & Goldsmith, E.B. 2012. Brand Personality and Brand Engagement. *American Journal of Management*, 12(1):11-20.

Goldsmith, R.E., Lafferty, B.A. & Newell, S.J. 2000. The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3):43-54.

Goldstein, N.J. & Cialdini, R.B. 2007. The spyglass self: Model of vicarious self-perception. *Journal of Personality and Social psychology*, 92(3):402-417.

Gonzalez, L.M. 2005. *The impact of ad background colour on brand personality and brand preferences*. [Online]. Available: https://csulb.edu/colleges/cba/honors /thesis/documents/Luz_Gonzalez_Thesis.pdf [2014, August 21].

Goodchild, J. 2014. *Samsung gear 2: Smartwatch or novelty?* [Online]. Available: http://www.thegadgetman.org.uk/samsung-gear-2-smart-watch/ [2015, March 19].

Goodyear, M. 1996. Divided by a common language: Diversity and deception in the world of global marketing. *Journal of the Market Research Society*, 38(2):105-122.

Gordon, P. 2008. *What does it mean to be rational?* [Online]. Available: http://psycnet.apa.org/psycinfo/2008-11577-001 [2015, March, 17].

Govers, P.C.M. & Schoormans, J.P.L. 2005. Product personality and its influence on consumer preference. *Journal of Consumer Marketing*, 22(4):189-197.

Grace, D. & O'Cass, A. 2002. Brand associations: Looking through the eye of the beholder. *Qualitative Market Research: An International Journal*, 5(2):96-111.

Graf, S. 2013. *Brain connectivity study reveals striking differences between men and women.* [Online]. Pen Medicine. Available: http://www.uphs.upenn.edu/news/ News_Releases/2013/12/verma/ [2014, August 21].

Grammer, C. & Thornhill, R. 1994. Human (Homo sapiens) facial attractiveness and sexual selection: The role of symmetry and averageness. *Journal of Comparative Psychology*, 108(3):233-242.

Greenwald, A.A. & Leavitt, C. 1984. Audience involvement in advertising: Four levels. *Journal of Consumer Research*, 11:581-592.

Greenwald, A.G. 1968. Cognitive learning, cognitive response to persuasion, and attitude change. In A.G. Greenwald, T.C. Brock & T.M Ostrom (eds.). *Psychological Foundations of Attitudes*. New York: Academic Press. 147-170.

Grewal, D., Monroe, K.B. & Krishnan, R. 1998. The effects of price-comparison advertising on buyer's perceptions of acquisition value, transaction value, and behavioural intentions. *Journal of Marketing*, 62:46-59.

Grime, I., Diamantopoulos, A. & Smith, G. 2002. Consumer evaluations of extensions and their effects on the core brand: Key issues and research propositions. *Journal of Marketing*, 36(11/12):1415-1438.

Grohmann, B. 2009. Gender dimensions of brand personality. *Journal of Marketing Research*, 47(1):105-119.

Grohmann, B. 2014. Communicating brand gender through type fonts. *Journal of Marketing Communications*, 1:1-16.

Grönroos, C. 1994. From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2):4-20.

Grossman, R.P. 1997. Co-branding in advertising: Developing effective associations. *Journal of Product and Brand Management*, 6(3):191-201.

Guido, G. & Peluso, A.M. 2010. Influence of brand personality-marker attributes on purchase intention: The role of emotionality. *Psychological Reports*, 106(3):737-751.

Guido, G., Peluso, A.M. & Provenzano, M. 2010. Influence of brand personality-marker attributes on purchasing intention: The role of emotionality. *Psychological Reports*, 106(3):737-751.

Guthrie, M.F. & Kim, H.S. 2009. The relationship between consumer involvement and brand perceptions of female cosmetic consumers. *Journal of Brand Management*, 17(2):114-133.

Guthrie, S. 1993. *Faces in the clouds: A new theory of religion*. New York: Oxford University Press.

Gutman, J. 1982. A means-end chain model based on consumer categorization processes. *Journal of Marketing*, 46(2):60-72.

Guzmán, F. 2005. A brand building literature review. Unpublished PhD thesis. Barcelona: Esade Business School.

Hadjiloucas, T. 2007. *The increasing importance of intangibles in industry*. [Online]. Available: http://www.inpi.gov.ar/pdf/T.Hadjiloucas%201.pdf [2014, May 15].

Hall, J.A. & Matsumoto, D. 2004. Gender difference in judgements of multiple emotions from facial expressions. *Emotions*, 42(2):201-206.

Hallahan, K. 2009. Seven models of framing: Implications for public relations. *Journal of Public Relations*, 11(3):205-242.

Halonen-Knight, E. & Hurmerinta, L. 2010. Who endorses whom? Meaning transfer in celebrity endorsement. *Journal of Product and Brand Management,* 19(6):452-460.

Hampson, E., Van Anders, S.M. & Mullin, L.L. 2006. A female advantage in the recognition of emotional facial expressions: Test of evolutionary hypothesis. *Evolution and Human Behaviour*, 27(6):401-416.

Hansen, F. 1981. Hemispheric lateralization: Implications for understanding consumer behaviour. *Journal of Consumer Research*, 8(1):23-36.

Hansen, F. & Christensen, L.B. 2003. *Branding and advertising*. Denmark: Copenhagen Business School Press.

Hansen, F. & Christensen, S.R. 2007. *Emotions, advertising and consumer choice*. Denmark: Copenhagen Business School Press.

Hansen, F., Percy, L. & Hansen, M.H. 2004. Consumer choice behaviour: An emotional theory. *Centre for Marketing Communication*, 1:1-33.

Harris, K. 2014. *The 10 most popular celebrities on Twitter in 2014*. [Online]. Available: http://www.buzzfeed.com/kristinharris/the-most-popular-celebrities-on-twitter-in-2014 [2014, December 11].

Haslam, N. 2006. Dehumanization: An integrative review. *Personality and Social Psychology Review*, 10(3):252-264.

Haugtvedt, C., Petty, R.E., Cacioppo, J.T. & Steidley, T. 1988. Personality and ad effectiveness: Exploring the utility of need for cognition. *Advances in Consumer Research*, 15(1):209-212.

Hawkins, D.I. & Mothersbaugh, D.L. 2010. *Consumer behaviour. Building marketing strategy*. 11th edition. New York: McGraw-Hill Irwin.

Hawkins, S.A. & Hoch, S.J. 1992. Low-involvement learning: Memory without evaluation. *Journal of Consumer Research*, 19(2):212-225.

Hayes, J.B., Alford, B.L.A. & Capella, L.M. 2008. When the goal is creating brand personality, focus on user imagery. *Academy of Marketing Studies Journal*, 12(1):95-116.

Hays, N.A. 2013. Fear and loving social hierarchy: Sex differences in preferences for power versus status. *Journal of Experimental Social Psychology*, 49(6):1130-1136.

Heath, R., Brandt, D. & Nairn, A. 2006. Brand relationships: Strengthened by emotional, weakened by attention. *Journal of Advertising Research*, 46(4):410-419.

Heding, T., Knudtzen, C.F. & Bjerre, M. 2009. *Brand management: Research, theory and practise*. London: Routledge.

Heine, K. 2009. Using personal and online repertory grid methods for the development of a luxury brand personality. *Electronic Journal of Business Research Methods*, 7(1):25-38.

Henningsen, M.L.M., Henningsen, D.D., Cruz, M.G. & Morril, J. 2003. Social influence in groups: A comparative application of relational framing theory and the elaboration likelihood model of persuasion. *Communication Monographs*, 70(3):175-197.

Hertog, J. & McLeod, D. 2001. A multiperspectival approach to framing analysis: A field guide. In S.D. Reese, O.H. Gandy & A.E. Grant (eds.). *Framing public life: Perspectives on media and our understanding of the social world*. New Jersey: Erlbaum. 139-161.

Heslop, L.A., Cray, D. & Armenakyan, A. 2009. Cue incongruity in wine personality formation and purchasing. *International Journal of Wine Business Research*, 22(3):288-307.

Higie, R.A. & Feick, L. 1989. Enduring involvement: Conceptual and measurement issues. *Association for Consumer Research*, 16:690-696.

Hofstede, G. 1983. National cultures in four dimensions: A research-based theory of cultural differences among nations. *International Studies of Management and Organisation*, 13(1/2):46-74.

Hogg, M., Cox, A.J. & Keeling, K. 2000. The impact of self-monitoring on image congruence and product/brand evaluation. *European Journal of Marketing*, 34(5):641-666.

Holbrook, M.B. & Batra, R. 1987. Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14(3):404-420.

Holbrook, M.B. & O'Shaughnessy, J. 1984. The role of emotion in advertising. *Psychology and Marketing*, 1(2):45-64.

Holt, D.B. 1997. Postconstructuralist lifestyle analysis: Conceptualising the social patterning of consumption in postmodernity. *Journal of Consumer Research*, 23(4):326-350.

Homburg, C., Koschate, N. & Hoyer, W.D. 2006. The role of cognition and affect in the formation of customer satisfaction: A dynamic perspective. *Journal of Marketing*, 70(3):21-31.

Homer, P.M. 1990. The mediating role of attitude towards the ad: Some additional evidence. *Journal of Marketing Research*, 27(1):78-86.

Hooley, G.J., Greenley, G.E., Cadogan, J.W. & Fahy, J. 2005. The performance impact of marketing resources. *Journal of Business Research*, 58(1):18-27.

Horney, K. 1946. *Our inner conflicts: A constructive theory of neurosis*. Oxon: Routledge.

Hough, J., Thompson, A.A., Strickland, A.J. & Gamble, J.E. 2011. *Crafting and executing brand strategy: Creating sustainable high performance in South Africa: Text, Readings and Cases*. 2nd edition. Berkshire: McGraw-Hill Education.

Houston, M.J. & Rothschild, M.L. 1977. *A paradigm for research on consumer involvement*. Madison: University of Wisconsin.

Houston, M.J. & Rothschild, M.L. 1978. Conceptual and methodological perspectives in involvement. In S. Jain (eds.). *Research Frontiers in Marketing: Dialogues and Directions*. Chicago: American Marketing Association.184-187.

Howard, J.A. & Seth, J. N. 1969. *A theory of buyer behaviour*. New York: John Wiley & Sons.

Hsu, C. & McDonald, D. 2002. An examination on multiple celebrity endorsers in advertising. *Journal of Product and Brand Management*, 11(1):19-29.

Huang, H.H., Mitchell, V. & Rosenaum-Elliot, R. 2012. Are consumer and brand personalities the same? *Psychology and Marketing*, 29(5):334-349.

Hunt, J. 2001. *The impact of celebrity endorsers on consumers' product evaluations: A symbolic meaning approach.* [Online]. Available: http://sbaer.uca.edu/ research/sma/2001/09.pdf [2015, March 2].

Hupfer, N.T. & Gardner, D.M. 1971. Differential involvement with products and issues: An exploratory study. *Association for Consumer Research*, 262-270.

Huy, Q.N. 1999. Emotional capability, emotional intelligence, and radical change. *The Academy of Management Review*, 24(2):325-345.

Ilicic, J. & Webster, C.M. 2011. Effects of multiple endorsements and consumer-celebrity attachment on attitude and purchase intention. *Australian Marketing Journal*, 19(4):230-237.

Illic, J. & Webster, C.M. 2013. Celebrity co-branding partners as irrelevant brand information in advertisements. *Journal of Business research, 66(7):941-946.*

Ivens, B. & Valta, K.S. 2012. Customer brand personality perception: A taxonomic analysis. *Journal of Marketing Management,* 28(9-10):1062-093.

Jamieson, L.F. & Bass, F.M. 1989. Adjusting stated intention measures to predict trial purchase of products: A comparison of models and methods. *Journal of Marketing Research*, 26(3):336-45.

Janiszewski, C. 1990. The influence of print advertisements organization on affect towards a brand name. *Journal of Consumer Research*, 17(1):53-65.

Jenkins, R. 1996. *Social identity*. London: Routledge.

Johar, G.V., Sengupta, J. & Aaker, J. 2005. Two roads to updating brand personality impressions: Trait versus evaluative inferencing. *Journal of Marketing Research*, 42(4):458-469.

Johar, J.S. & Sirgy, M.J. 1991. Value-expressive versus utilitarian advertising appeals: When and why to use which appeal. *Journal of Advertising*, 20(3):23-33.

Johnson, B.T. & Eagly, A.H. 1989. Effects of involvement on persuasion: A meta-analysis. *Psychological Bulletin*, 106(2):290-314.

Kahle, L.R. & Homer, P.M. 1985. Physical attractiveness of celebrity endorser: A social adaption perspective. *Journal of Consumer Research*, 11(4):954-961.

Kahn, B.E. & Isen, A.M. 1993. The Influence of positive affect on variety seeking among safe, enjoyable products. *Journal of Consumer Research*, 20(2):257-270.

Kamins, M.A. 1989. Celebrity and non-celebrity advertising in a two-sided context. *Journal of Advertising*, 29(3):34-42.

Kamins, M.A. 1990. An investigation into the "match-up" hypothesis in celebrity advertising: When beauty may only be skin deep. *Journal of Advertising*, 19(1):34-13.

Kamins, M.A. & Gupta, K. 1994. Congruence between spokesperson and product type: A matchup hypothesis perspective. *Psychology and Marketing*, 11(6):569-586.

Kamins, M.A., Brand, M.J., Hoeke, S.A. & Moe, J.C. 1989. Two-sided versus one-sided celebrity endorsements: The impact on advertising effectiveness and credibility. *Journal of Advertising*, 18(2):4-10.

Kapferer, J.N. 2008. *The new strategic brand management: Creating and sustaining brand equity long term*. 4rth edition. London: Kogan Page.

Kapferer, J.N. 2012. *The new strategic brand management: Advanced insights and strategic thinking*. 5th edition. London: Kogan Page Publishers.

Kassarjian, H.H. 1971. Personality and consumer behaviour: A critical review. *Journal of Marketing Research*, 8(4):409-418.

Keegan, W.J. & Green, M.C. 2011. *Global marketing*. 6th edition. New Jersey: Pearson Education.

Keel, A. & Nataraajan, R. 2012. Celebrity endorsement and beyond: New avenues for celebrity branding. *Psychology and Marketing*, 29(9):690-703.

Keller, K.L. 1993a. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1):1-22.

Keller, K.L. 1993b. *Advertising exposure, memory, and choice*. New Jersey: Lawrence Erlbaum Associates.

Keller, K.L. 1998. *Strategic brand management: Building, measuring, and managing brand equity*. New Jersey: Prentice-Hall.

Keller, K.L. 2001. *Building customer-based brand equity: A blueprint for creating strong brands*. [Online]. Cambridge Marketing Science Institute, Working Paper No. 01-107.Available:http://mktg.uni-svishtov.bg/ivm/resources/CustomerBasedbrand EquityModel.pdf [2013, July 15].

Keller, K.L. 2003. Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4):595-600.

Keller, K.L. 2009. Building strong brands in modern marketing communications environment. *Journal of Marketing Communications*, 15(2/3):139-155.

Keller, K.L. 2013. Strategic Brand Management: Building, measuring, and managing brand equity. 4th edition. England: Pearson Education.

Keller, K.L. & Lehmann, D.R. 2006. Brands and branding. Research findings and future priorities. *Marketing Science*, 25(6):740-759.

Keller, K.L. & Lehmann, D.R. 2009. Assessing long-term brand potential. *Journal of Brand management*, 17(1):6-17.

Kempf, D., Laczniak, R.N. & Smith, R.E. 2006. The effects of gender on processing and product trail information. *Marketing Letter*, 17(1):5-16.

Khatri, P. 2006. Celebrity endorsement: A strategic promotion perspective. *Indian Media Studies Journal*, 1(1):26-37.

Kidd, M. 2014. Personal interview. 14 January, Stellenbosch University.

Kim, C.K., Han, D. & Park, S. 2001. The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4):195-206.

Kim, I., Lee, F.S.J. & Richards, J. 2009. The processing of advertisements through involvement roles, source cues, and affect intensity. *International Journal of Strategic Management*, 9(2):1-5.

Kim, J. & Morris, J.D. 2007. The power of affective response and cognitive structure in product-trial attitude formation. *Journal of Advertising*, 36(1):95-106.

Kim, J., Allen, C.T. & Kardes, F.R. 1996. An investigation of the mediational mechanisms underlying attitudinal conditioning. *Journal of Marketing Research*, 33:318-328.

Kim, J., Lim, J.S. & Bhargava, M. 1998. The role of affect in attitude formation: A classical conditioning approach. *Journal of Advertising and Market Research*, 26(2):143-152.

Kim, T. 2012. Consumers' correspondence inference on celebrity endorsers: The role of correspondence bias and suspicion. Unpublished PhD thesis. Knoxville: University of Tennessee.

Kinley T.L., Conrad C.A. & Brown, G. 1999. Internal and external promotional references: An examination of gender and product involvement effects in the retail apparel setting. *Journal of Retailing and Consumer Services*, 6:39-44.

Kirmani, A. 2009. The self and the brand. *Journal of Consumer Psychology*, 19(3):271-275.

Kirmani, A., Sood, S. & Bridges, S. 1999. The ownership effect in consumer responses to brand line stretches. *Journal of Marketing*, 63(1):88-101.

Klabi, F. & Debabi, M. 2011. Brand personality and emotional attitudes the case of mobile telephone operators. *Journal of Global Marketing*, 24(3):245-262.

Klaus, N. & Bailey, A.A. 2008. Celebrety endorsements: An examination of gender and consumers' attitudes. *American Journal of Business*, 25(2):53-61.

Klein, K.J.K. & Hodges, S.D. 2001. Gender differences, motivation, and empathetic accuracy: When it pays to understand. *Personality and Social Psychology Bulletin*, 27(6):720-730.

Kokshanian, R. 2014. *These were the most talked about topics on Facebook in 2014*. [Online]. Available: http://news.instyle.com/2014/12/09/these-were-the-most-talked-about-topics-on-facebook-in-2014/ [2014, December 11].

Kotler, P. & Keller, K. 2011. *Marketing Management*. 13th edition. Pearson International Edition. New Jersey: Pearson Prentice Hall.

Kovach, S. 2013. *Business insider: Review; Samsung galaxy gear smartwatch*. [Online]. Available: http://www.businessinsider.com/galaxy-gear-review-2013-10 [2015, March 11].

Kovach, S. 2015. *How Samsung won and then lost the smartphone war*. [Online]. Available: http://www.businessinsider.com/samsung-rise-and-fall-2015-2 [2015, August 3].

Kressmann, F., Sirgy, M.J., Hermann, A., Huber, F., Huber, S. & Lee, D. 2006. Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9):995-946.

Kreuzbauer, R. & Malter, A.J. 2005. Embodied cognition and new product design: Changing product form to influence brand categorization. *Journal of Product Innovation Management*, 22(2):165-176.

Kring, A.M. & Gordon, A.H. 1998. Sex differences in emotion: Expression, experience, and physiology. *Journal of Personality and Social Psychology*, 74(3):686-703.

Krohmer, H., Malaer, L., Hoyer, W.D. & Nyffenegger, B. 2009. [Online]. Available: file:///C:/Users/15674495/Downloads/Winter%20Ed%202009.pdf [2014, August 25].

Kuenzel, S. & Halliday, S.V. 2010. The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3/4):167-178.

Kum, D., Bergkvist, L., Lee, Y.H. & Leong, S.M. 2012. Brand personality inference: The moderating role of product meaning. *Journal of Marketing Management*, 28(11/12):1291-1304.

Kuo, Y.F., Wub, C.M. & Deng, W.J. 2009. The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behaviour*, 25(4):887-896.

Laaksonen, P. 1994. *Consumer involvement: Concepts and research*. London: Routledge.

Labrecque, L.I. & Milne, G.R. 2011. Exciting red and competent blue: The importance of colour in marketing. *Journal of the Academy of Marketing Science*, 40(5):711-727.

Lafferty, B.A. & Goldsmith, R.E. 1999. Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad. *Journal of Business Research*, 44(2):109-116.

Lafferty, B.A., Goldsmith, R.E. & Flynn, L.R. 2005. Are innovators influenced by endorser expertise in an advertisement when evaluating a high technology product? *Journal of Marketing Theory and Practise*, 13(3):32-48.

Lamb, C.W., Hair, J.F., McDaniel, C., Boshoff, C. & Terblanche, N.S. 2008. *Marketing*. 3rd South African Edition. South Africa: Oxford University Press South Africa.

Landwehr, J.R., McGill A.L. & Herrmann, A. 2011. It's got the look: The effect of friendly and aggressive 'facial' expressions on product liking and sales. *Journal of Marketing*, 75(3):132-146.

Langmeyer, L. 1991. Exploring gender influences of meanings in celebrity endorsers. *Gender and Consumer Behaviour*, 1:158-172.

Langmeyer, L. & Walker, M. 1991. A first step to identify the meaning in celebrity endorsers. *Advances in Consumer Research*, 18(1):364-371.

Laros, F.J.M. & Steenkamp, J.E.M. 2005. Emotions in consumer behaviour: A hierarchical approach. *Journal of Business Research*, 58(10):1437-1445.

Lassar, W., Mittal, B. & Sharma, A. 1995. Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4):11-19.

Lastovicka, J.L. & Gardner, D.M. 1979. Components of involvement. In J.C. Maloney & B. Silverman (eds.). *Attitude Research Plays for High Stakes*. Chicago: American Marketing Association. 53-73.

Lau, K.C. & Phau, I. 2010. Impact of gender on perceptual fit evaluation for prestige brands. *Journal of Brand Management*, 17(5):354-367.

Laurent, G. & Kapferer, J.N. 1985. Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1):41-53.

Laurent, G. & Kapferer, J.N. 1986. Consumer involvement profiles: A new practical approach to consumer involvement. *Journal of Advertising Research*, 25(6):48-56.

Leclerc, F., Schmitt, B.H. & Dubé, L. 1994. Foreign branding and its effects on product perceptions and attitudes. *Journal of Marketing Research*, 31(2):263-270.

Lee, E. 2013. A prototype of multicomponent brand personality structure: A consumption synmbolism approach. *Psychology and Marketing*, 30(2):173-186.

Lee, E. & Rhee, E. 2007. Conceptual framework of within-category brand personality based on consumers' perception (WCBP-CP): The case of men's apparel category in South Korea. *Journal of Brand Management*, 15(6):465-489.

Lee, Y., Haley, E. & Avery, E.J. 2010. The role of gender and message strategy in perception of advocacy advertising. *Journal of Current Issues and Research in Advertising*, 32(1):47-55.

Lee, Y.H. 2000. Manipulating ad message involvement through information expectancy: Effects of attitude evaluation and confidence. *Journal of Advertising*, 29(2):29-43.

Lee, Y.H. & Mason, C. 1999. Responses to information incongruency in advertising: The role of expectancy, relevancy, and humor. *Journal of Consumer Research*, 26(2):159-169.

Lehmann, D.R. & O'Shaughnessy, J. 1974. Difference in attributes importance for different industrial products. *Journal of Marketing*, 38(2):36-42.

Lemon, K.N., Rust, R.T. & Zeithaml, V.A. 2001. What drives customer equity. *Marketing Management*, 10(1):20-25.

Leone, R.P., Rao, V.R., Keller, K.L., Luo, A.M., McAlister, L. & Srivastava, R. 2006. Linking brand equity to customer equity. *Journal of Service Research*, 9(2):125-138.

Leonidou, L.C. & Leonidou, C.N. 2009. Rational versus emotional appeals in newspaper advertising: Copy, art, and layout differences. *Journal of Promotion Management*, 15(4):522-546.

Leschnikowski, K., Schweizer, M. & Drenger, J. 2006. Celebrities as "image conditioner" for brands? An empirical study based on the match-up hypothesis. *Marketing Theory and Applications*, 1:7-8.

Levin, I.P., Schneider, S.L. & Gaeth, G.J. 1998. All frames are not created equal: An typology an critical analysis of framing effects. *Organisational Behaviour and Human Decision Processes*, 76(2):149-188.

Levy, S.J. 1959. Symbols for Sale. *Harvard Business Review*, 37(4):117-124.

Li, A. 2012. *Top 10 most popular celebrities on social media*. [Online]. Available: http://mashable.com/2012/12/15/celebrities-social-media/ [2014, December 11].

Liebermann, Y. & Flint-Goor, A. 1996. Message strategy by product-class type: A matching model. *International Journal of Research in Marketing*, 13(3):237-249.

Lieven, T., Grohmann, B., Herrmann, A., Landwehr, J.R. & Van Tilburg, M. 2014. The effect of brand gender on brand equity. *Psychology and Marketing,* 31(5):371-385.

Ligas, M. & Cotte, J. 1999. The process of negotiating brand meaning: A symbolic interactionist perspective. *Advances in Consumer Research*, 26:609-614.

Lin, L. 2011. The impact of advertising appeals and advertising spokesperson on advertising attitudes and purchase intentions. *African Journal of Business Management*, 5(21):8446-8457.

Lin, L.Y. 2010. The relationship of consumer personality trait, brand personality and brand loyalty: An empirical study of toys and video games buyers. *Journal of Product and Brand Management*, 19(1):4-17.

Lin, Y. & Huang, P. 2012. Effects of the big five brand personality dimensions on repurchase intentions: Using branded coffee chains as examples. *Journal of Foodservice Business Research*, 15(1):1-18.

Lloyd, S. & Woodside, A.G. 2013. Animals, archetypes, and advertising (A[3]): The theory and practice of customer brand symbolism. *Journal of Marketing Management*, 29(1-2):5-25.

Löckenhoff, C.E., Chan, W., McCrae, R.R., De Fruyt, F., Jussim, L., De Bolle, M., Costa, P.T., Sutin, A.R., Realo, A., Allik, J., Nakazato, K., Shimonaka, Y., Hřebíčková, M., Graf, S., Yik, M., Ficková, E., Brunner-Sciarra, M., De Figueora, N.L., Schmidt, V., Ahn, C., Ahn, H., Aguilar-Vafaie, M.E., Suita, J., Szmigielska, B., Cain, T.R., Crawford, J.T., Mastor, K.A., Rolland, J.P., Nansubuga, F., Miramontez, D.R., Benet-Martínez, V., Rossier, J., Bratko, D., Marušić, I., Halberstadt, J., Yamaguchi, M., Knežević, G., Martin, T.A., Gheorgiu, M., Smith, P.B., Barbaranelli, C., Wang, L., Shakespeare-Finch, J., Lima, M.P., Klinkosz, W., Sekowski, A., Alcalay, L., Simonetti, F., Avdeyeva, T.V., Pramila, V.S. & Terracciano, A. 2014. Gender stereotypes of personality: Universal and accurate? *Journal of Cross-Cultural Psychology*, 45(5):675-964.

Loftus, E.F. & Loftus, G.R. 1980. On the permanence of stored information in the human brain. *American Psychologist*, 35(5):409-420.

Lopez, I. & Ruiz, S. 2011. Explainig website effectiveness: The hedonic-utilitarian duel mediation hypothesis. *Electronic Commerce Research and Applications*, 1:49-58.

Lord, K.R. & Putrevu, S. 2009. Informational and transformational responses to celebrity endorsements. *Journal of Current Issues and Research in Advertising*, 31(1):1-13.

Louis, D. & Lombart, C. 2010. Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product and Brand Management*, 19(2):114-130.

Louro, M.J. & Cunha, P.V. 2001. Brand management paradigms. *Journal of Marketing Management*, 17(7-8):849-875.

Love, S. 2013. *Everything marketers need to know about marketing to Generation Y*. [Online]. Available: http://sparxoo.com/2013/06/19/everything-advertisers-need-to-know-about-gen-y/ [2013, July 10].

Low, G.S. & Lamb, C.W. 2000. The measurement and dimensionality of brand associations. *Journal of Product and Brand Management*, 9(6):350-368.

Lubinski, D. 1983. Masculinity, femininity, and androgyny. *Journal of Personality and Social Psychology*, 44(2):428-439.

Lucas, A. 2013. *Top 50 hottest female celebrities*. [Online]. Available: http://www.imdb.com/list/ls056074708/ [2014, December 11].

Lunt, P. & Kokkinaki, F. 1999. The effect of advertising message involvement on brand attitude accessibility. *Journal of Economic Psychology*, 20(1):41-51.

Lutz, R.J., MacKenzie, S.B. & Belch, G.E. 1983. Attitude towards the ad as a mediator of advertising effectiveness: Determinants and consequences. *Advances in Consumer Research*, 10(1):532-539.

Lync, J. & Schuler, D. 1994. The matchup effect of spokesperson and product congruency: A schema theory interpretation. *Psychology and Marketing*, 11(5):417-445.

Lynch, J.G. & Srull, T.K. 1982. Memory and attention factors in consumer choice: Concepts and research methods. *Journal of Consumer Research*, 9(1):18-37.

M'zungo, D.M., Merrilees, B. & Miller, D. 2010. Brand management to protect brand equity: A conceptual model. *Journal of Brand Management*, 17(8):605-617.

Maciariello, J. 2009. Marketing and innovation in the Drucker Management System. *Journal of the Academy of Marketing Science*, 37(1):35-43.

MacInnis, D.J. & Jaworski, B.J. 1989. Information processing from advertisements: Towards an integrative framework. *Journal of Marketing*, 53(4):1-23.

MacInnis, D.J. & Stayman, D.M. 1993. Focal and emotional integration: Constructs, measures, and preliminary evidence. *Journal of Advertising*, 22(4):51-66.

MacKenzie, S.B. & Lutz, R.J. 1989. An empirical examination of the structural antecedents of attitude towards the ad in an advertising pretesting context. *Journal of Marketing*, 53(2):48-65.

MacKenzie, S.B., Lutz, R.J. & Belch, G.E. 1986. The role of attitude towards the ad as a mediator of advertising effectiveness: A test of compelling explanations. *Journal of Marketing Research*, 23(2):130-143.

Madden, T.J., Fehle, F. & Fournier, S. 2006. Brands matter: An empirical demonstration of the creation of shareholder value through branding. *Journal of the Academy of Marketing Science*, 34(2):224-235.

Maddux, W.W. & Brewe, M.B. 2005. Gender differences in relational and collective basis for trust. *Group Processes and Intergroup Relations*, 8(2):159-171.

Madhavaram, S., Badrinarayanan, V. & McDonald, R.E. 2005. Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions. *Journal of Advertising*, 34(4):69-80.

Madrigal, R. & Bousch, D.M. 2008. Social responsibility as a unique dimension of brand personality and consumers' willingness to reward. *Psychology and Marketing*, 25(6):538-564.

Maehle, N. & Shneor, R. 2010. On congruence between brand and human personalities. *Journal of Product and Brand Management*, 19(1):44-53.

Maehle, N. & Supphellen, M. 2008. Sources of brand personality: A survey of ten brands. *Advances in Consumer Research*, 35(1):95-114.

Maehle, N., Otnes, C. & Supphellen, M. 2011. Consumers' perceptions of the dimensions of brand personality. *Journal of Consumer Behaviour*, 10(5):290-303.

Maheswaran, D. & Meyers-Levy, J. 1990. The influence of message framing and issue involvement. *Journal of Marketing Research*, 27(3):361-367.

Maio, G. & Olsen, J.M. 1999. *Why we evaluate: Function of attitudes*. Mahwah: Lawrence Erblaum Associates.

Malär, K., Nyffenegger, B., Krohmer, H. & Hoyer, W.D. 2012. Implementing an intended brand personality: A dyadic perspective. *Journal of the Academy of Marketing Science*, 40(5):728-744.

Malär, L. & Nyffenegger, B. 2010. *Managing brand personality: Antecedents and consequences.* [Online]. Available: http://www.brand-management.usi.ch/Abstracts /Monday/BrandpersonalityIII/Monday_BrandpersonalityIII_Malaer.pdf [2013, July 10].

Malär, L., Krohmer, H., Hoyer, W.D. & Nyffenegger, B. 2011. Emotional brand attachment and brand personality: The relative importance of the actual and ideal self. *Journal of Marketing*, 75(4):35-52.

Malik, M.E. & Naeem, B. 2012. Aaker's brand personality framework: A critical commentary. *Journal of Basic and Applied Scientific Research,* 2(12):11992-11996.

Malik, M.E., Naeem, B. & Manuwar, M. 2012. Brand image: Past, present and future. *Journal of Basic and Applied Scientific Research*, 2(12):13069-13075.

Margini, V.P. & Thelen, S.T. 2008. The influence of music on perceptions of brand personality, décor, and service quality: The case of classical music in a fine-dining restaurant. *Journal of Hospitality and Leisure Marketing*, 16(3):286-300.

Markus, H. 1977. Self-schemata and processing information about the self. *Journal of Personality and Social Psychology*, 35(2):63-78.

Markus, H. 1983. Self-knowledge: An expanded view. *Journal of Personality*, 51(3):543-565.

Markus, H. & Kunda, Z. 1986. Stability and malleability of the self-concept. *Journal of Personality and Social Psychology, 51(4):858-86.*

Marnoch, E. 2013. *Why generation Y?* [Online]. Available: http://fleishman.co.za /2013/03/why-generation-y/ [2013, July 17].

Martin, C.L. 1998. Relationship marketing: A high-involvement product attribute approach. *Journal of Product and Brand Management*, 7(1):6-26.

Martin, I.M. & Stewart, D.W. 2001. The differential impact of goal congruency on attitudes, intentions, and perceived brand meaning: The transfer of purpose, goal-

orientated brand meaning to brand extensions. *Journal of Marketing Research*, 38(4):471-484.

Martin, I.M., Stewart, D.W. & Matta, S. 2005. Branding strategies, marketing communication, and perceived brand meaning: The transfer of purposive, goal-orientated brand meaning to brand extensions. *Journal of the Academy of Marketing Science*, 33(3):275-294.

Mathur, P., Jain, S.P. & Maheswaran, D. 2012. Consumers' implicit theories about personality influence their brand personality judgements. *Journal of Consumer Psychology*, 22(4):545-557.

Matzler, K., Bidmon, S. & Grabner-Kräuter, S. 2006. Individual determinants of brand affect: The role of the personality traits of extraversion and openness to experience. *Journal of Product and Brand Management*, 15(7):427-434.

Matzler, K., Pichler, E., Füller, J. & Mooradian, T.A. 2011. Personality, person-brand fit, and brand community: An investigation of individuals, brands, and brand communities. *Journal of Marketing Management*, 27(9-10):874-890.

Maurya, U.K. & Mishra, P. 2012. What is a brand? A perspective on brand meaning. *European Journal of Business and Management*, 4(3):122-134.

Mazzarol, T., Sweeney, J.C. & Soutar, G.N. 2007. Conceptualizing word-of-mouth activity, triggers and conditions: An exploratory study. *European Journal of Marketing*, 41(11/12):1475-1494.

McCracken, G. 1986. Culture and consumption: A theoretical account of the structure and movement of cultural meaning of consumer goods. *Journal of Consumer Research*, 13(1):71-84.

McCracken, G. 1988. *Culture and consumption: New approach to the symbolic character of consumer goods and activities*. Bloomington: Indiana University Press.

McCracken, G. 1989. Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Marketing Research*, 16(3):310-321.

McCrae, R.R. & Costa, P.T. 1989. The structure of interpersonal traits: Wiggens's circumplex and the five factor model. *Journal of Personality and Social Psychology*, 56(4):586-595.

McCrae, R.R. & Costa, P.T. 1997. Personality trait structure as human universal. *American Psychologist*, 52(2):509-516.

McCrae, R.R. & Costa, P.T. 2003. *Personality in adulthood: A five-factor theory perspective*. New York: Guilford Press.

McEnally, M. & De Chernatony, L. 1999. The evolving nature of branding: Consumer and managerial considerations. *Academy of Marketing Science Review*, 2(1):1-16.

McKay-Nesbit, J., Manchanda, R.V., Smith, M.C. & Huhmann, B.A. 2011. Effects of age, need for cognition, and affective intensity on advertising effectiveness. *Journal of Business Research*, 64(1):12-17.

McKenna, E. 2012. *Business psychology and organizational behaviour*. 5th edition. New York: Psychology Press.

McLaughlin, J. 2011. *Forbes: What is a brand, anyway?* [Online]. Available: http://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/ [2014, April 16].

Meenaghan, T. 1995. The role of advertising in brand image development. *Journal of Product and Brand Management*, 4(4):23-34.

Megehee, C.M. & Spake, D.F. 2012. Consumer enactments of archetypes using luxury brands. *Journal of Business Research*, 65(10):1434-1442.

Mengxia, Z. 2007. Impact of brand personality on PALI: A comparative research between two different brands. *International Management Review*, 3(3):36-108.

Meyers-Levy, J. 1989. The influence of a brand name's association set size and word frequency on brain memory. *Journal of Consumer Research*, 16(2):197-207.

Meyers-Levy, J. & Loken, B. 2014. Revisiting gender differences: What we know and what lies ahead. *Journal of Consumer Psychology*, 25(1):129-145.

Meyers-Levy, J. & Maheswaran, D. 1991. Exploring differences in males' and females' processing strategies. *Journal of Consumer Research*, 18(1):63-70.

Meyers-Levy, J. & Sternthal, B. 1991. Gender differences in the use of message cues and judgements. *Journal of Marketing Research*, 28(1):84-96.

Michaelidou, N. & Dibb, S.D. 2008. Consumer involvement: A new perspective. The *Marketing Review*, 8(1):83-99.

Milas, G. & Mlačić, B. 2007. Brand personality and human personality: Findings from ratings of familiar Croatian brands. *Journal of Business Research*, 60(6):620-626.

Miller, F.M. & Allen, C.T. 2012. How does the celebrity meaning transfer? Investigating the process of meaning transfer with celebrity affiliates and mature brands. *Journal of Consumer Psychology*, 22(3):443-452.

Miller, K.E. & Ginter, J.L. 1979. An investigation of situational variation in brand choice behaviour and attitude. *Journal of Marketing Research*, 16(1):111-123.

Mishra, P. & Datta, B. 2011. Brand name: The impact factor. *Journal of Business Management*, 5(3):109-116.

Mishra, P., Dhar, U. & Raotiwala, S. 2001. Celebrity endorsers and adolescent: A study of gender influences. *Vikalpa*, 26(4):59-66.

Misra, S. & Beatty, S.E. 1990. Celebrity spokesperson and brand congruence: An assessment of recall and affect. *Journal of Business Research*, 21(2):159-173.

Mitchell, A.A. & Olson, J.C. 1981. Are product attribute beliefs the only mediator of advertising effects on brand attitudes? *Journal of Marketing Research*, 18(3):318-332.

Mittal, B. 1983. Understanding the bases and effects of involvement in the consumer choice process. Doctoral Dissertation. Pittsburgh: University of Pittsburgh.

Mittal, B. 1987. A framework for relating consumer involvement to lateral brain functioning. *Advances in Consumer Research*, 14(1):41-45.

Mittal, B. 1990. The relative roles of brand beliefs and attitude towards the ad as mediator of brand attitude. *Journal of Marketing Research*, 27(2):209-219.

Mittal, B. & Lee, M.S. 1989. A causal model of consumer involvement. *Journal of Economic Psychology*, 10(1):363-89.

Monga, A.M. 2002. Brand as a relationship partner: Gender differences in perspectives. *Advances in Consumer Research*, 29(1):36-41.

Moore, D.J., Harris, W.D. & Chen, H.C. 1995. Affect intensity: An individual difference to advertising appeals. *Journal of Consumer Research*, 22(2):154-164.

Morrison, D.G. 1979. Purchase intentions and purchase behaviour. *Journal of Marketing*, 43(2):65-74.

Mort, G.S. & Rose, T. 2004. The effect of product type on value linkages in the means-end chain: Implications for theory and method. *Journal of Consumer Behaviour*, 3(3):221-234.

Moscovici, S. & Marková, I. 1998. Presenting social representations: A conversation. *Culture and Psychology*, 4(3):371-410.

Most popular males and females. 2014. [Online]. Available: http://www.imdb.com/search/name?gender=male%2Cfemale& [2014, December 11].

Muda, M., Musa, R. & Putit, L. 2012. Breaking through the clutter in media environment: How do celebrities help? *Social and Behavioural Sciences*, 42(1):376-382.

Muehling, D.D. & McCann, M. 2003. Attitude towards the ad: A review. *Journal of Current Issues and Research in Advertising*, 15(2):25-58.

Mulyanegara, R.C., Tsarenko, Y. & Anderson, A. 2009. The big five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. *Journal of Brand Management*, 16(4):234-247.

Muncy, J.A. & Hunt, S.D. 1984. Consumer involvement: Definitional issues and research directions. *Advances in Consumer Research*, 11:193-196.

Muratore, I. 2003. Involvement, cognitive development and socialization: Three antecedents of the child's cents-off sensitivity. *Journal of Product and Brand Management*, 12:251-266.

Mzoughi, M.N., Karra, A. & Chaieb, S. 2012. Framing effects on persuasion, moderating role of price and advertising field: A within subject evaluation. *Interdisciplinary Journal of Business Research*, 2(7):34-45.

Naresh, S.G. 2012. Do brand personalities make a difference to consumers? *Social and Behavioural Sciences*, 37(1):31-37.

Nasim, A., Muzaffar, A. & Shoaib, M. 2014. Matching celebrity profile with brand profile: A parasocial interaction perspective. *Journal of Basic Applied Sciences*, 4(5):21-28.

Nedungadi, P. 1990. Recall and consumer consideration sets: Influencing choice without altering brand evaluations. *Journal of Consumer Research*, 17(3):263-276.

Neisser, U. 1996. Remembering the earthquake: Direct experience versus hearing the news. *Psychology Press*, 4(4):337-357.

Nerney, C. 2015. *Smartwatches still in novelty stage*. [Online]. Available: http://blogs.csc.com/2015/01/26/smartwatches-still-in-novelty-stage/ [2015, March 19].

Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. & Wirth, F. 2004. Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2):209-224.

Nunnally, J.C. 1967. *Psychometric theory*. 2nd edition. New York: McGraw-Hill.

O'Cass, A. 2000. An assessment of consumers' product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, 21:545-76.

O'Cass, A. & Lim, K. 2008. The influence of brand associations on brand preference and purchase intention. *Journal of International Consumer Marketing*, 14(2-3):41-71.

O'Curry, S. & Strahilevitz, M. 2001. Probability and mode of acquisition on choice between hedonic and utilitarian options. *Marketing Letters*, 12(1):37-49.

O'Guinn, T.C., Allen, C.T. & Semenik, R.J. 2009. *Advertising and integrated brand promotion*. 5th edition. Mason: South-Western Cengage Learning.

Oakenfull, G.K. & McCarthy, M.S. 2006. Examining the relationship between brand usage and brand knowledge structures. *Journal of Brand Management*, 17(4):279-288.

Ogilvy, D. 1983. *Ogilvy on Advertising*. Canada: John Wiley & Sons.

Ohanian, R. 1990. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3):39-52.

Ohanian, R. 1991. The impact of celebrity spokespersons' perceived image on consumes' intention to purchase. *Journal of Advertising Research*, 31(1):46-54.

Okada, E.M. 2005. Justification effects on consumer choice of hedonic and utilitarian goods. *Journal of Marketing Research*, 42(1):43-53.

Okazaki, S. 2006. Excitement or sophistication? A preliminary exploration of online brand personality. *International Marketing Review*, 23(3):279-303.

Okazaki, S., Mueller, B. & Taylor, C.R. 2010. Measuring soft-sell versus hard-sell advertising appeals. *Journal of Advertising*, 39(2):5-20.

Oklevik, O. 2007. *Effects of brand personality*. [Online]. Available: http://www.nhh.no/files/filer/institutter/for/conferences/nff/papers/oklevik.pdf [2014, July 16].

Oliveira-Castro, J.M., Foxall, G.R., James, V.C., Pohl, H.B.F., Dias, M.B. & Chang, S.W. 2008. Consumer-based brand equity and performance. *The Service Industries Journal*, 28(4):445-461.

Olney, T.J., Holbrook, M.B. & Batra, J. 1991. Consumer responses towards advertising: The effects of ad content, emotions, an attitude towards the ad on viewing time. *Journal of Consumer Research*, 17(4):440-453.

Opoku, R., Abratt, R. & Pitt, L. 2006. Communicating brand personality: Are the websites doing the talking for the top South African business schools? *Journal of Brand Management*, 14(2):20-39.

Orth, U.R., Malkewitz, K. & Bee, C. 2010. Gender and personality of consumer mixed emotional response to advertising. *Journal of Current Issues and Research in Advertising*, 32(1):69-80.

Ouwersloot, H. & Tudorica, A. 2001. *Brand personality creation through advertising*. [Online]. Maastricht Academic Centre for Research in Services, Working Paper 1. Available: http://arno.unimaas.nl/show.cgi?fid=478 [2013, July 10].

Paek, H., Choi, H. & Nelson, M.R. 2010. Product, personality or prose? Testing functional matching effects in advertising persuasion. *Journal of Current Issues and Research in Advertising*, 32(2):11-26.

Page, C. 2014. *The inquirer: Three reveals its Samsung gear neo 2 and gear fit pricing*. [Online]. Available: http://www.theinquirer.net/inquirer/news/2334805/three-reveals-samsung-galaxy-s5-and-gear-fit-pricing [2015, March 19].

Palan, K.M. 2001. Gender identity in consumer behaviour research: A literature review and research agenda. *Academy of Marketing Science Review*, 10(1):1-24.

Pallak, S.R., Murroni, E. & Koch, J. 1983. Communicator attractiveness and expertise, emotional versus rational appeals, and persuasion: A heuristic versus systematic processing interpretation. *Social Cognition*, 2(2):122-141.

Pappu, R., Quester, P.G. & Cooksey, R.W. 2005. Consumer-based brand equity: Improving the measurement-empirical evidence. *Journal of Product and Brand Management*, 14(3):143-154.

Park, C.W. & Mittal, B. 1985. A theory of involvement in consumer behaviour: Problems and issues. In J.N. Sheth (eds.). *Research in Consumer Behaviour*. Greenwich: JAI Press. 201-232.

Park, C.W. & Moon, B. 2003. The relationship between product involvement and product knowledge: Moderating roles of product type and product knowledge type. *Psychology and Marketing*, 20(11):977-997.

Park, C.W. & Young, S.M. 1983. Types and levels of involvement and brand attitude formation. *Advances in Consumer Research*, 10:320-324.

Park, C.W. & Young, S.M. 1986. Consumer response to television commercials: The impact of involvement and background music on brand attitude formation. *Journal of Marketing Formation*, 23(1):11-24.

Park, C.W., Jaworski, B.J. & MacInnis, D.J. 1986. Strategic brand concept-image management. *Journal of Marketing*, 50(4):135-145.

Park, C.W., Mothersbaugh, D.L. & Feick, L. 1994. Consumer knowledge assessment. *Journal of Consumer Research*, 21(1):71-82.

Park, J.K. & John, D.R. 2010. Got to get you into my life: Do brand personalities rub off on consumers? *Journal of Consumer Research*, 37(4):655-669.

Park, S.Y. & Lee, E.M. 2005. Congruence between brand personality and self-image, and the mediating roles of satisfaction and consumer-brand relationship on brand loyalty. *Advances in Consumer Research*, 6:39-45.

Park, W.C., Jaworski, B.J. & Macinnis, D.J. 1986. Strategic brand concept-image management. *Journal of Marketing*, 50(4):135-145.

Parker, B.T. 2009. A comparison of brand personality and brand user-image congruence. *Journal of Consumer Marketing*, 26(3):175-184.

Parumasur, S.B. & Roberts-Lobard, M. 2012. *Consumer behaviour*. Claremont: Juta & Company.

Patterson, M. 1999. Re-appraising the concept of brand image. *Journal of Brand Management*, 6(6):409-426.

Pavelchak, M.A., Antil, J.H. & Munch, J.M. 1988. The super bowl: An investigation into the relationship among program context, emotional experience, and ad recall. *Journal of Consumer Research*, 15(3):360-367.

Payne, J.W., Bettman, J.R. & Johnson, E.J. 1988. Adaptive strategy selection in decision making. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 14(3):534-552.

Peng, Z., Bo, Y. & Hong-wei, L.I. 2010. Consumer's attitude to brand spokesperson: A perspective of balance theory. Paper presented at the 17th International conference on management sciences and engineering. 24-26 November, Melbourne, Australia.

Peretz, A. & Magne, S. 2008. The effect of brand personality on evaluations of utilitarian product benefits. *Advances in Consumer Research*, 35:987-989.

Perse, E.M., Nathanson, A.I. & McLeod, D.M. 1996. Effects of spokesperson sex, public service announcement appeal, and involvement on evaluations of safe-sex public service appeals. *Health Communication*, 8(2):171-189.

Pervin, L.A. & John, O.P. 1999. *Handbook of personality*. 2nd edition. New York: The Guilford Press.

Peterson, R.A. 1994. A meta-analysis of Chronbach's coefficient alpha. *Journal of Consumer Research*, 21(2):381-391.

Peterson, R.A., William, R.W. & Brown, S.P. 1992. Effects of advertised customer satisfaction claims on consumer attitudes and purchase intention. *Journal of Advertising Research*, 32(2):34-40.

Petrevu, S. 2001. Exploring the origins and information processing differences between men and women: Implications for advertisers. *Acedemy of Marketing Science*, 10(1):1-14.

Petroshius, S.M. & Crocker, K.E. 1989. Empirical Analysis of Spokespersons characteristics on advertisement and product evaluations. *Journal of Marketing Science*, 17(3):217-225.

Petrovan, B. 2014. *Apple first, Google second, and Samsug seventh in brand value in 2014*. [Online]. Available: http://www.androidauthority.com/mobile-brands-value-interbrands-535804/ [2015, June 12].

Petty, R.E. & Cacioppo, J.T. 1979. Issue involvement can increase or decrease persuasion by enhancing message-relevant cognitive responses. *Journal of Personality and Social Psychology*, 37(10):1915-1926.

Petty, R.E. & Cacioppo, J.T. 1981. Issue involvement as a moderator of the effects on attitude of advertising content and context. *Advances in Consumer Research*, 8(1):20-24.

Petty, R.E. & Cacioppo, J.T. 1984. The effects of involvement on responses to argument quantity and quality: The central and peripheral routes to persuasion. *Journal of Personality and Social Psychology*, 46(10):69-81.

Petty, R.E. & Cacioppo, J.T. 1986. The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19:123-162.

Petty, R.E. & Cacioppo, J.T. 1990. Involvement and persuasion: Tradition versus integration. *Psychological Bulletin*, 107(3):367-374.

Petty, R.E., Cacioppo, J.T. & Goldman, R. 1981. Personal involvement as a determinant of argument-based persuasion. *Journal of Personality and Social Psychology*, 41(5):847-855.

Petty, R.E., Cacioppo, J.T. & Schumann, D. 1983. Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10:135-146.

Petty, R.E., Schumann, D.W., Richman, S.A. & Strathman, A.J. 1993. Positive mood and persuasion: Different role for affect under high-and low-elaboration conditions. *Journal of Personality and Social Psychology*, 64(1):5-20.

Petty, R.E., Wells, G.L. & Brock, T.C. 1976. Distraction can enhance or reduce yielding to propaganda: Thought disruption versus effort justification. *Journal of Personality and Social Psychology*, 34:874-884.

Phang, G. & De Run, E.C. 2007. Celebrity endorser and respondents gender: Its impact on company, behavioural and attitudinal variables. *Journal Kemanusiaan*, 10:1-15.

Phau, I. & Lau, K.C. 2000. Conceptualising brand personality: A review and research propositions. *Journal of Targeting, Measurement and Analysis for Marketing*, 9(1):52-69.

Phau, I. & Lau, K.C. 2001. Brand personality and consumer self-expression: Single or dual carriageway? *Journal of Brand Management*, 8(6):428-444.

Plummer, J.T. 2000. How personality makes a difference. *Journal of Advertising Research*, 40(6):79-84.

Podsakoff, P. & Organ, D. 1986. Self-reports in organizational research: Problems and prospects. *Journal of Management*, 12(4):531.

Pomerantz, D. 2014. *Forbes: The world's most powerful celebrities*. [Online]. Available: http://www.forbes.com/celebrities/list/#tab:overall [2014,December 11].

Pornpitakpan, C. 2003. Validation of the celebrity endorsers' credibility scale: Evidence from Asians. *Journal of Marketing Management*, 19(1-2):179-195.

Pornpitakpan, C. 2004. The effect of celebrity endorsers perceived credibility on product purchase intention: The case of Singaporeans. *Journal of International Consumer Marketing*, 16(2):55-74.

Pradhan, D., Duraipandian, I. & Sethi, D. 2014. Celebrity endorsement: How celebrity-brand-user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communication*, 1:1-18.

Priester, J.R. & Petty, R.E. 1995. Source attributions and persuasion: Perceived honesty as a determinant of message scrutiny. *Social Psychology Bulletin*, 21(6):637-654.

Priester, J.R. & Petty, R.E. 2003. The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology*, 13(4):408-421.

Pringle, H. & Field, P. 2009. Why emotional messages beat rational ones. *Advertising Age*, 20(8):13-18.

Punj, G.N. & Hillyer, C.l. 2004. A cognitive model of customer-based brand equity for frequently purchased products: Conceptual framework and empirical results. *Journal of Consumer Psychology*, 14(1&2):124-131.

Punyatoya, P. 2011. How brand personality affects products with different involvement levels? *European Journal of Business and Management*, 3(2):1-9.

Putrevu, S. 2001. Exploring the origins and information processing differences between men and women: Implications for advertisers. *Journal of Marketing Science Review,* 10(1):1-14.

Putrevu, S. 2004. Communicating with the sexes: Male and female responses to print advertisements. *Journal of Advertising*, 33(3):51-62.

Putrevu, S. & Lord, K.R. 1994. Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2):77-91.

Putrevu, S., Tan, J. & Lord, K.R. 2004. Consumer response to complex advertisements: The moderating role of need for cognition, knowledge, and gender. *Journal of Current Issues and Research in Advertising*, 26(1):19-23.

Puzakova, M., Kwak, H. & Rocereto, J.F. 2009. Pushing the envelope of brand and personality: Antecedents and moderators of anthropomorphized brands. *Advances in Consumer Research*, 36:413-420.

Puzakova, M., Kwak, H. & Taylor, C.R. 2013. The role of geography of self in "filling in" brand personality traits: Consumer inference of unobservable traits. *Journal of Advertising*, 42(1):16-29.

Quester, P. & Lim, A.L. 2003. Product involvement/brand loyalty: Is there a link?. *Journal of Product and Brand Management*, 12(1):22-38.

Raaijmakers, J.G.W. & Shiffrin, R.M. 1981. Search of associative memory. *Psychological Review*, 88(2):93-134.

Radder, L. & Huang, W. 2008. High-involvement and low-involvement products: A comparison of brand awareness among students at a South African university. *Journal of Fashion Marketing and Management*, 12(2):232-243.

Raggio, R.D. & Leone, R.P. 2007. The theoretical separation of brand equity and brand value: Managerial implications for strategic planning. *Journal of Brand Management*, 14(5):380-395.

Ramaseshan, B. & Tsao, H. 2007. Moderating effects of the brand concept on the relationship between personality and perceived quality. *Journal of Brand Management*, 14(6):458-466.

Ranjan, R.K. & Jain, A.K. 2011. Building strong brands: Management discussion and analysis. *Asian Journal of Business and Economics*, 1(2):1-11.

Ratcliff, R. & McKoon, G. 1988. A retrieval theory of priming in memory. *Psychological Review*, 95(3):385-408.

Rayner, K. 1998. Eye movements in reading and information processing: 20 Years of research. *Psychological Bulletin*, 124(3):372-422.

Reichert, T., La Tour, M.S. & Kim, J.Y. 2007. Assessing the influence of gender and sexual self-schema on affective response to sexual content in advertising. *Journal of Current Issues and Research in Advertising*, 29(2):63-76.

Reimann, M., Castãno, R., Zaichkowsky, J. & Bechara, A. 2012. How we relate to brands: Psychological and neurophysiological insights into consumer-brand relationships. *Journal of Consumer Psychology*, 22(1):128-142.

Renton, K.J. 2006. *The relationship of celebrity advertisements to consumers' attitudes and purchase intentions*. [Online]. Available: http://diginole.lib.fsu. edu/etd/1895/ [2015, March 2].

Reynolds, T.J. & Gutman, J. 1988. Laddering theory, methods, analysis, and interpretation. *Journal of Advertising Research*, 14:11-31.

Richins, M.L. & Bloch, P.H. 1986. After the new wears off: The temporal context of product involvement. *Journal of Consumer Research*, 13(2):280-285.

Riley, D. & De Chernatony, L. 2000. The service brand as relationship builder. *British Journal of Management*, 11(2):137-150.

Robyn, A.M. 2012. Intention to quit amongst Generation Y academics at higher education institutions. Unpublished masters thesis. Stellenbosch: Stellenbosch University.

Rojas-Méndez, J.I., Erenchun-Podlech, I. & Silva-Olave, E. 2004. The Ford brand personality in Chile. *Corporate Reputation Review*, 7(3):232-251.

Rokeach, M. 1973. *The nature of human values*. New York: Free Press.

Romaniuk, J. & Ehrenberg, A. 2012. Do brands lack personality? *Marketing Theory*, 12(3):333-339.

Roozen, I. & Claeys, C. 2010. The relative effectiveness of celebrity endorsement for print advertising. *Review of Business and Economics*, 1:76-89.

Rose, R.L., Miniard, P.W. & Bhalta, S. 1990. Brand cognitions as determinants of brand attitudes: The influence of measurement and processing involvement. *Advances in Consumer Research*, 17(1):128-134.

Roskos-Ewoldsen, D. & Monahan, J.L. 2009. *Communication and social cognition: Theories and methods*. New Jersey: Lawrence Erlbaum Associates.

Rosselli, F., Skelly, J.J. & Mackie, D.M. 1995. Processing rational and emotional messages: The cognitive and affective mediation of persuasion. *Journal of Experimental Social Psychology*, 31(2):163-190.

Rossiter, J.R. & Percy, L. 1987. *Advertising and promotional management*. New York: McGraw-Hill.

Rossiter, J.R. & Percy, L. 1997. *Advertising and promotion management*. New York: McGraw-Hill.

Rossiter, J.R., Percy, L. & Donovan, R.J. 1991. A better advertising planning grid. *Journal of Advertising*, 31(5):11-21.

Rothschild, M.L. 1979. Advertising strategies for high and low involvement situations. In J.C. Maloney & B. Silverman (eds.). *Attitude Research Plays for High Stakes*. Chicago: American Marketing Association.74-93.

Rottenstreich, Y., Sood, S. & Brenner, L. 2007. Feeling and thinking in memory versus stimulus-based choices. *Journal of Consumer Research*, 33(4):461-469.

Roy, S. & Moorthi, Y.L.R. 2009. *Celebrity endorsements and brand personality*. [Online]. Indian Institue of Management Bangalore, Research Paper No. 289. Available: http://ssrn.com/abstract =2124619 [2013, June 30].

Roy, S. & Moorthi, Y.L.R. 2012. Investigating endorser personality effects on brand personality: Causation and reverse causation in India. *Journal of Brand Strategy*, 1(2):164-179.

Roy, S., Jain, V. & Rana, P. 2013. The moderating role of consumer personality and source credibility in celerbity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1):72-88.

Rubinstein, H. 1996. "Brand first" management. *Journal of Marketing Management*, 12(4):269-280.

Ruiz, S. & Sicilia, M. 2004. The impact of cognitive and/or affective processing styles on consumer response to advertising appeals. *Journal of Business Research*, 57(6):657-664.

Russel, M., Mahar, J. & Drewniak, B. 2005. Examination of stock market response to publicity surrounding athletic endorsers. *Marketing Management Journal*, 15(2):67-79.

Rust, R.T., Zeithamel, V.A. & Lemon, K. 2004. Customer-centered brand management. *Harvard Business Review*, 82(9):110-120.

Sale, S. 2014. *Consumers use smartphones for 195 minutes a day, but spend only 25% of that time on communication*. [Online]. Available: http://www.analysysmason. com/About-Us/News/Insight/consumers-smartphone-usage-May2014-RDMV0/ [2015, July 17].

Saleem, F. 2007. Effect of single celebrity and multiple celebrity endorsement on low involvement and high involvement product advertisements. *European Journal of Social Sciences*, 5(3):125-130.

Sam, G. 2013. *How Samsung became the world's number one smartphone maker*. [Online]. Available: http://www.bloomberg.com/bw/articles/2013-03-28/how-samsung-became-the-worlds-no-dot-1-smartphone-maker#p3 [2015, July, 16].

Santos, F.P. 2012. The semiotic conception of brand and the traditional marketing view. *Irish Journal of Management* 32(1):95-108.

Sawatari, Y. 2006. The impact of gender of celebrity athlete endorser on consumers of athletic shoes. Unpublished masters Dissertation. Florida: Florida State University.

Schell, K.L. & Oswald, F.L. 2013. Item grouping and item randomization in perosanlity measurement. *Personality and Individual Differences*, 55(3):317-321.

Schembri, S., Merrilees, B. & Kristiansen, S. 2010. Brand consumption and narrative of the self. *Psychology and Marketing*, 27(6):623-638.

Scheufele, D.A. & Tewskbury, D. 2007. Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of Communications*, 57(1):9-20.

Schiffman, G.L. & Kanuk, L.L. 2000. *Consumer behaviour*. 7th edition. New Jersey: Prentice-Hall.

Schiffman, G.L., Kanuk, L.L. & Wiesenblit, J. 2010. *Consumer behaviour*. New Jersey: Pearson Prentice Hall.

Schlochtermeier, L.H., Kuchninke, L., Pehrs, C., Urton, K., Kappelhoff, H. & Jacobs, A.M. 2013. Emotional picture and word processing: An fMRI on effects of stimulus complexity. *PloS ONE*, 8(2):1-12.

Schmitt, B. 2012. The consumer psychology of brands. *Journal of Consumer Psychology*, 22(1):7-17.

Segal, B. & Podoshen, J.S. 2013. An examination of materialism conspicuousness consumption and gender differences. *International Journal of Consumer Studies*, 37(2):189-198.

Semenik, R.J., Allen, C.T., O'Guinn, T.C. & Kaufmann, H.R. 2012. *Advertising and promotions: An integrated brand approach*. 6th edition. China: South-Western, Cengage Learning.

Sengupta, J., Goodstein, R.C. & Boninger, D.S. 1997. All cues are not created equal: Obtaining attitude persistence under low-involvement conditions. *Journal of Consumer Research*, 23(4):351-361.

Seno, D. & Lukas, B.A. 2007. The equity effect of product endorsement by celebrities: A conceptual framework from co-branding perspective. *European Journal of Marketing*, 41(1/2):121-134.

Shamdasani, P.N., Stanaland, A.J.S. & Tan, J. 2001. Location, location, location: Insights for advertising placement on the web. *Journal of Advertising Research*, 41(4):7-21.

Shavitt, S. 1992. Evidence for predicting the effectiveness of value-expressive versus utilitarian appeals: A reply to Johar and Sirgy. *Journal of Advertising*, 21(2):47-51.

Sherif, C.W., Sherif, M. & Nebergall, R. 1965. *Attitude and attitude change: The social judgment-involvement approach*. Philadelphia: Saunders.

Sherif, M. & Cantril, H. 1947. *The psychology of ego-involvement.* New York: John Wiley & Sons.

Sheth, J.N. 1974. *Models of buyer behaviour*. New York: Harper & Row.

Sheth, J.N., Newman, B.I. & Gross, B.L. 1991. Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2):159-170.

Shimp, T.A. 1981. Attitude towards the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2):9-15.

Shimp, T.A. 2010. *Advertising, promotion, and other aspects of integrated marketing communications*. 8th edition. USA: South-Western Cengage Learning.

Shiv, B., Britton, J.E. & Payne, J.W. 2004. Does elaboration increase or decrease the effectiveness of negatively versus positively framed messages. *Journal of Consumer Research*, 31(1):199-208.

Shorter oxford English dictionary. 2007. Volume 2. 6th edition. New York: Oxford University Press.

Siemens, J.S., Smith, S., Fisher, D. & Jensen, T.D. 2008. Product expertise versus professional expertise: Congruency between an endorser's chosen profession and the endorsed product. *Journal of Targeting, Measurement and Analysis for Marketing*, 16(3):159-168.

Sigauw, J.A., Matila, A. & Austin, J.R. 1999. The brand personality scale. *Cornell Hotel and Restaurant Administration Quarterly*, 40(3):48-53.

Silvera, D.H. & Benedikte, A. 2004. Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38(11/2):1509-1526.

Sinha, D. 1963. Phenomenology and positivism. *Philosophy and Phenomenological Research*, 23(4):562-577.

Sirgy, M. J. 1982. Self-concept in consumer behaviour: A critical review. *Journal of Consumer Research*, 9(1):287-300.

Smit, W.A. 2012. The influence of brand involvement types on consumers' attitudes and purchase intention of hedonic products. Unpublished honours thesis. Stellenbosch: Stellenbosch University.

Smith, C. 2010. *Black to the future: South Africa's Generation Y*. [Online]. Available: http://www.tomorrowtoday.co.za/2010/03/02/%E2%80%9Cblack-to-the-future%E2 %80%9D -south-africa%E2%80%99s-gen-y/ [2013, July 10].

Sojka, J.Z. & Giese, J.L. 2006. Communicating through pictures and words: Understanding the role of affect and cognition in processing visual and verbal information. *Psychology and Marketing*, 23(12):995-1014.

Solomon, M.R. 1983. The role of products as social stimuli: A symbolic interactionist perspective. *Journal of Consumer Research*, 10(3):319-329.

Solomon, M.R. 2006. *Consumer behaviour: buying, having, and being*. 7th edition. New Jersey: Pearson Prentice Hall.

Solomon, M.R. 2013. *Consumer behaviour: buying, having and being*. 10th edition. Harlow: Pearson Education.

Sorrentino, R.M. & Higgens, E.T. 1986. *Handbook of motivation and cognition: Foundations of social behaviour*. New York: The Guilford Press.

Souiden, N. & Diagne, M. 2009. Canadian and French men's consumption of cosmetics: A comparison of their attitudes and behaviour. *Journal of Consumer Marketing*, 26(2):97-10.

Spangenberg, E.R., Voss, K.E. & Crowley, A.E. 1997. Measuring the hedonic and utilitarian dimensions of attitude: A generally applicable scale. *Advances in Consumer Research*, 24:235-241.

Spears, N., Royne, M. & Steenburg, E. 2013. Are celebrity-heroes effective endorsers? Exploring the link between hero, celebrity, and advertising response. *Journal of Promotion Management*, 19(1):17-37.

Sprott, D., Czellar, S. & Spangenberg, E. 2009. The importance of a general measure of brand engagement on market behaviour: Development and validation of a scale. *Journal of Marketing Research*, 46(1):92-104.

Spry, A., Pappu, R. & Cornwell, T.B. 2011. Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6):882-909.

Sreejesh, S. 2015. Consumers' perceived brand aspiration and its impact on intention to pay price premium. Moderating role of brand jealousy. *Theoretical Economic Letters*, 5(2):273-284.

Stafford, M.R. & Day, E. 1995. Retail services advertising: The effects of appeal, medium, and service. *Journal of Advertising*, 24(1):57-71.

Stafford, M.R. Spears, N.E. & Hsu, C. 2003. Celebrity images in magazine advertisements: An application of visual rhetoric model. *Journal of Current Issues and Research in Advertising*, 25(2):13-20.

Stayman, D.M. & Batra, R. 1991. Encoding and retrieval of ad affect in memory. *Journal of Marketing Research*, 28(2):232-239.

Stets, J.E. & Burke, P.J. 2000. Identity theory and social identity theory. *Social Psychology Quarterly*, 63(3):224-237.

Stuart, E.W., Shimp, T.A. & Engle, R.W. 1987. Classical conditioning of consumer attitudes: Four experiments in an advertising context. *Journal of Consumer Research*, 14:334-349.

Suh, J. & Yi, Y. 2006. When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement. *Journal of Consumer Psychology*, 16:145-155.

Sun, Y., Kim, J. & Jung, J. 2010. The predictive roles of brand personality on brand trust and brand affect: A study of Korean Consumers. *Journal of International Consumer Marketing*, 22(5):5-17.

Sung, Y. & Kim, J. 2010. Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, 27(7):639-661.

Swaminathan, V., Stilley, K. & Ahluwalia, R. 2009. When brand personality matters: The moderating role of attachment styles. *Journal of Consumer Research*, 35(6):985-1002.

Swan, M. 2012. Sensor mania! The internet of things, wearable computing, objective metrics, and the quantified self 2.0. *Journal of Sensor and Actuator Networks*, 1(3):213-253.

Sweeney, J.C. 2002. *Relevance of brand personality in high and low motivation conditions*. Paper presented at the 2002 Australian and New Zealand Marketing Academy Conference. n.d. New Zealand. [Online]. Available: https://anzmac.org/conference_archive/2002/papers/pdfs/p222_sweeney.pdf [2013, July 18].

Sweeney, J.C. & Brandon, C. 2006. Brand personality: Exploring the potential to move from factor analytical to circumplex models. *Psychology and Marketing*, 23(8):639-663.

Tanaka, J.S., Panter, A.T. & Winborne, W.C. 1988. Dimension of the need for cognition: Subscales and gender differences. *Multivariate Behavioural Research*, 23(1):35-50.

Tao, S. 2013. Personality, motivation, and behavioural intentions in experimental consumption of artworks. *Social Behaviour and Personality*, 41(9):1533-1546.

Taylor, S.A. & Baker, T.L. 1994. An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2):163-168.

Te'eni-Harari, T. & Hornik, J. 2010. Factors influencing product involvement among young consumers. *Journal of Consumer Marketing*, 27(6):499-506.

Te'eni-Harari, T., Lampert, S. & Lehman-Wilzig, S. 2009. The importance of product involvement for predicting advertising effectiveness among young people. *International Journal of Advertising*, 28(2):203-29.

Thomas, B.J. & Sekar, P.C. 2008. Measurement and validity of Jennifer Aaker's brand personality scale for Colgate brand. *Vikalpa*, 33(3):49-61.

Thomson, M., MacInnis, D.J. & Park, C.W. 2005. The ties that bind: Measuring the strength of consumers' emotional attachment to brands. *Journal of Consumer Psychology*, 15(1):77-91.

Thornhill, A., Lewis, P. & Saunders, M. 2012. *Research methods for business students*. 6th edition. England: Pearson Education.

Thunman, C.G. 2012. Student brand preferences between Apple and Samsung smartphone. Unpublished masters thesis. Västerås: Malardalen University Eskilstuns.

Thwaites, D., Lowe, B., Monkhouse, L.L. & Barnes, B.R. 2012. The impact of negative publicity on celebrity ad endorsements. *Psychology and Marketing*, 29(9):663-673.

Tian, L., Wang, J., Yan, C. & He, Y. 2011. Hemisphere- and gender-related differences in small-world brain networks: A resting-state functional MRI study. *Neuroimage*, 54(1):191-202.

Tidd, J. & Bessant, J. 2009. *Managing innovation*. 4th edition. England: Wiley.

Till, B.D. 1998. Using celebrity endorsers effectively: Lessons from associative learning. *Journal of Product and Brand Management*, 7(5):400-409.

Till, B.D. & Busler, M. 1998. Matching products with endorsers: Attractiveness versus expertise. *Journal of Consumer Marketing*, 15(6):576-586.

Till, B.D. & Busler, M. 2000. The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3):1-13.

Till, B.D. & Priluck, R.L. 2001. Conditioning of meaning in advertising: Brand gender perceptions effects. *Journal of Current Issues and Research in Advertising*, 23(2):1-8.

Till, B.D., Baack, D. & Waterman, B. 2011. Strategic brand association maps: Developing brand insight. *Journal of Product and Brand Management*, 20(2):92-100.

Till, B.D., Stanley, S.M. & Priluck, R. 2008. Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology and Marketing*, 25(2):179-196.

Tolba, A.H. & Hassan, S.S. 2009. Linking customer-based brand equity with market performance: A managerial approach. *Journal of Product and Brand Management*, 18(5):365-366.

Tom, G., Clark, R., Elmer, L., Grech, E., Masetti, J. & Sandhar, H. 1992. The use of created versus celebrity spokespersons in advertisements. *The Journal of Consumer Marketing*, 9(4):45-51.

Törn, F. 2012. Revisiting the match-up hypothesis: Effects of brand-incongruent celebrity endorsements. *Journal of Current Issues and Research in Advertising*, 33(1):20-36.

Tran, G.T. 2013. The role of celebrity endorsers. *Annals of the Society for Marketing Advances*, 2:156-159.

Traylor, M.B. 1981. Product involvement and brand commitment. *Journal of Advertising Research*, 21:51-56.

Tripp, C., Jensen, T.D. & Calson, L. 1994. The effects of multiple product endorsement by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 20(4):535-547.

Trott, S. 2011. The influence of brand personality: Evidence from India. *Global Journal of Business Research*, 5(3):79-83.

Tuan, L.Y., Tat, H.H., Shamsuddin, A.S., Rasli, A.M. & Jusoh, A. 2012. Potential of brand personality: Attachment styles as moderator. *American Journal of Business and Management*, 1(2):34-42.

Tulving, E. 1972. *Episodic and semantic memory*. [Online]. Available: http://alumni.media.mit.edu/~jorkin/generals/papers/Tulving_memory.pdf [2014, June 18].

Tulving, E. & Psotka, J. 1971. Retroactive inhibition in free recall: Inaccessibility of information available in the memory store. *Journal of Experimental Psychology*, 87(1):1-8.

Tuominen, P. 1999. *Managing brand equity.* [Online]. Available: http://lta.hse. fi/1999/1/lta_1999_01_a4.pdf [2014, May 22].

Tyebjee, T.T. 1979. Response time, conflict, and involvement in brand choice. *Journal of Consumer Research*, 6:295-304.

Urde, M. 1999. Brand orientation: A mindset for building brands into strategic resources. *Journal of Marketing Management*, 15(1-3):117-133.

Urde, M., Baumgarth, C. & Merrilees, B. 2013. Brand orientation and market orientation-from alternatives to synergy. *Journal of Business Research*, 66(1):13-20.

Vacchiano, R.B., Strauss, P.S. & Hochman, L. 1969. The open and closed mind: A review of dogmatism. *Psychological bulletin*, 71(4):261-273.

Vafaei, A., Alvarado, B., Tomás, C., Muro, C., Martinez, B. & Zunzunegui, M.V. 2014. The validity of the 12-item Bem Sex Role inventory in older Spanish population: An examination of the androgyny model. *Archives of Gerontology and Geriatrics*, 59(2):257-263.

Vakratsas, D. & Ambler, T. 1999. How advertising works: What do we really know? *Journal of Marketing*, 63(1):26-43.

Valette-Florence, P., Guizani, H. & Merunka, D. 2009. The impact of brand personality and sales promotion on brand equity. *Journal of Business Research*, 64(1):24-28.

Valette-Florence, R. & De Bariner, V. 2013. Towards a micro conception of brand personality: An application for print media in French context. *Journal of Business Research*, 66(7):897-903.

Van den Hende, E. & Mugge, R. 2014. Investigating gender-schema congruity effects on consumers' evaluation of anthropomorphized products. *Psychology and Marketing*, 31(4):264-277.

Van der Waldt, D.L.R., Van Loggerenberg, M. & Wehmeyer, L. 2009. Celebrity endorsement versus created spokespersons in advertising: A survey among students. *South Africa Journal of Economic and Management Sciences*, 12(1):100-114.

Varey, R.J. 2002. *Marketing communications: Principles and practise*. New York: Routledge.

Vargo, S.L. & Lusch, R.F. 2004. Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1):1-17.

Vasquez, D. 2010. *Behind the rising cost of TV advertising: Pricing is up on the broadcast networks, led by Fox*. [Online]. Available: http://www.medialife magazine.com/behind-the-rising-cost-of-tv-advertising/ [2013, July 7].

Vaughn, R. 1980. How advertising works: A planning model. *Journal of Advertising Research*, 20(5):27-33.

Villian, B. 2011. *Top 100 hottest male celebrities*. [Online]. Available: http://www.imdb.com/list/ls000763556/ [2014, December 11].

Voss, K.E., Spangenberg, E.R. & Grohmann, B. 2003. Measuring hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, 40(3):310-320.

Walker, M., Langmeyer, L. & Langmeyer, D. 1992. Celebrity endorsers: Do you get what you pay for?. *The Journal of Consumer Marketing*, 9(2):69-76.

Wambui, E. 2013. Samsung smartphone marketing strategy: Analysis of Samsung Smartphone marketing strategy decisions and the consumer perception to implemented strategies. Unpublished bachelor thesis. Turko: Turko University of Applied Sciences.

Wang, J., Cheng, Y. & Chu, Y. 2012. Effect of celebrity endorsement on consumer purchase intentions: Advertising effect and advertising appeal as moderators. *Human Factors and Ergonomics in Manufacturing and Service Industries*, 23(5):357-367.

Wang, X., Yang, Z. & Liu, N. 2009. The impacts of brand personality and congruity on purchase intention: Evidence from the Chinese mainland's automobile market. *Journal of Global Marketing*, 22(3):199-215.

Wang, Y., Lo, H.P. & Yang, Y. 2004. An integrated framework for service quality, customer value, satisfaction: Evidence from China's telecommunication industry. *Information Systems Frontiers*, 6(4):325-340.

Warrington, P. & Shim, S. 2000. An empirical investigation of the relationship betreen product involvement and brand commitment. *Psychology and Marketing*, 17(9):761-782.

Waytz, A. & Morewedge, C.K. 2010. Making sense by making sentiment: Effectance motivation increases anthropomorphism. *Journal of Personality and Social Psychology*, 99(3):410-435.

Wee, T.T.T. 2004. Extending human personality to brands: The stability factor. *Journal of Brand Management*, 11(4):317-330.

Wells, A. & Hakanen, E.A. 1997. *Mass media and society*. United States of America: Ablex Publishing Corporation.

Wells, W.D. 1975. Psychographics: A critical review. *Journal of Marketing Research*, 12(2):96-213.

West, C. & Zimmerman, D.H. 1987. Doing gender. *Gender and Society*, 1(2):125-151.

Westover, M.L. & Randle, Q. 2009. Endorser weight and perceptions of brand attitude and intention to purchase. *Journal of Promotion Management*, 15 (1-2):57-73.

Whitley, B.E. 1997. Gender differences in computer-related attitudes and behaviour: A meta-analysis. *Computers in Human Behaviour*, 13(1):1-12.

Whittler, T.E. & DiMeo, J. 1991. Viewers reaction to racial cues in advertising stimuli. *Journal of Advertising Research*, 31(6):37-46.

Wicklund, R.A. & Brehm, J.W. 2013. *Perspectives on cognitive dissonance*. New Jersey: Lawrence Erlbaum Associates.

Williams, P. & Drolet, A. 2005. Age-related differences in response to emotional advertisements. *Journal of Consumer Research*, 32(3):343-354.

Willis, C. 2012. *Most outrageous celebrity endorsement deals*. [Online]. Available: http://www.news.com.au/entertainment/celebrity/beyonce-signs-50m-pepsi-deal-to-become-global-brand-ambassador/story-e6frfmqi-1226534213626 [2013, June 30].

Wilson, E.J. & Sherrel, D.L. 1993. Source effects in communication and persuasion research: A meta-analysis of effect size. *Journal of the Academy of Marketing Science*, 21(2):101-112.

Wolin, L.D. 2003. Gender issues in advertising: An oversight synthesis of research: 1970-2002. *Journal of Advertising Research*, 43(1):111-129.

Wong, H.Y. & Merrilees, B. 2007. Closing the marketing strategy to performance gap: The role of brand orientation. *Journal of Strategic Marketing*, 15(5):387-402.

Wood, L. 2000. Brands and brand equity: Definition and management. *Management Decision*, 38(9):662-669.

Wood, O. 2012. How emotional tugs trump rational pushes: The time has come to abandon a 100-year-old advertising model. *Journal of Advertising Research*, 52(1):31-38.

Wood, W.P., Christensen, N., Hebl, M.R. & Rothgerber. H. 1997. Conformity to sex-typed norms, affect, and the self-concept. *Journal of Personality and Social Psychology*, 73(3):523-535.

Woodside, A.G., Sood, S. & Miller, K.E. 2008. When consumers and brands talk: Story telling theory and research in psychology marketing. *Psychology and Marketing*, 25(2):97-145.

Workman, J.E. & Lee, S. 2013. Relationships among consumer vanity, gender, brand sensitivity, brand consciousness and private self-consciousness. *International Journal of Consumer Studies*, 37(2):206-213.

Worth, L.T., Smith, J. & Mackie, D.M. 2006. Gender schematicity and preference for gender-typed products. *Psychology and Marketing*, 9(1):17-30.

Wright, P. 1975. Consumer choice strategies: Simplifying versus optimizing. *Journal of Marketing Research*, 12(1):60-67.

Wysong, S., Beldona, S., Munch, J. & Kleiser, S. 2012. The influence of situational variables on brand personality choice. *International Journal of Marketing Studies*, 4(6):1918-7203.

Yang, S., Lo, J. & Wang, S. 2011. Transfer effects: Exploring the relationship between celebrity and brand. *The International Journal of Organisational Innovation*, 4(4):86-108.

Yeshin, T. 2012. *Integrated marketing communications*. Oxford: Butterworth-Heinemann.

Yonnopoulos, P. 2012. Celebrity advertising: Literature review and propositions. *World Review of Business Research*, 2(4):24-36.

Yoon, C., Gutchess, A.H., Feinberg, F. & Polk, T.A. 2006. A functional magnetic resonance imaging study of neural disassociations between brand and person judgements. *Journal of Consumer Research*, 33(1):31-40.

Yoon, K., Kim, C.H. & Kim, M. 1998. A cross-cultural comparison of the effects of source credibility on attitudes and behavioural intentions. *Mass Communications and Society*, 1(3-4):153-173.

Zahaf, M. & Anderson, J. 2008. Causality effects between celebrity endorsement and the intentions to buy. *Innovative Marketing*, 4(4):57-65.

Zaichowsky, J.L. 1985. Measuring the involvement construct. *Journal of Consumer Research*, 12:341-352.

Zaichowsky, J.L. 1986. Conceptualising involvement. *Journal of Advertising*, 15(2):4-34.

Zeithaml, V.A. 1988. Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3):2-22.

Zentes, J., Morschett, D. & Schramm-Klein, H. 2008. Brand personality of retailers: An analysis of its applicability and its effect on store loyalty. *The International Review of Retail, Distribution and Consumer Research*, 18(2):167-184.

Zhang, H., Sun, J., Liu, F. & Knight, J.G. 2014. Be rational or be emotional: Advertising appeals, service types and consumer responses. *Journal of Consumer Marketing*, 48(11/12):2105-2126.

Zikmund, G.W. & Babin, B.J. 2010. *Exploring marketing research.* 10th edition. South-Western Cengage Learning: China.

Zikmund, G.W., Babin, B.J., Carr, J.C. & Griffen, M. 2010. *Business research methods.* 8th edition. International Edition. Canada: South-Western, Cengage Learning.

Zimbardo, P.G. 1960. Involvement and communication discrepancy as determinants of opinion conformity. *Journal of Abnormal and Social Psychology*, 60:86-94.

Zin, H.C. & Manfredo, M.J. 2000. An experimental test of rational and emotional appeals about an recreational issue. *Leisure Sciences*, 22(3):183-194.

Zinkhan, G.M., Haytko, D.L. & Ward, A. 1996. Self-concept theory: Applications in advertising. *Journal of Marketing Communications*, 2(1):1-19.

Appendix A:

Scale Items Used in the Main Experiment and Focus Groups

Main Experiment Scales

Aaker's (1997) Brand Personality Scale		
Dimension	**Facet**	**Trait**
Sincerity	*Down-to-earth*	Down-to-earth Family-orientated Small-town
	Honest	Honest Sincere Real
	Wholesome	Wholesome Original
	Cheerful	Cheerful Sentimental Friendly
Excitement	*Daring*	Daring Trendy Exciting
	Spirited	Spirited Cool Young
	Imaginative	Imaginative Unique
	Up-to-date	Up-to-date Independent Contemporary
Competence	*Reliable*	Reliable Hard-working Secure
	Intelligent	Intelligent Technical Corporate
	Successful	Successful Leader Confident
Sophistication	*Upper-class*	Upper-class Glamorous Good looking
	Charming	Charming Feminine Smooth
Ruggedness	*Outdoorsy*	Outdoorsy Masculine Western
	Tough	Tough Rugged

Grohmann's (2009) Masculine Brand Personality Gender	
Masculine	1. Adventurous 2. Aggressive 3. Brave 4. Daring 5. Dominant 6. Sturdy
The feminine dimensions are on the next page.	

Grohmann's (2009) Female Brand Personality Gender	
Feminine	1. Express tender feelings
	2. Fragile
	3. Graceful
	4. Sensitive
	5. Sweet
	6. Tender

Brand Personality Appeal	
Favourability	*Satisfactory/unsatisfactory*
	Unpleasant/pleasant
	Attractive/unattractive
	Positive/negative
	Bad/good
	Poor/excellent
	Undesirable/desirable
Originality	Common/distinctive
	Ordinary/novel
	Predictable/surprising
	Routine/fresh
Clarity	Unapparent/apparent
	Distinct/indistinct
	Obvious/not obvious
	Vague/well defined
	Unclear/clear
The items italicised show the scale items with the negative item on the right.	

Brand Involvement
1. Uninvolving/ involving.
2. I relate to__.
3. __ are important to me.

Product Involvement
1. I am interested in __ in general.
2. __ are important to me.
3. I get Involved with what __ I use.
4. __ are relevant to my life.
5. I am going to purchase __ in the next six months.

Utilitarian and Hedonic Attitude towards the Brand	
Utilitarian	1. *Effective/ineffective*
	2. *Helpful/unhelpful*
	3. *Functional/not functional*
	4. *Necessary/not necessary*
	5. *Practical/impractical*
Hedonic	1. Not fun/fun
	2. Dull/exciting
	3. Not delightful/delightful
	4. Not thrilling/thrilling
	5. Unenjoyably/enjoyable
The items italicised show the scale items with the negative item on the right.	

Attitude towards the Brand Overall

1. The is a bad product/ This is a good product
2. I dislike the product/ I like the product
3. I feel negative toward the product/I feel positive towards the product
4. Unfavourable/favourable

Attitude towards the Advert (Cognitive)	**Attitude Towards the Advert (Affective)**
1. Interesting/boring	1. Good/bad
2. trustworthy/untrustworthy	2. Not irritating/irritating
3. persuasive/ not at all persuasive	3. Interesting/boring
4. informative/ uninformative	4. Appealing/unappealing
5. believable/ unbelievable	5. Impressive/unimpressive
6. effective/ not at all effective	6. Attractive/unattractive
7. appealing/ unappealing	7. Eye-catching/not eye-catching
8. impressive/ unimpressive	8. Pleasant/unpleasant
9. attractive/ unattractive	9. Likable/unlikable
10. eye-catching/ not eye-catching	10. Soothing/not soothing
11. clear/ not clear	11. Warm hearted/cold hearted
12. convincing/unconvincing	12. Uplifting/depressing
13. overall liking/ disliking	13. Affectionate/not affectionate
14. clear/imprecise	14. dynamic/dull
15. complete/incomplete	15. refreshing/depressing
16. well structured/badly structured	16. enjoyable/not enjoyable
17. likely/unlikely	17. worth watching/not worth watching
18. meaningful/ meaningless	18. beautiful /ugly
19. valuable/not valuable	19. entertaining/not entertaining
20. important to me/ not important to me	20.agreeable/disagreeable
21. strong/weak	
22. helpful/not helpful	
23. useful/not useful	

Attitude towards the Ad overall

1. I dislike the ad (r)
2. The ad is appealing to me.
3. The ad is attractive to me.
4. The ad is interesting to me.
5. I think the ad is bad (r).

The items with the (r) were reverse coded.

Affective Response towards Stimulus

1. Unpleasant/Pleasant
2. Dislike very much/Like very much
3. Left me with a bad feeling/Left me with a good feeling

Purchase Intention

1. The likelihood of purchasing the product is.
2. If I were going to buy this product, I would consider buying the model at the price shown.
3. At the price shown, I would consider buying the product.
4. The probability that I would consider buying the product is.
5. My willingness to buy the product is.
6. If I were going to buy a___, the probability of buying this model is.
7. I would purchase this___.

Focus Groups Scales

Celebrity Expertise, Trustworthiness and Attractiveness	
Attractiveness	1. unattractive/attractive
	2. not classy/classy
	3. ugly/beautiful
	4. plain/elegant
	5. not sexy/sexy
Trustworthiness	6. undependable/dependable
	7. dishonest/honest
	8. unreliable/reliable
	9. insincere/sincere
	10. untrustworthy/trustworthy
Expertise	11. not an expert/expert
	12. inexperienced/experienced
	13. unknowledgeable/knowledgeable
	14. unqualified/qualified
	15. unskilled/skilled

Bem's Sex Role Inventory	
Masculine Role	Has leadership abilities
	Strong personality
	Acts like an leader
	Dominant
	Defends own beliefs
	Makes decisions easily
Feminine Role	Warm
	Gentle
	Affectionate
	Sympathetic
	Sensitive to others needs
	Tender

Attitude Toward the Spokesperson (Likability)
1. Warm/cold
2. Likable/unlikeable
3. Sincere/insincere
4. Friendly/unfriendly

Product Class Involvement
1. In general I have a strong interest in this product category.
2. This product category is very important to me.
3. This product category matters a lot to me.
4. I get bored when other people talk to me about this product category. (r)
5. The product category is very relevant to me.
The items with the (r) were reverse coded.

Endorser / Brand fit
1. When I think of __ as an endorser, __ is one of the first products I think about.
2. The idea of __ endorsing __ represents a very good fit.
3. I think __ is a relevant endorser for __.
4. I think __ is an appropriate endorser for __.

Attitude towards the Product Category

1. How favourable are __?
2. How likeable are __?
3. How pleasing are __?
4. How favourable is the category of __?
5. How likable is the category of __?
6. How pleasing is the category of __?

Advertisement Credibility

1. This advertisement is believable
2. This advertisement is credible
3. This advertisement is realistic

Appendix B:

Reliability and Unidimensionality of Scales

Pretest 2 Reliability Scores

Data Reliability (displayed in Chronbach Coefficient Alpha) of Scale Measures for Each Experimental Group and the Total Sample													
Scale Name	Number of Scale Items	1	2	3	4	5	6	7	8	9	10	11	12	Total
Brand Personality	42	.94	.93	.92	.96	.92	.94	.89	.87	.93	.96	.91	.96	.94
Brand Personality Sincerity	11	.85	.92	.85	.89	.84	.88	.86	.73	.95	.92	.90	.92	.88
Brand Personality Excitement	11	.88	.91	.90	.95	.90	.91	.81	.84	92	.86	.82	.94	.90
Brand Personality Competence	9	.92	.85	.92	.95	.86	.99	.87	.80	.96	.74	.74	.85	.88
Brand Personality Sophistication	6	.77	.69	.81	.90	.78	.72	.77	.53	.79	.94	.83	.84	.81
Brand Personality Ruggedness	5	.72	.55	.82	.82	.52	.73	.83	.74	.32	.56	.66	.86	.72
Brand Personality Gender	12	.81	.88	.88	.87	.89	.82	.85	.83	.89	.90	.85	.92	.87
Brand Personality Gender Male	6	.87	.83	.88	.89	.82	.84	.86	.89	.85	.88	.74	.92	.86
Brand Personality Gender Female	6	.85	.86	.94	.90	.93	.83	.83	.92	.94	.93	.97	.93	.90
Brand Personality Appeal	16	.93	.90	.92	.89	.86	.92	.91	.93	.91	.90	.89	.94	.92
Brand Personality Appeal Clarity	5	.72	.72	.82	.70	.81	.68	.60	.78	.72	.81	.92	.75	.77
Brand Personality Appeal Favourability	7	.93	.91	.95	.92	.85	.93	.87	.95	.90	.92	.89	.94	.93
Brand Personality Appeal Originality	4	.88	.85	.78	.84	.79	.78	.92	.87	.72	.88	.88	.92	.86
Brand Involvement	3	.69	.65	.85	.60	.70	.75	.74	.80	.7	.58	.65	.80	.72
Utilitarian and Hedonic Attitudes Towards the Brand	10	.94	.90	.94	.90	.89	.93	.85	.92	.83	.95	.83	.92	.90
Utilitarian Attitudes Towards the Brand	5	.91	.86	.94	.85	.74	.78	.68	.87	.79	.92	.80	.86	.85
Hedonic Attitudes Towards the Brand	5	.93	.82	.92	.89	.95	.94	.91	.91	.92	.97	.93	.95	.92
Overall Attitude towards the Brand	4	.94	.94	.96	.96	.93	.94	.91	.97	.98	.98	.91	.96	.95
Product Involvement	5	.54	.90	.75	.78	.83	.73	.80	.95	.95	.94	.94	.96	.92
Attitude towards the Advert Cognitive	16	.95	.95	.97	.93	.95	.96	.97	.95	.95	.97	.93	.97	.95
Attitude towards the Advert Affective	19	.96	.95	.98	.95	.97	.97	.97	.97	.94	.97	.94	.98	.96
Overall Attitudes towards the Advert	5	.94	.96	.94	.94	.96	.94	.98	.96	.91	.97	.92	.96	.94
Affective Response	3	.80	.80	.87	.90	.79	.90	.95	.88	.74	.88	.81	.95	.86
Purchase Intention	5	.92	.94	.91	.90	.89	.88	.84	.88	.95	.92	.92	.93	.91

Main Experiment Reliability Scores

Data Reliability (displayed in Chronbach Coefficient Alpha) of Scale Measures for Each Experimental Group and the Total Sample													
Scale Name	Number of Scale Items	1	2	3	4	5	6	7	8	9	10	11	12	Total
Brand Personality	42	.93	.93	.94	.95	.95	.95	.93	.91	.94	.96	.91	.94	.94
Brand Personality Sincerity	11	.85	.88	.86	.90	.86	.90	.86	.84	.89	.91	.87	.86	.87
Brand Personality Excitement	11	.88	.91	.91	.92	.91	.92	.86	.88	.88	.90	.85	.92	.89
Brand Personality Competence	9	.90	.86	.89	.90	.91	.89	.89	.86	.92	.90	.84	.85	.89
Brand Personality Sophistication	6	.84	.80	.83	.90	.83	.84	.76	.70	.84	.90	.78	.74	.81
Brand Personality Ruggedness	5	.69	.88	.89	.82	.81	.83	.93	.83	.77	.88	.85	.89	.85
Brand Personality Gender	12	.88	.91	.89	.87	.87	.85	.88	.86	.81	.91	.92	.80	.97
Brand Personality Gender Male	6	.86	.88	.85	.85	.87	.84	.88	.88	.82	.90	.89	.83	.86
Brand Personality Gender Female	6	.88	.89	.89	.88	.91	.84	.88	.90	.92	.91	.93	.87	.90
Brand Personality Appeal	16	.92	.92	.93	.92	.94	.94	.93	.93	.94	.93	.91	.94	.93
Brand Personality Appeal Clarity	5	.75	.74	.88	.77	.85	.82	.80	.80	.88	.70	.78	.75	.80
Brand Personality Appeal Favourability	7	.92	.93	.93	.92	.93	.93	.93	.93	.93	.95	.90	.94	.93
Brand Personality Appeal Originality	4	.85	.88	.87	.85	.89	.89	.90	.88	.86	.87	.87	.91	.88
Brand Involvement	3	.70	.62	.77	.69	.79	.72	.73	.73	.81	.77	.75	.70	.73
Utilitarian and Hedonic Attitudes Towards the Brand	10	.94	.90	.94	.91	.95	.94	.85	.88	.89	.95	.90	.89	.92
Utilitarian Attitudes Towards the Brand	5	.90	.83	.89	.84	.93	.84	.71	.79	.84	.92	.82	.84	0.86
Hedonic Attitudes Towards the Brand	5	.93	.87	.94	.92	.94	.94	.89	.88	.89	.96	.90	.89	.92
Overall Attitude towards the Brand	4	.96	.95	.95	.95	.96	.95	.93	.95	.92	.97	.94	.93	.95
Product Involvement	5	.74	.79	.81	.86	.78	.68	.90	.93	.93	.93	.96	.91	.93
Attitude towards the Advert Cognitive	16	.97	.96	.96	.92	.97	.96	.96	.94	.96	.97	.97	.95	.96
Attitude towards the Advert Affective	19	.97	.96	.97	.95	.98	.97	.97	.96	.97	.97	.97	.96	.97
Overall Attitudes towards the Advert	5	.96	.94	.93	.93	.98	.96	.97	.94	.95	.95	.96	.94	.95
Affective Response	3	.89	.85	.84	.87	.93	.88	.91	.86	.80	.89	.91	.86	.88
Purchase Intention	5	.94	.91	.88	.92	.91	.88	.89	.86	.89	.94	.94	.90	.92

The reliability scores for the brand personality sub-dimensions could be viewed in the table in the next page.

Data Reliability (displayed in Chronbach Coefficient Alpha) of Scale Measures for Brand Personality Sub-dimensions

Scale Name	Number of Scale Items	1	2	3	4	5	6	7	8	9	10	11	12	Total
Down-to-earth	3	.72	.72	.72	.54	.70	.68	.78	.38	.71	.65	.81	.56	.67
Honest	3	.82	.87	.82	.89	.86	.89	.84	.84	.88	.86	.83	.84	.86
Wholesome	2	.75	.55	.50	.69	.49	.67	.58	.73	.69	.70	.77	.54	.65
Cheerful	3	.74	.72	.78	.82	.81	.76	.71	.72	.79	.83	.78	.73	.79
Daring	3	.65	.75	.76	.81	.80	.69	.62	.70	.71	.71	.58	.76	.73
Spirited	3	.72	.81	.80	.80	.85	.82	.74	.73	.68	.75	.68	.80	.77
Imaginative	2	.87	.93	.88	.94	.85	.84	.83	.84	.77	.83	.89	.91	.87
Up-to-date	3	.66	.74	.71	.74	.74	.70	.67	.74	.71	.84	.68	.75	.73
Reliable	3	.76	.85	.89	.85	.83	.92	.88	.81	.83	.90	.86	.88	.87
Intelligent	3	.88	.74	.83	.88	.84	.72	.70	.73	.82	.87	.72	.71	.80
Successful	3	.82	.82	.77	.83	.85	.81	.79	.85	.86	.80	.86	.79	.82
Upper-class	3	.83	.82	.78	.89	.83	.91	.81	.79	.80	.88	.77	.77	.82
Charming	3	.65	.64	.69	.83	.74	.61	.62	.53	.71	.83	.63	.49	.66
Outdoorsy	3	.48	.51	.50	.18	.63	.50	.66	.62	.40	.48	.62	.65	.56
Tough	2	.69	.88	.89	.82	.81	.83	.93	.83	.77	.88	.85	.89	.85

Scale Unidimensionality for Each Experimental Group and the Total Sample

Scale Name	Number of Scale Items	Number of Dimensions	1	2	3	4	5	6	7	8	9	10	11	12	Total
BP	42	5	4	5	4	4	5	3	5	4	3	4	5	4	12
BP Sincerity	11	4	3	2	3	2	3	3	4	4	3	2	3	3	3
BP Excitement	11	4	2	2	2	2	2	2	3	3	2	2	4	2	2
BP Competence	9	3	3	3	2	2	1	2	2	2	1	2	3	2	2
BP Sophistication	6	2	1	2	1	1	2	2	2	2	1	1	2	2	1
BP Ruggedness	5	2	1	1	1	2	1	1	1	1	3	1	1	1	1
BPG	12	2	2	2	3	2	2	2	2	2	2	2	2	2	4
Male BPG	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Female BPG	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1
BPA	16	3	3	3	3	3	4	2	3	2	3	3	2	3	5
BPA Clarity	5	1	2	2	1	1	2	1	1	1	1	2	1	2	2
BPA Favourability	7	1	1	1	1	1	1	1	1	1	1	1	1	1	2
BPA Originality	4	1	1	1	1	1	1	1	1	2	1	1	1	1	2
BINV	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Utilitarian and Hedonic ATTB	10	2	2	2	1	2	2	1	3	3	3	2	2	2	3
UATTB	5	1	1	1	1	1	1	1	2	2	2	1	1	1	2
HATTB	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
OATTB	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1
PINV	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
CATTA	16	1	1	1	1	2	1	1	1	2	1	1	1	2	5
AATTA	19	1	2	2	2	1	2	2	2	2	1	1	1	2	5
OATTA	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
AFFRES	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1
PINT	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1

All brand personality sub-dimensions loaded onto 1 dimension.

Appendix C:

Focus Group Discussion Guides

Table 1: Focus Group 1 Discussion Guide

The moderator provides the focus group introduction:

Hi everyone thank you very much for your time to partake in this focus group. A focus group is an informal discussion much like you would have among friends. However, I would be leading the conversation. A topic will be discussed and everyone is encouraged to give their opinion, however please talk one person per time. Feel free to ask a question if something is not clear. The topic of discussion today is celebrities. The process of the focus group is as follows: Everyone will first complete an online survey about celebrities, after which a discussion will be held about the survey. The focus group will be about an hour but I will aim to finish around 13:50. Anyone who do not wishes to take part in the focus group is free to leave at any time, and by staying you consent to participating in the focus group, and for it to be recorded. The recordings are solely used so I don't have to write everything down.

Questions:

- Can I see by a raise of hands how many people have a celebrity crush?
- Can I see by a raise of hands how many people like celebrities?

The questions were discussed to get the respondents general overview on celebrities used in endorsement.

The link to the survey has been sent to your sun.ac.za e-mail. I kindly ask everyone to check if they have received the link, please go into your browser but do not start the survey.

The moderator checks to see if everyone is ready to start the survey

Please remember not to talk to one another during the survey. You will be given the chance to do so during the discussion after.

Respondents complete the survey

Focus group discussion commences

Respondents were asked to think about the survey, and then the following questions were asked:

- What male celebrity comes to mind first?
- What female celebrity comes to mind first?
- Who do you think is the manliest celebrity in the list?
- Who do you think is the most feminine celebrity in the list?
- Which female celebrity is most likely to get an offer for endorsement?
- Which male celebrity is most likely to get an offer for endorsement?
- Which male celebrity do you think is most known?
- Which female celebrity do you think is most known?

Thank you everyone for participating in the focus group, I hope it was a rewarding experience. The goal of the focus group was to see which of the celebrities on the lists provided today is most fit for endorsement. Is there any questions?

Thank you again, the focus group is now done.

Table 2: Focus Group 2 Discussion Guide

The moderator provides the focus group introduction:

Hi everyone thank you very much for your time to partake in this focus group. A focus group is an informal discussion much like you would have among friends. However, I would be leading the conversation. A topic will be discussed and everyone is encouraged to give their opinion, however please talk one person per time. Feel free to ask a question if something is not clear. The topic of discussion today is products and brands. The process of the focus group is as follows: Everyone will first complete an online survey about products and brands, after which a discussion will be held about the survey. The focus group will be about an hour but I will aim to finish around 13:50. Anyone who do not wishes to take part in the focus group is free to leave at any time, and by staying you consent to participating in the focus group, and for it to be recorded. The recordings are solely used so I don't have to write everything down.

Questions:

- What are some of your favourite brands?
- Why are those brands your favourite?

The questions were discussed to get the respondents general overview on their favourability of brands.

The link to the survey has been sent to your sun.ac.za e-mail. I kindly ask everyone to check if they have received the link, please go into your browser but do not start the survey.

The moderator checks to see if everyone is ready to start the survey

Please remember not to talk to one another during the survey. You will be given the chance to do so during the discussion after.

Respondents complete the survey

Focus group discussion commences

Respondents were asked to think about the survey, and then the following questions were asked:

- Which product was most important to you from the various products?
- Which product was least important to you from the various products?
- Which brand was the most important to you form those mentioned?
- Which brand was the least important to you from those mentioned?
- Which of the most important brands to you is likely to get endorsed by a celebrity?
- Which of the least important brands to you is likely to get endorsed by a celebrity?

Thank you everyone for participating in the focus group, I hope it was a rewarding experience. The goal of the focus group was to see which of the celebrities on the lists provided today is most fit for endorsement. Is there any questions?

Thank you again, the focus group is now done.

Table 3: Focus Group 3 Discussion Guide

The moderator provides the focus group introduction:

Hi everyone thank you very much for your time to partake in this focus group. A focus group is an informal discussion much like you would have among friends. However, I would be leading the conversation. A topic will be discussed and everyone is encouraged to give their opinion, however please talk one person per time. Feel free to ask a question if something is not clear. The topic of discussion today is advertising communication. The process of the focus group is as follows: Everyone will first complete an online survey about celebrities, after which a discussion will be held about the survey. The focus group will be about an hour but I will aim to finish around 13:50. Anyone who do not wishes to take part in the focus group is free to leave at any time, and by staying you consent to participating in the focus group, and for it to be recorded. The recordings are solely used so I don't have to write everything down.

Questions:

- What are some of your favourite technology products?
- Why are they your favourite technology products?
- Do you like it when celebrities endorse technology products?

The questions were discussed to get the respondents general overview on their favourability of technology products and celebrity endorsements thereof.

The link to the survey has been sent to your sun.ac.za e-mail. I kindly ask everyone to check if they have received the link, please go into your browser but do not start the survey.

The moderator checks to see if everyone is ready to start the survey

Please remember not to talk to one another during the survey. You will be given the chance to do so during the discussion after.

Respondents complete the survey

Focus group discussion commences

Respondents were asked to think about the survey, and then the following questions were asked:

- Which male celebrity fits best with the phone?
- Which female celebrity fits best with the phone?
- Which male celebrity fits best with the smartwatch?
- Which female celebrity fits best with the smartwatch?
- Which ad would you believe the most, the one with a male or the one with a female celebrity endorser?
- Is the smartphone, smartwatch or portable speaker important to you?

Thank you everyone for participating in the focus group, I hope it was a rewarding experience. The goal of the focus group was to see which of the celebrities on the lists provided today is most fit for endorsement of a technology product. Is there any questions?

Thank you again, the focus group is now done.

Table 4: Focus Group 4 Discussion Guide

The moderator provides the focus group introduction:

Hi everyone thank you very much for your time to partake in this focus group. A focus group is an informal discussion much like you would have among friends. However, I would be leading the conversation. A topic will be discussed and everyone is encouraged to give their opinion, however please talk one person per time. Feel free to ask a question if something is not clear. The topic of discussion today is advertising communication. The process of the focus group is as follows: Everyone will first complete an online survey about celebrities, after which a discussion will be held about the survey. The focus group will be about an hour but I will aim to finish around 13:50. Anyone who do not wishes to take part in the focus group is free to leave at any time, and by staying you consent to participating in the focus group, and for it to be recorded. The recordings are solely used so I don't have to write everything down.

Questions:

- What are some of your favourite technology products?
- Why are they your favourite technology products?
- Do you like it when an advert tries to persuade you with emotions or with logic?

The questions were discussed to get the respondents general overview on their favourability of technology products and appeals used in advertising.

The link to the survey has been sent to your sun.ac.za e-mail. I kindly ask everyone to check if they have received the link, please go into your browser but do not start the survey.

The moderator checks to see if everyone is ready to start the survey

Please remember not to talk to one another during the survey. You will be given the chance to do so during the discussion after.

Respondents complete the survey

Focus group discussion commences

Respondents were asked to think about the survey, and then the following questions were asked:

- What are the most important aspects or benefits for the first paragraph (rational for smartphone)?
- What are the most important aspects or benefits for the second paragraph (emotional for smartphone)?
- What are the most important aspects or benefits for the third paragraph (rational for smartwatch)?
- What are the most important aspects or benefits for the fourth paragraph (emotional for smartwatch)?
- Why do you use your smartphones?
- Do you own smartwatch and would you use a it?
- What is the first word that comes to mind if you saw the paragraph or text in an ad? (*The questions were asked for all combination of appeals and products in order to probe for perceived benefits*).
- What would be the tagline for the advert with the text you just read (*The questions were asked for all combination of appeals and products*).

Table 4 will continue on the next page.

Table 4 Continued.

Respondents are asked which celebrity from the list of celebrities in focus group 3 had the best fit with the smartphone and the smartwatch. The list of celebrities was communicated verbally.

The respondents are asked to draw an ad at the back of the questionnaire to display what they think the layout of the ad would look like if the product was endorsed by a celebrity such as either Matthew McConaughey or Scarlett Johansson. They were asked to draw where, position wise on the page the celebrity would be, as well as the position of the text and logo.

The respondents are presented with a printed version of Keller's (2001) brand resonance pyramid and asked which benefits are most important to them for both the phone and smartphone for the rational and emotional paragraphs.

Thank you everyone for participating in the focus group, I hope it was a rewarding experience. The goal of the focus group was to see how the manner of persuasion, through a rational or an emotional appeal differs for celebrity endorsement for the products mentioned, and which combination was the persuasive. Is there any questions?

Thank you again, the focus group is now done.

Table 5: Focus Group 5 Discussion Guide

The moderator provides the focus group introduction:

Hi everyone thank you very much for your time to partake in this focus group. A focus group is an informal discussion much like you would have among friends. However, I would be leading the conversation. A topic will be discussed and everyone is encouraged to give their opinion, however please talk one person per time. Feel free to ask a question if something is not clear. The topic of discussion today is advertising communication. The process of the focus group is as follows: Everyone will first complete an online survey about celebrities, after which a discussion will be held about the survey. The focus group will be about an hour but I will aim to finish around 13:50. Anyone who do not wishes to take part in the focus group is free to leave at any time, and by staying you consent to participating in the focus group, and for it to be recorded. The recordings are solely used so I don't have to write everything down.

Q: What are some of your favourite technology products and celebrities? And why?

The questions were discussed to get the respondents general overview on their favourability of technology products and celebrities they admire.

The link to the survey has been sent to your sun.ac.za e-mail. I kindly ask everyone to check if they have received the link, please go into your browser but do not start the survey.

The moderator checks to see if everyone is ready to start the survey

Please remember not to talk to one another during the survey. You will be given the chance to do so during the discussion after.

Respondents complete the survey

Focus group discussion commences

Respondents were asked to think about the survey, and then the following questions were asked:

- Is smartphones important to you? Why?
- Is smartwatches important to you? Why?
- Do you like smartphones in general?
- Do you like smartwatches in general?
- What is your opinion of the fact based ad with the male? Did you like it?
- What is your opinion of the fact based ad with the female? Did you like it?
- What is your opinion of the emotions based ad with the male? Did you like it?
- What is your opinion of the emotions based ad with the female? Did you like it?
- Did you like the rational or emotions based ad the most? Why?
- Did you like the ad layout and aspects such as colour?
- Did you find Matthew McConaughey to be a credible endorser for the smartphone?
- Did you find Matthew McConaughey to be a credible endorser for the smartwatch?
- Did you find Scarlett Johansson to be a credible endorser for the smartphone?
- Did you find Scarlett Johansson to be a credible endorser for the smartwatch?
- Is Matthew the most manly guy celebrity you can think of that is suited to endorse for the smartphone or smartwatch?
- Is Scarlett the most feminine women celebrity you can think of that is suited to endorse for the smartphone or smartwatch?
- Do you notice the smartphone and smartwatch does not exist yet?

Table 5 will continue on the next page.

Table 5 Continued.

- Was there anything unclear about the ad?
- Will seeing more of the celebrity ex. full body shot make you see the celebrity as more masculine or feminine if it is male or female?
- Would a light grey background or the ads be better?
- Did you think about the brand when studying the ad?
- In what order do you look at the ad, in terms of the heading, celeb and text?

Thank you everyone for participating in the focus group, I hope it was a rewarding experience. The goal of the focus group was to see which of the celebrities on the lists provided today is most fit for endorsement. Is there any questions?

Thank you again, the focus group is now done.

Appendix D:

Focus Group Outcomes

Qualitative and Quantitative Insights from Focus Group 1	
Qualitative	➢ The celebrities that come to mind first were George Clooney, Angelina Jolie and Charlize Theron. ➢ The manliest celebrity was Matthew McConaughey, followed by Vin Diesel and George Clooney. ➢ The most feminine celebrity was Scarlett Johansson followed by Sandra Bullock and Julia Roberts. ➢ The most likely to receive an endorsement deal was George Clooney and Scarlett Johansson.
Quantitative	➢ The manliest celebrities in descending order were Vin Diesel, Leonardo DiCaprio, George Cloony and then Matthew McConaughey. ➢ The females were equal on gender perceptions but Scarlett Johansson was less manly. ➢ The overall credibility scores of the celebrities were similar for all celebrities.

Qualitative and Quantitative Insights from Focus Group 2	
Qualitative	➢ The low involvement product of flash disks thought to be the most suited, had no celebrity matchup due to an absence of a status link. ➢ George Clooney and Charlize Theron were most suited to endorse the mobile phone and Matthew McConaughey, Leonardo DiCaprio and Scarlett Johansson the watch. ➢ The best celebrity matchup was with the mobile phone and wrist watch, both thought to be high involvement. ➢ The most important product was the mobile phone and the least the phone charger. ➢ Samsung was the most well-known, favoured and most likely to be endorsed brand, while Philips was the least.
Quantitative	➢ The mobile had the highest product involvement and the watch high as well but the latter's product involvement varied significantly ➢ The portable speaker had the lowest involvement, with similar involvement scores found for the DVD machine and flash disk but was not deemed appropriate according to the matchup link with status. ➢ The brand involvement was highest for Samsung and it also had an almost neutral brand personality gender. ➢ For all brands, the male component of brand personality gender scored higher than the female component signalling the dominant male personality possibly, indicating possible product category associations.

Qualitative and Quantitative Insights from Focus Group 3	
Qualitative	➢ George Clooney and Scarlett Johansson were found to be most believable. ➢ Matthew McConaughey and George Clooney fit best with the smartphone or smartwatch. Matthew fit more with the smartwatch and George more with the smartphone. ➢ Scarlett Johansson had the most fit with the smartphone and the smartwatch. ➢ Smartwatches were not important to respondents. ➢ The celebrity movie roles formed the dominant celebrity associations along with their endorsements. ➢ Sandra Bullock did not have good fit with the technology association and the portable speaker was more suited for younger celebrities.
Quantitative insights from Chapter 3 are on the next page.	

Qualitative and Quantitative Insights from Focus Group 3 Continued

Quantitative	➤ Product involvement for the analogue watch was the highest, followed by the smartphone and the lowest by a clear margin the smartwatch, then portable speaker.
	➤ George Clooney and Leonardo DiCaprio had the best fit with the smartphone, and Matthew McConaughey the best fit with the smartwatch.
	➤ Cameron Diaz, Scarlett Johansson and Charlize Theron in descending order of fit had the best fit with the smartphone.
	➤ For smartwatch, Cameron and Scarlett were deemed best fit, with the same results applying to the portable speaker.
	➤ Scarlett had the best fit with a normal analogue watch.
	➤ The advert credibility with George and Scarlett were slightly above neutral.

Qualitative Insights from Focus Group 4

➤ The paragraphs were found to be believable.

➤ For the smartphone, the rational benefits found most important were performance based such as battery life and extra rational benefits proposed by respondents were cloud storage, touchscreen, faster response screen and speakers.

➤ For the smartphone, the emotional benefits found most important were connecting with friends, performance, screen colour, and social status.

➤ The phone is used to connect with friends, and gives feelings of belonging and staying connected.

➤ For the smartwatch, the rational benefits most important included simplistic design, durability and style with extra benefits being compatibility.

➤ The emotional benefits most important for the smartwatch were eye popping colours, performance, contact with friends, whereas extra benefits were apps, health, and the fact that it doesn't need battery.

➤ The aspects that come to mind first in Keller's (1993) brand resonance pyramid for emotional benefits was social approval and for rational benefits it was quality and superiority.

➤ The product needs to be visible in the ad to create credibility, and is most credible when the celebrity displays the benefits or shows possession of it such as holding the phone.

➤ Both the smartphone and smartwatch requires some level of rationality in the ad due to risk and performance related to the products for the ad to be found believable.

➤ Rational benefits could be translated into emotional benefits by writing the text in a manner to portray emotionality.

➤ Non-ownership of the smartwatch is a factor that creates low involvement to the product. If one does not own a smartwatch, the involvement towards it is low.

➤ Smartwatches not important in general.

➤ For the smartphone it was Leo and Scarlett that fit the best and for the smartwatch it was George and Cameron.

➤ Masculinity is multidimensional and includes the celebrity's physical being and personality, which creates variation of gender opinions in small samples.

Rational and Emotional Benefits for the Smartphone and Smartwatch Obtained from Median Split		
Smartphone	**Rational**	**Emotional**
	Value for money	Design
	Practicality	Personalization
	Performance	Joy of performance
	Functionality	Ease of connecting
	Battery life	Status
	Waterproof assurance	Seamless integration
		Choice of apps
Smartwatch	Learn to use	Personalization
	No battery	Variety of games
		Ease of use
		Design of Aesthetics
		Personal expression
		Status
		Convenience
		Connecting with friends
		Sense stimulation

Qualitative and Quantitative Insights from Focus Group 5
Qualitative
- The rational ad was preferred over the emotional ones, with the emotional advert being less credible.   - The celebrity using the watch will create the gender of the brand.   - Matthew was a credible endorser for both the smartphone and smartwatch.   - Scarlett Johansson was a credible endorser for both the smartphone and smartwatch.   - Matthew and Scarlett is best fit for the products, and the type of celebrity that can be used for electronics is not too restricted as the link between the celebrity and product is not too strong as the smartphone is a product is used by a broad scope of users.   - A grey background will be better/ more believable than white.   - The celebrity displaying emotion in the advert is expected and can be elicited by the celebrity smiling.   - There was no interaction portrayed between the celebrity and the product.   - The ad text was too much to read.   - Participants noted that the products were not on the market yet.   - The image size of the celebrity in the ad does not influence the strength of celebrity association as it doesn't differ in terms of a cue to elicitations of mental associations of the celebrity.   - Participants thought about the brand when studying the ad.   - The order of viewing elements in the ad was first the celebrity, then the brand, followed by the excerpt.   - The smartphone is not primarily used as a status symbol but the smartwatch can be.   - Everyone owned a smartphone an no-one owned a smartwatch.
Quantitative
- The smartphone had the highest involvement, followed by the portable speaker and the lowest the smartwatch.   - The product attitude towards the category was favourable for the smartphone and smartwatch but was almost neutral for the latter.   - The advertisement credibility was just above median for most ads and the rational ads always had higher credibility ratings for both male and female endorsers.   - Ownership did not influence product involvement.   - Both ads were seen to be primarily rational, but the emotional ads were viewed as more emotional.

Appendix E:

Ethical Clearance and Amendments

Departmental Clearance

DESC Decision: M.COMM	
Ethical risk	LOW
Comments to researcher	The ethical risks associated with this research are deemed to be LOW. From the application is seems as if the researcher has taken the necessary steps to engage in ethically accountable research.
DESC Decision	Given the nature of the research, the application is NOT referred to the Research Ethics Committee.
Require institutional clearance?	Yes

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot · your knowledge partner

Approval Notice
Stipulated documents/requirements

01-Dec-2014
SMIT, Werner Antonio

Proposal #: DESC/Smit/Nov2014/12

Title: **A communications approach to building brand personality: The influence of celebrity gender, communications appeal and product type.**

Dear Mr Werner SMIT,

Your **Stipulated documents/requirements** received on **21-Nov-2014**, was reviewed
Sincerely,

Clarissa Graham
REC Coordinator
Research Ethics Committee: Human Research (Humanities)

Institutional Clearance

UNIVERSITEIT • STELLENBOSCH • UNIVERSITY
jou kennisvennoot • your knowledge partner

30 October 2014

Mr Werner Smit
Business Management
Stellenbosch University

Dear Mr Smit

Concerning research project: *A communications approach to building brand personality: The influence of celebrity gender, communications appeal and product type*

The researcher has institutional permission to proceed with this project as stipulated in the institutional permission application. Institutional permission is granted on the following conditions:

- Stellenbosch University (SU) students will be invited to participate in the survey via SUrvey. Only the *SUrvey* software of Stellenbosch University may be used to administer the questionnaire. The IT Department can be contacted for assistance with the use of SUrvey.
- Participation is voluntary.
- Persons may not be coerced into participation.
- Persons who choose to participate must be informed of the purpose of the research, all the aspects of their participation, their role in the research and their rights as participants. Participants must consent to participation. The researcher may not proceed until he is confident that all the before mentioned has been established and recorded.
- Persons who choose not to participate may not be penalized as a result of non-participation.
- Participants may withdraw their participation at any time, and without consequence.
- Data must be collected in a way that ensures the anonymity of all participants.
- Personal information by which participants can be identified may not be captured.
- The data must be responsibly and suitably protected.
- The use of the collected data may not be extended beyond the purpose of this study.
- Individuals may not be identified in the report(s) or publication(s) of the results of the study.
- The privacy of individuals must be respected and protected.
- The researcher must conduct his research within the provisions of the Protection of Personal Information Act, 2013.

Best wishes,

Prof Ian Cloete
Senior Director: Institutional Research and Planning

Afdeling Institusionele Navorsing en Beplanning • Institutional Research and Planning Division
Privaatsak/Private Bag X1 • Stellenbosch • 7602 • Suid-Afrika/South Africa
Tel. +27 21 808 3967 • Faks/Fax +27 21 808 4533

503

Amendment to the Ethical Clearance Conditions

Treurnicht, Magriet <magriet@sun.ac.za>
Fri 21/11/2014 09:27

Mark as unread

To: Mlitwa, Allison <amlitwa@sun.ac.za>; Smit, WA, Mnr <15674495@sun.ac.za>; debbiehuman@gmail.com;
Human, Debbie <dhuman@sun.ac.za>;

Hallo Allison

Ek het met Werner se studieleier gesels en ook saam met hom gekyk wat die funksies in Qualtrics is wat hy nodig het en wat nie in Surveys bestaan nie. Tussen my en Bernard het ons besluit dat hy wel eerder Qualtrics as Surveys mag gebruik.

Die voorstel aan hom was dat hy jou kontak ivm met die seleksie eposadresse wat hy nodig het en dat hy dan met my of met jou 'n afspraak maak om die adresse gelaai te kry.
Ek is volgende week met verlof vanaf Woensdagoggend. Indien hy die adresse kan kry voor Dinsdagmiddag kan ek hom Dinsdagmiddag help om dit op qualtrics te laai, jy kan dan net die adresse na my toe aanstuur.

Groete
Magriet

Appendix F:

Email Invitation to the Survey

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Dear fellow student

My name is Werner and I am a Masters student. I would like to **cordially invite you to participate in my research project** through an online survey that involves brands, advertising, products and celebrities.

The survey will only take about **15-20 minutes of your time**.

By completing the survey and submitting it in the end you are entered into a LUCKY DRAW to win one of two R500 cash prizes (we will contact you via your email address if you have won).

Please read the information below attentively and then ACCESS THE SURVEY BY CLICKING ON THE PROVIDED LINK. By doing so you agree to take part in the research study

Click here to participate: {survey link}

If the above link does not work you can copy and paste the URL below into your internet browser to open the questionnaire:

{survey link]

Please read the following attentively:

- *Your participation is entirely voluntary and you are free to decline to participate, and if you do, it will not affect you negatively in any way whatsoever.*
- *Your participation is anonymous and your results will be kept anonymous. Any publishing in academic journals will be done based on collective results and in a manner that ensures your anonymity.*
- *The questionnaire will be active until* **10 December at 24:00**.

This study was approved by the Humanities Research Ethics Committee (HREC) at Stellenbosch University and is conducted according to accepted and applicable national and international ethical guidelines and principles.

If you have any questions or concerns about the research, please feel free to contact me via:
Werner:15674495@sun.ac.zaor 0768336208
Supervisor Debbie Human:dhuman@sun.ac.za
Address: Stellenbosch Central, Stellenbosch, 7599

Thank you very much for participating in this survey. Your contribution is extremely valuable.
Yours sincerely

Werner
Researcher

RIGHTS OF RESEARCH PARTICPANTS: You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study. If you have questions regarding your rights as a research subject, contact Ms Maléne Fouché [mfouche@sun.ac.za; 021 808 4622] at the Division for Research Development.

Follow the link to opt out of future emails:
Click here to unsubscribe

Appendix G:

Homogeneity of Variances, Correlations between Selected Dependent Variables, and Coefficient of Determination Variances

Homogeneity of Variances

Variable	Dimensions	Sub-dimensions	Levene Statistic	Sig.
BP			1.854	.042
	Sincerity		1.075	.379
		Down-to-earth	1.396	.169
		Honest	0.975	.468
		Wholesome	0.778	.663
		Cheerful	1.453	.144
	Excitement		2.087	.019
		Daring	1.909	.035
		Spirited	1.516	.120
		Imaginative	2.457	.005
		Up-to-date	1.484	.132
	Competence		1.275	.234
		Reliable	2.541	.004
		Intelligent	2.415	.006
		Successful	0.585	.842
	Sophistication		1.583	.099
		Upper-class	1.496	.128
		Charming	1.312	.213
	Ruggedness		1.966	.029
		Tough	1.968	.029
BPG			0.863	.577
	Male		0.383	.963
	Female		0.479	.917
BPA			0.888	.552
	Clarity		0.968	.474
	Favourability		0.915	.525
	Originality		1.496	.128
BINV			1.050	.400
PINV			4.733	.000
Utilitarian and Hedonic ATTB			1.587	.097
	Utilitarian		0.792	.649
	Hedonic		2.399	.006
OATTB			1.685	.072
CATTA			1.567	.104
AATTA			1.233	.260
OATTA			0.969	.473
AFFRES			1.475	.135
PINT			1.750	.059
Celebrity Familiarity			2.833	.004
Brand Familiarity			5.757	.000
All the results in the tabled adhered to the following: df1=11, df2=795.				

Correlations between Selected Dependent Variables					
	BP	BINV	Pint	OATTB	OATTA
BP					
BPG	.523				
BPA	.587		.412		
BPA Clarity	.420		.259		
BPA Favourability	.541		.423		
BPA Originality	.493		.325		
BINV	.480				
PINV	.194	.542			
UATTB	.502	.601			
HATTB	.587	.683			
OATTB	.443	.573			
CATTA	.555	.530			
ATTA	.525	.528			
OATTA	.496	.501		.468	
AFFRES	.458	.473			.818
PINT	.386	.659			
All correlations were significant at the 0.01 level (2-tailed).					
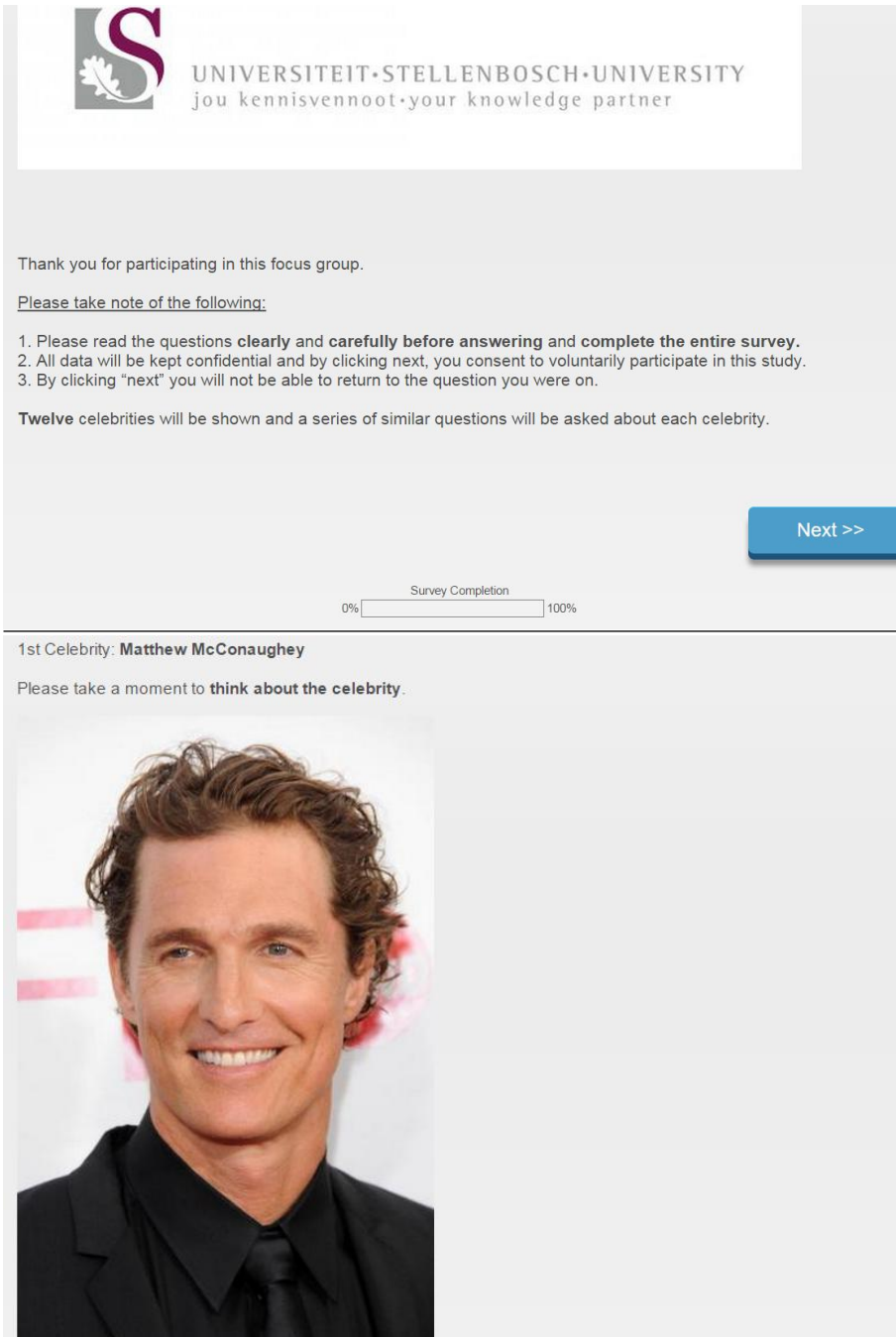
Coefficient of Determination (R^2) of Dependent Variables		
Variable	R^2	Adjusted R^2
BP	.025	.012
BP-Sincerity	.045	.041
BP-Excitement	.021	.008
BP-Competence	.038	.025
BP-Sophistication	.067	.054
BP-Ruggedness	.046	.033
BPG	.018	.004
BPG-M	.028	.015
BPG-F	.062	.049
BPA	.026	.013
BPA-Clarity	.017	.003
BPA-Favourability	.033	.019
BPA-Originality	.035	.022
Brand Involvement	.090	.077
Product Involvement	.465	.457
ATTB U & H	.035	.022
U	.063	.050
H	.025	.012
Overall	.022	.008
ATTA Cog	.051	.038
ATTA Aff	.030	.016
ATTA Over	.034	.021
Affective Response	.039	.021
Purchase Intention	.134	.122

Appendix H:

Focus Group and Follow-up Survey Questionnaires

Focus Group 1

All the online questionnaires used the same paging layout whereby respondents completed the questionnaires screen by screen, which is referred to as pages. The online paging layout is indicated by the line between question screens, which indicated the split in pages. The progress bar and the 'next' button were present on each page respondents viewed. However, for the purposes of this illustration, the progress bar and 'next' button was shown on the first page of each questionnaire, but removed from the rest of the pages. Questions with skip logic that controlled the questionnaire flow are indicated with triangles. The black triangle " ▶ " indicates the start position of the skip logic and the blue triangle " ▶ " indicates the position the skip logic jumped towards. The follow-up 1 questionnaire was not illustrated as it was the same as focus group 3, but without four celebrities (see Section 6.6.4.2). Pages that timed the duration a respondent spent viewing a page were indicated with a "T" at the top lefthand side of the page.

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.
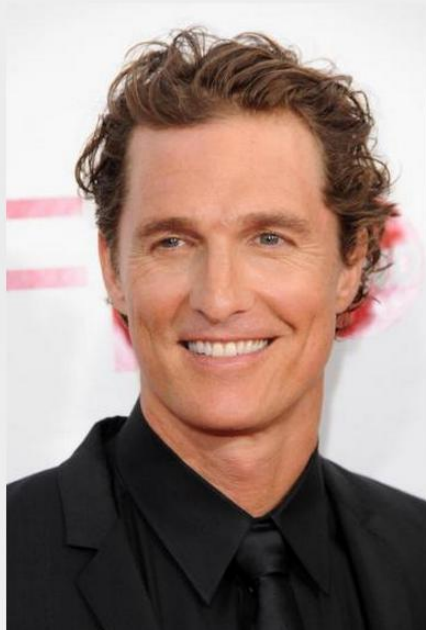
Twelve celebrities will be shown and a series of similar questions will be asked about each celebrity.

Next >>

Survey Completion
0%   100%

1st Celebrity: **Matthew McConaughey**

Please take a moment to **think about the celebrity**.

511

Please rate **Matthew McConaughey** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Not classy	○	○	○	○	○	○	○	Classy
Ugly	○	○	○	○	○	○	○	Beautiful
Not sexy	○	○	○	○	○	○	○	Sexy
Plain	○	○	○	○	○	○	○	Elegant
Insincere	○	○	○	○	○	○	○	Sincere
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Unreliable	○	○	○	○	○	○	○	Reliable
Undependable	○	○	○	○	○	○	○	Dependable
Unattractive	○	○	○	○	○	○	○	Attractive
Dishonest	○	○	○	○	○	○	○	Honest

Please rate **Matthew McConaughey** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Unfriendly	○	○	○	○	○	○	○	Friendly
Not an Expert	○	○	○	○	○	○	○	An Expert
Unlikable	○	○	○	○	○	○	○	Likable
Unskilled	○	○	○	○	○	○	○	Skilled
Unqualified	○	○	○	○	○	○	○	Qualified
Inexperienced	○	○	○	○	○	○	○	Experienced
Insincere	○	○	○	○	○	○	○	Sincere
Cold	○	○	○	○	○	○	○	Warm
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable

Please indicate to what extent you agree that **Matthew McConaughey** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Sensitive to others needs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

2nd Celebrity: **Vin Diesel**

Please take a moment to **think about the celebrity**.

Please rate **Vin Diesel** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Ugly	○	○	○	○	○	○	○	Beautiful
Insincere	○	○	○	○	○	○	○	Sincere
Undependable	○	○	○	○	○	○	○	Dependable
Not classy	○	○	○	○	○	○	○	Classy
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Plain	○	○	○	○	○	○	○	Elegant
Unreliable	○	○	○	○	○	○	○	Reliable
Not sexy	○	○	○	○	○	○	○	Sexy
Unattractive	○	○	○	○	○	○	○	Attractive
Dishonest	○	○	○	○	○	○	○	Honest

Please rate **Vin Diesel** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Unqualified	○	○	○	○	○	○	○	Qualified
Not an Expert	○	○	○	○	○	○	○	An Expert
Unskilled	○	○	○	○	○	○	○	Skilled
Inexperienced	○	○	○	○	○	○	○	Experienced
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unfriendly	○	○	○	○	○	○	○	Friendly
Cold	○	○	○	○	○	○	○	Warm
Insincere	○	○	○	○	○	○	○	Sincere
Unlikable	○	○	○	○	○	○	○	Likable

Please indicate to what extent you agree that **Vin Diesel** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Gentle	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○

3rd Celebrity: **Johnny Depp**

Please take a moment to **think about the celebrity**.

Please rate **Johnny Depp** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Plain	○	○	○	○	○	○	○	Elegant
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Not sexy	○	○	○	○	○	○	○	Sexy
Insincere	○	○	○	○	○	○	○	Sincere
Unreliable	○	○	○	○	○	○	○	Reliable
Unattractive	○	○	○	○	○	○	○	Attractive
Dishonest	○	○	○	○	○	○	○	Honest
Undependable	○	○	○	○	○	○	○	Dependable
Ugly	○	○	○	○	○	○	○	Beautiful
Not classy	○	○	○	○	○	○	○	Classy

Please rate **Johnny Depp** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Insincere	○	○	○	○	○	○	○	Sincere
Inexperienced	○	○	○	○	○	○	○	Experienced
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Cold	○	○	○	○	○	○	○	Warm
Not an Expert	○	○	○	○	○	○	○	An Expert
Unlikable	○	○	○	○	○	○	○	Likable
Unqualified	○	○	○	○	○	○	○	Qualified
Unskilled	○	○	○	○	○	○	○	Skilled
Unfriendly	○	○	○	○	○	○	○	Friendly

Please indicate to what extent you agree that **Johnny Depp** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Strong personality	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○

4th Celebrity: **Brad Pitt**

Please take a moment to **think about the celebrity**.

514

Please rate **Brad Pitt** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Not sexy	○	○	○	○	○	○	○	Sexy
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Unreliable	○	○	○	○	○	○	○	Reliable
Undependable	○	○	○	○	○	○	○	Dependable
Unattractive	○	○	○	○	○	○	○	Attractive
Dishonest	○	○	○	○	○	○	○	Honest
Insincere	○	○	○	○	○	○	○	Sincere
Ugly	○	○	○	○	○	○	○	Beautiful
Plain	○	○	○	○	○	○	○	Elegant
Not classy	○	○	○	○	○	○	○	Classy

Please rate **Brad Pitt** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Inexperienced	○	○	○	○	○	○	○	Experienced
Not an Expert	○	○	○	○	○	○	○	An Expert
Cold	○	○	○	○	○	○	○	Warm
Unlikable	○	○	○	○	○	○	○	Likable
Unqualified	○	○	○	○	○	○	○	Qualified
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unskilled	○	○	○	○	○	○	○	Skilled
Unfriendly	○	○	○	○	○	○	○	Friendly
Insincere	○	○	○	○	○	○	○	Sincere

Please indicate to what extent you agree that **Brad Pitt** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Makes decisions easily	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○

5th Celebrity: **Leonardo DiCaprio**

Please take a moment to **think about the celebrity**.

515

Please rate **Leonardo DiCaprio** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Unreliable	○	○	○	○	○	○	○	Reliable
Plain	○	○	○	○	○	○	○	Elegant
Dishonest	○	○	○	○	○	○	○	Honest
Insincere	○	○	○	○	○	○	○	Sincere
Undependable	○	○	○	○	○	○	○	Dependable
Not sexy	○	○	○	○	○	○	○	Sexy
Not classy	○	○	○	○	○	○	○	Classy
Unattractive	○	○	○	○	○	○	○	Attractive
Ugly	○	○	○	○	○	○	○	Beautiful

Please rate **Leonardo DiCaprio** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Unlikable	○	○	○	○	○	○	○	Likable
Cold	○	○	○	○	○	○	○	Warm
Insincere	○	○	○	○	○	○	○	Sincere
Not an Expert	○	○	○	○	○	○	○	An Expert
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Inexperienced	○	○	○	○	○	○	○	Experienced
Unfriendly	○	○	○	○	○	○	○	Friendly
Unskilled	○	○	○	○	○	○	○	Skilled
Unqualified	○	○	○	○	○	○	○	Qualified

Please indicate to what extent you agree that **Leonardo DiCaprio** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Sympathetic	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○

You are halfway to the end! Keep going, you are doing a great job!

6th Celebrity: **George Clooney**

Please take a moment to **think about the celebrity**.

516

Please rate **George Clooney** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Insincere	○	○	○	○	○	○	○	Sincere
Not sexy	○	○	○	○	○	○	○	Sexy
Dishonest	○	○	○	○	○	○	○	Honest
Plain	○	○	○	○	○	○	○	Elegant
Ugly	○	○	○	○	○	○	○	Beautiful
Unattractive	○	○	○	○	○	○	○	Attractive
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Unreliable	○	○	○	○	○	○	○	Reliable
Undependable	○	○	○	○	○	○	○	Dependable
Not classy	○	○	○	○	○	○	○	Classy

Please rate **George Clooney** on each of the following sets of words by selecting the dot that represents your opinion of him the most:

Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unfriendly	○	○	○	○	○	○	○	Friendly
Unqualified	○	○	○	○	○	○	○	Qualified
Inexperienced	○	○	○	○	○	○	○	Experienced
Insincere	○	○	○	○	○	○	○	Sincere
Unlikable	○	○	○	○	○	○	○	Likable
Unskilled	○	○	○	○	○	○	○	Skilled
Cold	○	○	○	○	○	○	○	Warm
Not an Expert	○	○	○	○	○	○	○	An Expert

Please indicate to what extent you agree that **George Clooney** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Tender	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○

7th Celebrity: **Angelina Jolie**

Please take a moment to **think about the celebrity**.

Please rate **Angelina Jolie** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Undependable	○	○	○	○	○	○	○	Dependable
Unreliable	○	○	○	○	○	○	○	Reliable
Unattractive	○	○	○	○	○	○	○	Attractive
Plain	○	○	○	○	○	○	○	Elegant
Insincere	○	○	○	○	○	○	○	Sincere
Ugly	○	○	○	○	○	○	○	Beautiful
Not sexy	○	○	○	○	○	○	○	Sexy
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Dishonest	○	○	○	○	○	○	○	Honest
Not classy	○	○	○	○	○	○	○	Classy

Please rate **Angelina Jolie** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Not an Expert	○	○	○	○	○	○	○	An Expert
Inexperienced	○	○	○	○	○	○	○	Experienced
Unlikable	○	○	○	○	○	○	○	Likable
Insincere	○	○	○	○	○	○	○	Sincere
Cold	○	○	○	○	○	○	○	Warm
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unfriendly	○	○	○	○	○	○	○	Friendly
Unqualified	○	○	○	○	○	○	○	Qualified
Unskilled	○	○	○	○	○	○	○	Skilled

Please indicate to what extent you agree that **Angelina Jolie** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Makes decisions easily	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○

8th Celebrity: **Scarlett Johansson**

Please take a moment to **think about the celebrity**.

Please rate **Scarlett Johansson** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Undependable	○	○	○	○	○	○	○	Dependable
Dishonest	○	○	○	○	○	○	○	Honest
Unreliable	○	○	○	○	○	○	○	Reliable
Not classy	○	○	○	○	○	○	○	Classy
Not sexy	○	○	○	○	○	○	○	Sexy
Plain	○	○	○	○	○	○	○	Elegant
Ugly	○	○	○	○	○	○	○	Beautiful
Unattractive	○	○	○	○	○	○	○	Attractive
Insincere	○	○	○	○	○	○	○	Sincere

Please rate **Scarlett Johansson** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Not an Expert	○	○	○	○	○	○	○	An Expert
Cold	○	○	○	○	○	○	○	Warm
Insincere	○	○	○	○	○	○	○	Sincere
Unqualified	○	○	○	○	○	○	○	Qualified
Unskilled	○	○	○	○	○	○	○	Skilled
Unfriendly	○	○	○	○	○	○	○	Friendly
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unlikable	○	○	○	○	○	○	○	Likable
Inexperienced	○	○	○	○	○	○	○	Experienced

Please indicate to what extent you agree that **Scarlett Johansson** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dominant	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○

9th Celebrity: **Cameron Diaz**

Please take a moment to **think about the celebrity**.

Please rate **Cameron Diaz** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Not sexy	○	○	○	○	○	○	○	Sexy
Not classy	○	○	○	○	○	○	○	Classy
Undependable	○	○	○	○	○	○	○	Dependable
Unattractive	○	○	○	○	○	○	○	Attractive
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Plain	○	○	○	○	○	○	○	Elegant
Ugly	○	○	○	○	○	○	○	Beautiful
Dishonest	○	○	○	○	○	○	○	Honest
Insincere	○	○	○	○	○	○	○	Sincere
Unreliable	○	○	○	○	○	○	○	Reliable

Please rate **Cameron Diaz** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Unqualified	○	○	○	○	○	○	○	Qualified
Insincere	○	○	○	○	○	○	○	Sincere
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Cold	○	○	○	○	○	○	○	Warm
Unfriendly	○	○	○	○	○	○	○	Friendly
Unlikable	○	○	○	○	○	○	○	Likable
Unskilled	○	○	○	○	○	○	○	Skilled
Inexperienced	○	○	○	○	○	○	○	Experienced
Not an Expert	○	○	○	○	○	○	○	An Expert

Please indicate to what extent you agree that **Cameron Diaz** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dominant	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

10th Celebrity: **Sandra Bullock**

Please take a moment to **think about the celebrity**.

520

Please rate **Sandra Bullock** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Unattractive	○	○	○	◉	○	○	○	Attractive
Ugly	○	○	○	○	○	○	○	Beautiful
Unreliable	○	○	○	○	○	○	○	Reliable
Plain	○	○	○	○	○	○	○	Elegant
Undependable	○	○	○	○	○	○	○	Dependable
Not classy	○	○	○	○	○	○	○	Classy
Not sexy	○	○	○	○	○	○	○	Sexy
Insincere	○	○	○	○	○	○	○	Sincere
Dishonest	○	○	○	○	○	○	○	Honest

Please rate **Sandra Bullock** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Unlikable	○	○	○	○	○	○	○	Likable
Unqualified	○	○	○	○	○	○	○	Qualified
Not an Expert	○	○	○	○	○	○	○	An Expert
Unskilled	○	○	○	○	○	○	○	Skilled
Cold	○	○	○	○	○	○	○	Warm
Unfriendly	○	○	○	○	○	○	○	Friendly
Inexperienced	○	○	○	○	○	○	○	Experienced
Insincere	○	○	○	○	○	○	○	Sincere

Please indicate to what extent you agree that **Sandra Bullock** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dominant	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○

11th Celebrity: **Julia Roberts**

Second last celebrity!You are so close to being done!

Please take a moment to **think about the celebrity**.

521

Please rate **Julia Roberts** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Undependable	○	○	○	○	○	○	○	Dependable
Not classy	○	○	○	○	○	○	○	Classy
Insincere	○	○	○	○	○	○	○	Sincere
Unreliable	○	○	○	○	○	○	○	Reliable
Not sexy	○	○	○	○	○	○	○	Sexy
Ugly	○	○	○	○	○	○	○	Beautiful
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Plain	○	○	○	○	○	○	○	Elegant
Unattractive	○	○	○	○	○	○	○	Attractive
Dishonest	○	○	○	○	○	○	○	Honest

Please rate **Julia Roberts** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Not an Expert	○	○	○	○	○	○	○	An Expert
Cold	○	○	○	○	○	○	○	Warm
Unfriendly	○	○	○	○	○	○	○	Friendly
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Insincere	○	○	○	○	○	○	○	Sincere
Unlikable	○	○	○	○	○	○	○	Likable
Unqualified	○	○	○	○	○	○	○	Qualified
Inexperienced	○	○	○	○	○	○	○	Experienced
Unskilled	○	○	○	○	○	○	○	Skilled

Please indicate to what extent you agree that **Julia Roberts** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Strong personality	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Warm	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○

12th Celebrity: **Charlize Theron**

Please take a moment to **think about the celebrity**.

522

Please rate **Charlize Theron** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Not classy	○	○	○	○	○	○	○	Classy
Undependable	○	○	○	○	○	○	○	Dependable
Dishonest	○	○	○	○	○	○	○	Honest
Insincere	○	○	○	○	○	○	○	Sincere
Not sexy	○	○	○	○	○	○	○	Sexy
Unattractive	○	○	○	○	○	○	○	Attractive
Ugly	○	○	○	○	○	○	○	Beautiful
Plain	○	○	○	○	○	○	○	Elegant
Unreliable	○	○	○	○	○	○	○	Reliable

Please rate **Charlize Theron** on each of the following sets of words by selecting the dot that represents your opinion of her the most:

Unqualified	○	○	○	○	○	○	○	Qualified
Inexperienced	○	○	○	○	○	○	○	Experienced
Unfriendly	○	○	○	○	○	○	○	Friendly
Cold	○	○	○	○	○	○	○	Warm
Unlikable	○	○	○	○	○	○	○	Likable
Insincere	○	○	○	○	○	○	○	Sincere
Unskilled	○	○	○	○	○	○	○	Skilled
Unknowledgeable	○	○	○	○	○	○	○	Knowledgeable
Not an Expert	○	○	○	○	○	○	○	An Expert

Please indicate to what extent you agree that **Charlize Theron** possess each of the traits listed below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Warm	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Makes decisions easily	○	○	○	○	○	○	○
Strong personality	○	○	○	○	○	○	○
Sensitive to others needs	○	○	○	○	○	○	○
Has leadership abilities	○	○	○	○	○	○	○
Affectionate	○	○	○	○	○	○	○
Sympathetic	○	○	○	○	○	○	○
Acts like a leader	○	○	○	○	○	○	○
Defends own beliefs	○	○	○	○	○	○	○

Please enter your student number:

[   ]

Are you?

○ Male
○ Female

Please enter your year of study with a number value (ex. 3 = third year)

[   ]

Please enter your degree you are currently enrolled for (ex. bachelors of commerce)

[   ]

Please select your age:

[▼]

523

Thank you for completing the survey, **please do not forget to submit the survey before closing the window**.

Discussion will follow as soon as everyone completed the survey.

Focus Group 2

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.

A series of similar questions will be asked about **products** and **brands**.

[Next >>]

Survey Completion
0% [   ] 100%

When you think of **Consumer electronics**, please state to what extent you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
In general I have a strong interest in this product category	○	○	○	○	○	○	○
This product category is very important to me	○	○	○	○	○	○	○
This product category matters a lot to me	○	○	○	○	○	○	○
I get bored when other people talk to me about this product category	○	○	○	○	○	○	○
The product category is very relevant to me	○	○	○	○	○	○	○

When you think about a **mobile phone**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in mobile phones in general.	○	○	○	○	○	○	○
Mobile phones are important to me.	○	○	○	○	○	○	○
I get involved with what mobile phone I use.	○	○	○	○	○	○	○
Mobile phones are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a mobile phone in the next six months.	○	○	○	○	○	○	○

Please rate **mobile phones** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **flat-screen television**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in flat-screen televisions in general.	○	○	○	○	○	○	○
Flat-screen televisions are important to me.	○	○	○	○	○	○	○
I get involved with what flat-screen television I use.	○	○	○	○	○	○	○
Flat-screen televisions are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a flat-screen television in the next six months.	○	○	○	○	○	○	○

Please rate **flat-screen televisions** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **tablet/iPad**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in tablet/iPads in general.	○	○	○	○	○	○	○
Tablet/iPads are important to me.	○	○	○	○	○	○	○
I get involved with what tablet/iPad I use.	○	○	○	○	○	○	○
Tablets/iPads are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a tablet/iPad in the next six months.	○	○	○	○	○	○	○

Please rate **tablets/iPads** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **High end camera**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in cameras in general.	○	○	○	○	○	○	○
Cameras are important to me.	○	○	○	○	○	○	○
I get involved with what camera I use.	○	○	○	○	○	○	○
Cameras are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a camera in the next six months.	○	○	○	○	○	○	○

Please rate **High end cameras** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **wrist watch**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in wrist watches in general.	○	○	○	○	○	○	○
Wrist watches are important to me.	○	○	○	○	○	○	○
I get involved with what wrist watch I use.	○	○	○	○	○	○	○
Wrist watches are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a wrist watch in the next six months.	○	○	○	○	○	○	○

Please rate **wrist watches** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **computer monitor**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in computer monitors in general.	○	○	○	○	○	○	○
Computer monitors are important to me.	○	○	○	○	○	○	○
I get involved with what computer monitor I use.	○	○	○	○	○	○	○
Computer monitors are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a computer monitor in the next six months.	○	○	○	○	○	○	○

Please rate **computer monitors** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○	○	○	○	○	○	○	Highly masculine
Not at all feminine	○	○	○	○	○	○	○	Highly feminine

When you think about a **headphones**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in headphones in general.	○	○	○	○	○	○	○
Headphones are important to me.	○	○	○	○	○	○	○
I get involved with what headphones I use.	○	○	○	○	○	○	○
Headphones are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase headphones in the next six months.	○	○	○	○	○	○	○

Please rate **headphones** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○	○	○	○	○	○	○	Highly masculine
Not at all feminine	○	○	○	○	○	○	○	Highly feminine

When you think about a **dvd player**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in dvd players in general.	○	○	○	○	○	○	○
Dvd players are important to me.	○	○	○	○	○	○	○
I get involved with what dvd player I use.	○	○	○	○	○	○	○
Dvd players are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a dvd player in the next six months.	○	○	○	○	○	○	○

Please rate **dvd players** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○	○	○	○	○	○	○	Highly masculine
Not at all feminine	○	○	○	○	○	○	○	Highly feminine

When you think about a **camera memory card**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in camera memory cards in general.	○	○	○	○	○	○	○
Camera memory cards are important to me.	○	○	○	○	○	○	○
I get involved with what camera memory card I use.	○	○	○	○	○	○	○
Camera memory cards are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a camera memory card in the next six months.	○	○	○	○	○	○	○

Please rate **camera memory cards** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○	○	○	○	○	○	○	Highly masculine
Not at all feminine	○	○	○	○	○	○	○	Highly feminine

When you think about a **portable speaker**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in portable speakers in general.	○	○	○	○	○	○	○
Portable speaker are important to me.	○	○	○	○	○	○	○
I get involved with what portable speakers I use.	○	○	○	○	○	○	○
Portable speakers are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase portable speaker in the next six months.	○	○	○	○	○	○	○

Please rate **portable speakers** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about **printer consumables**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in printer consumables in general.	○	○	○	○	○	○	○
Printer consumables are important to me.	○	○	○	○	○	○	○
I get involved with what printer consumables I use.	○	○	○	○	○	○	○
Printer consumables are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase printer consumables in the next six months.	○	○	○	○	○	○	○

Please rate **printer consumables** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about **flashdisks**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in flashdisks in general.	○	○	○	○	○	○	○
Flashdisks are important to me.	○	○	○	○	○	○	○
I get involved with what flashdisks I use.	○	○	○	○	○	○	○
Flashdisks are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a flashdisk in the next six months.	○	○	○	○	○	○	○

Please rate **flashdisks** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about **phone chargers**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in phone chargers in general.	○	○	○	○	○	○	○
Phone chargers are important to me.	○	○	○	○	○	○	○
I get involved with what phone charger I use.	○	○	○	○	○	○	○
Phone chargers are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a phone charger in the next six months.	○	○	○	○	○	○	○

Please rate **phone chargers** on the sets of words below by selecting the dot that represents your opinion of it the most:

		Highly masculine
Not at all masculine	○ ○ ○ ○ ○ ○ ○	Highly masculine
Not at all feminine	○ ○ ○ ○ ○ ○ ○	Highly feminine

When you think about a **computer mouse**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in computer mice in general.	○	○	○	○	○	○	○
Computer mice are important to me.	○	○	○	○	○	○	○
I get involved with what computer mouse I use.	○	○	○	○	○	○	○
Computer mice are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a computer mouse in the next six months.	○	○	○	○	○	○	○

Please rate **computer mice** on the sets of words below by selecting the dot that represents your opinion of it the most:

Not at all masculine	○	○	○	○	○	○	○	Highly masculine
Not at all feminine	○	○	○	○	○	○	○	Highly feminine

Are you familiar with **Samsung** the brand?

○ Yes

○ No

Please rate **Samsung** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Samsung** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Samsung.	○	○	○	○	○	○	○
Samsung products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Samsung** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Phillips** the brand?

○ Yes

○ No

Please rate **Phillips** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Phillips** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Phillips .	○	○	○	○	○	○	○
Phillips products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Phillips** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Sony** the brand?

○ Yes

○ No

Please rate **Sony** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving | ○ ○ ○ ○ ○ ○ ○ | Involving

When you consider **Sony** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Sony.	○	○	○	○	○	○	○
Sony products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Sony** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Panasonic** the brand?

○ Yes

○ No

Please rate **Panasonic** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving | ○ ○ ○ ○ ○ ○ ○ | Involving

When you consider **Panasonic** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Panasonic.	○	○	○	○	○	○	○
Panasonic products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Panasonic** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Dell** the brand?

► ○ Yes

○ No

If "no" was selected, the question skipped to "Are you familiar with Hewlett Packard (HP) the brand?".

Please rate **Dell** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Dell** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Dell.	○	○	○	○	○	○	○
Dell products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Dell** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Hewlett Packard (HP)** the brand?

○ Yes

○ No

Please rate **Hewlett Packard (HP)** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Hewlett Packard (HP)** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Hewlett Packard (HP).	○	○	○	○	○	○	○
Hewlett Packard (HP) products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Hewlett Packard (HP)** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Cannon** the brand?

○ Yes

○ No

531

Please rate **Cannon** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Cannon** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Cannon.	○	○	○	○	○	○	○
Cannon products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Cannon** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Are you familiar with **Nikon** the brand?

▶

○ Yes
○ No

If "no" was selected, the question skipped to "Please enter your student number".

Please rate **Nikon** the brand on the items below by selecting the dot that represents your opinion of it the most:

Uninvolving ○ ○ ○ ○ ○ ○ ○ Involving

When you consider **Nikon** the brand, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Nikon.	○	○	○	○	○	○	○
Nikon products are important to me	○	○	○	○	○	○	○

To what extent are the following items descriptive of **Nikon** the brand?

	Not at all descriptive	Not really descriptive	Somewhat descriptive	Neither descriptive or not descriptive	Descriptive	Very descriptive	Extremely descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Please enter your student number:

Are you?

- ○ Male
- ○ Female

Please enter your year of study with a number value (ex. 3 = third year)

Please enter your degree you are currently enrolled for (ex. bachelors of commerce)

Please select your age:

▾

Thank you for completing the survey, **please do not forget to submit the survey before closing the window**.

Discussion will follow as soon as everyone completed the survey.

Focus Group 3

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.

A series of similar questions will be asked about **marketing communications**, **products, brands and celebrities.**

Next >>

Survey Completion
0%   100%

When you think about **a smartphone**, please rank the benefits below from most wanted (1) to least wanted (11). Click on the label and drag it in the right order.

Benefit	Rank
Design (ex. aesthetics)	1
Battery life	2
Performance (ex. ram, CPU strength/ speed of phone)	3
Practicality	4
All in one phone	5
Personalization (ex. can adjust settings/ have apps to your needs)	6
Connectivity (ex.wifi)	7
Functionality (ex. being your personal assistant)	8
Being waterproof	9
Value for money	10
Compatibility with other devices (ex. speakers)	11

When you think about **an smartphone**, please rank the benefits below from most wanted (1) to least wanted (7). Click on the label and drag it in the right order.

Benefit	Rank
Status image of the phone (ex. I have to have it to be cool/fit in)	1
Variety of apps to choose from to create sense of freedom of choice	2
Joy of flawless performance	3
Joy of seamless integration across all devices	4
Feelings created by a good design (ex. aesthetics)	5
Durability(ex.waterproof) to create feelings of assurity	6
No worries due to amazing batter life	7

When you think about **an smartwatch (such as pebble, apple watch)**, please rank the benefits below from most wanted (1) to least wanted (7).
Click on the label and drag it in the right order.

Benefit	Rank
Compatibility with wrist size	1
Variety of software applications (apps)	2
No battery (recharges with motion)	3
Easy to learn how to use	4
Variety of fitness tracking apps	5
Variety of Games	6
24/7 on-the-go access to data	7

534

When you think about an **smartwatch**, please rank the benefits below from most wanted (1) to least wanted (4). Click on the label and drag it in the right order.

Sense stimulation (ex. touch sensations such as vibrations and screen smoothness)	1
Ease of use	2
Design (ex. aesthetics)	3
Joy from convenience (ex. always accessible)	4

When you think about an **portable radio**, please rank the benefits below from most wanted (1) to least wanted (10). Click on the label and drag it in the right order.

Durability	1
Size	2
Bluetooth range	3
Portability	4
Microphone for conference/phone calling	5
Sound quality	6
Share streaming (when you can pair more than one phone to the speaker)	7
Ease of use	8
Bluetooth capability	9
Ability to make phone calls	10

When you think about an **portable radio**, please rank the benefits below from most wanted (1) to least wanted (4). Click on the label and drag it in the right order.

Joy created by ease of use	1
Have a good public image using it	2
Aesthetically pleasing	3
Feeling good using it	4

When you think about a **mobile phone**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Mobile phones are important to me.	○	○	○	○	○	○	○
I get involved with what mobile phone I use.	○	○	○	○	○	○	○
Mobile phones are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a mobile phone in the next six months.	○	○	○	○	○	○	○
I am interested in mobile phones in general.	○	○	○	○	○	○	○

When you think about a **digital/smart watch** (such as the pebble, cookoo or apple watch), please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Digital/smart wrist watches are relevant to my life.	○	○	○	○	○	○	○
I am going to purchase a digital/smart wrist watch in the next six months.	○	○	○	○	○	○	○
I am interested in digital/smart wrist watches in general.	○	○	○	○	○	○	○
Digital/smart wrist watches are important to me.	○	○	○	○	○	○	○
I get involved with what digital/smart wrist watch I use.	○	○	○	○	○	○	○

535

When you think about a **normal analogue watch**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am going to purchase a normal wrist watch in the next six months.	○	○	○	○	○	○	○
Normal wrist watches are relevant to my life.	○	○	○	○	○	○	○
Normal wrist watches are important to me.	○	○	○	○	○	○	○
I get involved with what normal wrist watch I use.	○	○	○	○	○	○	○
I am interested in normal wrist watches in general.	○	○	○	○	○	○	○

When you think about a **portable speaker**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Portable speakers are important to me.	○	○	○	○	○	○	○
Portable speakers are relevant to my life.	○	○	○	○	○	○	○
I am interested in portable speakers in general.	○	○	○	○	○	○	○
I am going to purchase a portable speaker in the next six months.	○	○	○	○	○	○	○
I get involved with what portable speakers I use.	○	○	○	○	○	○	○

Think of **smartphones** and **Matthew McConaughey**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Matthew McConaughey is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
I think Matthew McConaughey is a relevant endorser for smartphones.	○	○	○	○	○	○	○
When I think of Matthew McConaughey as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Matthew McConaughey endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Matthew McConaughey**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Matthew McConaughey is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Matthew McConaughey as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Matthew McConaughey endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Matthew McConaughey is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Matthew McConaughey**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Matthew McConaughey as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Matthew McConaughey endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Matthew McConaughey is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
I think Matthew McConaughey is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **Vin Diesel**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Vin Diesel is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
When I think of Vin Diesel as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Vin Diesel is a relevant endorser for smartphones.	○	○	○	○	○	○	○
The idea of Vin Diesel endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Vin Diesel**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Vin Diesel is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Vin Diesel as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Vin Diesel endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Vin Diesel is a relevant endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Vin Diesel**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Vin Diesel endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Vin Diesel is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
When I think of Vin Diesel as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
I think Vin Diesel is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **George Clooney**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of George Clooney as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think George Clooney is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
I think George Clooney is a relevant endorser for smartphones.	○	○	○	○	○	○	○
The idea of George Clooney endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **George Clooney**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of George Clooney as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
I think George Clooney is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
The idea of George Clooney endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think George Clooney is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **George Clooney**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think George Clooney is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
When I think of George Clooney as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
I think George Clooney is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○
The idea of George Clooney endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○

Think of **smartphones** and **Johnny Depp**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Johnny Depp as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Johnny Depp is a relevant endorser for smartphones.	○	○	○	○	○	○	○
The idea of Johnny Depp endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
I think Johnny Depp is an appropriate endorser for smartphones.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Johnny Depp**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Johnny Depp endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Johnny Depp is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
I think Johnny Depp is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Johnny Depp as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○

Think of **portable speakers** and **Johnny Depp**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Johnny Depp as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
I think Johnny Depp is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○
The idea of Johnny Depp endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Johnny Depp is a relevant endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **Leonardo DiCaprio**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Leonardo DiCaprio endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
I think Leonardo DiCaprio is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
I think Leonardo DiCaprio is a relevant endorser for smartphones.	○	○	○	○	○	○	○
When I think of Leonardo DiCaprio as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Leonardo DiCaprio**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Leonardo DiCaprio as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
I think Leonardo DiCaprio is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
The idea of Leonardo DiCaprio endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Leonardo DiCaprio is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Leonardo DiCaprio**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Leonardo DiCaprio is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○
I think Leonardo DiCaprio is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
The idea of Leonardo DiCaprio endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
When I think of Leonardo DiCaprio as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○

Think of **smartphones** and **Scarlett Johansson**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Scarlett Johansson endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
I think Scarlett Johansson is a relevant endorser for smartphones.	○	○	○	○	○	○	○
I think Scarlett Johansson is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
When I think of Scarlett Johansson as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Scarlett Johansson**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Scarlett Johansson as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Scarlett Johansson endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Scarlett Johansson is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
I think Scarlett Johansson is a relevant endorser for smartwatches.	○	○	○	○	○	○	○

Think of **normal analogue watches** and **Scarlett Johansson**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Scarlett Johansson is a relevant endorser for normal analogue watches.	○	○	○	○	○	○	○
When I think of Scarlett Johansson as an endorser, normal analogue watches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Scarlett Johansson endorsing normal analogue watches represents a very good fit.	○	○	○	○	○	○	○
I think Scarlett Johansson is an appropriate endorser for normal analogue watches.	○	○	○	○	○	○	○

539

Think of **portable speakers** and **Scarlett Johansson**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Scarlett Johansson as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Scarlett Johansson endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Scarlett Johansson is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
I think Scarlett Johansson is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **Cameron Diaz**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Cameron Diaz endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
When I think of Cameron Diaz as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Cameron Diaz is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
I think Cameron Diaz is a relevant endorser for smartphones.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Cameron Diaz**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Cameron Diaz is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
I think Cameron Diaz is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
The idea of Cameron Diaz endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
When I think of Cameron Diaz as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○

Think of **portable speakers** and **Cameron Diaz**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Cameron Diaz as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Cameron Diaz endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Cameron Diaz is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
I think Cameron Diaz is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **Charlize Theron**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Charlize Theron as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Charlize Theron is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
I think Charlize Theron is a relevant endorser for smartphones.	○	○	○	○	○	○	○
The idea of Charlize Theron endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Charlize Theron.** Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Charlize Theron endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Charlize Theron is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Charlize Theron as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
I think Charlize Theron is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Charlize Theron**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Charlize Theron as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Charlize Theron endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Charlize Theron is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
I think Charlize Theron is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **smartphones** and **Angelina Jolie**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Angelina Jolie endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
I think Angelina Jolie is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
When I think of Angelina Jolie as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Angelina Jolie is a relevant endorser for smartphones.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Angelina Jolie**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Angelina Jolie as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Angelina Jolie endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Angelina Jolie is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
I think Angelina Jolie is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Angelina Jolie**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Angelina Jolie is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○
I think Angelina Jolie is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
When I think of Angelina Jolie as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Angelina Jolie endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○

Think of **smartphones** and **Kim Kardashian**. Please indicate to what extent you disagree or agree with the following statements::

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Kim Kardashian is a relevant endorser for smartphones.	○	○	○	○	○	○	○
The idea of Kim Kardashian endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○
When I think of Kim Kardashian as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Kim Kardashian is an appropriate endorser for smartphones.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Kim Kardashian**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Kim Kardashian is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Kim Kardashian as an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Kim Kardashian endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Kim Kardashian is a relevant endorser for smartwatches.	○	○	○	○	○	○	○

Think of **portable speakers** and **Kim Kardashian**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The idea of Kim Kardashian endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Kim Kardashian is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○
I think Kim Kardashian is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
When I think of Kim Kardashian as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○

Think of **smartphones** and **Sandra Bullock**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
When I think of Sandra Bullock as an endorser, smartphones are one of the first products I think about.	○	○	○	○	○	○	○
I think Sandra Bullock is a relevant endorser for smartphones.	○	○	○	○	○	○	○
I think Sandra Bullock is an appropriate endorser for smartphones.	○	○	○	○	○	○	○
The idea of Sandra Bullock endorsing smartphones represents a very good fit.	○	○	○	○	○	○	○

Think of **smartwatches** (such as pebble, cookoo or apple watch) and **Sandra Bullock**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Sandra Bullock is a relevant endorser for smartwatches.	○	○	○	○	○	○	○
The idea of Sandra Bullock endorsing smartwatches represents a very good fit.	○	○	○	○	○	○	○
I think Sandra Bullock is an appropriate endorser for smartwatches.	○	○	○	○	○	○	○
When I think of Sandra Bullock an endorser, smartwatches are one of the first products I think about.	○	○	○	○	○	○	○

542

Think of **portable speakers** and **Sandra Bullock**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I think Sandra Bullock is a relevant endorser for portable speakers.	○	○	○	○	○	○	○
When I think of Sandra Bullock as an endorser, portable speakers are one of the first products I think about.	○	○	○	○	○	○	○
The idea of Sandra Bullock endorsing portable speakers represents a very good fit.	○	○	○	○	○	○	○
I think Sandra Bullock is an appropriate endorser for portable speakers.	○	○	○	○	○	○	○

Think of **George Cloony** in a advert endorsing a **smartphone**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement will be credible	○	○	○	○	○	○	○
The advertisement will be believable	○	○	○	○	○	○	○
The advertisement will be realistic	○	○	○	○	○	○	○

Think of **George Cloony** in a advert endorsing a **portable speaker**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement will be believable	○	○	○	○	○	○	○
The advertisement will be realistic	○	○	○	○	○	○	○
The advertisement will be credible	○	○	○	○	○	○	○

Think of **Scarlett Johansson** in a advert endorsing a **smartphone**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement will be realistic	○	○	○	○	○	○	○
The advertisement will be credible	○	○	○	○	○	○	○
The advertisement will be believable	○	○	○	○	○	○	○

Think of **Scarlett Johansson** in a advert endorsing a **portable speaker**. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement will be believable	○	○	○	○	○	○	○
The advertisement will be realistic	○	○	○	○	○	○	○
The advertisement will be credible	○	○	○	○	○	○	○

Please enter your student number:

[   ]

Are you?

○ Male
○ Female

543

Please enter your year of study with a number value (ex. 3 = third year)

Please enter the degree you are currently enrolled for (ex. bachelors of commerce)

Please select your age:

Thank you for completing the survey, **please do not forget to submit the survey before closing the window**.

Discussion will follow as soon as everyone completed the survey.

Focus Group 4

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.

A series of similar questions will be asked about **marketing communications**, **products, brands and celebrities.**

Next >>

Survey Completion
0%   100%

Please read the following statement **attentively** and **carefully**.

The new Samsung S6 is now available, and is the most powerful phone the credible giant has ever released, trumping the competition in terms of performance. The S6 is beautifully designed to fit perfectly in your hand for easy use and is a great value for money top-end market smartphone due to its relatively low cost in relation to competitors. The S5 is more practical through greater performance than the S5 as the S6 has 6 hours more battery life, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 has a crystal clear quad HD 5.1 inch screen and more performance with a 40% faster CPU than the S5, 10GB RAM, GPU technology that delivers fast and reliable performance and a 20 megapixel camera. The S6 is guaranteed to be the perfect personal assistant by performing any task, no matter how small or big and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable through its design quality and waterproof abilities and comes in white, black, silver, pink and blue. The S6 also fulfils your health needs through the fitness apps and heart rate monitors. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these benefits in mind, it is hard not to choose the S6 when it comes down to the facts. If you are rational, the S6 is the perfect phone on the market.

When you consider the above paragraph, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please write 5 more rational benefits you would expect from using a smartphone (start each item on a new line) and elaborate why:

Please read the following statement **attentively** and **carefully**.

The new Samsung S6 is now available, and is by far the best phone on the market. The S6 is beautifully designed to fit snugly in your hand due to its perfect size and soft material used on the back of the phone. The S6 is gorgeous to look at with its shinny aluminium side rail and the buttons have a delight unique feel when pressed. The high performance screen creates eye-popping colours, enough to make anything you look at a pleasure to view. The S6 faster performance than its predecessor means that you can enjoy and complete any task with flawless performance without hassle and the most secure WI-FI technology means you can conduct any transaction with confidence. It is now possible to relax and not worry about your battery life as the longer duration allows you to spend more of your thinking time on important things. The S6 is sturdy design and waterproofing abilities ensures it is durable for any weather condition, leaving you free to enjoy the activities you love with your phone. The high performance camera will allow you to capture and share those moments with greater confidence. The S6 is perfectly compatible and integrates effortlessly across all devices and desktop solutions providing you with the most rewarding easy-going experience. The large variety of apps and games to choose from specifically designed for the phone, provides you with a world of choice. The fitness apps and tools such as heart rate motors ensure the S6 takes care of you. The S6 comes in a variety of colours to express your personality and is trendy and stylish which shows to others that you are intact with the latest technology trends and fashions. The S6 enables you to connect to your friends and loved ones to strengthen your relationships and feel connected. The design applications also help you bring out the artist in you. Reward yourself with the greatest phone on the market.

When you consider the above paragraph, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please write 5 more emotional benefits you would expect from using a smartphone (start each item on a new line) and elaborate why:

Please read the following statement **attentively** and **carefully**.

The new Samsung Smart watch is now available, and is the most technologically advanced smartwatch credible giant has ever released, trumping the competition in terms of performance. The watch has a a high quality simplistic design that makes the watch compatible with all wrist sizes due to a big and small, head and strap sizes designed for men and women. The watch will be available in white, silver, blue and pink and is extremely durable as it involves aluminium and rubber and it has waterproof abilities. The watch is great value for money compared to rivals due to its relatively low cost for its performance. The watch has an easy to learn and use intuitive user interface, and superior performance over rivals with a quad HD screen, 20 GB RAM, quad core processor, GPU technology, 20 megapixel camera and does not need any batteries as it recharges through motion. The watch has the latest Wi-Fi technology to provide seamless data access and is perfectly compatible with other android and non-android peripheral devices such as earphones or desktop solutions. The watch provides 24-7 on the go access to data to be the perfect personal assistant. The watch also provides access to a wide choice of apps, and games and the vibration technology provides user-technology intimacy.

When you consider the above paragraph, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please write 5 more rational benefits you would expect from using a smartwatch (start each item on a new line) and elaborate why:

Please read the following statement **attentively** and **carefully**.

The new Samsung Smart watch is now available, and is by far the best smart watch on the market. The watch provides an enjoyable user experience with its easy to use and intuitive interface. The watch is beautifully crafted with aluminium brushing and powdered bolts which gives it an elegant feel and fits snugly around the wrist. The straps are made from a specialized rubber that maintains its look to prolong its beauty. The watch comes is various colours to ensure you can express your personality to its fullest and customize the watch to your own desire. The high performance screen shows eye-popping colours, enough to make anything you look at a pleasure to view. The watch's faster performance means you can enjoy and complete any task no matter how complex with flawless performance and ease. The watch helps you stay in constant contact with your friends and family to strengthen your relationships and feel connected. The sturdy design and waterproofing abilities ensures it survives any activity, sport or weather condition, leaving you free to enjoy the activities you love with your watch without concern. The watch is perfectly compatible and integrates effortlessly across all devices and desktop solutions providing the most rewarding easy-going experience. The smart watch comes with a variety of apps to choose from specifically designed for the watch, providing you with a world of choice. The watch is also trendy and stylish, showing off to others you're part of the latest technology trends and fashions. The vibration sensations are sure to make you feel more intimate with the watch. Reward yourself with the greatest smartwatch on the market.

When you consider the above paragraph, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Please write 5 more emotional benefits you would expect from using a smartwatch (start each item on a new line) and elaborate why:

Please think about the **smartphone** and rate to what extent you perceive the following to be rational or emotional.

All in one phone

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Design (ex. aesthetics)

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Value for money

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Practicality

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Performance (ex. battery life, connectivity such as Wifi, CPU, RAM , Screen, Camera,waterproof)

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

Personalization

Rational ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ ⊘ Emotional

547

Functionality

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please think about the **smartphone** and rate to what extent you perceive the following to be rational or emotional.

Joy of flawless of performance

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Joy of that connecting with friends and loved ones bring

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Status image of phone

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

No worries due to amazing battery life

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Feelings of assurity due to build quality ex. waterproof

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Joy of seamless integration across devices

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Freedom of choice due to variety of apps

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please think about the **smartwatch** and rate to what extent you perceive the following to be rational or emotional.

Easy to learn how to use

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Personalization (Compatibility with wrist size, different straps and styles)

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

No batteries-recharge with motion

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Variety of fitness apps, games

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

548

Please think about the **smartwatch** and rate to what extent you perceive the following to be rational or emotional.

Joy of ease of use

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Design aesthetics (ex. materials and shape)

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Personal expression (ex. variety of colours)

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Status product (ex. to be cool or fit in)

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Joy from convenience of being always connected

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Joy from connecting with friends and family

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Sense stimulisation

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please enter your student number:

Are you?

○ Male
○ Female

Please enter your year of study with a number value (ex. 3 = third year)

Please enter the degree you are currently enrolled for (ex. bachelors of commerce)

Please write down your age (ex. 21):

Thank you for completing the survey.

Discussion will follow as soon as everyone completed the survey.

Focus Group 5

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.

A series of similar questions will be asked about **marketing communications**, **products, brands and celebrities.**

Next >>

Survey Completion
0%   100%

When you think about a **mobile phone**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in mobile phones in general.	○	○	○	○	○	○	○
Mobile phones are relevant to my life.	○	○	○	○	○	○	○
I get involved with what mobile phone I use.	○	○	○	○	○	○	○
Mobile phones are important to me.	○	○	○	○	○	○	○
I am going to purchase a mobile phone in the next six months.	○	○	○	○	○	○	○

When you think about a **digital/smart watch** (such as the pebble, cookoo or apple watch), please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I get involved with what digital/smart wrist watch I use.	○	○	○	○	○	○	○
I am going to purchase a digital/smart wrist watch in the next six months.	○	○	○	○	○	○	○
Digital/smart wrist watches are important to me.	○	○	○	○	○	○	○
I am interested in digital/smart wrist watches in general.	○	○	○	○	○	○	○
Digital/smart wrist watches are relevant to my life.	○	○	○	○	○	○	○

When you think about a **portable speaker**, please state to what extent you agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am going to purchase a portable speaker in the next six months.	○	○	○	○	○	○	○
I am interested in portable speakers in general.	○	○	○	○	○	○	○
Portable speakers are important to me.	○	○	○	○	○	○	○
portable speakers are relevant to my life.	○	○	○	○	○	○	○
I get involved with what portable speakers I use.	○	○	○	○	○	○	○

How favorable are smartphones?

Not at all favorable ○ ○ ○ ○ ○ ○ Very Favorable

550

How likable are smartphones?

Not at all likable ○ ○ ○ ○ ○ ○ ○ Very likable

How pleasing are smartphones?

Not at all pleasing ○ ○ ○ ○ ○ ○ ○ Very pleasing

How favorable is the category of smartphones?

Not at all favorable ○ ○ ○ ○ ○ ○ ○ Very Favorable

How likable is the category of smartphones?

Not at all likable ○ ○ ○ ○ ○ ○ ○ Very likable

How pleasing is the category of smartphones?

Not at all pleasing ○ ○ ○ ○ ○ ○ ○ Very pleasing

How favorable are smartwatches?

Not at all favorable ○ ○ ○ ○ ○ ○ ○ Very Favorable

How likable are smartwatches?

Not at all likable ○ ○ ○ ○ ○ ○ ○ Very likable

How pleasing are smartwatches?

Not at all pleasing ○ ○ ○ ○ ○ ○ ○ Very pleasing

How favorable is the category of smartwatches?

Not at all favorable ○ ○ ○ ○ ○ ○ ○ Very Favorable

How likable is the category of smartwatches?

Not at all likable ○ ○ ○ ○ ○ ○ ○ Very likable

How pleasing is the category of smartwatches?

Not at all pleasing ○ ○ ○ ○ ○ ○ ○ Very pleasing

Do you own a smartphone?

○ Yes
○ No

Do you own a smartwatch?

○ Yes
○ No

Please take a second to study the ad below in detail:

The new Samsung Smartphone!

The new Samsung S6 is now available, and is the most powerful smartphone the credible giant has ever released, trumping the competition in terms of performance for a great value for money top-end market smartphone due to its relatively low cost in relation to competitors. The S6 is more practical as it has 6 hours more battery life than its predecessor with 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 is easier to use and the touchscreen is quad HD, 20% bigger and more responsive than the predecessor, anti-glare, crack resistant. The S6 has more performance with a 40% faster CPU than the S5, 10GB RAM, 4 additional memory slots, 2 sound enhancing technology speakers, GPU technology that delivers fast and reliable performance and a 20 megapixel camera. The S6 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable due to its design quality and waterproof abilities up to 10 meters and comes in white, black, silver, pink and blue. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these benefits in mind, it is hard not to choose the S6 when it comes down to the facts. If you are rational, the S6 is the perfect phone on the market.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please take a second to study the ad below in detail:

The new Samsung Smartphone!

The new Samsung S6 is now available, and is by far the best smartphone on the market. The S6 is beautifully designed to fit snugly in your hand due to its perfect size. It is gorgeous to look at with its shiny aluminium side rail, soft comfortable material on the back and the buttons have a delight unique feel when pressed. The S6's high performance screen creates eye-popping colours, enough to make anything you look at a pleasure to view and the more responsive touchscreen means more pleasurable precision. Faster performance over its predecessor means that you can enjoy and complete any task with flawless performance without hassle and the most secure WI-FI technology means you can conduct any transaction with confidence. It is now possible to relax and not worry about your battery life as the longer duration allows you to spend more of your thinking time on important things. The most advanced speakers mean you can enjoy the crisp sound of your favourite music. The sturdy design and waterproofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The high performance camera will allow you to capture and share great moments with confidence. The S6 is perfectly compatible and integrates effortlessly across all devices and desktop solutions providing you with the most rewarding easy-going experience. You are given the word of choice when it comes to the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S6 takes care of you with its fitness apps and heart rate and other motors. A variety of colours are available to express your personality and that desired social image and is sure to give you social status value. The S6 is trendy and stylish showing to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories to your friends and loved ones to strengthen your relationships and feel connected. Reward yourself with the best smartphone on the market.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please take a second to study the ad below in detail:

The new Samsung Smartwatch!

The new Samsung Smart watch is now available, and is the most technologically advanced smartwatch credible giant has ever released, trumping the competition in terms of performance for a great value for money top-end market smartwatch due to its relatively low cost in relation to competitors. The watch has a high quality simplistic design that makes the watch compatible with all wrist sizes due to a big and small, head and strap sizes designed for both men and women. The watch will be available in white, silver, blue and pink and is extremely durable as it is made with aluminium and rubber and it has waterproof abilities up to 20 meter. The watch has an easy to learn and use intuitive user interface, and superior performance over rivals with a quad HD screen, 20 GB RAM, quad core processor, GPU technology, 20 megapixel camera and does not need any batteries as it recharges through motion. The watch has the latest Wi-Fi technology to provide seamless data access and is perfectly compatible with other android and non-android peripheral devices such as earphones or desktop solutions. The watch provides 24-7 on the go access to data and phone features to be the perfect personal assistant. The watch also provides access to a wide choice of apps and games.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please take a second to study the ad below in detail:

The new Samsung Smartwatch!

The new Samsung Smart watch is now available, and is by far the best smart watch on the market. It provides a fun and enjoyable user experience with its easy to use and intuitive interface. It is beautifully crafted with aluminium brushing and powdered bolts which gives it an elegant feel and fits snugly around the wrist. The straps are made from a specialized rubber that maintains its look, prolong its beauty. The watch comes is various stunning colours to ensure you can customize the watch to your own desire and express your personality to its fullest to get that desired social image and is sure to give you social status value. The high performance screen shows eye-popping colours, enough to make anything you look at a pleasure to view. The watch's faster performance means you can enjoy and complete any task no matter how complex with flawless performance and ease and is reliable due to its battery recharging through motion. The sturdy design and waterproofing abilities ensures it survives any activity, sport or weather condition, leaving you free to enjoy the activities you love with your watch without concern. The watch provides the most rewarding easy-going experience due to it perfectly compatibility and effortless integration across all devices and desktop solutions. You are given the word of choice when it comes to the variety of apps and games specially designed for the watch. The watch helps you stay in constant contact with your friends and family to strengthen your relationships and feel connected. The watch is also trendy and stylish, showing to others that you are a leader in the latest technology trends and fashions. The vibration sensations are sure to make you feel more intimate with the watch. Reward yourself with the best smartwatch on the market.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

555

Please take a second to study the ad below in detail:

The new Samsung Smartphone!

The new Samsung S6 is now available, and is the most powerful smartphone the credible giant has ever released, trumping the competition in terms of performance for a great value for money top-end market smartphone due to its relatively low cost in relation to competitors. The S6 is more practical as it has 6 hours more battery life than its predecessor with 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 is easier to use and the touchscreen is quad HD, 20% bigger and more responsive than the predecessor, anti-glare, crack resistant. The S6 has more performance with a 40% faster CPU than the S5, 10GB RAM, 4 additional memory slots, 2 sound enhancing technology speakers, GPU technology that delivers fast and reliable performance and a 20 megapixel camera. The S6 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable due to its design quality and waterproof abilities up to 10 meters and comes in white, black, silver, pink and blue. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these benefits in mind, it is hard not to choose the S6 when it comes down to the facts. If you are rational, the S6 is the perfect phone on the market.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please take a second to study the ad below in detail:

The new Samsung Smartphone!

The new Samsung S6 is now available, and is by far the best smartphone on the market. The S6 is beautifully designed to fit snugly in your hand due to its perfect size. It is gorgeous to look at with its shiny aluminium side rail, soft comfortable material on the back and the buttons have a delight unique feel when pressed. The S6's high performance screen creates eye-popping colours, enough to make anything you look at a pleasure to view and the more responsive touchscreen means more pleasurable precision. Faster performance over its predecessor means that you can enjoy and complete any task with flawless performance without hassle and the most secure WI-FI technology means you can conduct any transaction with confidence. It is now possible to relax and not worry about your battery life as the longer duration allows you to spend more of your thinking time on important things. The most advanced speakers mean you can enjoy the crisp sound of your favourite music. The sturdy design and waterproofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The high performance camera will allow you to capture and share great moments with confidence. The S6 is perfectly compatible and integrates effortlessly across all devices and desktop solutions providing you with the most rewarding easy-going experience. You are given the word of choice when it comes to the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S6 takes care of you with its fitness apps and heart rate and other motors. A variety of colours are available to express your personality and that desired social image and is sure to give you social status value. The S6 is trendy and stylish showing to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories to your friends and loved ones to strengthen your relationships and feel connected. Reward yourself with the best smartphone on the market.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

557

Please take a second to study the ad below in detail:

The new Samsung Smartwatch!

The new Samsung Smart watch is now available, and is the most technologically advanced smartwatch credible giant has ever released, trumping the competition in terms of performance for a great value for money top-end market smartwatch due to its relatively low cost in relation to competitors. The watch has a high quality simplistic design that makes the watch compatible with all wrist sizes due to a big and small, head and strap sizes designed for both men and women. The watch will be available in white, silver, blue and pink and is extremely durable as it is made with aluminium and rubber and it has waterproof abilities up to 20 meter..The watch has an easy to learn and use intuitive user interface, and superior performance over rivals with a quad HD screen, 20 GB RAM, quad core processor, GPU technology, 20 megapixel camera and does not need any batteries as it recharges through motion. The watch has the latest Wi-Fi technology to provide seamless data access and is perfectly compatible with other android and non-android peripheral devices such as earphones or desktop solutions. The watch provides 24-7 on the go access to data and phone features to be the perfect personal assistant. The watch also provides access to a wide choice of apps and games.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

558

Please take a second to study the ad below in detail:

The new Samsung Smartwatch!

The new Samsung Smart watch is now available, and is by far the best smart watch on the market. It provides a fun and enjoyable user experience with its easy to use and intuitive interface. It is beautifully crafted with aluminium brushing and powdered bolts which gives it an elegant feel and fits snugly around the wrist. The straps are made from a specialized rubber that maintains its look, prolong its beauty. The watch comes is various stunning colours to ensure you can customize the watch to your own desire and express your personality to its fullest to get that desired social image and is sure to give you social status value. The high performance screen shows eye-popping colours, enough to make anything you look at a pleasure to view. The watch's faster performance means you can enjoy and complete any task no matter how complex with flawless performance and ease and is reliable due to its battery recharging through motion. The sturdy design and waterproofing abilities ensures it survives any activity, sport or weather condition, leaving you free to enjoy the activities you love with your watch without concern. The watch provides the most rewarding easy-going experience due to it perfectly compatibility and effortless integration across all devices and desktop solutions. You are given the word of choice when it comes to the variety of apps and games specially designed for the watch. The watch helps you stay in constant contact with your friends and family to strengthen your relationships and feel connected. The watch is also trendy and stylish, showing to others that you are a leader in the latest technology trends and fashions. The vibration sensations are sure to make you feel more intimate with the watch. Reward yourself with the best smartwatch on the market.

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ Emotional

Please enter your student number:

Are you?

○ Male

○ Female

Please enter your year of study with a number value (ex. 3 = third year)

Please enter the degree you are currently enrolled for (ex. bachelors of commerce)

Please select your age:

Thank you for completing the survey, **please do not forget to submit the survey before closing the window**.

Discussion will follow as soon as everyone completed the survey.

Follow-up 2

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this focus group.

Please take note of the following:

1. Please read the questions **clearly** and **carefully before answering** and **complete the entire survey.**
2. All data will be kept confidential and by clicking next, you consent to voluntarily participate in this study.
3. By clicking "next" you will not be able to return to the question you were on.

A series of similar questions will be asked about **marketing communications, products, brands and celebrities.**

Next >>

Survey Completion
0%   100%

Do you own a smartphone?

○ Yes

○ No

Do you own a smartwatch?

○ Yes

○ No

T | Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

The new Samsung S6 is now available!

The new Samsung S6 is now available, and is the most powerful smartphone the credible giant has ever released. It trumps the competition in terms of performance and is a great value for money top-end market smartphone due to its low cost to competitors. The S6 is easier to use and the touchscreen is quad HD, anti-glare, crack resistant, 20% bigger and more responsive than the predecessor. The S6 has more performance with a 40% faster CPU than the S5, 10GB RAM, 4 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and GPU technology that delivers fast and reliable performance. The S6 is more practical as it has 6 hours more battery life than its predecessor with 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable due to its design quality and waterproof abilities up to 10 meters and comes in white, black, silver, pink and blue. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these rational benefits in mind, it is hard not to choose the S6 when it comes down to the facts.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

T Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

The new Samsung S6 is now available!

The new Samsung S6 is now available, and is by far the best smartphone on the market. It fits snugly in your hand due to its perfect size and has a beautifully designed shiny aluminium side rail, soft comfortable material on the back and buttons that have a delightfully unique feel when pressed. The quad HD screen creates gorgeous eye-popping colours, and the more responsive touchscreen means more pleasurable precision. The trendy and stylish S6 comes in a variety of colours to suit your personality and is sure to show to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories with your friends and loved ones and to strengthen your relationships and feel connected. Faster performance over its predecessor means that you can enjoy and complete any task flawlessly and the most secure WI-FI technology means you can conduct any transaction with confidence. The high performance camera is there to help you capture and share great moments with confidence. It is now possible to relax and not worry about your battery life as the extra 6 hours allows you to spend more time thinking about other important things. The most advanced speakers mean you can enjoy crisp sound of your favourite music. The sturdy design, waterproofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The S6 is guaranteed to give you a rewarding easy-going experience through its perfect compatibility and effortless integration across all devices and desktop solutions. A world of choice awaits in terms of the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S6 also takes care of you with its fitness apps and heart rate and other motors. Go ahead, and experience the new Samsung s6.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

T Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

The new Samsung Smartwatch is now available!

The new Samsung Smart watch is now available, and is the most technologically advanced smartwatch the credible giant has ever released. It trumps the competition in terms of performance for a great value top-end market smartwatch due to its low cost to competitors. The watch has a high quality simplistic design and is compatible with all wrist sizes due to big and small head and strap sizes designed for both men and women. The watch will be available in white, black, silver, blue and pink and is extremely durable as it is made with aluminium and rubber and it has waterproof abilities up to 20 meter. It has an easy to learn and use intuitive interface, and superior performance over rivals with a quad HD screen, 20 GB RAM, quad core processor, GPU technology, 20 megapixel camera and does not need any batteries as it recharges through motion. The watch has the latest Wi-Fi technology to provide seamless data access and is perfectly compatible with other android and non-android peripheral devices such as earphones or desktop solutions. The watch provides 24-7 access to data and phone features when checking your phone is not an option and is perfectly compatible with android and non-android devices to be the perfect personal assistant. It also gives access to a wide choice of apps and games. All these rational benefits in mind, it is hard not to choose the Samsung smartwatch when it comes down to the facts.

SAMSUNG

563

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational   ○ ○ ○ ○ ○ ○ ○   Emotional

T   Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

The new Samsung Smartwatch is now available!

The new Samsung Smart watch is now available, and the best smart watch on the market. The intuitive and easy to use interface makes for a fun and enjoyable user experience. It is beautifully crafted with aluminium brushing and powdered bolts which gives it an elegant feel and fits snugly around the wrist. The straps are made from a specialized rubber that maintains its look, prolong its beauty. The watch comes is various stunning colours to ensure you can customize the watch to your own desire and express your personality to its fullest to get that desired social image and is sure to give you social status value. The high performance screen shows eye-popping colours, enough to make anything you look at a pleasure to view. The watch's faster performance means you can enjoy and complete any task no matter how complex with flawless performance and ease and is reliable due to its battery recharging through motion. The sturdy design and waterproofing abilities ensures it survives any activity, sport or weather condition, leaving you free to enjoy the activities you love with your watch without concern. The watch provides the most rewarding easy-going experience due to it perfectly compatibility and effortless integration across all devices and desktop solutions. You are given the word of choice when it comes to the variety of apps and games specially designed for the watch. The watch helps you stay in constant contact with your friends and family to strengthen your relationships and feel connected. The watch is also trendy and stylish, showing to others that you are a leader in the latest technology trends and fashions. The vibration sensations are sure to make you feel more intimate with the watch. Go ahead, and experience the new Samsung smartwatch.

SAMSUNG

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung S6 is now available!

The new Samsung S6 is now available, and is the most powerful smartphone the credible giant has ever released. It trumps the competition in terms of performance and is a great value for money top-end market smartphone due to its low cost to competitors. The S6 is easier to use and the touchscreen is quad HD, anti-glare, crack resistant, 20% bigger and more responsive than the predecessor. The S6 has more performance with a 40% faster CPU than the S5, 10GB RAM, 4 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and GPU technology that delivers fast and reliable performance. The S6 is more practical as it has 6 hours more battery life than its predecessor with 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable due to its design quality and waterproof abilities up to 10 meters and comes in white, black, silver, pink and blue. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these rational benefits in mind, it is hard not to choose the S6 when it comes down to the facts.

SAMSUNG

565

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung S6 is now available, and is by far the best smartphone on the market. It fits snugly in your hand due to its perfect size and has a beautifully designed shiny aluminium side rail, soft comfortable material on the back and buttons that have a delightfully unique feel when pressed. The quad HD screen creates gorgeous eye-popping colours, and the more responsive touchscreen means more pleasurable precision. The trendy and stylish S6 comes in a variety of colours to suit your personality and is sure to show to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories with your friends and loved ones and to strengthen your relationships and feel connected. Faster performance over its predecessor means that you can enjoy and complete any task flawlessly and the most secure WI-FI technology means you can conduct any transaction with confidence. The high performance camera is there to help you capture and share great moments with confidence. It is now possible to relax and not worry about your battery life as the extra 6 hours allows you to spend more time thinking about other important things. The most advanced speakers mean you can enjoy crisp sound of your favourite music. The sturdy design, waterproofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The S6 is guaranteed to give you a rewarding easy-going experience through its perfect compatibility and effortless integration across all devices and desktop solutions. A world of choice awaits in terms of the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S6 also takes care of you with its fitness apps and heart rate and other motors. Go ahead, and experience the new Samsung s6.

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational   ○ ○ ○ ○ ○ ○ ○   Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung Smartwatch is now available!

The new Samsung Smart watch is now available, and is the most technologically advanced smartwatch the credible giant has ever released. It trumps the competition in terms of performance for a great value top-end market smartwatch due to its low cost to competitors. The watch has a high quality simplistic design and is compatible with all wrist sizes due to big and small head and strap sizes designed for both men and women. The watch will be available in white, black, silver, blue and pink and is extremely durable as it is made with aluminium and rubber and it has waterproof abilities up to 20 meter. It has an easy to learn and use intuitive interface, and superior performance over rivals with a quad HD screen, 20 GB RAM, quad core processor, GPU technology, 20 megapixel camera and does not need any batteries as it recharges through motion. The watch has the latest Wi-Fi technology to provide seamless data access and is perfectly compatible with other android and non-android peripheral devices such as earphones or desktop solutions. The watch provides 24-7 access to data and phone features when checking your phone is not an option and is perfectly compatible with android and non-android devices to be the perfect personal assistant. It also gives access to a wide choice of apps and games. All these rational benefits in mind, it is hard not to choose the Samsung smartwatch when it comes down to the facts.

SAMSUNG

567

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung Smartwatch is now available!

The new Samsung Smart watch is now available, and the best smart watch on the market. The intuitive and easy to use interface makes for a fun and enjoyable user experience. It is beautifully crafted with aluminium brushing and powdered bolts which gives it an elegant feel and fits snugly around the wrist. The straps are made from a specialized rubber that maintains its look, prolong its beauty. The watch comes is various stunning colours to ensure you can customize the watch to your own desire and express your personality to its fullest to get that desired social image and is sure to give you social status value. The high performance screen shows eye-popping colours, enough to make anything you look at a pleasure to view. The watch's faster performance means you can enjoy and complete any task no matter how complex with flawless performance and ease and is reliable due to its battery re-charging through motion. The sturdy design and waterproofing abilities ensures it survives any activity, sport or weather condition, leaving you free to enjoy the activities you love with your watch without concern. The watch provides the most rewarding easy-going experience due to it perfectly compatibility and effortless integration across all devices and desktop solutions. You are given the word of choice when it comes to the variety of apps and games specially designed for the watch. The watch helps you stay in constant contact with your friends and family to strengthen your relationships and feel connected. The watch is also trendy and stylish, showing to others that you are a leader in the latest technology trends and fashions. The vibration sensations are sure to make you feel more intimate with the watch. Go ahead, and experience the new Samsung smartwatch.

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational   ○ ○ ○ ○ ○ ○ ○   Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung S5 is now available!

The Samsung S5 is the most powerful smartphone the credible giant has ever released. It trumps the competition in terms of performance and is a great value for money top-end market smartphone due to its low cost to competitors. The S5 is easier to use and the touchscreen is Super AMOLED, anti-glare, crack resistant, 20% bigger and more responsive than the predecessor. The S5 has more performance with Quad-core 2.5 CPU, 16GB RAM, card slot up to 128BG, sound enhancing technology speakers, a 16 megapixel front and 2 megapixel back camera, and GPU technology that delivers fast and reliable performance. The S5 is more practical as it has 21 hours talk time, 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S5 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S5 is more durable due to its design quality and waterproof abilities up to 1 meter for 30 minutes and comes in black, gold, blue and white. The S5 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these rational benefits in mind, it is hard not to choose the S5 when it comes down to the facts.

569

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational | ○ ○ ○ ○ ○ ○ ○ | Emotional

Please study the advert shown on the next page in detail, by noticing **all ad elements and reading the text**.

T

The new Samsung S5 is now available!

The Samsung S5 is now available, and is by far the best smartphone on the market. It fits snugly in your hand due to its perfect size and has a beautifully designed shiny aluminium side rail, soft comfortable material on the back and buttons that have a delightfully unique feel when pressed. The quad HD screen creates gorgeous eye-popping colours, and the more responsive touchscreen means more pleasurable precision. The trendy and stylish S5 comes in a variety of colours to suit your personality and is sure to show to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories with your friends and loved ones and to strengthen your relationships and feel connected. Faster performance over its predecessor means that you can enjoy and complete any task flawlessly and the most secure WI-FI technology means you can conduct any transaction with confidence. The high performance camera is there to help you capture and share great moments with confidence. It is now possible to relax and not worry about your battery life as the extra 6 hours allows you to spend more time thinking about other important things. The most advanced speakers mean you can enjoy crisp sound of your favourite music. The sturdy design, water-proofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The S5 is guaranteed to give you a rewarding easy-going experience through its perfect compatibility and effortless integration across all devices and desktop solutions. A world of choice awaits in terms of the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S5 also takes care of you with its fitness apps and heart rate and other motors. Go ahead, and experience the new Samsung s5.

570

Think of the previously presented advert. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○

When you consider the previous advert, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational | ○ ○ ○ ○ ○ ○ ○ | Emotional

T The following is an article presented in the **GQ magazine, please read it carefully**:

The new Samsung S6 is now available, and is the most powerful smartphone the credible giant has ever released. It trumps the competition in terms of performance and is a great value for money top-end market smartphone due to its low cost to competitors. The S6 is easier to use and the touchscreen is quad HD, anti-glare, crack resistant, 20% bigger and more responsive than the predecessor. The S6 has more performance with a 40% faster CPU than the S5, 10GB RAM, 4 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and GPU technology that delivers fast and reliable performance. The S6 is more practical as it has 6 hours more battery life than its predecessor with 20% faster charge time, the latest WiFi connecting technology to provide the most reliable connections and Samsung's full integration with Google applications to add value to your daily life. The S6 is guaranteed to be the perfect personal assistant by organizing your life and performing any task, no matter how small or big, backs up your data for free in a 10GB cloud and is compatible with all other devices such as speakers or desktop solutions. The S6 is more durable due to its design quality and waterproof abilities up to 10 meters and comes in white, black, silver, pink and blue. The S6 also allows modification to factory settings, which was not possible for any of the flagship Samsung phones before. All these rational benefits in mind, it is hard not to choose the S6 when it comes down to the facts.

Think of the previously presented article. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is believable	○	○	○	○	○	○	○
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○

When you consider the previous article, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational | ○ ○ ○ ○ ○ ○ ○ | Emotional

T The following is an article presented in the **GQ magazine, please read it carefully**:

The new Samsung S6 is now available, and is by far the best smartphone on the market. It fits snugly in your hand due to its perfect size and has a beautifully designed shiny aluminium side rail, soft comfortable material on the back and buttons that have a delightfully unique feel when pressed. The quad HD screen creates gorgeous eye-popping colours, and the more responsive touchscreen means more pleasurable precision. The trendy and stylish S6 comes in a variety of colours to suit your personality and is sure to show to others that you are a leader in the latest technology trends and fashions. It is now easier to connect and share memories with your friends and loved ones and to strengthen your relationships and feel connected. Faster performance over its predecessor means that you can enjoy and complete any task flawlessly and the most secure WI-FI technology means you can conduct any transaction with confidence. The high performance camera is there to help you capture and share great moments with confidence. It is now possible to relax and not worry about your battery life as the extra 6 hours allows you to spend more time thinking about other important things. The most advanced speakers mean you can enjoy crisp sound of your favourite music. The sturdy design, waterproofing abilities, anti-crack screen and secure cloud storage leaves you free to enjoy the activities you love with your phone without constant concern. The S6 is guaranteed to give you a rewarding easy-going experience through its perfect compatibility and effortless integration across all devices and desktop solutions. A world of choice awaits in terms of the variety of apps and games specially designed for the phone to bring out the gamer or artist in you. The S6 also takes care of you with its fitness apps and heart rate and other motors. Go ahead, and experience the new Samsung s6.

Think of the previously presented article. Please indicate to what extent you disagree or agree with the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The advertisement is credible	○	○	○	○	○	○	○
The advertisement is realistic	○	○	○	○	○	○	○
The advertisement is believable	○	○	○	○	○	○	○

When you consider the previous article, please rate it on the words below by selecting the dot closest to the word that represents your opinion the most:

Rational ○ ○ ○ ○ ○ ○ ○ Emotional

What must be done to the adverts to make them more realistic or for you to find them more believable?

Please enter your student number:

Are you?

○ Male

○ Female

Please enter your year of study with a number value (ex. 3 = third year)

Please enter the degree you are currently enrolled for (ex. bachelors of commerce)

Please select your age:

▾

Thank you for completing the survey, **please do not forget to submit the survey before closing the window**.

Discussion will follow as soon as everyone completed the survey.
(if the file does not submit click the blue line)

572

Appendix I:

Questionnaire of the Main Experiment Online Survey and Stimuli Combinations

Main Experiment Questionnaire

The main questionnaire consisted of 14 different types of questionnaires, whereas each product had seven different ones. The only difference between the questionnaires for the smartphone and smartwatch was the substitution of different words used in the instructions, descriptor sentences and scales, which were highlighted in Chapter 6 and in the following section. All 14 questionnaires had different stimuli. Thus, for space saving purposes, one questionnaire is used as an example and the differences for other questionnaires are indicated. Subsequent to the sample of the main questionnaire, all stimuli combinations are indicated.

The introduction sentences on page two and page three (below one or two lines in the questionnaire to find the respective pages) differed across experimental group combinations because the first page was written to elicit rationality-emotionality, and the second page the former, including the masculine-feminine gender associations. The generic slots whereby different terms were inserted were indicated with [] and {}. The combination used for the main experiment example was the male celebrity x rational appeal x high involvement product (experimental cell 1).

Table: Adjustments to the Questionnaire Across Experimental Groups	
Page Two	"The next window will show an excerpt that is a [rational] description of the new [Samsung S6 smartphone]. It focuses on [facts] about the product and its advertising campaign. Please read the information attentively as the upcoming questions will all refer to the new [Samsung S6 smartphone]."
Adjustments	In the first sentence the [rational] is swopped for [emotional] and the term [facts] is swopped for [emotive information]. In both sentences the [Samsung S6 smartphone] is swopped for [Samsung Smartwatch].
Page Three	"The next window will show an advertisement that comprises of [rational] information about the new [Samsung S6 smartphone] and its {campaign with celebrity endorser [Matthew McConaughey]}. Please study the [Samsung S6 smartphone] advert and all its elements (images and text) carefully."
Adjustments	The [rational] was switched with [emotional], and the [Samsung S6 smartphone] was switched with [Samsung smartwatch] in both sentences. When there was no celebrity present, the section indicated by {} brackets, read as follows "advertising campaign".

UNIVERSITEIT·STELLENBOSCH·UNIVERSITY
jou kennisvennoot·your knowledge partner

Thank you for participating in this Stellenbosch University survey.

Please take note of the following:

1. Please **do not talk, or get help from others during the survey** – complete the survey in **one sitting without interruption.**
2. Please complete the survey on a **laptop, desktop or equivalent computer** as mobile devices can cause distortion.
3. Please read the questions **carefully before answering – complete the entire survey**.
4. On each page by clicking "next" you will not be able to return to the page.

Click "next" when you are ready to start.

Next >>

The next window will show an excerpt that is a rational description of the new Samsung S6 smartphone. It focuses on facts about the product and its advertising campaign.

Please read the information **attentively** as the upcoming questions will all refer to the new Samsung S6 smartphone.

T The new Samsung S6 smartphone is now available and endorsed by the male actor Matthew McConaughey. He was voted the "Sexiest Actor Alive" by the November 2014 edition of Glamour magazine – voters mentioned that his masculinity and charismatic personality are apparent in the characters he portrays in movies. Therefore Samsung decided to select him as the male endorser for their new product – for Samsung as technology and smart phone leader it made sense to partner with one of the most successful male actors.

Technology experts view the Samsung S6 as the most powerful smartphone that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartphones without compromising on features. The Samsung S6 has an easy-to-use, intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the Samsung S5, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel back camera (10 megapixel front), and the latest GPU technology that delivers fast and reliable performance. The S6 smartphone has 6 hours more battery life than its predecessor with a 20% faster charge time. It also provides the latest WiFi technology and thus more reliable connections.

The Samsung S6 guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung S6 is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung S6 is the rational choice.

The next window will show an advertisement that comprises of rational information about the new Samsung S6 smartphone and its campaign with celebrity endorser Matthew McConaughey.

All the questions that follow will pertain to this **advertisement, the information in the paragraphs (excerpt)** and **the product.**

Please study the Samsung S6 smartphone advert and all its elements (images and text) carefully.

Please be patient while the advert loads, it will be displayed below.

T

"It's the logical choice."
Matthew McConaughey

Samsung
GALAXY S VI
The most technologically advanced smartphone.

SAMSUNG The new Samsung Galaxy S6 is the most powerful phone ever created by Samsung – with double the speed, memory and battery life of its predecessor and its closest rival, **it is the rational choice.**

Please **keep in mind the information you read in the paragraphs (excerpt)** and the **advert** when answering the upcoming questions.

To what extent are the following words descriptive of the **brand (Samsung) in the advert?**

	Not at all descriptive	Not really Descriptive	Somewhat Descriptive	Neither descriptive or not descriptive	Descriptive	Very Descriptive	Extremely Descriptive
Down-to-earth	○	○	○	○	○	○	○
Family-orientated	○	○	○	○	○	○	○
Small-town	○	○	○	○	○	○	○
Honest	○	○	○	○	○	○	○
Sincere	○	○	○	○	○	○	○
Real	○	○	○	○	○	○	○
Wholesome	○	○	○	○	○	○	○
Original	○	○	○	○	○	○	○

575

	Not at all descriptive	Not really Descriptive	Somewhat Descriptive	Neither descriptive or not descriptive	Descriptive	Very Descriptive	Extremely Descriptive
Cheerful	○	○	○	○	○	○	○
Sentimental	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Trendy	○	○	○	○	○	○	○
Exciting	○	○	○	○	○	○	○
Spirited	○	○	○	○	○	○	○
Cool	○	○	○	○	○	○	○
Young	○	○	○	○	○	○	○
Imaginative	○	○	○	○	○	○	○
Unique	○	○	○	○	○	○	○
Up-to-date	○	○	○	○	○	○	○
Independent	○	○	○	○	○	○	○
Contemporary	○	○	○	○	○	○	○

When you consider the **brand (Samsung) in the advert**, to what extent are the following words descriptive of it?

	Not at all descriptive	Not really Descriptive	Somewhat Descriptive	Neither descriptive or not descriptive	Descriptive	Very Descriptive	Extremely Descriptive
Reliable	○	○	○	○	○	○	○
Hard-working	○	○	○	○	○	○	○
Secure	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○
Technical	○	○	○	○	○	○	○
Corporate	○	○	○	○	○	○	○
Successful	○	○	○	○	○	○	○
Leader	○	○	○	○	○	○	○
Confident	○	○	○	○	○	○	○
Upper-class	○	○	○	○	○	○	○
Glamorous	○	○	○	○	○	○	○
Good Looking	○	○	○	○	○	○	○
Charming	○	○	○	○	○	○	○
Feminine	○	○	○	○	○	○	○
Smooth	○	○	○	○	○	○	○
Outdoorsy	○	○	○	○	○	○	○
Masculine	○	○	○	○	○	○	○
Western	○	○	○	○	○	○	○
Tough	○	○	○	○	○	○	○
Rugged	○	○	○	○	○	○	○

To what extent are the following words descriptive of the **brand in the advert (Samsung)?**

	Not at all descriptive	Not really Descriptive	Somewhat Descriptive	Neither descriptive or not descriptive	Descriptive	Very Descriptive	Extremely Descriptive
Adventurous	○	○	○	○	○	○	○
Aggressive	○	○	○	○	○	○	○
Brave	○	○	○	○	○	○	○
Daring	○	○	○	○	○	○	○
Dominant	○	○	○	○	○	○	○
Sturdy	○	○	○	○	○	○	○
Express tender feelings	○	○	○	○	○	○	○
Fragile	○	○	○	○	○	○	○
Graceful	○	○	○	○	○	○	○
Sensitive	○	○	○	○	○	○	○
Sweet	○	○	○	○	○	○	○
Tender	○	○	○	○	○	○	○

Please rate **Samsung's personality** in terms of each of the word-sets below by clicking on the "dot" that represents your opinion.

For example using the first question: The more unapparent the brand's personality, the more you will click to the left; the more apparent Samsung's personality, the more you will click to the right. The "dot" in the middle represents neutral.

Unapparent	○	○	○	○	○	○	○	Apparent
Indistinct	○	○	○	○	○	○	○	Distinct
Not Obvious	○	○	○	○	○	○	○	Obvious
Vague	○	○	○	○	○	○	○	Well-defined
Unclear	○	○	○	○	○	○	○	Clear
Unsatisfactory	○	○	○	○	○	○	○	Satisfactory
Unpleasant	○	○	○	○	○	○	○	Pleasant
Unattractive	○	○	○	○	○	○	○	Attractive
Negative	○	○	○	○	○	○	○	Positive
Bad	○	○	○	○	○	○	○	Good
Poor	○	○	○	○	○	○	○	Excellent
Undesirable	○	○	○	○	○	○	○	Desirable
Common	○	○	○	○	○	○	○	Distinctive
Ordinary	○	○	○	○	○	○	○	Novel
Predictable	○	○	○	○	○	○	○	Surprising
Routine	○	○	○	○	○	○	○	Fresh

Does the **brand in the advertisement (Samsung)** have a personality?

○ Yes

○ No

When considering the **brand (Samsung) in the advertisement**, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I relate to Samsung smartphones.	○	○	○	○	○	○	○
Samsung smartphones are important to me	○	○	○	○	○	○	○

Consider the **brand (Samsung)** in the advertisement and please rate it on each of the following sets of words by selecting the dot closest to the word that represents your opinion of it the most:

Uninvolving	○	○	○	○	○	○	○	Involving
Ineffective	○	○	○	○	○	○	○	Effective
Unhelpful	○	○	○	○	○	○	○	Helpful
Not functional	○	○	○	○	○	○	○	Functional
Unnecessary	○	○	○	○	○	○	○	Necessary
Impractical	○	○	○	○	○	○	○	Practical
Not fun	○	○	○	○	○	○	○	Fun
Dull	○	○	○	○	○	○	○	Exciting
Not delightful	○	○	○	○	○	○	○	Delightful
Not thrilling	○	○	○	○	○	○	○	Thrilling
Unenjoyable	○	○	○	○	○	○	○	Enjoyable

Please rate the **brand (Samsung)** in the advertisement on each of the following sets of short sentences, by selecting the dot that represents your opinion of it the most:

This is a bad brand	○	○	○	○	○	○	○	This is a good brand
I dislike the brand	○	○	○	○	○	○	○	I like the brand
I feel negative toward the brand	○	○	○	○	○	○	○	I feel positive toward the brand
Unfavourable	○	○	○	○	○	○	○	Favourable

When you consider the **product (smartphones)** in the advertisement, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am interested in smartphones in general.	○	○	○	○	○	○	○
Smartphones are important to me.	○	○	○	○	○	○	○
I get involved with what smartphone I use.	○	○	○	○	○	○	○

577

| Smartphones are relevant to my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I am going to purchase a smartphone in the next six months. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Please answer the upcoming questions in relation to the **advert itself**.

The advert will be displayed again in the next window to refresh your memory.

T Please be patient while the advert loads, it will be displayed below.
Please take a moment to observe the advert and think about it.

Consider the **advertisement**, and please rate it on each of the following sets of words by selecting the dot closest to the word that represents your opinion of it the most:

Untrustworthy	○ ○ ○ ○ ○ ○ ○	Trustworthy
Not at all persuasive	○ ○ ○ ○ ○ ○ ○	Persuasive
Uninformative	○ ○ ○ ○ ○ ○ ○	Informative
Unbelievable	○ ○ ○ ○ ○ ○ ○	Believable
Not at all effective	○ ○ ○ ○ ○ ○ ○	Effective
Unconvincing	○ ○ ○ ○ ○ ○ ○	Convincing
Imprecise	○ ○ ○ ○ ○ ○ ○	Clear
Incomplete	○ ○ ○ ○ ○ ○ ○	Complete
Badly structured	○ ○ ○ ○ ○ ○ ○	Well structured
Unlikely	○ ○ ○ ○ ○ ○ ○	Likely
Meaningless	○ ○ ○ ○ ○ ○ ○	Meaningful
Not valuable	○ ○ ○ ○ ○ ○ ○	Valuable
Not important to me	○ ○ ○ ○ ○ ○ ○	Important to me
Weak	○ ○ ○ ○ ○ ○ ○	Strong
Not helpful	○ ○ ○ ○ ○ ○ ○	Helpful
Not useful	○ ○ ○ ○ ○ ○ ○	Useful

Consider the **advertisement**, and please rate it on each of the following sets of words by selecting the dot closest to the word that represents your opinion of it the most:

Bad	○ ○ ○ ○ ○ ○ ○	Good
Irritating	○ ○ ○ ○ ○ ○ ○	Not Irritating
Boring	○ ○ ○ ○ ○ ○ ○	Interesting
Unappealing	○ ○ ○ ○ ○ ○ ○	Appealing
Unimpressive	○ ○ ○ ○ ○ ○ ○	Impressive
Unattractive	○ ○ ○ ○ ○ ○ ○	Attractive
Not eye-catching	○ ○ ○ ○ ○ ○ ○	Eye-catching
Unpleasant	○ ○ ○ ○ ○ ○ ○	Pleasant
Unlikable	○ ○ ○ ○ ○ ○ ○	Likable
Not Soothing	○ ○ ○ ○ ○ ○ ○	Soothing
Cold hearted	○ ○ ○ ○ ○ ○ ○	Warm hearted
Depressing	○ ○ ○ ○ ○ ○ ○	Uplifting

Not affectionate	○	○	○	○	○	○	○	Affectionate
Dull	○	○	○	○	○	○	○	Dynamic
Not enjoyable	○	○	○	○	○	○	○	Enjoyable
Not worth watching	○	○	○	○	○	○	○	Worth watching
Ugly	○	○	○	○	○	○	○	Beautiful
Not entertaining	○	○	○	○	○	○	○	Entertaining
Disagreeable	○	○	○	○	○	○	○	Agreeable

What type of information did the **paragraphs (excerpt)** portray?

○ Rational

○ Emotional

What type of information did the **advert** portray?

○ Rational

○ Emotional

When you consider the **advertisement**, please indicate the extent to which you agree with the following:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I like the ad.	○	○	○	○	○	○	○
The ad is appealing to me.	○	○	○	○	○	○	○
The ad is attractive to me.	○	○	○	○	○	○	○
The ad is interesting to me.	○	○	○	○	○	○	○
I think the ad is good.	○	○	○	○	○	○	○

Please rate your opinion on the **advertisement** on each of the following sets of words by selecting selecting the dot closest to the word that represents your opinion of it the most:

Unpleasant	○	○	○	○	○	○	○	Pleasant
Dislike very much	○	○	○	○	○	○	○	Like very much
Left me with a bad feeling	○	○	○	○	○	○	○	Left me with a good feeling

The likelihood of me purchasing the Samsung S6 Smartphone is.

Very Low	○	○	○	○	○	○	○	Very High

The probability that I would consider buying the Samsung S6 Smartphone is.

Very Low	○	○	○	○	○	○	○	Very High

My willingness to buy the Samsung S6 Smartphone is.

Very Low	○	○	○	○	○	○	○	Very High

If I were going to buy a Samsung Smartphone, the probability of buying the Samsung S6 is.

Very Low	○	○	○	○	○	○	○	Very High

I would purchase the Samsung S6 Smartphone.

Strongly Disagree	○	○	○	○	○	○	○	Strongly Agree

To what extent are you familiar with the **celebrity** in the advert?

Not at all familiar	○	○	○	○	○	○	○	Very familiar

To what extent are you familiar with the **brand (Samsung)** in the advert?

Not at all familiar	○	○	○	○	○	○	○	Very familiar

The **celebrity** in the ad is:

○ Male

○ Female

According to you, the **brand** in the ad is:

○ Masculine

○ Feminine

Do you **own** a Samsung smartphone?

▶
○ Yes

○ No

If yes was selected, the question skipped to "Are you?".

579

Would you like to own a Samsung smartphone?

○ Yes

○ No

Are you?

○ Male

○ Female

Please select your age:

[·]

Thank you for participating in the survey.
IMPORTANT:Please click next to submit the survey.
Wait for confirmation.

If the survey does not submit automatically after 30 seconds, please submit it manually by clicking the blue line which asks you to submit it.

When it is confirmed that you have successfully submitted the survey you can close the window. We will contact you if you won lucky draw.

Cell 2: Mobile x Male x Emotion

The exciting new Samsung S6 smartphone is now available and endorsed by the attractive Matthew McConaughey. He was voted the "Sexiest Actor Alive" by the November 2014 edition of Glamour magazine. His handsome appearance, masculinity and charismatic personality are undoubtedly apparent in the characters he portrays in movies. Therefore Samsung decided to select him as the male endorser for their new product – for Samsung as technology and smart phone giant it made sense to partner with one of the most attractive male actors in the world.

Designers view the Samsung S6 as the most elegant smartphone that has ever been released by the company. It fits snugly in your hand and is much more beautifully designed than other smartphones with a shiny aluminium side rail, soft material on the back and buttons that have a delightfully unique feel when pressed. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung S6 will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung S6 is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung S6 provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your phone without concern.

The Samsung S6 definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its longer than ever battery life allows you to relax and spend more time with friends and doing what you love in life. The Samsung S6 is definitely an experience.

Cell 3: Mobile x Female x Rational

The new Samsung S6 smartphone is now available and endorsed by the female actress Scarlett Johansson. She was voted the "sexiest women alive" in 2013 and 2006, and is FHM's 10th sexiest women in the world in 2014 – voters mentioned that her femininity and charismatic personality are apparent in the characters she portrays in movies. Therefore Samsung decided to select her as the female endorser for their new product – for Samsung as technology and smart phone leader it made sense to partner with one of the most successful female actresses.

Technology experts view the Samsung S6 as the most powerful smartphone that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartphones without compromising on features. The Samsung S6 has an easy-to-use, intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the Samsung S5, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel back camera (10 megapixel front), and the latest GPU technology that delivers fast and reliable performance. The S6 smartphone has 6 hours more battery life than its predecessor with a 20% faster charge time. It also provides the latest WiFi technology and thus more reliable connections.

The Samsung S6 guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung S6 is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung S6 is the rational choice.

Cell 4: Mobile x Female x Emotional

The exciting new Samsung S6 smartphone is now available and endorsed by the gorgeous Scarlett Johansson. She was voted the "sexiest women alive" in 2013 and 2006, and is FHM's 10th sexiest women in the world in 2014. Her beautiful appearance, feminine curves and charismatic personality are undoubtedly apparent in the characters she portrays in movies. Therefore Samsung decided to select her as the female endorser for their new product – for Samsung as technology and smart phone giant it made sense to partner with one of the most beautiful actresses in the world.

Designers view the Samsung S6 as the most elegant smartphone that has ever been released by the company. It fits snugly in your hand and is much more beautifully designed than other smartphones with a shiny aluminium side rail, soft material on the back and buttons that have a delightfully unique feel when pressed. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung S6 will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung S6 is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung S6 provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your phone without concern.

The Samsung S6 definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its longer than ever battery life allows you to relax and spend more time with friends and doing what you love in life. The Samsung S6 is definitely an experience.

Cell 5: Mobile x No-celebrity x Rational

Technology experts view the new Samsung S6 as the most powerful smartphone that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartphones without compromising on features. The Samsung S6 has an easy-to-use, intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the Samsung S5, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel back camera (10 megapixel front), and the latest GPU technology that delivers fast and reliable performance. The S6 smartphone has 6 hours more battery life than its predecessor with a 20% faster charge time. It also provides the latest WiFi technology and thus more reliable connections.

The Samsung S6 guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung S6 is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung S6 is the rational choice.

It's the logical choice.

Samsung GALAXY S VI

The most technologically advanced smartphone.

SAMSUNG

The new Samsung Galaxy S6 is the most powerful phone ever created by Samsung – with double the speed, memory and battery life of its predecessor and its closest rival, **it is the rational choice**.

Cell 6: Mobile x No-celebrity x Emotional

Designers view the new Samsung S6 as the most elegant smartphone that has ever been released by the company. It fits snugly in your hand and is much more beautifully designed than other smartphones with a shiny aluminium side rail, soft material on the back and buttons that have a delightfully unique feel when pressed. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung S6 will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung S6 is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung S6 provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your phone without concern.

The Samsung S6 definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its longer than ever battery life allows you to relax and spend more time with friends and doing what you love in life. The Samsung S6 is definitely an experience.

583

Experience the best.

Samsung
GALAXY S VI
The most enjoyable mobile experience.

The new Samsung S6 is the most stylish phone ever created by Samsung – beautifully designed, fun to use and the easiest way to connect with loved ones and share life's important moments. **It is an experience**.

Cell 7: Smartwatch x Male x Rational

The new Samsung smartwatch is now available and endorsed by the male actor Matthew McConaughey. He was voted the "Sexiest Actor Alive" by the November 2014 edition of Glamour magazine – voters mentioned that his masculinity and charismatic personality are apparent in the characters he portrays in movies. Therefore Samsung decided to select him as the male endorser for their new product – for Samsung as technology and smart watch leader it made sense to partner with one of the most successful male actors.

Technology experts view the Samsung smartwatch as the most powerful smartwatch that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartwatches without compromising on features. The high quality watch is compatible with all wrist sizes and it has an easy-to-use and intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the predecessor, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and the latest GPU technology that delivers fast and reliable performance. The smartwatch recharges its batteries through wrist motion and provides the latest WiFi technology, and thus more reliable connections.

The Samsung smartwatch guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung smartwatch is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung smartwatch is the rational choice.

"It's the logical choice."
Matthew McConaughey

Samsung
GALAXY Gear
The best performance in smartwatch technology.

The new Samsung Smartwatch is the most powerful smartwatch ever created by Samsung – with superior quality, speed, memory, durability and a wide range of apps to manage your life more efficiently, **it is the rational choice**.

584

Cell 8: Smartwatch x Male x Emotional

The exciting new Samsung smartwatch is now available and endorsed by the attractive Matthew McConaughey. He was voted the "Sexiest Actor Alive" by the November 2014 edition of Glamour magazine. His handsome appearance, masculinity and charismatic personality are undoubtedly apparent in the characters he portrays in movies. Therefore Samsung decided to select him as the male endorser for their new product – for Samsung as technology and smart watch giant it made sense to partner with one of the most attractive male actors in the world.

Designers view the Samsung smartwatch as the most elegant smartwatch that has ever been released by the company. It fits snugly around the wrist and is much more beautifully designed than other smartwatches with aluminium brushing and specialized rubber designed to last, to prolong its beauty. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung smartwatch will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung smartwatch is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung smartwatch provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your smartwatch without concern.

The Samsung smartwatch definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its battery recharges through motion, allowing you to relax and spend more time with friends and doing what you love in life. The Samsung smartwatch is definitely an experience.

Cell 9: Smartwatch x Female x Rational

The new Samsung smartwatch is now available and endorsed by the female actress Scarlett Johansson. She was voted the "sexiest women alive" in 2013 and 2006, and is FHM's 10th sexiest women in the world in 2014 – voters mentioned that her femininity and charismatic personality are apparent in the characters she portrays in movies. Therefore Samsung decided to select her as the female endorser for their new product – for Samsung as technology and smart watch leader it made sense to partner with one of the most successful female actresses.

Technology experts view the Samsung smartwatch as the most powerful smartwatch that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartwatches without compromising on features. The high quality watch is compatible with all wrist sizes and it has an easy-to-use and intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the predecessor, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and the latest GPU technology that delivers fast and reliable performance. The smartwatch recharges its batteries through wrist motion and provides the latest WiFi technology, and thus more reliable connections.

The Samsung smartwatch guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung smartwatch is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung smartwatch is the rational choice.

Cell 10: Smartwatch x Female x Emotional

The exciting new Samsung smartwatch is now available and endorsed by the gorgeous Scarlett Johansson. She was voted the "sexiest women alive" in 2013 and 2006, and is FHM's 10th sexiest women in the world in 2014. Her beautiful appearance, feminine curves and charismatic personality are undoubtedly apparent in the characters she portrays in movies. Therefore Samsung decided to select her as the female endorser for their new product – for Samsung as technology and smart watch giant it made sense to partner with one of the most beautiful actresses in the world.

Designers view the Samsung smartwatch as the most elegant smartwatch that has ever been released by the company. It fits snugly around the wrist and is much more beautifully designed than other smartwatches with aluminium brushing and specialized rubber designed to last, to prolong its beauty. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung smartwatch will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung smartwatch is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung smartwatch provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your smartwatch without concern.

The Samsung smartwatch definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its battery recharges through motion, allowing you to relax and spend more time with friends and doing what you love in life. The Samsung smartwatch is definitely an experience.

Cell 11: Smartwatch x No-celebrity x Rational

Technology experts view the new Samsung smartwatch as the most powerful smartwatch that has been released by the company thus far. It exceeds the competition in terms of performance and value for money as it is available at a lower cost than other top-end-of-the-market smartwatches without compromising on features. The high quality watch is compatible with all wrist sizes and it has an easy-to-use and intuitive user-interface.

It also includes a quad HD anti-glare and crack resistant touchscreen that's 20% bigger than the predecessor and 30% more responsive. It has a 40% faster CPU than the predecessor, it includes 10GB RAM, 2 additional memory slots, 2 sound enhancing technology speakers, a 20 megapixel camera, and the latest GPU technology that delivers fast and reliable performance. The smartwatch recharges its batteries through wrist motion and provides the latest WiFi technology, and thus more reliable connections.

The Samsung smartwatch guarantees to be a an efficient personal assistant by organizing your life and performing tasks such as backing up your data for free in a 10GB cloud and being compatible with any device. The Samsung smartwatch is more durable due to a variety of quality design features and it is waterproof up to 10 meters. Considering the benefits, the Samsung smartwatch is the rational choice.

It's the logical choice.

Samsung
GALAXY Gear
The best performance in smartwatch technology

22°

SAMSUNG The new Samsung Smartwatch is the most powerful smartwatch ever created by Samsung – with superior quality, speed, memory, durability and a wide range of apps to manage your life more efficiently, **it is the rational choice.**

Cell 12: Smartwatch x No-celebrity x Emotional

Designers view the new Samsung smartwatch as the most elegant smartwatch that has ever been released by the company. It fits snugly around the wrist and is much more beautifully designed than other smartwatches with aluminium brushing and specialized rubber designed to last, to prolong its beauty. The amazing resolution promises gorgeous, eye-popping colours making anything you look at a pleasure to view. The Samsung smartwatch will signal your status as a leader in the latest technology trends, styles and fashions.

The Samsung smartwatch is extremely responsive and creates a fun and enjoyable user experience. It makes it easier and more enjoyable than ever to stay in contact with your friends, family and loved ones, to share life's important moments, to strengthen your relationships and to feel connected. Better design and features than its predecessor and rivals means you can complete and enjoy any complex or easy task with the greatest of ease and satisfying outcomes. The Samsung smartwatch provides the latest photo shooting software that helps you capture and share great moments with confidence. The waterproofing abilities and secure cloud storage leaves you free to enjoy the activities you love with your smartwatch without concern.

The Samsung smartwatch definitely provides a great experience through its perfect compatibility and effortless integration with any device. Its battery recharges through motion, allowing you to relax and spend more time with friends and doing what you love in life. The Samsung smartwatch is definitely an experience.

Appendix J:

Additional Two-way and Three-way Interaction effects

Two-way Interaction Effects

Figure 1: Sincerity

Current effect: F(1,795)=2.8686, p=.09072
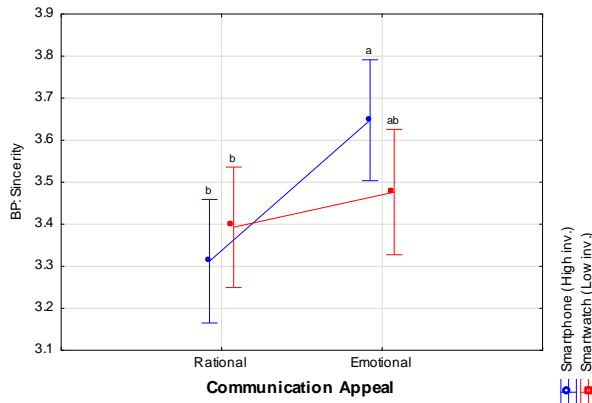Vertical bars denote 0.95 confidence intervals

Figure 2: Cheerfulness

Current effect: F(2, 795)=4.2418, p=.01471
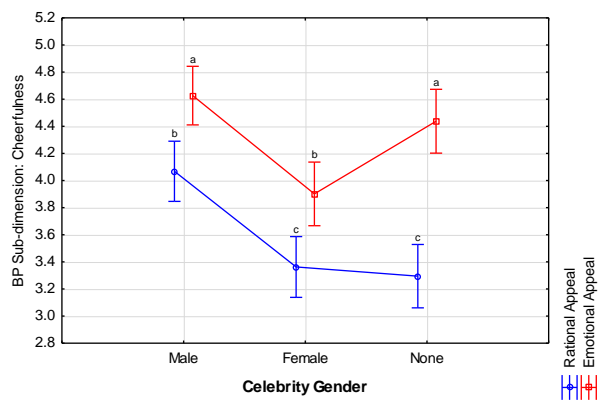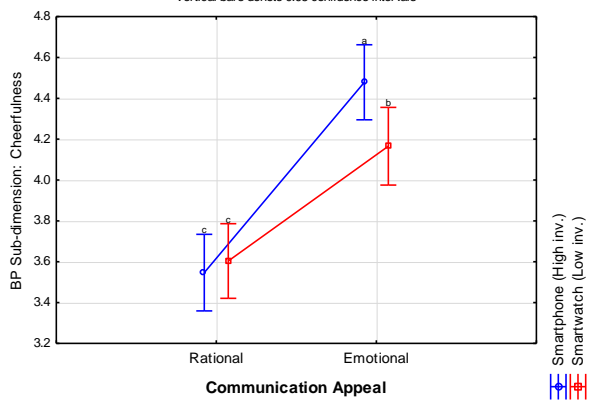Vertical bars denote 0.95 confidence intervals

Figure 3: Cheerfulness

Current effect: F(1, 795)=3.8042, p=.05148
Vertical bars denote 0.95 confidence intervals

Figure 4: FBP

Current effect: F(1, 795)=3.9023, p=.04857
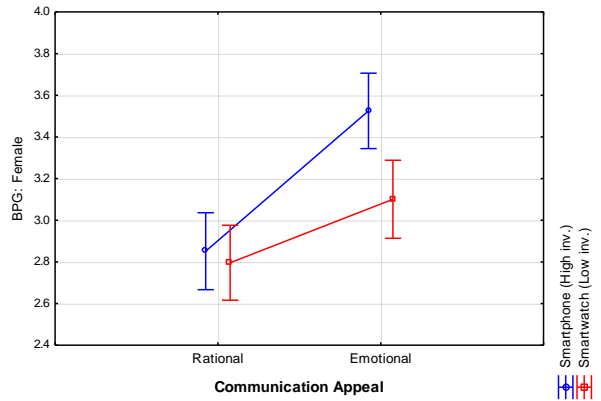Vertical bars denote 0.95 confidence intervals

Figure 5: BPA: Favourability

Current effect: F(1, 795)=4.9939, p=.02571
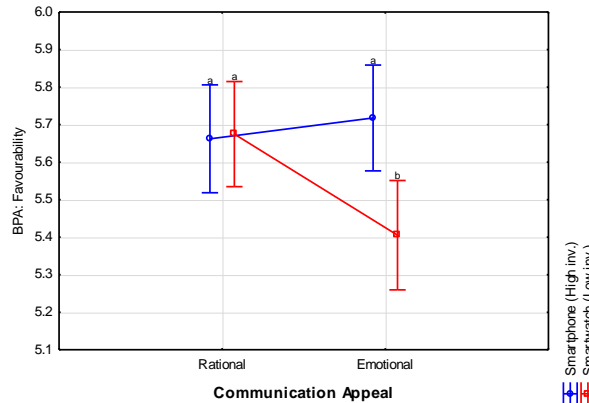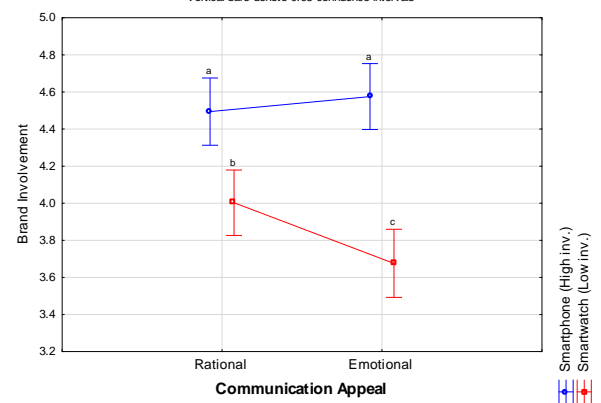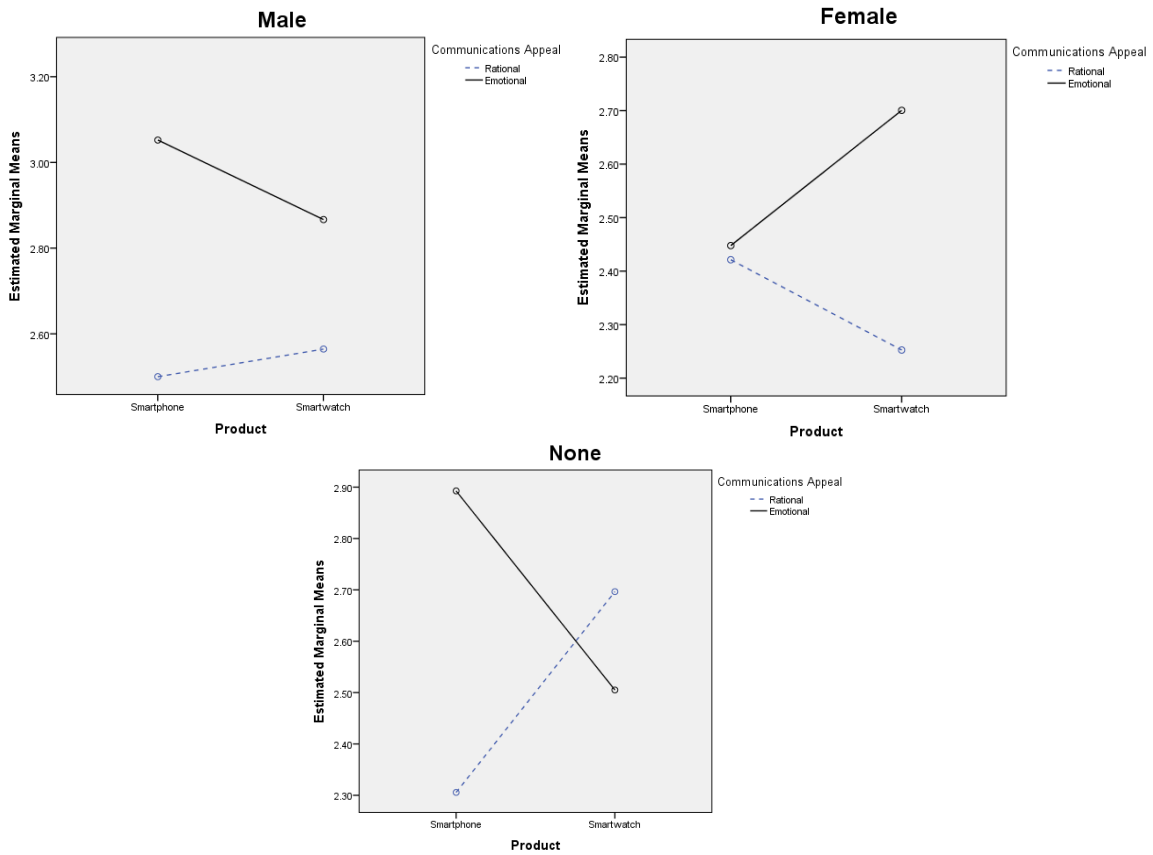Vertical bars denote 0.95 confidence intervals

Figure 6: Brand Involvement

Current effect: F(1, 795)=4.9648, p=.02615
Vertical bars denote 0.95 confidence intervals

Three-way Interaction Effects

Down-to-Earthness

Male

Female

None

BPA: Favourability

Male

Female

None

591