



**HØGSKOLEN**  
I ÅLESUND

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Aalesund University College

# Master's degree thesis

**AM521413 MSc thesis - discipline oriented master**

**BUILDING BRAND AWARENESS FOR PRODUCTS WITH  
LOW PURCHASE FREQUENCY**

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*“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty”*

- Winston Churchill

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## **Preface**

This master thesis is part of our master study in International Business and Marketing at Aalesund University College.

The process of writing this master thesis has been challenging, interesting and a great learning experience. Our thesis is based on two surveys with four different products, distributed to 220 respondents in the Oslo-region. Every respondent is highly appreciated for the help in providing the necessary data in order to carry out our research.

We would like to thank our supervisor Mark Pasquine. His expertise and knowledge within this topic has been very helpful and necessary to write this thesis. He has provided constructive feedback and been a good support throughout the whole process. We would also like to thank Richard Glavee-Geo for providing knowledge and helping us to understand structural equations modeling.

Finally, we want to thank Wonderland and especially Kurt Arild Dahle, for support and information from the furniture industry.

## Summary

The importance of marketing and information flow is growing every year, and in increasingly competitive markets, it is more important than ever for brands to be present in the customers mind in the purchase decision. Therefore, to build and maintain brand awareness is important as this is the first step in creating brand equity. Most studies have focused on building brand awareness for products with high purchase frequency.

In this thesis, it is identified drivers of brand awareness for products with low purchase frequency. Our research question is: *How to build brand awareness for products with high involvement and low purchase frequency?* This thesis is based on a quantitative survey in the Oslo-region distributed to 220 respondents. The survey was conducted using a web panel, with assistance from Ipsos MMI. The respondents were people who had claimed to have an interest in furniture products.

The findings in this study indicate that Wonderland has low brand awareness in the Oslo-region, and it is therefore of particular interest to identify which drivers that are most important in building brand awareness in this region. Wonderland is perceived as a low purchase frequency product. In this thesis, low purchase frequency is defined as products bought less frequently than seven years. The low purchase frequency product is perceived as high involvement, which means that the customers invest time and energy to gather information prior to purchase.

The result from this thesis indicates that distribution intensity and advertising both contributes significantly and positively to brand awareness. Distribution intensity is shown to be the most important driver of brand awareness, as the concept is significant and positive with both product involvement and brand awareness. As the involvement for low purchase frequency product increases, the more important is the distribution intensity for increasing brand awareness. This means that the more involved the customers are in the buying process, the more important is distribution intensity which in turn increase brand awareness.

This thesis also supports previous findings that brand awareness, loyalty, perceived quality and purchase decision is significantly related.

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# Chapter I

## 1. Introduction

Building strong brands has in today's highly competitive market become a priority for many organizations because it has been shown to provide advantages (Yasin, Noor and Mohamad 2007). A strong brand is important in order to establish an identity in the marketplace (Aaker 1996), reduce the vulnerability toward competitor actions, provide possibilities for larger margins, greater intermediary cooperation and brand extension opportunities (Delgado-Ballester and Munuera-Alemàn 2005). In order to measure the overall value of the brand, a term called "brand equity" has been introduced by researchers and practitioners (Aaker 1991; Keller 1993) which has been identified as the value that a brand name provides to producers, retailers and consumers of the brand (Yasin, Noor and Mohamad 2007). High brand equity implies that customers have several strong and positive associations related to the brand, which they perceive the brand as high quality and are loyal to the brand (Yoo, Donthu and Lee. 2000). In order to build strong brand equity, the first step is to build brand awareness. Studies have shown that consumers that recognize a brand name is more likely to buy that brand as familiar brands are normally preferred in the buying situation (Hoyer 1990; Keller 1993; Macdonald and Sharp 2000).

Brand awareness is concerned with whether consumers can recall or recognize a brand, and if the consumer has any prior knowledge about the brand (Keller 2008). Rossiter and Percy (1987) have found that brand awareness is related to the strength of the brand node in memory, which is reflected by customer's ability to identify the brand under different conditions (Keller 1993). Previous research has shown, among other things, that distribution intensity, price promotion, symbol exposure, advertising and sponsorship can influence brand awareness (Huang and Sarigöllü 2012; Yoo, Donthu and Lee 2000; Vranešević and Stančec 2003; Aghaei et al. 2014; Aaker 1991). However, this has mainly been studied in industries with fast-moving consumer goods.

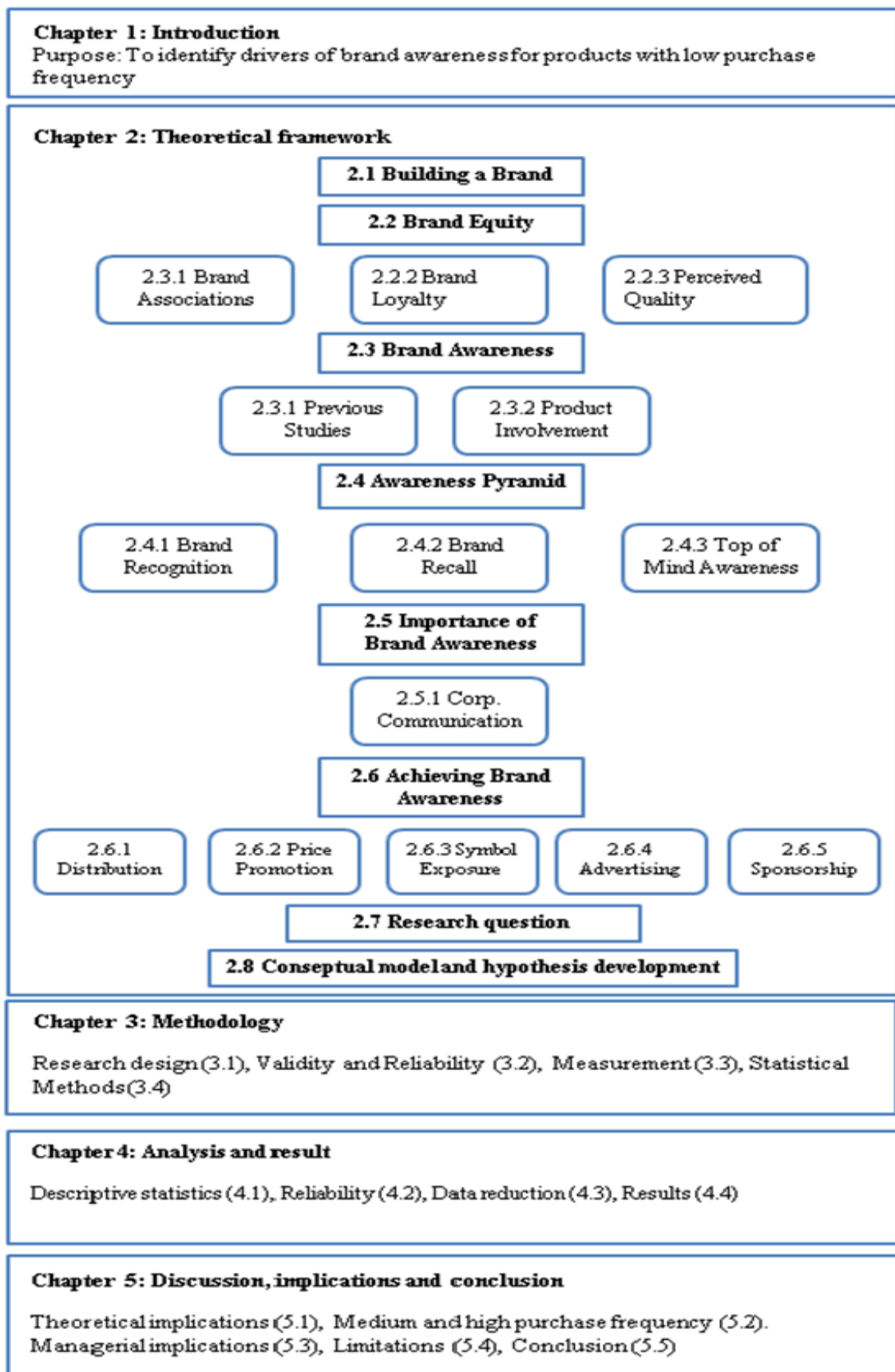
Product involvement is defined by Traylor (1981) as a consumer's perception and/or recognition of a specific product. Involvement is a multifaceted concept which facilitates that consumers actively search information and with care consider some purchases (Cai, Feng and Breiter 2004). Radder and Huang (2008) found results that indicated higher brand awareness of high-involvement product brands than the low-involvement product

brands. According to Suh and Yi (2006) when involvement with the product increases, consumers are likely to seek more information about the product. Since the research of low purchase frequency products is scarce, this thesis will identify how to build brand awareness for products with high involvement and low purchase frequency. We find it important and interesting to identify drivers of brand awareness for products that are not exposed to the customers on a daily basis. The low purchase frequency product in this thesis is Wonderland beds and our goal is to answer the following research question: *How to build brand awareness for products with high involvement and low purchase frequency?*

The structure of the thesis is shown below in figure 1. The thesis consists of five chapters. Chapter 1 provides an introduction and the purpose of the study. Chapter 2 presents the theoretical framework necessary for developing the research question, hypotheses and conceptual model for the study. In chapter 3, research methodology, validity and reliability, pretest, measurement and statistical methods are discussed. In chapter 4, analysis and results are presented. Finally, chapter 5 consists of discussion of theoretical and managerial implications, limitations of the study, and at last the conclusion.



**Figure 1**  
Structure of the master thesis



# Chapter II

## 2. Theoretical framework

This chapter introduces the theoretical foundation that is necessary to develop the research question. The theoretical framework provides a theoretical background that helps us to create hypotheses, research objectives, and questions in order to carry out a survey. The theoretical framework is divided into different subchapters, starting with building a brand (chapter 2.1), brand equity (chapter 2.2), before brand awareness is explained in detail. The chapter of brand awareness (2.3) consists of the brand awareness pyramid (chapter 2.4), the importance of brand awareness (chapter 2.5) and finally how to achieve brand awareness (chapter 2.6). After every aspect is explained in detail, the last part of our theoretical framework is development of the research question (chapter 2.7) and hypotheses (chapter 2.8).

### 2.1 Building a Brand

The concept of branding has been used for centuries in order to distinguish produced goods from each other (Keller 2008). The word brand is originally derived from the Old Norse word *brandr*, which means “to burn” (Keller 2008). Another understanding of branding is “*name, term, sign, symbol, or design, or a combination of them, [that] is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors*” (Kotler 1997, 443). Branding makes it easier to differentiate products, and makes it possible for companies to communicate and deliver messages to their customers. The name of a brand can increase both strategic value and provide a significant economic value for shareholders (Gil, Anders and Salinas 2007). If considering different brand name strategies, this could be done either by branding products with the company name, or to create new individual brand names for each product which are unrelated to the company name. Companies may also use people’s names in creating both corporate and brand names. Animals and other objects can be used by companies and products, when the animal has certain familiarities in attributes and/or benefits which can be related to the product or the brand name (Keller 2008).

It is important both for organizations and for customers to know which products belong to which brands. Keller (2008) supports this when explaining that brands identify the producer of the product which allows customers to assign responsibility to a particular producer or distributor. Brands should represent important attributes and associations

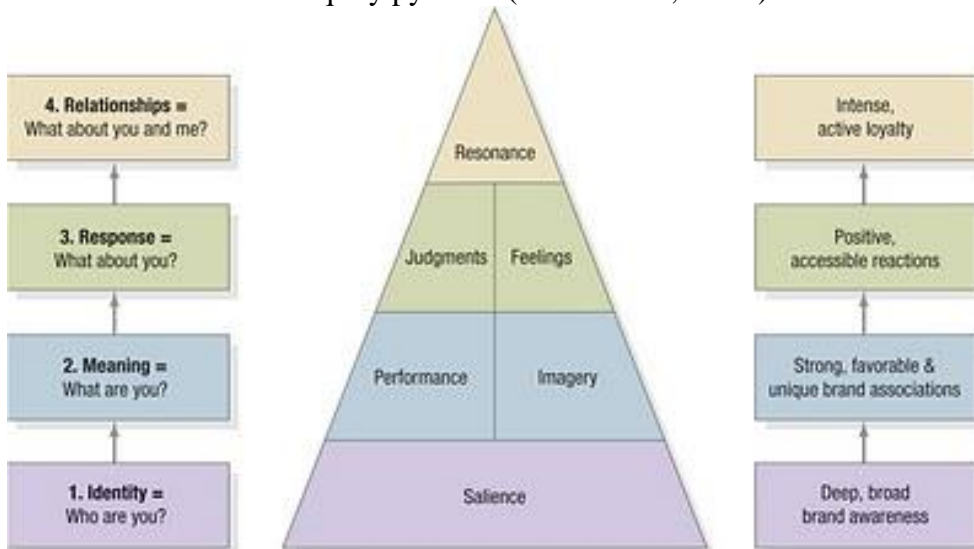
making it easy for customers to choose the right product securing the right needs and wants.

A product is something that may be offered to a market in order to gain attention, acquisition, use, or consumption that should satisfy a need or a want (Keller 2008). He also claims that the brand is more than a product. This is because it can have some dimensions that can differentiate it in some way from other products which is designed to satisfy the same need. Through innovation, some brands like Gillette and Merck have created competitive advantage with product performance (Keller 2008). Other have created competitive advantages using different means as understanding customer motivations and desires and then creating some relevant and appealing images surrounding their products (Keller 2008). Strong brands often have a wide range of associations, and these should be identified by marketers in order to make the “right” marketing decisions. By creating perceived differences among products that is offered through branding, and building a loyal customer base, marketers can create value that can translate into financial profits for the firm (Keller 2008). This is supported by Aaker (1996) when he claims that strong brands help the firm to create and establish an identity in the market place. Yasin, Noor and Mohamad (2007) argue that building strong brands has become a marketing priority for an increasing number of organizations today because it has been identified to yield numerous advantages. Building a strong brand helps the firms to establish an identity in the marketplace; they become less vulnerability to competitive actions, get larger margins and brand extension opportunities (Yasin, Noor and Mohamad 2007; Delgado-Ballester and Munuera-Alemàn 2005).

Keller (2008) found that past experiences with marketing program and the product over time, customers identifies which brand that satisfy their need and wants and which does not. When recognition and knowledge about the brand is established, this minimizes the need for additional information to make the buying decision. This implies that certain brands have an established position in consumers consideration set for certain products. Based on knowledge customers may create associations which they don't know about the brand. A deep understanding of the different components of brand equity from the customer-based perspective is vital in order to succeed in the area of brand management (Ye and Van Raaij 2004).

**Figure 2**

Customer-based brand equity pyramid (Keller 2013; Web<sup>2</sup>).



According to the model above, Keller (2013) explains several steps in building a brand. Each step is dependent on the success of the previous step in the model in order to build a strong brand. The steps are as follows:

1. Ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class, product benefit, or customer need
2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand association
3. Elicit the proper customer responses to the brand
4. Convert brand responses to create brand resonance and in intense, active loyalty relationship between customers and the brand (Keller 2013).

According to Keller (2013) *"We cannot establish meaning unless we have created identity; responses can occur unless we have developed the right meaning; and we cannot forge a relationship unless we have elicited the proper responses"* (Keller 2013, 107). Moving up the building block on the left side of the pyramid represent a "rational route" while the right side represents a more "emotional route". Most strong brands are built moving up the building blocks on both sides of the pyramid (Keller 2013).

## **2.2 Brand Equity**

Both practitioners and academics regard brand equity as an important future-minded concept (Keller and Lehmann, 2006). The different elements of a brand's equity positively influence customers' perceptions and subsequent buying behaviors (Reynolds and Phillips

2005). One of the major challenges marketers face is deciding the optimum marketing budget to achieve both the highest impact on the target market (Soberman 2009) and the brand (Ataman et al. 2010).

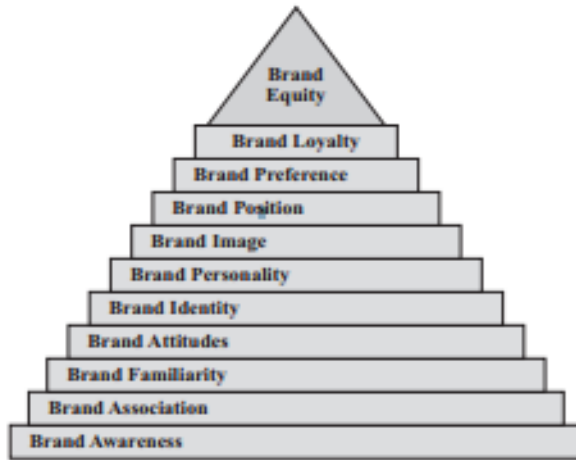
Brand equity is defined as: “*a set of brand assets and liabilities linked to a brand, its name and symbol that add or subtract from the value provided by a product or service to a firm and/or to that firm’s customers*” (Aaker 1991, 15). For the assets or liabilities to underlie the concept of brand equity they must be related to the name and/or the symbol of the brand. High brand equity implies that customers have several strong and positive associations related to the brand, which they perceive the brand as high quality and are loyal to the brand (Yoo, Donthu and Lee 2000).

The most important assets of any business are intangible, which includes a base of loyal customers, brands, symbols, brand image, personality, associations, attitudes, familiarity, and name awareness (Subhani and Osman 2011). These assets along with patents, trademarks and channel relationships are a necessary and vital source of competitive advantage which leads to future earnings for the company (Aaker 1991; Neal and Strauss, 2008).

Brand equity has the possibility to generate marginal cash flow in several ways. It can identify new ways of attracting new customers or recapture old ones. In-store promotions will be more effective for introducing new products (if the brand is familiar) and provides important feedback from customers regarding products (Aaker 1991). The four brand equity dimensions may enhance the brand loyalty. Perceived quality, associations, and name awareness can enhance satisfaction and provide reasons to buy the brand. Even if they are not essential to the choice of brand, they may help reassure, and reducing the chance trying another brand (Aaker 1991).

### Figure 3

Brand equity dimensions (Subhani and Osman 2011; Strategic and Marketing techniques 2008)



Brand loyalty is a result of the success of the brand equity which is shown by the figure above. As a brand climbs up the pyramid the brand strength increases and will be consumed more often and this way expanding its value in the longer run through earning profits (Subhani and Osman 2011). As shown in figure 3, brand awareness is the first building block in creating strong brand equity.

Aaker (1991) suggest five concepts that can help understand brand equity: “*Brand loyalty, name awareness, perceived quality, brand associations in addition to perceived quality, and other proprietary brand assets-patents, trademarks, channel relationships etc.*” (Aaker 1991, 16). There are also shown interrelationships among these brand equity dimensions. Perceived quality may be influenced by awareness (a well-known brand name is likely to be high quality) or by associations (celebrity person can endorse quality), and by loyalty (a loyal person are not interested in poor products) (Aaker 1991).

#### 2.2.1 Brand Associations

Aaker (1991) defines brand associations as: “*anything “linked” in memory to a brand*” (Aaker 1991, 109), while Keller (1993) defines brand associations as: “*the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers* (Keller 1993, 3). The association may not only exist, it can be a strong or weak association. Brand associations have been identified as important when creating value for a firm as Aaker (1991) has defined several associations which create value to customers and the firm: *helping to process/retrieve information, differentiating the brand, generating a reason to buy, creating positive attitudes/feelings, and providing a*

*basis for extensions* (Aaker 1991, 110). Associations can also have negative impacts on a brand. In Norway there was a terror attack on the island of Utøya 22. July 2011. Anders Behring Breivik was responsible, and the press wrote about him in the paper using his initials ABB. A company called ABB Group (earlier, Asea Brown Boveri) did not like this association to a mass murderer (Web<sup>1</sup>).

Associations can help customers to summarize a set of facts and specifications, which may otherwise be difficult for customers to process, and costly for the firm to communicate (Aaker 1991). Associations may influence recall of information, which is especially important during decision-making. This can be done through a symbol or person linked to the brand, which helps customers to associate this and link it to the brand (Aaker 1991). This association can determine whether or not the brand is considered during decision-making processes for product purchase (Aaker 1991). Associations may play an important role in differentiating the brand from its competitors. Differentiation is important for brands in order to be different from its competitors, and in striving to be the most favorable brand in the consumer's minds (Aaker 1991). A differentiating association can turn out to be a key competitive advantage (Aaker 1991). If a brand has found a superior position in the market upon a key attribute in the product class, this can make it more difficult or hard for competitors to attack (Aaker 1991). Positive associations can act as an important asset (Weigelt and Camerer 1988) and be a source of sustainable comparative advantage (Barich and Kotler 1991). This can lead to more positive and profitable brand response (Krishnan 1996; Spears, Brown and Dacin 2006).

Brand associations often provide benefits or product attributes which are designed in order to get customers to buy and use the brand. This is important both for building and retaining brand loyalty and for the purchase decision. Another way is to provide association in which communicates credibility and confidence of the brand (Aaker 1991). The design of associations and how they are communicated will depend on the specific brand, its characteristics and the industry it is operating within (Aaker 1991).

*“Some associations are liked and stimulate positive feelings that get transferred to the brand* (Aaker 1991, 112). Using celebrities or symbols linked to positive feelings may make the brand more likeable and generate positive feelings linked to the brand. Using cute characters and fun music in advertising a brand can be a good strategy (Aaker 1991). It is difficult to get mad at a cute advertisement with funky symbols of the firm and its

advertising message. Other associations use experience with the brand to create feelings linked to the brand, with the objective of transforming it into something different than it would otherwise be. Advertisement can make eating fruit more fun, instead of focusing only on health benefits of eating them (Aaker 1991).

A well-positioned brand will eventually build a strong and competitive position which is supported by strong associations. Associations are important for the purchase decision and have an impact on brand loyalty. Brand loyalty is important, especially when competitors innovate and obtain advantages (Aaker 1991). In the next section brand loyalty is introduced as it has been identified as a core concept of a brand's equity. *"If customers are indifferent to the brand and, in fact, buy with respect to features, price, and convenience with little concern to the brand name, there is likely little equity"* (Aaker 1991, 39).

### **2.2.2 Brand loyalty**

Brand loyalty has been defined as: *"the degree of closeness of client to a specific brand, expressed by their replicate purchase regardless of marketing stress created by the rival brands"* (Malik et al. 2013, 168). Loyalty is important for several reasons; loyal customers have a higher likelihood to repurchase, and costs to retain them are lower (Atkinson et al. 2012). They often tend to recommend the product to others through "word of mouth" and it is less likely that they consider using competing products (Atkinson et al. 2012). It is not enough to just retain the customer; many companies also want to measure the customer loyalty by checking the percentage of growth in business with existing customers spending. Due to this, they invest in loyalty programs that provide incentives to customers to reveal themselves when they are purchasing (Atkinson et al. 2012).

If customers keep buying the product, despite high competition which has superior features, price, and convenience, this indicates that value exists within the brand (Aaker 1991). Brand loyalty describes whether customers are satisfied with the products. On the other hand, there might be only one provider (monopoly) in which the customer has no choice of different products or services. In such situations, customers might have to buy a certain product without getting the "right" product to fulfil their need and be satisfied (Tseng, Liao, and Jan 2004). Repurchase of a brand can occur without the customer liking the brand, but due to a convenient factor or a variety seeking behavior to purchase a certain product occasionally (Tseng, Liao, and Jan 2004).



According to Aaker (1991) the increase in loyalty among the customer base reduces the vulnerability towards competition. It is argued that loyalty is an indication of brand equity linked to future profits, since brand loyalty directly translates into future sales. Customers who have a strong commitment to a particular brand or a product will constantly search for any marketing activity related to the brand (Brown 1952; Barwise and Ehrenberg 1987; Baldinger and Rubinson 1996; Bandyopadhyay, Gupta, and Dube 2005). Studies have shown that the cost of attracting new customers is more than five times higher than maintaining a loyal customer (Reichheld and Sasser 1990; Barsky 1994). Customers that are loyal do not use much time evaluating the brand, they rely on their past experiences (Sidek, Yee, and Yahyah 2008). According to Helgesen (2006) his results found that the more satisfied a customer is, the more loyal they are. One of the most important variables that are correlated with future growth and profit is the willingness to recommend or “word of mouth” as it’s also called. The single most important question regarding loyalty is according to Atkinson et al. (2012) to ask respondents: “*How likely is it that you would recommend (Company xyz) to a friend or a colleague?*” (Atkinson et al. 2012, 262).

Customers can become loyal to a brand through its uniqueness or perhaps its taste, because it is easily available or that they have specific knowledge or familiarity toward the brand (Malik et al. 2013). Hsu (2000) found that a well-known brand will have a higher purchase intention than a less familiar brand. Parasuraman and Grewal (2000) propose that positive purchase transactions leads to stronger customer loyalty. According to Chi, Yeh and Yang (2009) perceived quality and brand loyalty are positively correlated, and they argue that if perceived quality increases, then brand loyalty increases. If a company develops a new product or a new market they should promote their brand awareness to gain the best result because brand awareness is positively related to brand loyalty (Aaker and Keller 1990).

### **2.2.3 Perceived quality**

This area of the brand equity model is vital when trying to understand consumer judgments which are important when choosing the preferred product or service. People`s needs are often very different, and each customer will have independent judgments. Therefore, it is necessary to understand different types of consumers, and their personalities, needs and preferences. Perceived quality is defined by Aaker (1991) as: *the customer’s perception of the overall quality or superiority of a product or service with respect to intended purpose, relative to alternatives* (Aaker 1991, 85).

Quality is an overall feeling about the brand, and is intangible (Aaker 1991). The difference between objective quality and perceived quality is that objective quality has a pre-developed standard to a product, while the perceived quality is affected by external and internal attributes (product) which provides an evaluation basis for the consumers (Olshavsky 1985; Zeithaml 1988; Chi, Yeh and Yang 2009). Kan (2002) identify that objective quality is that consumers use their own experience and knowledge to evaluate the overall pros and cons when purchasing a product, based on functions, durability, technology etc. (Cited in Chi, Yeh and Yang 2009). Perceived quality is identified as a consumer judgment on the accumulated benefits provided by the product, and the subjective feeling on product quality (Zeithaml 1988; Dodds et al. 1991). Aaker (1991) claims that perceived quality can provide a salient differentiation of a product or service, which means that the brand is more likely to be included in the consumers mind.

The quality of a brand can often provide the customer a pivotal reason-to-buy, influencing the brands that occur in the consideration set, which ultimately will determine the choice of brand (Aaker 1991). There might be lack of motivation or information, making it difficult for the customer to determine the quality of brands. Perceived quality is linked to the purchase decision, which means that marketers can use this to be more effective in their marketing programs (Aaker 1991). Brands that are associated with high perceived quality will enjoy a more effective advertising and promotion. A central positioning feature of a brand – is its position on the perceived quality dimension (Aaker 1991). In marketing, it is regarded as a difficult strategic position being stuck in the middle. This means that a company does not have any clear business strategy and attempts to be everything to everyone (Kotler 2007).

According to Aaker (1991) high perceived quality provides an opportunity to charge a price premium. This solution can in certain situations increase the company's profits, which can be reinvested in the brand. The profits may be used to support innovations and to improve the product, or to increase awareness and associations of the brand (Aaker 1991). A price premium might also enhance the perceived quality. Instead of introducing the price premium, the brand can with its superior value be priced competitively; this will enhance "value for money" (Aaker 1991). This added value may result in increasing the customer base, higher brand loyalty, and more effective marketing programs (Aaker 1991).

In a study looking at the effects of advertising on brand awareness and perceived quality, Clark, Doraszelski and Draganska (2009) found that advertising has consistently a significant positive effect on brand awareness but no significant effect on perceived quality. Washburn and Plank (2002) found an indication that perceived quality and brand loyalty have a high connection, and that they would positively influence purchase intention. Garretson and Clow (1999) claims that perceived quality will in a positive way influence purchase intention. This is supported by Monroe (1990) which also indicates that perceived quality positively influence purchase intention by use of perceived value. Chi, Yeh and Yang (2009) found in their research that higher brand awareness would lead to higher purchase intention. In addition their study found that brand awareness is significantly and positively related to perceived quality, and that brand loyalty is positively and significantly related to perceived quality. Their study also indicated that brand loyalty and perceived quality acted as a mediator between brand awareness and purchase intention (Chi, Yeh and Yang 2009).

Grewal et al. (1998) identifies that brand awareness and perceived quality have a positive and significant relationship in a study of bicycles brands. Other researchers have also found that higher brand awareness, leads to higher perceived quality (Monroe, 1990; Dodds and Grewal 1991)

Brand associations, brand loyalty and perceived quality are all important aspects in building and maintaining strong brand equity. However, in order to gain strong brand equity, the first step is to obtain brand awareness. Brand awareness has been argued to have an important effect on the customer decision making by influencing which brands that enter the consideration set, and which brands that are selected from the consideration set (Macdonald and Sharp 2000). In the following section, brand awareness will be explained more in detail and identify various aspects which are important for building brand awareness and will create basis for hypotheses and research question.

### **2.3 Brand awareness**

Rossiter and Percy (1987) have found that brand awareness is related to the strength of the brand node in memory, which is reflected by customer's ability to identify the brand under different conditions (Keller 1993). Brand awareness can be defined as being: *“related to the strength of the brand in the memory, reflected by consumers ability to identify various brand elements like the brand name, logo, symbol, character, packaging and slogan under*

*different conditions*” (Keller 2008, 374). Results from Wijaya (2013) indicate that brand awareness is the most important factor when buying an Apple Smartphone (Asia) and have a major significant influence on customer purchase intention. Brand awareness is in most literature defined as a set of two different aspects: brand recall and brand recognition. Given the importance of brand awareness in the purchase decision, it is surprisingly few studies that have linked brand awareness to actual market outcome. The studies found are primary focusing on the service industry or low involvement products (Aghaei et al. 2014; Kim and Kim 2005; Kim, Kim and An 2003; Malik et al. 2013).

Brand recognition requires that the customers correctly discriminate the brand as having been seen or heard previously (Keller 1993). Brand recall on the other hand relates to the customers’ ability to retrieve the brand when the product category is given and the needs fulfilled by the category (Keller 1993). Another way to describe brand recall is the ability the customers have to generate the brand from their memory. The importance of brand recall and recognition depends on where the purchase decision is made. It is often seen that brand recognition is more important to the extent where product decisions are made in-store (Keller 1993). Further, the brand name provides memory nodes in the customers mind (Aaker 1991). The customers may then link the related brand knowledge to the brand name, which finally constitutes to brand awareness and brand equity, which can provide a kind of learning advantage for the brand (Huang and Sarigöllü 2012; Keller 2008). Brand awareness can be assessed with brand recognition memory. However, the bias of the brand awareness refers to the customer’s tendency to respond to a mix of seen and unseen brands. Brand awareness is developed from an uncertain feeling that the brand is recognized to the belief that the brand is the only one in a specific product category (Keller 2008).

Similar to brand awareness, brand attitude is also a necessary communication effect to make a brand purchase to occur. Rossiter and Percy (1987) looks at brand attitude as the buyers overall evaluation of the brand with respect to its perceived ability to meet a currently relevant motivation. There are four important characteristics about brand attitude that needs to be understood:

- Brand attitude can depend upon the currently relevant motivation. As the buyer’s motivation change, so might the buyer’s evaluation of the brand.

- Brand attitude consists of both a cognitive and affective component. The cognitive component guides behavior and the affective component energize the behavior.
- The cognitive component may be comprised of specific benefit beliefs. These are not attitude themselves, but the reasons for brand attitude.
- Brand attitude is relatively constructed. In almost every product category, what one is looking for is the brand that meets the underlying motivation of the buyer and is better than alternative brands. As long as the motivation exists, buyers will choose some brand that best meets that motivation from which brand alternatives in which the buyer is aware of (Rossiter and Percy 1992).

Brand attitude can be linked together with product involvement, as a cognitive aspect. The purchase decision is either low involvement where trial experience are sufficient, or high involvement, where information search and conviction is required to make the purchase (Rossiter and Percy 1992).

### **2.3.1 Previous studies on brand awareness**

The table below shows some of the newest research in the field of brand awareness. Here, research is included from 2009 to present. The reason for this is to identify some of the most recent contributions to the field of brand awareness that others may not be aware of yet. We will explain previous research in the field of brand awareness and build this thesis on their experiences. Their research and findings will be discussed in this section, before introducing the concept of product involvement in subchapter 2.3.2.

**Table 1**

Brand awareness research from 2008 to present

Article	Industry/Product category	Findings
Chi, Yeh and Yang (2009)	Electronics	The relations among brand awareness, perceived quality and brand loyalty for purchase intention is significant and positive  Perceived quality has a positive effect on brand loyalty and perceived quality will mediate the effect between brand awareness and purchase intention and - brand loyalty will mediate the effects between brand awareness and purchase intention
Clark, Doraszelski and Draganska (2009)	Personal computer industry U.S	Advertising expenditure have a significant positive effect on brand awareness, but no significant effect on perceived quality
Subhani and Osman (2011)	FMCG	Brand recall and recognition have no effect on intention to buy and repurchase intention (random choice of milk when purchasing)
Huang and Sarigöllü (2012)	Consumer-packaged goods	Positive associations between brand awareness and brand equity.  Distribution and price promotions are important in building brand awareness in a consumer-packaged goods category. The findings suggest that brand awareness closely relates to customers overall attitude toward a brand.
Malik et al. (2013)	Service sector	Brand awareness and brand loyalty has positive association with purchase intention
Aghaei et al. (2014)	Chain stores	A strong positive and meaningful relationship between brand equity dimensions and services marketing mix in chain stores

The research in the field of brand awareness has yielded various results. Huang and Sarigöllü (2012) identified positive associations between brand awareness and brand equity. Their research used both customer mindset and product market outcome measures which demonstrated a positive association of customer mindset brand equity, brand equity market outcome measures and brand awareness. Three independent variables, price, price promotion, and distribution, are found significant in predicting brand awareness. The results showed surprisingly, that advertising did not predict brand awareness. This is contradictory to the theory, and is explained as the product category used is mature and already have high awareness, which means that increasing advertising expenditures would have little effect regarding building brand awareness (Huang and Sarigöllü 2012). Their study further indicates that purchase does not necessarily require brand awareness prior to a consumers visit to the store, at least for frequently purchased consumer-packaged goods. The decision to purchase a product could be made right on the spot (Huang and Sarigöllü 2012). A limitation in their research is that the results could not be generalized, because they did not test high-involvement decision products. Another limitation of their research is that they did not use separate measures for brand recall and recognition. Clark, Doraszelski and Draganska (2009) research resulted in a very different conclusion for the relationship between advertising and brand awareness. They identified that advertising had a significant and positive effect on brand awareness, but no significant effect on perceived quality. The data were collected from more than 300 brands across 19 product categories. This provides a more generalizable answer to the effect of advertising than for just a single brand or industry (Clark, Doraszelski and Draganska 2009).

Aghaei et.al (2014) found a positive association between the concept of brand awareness, brand equity dimensions and services marketing mix in chain stores. According to their correlation coefficients the results indicated a positive relationship between perceived quality and brand equity and also a direct and positive relationship between brand loyalty and brand equity. The relationship between brand awareness and brand equity and between brand association and brand equity was identified as positive. This indicates that when these marketing mix elements in the viewpoint of the customers increase, brand equity will increase as well (Aghaei et al. 2014).

Chi, Yeh and Yang (2009) identified that there is a positive relationship between perceived quality, loyalty, and brand awareness for purchase intention. This indicates that when brand awareness is increased, this will likely increase the purchase intention for the brand

(Chi, Yeh and Yang 2009). Their findings conclude that brand awareness is significantly and positively related to perceived quality, which is supported by Monroe (1990), Dodds and Grewal (1991) and Grewal et al. (1998). The positive relationship between brand awareness and brand loyalty is supported by the work of Aaker (1990). The relationship between action loyalty and affective loyalty which is found to be positively related to purchase decision is also supported by earlier findings by Oliver (1999). He found that brand loyalty represents a repurchase commitment and that people are often willing to buy familiar products, regardless of different buying situations. Chi, Yeh and Yang (2009) reported that perceived quality has a positive effect on brand loyalty, and that perceived quality and brand loyalty will mediate the effect between brand awareness and purchase intention (Chi, Yeh and Yang 2009). The limitation for their study is that they only identified one product category of cell phones, which makes it difficult to generalize the result to other products and industries.

Subhani and Osman (2011) identified through their research that if a brand can raise its awareness, this increases the likelihood that the brand is included in the consumers consideration set (Baker et al. 1986; Nedungadi 1990). In the consideration set, only a handful of brands are considered before making a purchase. Subhani and Osman (2011) wanted to see if there was a relationship between brand awareness and loyalty. They tested brand recall and recognition against buy/repeat purchase for six different milk brands in Pakistan. The majority of brands did not demonstrate any relationship between the variables, and the result is not the same as suggested by Aaker (2002), where brand awareness is directly linked to consumer behavior such as intention to buy and repeat purchase (Subhani and Osman 2011). The choice of milk brand in this context could result from consumers selecting milk brands randomly, and where exposure and giving a cue (recognition/recall) in the buying situation, may not be necessary (Subhani and Osman 2011). Another explanation regarding their result may be that consumer are not highly involved in the brand itself and are more concerned with the product usage. However, one brand in the research had a positive relationship between brand awareness and loyalty. This brand had used extensive advertising over a longer time period, which may explain the difference from the other brands. Therefore, the results are not generalizable. The conclusion is that brands where products have low involvement and are considered a commodity, brand awareness may not have a significant effect on purchase intention (Subhani and Osman 2011).



Malik et al. (2013) identified that brand awareness and brand loyalty has positive association with purchase intention. Their research focused on the clothing industry, so the findings are limited to this industry and cannot be generalized.

Based on the studies discussed above, there is a trend that most research has mainly focusing on fast-moving consumer goods (FMCG) regarding brand equity studies. The motivation to gather information about the brand and the need of brand awareness is low in the industry of FMCG (Subhani and Osman 2011). Kim and Rossi (1994) studied the relationship between purchase frequency and volume and choice behavior in the sense of price sensitivity and brand preference. Their findings suggest that customers with high purchase frequency or high purchase volume are much more price sensitive and have a more defined preference of brand than customers with low purchase frequency or low volume of purchase (Kim and Rossi 1994). Purchase frequency is a field in the study of brand awareness that needs to be researched more. Purchase frequency is a term used to explain how often customers buy certain products. Few studies have used low purchase frequency products in their research. However, to our knowledge, the concept purchase frequency has not been tested and identified as a concept related to brand awareness. To identify if the concept can predict how aware a customer are with a certain product, purchase frequency is included. The majority of studies of brand awareness have focused on commodity products, and studies on high involvement and low purchase frequency products are scarce. The concept of product involvement will be introduced in the following section.

### **2.3.2 Product Involvement**

The concept of involvement can be divided into several aspects such as advertising, product and purchasing (Long-Yi and Chun-Shuo 2006). The concept of involvement has originated from social psychology (Long-Yi and Chun-Shuo 2006). Krugman (1965) was the first to introduce and apply the concept of involvement in marketing (Long-Yi and Chun-Shuo 2006). This introduction of involvement evolved into an interesting area and gradually became a part of major stream in consumer research behavior (Long-Yi and Chun-Shuo 2006). T aylor (1981) defines involvement as a consumer`s perception and/or recognition of a specific product. Zaichkowsky (1985) defines involvement as: “*personal demand, conception, and interest in the product*” (Long-Yi and Chun-Shuo 2006, 250). Engel et al. (1995) explains involvement as consumers being stimulated by personal recognition, under certain environments, or that the consumer is interested in the product.

Involvement is a multifaceted concept which facilitates that consumers actively search information and with care consider some purchases (Cai, Feng, and Breiter, 2004; Krugman 1965; Zaichkowsky 1986), especially for products providing “*social approval, sensory gratification, self-expression or intellectual stimulation/mastery goals. These products encourage greater interest because of their likelihood of becoming a part of one’s extended self*” (Huhmann, Franke and Mothersbaugh 2012, 851). This perspective suggests that customers want brands that are engaging and seen as useful and beneficial in their lives (Khare and Rakesh 2011). Using these conceptualizations, an expensive and useful electronic device may be introduced as a high-involvement product (brand) relative to an inexpensive newspaper which may have stories which may not be interesting and useful to consumers (Flores, Chen and Ross 2014). Consumers tend to be interested in high-involvement products and want to learn more about them (Flores, Chen and Ross 2014). Product involvement interacts with different emotional levels shown in ads to create a positive attitude towards the brand. While emotion-laden ads (ads that try to influence your feelings) may have a great influence on brand attitude for low-involvement products, they have much less effect on high-involvement products, maybe because consumer’s is already intrinsically and cognitively interested in high-involvement products (Geuens, De Pelsmacker and Fasseur 2011).

Generating and maintaining brand awareness is found to be important in low-involvement situations, since the customers may engage in little active search for information to aid choice. Repetition of advertising is used in order to keep and maintain the brand in the consumer’s consideration set – which is where a consumer gives serious attention when making a purchase decision (Macdonald and Sharp 2000).

According to Suh and Yi (2006) when involvement with the product increases, consumers are likely to seek more information about the product. For example, they may compare advertisements and attend to changes in corporate image, or they may select the best alternative by experimenting with different brands. The attitudes they show towards an ad and corporate images that are formed when the involvement is high may become stable constructs that are accessible in memory. This could often be used as a basis for brand attitudes under these conditions (Suh and Yi 2006). The result from Suh and Yi (2006) also indicated that the effects of satisfaction on brand attitudes and loyalty would be less when involvement was high than when it was low, whereas the effect on brand attitude on loyalty would be greater in the former condition.

Other researchers have also tested the effect on product involvement. Radder and Huang (2008) found results that indicated a higher brand awareness of high-involvement product brands than the low-involvement product brands. However, even though coffee is a low-involvement product, quality still seemed important according to their study. The result showed that the degree of recall of sportswear clothing as a high involvement product was higher than the recall of coffee as a low involvement product (Radder and Huang 2008). They also found that advertising played an important role in providing brand awareness for the high-involvement brand, while it was far less important for the low-involvement brand. Their results predicted that the most important role for creating brand awareness was in-store advertising, while internet advertising was unimportant for coffee brands. However, in the case of sportswear clothing (high involvement), advertising was far more important, particularly in magazines and in-store advertising, while newspaper, radio and internet advertising was unimportant in creating brand awareness (Radder and Huang 2008). The students in the research also paid more attention to brand names in low-involvement situations, while in high involvement situations they attached importance to other brand elements (Radder and Huang 2008). Liang a (2012) found through empirical analysis that the higher the degree of product involvement, the higher the product knowledge. The empirical analysis also found the higher the product knowledge are, the higher are the impulse buying behavior. Therefore, the study suggests that companies with high frequencies for the consumer groups, provides more detailed product knowledge and other product differences, such as quality, service, taste and convenience (Liang a 2012).

For high-involvement purchases which often are expensive and may be a high risk purchase, high accessibility may lead to consideration of a few brands for purchase even if better but less accessible alternatives exist. In low involvement decision settings on the other hand where the products are inexpensive and low risk of wrong purchase exist, a minimum level of brand awareness is needed for product choice (Nedungadi 1990; Samu, Krishnan and Smith, 1999). This is supported by the research of a low-involvement product conducted by Subhani and Osman (2011) on brand awareness influence of the choice of milk in Pakistan. The results indicated that brand awareness did not have any effect on choice of milk which indicates that purchases often are done randomly. Milk is seen as a low involvement product, and the buyers in the research didn't seem involved in the brand itself, but more concerned with the product usage (Subhani and Osman 2011). They suggest that low involvement products such as milk is considered as a commodity

and the awareness of the brand may not constitute as a significant factor for purchase behavior. This suggestion is similar to the production concept in the marketing literature where consumers generally are more interested in the product than its features (Subhani and Osman 2011).

Elaboration likelihood model (ELM) is given attention as product involvement can be explained by this particular model. Petty, Cacioppo and Schumann (1983) suggest that the ELM model has an important implication for advertising in the respect that different kind of appeals may be effective under different conditions on different kind of audiences. Involvement is by ELM researchers seen as one of the most important moderating variables and they define involvement as to the “*extent to which the attitudinal issue is under consideration is of personal importance*” (Petty and Cacioppo 1979; Choi and Salmon 2003, 59). There is a considerable agreement that high involvement messages have a greater personal relevance and consequences or more personal connections than low involvement messages (Petty, Cacioppo and Schumann 1983; Choi and Salmon 2003).

ELM originated from social psychology and the model argues that individuals change their attitude through a dual route which includes a central route and peripheral route (Petty and Cacioppo 1986; Zhou 2012). The ELM model is based upon the assumption that “*people are motivated to hold correct attitudes*” (Petty and Cacioppo 1986; Choi and Salmon 2003, 49.). However, people’s individual motivation and ability to process information will vary based on situation and individual factors (Choi and Salmon 2003). The model was developed by Petty and Cacioppo in the early 1980s explains thoroughly and systematically the high and low involvement purchase behavior and the solutions. For instance, when a customer wants to buy a product which is perceived as high involvement, the buyer will carefully evaluate the product advantages and disadvantages (Long-Yi and Chun-Shou 2006). ELM has been used to examine user behavior. “*The ELM provides an integrative framework to understanding the antecedents and consequences of attitude change and specifies the various processes by which source, message, recipient, channel, and context variables have an impact on attitudes*” (Petty, Heesacker and Hughes 1997, 107).

In an advertising context, the ELM model is referred to the process responsible for ad effectiveness through the two routes of persuasion (Lien 2001). The most predominant role of the ELM model is that it proposes two different routes to persuasion: the central route

and the peripheral route. The central route leads to an attitude change that is relatively permanent, resistant to counter persuasion and is relatively predictive of behavior. On the peripheral route on the other hand, the attitude change is relatively temporary, susceptible to counter persuasion and less predictive of behavior (Choi and Salmon 2003). Which route to choose, depends upon, the elaboration likelihood and how involved the audience is with the product (Choi and Salmon 2003). To use an example, if the consumers is highly involved with the product, they are most likely to engage in the central route (arguments relevant to the product should be the most dominant determinate of attitude change) (Choi and Salmon 2003). However, when consumers don't consider the product as relevant to themselves, they often rely on the peripheral route where it is irrelevant to the merits of the product to form or change their attitude (Choi and Salmon 2003). Further, in low involvement decision settings, a minimum level of brand awareness is needed for product choice. Like the elaboration likelihood model suggest, the consumers may base choices on brand awareness considerations when they have low involvement which could result from lack of motivation or lack of ability (Subhani and Osman 2011).

Product involvement is seen as an important as customers typically invest time and energy when they gather information prior to purchase (Huang and Sarigöllü 2012). The high involvement formulation also assumes a perceived risk that may be either economic or psychological (Rossiter and Percy 1992).

#### ***2.4 The awareness pyramid***

The brand awareness pyramid (figure 4) divides brand awareness into three different levels: brand recognition, brand recall and top of mind (Aaker 1991). It is important to notice that the role of brand awareness in the context of brand equity will depend upon both context and the level of awareness that is achieved (Aaker 1991). Hence, it is widely acknowledged that the success of a brand depends on the degree to which it is linked to the product category in customers' memory (Aaker 1991). The stronger the link, the more likely is the chance that the consumers are recognizing the brand, recalls the brand with cues, recall the brand without cues and place the brand in their consideration set (Samu, Krishnan and Smith 1999).

**Figure 4**  
The Awareness Pyramid (Aaker 1991; Web<sup>3</sup>)



### **2.4.1 Brand recognition**

The lowest level of brand awareness is called brand recognition. Brand recognition can be measured by an aided recall test where respondents, often given in form of surveys, are given a set of brand names from a given product category and asked to identify the brands they recognize (Aaker 1991). It is important to understand that a brand may fail a recall test, but could still be recognized in the store at the time of purchase decision and then bought (Rossiter and Percy 1992). To illustrate this, people shopping for groceries seldom carry shopping lists. Those people who carry shopping lists will often just need category reminders (such as soap, milk, butter etc.) and not brand names (Rossiter and Percy 1992). Shoppers usually rely upon visual reminders of what they need as they scan the package on the shelf and the brands are then recognized (Rossiter and Percy 1992).

Brand recognition is explained as the customer's ability to confirm exposure to the brand when they are given a cue (Subhani and Osman 2011). However, even though it needs to be a link between product class and brands, the link does not need to be strong. As seen in the figure 4, brand recognition is the lowest level of brand awareness and it is shown to be particularly important when a buyer chooses a brand at the point of purchase (Aaker, 1991).

Associations show that brand recognition is the first step in the communication task. It is usually a waste of time to attempt to communicate with brand attributes to the end user until a name is established in which the potential buyer can associate these attributes to the brand (Aaker 1991). The human mind are filled with name related facts and feelings, and it is important that the potential customers have associations that they can relate to the brand.

Using McDonald's as an example, metaphors such as kids, Ronald McDonald, fun and Big Mac could be associated with McDonalds and creates linkages to the brand in the memory (Aaker 1991). Recognition is a key element to create these linkages in the memory, as previous forecasts of new product success have brand recognition as a key initial construct (Aaker 1991).

Brand recognition requires customers to identify the brand under a variety of circumstances and their ability to identify any of the brand elements as they have previously seen or heard (Keller 2008; Subhani and Osman 2011). Brand recognition is especially important for packaging, and creating a visibility and creative packaging design is of increasing importance (Keller 2008). As a starting point, the best case of visibility of a package is when a consumer:

1. Have a 20-20 vision
2. Is face-to-face with the package
3. When the distance is less than five feet
4. Under ideal lightning conditions (Keller 2008)

One of the key questions regarding packaging is whether or not the packaging design is robust enough to be recognized if one or more of these four key questions are not present (Keller 2008). One of the advantages of brand recognition is the use of visual recognition measures. For instance, it may be difficult for customers to describe logo or symbol in a recall task. In a recognition task on the other hand, the same elements are much easier to describe. However, it is important to remember that brand recognition measures only provide an approximation of potential recall ability. To find out the actual recall of the brand elements under different circumstances, the brand recall needs to be measured (Keller 2008).

#### **2.4.2 Brand recall**

The brand is not present in all decision-making situations. In such cases where the brand is not present, the consumer has to recall one or several brands from the memory in order to make a decision (Rossiter and Percy 1992). To use an example: if a family is going out for lunch at a fast food restaurant, they are unlikely to drive around until they recognize one. Instead they will recall available fast food restaurant alternatives, select one, and go there for lunch (Rossiter and Percy 1992). A category need is experienced, before the customer relies upon the memory to generate possible solutions.

When developing a brand, recall is more difficult to achieve than brand recognition (Aaker 1991). The brand name needs to be more outstanding, and the link between the product class and the brand needs to be stronger (Aaker 1991). Going from recognition to recall is difficult, and it often requires an in depth-learning experience or many repetitions. In other words, the more times the brand is seen and recognized, it will eventually be recalled. Further, maintaining a strong top-of-mind awareness through constant exposure can create more than just brand awareness, it could also create brand salience that can lead to recall of other brands. Studies mentioned in Aaker (1991) found that when people were given a set of brand names and asked to mention competitive brands, they came up with fewer brand names.

The brand recall level is achieved by asking a person to name the brand in a product class, but unlike brand recognition, the respondents are not assisted by having the brand names provided (Aaker 1991). Unassisted where the brand names is not provided, recall is more difficult to predict than recognition, and is thus more associated with a stronger brand position. A respondent will often be able to recall many more brands on an assisted recall basis than when the recall is unassisted (Aaker 1991). The brands that are recalled in the unassisted recall have a stronger position in the specific product category for the specific respondents, and the brand position is this way easier to predict (Aaker 1991). Keller (2008) describes brand recall as the actual brand element from the memory when given some related cue, while Subhani and Osman (2011) describes brand recall as the attitude to retrieve the brand from their memory when given the product category.

Brand awareness also gives the product an identity by linking the brand to a product category (Keller 2013). Brand awareness can be divided into breadth and depth of awareness. The depth of brand awareness is measuring how likely it is for a brand element to come to mind (Keller 2013). A brand we recall has a deeper level of brand awareness than one that we recognize only when we see it (Keller 2013). The breadth of brand awareness measures the range of purchase and usage situations where the brand element comes to mind and depend to a large extent on the organization of brand and product knowledge in the memory (Keller 2013).

Different measures of brand recall are possible depending on the types of cues that are provided to the customers (Keller 2013). Unaided recall on the basis of all brands provided as a cue is most likely to identify only the strongest brands in a product category. Aided



recall on the other hand uses various types of cues to help the customers to recall (Keller 2013). To provide insight into the customers brand knowledge structures, aided recall may be used as progressively narrower cues, where for instance product class, product category and product labels are used (Keller 2013).

Other types of cues can also help measure the brand recall for a company. Marketers can ask the customers about the product attributes or usage goal. Further, to understand the breadth of brand recall, it is often necessary to understand the context of the purchase decision or consumption situations such as different times and places. The stronger the brand associations are to these non-product considerations, the more likely it is that customers will recall the brand when given the situation cues (Keller 2008). The combination of non-product and product consideration cues can indicate the breadth and depth of the company's brand recall. One important question to remember under brand recall is: do customers think of the brand under the right circumstances? For instance when doing a buying decision? This is the main goal for a brand according to brand recall (Keller 2008).

### **2.4.3 Top of mind awareness**

The first brand that comes to mind in a specific product category, it called the top of mind brand (Aaker 1991). This is the ideal position for a brand, and the top of mind brand have the strongest brand awareness of all the brands in the specific category. In other words, the top of mind brand is ahead of every other brand in a person's mind (Aaker 1991). Having a dominant brand with high brand recognition, recall and possibly top of mind, gives the brand a strong competitive advantage which can be difficult to imitate for competitors (Aaker 1991).

## ***2.5 Importance of brand awareness***

Brand awareness is an important topic because it is related to customers brand choice. Brand awareness has been seen as necessary to brand evaluation where the customers are going through a process of selection based on a set of alternatives (Holden 1993). This is especially important for three main reasons. First of all Baker et al. (1986) suggest that the customers must think of the brand when they think about the product category. For example, if a customer wants to buy a soda, the first brand that often comes to mind is Coca-Cola. This result is supported by Holden (1993) where he argues that brands like Coca-Cola enjoys very high recall wherever drinks are under discussion. If a company

increases its brand awareness in the market it also increases the likelihood that the brand will be part of the consideration set when purchasing a product within the product category (Holden 1993). It is only a handful of brands that will be given consideration before a purchase (Keller 1993). Petty and Cacioppo (1986) suggest that consumer base their choices on brand awareness considerations when they have low-involvement, which may be a result from either lack of consumer motivation or lack of consumer ability (Keller 1993). Finally brand awareness affects the consumer decisions making by influencing the formation and strength of brand associations in the brand image.

It is likely that brand awareness plays an important and special role in driving brand equity (Homburg et al. 2010). Many firms focus their branding mainly on the name and logo without developing a more detailed and comprehensive brand identity. The ability to recognize and recall a brand is a key element and the goal of a branding strategy (Homburg et al. 2010). For a company, brand awareness is related to market performance through the reduction of perceived risk and information costs for buyers. In other words, increased brand awareness could result in higher market performance (Homburg et al. 2010). According to Erdem and Swait (1998) brand awareness drives market performance through two mechanisms: reduction of buyer information costs and buyer-perceived risk (as cited in Homburg et al. 2010). Brand awareness in these situations may function as an important aspect regarding the number of product and supplier characteristics. In other words, brand awareness acts as a strong signal of product quality and supplier commitment (Homburg, Klarmann and Schmitt 2010). Aaker (1991) argues that in order to build high brand awareness it is in most cases necessary with high investment in for instance advertising, packaging and exhibitions. Brand awareness may also signal the presence and substance because high brand awareness levels implies to the buyers that the firm has been in the business for a long period of time, that the firms products are widely distributed and that the product associated with the specific brand is purchased by many others (Homburg, Klarmann and Schmitt 2010). The brand will in this way be part of the consideration set before the final purchase decision is made (Homburg, Klarmann and Schmitt 2010).

Name awareness is a signal of presence, commitment and substance, attributes that could be very important for brand awareness. When a brand name is recognized, there must be a reason for it (Aaker 1991). A brand name may be a major attribute to what the customers are buying and a major product attribute (Kwon 1990). There are several reasons for a name being recognized, some of them could include:

- The firm has advertised heavily
- The firm has been in the business for a very long time
- The firm is widely distributed
- The brand is successful- other uses it (Aaker 1991).

It is also important to mention that these reasons not necessarily are based upon knowledge of the specific facts of the brand (Aaker 1991).

The last of the factors mentioned by Aaker (1991) is which brands to consider. This is the starting point in the buying decision and the place where the potential consumer selects the group of brands consumers wants to consider before making the final decision to purchase (Aaker 1991). Without high brand awareness for the potential customer, the brand will usually not be considered. The first firm to arrive in the customer mind, also called the top of mind brand, will have an advantage over the others. There have also been studies that show that there are a strong relationship between recall and the consideration set (Aaker 1991; Samu, Krishnan and Smith, 1999; Subhani and Osman 2011). However, the mind work in such a way that people will also recall brands they dislike heavily, but will of course not be included in the consideration set of a buying decision. In other words, having high brand awareness in the mind of the potential customer is necessary to be considered in the final buying decision (Aaker 1991). For companies operating in a strong competitive market, it is important to find solutions for building a strong market position through a clear strong name among the target audience (Daniel and Anca 2012).

### **2.5.1 Corporate communication**

Corporate communication is a coherent approach for the development of communication in organizations, in which communication specialists can adapt to their own communication activities working from a centrally coordinated strategic framework (Van Riel and Fombrun 2007). Corporate communication is relevant in order for a company to build a strong brand through image and reputation. Corporate communication can be achieved through a series of activities by strengthening the company's corporate image among the customers (Daniel and Anca 2012). Corporate communication can be defined as "*the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable starting points with stakeholders on which the company depends.*" (Daniel and Anca 2012, 175). For multinational corporations (MNCs), their ability to control and coordinate activities is of crucial importance across geographical, socio-cultural and linguistic borders (Lauring and Klitmøller 2014).

Therefore, communication between and within these units of high importance to be able to respond to changing market conditions in the places they operate (Charles and Marschan-Piekkari 2002; Luring and Klitmøller 2014). Corporate communication involves building and strengthening the company's image through corporate communication strategy based on specific promotional communication techniques such as: advertising, sales promotion, sales forces, public relations and direct marketing (Luring and Klitmøller 2014)

The quality of corporate communication is important. Van Geyt, Cauwenberge and Bauwhede (2014) study mentions four different aspects of corporate communication ratings: annual reports, press releases, corporate websites, and investor relation activities. The annual report is in most cases based on mandatory financial statements with possible supplemented information about business segments, future prospects and company objectives (Van Geyt, Cauwenberge and Bauwhede 2014). The point that the information in the annual report is mandatory regarding requirements, the degree of freedom for the companies to distinguish themselves regarding the quality of the financial statement information is limited (Brown and Hillegeist 2007). However, annual reports are no longer regarded as a main tool of corporate communication because of its backward looking nature and the lack of timeliness and the lack of ability to provide new and valuable information to the financial community (Van Geyt, Cauwenberge and Bauwhede 2014).

Press release is often used by the companies to provide the community with voluntarily updates of their financial results periodically in addition to important information about events that could affect the risk profile of the company (Van Geyt, Cauwenberge and Bauwhede 2014). Research by Ball, Jayrareman and Shivakumar (2011) suggest that as credibility press release can be verified using audited financial statement information, managers are then more likely to be more truthful in their communication.

Corporate websites is one of the most used corporate communication channel for companies (Van Geyt, Cauwenberge and Bauwhede 2014). This channel is a permanent form of information and are often providing the readers with the company's history and mission statement, corporate governance, and social and environmental issues which should complement the traditional financial information (Trabelsi, Labelle, and Dumontier 2008; Van Geyt, Cauwenberge and Bauwhede 2014). The information given on the websites is often also provided in press releases and annual reports. However, as the

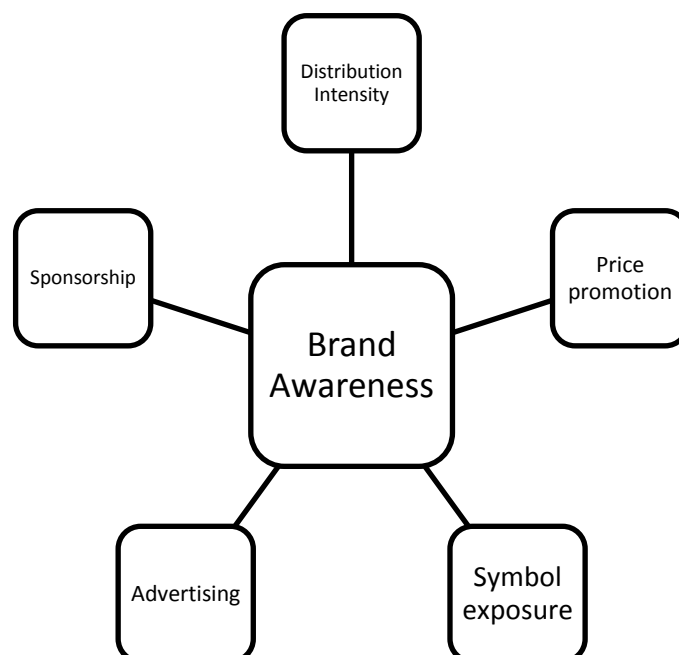
information is easily accessible through their websites, it is an increasingly important tool in the corporate communication (Bollen, Hassink, and Bozic, 2006; Jones and Xiao 2004).

Investor relation activities as communication channel have become increasingly important in Europe (Van Geyt, Cauwenberge and Bauwhede 2014). Investor relation can be defined as “*the continuous dissemination of company information in form of annual reports, earning forecasts, proposed investments, governance procedures and financing intentions*” (Chang et al. 2008, 378). Most of the information in investor relation is voluntarily, timely and forward-looking (Brown and Hillegeist 2007; Van Geyt, Cauwenberge and Bauwhede 2014). Each of the mentioned corporate communication channels has its strengths and limitation regarding the quality of corporate communication and the information asymmetry (Van Geyt, Cauwenberge and Bauwhede 2014).

## **2.6 How to achieve brand awareness**

To achieve brand awareness through the two factors brand recall and recognition, it is necessary to complete two tasks: gain brand identity and link it to the product class (Aaker 1991). In the following section, several concepts which are important for building brand awareness are introduced. Five drivers of brand awareness based on previous research are introduced, and the relationship between purchase frequency and product involvement on these drivers will be tested. The five drivers of brand awareness are presented in figure 5.

**Figure 5**  
Drivers of brand awareness



### **2.6.1 Distribution intensity**

Anything that is causing exposure of a brand to customers can contribute to an establishment of brand awareness. If the exposure is repeated multiple times, it will improve the customers' ability to recognize and recall the brand (Keller 2008). Stores are often organizing products by categories and the store environment will facilitate the link between brand and the related product category. Distribution could therefore help to establish the brand and product category linkages (Huang and Sarigöllü 2012). Distribution intensity is when products are placed in a large number of stores. *“To enhance a product image, and get substantial retailer support, firms tend to distribute exclusively or selectively rather than intensively”* (Yoo, Donthu and Lee 2000, 189).

It is also recognized that some types of distribution fit certain types of products. Yoo, Donthu and Lee (2000) found that the use of high distribution intensity could offer high brand equity for every kind of products, although the effect varies to some extent depending on product luxuriousness. Their result further indicated that product luxuriousness showed a significant moderating effect and that selective distribution rather than intensive is more acceptable for luxurious goods (Yoo, Donthu and Lee 2000). Making a product available in more stores affords convenience, time savings, a speedy service and service accessibility and can further also increase customer satisfaction. The research from Yoo, Donthu and Lee (2000) are supported by Huang and Sarigöllü (2012) where their findings conducted by a stepwise regression, support the proposition that the more intensive a brand is distributed, the greater are the brand awareness. Huang and Sarigöllü (2012) results also showed through a regression analysis that distribution turns out to be the most important element establishing brand awareness. They argue that managers should design and implement marketing activities such as distribution, promotion and personal selling to stimulate the purchase behavior. Distribution is shown to be an important indicator of brand awareness, and managers should therefore utilize the distribution elements to its full potential in order to improve their brand awareness, especially for brands with relatively low awareness and tight advertising budgets (Huang and Sarigöllü 2012). Srinivasan, Vanuele and Pauwels (2010) research found a strong and positive link between advertising awareness and distribution. Their result further shows that distribution has the highest cumulative impact on each of the three mind-set metrics. The three matrices that were given in the research were advertising awareness, consideration and liking. The customers in the research reported more advertising

awareness for the brands that they could observe in the store, which further indicates that distribution help to trigger links in the memory of the customer (Srinivasan, Vanuele and Pauwels 2010).

### **2.6.2 Price promotion**

Price promotion can for some products (brands) be a driver of brand awareness. However, the findings from different studies do not give any specific conclusion if price promotion gives a positive or negative effect on brand awareness. Yoo, Donthu and Lee (2000) found a negative relationship between price promotion and brand awareness in their study while Srinivasan, Vanuele and Pauwels (2010) identified a positive relationship between brand awareness and price promotion, in addition to advertising and distribution. The reason for contradictory findings may be due to the different research context. Yoo, Donthu and Lee (2000) are measuring brand awareness for durable goods, while Srinivasan, Vanhuele and Pauwels (2008) is measuring brand awareness based on whether or not the customers know the brand in the industry of convenience goods. Yoo, Donthu and Lee (2000) explained that frequent use of price promotions can cause customers to establish a low-quality view on the products. Further, price promotion may lead to financial success in the short run, but may be damaging to the brand equity in the long run. Instead of using price promotions, managers should rather invest in advertising to develop brand equity (Yoo, Donthu and Lee 2000).

The price itself can also be a driver of brand awareness as the customer may use a high price as a quality signal to achieve decision efficiency, while a low price product may give consumers more value in terms of the price (Huang and Sarigöllü 2012). To generate brand sales which in turn can induce brand usage experience and hence increase brand awareness, both price and non-price promotion can help managers to create brand awareness. The reason for this is that price promotion encourages brand switching and can provide consumers with an incentive to try those brands which they could not afford at full price (Huang and Sarigöllü 2012). Therefore, it is suggested that price promotion induces brand usage and creates awareness. However, for well-established brands, price promotions should be used with caution. The reason for this is that frequent use of price promotion negatively influences the overall brand equity (Yoo, Donthu and Lee 2000). Price promotion may also decrease the internal reference price in the consumers mind (Huang and Sarigöllü 2012). This is supported by Kaltcheva et al. (2013) which argue that price promotion is heavily influencing the shoppers' perception of the appropriate price of

the product. It is likely that the discounted selling price will reflect the true relative value more accurately, and such unfavorable price-quality inference is likely to diminish the attractiveness of the deal (Kaltcheva et al. 2013). However, customer's first impression of the item price also influences their price expectations. Introducing a product at a low price and raising it later to its regular level could result in an adverse effect on subsequent sales, as the customers perceived the discounted price as the appropriate worth of the product (Kaltcheva et al. 2013). Therefore, price promotion must be used prudently for well-established brands.

### **2.6.3 Symbol exposure**

Symbol is an important aspect in creating brand awareness (Aaker 1991). A symbol or logo is a graphical and visual sign which plays an important role to the communication structure of a company and is said to be the signature of the company (Adîr, Adîr and Pascu 2012). Further, a logo is facilitating a brands identity and the goal is to differentiate itself from competing brands (Park et al. 2013). However, a symbol can be used as more than just an identification and differentiation. Using an example, the Christian cross in the Christianity religion symbolize sacrifice and life's victory over death, which suggests that logos can be key information about the brand and what they stand for (Park et al. 2013). Logos can act as the primary visual representation of a brand's general image and meaning and thus shape the brands reputation (Park et al. 2013). If a symbol is available or can be developed, and could be closely related to the brand, it can play a huge role when creating and maintaining brand awareness (Aaker 1991). A symbol is an image and is much easier for the potential customers to learn and recall than just words and phrases (Aaker 1991). If the company is creative and develops a well-known symbol, this can lead to a competitive advantage and make it easier to create brand awareness (Aaker 1991). Examples of well-developed symbols include brand such as Goodyear, Starbucks, Nike and Audi.

MacInnis, Shapiro and Mani (1999) found in their research that recognition memory was highest when the brand name was depicted pictorially or when a high benefit brand name was used. Cued recall was highest when a pictorially depicted product category was combined with other factors that promoted a product category-brand name linkage. Park et al. (2013) indicate that brand logos are effective and a powerful tool in the management of customer-brand relationships. Just because customers can quickly identify a brand based on the symbol does not mean that they will invest resources towards sustaining their relationship with the specific brand. However, visual symbols as brand logos offer an



untapped opportunity, and their findings indicates that brands with symbols as logos are more effective at providing self- identity benefits than logos that consist of just brand names (Park et al. 2013). To the extent to which the logos are the key visual representation of a brand, the customer understanding and judgment of a logo will affect their relationships with a brand. In general, brand symbols are seen by customer`s each day with different contradictory marketing messages (Park et al. 2013). In such an environment, logos can often create value to the customers by making brand identification easier and enable them to make decisions faster (Janiszewski and Meyvis 2001; Park et al. 2013).

Brand symbols such as logo, name, symbol, slogan or packaging can enhance brand awareness, and help to identify the brand in general, and create a brand that is perceived different from competing brands (Keller 2003). Different brand elements may introduce an easier way to achieve and create brand awareness (Vranešević and Stančec 2003). Radder and Huang (2008) found that the most important element to enhance brand awareness was brand name for coffee products (low involvement), while for sportswear (high involvement) brand name and logo where important. An attractive logo and symbol which are short and easy to pronounce and remember can be effective in creating and enhancing brand awareness for both low and high involvement products (Radder and Huang 2008).

#### **2.6.4 Advertising**

Advertising creates and increases brand awareness by exposing brands to the customers (Huang and Sarigöllü 2012). Advertising is also increasing the likelihood that the brand is in the customers consideration set. Huang and Sarigöllü (2012) argued, based on previous studies, that there are a positive relationship between advertising and brand awareness (Aghaei et al. (2014); Buil, Chernatony and Martínez 2013). However, after the analysis was made by Huang and Sarigöllü (2012), their results show that advertising does not predict brand awareness which contradicts previous studies. One of the reasons for this result may be that their product category is mature which indicates that they deal with brands with high awareness. Therefore, increasing the advertising usually has little effect on increasing brand awareness (Huang and Sarigöllü 2012). For brands with high awareness, advertising may have to provide some unique or new information about the products such as new product development (Huang and Sarigöllü 2012). Yoo, Donthu and Lee (2000) also found a positive link between advertising and brand awareness. Hence, they argue that customers that are exposed to brand advertising more frequently will develop not only higher brand awareness and associations but also more positive view of

brand quality which can lead to stronger brand equity. Srinivasan, Vanhuele and Pauwels (2010) found that both prior brand experience and marketing actions such as advertising can be expected to build connections in customer's memories, which over time can result in subsequent purchase behavior.

Lange and Dahlèn (2003) argue that some brands can benefit from "strange" advertising. "Strange" advertisements break the normal consistency and are incongruent with the associations that consumers hold to the brand. Advertising for well-known brands wear out quickly, and customers may even get bored with well-known brands. Results from their research showed that using incongruent "strange" ads for the familiar brands made it easier for the customers to remember the brand and it made it harder to remember the ad. Further, it also decreased the risk of advertising wear-out. Lange and Dahlèn (2003) found that advertising for an unfamiliar brands should focus on establishing the brand and create a brand which helps the customers store and retrieve the brand information. This suggests that for unfamiliar brands, it is better to use congruent ads which means when a customer are exposed to a typical ad where the ad should be easy to recognize and store in the memory of the customers (Lange and Dahlèn 2003). However, for familiar brands it can be more useful to develop strange ads as positive mere exposure effects may arise. Mere exposure effect means that the more people are exposed to a stimulus, the better do they recognize it and the more do they like it (Lange and Dahlèn 2003).

Advertising is a major path to increased familiarity and brand awareness (Radder and Huang 2008). Moreover, visual and verbal effects in advertising help entrench the brand name in the consumer's memory. Through advertising, marketers expose potential consumers to the brand and give them the opportunity to accept it. This is the reason why companies such as Nike and Adidas make use of television and magazines to advertise their products and brand names (Ross and Harradine 2004; Radder and Huang 2008).

### **2.6.5 Sponsorship**

*"Advertising is a strong brand awareness tool because it allows the message and audience to be tailored to the job at hand and because it is general an efficient way to gain exposure"* (Aaker 1991, 73). However, publicity can also be a strong tool to use. Not only is it much less expensive than media advertising, but it could also be very effective (Aaker 1991). It is often shown that people are more interested in news stories than in reading advertising (Aaker 1991).

Event sponsorship is an example of publicity, where the goal is to create and maintain awareness. There are many examples of companies using event sponsorship as part of their advertising (Aaker 1991). Coca-Cola is one of the main sponsors of the world cup in football and McDonald's is one of the main sponsors of the Olympic Games. To be a sponsor of such huge events could be positive in terms of publicity of the brand since the events are followed by millions of people and at the same time give positive association to the brand as they sponsor such events (Aaker 1991). Event sponsorship can be a very strong advertising tool to use for companies and to create higher brand awareness (Aaker 1991). Sponsorship of sporting and other events has become an increasingly popular market communication tool for many companies (Cornwell, Roy and Steinard II 2001). Cornwell, Roy and Steinard II (2001) measured the average contribution of sponsorship to brand equity element within several sports disciplines. The highest contribution to sponsorship was corporate image followed by brand image and brand awareness. This give support to their hypotheses, which stated that: *sponsorship were perceived by managers to make a greater average contribution to general elements of brand equity* (Cornwell, Roy and Steinard II 2001, 47).

According to Jalleh et al. (2002) their research also suggests that sponsorship may influence both brand attitude and brand awareness. However, the four commercial sponsorship brands in their research were found to have no impact on brand awareness. Quester and Thompson's (2001) found that sponsorship can have a significant impact on brand awareness, but that this is dependent on how sponsorship is implemented (Jalleh et al. 2002).

## **2.7 Research question**

Based on the theoretical framework, previous research has shown, among others, that distribution intensity, price promotion, symbol exposure, advertising and sponsorship can influence brand awareness. However, this has mainly been studied in industries with FMCG. In this thesis, the chosen low purchase frequency product is bed, and in this case consumers are not exposed to new bed brands very often. Another example of a product of low purchase frequency is cars, which is a product that consumers tend to be more exposed to on a daily basis. Both cars and beds could be perceived as high involvement. This means that consumers search for information and increase their knowledge prior to purchase. Based on this, product involvement is included in the conceptual model shown in chapter 2.8. The purpose of this thesis is to identify drivers of brand awareness for

products with low daily exposure to consumers. Since consumers are less exposed to this kind of brands and the products are bought infrequently, it is more difficult to build and maintain brand awareness.

This provides us with the following research question: **How to build brand awareness for products with high involvement and low purchase frequency?**

## ***2.8 Conceptual model and hypotheses development***

Our theoretical framework provides insight regarding brand equity (chapter 2.2) and brand awareness (chapter 2.3-2.6). Brand equity introduces relevant concepts to show “the big picture” of how to create and sustain value for the brand. The main focus in the brand equity part is brand loyalty and perceived quality because both concepts are shown in studies to have a significant and positive effect on brand awareness and purchase intention (Chi, Yeh and Yang 2009; Monroe 1990; Aaker and Keller 1990). Further, aspects such as distribution intensity, price promotion, symbol exposure, advertising and sponsorship are shown to have an effect on brand awareness (Srinivasan, Vanhuele and Pauwels 2008; Aaker 1991; Yoo, Donthu and Lee 2000; Jalleh et al. 2002).

The relationship between purchase frequency and brand awareness is included to test if there are any direct links between the concepts. Studies have not, to our knowledge, identified the direct link between the concept of purchase frequency and brand awareness. High purchase frequency products may obtain a higher degree of brand awareness as customers may be more exposed to these brands on a daily basis. In this thesis, the low purchase frequency product is bed, which may not be exposed to the customer very often. However, this may not be the case for every low purchase frequency products. Cars are exposed to the customers every day, and a car brand may not have any weaker awareness than for instance a well-known high purchase frequency product. If comparing a car and a bed, which both are low purchase frequency products, some differences can be identified in the buying process. When buying a car, different attributes fits different people, and it is relatively easy to identify how well the car fits your needs. In addition, it is possible to try the car prior to purchase and get an instant impression of the cars performance. In the case of buying a bed, it may be more difficult to compare product attributes and to get an instant feeling of how well the bed fits your needs. Consumers may also find it difficult to identify the differences between product attributes for different brands. It may also be a difficult choice to decide if you want a soft, medium soft or hard bed. It is common to try

out the bed in the store, but often it takes some time before the body adjusts to the new bed. For the low purchase frequency product in this study (bed), we assume that consumers are not exposed to brands very often and it is therefore a challenge for companies in this industry to obtain high brand awareness. Therefore, we assume that lower purchase frequency products leads to lower brand awareness.

**H1:** Lower purchase frequency leads to lower brand awareness

Product involvement has been shown to influence brand awareness positively (Radder and Huang 2008; Suh and Yi 2006). However, the results in these studies are for products that are purchased frequently. We are therefore interested to identify if low purchase frequency products gives us the same results. As low purchase frequency products like a bed may have some risk involved in choosing the “wrong” brand, it is likely that the customer will be involved when buying such products to minimize the risk. It is therefore expected to get result similar to those found by Radder and Huang (2008) and Suh and Yi (2006).

**H2:** Higher involvement with a low purchase frequency product will lead to higher brand awareness

The use of high distribution intensity could offer high brand equity for many products (Yoo, Donthu and Lee 2000). Huang and Sarigöllü (2012) add that the more intensively the brand is distributed, the greater are the brand awareness. The effect on distribution intensity may vary depending on the product luxuriousness. In situations with luxurious products, selective rather than intensive distribution is more acceptable. However, it is expected that the low purchase frequency product will benefit from being highly distributed, which will lead to higher brand awareness. If the brand is present in a larger number of stores, it is assumed that customers are more exposed to the brand, which can increase brand awareness.

**H3a:** Higher distribution intensity will lead to higher brand awareness

Yoo, Donthu and Lee (2000) found a negative relationship between price promotion and brand awareness, while Srinivasan, Vanuele and Pauwels (2010) identified a positive relationship between brand awareness and price promotion. Reason for contradictory findings may be due to the different research context. Yoo, Donthu and Lee (2000) are measuring brand awareness for durable goods, while Srinivasan, Vanhuele and Pauwels

(2010) is measuring brand awareness based on whether or not the customers know the brand in the industry of convenience goods. It is suggested that price promotion induces brand usage and creates awareness. However, for well-established brands, price promotions should be used with caution. The reason for this is that frequent use of price promotion negatively influences the overall brand equity (Yoo, Donthu and Lee 2000). Price promotion may also decrease the internal reference price in the consumers mind (Huang and Sarigöllü 2012). We want to test if price promotion is a driver of brand awareness. However, based on previous research, it is reasonable to believe that the use of price promotion for a high quality product will negatively influence brand awareness. It is therefore expected that higher use of price promotion will influence brand awareness negatively.

**H3b:** Higher price promotion will lead to lower brand awareness

Radder and Huang (2008) found that the most important element to enhance brand awareness was brand name for coffee products (low involvement), while for sportswear (high involvement) brand name and logo were important. An attractive logo and symbol which are short and easy to pronounce and remember can be effective in creating and enhancing brand awareness for both low and high involvement products (Radder and Huang 2008). A logo and/or symbol are facilitating a brand's identity and its differentiation of competing brands, and logos can be the key information about the brand and what they stand for (Park et al. 2013). If a symbol is available or can be developed, and could be closely related to the brand, it can play a huge role when creating and maintaining brand awareness (Aaker, 1991). Based on this information, it is reasonable to believe that higher symbol exposure will lead to higher brand awareness.

**H3c:** Higher symbol exposure will lead to higher brand awareness

Advertising creates and increases brand awareness by exposing the brand to the customers, and advertising is also increasing the likelihood that the brand is in the customers consideration set (Huang and Sarigöllü 2012). Yoo, Donthu and Lee (2000) found that the link between advertising and brand awareness was positive. They also argued that customers which are frequently exposed to brand advertising will develop not only higher brand awareness, but also a more positive view of the brand quality which again can lead to higher brand equity (Yoo, Donthu and Lee 2000). Their research is supported by

Srinivasan, Vanhuele and Pauwels (2010) which argues that both prior brand experience and marketing actions like advertising is expected to build connections in customers' memories which over time can result in purchase behavior (Srinivasan, Vanhuele and Pauwels 2010). Since we are identifying a low purchase frequency product, it is likely that advertising may have an effect on brand awareness because advertising can increase knowledge about the brand prior to purchase. A good advertisement, may act as a reminder, and can increase the likelihood that the consumer considers buying a new product.

**H3d:** Higher advertising will lead to higher brand awareness

The goal for event sponsorship is to create and maintain brand awareness. Examples of successful brands using sponsorship is Coca-Cola which are one of the main sponsor of the World Cup, and McDonalds which are one of the main sponsors of the Olympic games. Sponsorship can be a strong advertising tool to use for companies and to create brand awareness (Aaker 1991). According to Jalleh et al. (2002) their research suggests that sponsorship may influence both brand attitude and brand awareness. Their results confirm that greater use of sponsorship is important in social marketing campaigns. Based on this information, we assume that higher use of sponsorship will lead to higher brand awareness.

**H3e:** Higher sponsorship will lead to higher brand awareness

Research has shown that when involvement with the product increases, consumers are likely to seek more information about the product (Suh and Yi 2006). It will be examined if product involvement has a relationship with distribution, price, symbol exposure, advertising and sponsorship. Radder and Huang (2008) found that advertising had a greater effect on high involvement products, than low-involvement products. In the case of sportswear clothing (high involvement), advertising was far more important, particularly in magazines and in-store advertising, while newspaper, radio and internet advertising was unimportant in creating brand awareness (Radder and Huang 2008). The students in the research also paid more attention to brand names in low-involvement situations, while in high involvement situations they attached importance to other brand elements (Radder and Huang 2008). The ELM model has an important implication for advertising in the sense that different kinds of advertising may be effective under different conditions and different kind of audiences. Further, involvement is by ELM researchers seen as one of the most

important moderating variables. There is a considerable agreement that high involvement messages have a greater personal relevance and consequences or more personal connections than low involvement messages (Petty, Cacioppo and Schumann 1983). For instance, when a customer are going to buy a product which is perceived as high involvement, the buyer will carefully evaluate the product advantages and disadvantages prior to purchase (Long-Yi and Chun-Shou 2006).

In this thesis, the low purchase frequency product (bed) is considered a high involvement product. Further, based on the fact that consumers are seeking more information about the product when the involvement is high, it is assumed that this will increase the knowledge for distribution intensity, price promotion, symbol exposure, advertising and sponsorship. It is assumed that the more time consumers spend searching for a favorable brand, including visiting different stores, the more they will be exposed to in-store advertising, brand symbols, availability of products and price promotions. However, involvement with the product may also increase the salience for sponsorship. For example, if a consumer is looking to buy a new bed, and is searching for information about different brands, it is likely that the consumer would pay attention and recognize sponsorship for bed brands, when watching television within the period of seeking information.

Therefore, it is expected, that when customers are highly involved in the buying process, there will be a positive relationship between involvement and the five drivers of brand awareness.

**H4a:** Higher product involvement leads to increased salience of distribution intensity

**H4b:** Higher product involvement leads to increased salience of price promotion

**H4c:** Higher product involvement leads to increased salience of symbol exposure

**H4d:** Higher product involvement leads to increased salience of advertising

**H4e:** Higher product involvement leads to increased salience of sponsorship



For brands that are offering products which are bought infrequently, it is necessary to develop a certain level of brand awareness. However, for products which are exposed to the customer on a more regular basis, such as for instance cars, the development of brand awareness may be easier because brands are seen more often. The familiarity for bed brands may be more difficult to obtain than for instance cars. It is also more difficult to compare the product attributes for different bed brands. This may be related to the assumption that knowledge of different bed brands may be low. There is also assumed some preference uncertainty regarding the purchase of beds as mentioned earlier, and it may be more difficult to purchase a bed based on the first impression. It may take some time for the body to adjust to a new bed, and testing the bed in store may not be sufficient in order to purchase the “right” product. It is therefore interesting to test if there are any direct link between purchase frequency and the drivers of brand awareness for a low purchase frequency product that are not exposed to consumers very often. It is identified that if the brand is not known by customers, it will not be included in the customers consideration set, and it is therefore less likely that the brand will be purchased. In some cases, the choice of product will happen within the store, and customers may rely solely on guidance from the salesperson. However, in order to survive in a highly competitive market, it is important to build brand awareness and to increase the knowledge about your brand, which may increase the possibility of the brand being purchased. We want to identify if there are any significant relationships between low purchase frequency and distribution intensity, price promotion, symbol exposure, advertising and sponsorship for low purchase frequency product. Based on the assumption that the low purchase frequency product is not heavily exposed to the customers on a daily basis, it is therefore assumed that lower purchase frequency will lead to lower salience of the five drivers of brand awareness.

**H5a:** Lower purchase frequency leads to reduced salience of distribution intensity

**H5b:** Lower purchase frequency leads to reduced salience of price promotion

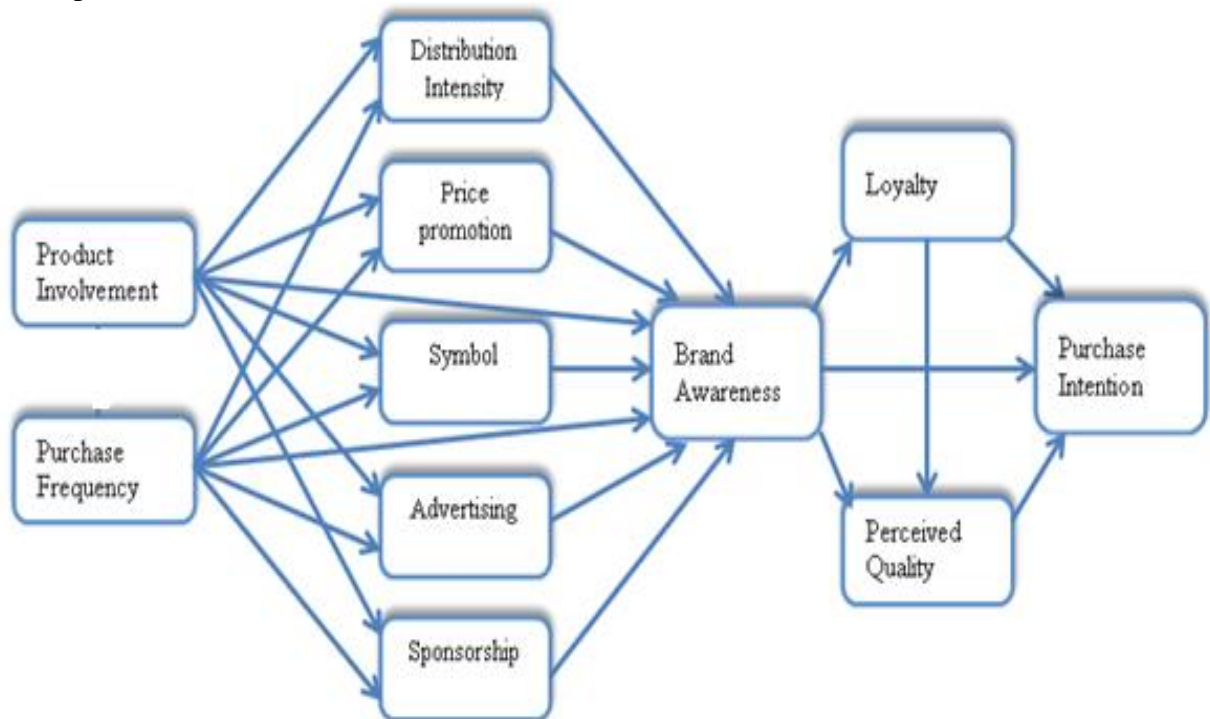
**H5c:** Lower purchase frequency leads to reduced salience of symbol exposure

**H5d:** Lower purchase frequency leads to reduced salience of advertising

**H5e:** Lower purchase frequency leads to reduced salience sponsorship

Finally brand awareness, loyalty, perceived quality and purchase decision is shown to be related in numerous researches (Chi, Yeh and Yang 2009; Monroe 1990; Aaker and Keller 1990). In addition we will test our five drivers of brand awareness, product involvement and purchase frequency on loyalty, perceived quality and purchase intention so every relationship in our model is tested. It will be included control variables such as age, sex, county and education. Based on the hypotheses and result from previous research, this provides us with the following conceptual model (figure 6).

**Figure 6**  
Conceptual model



# Chapter III

## 3. Methodology

In order to conduct a survey or project, it has to be selected one or more research methods. A research method can be related to a tool, which helps us identify a path towards answering questions and increasing our knowledge within a given field. Choosing the right method is important for answering the research question in the best possible way. Methodology is about how information is collected, organized and interpreted (Larsen 2007).

In this chapter the method which will be the basis for our study is defined. This chapter will consist of research design (chapter 3.1), validity and reliability (Chapter 3.2), pretest (chapter 3.3), measurement (chapter 3.4) and statistical methods (chapter 3.5).

### 3.1 Research design

Research design is concerned with creating a plan which makes it possible to answer and explain the research question in the best possible way (Saunders, Lewis, and Thornhill 2009). According to Saunders, Lewis, and Thornhill (2009) there are three research methods which are the most commonly used: exploratory, descriptive, and explanatory. An exploratory study is a valuable means of finding out *“what is happening; to seek new insights; to ask questions and to assess phenomena in a new light”* (Robson 2002, 59). *“Studies that establish causal relationships between variables may be termed explanatory research”* (Saunders, Lewis, and Thornhill 2009, 140). The object of descriptive research is *“to portray an accurate profile of persons, events or situations”* (Robson 2002, 59)

The research question in this thesis is concerned with how to build brand awareness for products with high involvement and low purchase frequency. Therefore, it is reasonable to use a descriptive design such as the cross-sectional design, since the goal is to describe a situation which exists in a given time (Jacobsen 2005). The choice of design, sample and population, and how to collect the data is explained in order to conduct the research.

#### 3.1.1 Fixed Designs

Fixed designs are theory-driven. For this design, it is necessary to gather a substantial amount of conceptual understanding about the phenomenon of interest before it is worthwhile following the potentially risky strategy of investing precious time and resources in such designs (Robson 2002). This understanding may be in the form of a

model. This model may have variables which have direct effect or indirect effect on other variables (Robson 2002). If the study delivers the expected relationships, it supports the existence of certain mechanisms as predicted (Robson 2002).

### **3.1.1.1 Cross-sectional design**

The cross-sectional design is the most commonly used design in social sciences. Here, the design focus is on relationships between and among variables in a single group which means that there are no group differences (Robson 2002). The simplest version, measures are taken at the same time (a short time period), which is referred to as a cross-sectional study (Robson 2002). This design is often identified with survey research, which is a commonly used data collection method. In survey research one usually asks a random sample of individuals to answer some questions about their background, past experiences, and attitudes (Frankfort-Nachmias and Nachmias 1996). Most surveys are carried out for descriptive purposes. They can provide information about the distribution and people's characteristics, and identify any relationship between such characteristics (Robson 2002).

One has to decide which methodological approach that is most suitable for doing research. The choice is between intensive (deep) or extensive (wide) programs, and between qualitative or quantitative methods. It is appropriate to use intensive design, because the survey has many variables and small amount of study objects (Jacobsen 2005). Based on the definition of fixed and cross-sectional design, this is the most appropriate technique to use for the purposes of this study since we are using a quantitative method.

Another area to address is which strategy that is the best in order to identify the "real world" (Jacobsen 2005). The two different strategies are called deductive reasoning ("*from theory to empirical*") and inductive reasoning ("*from empirical to theory*") (Jacobsen 2005, 28). There will be used a combination of these two strategies in order to conduct our research. This is based mainly on the fact that to our knowledge, there has not been any research regarding brand awareness on products with high involvement and low purchase frequency. Therefore, there is not enough sufficient information to expect any specific findings. When using the deductive method, there are specific expectations for what to discover. This can be dangerous in the sense that you look for information supporting your expectations, which might lead to omitting of important information (Jacobsen 2005).

### **3.1.1.2 Sample and population**

One of the most important reasons for choosing a quantitative approach is to get a representative picture of the population. Population is the total number of individuals that is measured. The population is generally too big, and it is necessary to select a sample to decide how many respondents to look at based on the population. The main goal when selecting the sample is to collect a sample that can be as representative as possible for the whole population (Jacobsen 2005). Our population is peoples living in the Oslo-region, in the age of 25-67 years based on the fact that most people have an established home at the age of 25. Our sample consists of 220 respondents taken from the population which have claimed that they have an interest in furniture and interior.

### **3.1.2 Data sources**

It is usual to distinguish between primary and secondary data. Primary data is new data that the scientist gathers in different ways, while secondary data is data gathered by others. Secondary data is primary research data, mainly conducted by others. Even though a project is based on primary data, secondary data is important to cover what have previously been written (Larsen, 2007). It's important to gather information and compare this with your own research to understand new developments or changes in the field of study. Researchers should evaluate reliability and validity of the research used and be critical to their findings (Larsen, 2007). In this thesis, it will be used primary data to answer our research question; however secondary data will be used in order to compare our results with other researchers.

### **3.2.1.1 Gathering primary data**

There are different ways to gather information regarding primary data. Quantitative methods are dependent on a well-developed research question (Larsen, 2007). Primary data is collected for a particular research while secondary data is data collected from previous periods and research (Larsen 2007). Based on our research question, the appropriate technique to use in our thesis is primary data. Secondary data will not be used for data collection, but can be used to compare our results with other researches. In this thesis quantitative data using survey`s with closed-ended questions is used. This means that respondents have to answer questions with pre-decided answers. According to Jacobsen (2005) this method is the most usual in analyzing many respondents together in an efficient manner. This provides the opportunity to use statistical analysis for hypotheses testing and to examine relationships between variables (Johannessen, Tufte and

Kristoffersen 2005). One of the advantages with this method is that it provides an overview of large and complex data. With surveys the respondents read the questions themselves and then note their own answers. A disadvantage of questionnaire is that respondents will have different knowledge about the research theme. The respondents may also be influenced by how the questions are formulated, and which order they are distributed. Therefore, it is important that we develop the questionnaire in such a way as explained in the literature (Robson 2002). The researcher must further decide how the questions should be answered, choosing between open-ended or closed-ended questions. If the questions are open-ended the respondent can answer whatever he/she likes. However, if the questions are closed-ended, the response options are provided in advance. There are pros and cons by both methods. The open-ended method provides the respondent a way to identify ignorance and misunderstanding (Larsen, 2007). It is possible that if a survey has closed-ended questions, respondents may want to answer something else than the proposed answer. Here the open-ended questionnaire has an advantage (Larsen, 2007).

Our survey is distributed through a web panel, where respondents are selected randomly by Ipsos MMI from the population. This provides us with 220 respondents in the Oslo-region, which have claimed that they have an interest in our area of research. The reason for asking respondents in this region is because the competition here is high, and this is where the market is highly concentrated. In our questionnaire, there are only closed-ended questions. The decision of choosing closed-ended questions and avoid an answer-option of “don’t know” is to “force” respondents to answer every question in the range of 1-7. In this way, it will be obtained more data because it is likely that some of the respondents would answer “don’t know” even if they have an opinion.

Marketing Scales handbook and articles were used in order to find scales to measure our different variables. It is used 7-point Likert-type questions, ranging from (1) strongly disagree to (7) strongly agree. Since established scales are used to measure our concepts, there are often three or four questions that may look very similar. The reason for this is to ensure that the questions are measuring what they should measure, and ensuring high reliability. A text is included before these questions to inform the respondents about the importance of answering all of these questions as accurate as possible, even if they seem identical. Two questionnaires are developed, with two products in each questionnaire. The first questionnaire consists of Wonderland bed and Princess sheet, and the second consists of Høyang-Polaris frying pan and IKEA cutlery. The idea is that the half of the

respondents should be asked about Wonderland first, and then Princess sheet, and the other half reversed. The order of the questions may have an effect on the results, and therefore the order is randomized. This is done to ensure reliable results on both parts of our questionnaire. The questionnaire takes about 7-10 minutes to answer. The questions and scales used are presented in the section of measurement (chapter 3.4).

## **3.2 Validity and reliability**

Validity is concerned with whether the findings are really about what they appear to be about (Saunders, Lewis, and Thornhill 2009). Important to the scientific approach is some degree of skepticism about the findings and their meaning (especially other people's research) (Robson 2002). Ensuring validity begins with a good understanding of what should be measured and then making the measurement as "correct" and accurate as possible (Hair et al. 2014). Jacobsen (2005) identified that a good survey has the following characteristics: (1) the survey is reliable (reliability), (2) the survey measures what it says it should measure (conceptual validity), (3) that relationships that correlate, also has a causal connection (internal validity), and (4) the results of the survey may be translated to other areas (external validity). Since our research is based on a cross-sectional research design it is not possible to detect causal relationships. Therefore it is not relevant to evaluate and discuss the internal validity (Johannessen, Tufte and Kristoffersen 2005). The concepts of reliability, conceptual validity, and external validity will be introduced.

### **3.2.1 Conceptual validity**

One of the greatest challenges concerning the use of survey's with given answers, is whether or not our questions measures the actual phenomena we want to examine (Jacobsen 2005). The questions provided should be simple in order to make sure that there are no misunderstandings. It can be necessary to develop a list of clarifications for some of the words used in the survey, in this way it might rule out some misunderstandings. The survey's does not consist of complex formulations or wording, which would have been explained, if present. To ensure conceptual validity it is used questions from established scales in order to be certain that the right concepts are measured.

### **3.2.2 Reliability**

Reliability means that the survey can be trusted, and that it is carried out in a responsible way. High reliability means that if the survey is carried out twice, the results are the same. One should make sure that not the measurement process or the measurement instruments

create the results (Jacobsen 2005). Jacobsen (2005) explains that the more errors there are in creating the questionnaire, the less reliable is the answers. There are some issues which should be addressed, such as leading questions, leading question context, unclear questions, and double questions (Jacobsen 2005). These issues should all be addressed, and the final questionnaire should then be tested by a number of respondents before publishing the final questionnaire. In order to test reliability, Cronbach`s alpha is used.

Reliability associated with transforming the questionnaires into the computer may provide some issues. There is a possibility that numbers being transferred are typed in incorrectly, which is damaging for the results. One way to ensure reliability here is to insert the answers from the questionnaire twice, and then compare the results (Jacobsen 2005). In this way, high reliability can be ensured. In this thesis, the data will not be computed by hand, as this work will be conducted by Ipsos MMI. However, it is important to check the data file for errors, before conducting further analysis, in order to obtain high reliability.

### **3.2.3 External validity**

This concept deals with to what extent the results of the study are generalizable (Robson 2002). The problem with intensive design is that studies often become too specific and only relate to a special context, or to only a few units (Jacobsen 2005). This provides a challenge regarding the generalizability- can results for a small group, also be applied to the whole population? In Norway, it is not possible to use any public address registers which provide the opportunity to draw the selected sample; it is therefore most effective both in terms of time and costs, to use a web panel. The questionnaire is distributed through Ipsos MMI`s web panel which consists of 49000 respondents. These respondents are carefully selected by Ipsos MMI, and it is not possible for individuals to apply for a position in the web panel. This provides a more representative sample, as web panels which use self-recruitment are more interested in the incentives or benefits than answering the survey, which leads to less representative respondents (Kvernberg, Ipsos MMI).

Our questionnaire is distributed to 220 respondents in the Oslo-region which have claimed to be interested in furniture and interior. This may make it difficult to generalize the results, as respondents who are interested in furniture and interior may have different opinions about the topic than the general public. Hence, to gain the best possible result to answer our research question, this approach is used to gather information.



### 3.3 Pre-test

After conducting a pre-test (n=12) on purchase frequency on four products (beds, armchair, sheet and curtain) the results on beds indicated a mean score of 4.91 which tells us that the average frequency of bed purchase is between 11-14 years. To compare beds with another product category, armchair is included as part of the pre-test. The largest group answered that they bought an armchair every 11-14 years on average with a mean score of 5. However, for both products, there were respondents who answered that they bought armchair and bed every 7-10 years. There were no respondents who bought the product more frequently than seven years. Therefore, low purchase frequency is defined purchase made less frequently than seven years.

**Table 2**

Mean scores for purchase frequency

	N	Mean	
	Statistic	Statistic	Std. Error
Wonderland	12	4,9167	,28758
Ekornes	12	5,0000	,36927
Princess	12	2,9167	,46804
Kid	12	1,5833	,22891

In the pre-test, questions are included for product involvement in order to conduct whether or not purchase of different products was an important or unimportant decision. In order to identify product involvement, the following questions were used:

1. Buying these products is (1=Very unimportant decision to 7=Very important decision)
2. The decision to buy these products demands (1=Very little thought to 7=Very much thought).
3. When buying these products, what are the risks of choosing the wrong brand (1=Very low risk to 7=Very high risk).

**Table 3**

Mean scores for product involvement

	N	Mean	
	Statistic	Statistic	Std. Error
Kid	12	1,6111	,22411
Wonderland	12	5,4167	,61426
Ekornes	12	5,0833	,58189
Princess	12	1,9167	,30186

The results clearly separated the high involvement products (Wonderland beds and Ekornes Stressless chair) from low involvement products (Kid sheet and Princess curtains) as expected. Since the mean score for Kid and Princess is quite similar ( $M_{\text{Involvement Kid}}=1.6$ ,  $M_{\text{purchase frequency Kid}} = 1.6$ ;  $M_{\text{Involvement Princess}}=1.9$ ,  $M_{\text{purchase frequency Princess}} = 2.9$ ) and the mean score for Wonderland and Ekornes indicates the same ( $M_{\text{Involvement Wonderland}}=5.4$ ,  $M_{\text{purchase frequency Wonderland}} = 4.9$ ;  $M_{\text{Involvement Ekornes}}=5.1$ ,  $M_{\text{purchase frequency Ekornes}} = 5.0$ ), this provides a possible problem. To obtain more variation in the dataset, it is necessary to have products with greater diversity in the mean scores. It was therefore necessary to change two of the products. Stressless armchair and Princess curtains were replaced with Høyang-Polaris frying pan and IKEA cutlery as shown in table 5. In this way, we think that it will be obtained a higher variation in the responses. This provides us with a product (brand) on each possible category of purchase frequency and product involvement.

**Figure 7**

Products used in the survey

	Purchase frequency	
	High	Low
High involvement	Frying Pan	Bed
Low involvement	Bed Sheets	Cutlery

### **3.4 Measurement**

On the basis of different items found in the literature, and the definitions established in our theoretical framework, several sample measures is selected. All the items were measured on seven-point Likert-type scale, except purchase frequency. Purchase frequency was measured using a multiple choice question with seven different answer possibilities, and the respondent where asked to select one of the possibilities. Each of the questions where translated from English to Norwegian.

Advertising spending was measured through consumer's subjective perception of advertising spending for the focal brand with anchors of 1=strongly disagree and 7=strongly agree. The scale used is obtained from Kirmani and Wrigh`s (1989) scale, found in Yoo, Donthu and Lee (2000) research which showed a composite reliability for this scale at .87. This is above the acceptable level of .50. The first question identifies whether or not the brand is perceived as intensively advertised. The next two questions measures if campaigns are perceived as expensive and if the campaign is seen frequently for the brand.

1. X is intensively advertised.
2. The ad campaigns for X seem very expensive, compared to campaigns for competing brands.
3. The ad campaigns for X are seen frequently.

Price promotion was measured using the perceived relative frequency of price deals introduced for the focal brand. Price promotion was measured with modified questions from Kirmani and Wrigh`s (1989) scale presented in the section above which were used by Yoo, Donthu and Lee (2000). The composition reliability showed a result of .80.

1. Price deals for X are frequently offered.
2. Too many times price deals for X are presented.
3. Price deals for X are emphasized more than seems reasonable.

Purchase frequency is measured using a single item. The item is not found using an established scale, and it was therefore necessary to create the question. This item is measured using a multiple choice question, in this way it is possible to identify how often the respondent thinks a person should buy a new product. With this question, our intention is to identify how often the respondents think that a product should be purchased.

The item is measured using seven different answer possibilities of how often they think they should purchase a new product: 1=every year, 2=1-3 years, 3= 4-6 years, 4=7-10 years, 5=11-14 years, 6=15-18 years and 7=19 years or above.

1. How often do you think that a person should buy X?

Purchase intention is also measured using a single item. The item is not found using an established scale. The intention when creating this question, is to identify how likely it is that the respondents want to buy a certain product. The item is measured using a 7-point Likert scale with anchors of 1=very unlikely to 7=very likely.

1. How likely is it that you would purchase X?

Distribution intensity was measured using the consumer's perception of how many retail stores provided the focal brand. This availability is an index of distribution intensity perceived by consumers. The scale is adopted from Smith's (1992) three items found in Yoo, Donthu and Lee (2000), and measured using a 7-point Likert scale with anchors of 1=strongly disagree to 7=strongly agree. The composite reliability found by Yoo, Donthu and Lee (2000) using this scale was .87.

1. More stores sell X, as compared to its competing brands.
2. The number of the stores that deal with X is more than that of its competing brands.
3. X is distributed through as many stores as possible.

Symbol exposure was measured using three different items. To our knowledge, there are no reliable scales developed for this concept. Therefore, it is developed three questions to measure whether or not consumer are aware of, can recall and/or are familiar with brand symbols. This is measured using a 7-point Likert scale, with anchors of 1=strongly disagree to 7=strong agree.

1. The symbol for X is familiar to me
2. Many of my friends and/or family would recognize the symbol for X
3. I often see the symbol for X

Sponsorship is measured through two questions if the consumers are aware or not aware of corporate sponsorship for the different brands. Since there were no reliable scales, questions needed to be developed. The items are measured using a 7-point Likert scale, with anchors of 1=strongly disagree to 7=strongly agree.

1. I am aware that X is sponsoring various events
2. I think that X is sponsoring more than competing brands

Perceived quality measures consumer's subjective judgment regarding a brand's excellence or superiority and addresses overall quality rather than the individual elements of quality (Yoo, Donthu and Lee 2000). Three items are included based on Sprott and Shimp (2004) found in the marketing scale handbook developed by Bruner II (2009). The alphas in Study 1 were described as being  $\geq 0.96$  and the alpha in Study 2 was .97. The three items are measured on a 7-point Likert scale.

1. All things considered, I would say this \_\_\_\_\_ has:  
(1=Poor overall quality/ 7=excellent overall quality)
2. This product has:  
(1=Very poor quality/ 7=very good quality)
3. Overall, this product is:  
(1=Poor/ 7=excellent)

Loyalty is measured by a single item. The scale is adopted from Reichheld, who claimed that this was the single best question one could ask to determine customer's loyalty (Atkinson et al. 2012). The item is measured using a Likert 7-point scale, with anchors of 1= strongly disagree to 7= strongly agree.

1. How likely is it that you would recommend (Company xyz) to a friend or a colleague?

Brand awareness is measured using two questions to measure brand recognition. The questions are adopted from the scale developed by Yoo and Donthu (2001). The original item scale from Yoo and Donthu (2001) consist of five questions, but as three of the five questions measured brand association and not brand awareness, and it was therefore adopted the two brand awareness questions from the scale. These questions identify whether or not the consumer are able to recognize and are aware of the brand, and provides the overall measure of brand awareness. Since brand awareness is our dependent variable, these questions were used. A standard recall and recognition question would just provide

us with a nominal variable (0/1) and cannot tell how aware the respondents are with the different brands. A seven-point Likert scale from 1=strongly disagree to 7= strongly agree will give us a much better answer on how aware the respondents are with the products, and it can tell us how aware the respondent are with the brand. The composite reliability of the five questions showed a result of .94. Since we have adopted two of the five questions, there is not any exact reliability of the brand awareness from the scale.

1. I can recognize X among other competing brands.
2. I am aware of X.

Product involvement is measured using three questions to measure a consumer's interest in and the consumer's personal relevance of the product. The scale is adopted from Chandrasekaran (2004) and the reliability of the scale showed an alpha of .91. He further argued that the scale had a correlation of .92 with the most popular measure of involvement in scholarly consumer research, which is the 20-item measure of enduring involvement by Zaichkowsky (1985). The scale is obtained from Bruner II (2009).

1. I am particularly interested in the advertised product.
2. Given my personal interests, this product is not very relevant to me. (r)
3. Overall, I am quite involved when I am purchasing \_\_\_\_\_ for personal use.

### ***3.5 Statistical methods***

To analyze the research questions statistical methods such as descriptive statistics, correlation analysis, factor analysis, and structural equations modeling. SPSS and SPSS Amos are used in analyzing the statistic for this thesis.

#### **3.5.1 Descriptive statistics**

The main reason for using descriptive statistic in our research is to provide us with the characteristics of our sample and to get an overview on how many that answers the different alternatives in the survey (Pallant 2013). The descriptive analysis provides us with information about the different variables minimum and maximum level, mean, standard deviation and can give us information about extreme values. It is important to consider removing the extreme values from the data file since values ranging above or below the range in the question can give a wrong impression of data and the results could give us the wrong conclusion (Pallant 2013). Another solution to the problem is using the standard deviation to explain how much the observations differ from the average.

### **3.5.2 Correlation analysis**

A correlation analysis is appropriate to use when explaining how the different drivers are influencing brand awareness for low purchase frequency products. To find these relationships, Pearson's correlation coefficient is used in the analysis (Pallant 2013). The Pearson coefficients are ranging from -1 to 1, where -1 indicates perfect negative relationship and +1 indicates perfect positive relationship. If the value is 0, this indicates no relationship between the variables (Pallant 2013). In real life, it is seldom possible to obtain a perfect positive or negative relationship, and any value above .3 is considered a strong relationship.

### **3.5.3 Factor analysis**

Factor analysis differs from most of the other statistical techniques. While most of the statistical techniques are designed to tell us something about the hypothesis in the research, the factor analysis is designed as a data reduction technique where a large set of variables in the dataset will be reduced and summarized into appropriate groups based on their correlation with each other (Pallant 2013). It is therefore a useful and appropriate technique to use in our research. Further, two types of factor analysis exist, called *exploratory* and *confirmatory* factor analysis. Exploratory factor analysis is in most cases used in the early stage of the research to explore the interrelationships among the variables. Confirmatory factor analysis on the other hand is a technique which is used later in the research process to test hypothesis or theories concerned with the structure that is underlying the set of variables in the research (Hair et al. 2014; Pallant 2013).

Loadings can be compared with a correlation coefficient, which tells us something about the relationship between the question and the factor (Hair et al. 2014). The items load quite strongly when loadings are above 0.4. The loading each question has on the components tells us something about how many new summated scales to develop (Pallant 2013).

### **3.5.4 Structural equations modeling**

Testing a structural equations model (SEM) involves the measurement and structural models. A measurement model may be developed based on theory and then tested with confirmatory factor analysis (CFA) (Hair et al. 2014). CFA tests measurement theory based on the covariance between all measured items. SEM identifies relationships between latent constructs much like examining the relationship between dependent and independent variables in multiple regression analysis (Hair et al. 2014). SEM will provide a better way

of empirically examining a theoretical model by involving both the measuring model and the structural model in one analysis. In other words, it takes information about measurement into account in testing the structural model (Hair et al. 2014). SEM provides us with the opportunity to examine all the data at once and this is a much better approach to use than multiple regressions. The statistical goal is to test a set of relationships representing multiple equations; therefore SEM is using other techniques than in multiple regressions in order to determine predictive accuracy for the overall model (Hair et al. 2014). The researcher must “accept or reject” the entire model, and determine if the overall model fit is good enough to identify the relationships. SEM uses a series of measures to identify how well the theory explains the input data (Hair et al. 2014). SEM is used to test most of the hypotheses, and identify how strongly they are related to each other. The hypotheses are accepted at \*\*\*  $p. < 0.01$  \*\*  $p. < 0.05$  \*  $p. < 0.1$  which means that we can be 99 %, 95 %, and 90 % sure that our conclusion is correct.



# Chapter IV

## 4. Data analysis

In this chapter, analysis and results will be presented. The chapter is divided into the following subchapters: Descriptive statistics (chapter 4.1), reliability (chapter 4.2), data reduction (chapter 4.3), and results (chapter 4.4).

Our study is based on two surveys in the Oslo-region. One survey (n=103), the respondents answered questions about Wonderland bed and Princess Sheet, while the other survey (n=117) contained questions about IKEA cutlery and Høyang-Polaris frying pan. The questions in the two surveys are identical, but with different products (appendix 1). The total number of respondents in our study is n=220.

IKEA were removed from the study, as the results from the different concepts indicated that IKEA was a poor match regarding our survey questions compared to the three other products. IKEA offers products which are only distributed through an IKEA store. Our other brands offer products that are distributed through several chains in the market. For IKEA, questions regarding concepts such as for instance distribution intensity and advertising did not make sense comparing with our other brands. When analysing IKEA in SPSS Amos, the result showed few significant relationships, indicating that the questions from the survey did not fit for, indicated that the model should be rejected (appendix 7 and 9).

After removing IKEA, it was conducted a t-test (Appendix 3), where the three remaining products was classified into three different purchase frequency categories: low purchase frequency ( $M_{\text{Wonderland}} = 5.05$ ,  $p < 0.01$ ,  $n=103$ ), medium purchase frequency ( $M_{\text{Høyang-Polaris}} = 3.07$ ,  $p < 0.01$ ,  $n= 117$ ), and high purchase frequency ( $M_{\text{Princess}} = 2.3$ ,  $p < 0.01$ ,  $n = 103$ ). As explained in chapter 3.3, low purchase frequency was defined as seven years or above. Medium purchase frequency is based on the t-test and defined as 4-6 years, and high purchase frequency is defined as products bought more frequently than every three years. The t-test for product involvement showed that all three products had high involvement ( $M_{\text{Wonderland}}=5.61$ ,  $p < 0.05$ ,  $n=103$ ;  $M_{\text{Høyang-Polaris}}= 5.72$ ,  $p < 0.05$ ,  $n=117$ ;  $M_{\text{Princess}}= 5.04$ ,  $p < 0.05$ ,  $n=103$ ) (appendix 3).

It was also identified an issue regarding symbol exposure on each of the three different products. When running the model in Amos, symbol exposure had a suspiciously high standardized loading with brand awareness; in addition the other drivers had quite low standardized loadings with brand awareness. This could be a sign of multicollinearity, and to test if the relationship between brand awareness and symbol exposure showed any multicollinearity, a simple regression on each of the products was used to check for correlations above .7. The results for the three products showed correlations close to and above .7. In addition, the reliability test for the two factors was tested. The two factors should indicate correlations lower than .3 as this indicates that the items are measuring something different from the scale as a whole. The item-total correlation of all three product categories showed high values of correlation (above .7) which indicate that the item is measuring the same concept. Based on these two analyses, symbol exposure was removed from further analysis (Appendix 5).

The hypotheses are based on the research question which is developed for products with low purchase frequency and high involvement. However, the estimates for medium and high purchase frequency products are included in the analysis for comparison. The reason for doing the survey with several different products is to increase generalizability.

#### ***4.1 Descriptive statistics***

Before making a descriptive analysis, it is important to make sure that all the possible errors in the data file have been removed. When checking for errors, you look for values that fall outside the range of possible values for a variable. Since our survey consists of closed-ended questions, it is not possible to fall outside the provided range and we therefore exclude the possibility of obtaining extreme values in our dataset. It was not possible for the respondents to skip any of the questions, and therefore the response rate was 100%.

Three of the respondents in our dataset answered one to almost every question. After doing some of the analysis both with and without these respondents, these respondents did not have any major effect on the results. This resulted in retaining each of the respondents.

**Table 4**  
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mann	95	43,2	43,2	43,2
Kvinne	125	56,8	56,8	100,0
Total	220	100,0	100,0	

95 of the respondents were males (43.2 %), while 125 respondents were females (56.8 %). The largest group of the respondents in the survey was educated from university level (75.9 %), while 3.2 % had primary school and 20.9 % had high school as their highest education level. The respondents in the research were mainly living in Oslo 94.1 % (appendix 2). The descriptive statistic (appendix 2) also show that brand awareness is quite low for Wonderland ( $M_{\text{Wonderland}}=3.3$ ), whereas higher for Høyang-Polaris and Princess on the seven-point Likert scale ( $M_{\text{Høyang-Polaris}}=4.5$ ;  $M_{\text{Princess}}=4.7$ ).

**Table 5**  
Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ungdomsskole/ Realskolenivå	7	3,2	3,2	3,2
Videregående skole/ Gymnasnivå	46	20,9	20,9	24,1
Universitet/ høyskole, lavere grad	60	27,3	27,3	51,4
Universitet/ høyskole, høyere grad	107	48,6	48,6	100,0
Total	220	100,0	100,0	

## 4.2 Reliability

Before running the analysis, it is important to check the scale reliability and be certain that the items are measuring what it is supposed to measure. To identify if the scale ‘hang together’ we look at the scales internal consistency (Pallant 2013). To test the reliability Cronbach’s Alpha is used, which should be above .7 to be satisfactory. However, for scales with few items it is common to find lower Cronbach’s Alpha values. The results for the three different products are shown below

**Table 6**

Scale reliability low purchase frequency product

Scale	Cronbach`s Alpha	N of items
Product involvement	.140 *	3
Brand Awareness	.773	2
Distribution intensity	.919	3
Advertising	.725	3
Price promotion	.786	3
Perceived quality	.975	3
Sponsorship	.599	2

\* The poor reliability of this scale will be addressed below

**Table 7**

Scale reliability medium purchase frequency product

Scale	Cronbach`s Alpha	N of items
Product involvement	.338 *	3
Brand Awareness	.856	2
Distribution intensity	.937	3
Advertising	.849	3
Price promotion	.830	3
Perceived quality	.979	3
Sponsorship	.850	2

\* The poor reliability of this scale will be addressed below

**Table 8**

Scale reliability high purchase frequency product

Scale	Cronbach`s Alpha	N of items
Product involvement	.407 *	3
Brand Awareness	.801	2
Distribution intensity	.931	3
Advertising	.604	3
Price promotion	.796	3
Perceived quality	.973	3
Sponsorship	.680	2

\* The poor reliability of this scale will be addressed below

The reliability test showed that most of our scale items had a Cronbach`s Alpha of .7 or above which is appropriate. As noted in table six, seven and eight above, the reliability of product involvement is too weak in general for the purposes of this study. One option was to remove the reversed question from the product involvement scale, but the reliability of the scale would not have been high enough to be considered reliable even if this question is removed. Therefore a single item was used to measure product involvement, even though this is a weakness. The item that now explains product involvement is “Overall, I

am quite involved when I am purchasing X for personal use”. This will also be discussed in chapter 5.

### **4.3 Data reduction**

In order to reduce the data, factor analyses was used. The first step in a factor analysis is to test the suitability of the data and there are several criteria's that needs to be fulfilled. The sample size in a factor analysis should be more than 300. However, the factor analysis is also sufficient in smaller sample sizes if the solution have several high loadings of variables (above .8). Our sample consists of 220 respondents. The pattern matrix shows that most of the items have loadings higher than .80. The second criteria that needs to be fulfilled, is the inter-correlation between the variables. Tabachnick and Fidell (2001) suggest that some of the inter-correlations should be above .3 for the factor analysis to be appropriate. The last criteria to check the suitability are the Keiser-Mayer-Olkin (KMO) measure of suitability and the Bartlett's test of sphericity. The KMO value is ranging from 0 to 1, with a minimum value of .6 to be considered as a good factor analysis. The Bartlett's test of sphericity should also be significant ( $p < .05$ ) (Pallant 2013). Since there are three different product categories with low, medium and high purchase frequency, it is necessary to conduct a factor analysis for each one of them separately. The results from the data reduction for low, medium and high purchase frequency is presented in appendix 4.

#### **4.3.1 Data reduction low purchase frequency**

Keiser-Mayer-Olkin shows a value of .807 and a Bartlett's test of sphericity at a significant  $p. < 0.05$ . The correlation matrix indicates values above .3 and the data is therefore appropriate to use for a factor analysis. Eigenvalues indicates a five component solution with a variance explanation of 79.7 %. Questions for six different scales are included, and the extraction function was used in order check the factor loadings and in order to create new summated scales. Pattern matrix shows the different factor loadings for each of the six factors. Based on the pattern matrix below, summated scales are developed (appendix 4).

#### **4.3.2 Data reduction medium purchase frequency**

The factor analysis indicates a Keiser-Mayer-Olkin value of .797 which is above the minimum level, and the Bartlett's test of sphericity show a significant level at  $p. < 0.05$ . Most of the components in the correlation matrix have values above .3 which indicates that the data is suitable for a factor analysis.

Total variance explained tells us that it is reasonable to extract four components that have eigenvalues above 1. The four different components are explaining 77.4 % of the variance in the dataset (appendix 4). The reason for choosing a six component solution is supported by the reliability test, which shows a scale reliability ranging from .830 to .979. This indicates a strong fit between the items in each group (table 7).

### 4.3.3 Data reduction high purchase frequency

Keiser-Mayer-Olkin value is .807 with a Bartlett's test of sphericity is significant  $p. < 0.05$ . Further, the correlation matrix shows that many of the items have values above the minimum level at .3, which indicates that the data is suitable for a factor analysis. Total variance explained indicates a five component solution, with five components that show an eigenvalue above 1. These five components explains 81,5 % of the variance in the data. The pattern matrix, show the six component solution. New summated scales were created, based on the pattern matrix (appendix 4)

**Table 9**

Summated scales summary

Scale	Number of items
Product involvement	1
Brand awareness	2
Distribution intensity	3
Advertising	2
Price promotion	3
Sponsorship	2
Purchase frequency	1

Table 9 show a summary of the summated scales for all three products. Since the scale reliability for product involvement was not acceptable, a single item is used for further analysis. Both product involvement and purchase frequency are therefore single item measures.

## 4.4 Results

The summated scales from the data reduction were used to run the estimates of the SEM model as the measuring model should be based on the pattern matrix from the confirmatory factor analysis. After running the analysis the first time, one should expect that some of the relationships between the variables are weak and not significant, which indicates poor model fit. In order to obtain a good model fit, one should consider removing

some of these insignificant relationships. Based on our two surveys with a small number of respondents (n=103 and n=117), it is difficult to obtain a very good model fit. To get a very good model fit, there should be at least 200 respondents or more in general, and this is taken into consideration when analyzing our results (Harrington 2009).

The significant relationships marked with \*\*\*, indicates a significance level at  $p. < 0.01$  interval in the model. However, relationships between variables that have a significance level  $p. < 0.05$  (\*\*), and  $p. < 0.1$  (\*) is accepted. The relationships with a significance level at  $p. < 0.1$  are considered a weak relationship, but still a relationship that could be presented.

#### **4.4.1 Model fit**

After the first estimation of the structural equation model was carried out for each of the products, it was found several relationships between variables that were not statistically significant. The weak relationships were removed until the result was statistically significant up to a  $p. < 0.1$  level. Most relationships for our three products were statistically significant at a  $p. < 0.01$  level after removing the relationships that were insignificant. However, for all three products there were values that were statistically significant at both  $p. < 0.05$  and  $p. < 0.1$  level. The first step is to evaluate the model fit for each of the products, before looking at the relationships between the variables.

**Table 10**

Goodness of fit low purchase frequency (Harrington 2009)

Goodness of fit	Benchmark	Obtained values
Chi-Square (CMIN)	The smaller the better	137.337
Chi-Square/Degree of freedom (CMIN/DF)	≤5	4.039
Goodness of fit (GFI)	≥.90	.776
Adjusted Goodness of fit (AGFI)	≥.80	.638
Relative fit index (RFI)	Close to 1=very good fit	.502
Root square error of approximation (RMSEA)	<.0.05	.123
The Parsimony Normed Fit Index (PNFI)	Close to 1=very good fit	.471
The Parsimony Comparative Fit Index (PCFI)	Close to 1=very good fit	.512

The overall model fit for the low purchase frequency product is not very good, but it is acceptable. As explained in the previous section, it is difficult to get a perfect model fit with small sample sizes. The sample size for low purchase frequency was  $n=103$  which could support the theory that small sample sizes may have an effect on the model fit. The goodness of fit (GFI) and the adjusted goodness of fit (AGFI) are a little bit below the value of good fit, but it is acceptable. The chi-square/degree of freedom (CMIN/DF) is high, but still inside the range of what is accepted. Finally, the relative fit index (RFI), the parsimony normed fit index (PNFI) and the parsimony comparative fit index (PCFI) are all around 0.5, which indicates neither a good fit nor a poor fit. Therefore it can be concluded that the model fit for the product is appropriate for further testing of the hypotheses.

The model fit for the medium and high product is both acceptable. The GFI and AGFI for both products are acceptable, but could have been better to be classified as a good fit ( $GFI_{\text{Medium purchase frequency}} = .796$ ,  $AGFI = .613$ ;  $GFI_{\text{High purchase frequency}} = .861$ ,  $AGFI = .737$ ). The CMIN/DF in both cases are below the maximum level, while the RMSEA on both of the products are too high for good model fit ( $CMIN/DF_{\text{Medium purchase frequency}} = 4.684$ ,  $RMSEA = .178$ ;  $CMIN/DF_{\text{High purchase frequency}} = 2.443$ ,  $RMSEA = .119$ ). Finally, the RFI, PNFI and PCFI are on both medium purchase frequency and high purchase frequency



around .5, which indicates neither a good nor poor model fit ( $RFI_{\text{Medium purchase frequency}}=.560$ ,  $PNFI=.462$ ,  $PCFI=.486$ ;  $RFI_{\text{High purchase frequency}}=.589$ ,  $PNFI=.474$ ,  $PCFI=.523$ ) (Appendix 6).

Based on the goodness of fit indexes, the path-coefficients in the model are used to test the hypotheses in the thesis. However, the hypotheses are based on the low purchase frequency product, and medium and high purchase frequency is included to be able to compare the results.

#### 4.4.2 Hypothesis testing

The relationship between the paths for the three products (the standard coefficient), are illustrated in appendix 7. The significance level between the standardized coefficients, t-value and the estimates ( $\text{Beta} = \beta$ ) both for the full model (appendix 8) and in appendix 9 only statistical results are presented. Maximum likelihood method is used in SEM for hypothesis testing. The level of p-value for accepting hypotheses is mainly  $p < 0.05$  and  $p < 0.01$ . However, p-value of  $p < 0.1$  is also accepted, even though this is a weak relationship. The results of the hypotheses are shown in table 11. The results of the hypotheses testing is based on the low purchase frequency product, however the estimated from the medium and high purchase frequency products are included.

**Table 11**

Hypotheses for the low purchase frequency product

Hypotheses	Relationship	Support
H1	Purchase frequency --> Brand awareness	-
H2	Product involvement --> Brand awareness	√
H3a	Distribution intensity --> Brand awareness	√
H3b	Price promotion --> Brand awareness	-
H3c	Symbol exposure --> Brand Awareness	-
H3d	Advertising --> Brand awareness	√
H3e	Sponsorship --> Brand awareness	-
H4a	Product involvement --> Distribution intensity	√
H4b	Product involvement --> Price promotion	√
H4c	Product involvement --> Symbol exposure	-
H4d	Product involvement --> Advertising	-
H4e	Product involvement --> Sponsorship	-
H5a	Purchase frequency --> Distribution intensity	-
H5b	Purchase frequency --> Price promotion	-
H5c	Purchase frequency --> Symbol exposure	-
H5d	Purchase frequency --> Advertising	-
H5e	Purchase frequency --> Sponsorship	-

**Table 12**

Estimates between low, medium and high purchase frequency

Relationship	Low purchase frequency estimate	Medium purchase frequency estimate	High purchase frequency estimate
Purchase frequency --> Brand awareness	(-).183	.038	(-).027
Product involvement --> Brand awareness	.291 **	.260 ***	.300 ***
Distribution intensity --> Brand awareness	.327 **	.706 ***	.242 **
Price promotion --> Brand awareness	(-).109	(-).080	.161 *
Symbol exposure --> Brand Awareness	-	-	-
Advertising --> Brand awareness	.401 ***	.103	.443 ***
Sponsorship --> Brand awareness	.082	.054	.122
Product involvement --> Distribution intensity	.146 *	.232 ***	.48
Product involvement --> Price promotion	.120 *	.046	.018
Product involvement --> Symbol exposure	-	-	-
Product involvement --> Advertising	.103	.117 *	.108 **
Product involvement --> Sponsorship	(-).018	.105 *	.029
Purchase frequency --> Distribution intensity	(-).016	(-).079	.019
Purchase frequency --> Price promotion	(-).003	.098	(-).121
Purchase frequency --> Symbol exposure	-	-	-
Purchase frequency --> Advertising	.034	.005	(-).116
Purchase frequency --> Sponsorship	(-).038	.152 *	(-).165 *

\*\*\*  $p. < 0.01$  \*\*  $p. < 0.05$  \*  $p. < 0.1$

*H1: Lower purchase frequency leads to lower brand awareness*

The relationship between purchase frequency and brand awareness is not statistically significant for the low purchase frequency product, and is therefore not supported ( $\beta_{\text{Low purchase frequency}} = -.183$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .038$ ,  $n = 117$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = -.027$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H2: Higher involvement with a low purchase frequency product will lead to higher brand awareness*

The relationship between product involvement and brand awareness show a strong positive relationship for low purchase frequency, and is supported ( $\beta_{\text{Low purchase frequency}} = .291$ ,  $n = 103$ ,  $p. < 0.05$ ;  $\beta_{\text{Medium purchase frequency}} = .260$ ,  $n = 117$ ,  $p. < 0.01$ ;  $\beta_{\text{High purchase frequency}} = .300$ ,  $n = 103$ ,  $p. < 0.01$ ).

*H3a: Higher distribution intensity will lead to higher brand awareness*

The relationship between distribution intensity and brand awareness indicates a strong positive relationship and is supported ( $\beta_{\text{Low purchase frequency}} = .327$ ,  $n = 103$ ,  $p. < 0.05$ ;  $\beta_{\text{Medium purchase frequency}} = .706$ ,  $n = 117$ ,  $p. < 0.01$ ;  $\beta_{\text{High purchase frequency}} = .242$ ,  $n = 103$ ,  $p. < 0.05$ ).

*H3b: Higher price promotion will lead to lower brand awareness*

The relationship between price promotion and brand awareness is not statistically significant and is not supported ( $\beta_{\text{Low purchase frequency}} = -.109$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = -.080$ ,  $n = 117$ ,  $p. > 0.05$ ;  $\beta_{\text{High purchase frequency}} = .161$ ,  $n = 103$ ,  $p. < 0.1$ ).

*H3c: Higher symbol exposure will lead to higher brand awareness*

Symbol exposure was excluded from the analysis, because of multicollinearity. For more information, see chapter 4.2.

*H3d: Higher advertising will lead to higher brand awareness*

The relationship between advertising and brand awareness indicates a strong positive relationship and the hypothesis is supported ( $\beta_{\text{Low purchase frequency}} = .401$ ,  $n = 103$ ,  $p. < 0.01$ ;  $\beta_{\text{Medium purchase frequency}} = .103$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = .443$ ,  $n = 103$ ,  $p. < 0.01$ ).

*H3e: Higher sponsorship will lead to higher brand awareness*

The relationship between event sponsorship and brand awareness is not statistically significant and not supported ( $\beta_{\text{Low purchase frequency}} = .082$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .054$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = .122$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H4a: Higher product involvement leads to increased salience of distribution intensity*

The relationship between product involvement and distribution intensity have a positive significant relationship and the hypothesis is therefore supported ( $\beta_{\text{Low purchase frequency}} = .146$ ,  $n = 103$ ,  $p. < 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .232$ ,  $n = 117$ ,  $p. < 0.01$ ;  $\beta_{\text{High purchase frequency}} = .48$ ,  $n = 103$ ,  $p. > 0.1$ )

*H4b: Higher product involvement leads to increased salience of price promotion*

The relationship between product involvement and price promotion has a weak significant relationship for the low purchase frequency product and is supported ( $\beta_{\text{Low purchase frequency}} = .120$ ,  $n = 103$ ,  $p. < 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .046$ ,  $n = 117$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = .018$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H4c: Higher product involvement leads to increased salience of symbol exposure*

Symbol exposure was excluded from the analysis, because of multicollinearity (chapter 4.2).

*H4d: Higher product involvement leads to increased salience of advertising*

The relationship between product involvement and advertising has no significant relationship and is not supported ( $\beta_{\text{Low purchase frequency}} = .103$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .117$ ,  $n = 117$ ,  $p. < 0.1$ ;  $\beta_{\text{High purchase frequency}} = .108$ ,  $n = 103$ ,  $p. < 0.05$ ).

*H4e: Higher product involvement leads to increased salience of sponsorship*

The relationship between product involvement and sponsorship, for the low purchase frequency product is not statistically significant. The hypothesis is therefore not supported ( $\beta_{\text{Low purchase frequency}} = -.018$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .105$ ,  $n = 117$ ,  $p. < 0.1$ ;  $\beta_{\text{High purchase frequency}} = .029$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H5a: Lower purchase frequency leads to reduced salience of distribution intensity*

The relationship between purchase frequency and distribution intensity is not statistically significant. The hypothesis is therefore not supported ( $\beta_{\text{Low purchase frequency}} = -.016$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = -.079$ ,  $n = 117$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = .019$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H5b: Lower purchase frequency leads to reduced salience of price promotion*

The relationship between purchase frequency and price promotion is not statistically significant. The hypothesis is therefore not supported ( $\beta_{\text{Low purchase frequency}} = -.003$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .098$ ,  $n = 117$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = -.121$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H5c: Lower purchase frequency leads to reduced salience of symbol exposure*

Symbol exposure was excluded from the analysis, because of multicollinearity (Chapter 4.2).

*H5d: Lower purchase frequency leads to reduced salience of advertising*

The relationship between purchase frequency and advertising is not statistically significant. The hypothesis is therefore not supported ( $\beta_{\text{Low purchase frequency}} = .034$ ,  $n = 103$ ,  $p. > 0.1$ ;  $\beta_{\text{Medium purchase frequency}} = .005$ ,  $n = 117$ ,  $p. > 0.1$ ;  $\beta_{\text{High purchase frequency}} = -.116$ ,  $n = 103$ ,  $p. > 0.1$ ).

*H5e: Lower purchase frequency leads to reduced salience of sponsorship*

The relationship between product involvement and advertising is not statistically significant. The hypothesis is therefore not supported ( $\beta_{\text{Low purchase frequency}} = -.038, n = 103, p > 0.1; \beta_{\text{Medium purchase frequency}} = .152, n = 117, p < 0.1; \beta_{\text{High purchase frequency}} = -.165, n = 103, p < 0.1$ ).

**Table 13**

Support from previous research

Relationship	Low	Medium	High
Brand awareness --> Loyalty	.319 ***	.417 ***	.204 **
Brand awareness --> Perceived quality	.103 *	.220 ***	.222 ***
Loyalty --> Perceived quality	.336 ***	.335 ***	.204 ***
Perceived Quality --> purchase intention	.285 **	.229 **	.488 ***
Loyalty --> Purchase intention	.583 ***	.524 ***	.233 ***
Brand awareness --> Purchase intention	.016	.096 **	.209 ***

\*\*\*  $p < 0.01$  \*\*  $p < 0.05$  \*  $p < 0.1$

Table 13 shows that every relationship except from one for the three product categories are statistically significant, as suggested in previous research. The only relationship that is not significant is brand awareness to purchase intention for the product with low purchase frequency.

Finally, the direct relationship from the four drivers (distribution intensity, price promotion, advertising and sponsorship), purchase frequency and product involvement is tested on loyalty, perceived quality and purchase intention so every relationship in the model is tested. Table 14 show the significant results for the low purchase frequency product, table 15 show the significant results for the medium frequency product and table 16 show the significant results for the high purchase frequency product.

**Table 14**

Low purchase frequency product

Relationship - Low purchase Product	Estimate
Distribution intensity --> Loyalty	.282 **
Price promotion --> Loyalty	(-).197*
Advertising --> Loyalty	.363 **
Distribution Intensity --> Perceived Quality	.298 ***
Purchase frequency --> Purchase intention	(-).185 **

\*\*\*  $p < 0.01$  \*\*  $p < 0.05$  \*  $p < 0.1$

The results above indicate that distribution intensity, price promotion and advertising have a significant influence on loyalty for the low purchase frequency product. Distribution intensity and advertising are positively influencing loyalty whereas price promotion is influencing loyalty negatively. Further, the relationship between distribution intensity on perceived quality and purchase frequency on purchase intention is also statistical significant.

**Table 15**

Medium purchase frequency product

<b>Relationship - Medium purchase product</b>	<b>Estimate</b>
Product involvement --> Loyalty	.182 ***
Price promotion --> Loyalty	(-).214 *
Price promotion --> Purchase intention	.134 ***

\*\*\*  $p. < 0.01$  \*\*  $p. < 0.05$  \*  $p. < 0.1$

The results in table 15 show that product involvement and price promotion has a statistical significant relationship with Loyalty. Product involvement is positively influencing loyalty, while price promotion is influencing loyalty negatively. Finally, there is also a significant relationship between price promotion and purchase intention.

**Table 16**

High purchase frequency product

<b>Relationship - High purchase product</b>	<b>Estimate</b>
Sponsorship --> Loyalty	.339 **
Distribution intensity --> Perceived quality	.103 *
Purchase frequency --> Purchase intention	(-).185 **

\*\*\*  $p. < 0.01$  \*\*  $p. < 0.05$  \*  $p. < 0.1$

There are three significant relationships for the high purchase frequency product as shown in table 16. Sponsorship is positively influencing loyalty, while distribution intensity is positively influencing perceived quality, and purchase frequency is influencing purchase intention negatively.

# Chapter V

## 5. Discussion, implications and conclusion

This chapter consists of theoretical implications and findings (chapter 5.1), medium and high purchase frequency (chapter 5.2), managerial implications (chapter 5.3), limitations (chapter 5.4) and conclusion (chapter 5.5).

### 5.1 Theoretical implications and findings

Previous research on brand awareness has mainly focused on products with high purchase frequency. Researchers have found, among other things, that distribution intensity, price promotion, symbol exposure, advertising and sponsorship have had an impact on brand awareness (Huang and Sarigöllü 2012; Yoo, Donthu and Lee 2000; Vranešević and Stančec 2003; Aghaei et al. 2014; Aaker 1991). Our research includes products with low, medium and high purchase frequency. However, the main interest in this thesis is a product with low purchase frequency and high product involvement and the hypotheses and main findings is therefore based upon the low purchase frequency product which is shown below (figure 8).

**Figure 8**

Summary of main findings on low purchase frequency product



#### 5.1.1 Product involvement

The results indicate that higher product involvement leads to higher brand awareness. Customers tend to be interested in high-involvement products and want to learn more about them (Flores, Chen and Ross 2014). Radder and Huang (2008) found results where high product involvement led to high brand awareness which supports the findings in our thesis. The low purchase frequency product (high involvement), show that the degree of product involvement is an important attribute in explaining how aware customers are with

the brand. When purchasing a new bed (low purchase frequency product) the decision of which brand to choose, can be both time-consuming and for some a large investment. As identified by our research, people buy a new bed every 11-14 year on average (appendix 3). For products that are bought infrequently, the likelihood that they will spend more time on the buying decision is higher than for product that is bought frequently.

In order to identify which attributes that respondents find most important when buying a low purchase frequency product, the four drivers` distribution intensity, price promotion, advertising and sponsorship is analyzed. Previous research has shown, among other things, that these four drivers can influence brand awareness. However, no researchers have identified which drivers that is most important for products with low purchase frequency and high involvement and our research therefore present, to our knowledge, new findings regarding these relationships. The findings suggest that higher product involvement leads to increased salience of distribution intensity and price promotion when purchase frequency is low.

Distribution intensity is an important factor for the low purchase frequency product which is perceived as high involvement. It is identified a significant and positive relationship between product involvement and distribution intensity, which means that higher product involvement leads to increased salience of distribution intensity. It is therefore, based on this result, likely that the respondents seek several stores in order to gather the necessary information before making their final purchase when the involvement is high. This implies that products that are bought infrequently benefit from being highly distributed. According to Yoo, Donthu and Lee (2000), making the product available in more stores can offer convenience, time savings, speedy services, and service accessibility which again can increase the customer satisfaction.

Price promotion is a significant factor for the low purchase frequency product which is perceived as high involvement. According to the findings, the more involved the respondents are with the product, the higher salience of price promotion is identified. When customers are highly involved in the buying process, they gather information and obtain knowledge about the product. This may lead to a higher degree of knowledge of certain price-levels and promotions that exists within the product category, in order to buy the most preferred product. Customers interested in buying a good quality product, may often seek the brand offering the best "value for money". However, research has shown



that a company should be careful using price promotion, as price promotion could be seen as damaging to the high quality view on the product (Yoo, Donthu and Lee 2000). Yoo, Donthu and Lee (2000) argue that price promotion may lead to financial success in the short run, but be damaging to the brand equity in the long run. This should be taken into consideration before deciding to use price promotion as part of the marketing strategy.

### **5.1.2 Drivers of brand awareness**

The relationship between symbol exposure and brand awareness was suspiciously high when analyzing the results in SEM the first time, in addition to low standardized loadings from the other factors. Therefore, it was conducted a correlation analysis between symbol exposure and brand awareness to address the possibility of multicollinearity. The test indicates strong correlation between the two concepts above .7, which should not have been the case if they were measuring different concepts. These items had to be developed in order to measure symbol exposure since there, to our knowledge, was no suitable scale measuring this concept. This can explain the issue of multicollinearity between brand awareness and symbol exposure. Symbol exposure was removed from the analysis. Therefore, distribution intensity, price promotion, advertising and sponsorship and their relationship to brand awareness was tested. Based on the findings in our research, distribution intensity and advertising are the only relationships that contribute significantly to brand awareness.

Distribution intensity is an important driver of brand awareness with a strong significant result. This indicates that the higher degree of distribution intensity leads to higher degree of brand awareness according to our findings. In stores, products are often organized by categories and the store environment will facilitate the link between brand and the product category linkages (Huang and Sarigöllü 2012). Distribution could therefore help to establish the brand and product category linkages. Their research further shows that the more intensively the brand is distributed, the greater are the awareness. This thesis presents finding similar to the results found by Huang and Sarigöllü (2012). Still, our findings are different from the findings of Haung and Sarigöllü (2012), in the sense that we have identified a low purchase frequency product. As both studies have identified a positive relationship, it is possible to say that distribution intensity is an important driver of brand awareness for both high and low purchase frequency products. Hence, in order to make this argument stronger, more studies should be developed, including more brands in different industries. However, our study presents, to our knowledge, new findings in the

relationship between product involvement, distribution intensity and brand awareness. As the results indicate, there is a strong positive relationship between both product involvement and distribution intensity, and from distribution intensity to brand awareness. As the involvement with the low purchase frequency product increases, this will increase the salience for distribution intensity, which again increases brand awareness. As involvement with the product increases, it is more likely that consumers seek information and consider their options within more than one store. When customers have visited a number of stores, they will get an overview of products available, and if the brand is highly distributed, it is more likely that they recognize and consider the same brand from these different stores. Distribution intensity is the only concept in our study that has a significant and positive relationship with both product involvement and brand awareness, which indicates, based on the result, that distribution intensity is the most important aspect when building brand awareness for products with low purchase frequency and high involvement.

An alternative to price promotion is according Yoo, Donthu and Lee (2000) to invest in advertising to develop brand equity. Overall, the estimate of advertising have the single highest contribution in building brand awareness for products with low purchase frequency according to our results. This contradicts the findings from Huang and Sarigöllü (2012), which argued that distribution intensity, was the single most important element in establishing brand awareness. However, our result supports Huang and Sarigöllüs findings, which show a very strong relationship between distribution intensity and brand awareness. Yoo, Donthu and Lee (2000) found a positive link between advertising and brand awareness. Hence, they argue that customers that are exposed to brand advertising more frequently will develop not only higher brand awareness and association, but also a more positive view of the brand quality which can lead to stronger brand equity. The relationship between product involvement and advertising is insignificant, which means that higher product involvement does not increase salience of advertising, but higher use of advertising increase brand awareness. Huang and Sarigöllü (2012) found an insignificant relationship between advertising and brand awareness. However, their research identified products that could be classified as mature with high brand awareness. Therefore, increasing the advertising for these products will have little effect on increasing brand awareness. Our low purchase frequency product is identified to have low brand awareness in the Oslo-region and the statistical result between advertising and brand awareness was

significant and positive. When comparing the findings from our study with Huang and Sarigöllüs (2012) findings, these results indicate that advertising is important for brands with low brand awareness, whereas it is far less effective for brands with high brand awareness. This thesis does not provide information of what kind of advertising that is most effective. However, based on the research from Lange and Dahlèn (2003) it is argued that unfamiliar brands (low brand awareness) should use congruent ads (typical ad) which are advertising that are easy to recognize and store in the memory of the customers. Their further suggest that it is useful for familiar brands (high brand awareness) to develop “strange” ads as they argue that using congruent ads for familiar brands may be perceived as boring and wear- out quickly (Lange and Dahlèn 2003).

Corporate communication could also be an important tool to build a strong brand. This means that the company can build and strengthen the company’s image through specific communication techniques such as corporate advertising (Van Geyt, Cauwenberge and Bauwhede 2014). Further, the quality of corporate communication is important, and aspects such as annual reports, press releases, corporate websites and investor relation activities could help the company to build a strong brand. Further research should invest time in analyzing specific types of advertising in order to identify the most effective types of advertising for low purchase frequency products when building brand awareness (Van Geyt, Cauwenberge and Bauwhede 2014).

Sponsorship and price promotion had no influence on brand awareness. The reason that sponsorship showed no relationship with brand awareness could be related to the fact that the low purchase frequency product has low brand awareness in the Oslo-region where the survey was distributed. The questions in the survey asked respondents if they were aware that the specific brand was sponsoring various events and if they thought that the brand was sponsoring more than competing brands. As the brand of low purchase frequency product had low brand awareness, this might explain why the knowledge for sponsorship was low, and that the linkage between sponsorship and brand awareness was insignificant. However, it is also possible that consumer may have seen some sponsorship from the low purchase frequency product, without remembering it afterwards. Another approach could be to ask consumers about specific events that the company had sponsored. In this way, consumer might have recalled the specific sponsorship more easily from their memory, instead of asking general questions as shown in our research. This could be a more appropriate

approach, in situations where the awareness for the brand is low, and is something that could be tested in future research. However, according to our results, sponsorship is not a driver of brand awareness for the low purchase frequency product.

There was no significant relationship between price promotion and brand awareness and therefore the use of price promotion does not increase brand awareness. Studies have found both positive and negative effects between price promotion and brand awareness. Srinivasan, Vanuele and Pauwels (2010) identified a positive relationship between price promotion and brand awareness for convenience goods. Yoo, Donthu and Lee (2000) found a negative relationship between price promotion and brand awareness for durable goods. Both studies have identified high involvement products, but our study presents, to our knowledge, some new findings. The relationship between product involvement and price promotion is significant and positive, indicating that higher product involvement leads to increased salience of price promotion. However, there were an insignificant relationship between price promotion and brand awareness, which indicates that consumers are more likely to be aware of price promotions, than the actual brand itself. This supports previous findings that price promotion should be carefully used, as the relationship between price promotion and brand awareness is insignificant.

As our results clearly indicates, advertising and distribution intensity are strong drivers of brand awareness. Table 14 present results that show that these two drivers also have a significant impact on brand loyalty. This means that advertising and distribution intensity is not just drivers of brand awareness, but also loyalty. Loyal customer are important, as they have a high likelihood to repurchase, and the cost to remain them are lower as studies have shown that the cost of attracting new customers are five times higher than maintaining a loyal customer (Atkinson et al. 2012; Reichheld and Sasser 1990). Loyalty is shown to have an impact on purchase intention (table 13). Further, the results show (table 14) that price promotion has a significant and negative effect on loyalty which indicates higher price promotion leads to lower loyalty. This implies that customers which are price sensitive, have lower loyalty towards a brand. This provides support to the fact that price promotion should be used with care.

Our results indicate that there are a strong and positive relationship between product involvement and brand awareness for the low purchase frequency product. However, when comparing low purchase frequency with the two other product categories, the result indicates that product involvement has the highest significant contribution to brand awareness for products with high purchase frequency, but the estimates for the three products are quite similar. However, this may not be very surprising as the product involvement for all three products was classified as high even though our expectation was to find both high and low involvement for the three product categories. There could be several reasons for this issue. One of the items on product involvement was not coded correctly in the data file, as this was a reversed coded question originated from Chandrasekaran (2004) involvement scale. However, after doing a reliability test on product involvement on each of the three different products, the reliability level was a concern as none of the products had a reliability score that was satisfactory. This led to using a single measure item as explained in the analysis even though this could be seen as a weakness. One of the reasons for the low reliability score could be related to the translation from English to Norwegian which can lead to misunderstandings. Since the reliability from Chandrasekaran (2004) involvement scale showed a reliability of .91 there is a possibility that something has gone wrong during the translation. As the products are classified as high involvement product in the research, it is not possible to classify any of the three products as low involvement. There is also a possibility that the concept of product involvement have been misunderstood. In chapter 3.2.1 it was argued that the concepts in our survey did not consist of complex and advanced wordings that should be explained in order to rule out misunderstandings. However, in hindsight, the concept of product involvement should have been explained and clarified more thoroughly. This indicates that the conceptual validity could have been better.

### **5.1.3 Purchase frequency**

Before running the analyses we expected to find that lower purchase frequency would lead to lower brand awareness. The result indicates that there are no relationship between low purchase frequency and brand awareness. In other words, the level of brand awareness is not affected by how often the product is bought. Further, as purchase frequency is insignificant with all of the drivers of brand awareness, this study indicates that purchase frequency have no influence on the salience of these relationship. This means that people may not pay attention to the distribution intensity, price promotions, advertising and

sponsorship in periods where they do not consider any purchase. However, when deciding to purchase a product, consumers are more likely to search for and identify these drivers.

## ***5.2 Medium and high purchase frequency products***

To be able to obtain comparable results, medium and high purchase frequency was included in the analysis. The results from the hypotheses are based on low purchase frequency, and the same relationships for medium and high purchase frequency is analyzed. Only significant results will be discussed in this section.

Regarding purchase frequency, the only statistical relationship was found with medium and high purchase frequency on sponsorship, but with contradictory results. Medium purchase frequency showed a significant and positive relationship on sponsorship whereas high purchase frequency showed a negative significant result. These results indicate that products (brands) that are bought with medium frequency (high involvement), are perceived to sponsor more than products (brands) that are bought frequently. However, this may not be the case in every situation. To illustrate this, we can use Coca-Cola as an example. Coca-Cola is a global, well-known brand, but is not perceived as either expensive or high risk involved in the buying process. Still, the company is sponsoring numerous events worldwide. This means that a high purchase frequency product does not necessarily sponsor less than medium or low purchase frequency products. However, how much a brand is perceived to sponsor could be based upon how aware you are with the certain brand. Coca-Cola is a world known brand which are sponsoring numerous events, and how much Coca-Cola is perceived to sponsor will therefore be high, compared to less known brands. This implies that sponsorship may not be a very effective tool for unknown brands as the possibility to be recognized is low.

Further, the statistical result for product involvement to brand awareness is significant and positive for both medium and high purchase frequency. The result strengthens the findings for low purchase frequency, and show that product involvement is an important attribute for brand awareness. However, as mentioned in chapter 5.1, all of our three product categories are classified as high involvement which means that the results from this thesis cannot identify any differences among high and low involvement. The result for all three products indicates that higher product involvement leads to higher brand awareness.

Further, medium purchase frequency has a strong significant relationship between product involvement and distribution intensity. The same result was found for the low purchase frequency product, but not for the high frequency product. This indicates that people buying low and medium purchase frequency products may pay more attention to and have higher salience of distribution intensity than for high purchase frequency products.

Product involvement is found to have a significant and positive relationship with advertising, which means that companies with medium and high purchase frequency products should invest time and energy in advertising their products. When involvement with the product increases, it is likely that customers pay more attention to advertising for the specific product that they are interested in. Te'eni-Harar, Lehman-Wilzig and Lampert (2009) studied the importance of product involvement as a driver of advertising effectiveness among young people. Their findings show that ad effectiveness is significant and positively influenced when the involvement with the product is high. They also found that a low level of product involvement will influence the attitude towards an ad to a lower degree. In our study different types of advertising is not addressed. Hence, it has been identified a positive and significant relationship between product involvement and attitude towards the ad, attitude towards the brand and purchase intention in other studies (Te'eni-Harar, Lehman-Wilzig and Lampert 2009). This is something that could be addressed in future research.

For medium purchase frequency there was a weak positive significant relationship between product involvement and sponsorship. There is no relationship for low and high purchase frequency between product involvement and sponsorship. Since there was a weak relationship for medium purchase frequency product, and there was no significant relationship for low and high purchase frequency product it is reasonable to assume that sponsorship is a factor with low importance when the involvement is high. When people buy products such as bed, frying pan, and curtains it is possible that the knowledge for brand sponsorship is low. A reason for this may be that the brands are not using sponsorship to a high degree. It may also indicate a possibility that consumers are not actively searching for activities regarding the brand before they make the decision to purchase a new product.

Distribution intensity has a strong significant and positive relationship to brand awareness for both medium and high purchase frequency products. The medium purchase frequency product has the strongest estimate off the three products in explaining the distribution intensity impact on brand awareness. As all three product categories are significant and positive, the findings that distribution intensity is an important attribute for building and maintaining brand awareness is strengthened.

The high purchase frequency product was the only one out of the three products that had a significant and positive relationship for price promotion to brand awareness. As mentioned in previous sections, studies have shown that price promotions should be carefully used as it can influence brand awareness negatively. However, the result from this study indicates that price promotions could be effective for products that are purchased frequently, but not effective for products that are bought with low and medium purchase frequency. Research have identified several contradictory findings regarding price promotion, and to strengthen our findings that price promotions for high purchase frequency products effectively could be used to increase brand awareness, more studies needs to address this linkage with other brands in different industries.

The high purchase frequency product showed a strong significant relationship between advertising and brand awareness. This result is similar to the result found for the low purchase frequency product. This indicates that both for brands that are purchased frequently, and infrequently, advertising is an important driver of brand awareness.

Our research has identified relationships for building brand awareness for low, medium and high purchase frequency products (table 12). The results indicate that there are both similar and contradictory findings between the three product categories. In the following section, we will provide suggestions for Wonderland on how to use our study in order to improve their brand awareness in the Oslo-region.

### ***5.3 Managerial implications***

This thesis aims to identify how to build brand awareness for products with low purchase frequency and high product involvement as, to our knowledge, previous studies have mainly focused on products with high purchase frequency and low involvement.



The research findings are of importance for managers who are responsible for developing and implementing brand strategies. In this thesis, the low purchase frequency product is Wonderland beds. The findings indicate that Wonderland has low brand awareness in the Oslo-region, and it is therefore of particular interest to identify which drivers that are most important in building brand awareness in this region.

It has been identified, in this thesis, that people consider buying a new bed every 11-14 years in average. Wonderland bed is considered a high involvement product, which means that customers invest time and energy when they gather information prior to purchase.

In the interest of how to build brand awareness for products with low purchase frequency, the results provide us with two main findings. Distribution intensity and advertising is both contributing significantly and positive to brand awareness. Distribution intensity is shown to be the most important driver of brand awareness as it is shown to have a significant relationship with both product involvement and brand awareness. Wonderland should utilize the distribution elements to its potential in order to improve their brand awareness, as this is shown to be important, especially for brands with relatively low brand awareness and tight advertising budgets (Huang and Sarigöllü 2012). In this thesis, different types of advertising, and which type of advertising that is most effective, is not identified. However, based on previous research from Lange and Dahlen (2003) they argue that advertising for unfamiliar brands should focus on establishing the brand and create a brand that help the customers to store and retrieve the brand information. They further suggest that such brands should use congruent ads, which means that the customers are exposed to a typical ad, which should be easy to recognize and store in the memory of the customers (Lange og Dahlen 2003).

Distribution intensity has a significant and positive relationship between product involvements and directly to brand awareness. This indicates that higher involvement leads to higher salience of distribution intensity, which in turn also increase brand awareness, and distribution intensity should therefore be of high importance for Wonderland to increase the awareness. Therefore, in order to build brand awareness, the main focus for Wonderland should be to distribute products intensively and use advertising as part of their marketing strategy.

The results also show that Wonderland should be careful with using price promotions, since there is no significant relationship between price promotion and brand awareness. As mentioned earlier, frequent use of price promotion can cause customers to establish a low-quality view on the products. For Wonderland which is perceived as a high-quality product, frequent use of price promotion can therefore be damaging for the brand equity in the long run. Further, it is found that price promotion has a negative influence on loyalty, which means that price promotion may diminish a well-established loyal customer base. This supports the arguments that price promotion should be used with caution. Further, the results of sponsorship are shown to be insignificant both with product involvement and brand awareness. For Wonderland, which has low brand awareness in the Oslo-region, marketing effort should focus on distribution intensity and advertising in order to obtain higher degree of brand awareness, before considering the use of sponsorship.

Distribution intensity and advertising are also drivers of loyalty. This indicates that the most important driver for building brand awareness also is a strong driver of brand loyalty. Table 13 provides findings that loyalty have a strong influence on purchase intention. Since distribution intensity and advertising are drivers of both brand awareness and brand loyalty, this strengthens its importance in order to increase purchase intention for Wonderland beds.

Finally, there are found a significant and positive relationship between distribution intensity and perceived quality. This indicates that the more intensive Wonderland beds are distributed, the higher are the overall perceived quality for their products. Further, it is identified a positive and significant relationship between perceived quality and purchase intention which in turn strengthens the importance for Wonderland to be highly distributed.

Overall, in order to increase brand awareness for Wonderland in the Oslo-region, their main focus should be on distribution intensity and advertising, which in this thesis is shown to be the most effective drivers in building brand awareness.

#### ***5.4 Limitations and suggestions for further research***

This thesis has some limitations that should be addressed. When writing this thesis, our objective was to include four products represented by; two low purchase frequency products with both high and low involvement and two high purchase frequency products

with both high and low involvement. However, after the questionnaire was distributed, one of the brands (IKEA) had to be removed as our questions did not fit with the brand. Further, all of the three remaining products were identified as high involvement, which was not expected. This thesis can therefore not provide findings of low involvement products.

The reliability for product involvement was not acceptable for the three selected items. Therefore, a single measure was used in order to measure product involvement. Future studies should adopt a scale consisting of more than 3 items in order to obtain a more acceptable reliability. A possible weakness in the questionnaire could also be related to the translation of the scale items from English to Norwegian which may lead to wrong perception of the question. Further, it is also a possibility that the concept of product involvement has been misunderstood. Before answering the questions about product involvement, we should have defined the concept in order to reduce the risk of the concept being misunderstood.

It is important to note that the drivers of brand awareness for the low purchase frequency product in this thesis may not be the same for other products that is purchased infrequently. Our low purchase frequency product was Wonderland beds, which is not exposed to the customers very often in the daily life. However, other low purchase frequency products, such as cars, are much more exposed and it could also be easier to build and maintain brand awareness for these kinds of products. Therefore, future research should identify other types of low purchase frequency products in order to expand the knowledge of how to build brand awareness for such products. It is also important to notice that our definition of low purchase frequency, which is defined to be seven years or above, may not be suitable for other industries and research contexts.

The questionnaire was distributed only to individuals living in the Oslo-region, and to generalize the findings, future research should focus on responds from different parts of Norway. It could also be interesting to ask people in general, instead of focusing on respondents that have claimed to be interested in furniture and interior. This could provide a more general finding. Since this study presents two questionnaires with n=103 and n=117 respondents, future research should try to test the same drivers of brand awareness with a larger sample size. Generalizability can be obtained by replicating the study with more product categories and other type of subjects. For global companies, testing how to

build brand awareness in different countries and cultures may be of particular interest and importance. Future studies should also test both high and low involvement products to make the findings more generalizable. It could also be interesting to include measures of both recall and recognition, as this thesis focus has been on brand recognition.

This thesis provides findings important in building brand awareness. However, future research should try to identify which type of advertising and how to distribute products most effectively, as our study provides which drivers that are important in building brand awareness. Further our study examines the effect of perceptual, not actual, marketing efforts. Therefore, future research could examine the effect of actual marketing variables on brand awareness. We have in this study tested the effect of price promotions on brand awareness. However, Huang and Sarigöllü (2012) also identified a significant relationship between price and brand awareness. For future research, this concept should also be included in order to identify its effect on brand awareness.

Symbol exposure was removed from the analysis, because of multicollinearity, and future research should establish other questions measuring the effect of symbol exposure. Symbol exposure is shown in previous research to be an effective tool in creating brand awareness (Aaker 1991), as it could be seen as the signature for the company (Park et al. 2014). A well-developed symbol has a high impact when creating and maintaining brand awareness. Therefore, symbol exposure should be carefully tested for low purchase frequency products in future research.

## ***5.5 Conclusion***

Based on the theoretical framework, five drivers of brand awareness were identified: distribution intensity, price promotion, symbol exposure, advertising and sponsorship. Symbol exposure was later removed because of multicollinearity. The interest of this master thesis is how to build brand awareness for products with low purchase frequency and high involvement. Low purchase frequency is in this thesis identified as products purchased less frequent than seven years. Products such as car could also be identified as low purchase frequency. However, for products such as beds, building brand awareness may be more challenging as the product is not exposed to the customer on a daily basis. Therefore, to identify how to build brand awareness for such products, the low purchase frequency product in this thesis is bed. The concepts of purchase frequency and product

involvement was included to test the effect that these concepts had on the drivers of brand awareness, and the direct effect to brand awareness itself.

The survey was distributed to 220 respondents in the Oslo region with assistance from the web-panel Ipsos MMI. To make the result as generalizable as possible and to be able to compare different product categories of purchase frequency and product involvement, four different products were selected: IKEA cutlery, Wonderland bed, Princess Sheet and Høyang-Polaris frying pan. However, after analyzing the results, IKEA cutlery was removed and the three remaining products was used and classified as low purchase frequency (Wonderland), medium purchase frequency (Høyang-Polaris) and high purchase frequency (Princess). The research question in this thesis is based on low purchase frequency, and medium and high purchase frequency was used for comparison. The reason for including four products was to obtain results with both high and low involvement. However, the result showed that all three of the remaining products were perceived as high involvement products. Therefore, this thesis cannot address differences among high and low involvement.

The result from this study indicates that higher product involvement leads to increased salience of distribution intensity and price promotion for low purchase frequency products. This means that the more involved the customers are in the buying process, the more important is distribution intensity and price promotion which in turn increase brand awareness. However, among the drivers of brand awareness, distribution intensity and advertising was the only relationships that contributed positively to brand awareness. Distribution intensity is the most important concept in this thesis, as it is the only concept with a significant and positive relationship with both product involvement and brand awareness. The two concepts of price promotion and sponsorship had no significant relationship with brand awareness in this research. However, as the relationship between price promotion and brand awareness was insignificant, this supports previous research which has claimed that companies should be careful using price promotion as their marketing strategy. It also indicates that sponsorship does not have any effect on brand awareness, and the effectiveness of sponsorship may be higher when a higher degree of brand awareness is obtained. The concept of purchase frequency did not have any significant relationship with any of the drivers of brand awareness, or directly to brand

awareness, indicating that how often a person is buying a product cannot explain how aware you are with a certain product alone.

The findings in this thesis is also supporting previous research claiming that brand awareness, loyalty, perceived quality and purchase intention is related. However, the relationship between brand awareness and purchase intention was insignificant for the low purchase frequency product, indicating that brand awareness itself does not drive purchase intention for this specific low purchase frequency product. As distribution intensity and advertising is shown to be a driver of loyalty which in turn is a driver of purchase intensity, this strengthens the argument and importance of these two concepts.

To conclude, the results from our research show that distribution intensity and advertising are the most important drivers of brand awareness for low purchase frequency products.

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**Figures:**

Web<sup>2</sup>: <http://brandandmarkets.blogspot.no/> 21.02.2014

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# Appendix

## Appendix 1- Survey

### Spørreundersøkelse (1)

Vi er to studenter som går master i internasjonal business og markedsføring ved Høgskolen i Ålesund. Vi holder på å skrive en masteravhandling om merkevarebygging, og i den forbindelse trenger vi din hjelp til å gjennomføre en spørreundersøkelse.

Du vil i denne undersøkelsen bli presentert en del spørsmål. Disse spørsmålene kan se like ut, men vi anmoder om at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Undersøkelsen er anonym og det er ingen sensitive spørsmål. Undersøkelsen vil ta rundt 5-7 minutter å gjennomføre, og vi setter pris på om alle spørsmålene blir besvart.

Takk for din hjelp ved gjennomføring av vår masteroppgave.

Dersom du har noen spørsmål rundt spørreundersøkelsen, ta gjerne kontakt:

Tord R. Bjørnstad, 41522056, tord.roise@gmail.com

Kenneth Bøe, 97142868, kenneth\_23\_03@hotmail.com

Med Vennlig Hilsen Tord and Kenneth

### Kjønn, alder og utdanning

1) Kjønn \*

Mann

Kvinne

2) Alder \*

3) Utdanning \*

Ingen utdanning

Grunnskolenivå

Videregående skolenivå

Universitets- og høgskolenivå, kort (t.o.m 4 år)

Universitets- og høgskolenivå, lang (mer enn 4 år)

4) Hvilket fylke er du bosatt? \*

Hedmark

Rogaland

Oppland

Nord-Trøndelag

Østfold

Sør-Trøndelag

- Oslo
- Nordland
- Møre og Romsdal
- Buskerud
- Sogn og Fjordane
- Vestfold
- Hordaland
- Troms
- Telemark
- Vest-Agder
- Aust-Agder
- Finnmark
- Akershus

5) Svar på følgende påstander om kjøp av seng \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er spesielt interessert i annonserte produkter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg er generelt ganske involvert når jeg kjøper produktet for personlig bruk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dette produktet er ikke relevant for meg, i forhold til min personlige interesse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) Hvor ofte mener du at man bør kjøpe ny seng? \*

- Hvert år
- 1-3 år
- 4-6 år
- 7-10 år
- 11-14 år
- 15-18 år
- 19 år eller sjeldnere

7) Ta stilling til følgende påstander om Wonderland \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er kjent med Wonderland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg kan gjenkjenne Wonderland blant andre konkurrerende merker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 8) Vi vil nå stille deg noen spørsmål rundt kjøp av Wonderland seng. Noen av disse spørsmålene kan se like ut, men det er viktig at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Ta stilling til følgende påstander

\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Produktet er tilgjengelig i så mange butikker som mulig							
Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker							
Merket distribueres gjennom så mange butikker som mulig.							

- 9) Om Wonderland seng har jeg inntrykk av at... \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg ser ofte reklameannonser for dette produktet							
Reklamekampanjene for produktet virker veldig dyrt i forhold til kampanjene for konkurrerende merker							
Produktet er intensivt reklamert							

- 10) \*\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Pristilbud for produktet tilbys ofte							
Salg er benyttet oftere enn det som synes rimelig							
Det er for ofte salg på dette produktet							

- 11) Ta stilling til følgende påstander om Wonderland seng \*

	1 Dårlig generell kvalitet	2	3	4	5	6	7 Utmerket generell kvalitet
Alle ting tatt i							

betraktning, vil jeg si dette produktet har

12) \*\*

	1 Veldig dårlig kvalitet	2	3	4	5	6	7 Veldig god kvalitet
Dette produktet har							

13)

\*\*

	1 Dårlig	2	3	4	5	6	7 Utmerket
Alt i alt, dette produktet er							

14) Ta stilling til følgende påstander om Wonderland

\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Mange av mine venner og/eller familie vil gjenkjenne symbolet til Wonderland							
Jeg ser ofte symbolet til Wonderland							
Symbolet til Wonderland er kjent for meg							

15)

\*\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg tror at Wonderland sponser mer enn konkurrerende merker							
Jeg er klar over at Wonderland sponser ulike arrangementer							

16) Ta stilling til følgende påstander om Wonderland \*

	1 Veldig usannsynlig	2	3	4	5	6	7 Veldig sannsynlig
Hvor sannsynlig er det at du vil kjøpe en Wonderland seng?							
Hvor sannsynlig er det at du vil anbefale							

Wonderland til en venn eller kollega?

17) Vil vil nå stille deg noen spørsmål rundt kjøp av laken til personlig bruk

Svar på følgende påstander om kjøp av laken \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er generelt ganske involvert når jeg kjøper produktet for personlig bruk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg er spesielt interessert i annonserte produkter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dette produktet er ikke relevant for meg, i forhold til min personlige interesse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18) Hvor ofte mener du man bør kjøpe nytt laken? \*

- Hvert år
- 1-3 år
- 4-6 år
- 7-10 år
- 11-14 år
- 15-18 år
- 19 år eller sjeldnere

19) Ta stilling til følgende påstander om Princess \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er kjent med Princess	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg kan gjenkjenne Princess blant andre konkurrerende merker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20) Vi vil nå stille deg noen spørsmål rundt kjøp av Princess laken. Noen av disse spørsmålene kan se like ut, men det er viktig at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Ta stilling til følgende påstander

\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Produktet er tilgjengelig i så mange butikker som mulig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Merket distribueres gjennom så mange butikker som mulig.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

21) Om Princess laken har jeg inntrykk av at... \*

1 Veldig uenig      2      3      4      5      6      7 Veldig enig

Reklamekampanjene for produktet virker veldig dyrt i forhold til kampanjene for konkurrerende merker

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Jeg ser ofte reklameannonser for dette produktet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Produktet er intensivt reklamert

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

22) \*\*

1 Veldig uenig      2      3      4      5      6      7 Veldig enig

Det er for ofte salg på dette produktet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Pristilbud for produktet tilbys ofte

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Salg er benyttet oftere enn det som synes rimelig

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

23) Ta stilling til følgende påstander om Princess laken \*

1 Dårlig generell kvalitet      2      3      4      5      6      7 Utmerket generell kvalitet

Alle ting tatt i betraktning, vil jeg si dette produktet har

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

24) \*\*

1 Veldig dårlig kvalitet      2      3      4      5      6      7 Veldig god kvalitet

Dette produktet har

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

25)

\*\*

	1Dårlig	2	3	4	5	6	7Utmerket
Alt i alt, dette produktet er							

26) Ta stilling til følgende påstander om Princess \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Symbolet til Princess er kjent for meg							
Mange av mine venner og/eller familie vil gjenkjenne symbolet til Princess							
Jeg ser ofte symbolet til Princess							

27)

\*\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg tror at Princess sponsorer mer enn konkurrerende merker							
Jeg er klar over at Princess sponsorer ulike arrangementer							

28) Ta stilling til følgende påstander om Princess \*

	1 Veldig usannsynlig	2	3	4	5	6	7 Veldig sannsynlig
Hvor sannsynlig er det at du vil kjøpe Princess laken?							
Hvor sannsynlig er det at du vil anbefale Princess laken til en venn eller kollega?							



## Spørreundersøkelse (2)

Vi er to studenter som går master i internasjonal business og markedsføring ved Høgskolen i Ålesund. Vi holder på å skrive en masteroppgave vedrørende merkevarebygging, og i den forbindelse trenger vi din hjelp til å gjennomføre en spørreundersøkelse.

Du vil i denne undersøkelsen bli presentert en del spørsmål. Disse spørsmålene kan se like ut, men vi anmoder om at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Undersøkelsen er anonym og det er ingen sensitive spørsmål. Undersøkelsen vil ta rundt 10 minutter å gjennomføre, og vi setter pris på om alle spørsmålene blir besvart.

Dersom du har noen spørsmål rundt spørreundersøkelsen, ta gjerne kontakt:

Tord R. Bjørnstad, 41522056, tord.rose@gmail.com

Kenneth Bøe, 97142868, kenneth\_23\_03@hotmail.com

Med Vennlig Hilsen Tord and Kenneth

### Kjønn, alder og utdanning

1) Kjønn \*

Mann

Kvinne

2) Alder \*

3) Utdanning \*

Ingen utdanning

Grunnskolenivå

Videregående skolenivå

Universitets- og høgskolenivå, kort (t.o.m 4 år)

Universitets- og høgskolenivå, lang (mer enn 4 år)

4) Hvilket fylke er du bosatt? \*

Hedmark

Rogaland

Oppland

Nord-Trøndelag

Østfold

Sør-Trøndelag

Oslo

Nordland

Møre og Romsdal

Buskerud

Sogn og Fjordane

Vestfold

Hordaland

Troms

- Telemark
- Vest-Agder
- Aust-Agder
- Finnmark
- Akershus

5) Svar på følgende påstander om kjøp av spisebestikk \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er generelt ganske involvert når jeg kjøper produktet for personlig bruk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg er spesielt interessert i annonserte produkter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dette produktet er ikke relevant for meg, i forhold til min personlige interesse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) Hvor ofte mener du man bør kjøpe nytt spisebestikk? \*

- Hvert år
- 1-3 år
- 4-6 år
- 7-10 år
- 11-14 år
- 15-18 år
- 19 år eller sjeldnere

7) Ta stilling til følgende påstander om IKEA \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er kjent med IKEA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg kan gjenkjenne IKEA blant andre konkurrerende merker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) Vi vil nå stille deg noen spørsmål rundt kjøp av IKEA spisebestikk. Noen av disse spørsmålene kan se like ut, men det er viktig at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Ta stilling til følgende påstander \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Merket distribueres gjennom så mange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

butikker som mulig.

Produktet er tilgjengelig i så mange butikker som mulig

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

9) Om IKEA spisebestikk har jeg inntrykk av at... \*

1 Veldig uenig      2      3      4      5      6      7 Veldig enig

Jeg ser ofte reklamekampanjer for dette produktet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Reklamekampanjene for produktet virker veldig dyrt i forhold til kampanjene for konkurrerende merker

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Produktet er intensivt reklamert

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

10) \*\*

1 Veldig uenig      2      3      4      5      6      7 Veldig enig

Det er for ofte salg på dette produktet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Pristilbud for produktet tilbys ofte

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Salg er benyttet oftere enn det som synes rimelig

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

11) Ta stilling til følgende påstander om IKEA spisebestikk \*

1 Dårlig generell kvalitet      2      3      4      5      6      7 Utmerket generell kvalitet

Alle ting tatt i betraktning, vil jeg si dette produktet har

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

12) \*\*

1 Veldig dårlig kvalitet      2      3      4      5      6      7 Veldig god kvalitet

Dette produktet har

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

13)

\*\*

	1Dårlig	2	3	4	5	6	7Utmerket
Alt i alt, dette produktet er							

14) Ta stilling til følgende påstander om IKEA \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Mange av mine venner og/eller familie vil gjenkjenne symbolet til IKEA							
Jeg ser ofte symbolet til IKEA							
Symbolet til IKEA er kjent for meg							

15)

\*\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er klar over at IKEA sponser ulike arrangementer							
Jeg tror at IKEA sponser mer enn konkurrerende merker							

16) Ta stilling til følgende påstander om IKEA \*

	1 Veldig usannsynlig	2	3	4	5	6	7 Veldig sannsynlig
Hvor sannsynlig er det at du vil kjøpe IKEA bestikk?							
Hvor sannsynlig er det at du vil anbefale IKEA til en venn eller kollega?							

17) Vi vil nå stille deg noen spørsmål rundt kjøp av stekepanne.

Svar på følgende påstander om kjøp av stekepanne \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Dette produktet er ikke relevant for meg, i forhold til min personlige interesse							

Jeg er generelt ganske involvert når jeg kjøper produktet for personlig bruk

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Jeg er spesielt interessert i annonserte produkter

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

18) Hvor ofte mener du man bør kjøpe ny stekepanne? \*

- Hvert år
- 1-3 år
- 4-6 år
- 7-10 år
- 11-14 år
- 15-18 år
- 19 år eller sjeldnere

19) Ta stilling til følgende påstander om Høyang-Polaris \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Jeg er kjent med Høyang-Polaris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeg kan gjenkjenne Høyang-Polaris blant andre konkurrerende merker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20) Vi vil nå stille deg noen spørsmål rundt kjøp av Høyang-Polaris stekepanne. Noen av disse spørsmålene kan se like ut, men det er viktig at du besvarer alle spørsmål så nøyaktig som mulig for at undersøkelsen skal gi et mest mulig nøyaktig bilde av dine preferanser.

Ta stilling til følgende påstander \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Merket distribueres gjennom så mange butikker som mulig.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Produktet er tilgjengelig i så mange butikker som mulig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21) Om Høyang-Polaris stekepanne har jeg inntrykk av at... \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
--	----------------	---	---	---	---	---	---------------

Produktet er intensivt reklamert							
Jeg ser ofte reklamekampanjer for dette produktet							
Reklamekampanjene for produktet virker veldig dyrt, i forhold til kampanjene for konkurrerende merker							

22) \*\*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Salg er benyttet oftere enn det som synes rimelig							
Det er for ofte salg på dette produktet							
Pristilbud for produktet tilbys ofte							

23) Ta stilling til følgende påstander om Høyang-Polaris stekepanne \*

	1 Dårlig generell kvalitet	2	3	4	5	6	7 Utmerket generell kvalitet
Alle ting tatt i betraktning, vil jeg si dette produktet har							

24) \*\*

	1 Veldig dårlig kvalitet	2	3	4	5	6	7 Veldig god kvalitet
Dette produktet har							

25)

\*\*

	1 Dårlig	2	3	4	5	6	7 Utmerket
Alt i alt, dette produktet er							

26) Ta stilling til følgende påstander om Høyang-Polaris \*

	1 Veldig uenig	2	3	4	5	6	7 Veldig enig
Symbolet til Høyang-Polaris er kjent for meg							

Mange av mine venner og/eller familie vil gjenkjenne symbolet til Høyang-Polaris

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Jeg ser ofte symbolet til Høyang-Polaris

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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27)

\*\*

1 Veldig uenig      2      3      4      5      6      7 Veldig enig

Jeg tror at Høyang-Polaris sponser mer enn konkurrerende merker

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Jeg er klar over at Høyang-Polaris sponser ulike arrangementer

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

28) Ta stilling til følgende påstander om Høyang-Polaris \*

1 Veldig usannsynlig      2      3      4      5      6      7 Veldig sannsynlig

Hvor sannsynlig er det at du vil anbefale Høyang-Polaris til en venn eller kollega?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Hvor sannsynlig er det at du vil kjøpe Høyang-Polaris stekepanne?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Appendix 2- Descriptives

### Brand Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
Høyang-Polaris	117	1,00	7,00	4,5128	1,69617
Wonderland	103	1,00	7,00	3,3447	1,75738
Princess	103	1,00	7,00	4,7816	1,66667

### Hvilket fylke er du bosatt?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hedmark	2	,9	,9	,9
Østfold	3	1,4	1,4	2,3
Sør-Trøndelag	1	,5	,5	2,7
Oslo	207	94,1	94,1	96,8
Buskerud	3	1,4	1,4	98,2
Telemark	1	,5	,5	98,6
Akershus	3	1,4	1,4	100,0
Total	220	100,0	100,0	



### Appendix 3- T-test

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Frequency_Høyang_Polaris	117	3,0684	1,08060	,09990
Purchase_Frequency_Wonderland	103	5,0485	1,21574	,11979
Purchase_Frequency_Pri ncess	103	2,3010	1,05566	,10402

#### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase_Frequency_Høyang_Polaris	30,714	116	,000	3,06838	2,8705	3,2662
Purchase_Frequency_Wonderland	42,145	102	,000	5,04854	4,8109	5,2861
Purchase_Frequency_Pri ncess	22,121	102	,000	2,30097	2,0947	2,5073

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Product_Involvement_Høyang_Polaris	117	5,7179	1,61270	,14909
Product_Involvement_Wonderland	103	5,6117	1,51614	,14939
Product_Involvement_Pri ncess	103	5,0388	2,02882	,19991

#### One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Product_Involvement_Høyang_Polaris	38,351	116	,000	5,71795	5,4226	6,0132
Product_Involvement_Wonderland	37,564	102	,000	5,61165	5,3153	5,9080
Product_Involvement_Pri ncess	25,206	102	,000	5,03883	4,6423	5,4353

## Appendix 4- Factor analysis

### Høyang-Polaris

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,797
Bartlett's Test of Sphericity	Approx. Chi-Square	1617,751
	df	105
	Sig.	,000

### Correlation matrix

Correlation Matrix

	Høyang_Polaris_Jeg kan gjenkjenne Høyang-Polaris blant andre konkurrerende merker	Høyang_Polaris_Jeg er kjent med Høyang-Polaris	Høyang_Polaris_Produttet er tilgjengelig i så mange butikker som mulig	Høyang_Polaris_Mange butikker tilbyr dette produktet i forhold til konkurrerende merker	Høyang_Polaris_Merket distribueres gjennom så mange butikker som mulig	Høyang_Polaris_Produttet er intensitt reklamert	Høyang_Polaris_Jeg ser ofte reklamekampanjer for dette produktet	Høyang_Polaris_Salg er benyttet oftere enn det som synes rimelig	Høyang_Polaris_Det er for ofte salg på dette produktet	Høyang_Polaris_Pristilbud for produktet tilbys ofte	Høyang_Polaris_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet/utmærket generell kvalitet	Høyang_Polaris_Dette produktet har veldig dårlig kvalitet/veldig god kvalitet	Høyang_Polaris_Alt i alt, dette produktet er dårlig/utmerket	Høyang_Polaris_Jeg er klar over at Høyang-Polaris sponser ulike arrangementer	Høyang_Polaris_Jeg tror at Høyang-Polaris sponser mer enn konkurrerende merker	
Correlation	Høyang_Polaris_Jeg kan gjenkjenne Høyang-Polaris blant andre konkurrerende merker	1,000	,748	,501	,532	,500	,276	,393	,128	,230	,378	,525	,477	,495	,249	,173
	Høyang_Polaris_Jeg er kjent med Høyang-Polaris	,748	1,000	,554	,544	,549	,207	,327	,053	,203	,257	,556	,497	,482	,166	,113
	Høyang_Polaris_Produttet er tilgjengelig i så mange butikker som mulig	,501	,554	1,000	,791	,910	,436	,475	,185	,380	,514	,455	,407	,387	,139	,235
	Høyang_Polaris_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker	,532	,544	,791	1,000	,785	,415	,425	,220	,300	,483	,484	,444	,422	,137	,243
	Høyang_Polaris_Merket distribueres gjennom så mange butikker som mulig	,500	,549	,910	,785	1,000	,414	,469	,234	,474	,558	,357	,313	,288	,186	,312
	Høyang_Polaris_Produttet er intensitt reklamert	,276	,207	,436	,415	,414	1,000	,762	,552	,472	,580	,189	,183	,147	,401	,476
	Høyang_Polaris_Jeg ser ofte reklamekampanjer for dette produktet	,393	,327	,475	,425	,469	,762	1,000	,335	,451	,588	,207	,157	,146	,272	,282
	Høyang_Polaris_Salg er benyttet oftere enn det som synes rimelig	,128	,053	,185	,220	,234	,552	,335	1,000	,673	,480	-,012	,002	-,018	,293	,411
	Høyang_Polaris_Det er for ofte salg på dette produktet	,230	,203	,380	,300	,474	,472	,451	,673	1,000	,709	,023	,027	-,004	,265	,355
	Høyang_Polaris_Pristilbud for produktet tilbys ofte	,378	,257	,514	,483	,558	,580	,588	,480	,709	1,000	,166	,181	,164	,155	,321
	Høyang_Polaris_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet/utmærket generell kvalitet	,525	,556	,455	,484	,357	,189	,207	-,012	,023	,166	1,000	,922	,936	,174	,128
	Høyang_Polaris_Dette produktet har veldig dårlig kvalitet/veldig god kvalitet	,477	,497	,407	,444	,313	,183	,157	,002	,027	,181	,922	1,000	,962	,160	,081
	Høyang_Polaris_Alt i alt, dette produktet er dårlig/utmerket	,495	,482	,387	,422	,288	,147	,146	-,018	-,004	,164	,936	,962	1,000	,181	,082
	Høyang_Polaris_Jeg er klar over at Høyang-Polaris sponser ulike arrangementer	,249	,166	,139	,137	,186	,401	,272	,293	,265	,155	,174	,160	,181	1,000	,740
	Høyang_Polaris_Jeg tror at Høyang-Polaris sponser mer enn konkurrerende merker	,173	,113	,235	,243	,312	,476	,282	,411	,355	,321	,128	,081	,082	,740	1,000

## Total variance explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6,259	41,728	41,728	6,259	41,728	41,728	4,602
2	2,944	19,626	61,354	2,944	19,626	61,354	3,960
3	1,554	10,358	71,712	1,554	10,358	71,712	2,341
4	1,008	6,721	78,433	1,008	6,721	78,433	3,326
5	,786	5,241	83,674	,786	5,241	83,674	3,580
6	,757	5,044	88,718	,757	5,044	88,718	3,613
7	,455	3,035	91,752				
8	,323	2,156	93,908				
9	,242	1,611	95,519				
10	,196	1,306	96,825				
11	,168	1,123	97,947				
12	,137	,914	98,861				
13	,076	,509	99,370				
14	,063	,418	99,789				
15	,032	,211	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

## Pattern matrix

Pattern Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
Høyang_Polaris_Merket distribueres gjennom så mange butikker som mulig	,936					
Høyang_Polaris_Produkt et er tilgjengelig i så mange butikker som mulig	,909					
Høyang_Polaris_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker	,820					
Høyang_Polaris_Alt i alt, dette produktet er dårlig/utmerket		-,988				
Høyang_Polaris_Dette produktet har veldig dårlig kvalitet/veldig god kvalitet		-,986				
Høyang_Polaris_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet/utmerket generell kvalitet		-,911				
Høyang_Polaris_Jeg er klar over at Høyang-Polaris sponser ulike arrangementer			,922			
Høyang_Polaris_Jeg tror at Høyang-Polaris sponser mer enn konkurrerende merker			,877			
Høyang_Polaris_Det er for ofte salg på dette produktet				,898		
Høyang_Polaris_Salg er benyttet oftere enn det som synes rimelig				,884		
Høyang_Polaris_Pristilbud for produktet tilbys ofte				,596		
Høyang_Polaris_Jeg ser ofte reklamekampanjer for dette produktet					-,949	
Høyang_Polaris_Produkt et er intensivt reklamert					-,820	
Høyang_Polaris_Jeg kan gjenkjenne Høyang-Polaris blant andre konkurrerende merker						,886
Høyang_Polaris_Jeg er kjent med Høyang-Polaris						,850

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 7 iterations.

# Wonderland

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,807
Bartlett's Test of Sphericity	Approx. Chi-Square	1164,217
	df	105
	Sig.	,000

## Correlation matrix

Correlation Matrix

	Wonderland_Jeg er kjent med Wonderland	Wonderland_Jeg kan gjenkjenne Wonderland blant andre konkurrerende merker	Wonderland_Produktet er tilgjengelig i så mange butikker som mulig	Wonderland_Mange butikker tilbyr dette produktet i forhold til konkurrerende merker	Wonderland_Merket distribueres gjennom så mange butikker som mulig.	Wonderland_Jeg ser ofte reklameannonser for dette produktet	Wonderland_Produktet er intensitt reklamert	Wonderland_Pristilbud for produktet tilbys ofte	Wonderland_Salg er benyttet oftere enn det som synes rimelig	Wonderland_Det er for ofte salg på dette produktet	Wonderland_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet	Wonderland_Dette produktet har veldig dårlig kvalitet/god kvalitet	Wonderland_Alt i alt, dette produktet er dårlig/utmerket	Wonderland_Jeg tror at Wonderland sponser mer enn konkurrerende merker	Wonderland_Jeg er klar over at Wonderland sponser ulike arrangementer
Correlation	1,000	,642	,428	,373	,396	,537	,262	,327	,151	,159	,498	,470	,490	,143	,105
Wonderland_Jeg kan gjenkjenne Wonderland blant andre konkurrerende merker	,642	1,000	,280	,239	,253	,369	,216	,308	,158	,088	,360	,335	,362	-,056	,184
Wonderland_Produktet er tilgjengelig i så mange butikker som mulig	,428	,280	1,000	,774	,690	,466	,347	,547	,264	,123	,567	,494	,535	,158	-,006
Wonderland_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker	,373	,239	,774	1,000	,707	,453	,358	,494	,258	,181	,460	,429	,453	,216	,132
Wonderland_Merket distribueres gjennom så mange butikker som mulig.	,396	,253	,690	,707	1,000	,457	,374	,478	,185	,142	,518	,448	,456	,168	-,008
Wonderland_Jeg ser ofte reklameannonser for dette produktet	,537	,369	,466	,453	,457	1,000	,619	,598	,337	,300	,460	,449	,451	,210	,129
Wonderland_Produktet er intensitt reklamert	,262	,216	,347	,358	,374	,619	1,000	,631	,335	,398	,332	,354	,317	,237	,059
Wonderland_Pristilbud for produktet tilbys ofte	,327	,308	,547	,494	,478	,598	,631	1,000	,548	,545	,375	,355	,391	,436	,176
Wonderland_Salg er benyttet oftere enn det som synes rimelig	,151	,158	,264	,258	,185	,337	,335	,548	1,000	,559	,256	,290	,239	,382	,152
Wonderland_Det er for ofte salg på dette produktet	,159	,088	,123	,181	,142	,300	,398	,545	,559	1,000	,104	,089	,116	,453	,148
Wonderland_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet/utmerket generell kvalitet	,498	,360	,567	,460	,518	,460	,332	,375	,256	,104	1,000	,955	,929	,182	,077
Wonderland_Dette produktet har veldig dårlig kvalitet/god kvalitet	,470	,335	,494	,429	,448	,449	,354	,355	,290	,089	,955	1,000	,906	,182	,080
Wonderland_Alt i alt, dette produktet er dårlig/utmerket	,490	,362	,535	,453	,456	,451	,317	,391	,239	,116	,929	,906	1,000	,199	,105
Wonderland_Jeg tror at Wonderland sponser mer enn konkurrerende merker	,143	-,056	,158	,216	,168	,210	,237	,436	,382	,453	,182	,182	,199	1,000	,428
Wonderland_Jeg er klar over at Wonderland sponser ulike arrangementer	,105	,184	-,006	,132	-,008	,129	,059	,176	,152	,148	,077	,080	,105	,428	1,000

## Total variance explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6,227	41,511	41,511	6,227	41,511	41,511	4,496
2	2,116	14,108	55,618	2,116	14,108	55,618	2,786
3	1,377	9,177	64,796	1,377	9,177	64,796	4,499
4	1,181	7,870	72,666	1,181	7,870	72,666	2,609
5	1,059	7,057	79,723	1,059	7,057	79,723	1,722
6	,732	4,881	84,603	,732	4,881	84,603	3,544
7	,554	3,692	88,296				
8	,414	2,758	91,053				
9	,368	2,450	93,503				
10	,292	1,944	95,448				
11	,277	1,848	97,296				
12	,202	1,350	98,646				
13	,098	,652	99,298				
14	,070	,468	99,765				
15	,035	,235	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

## Pattern matrix

Pattern Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
Wonderland_Dette produktet har veldig dårlig kvalitet/veldig god kvalitet	,989					
Wonderland_Alle ting tatt i betraktning, vil jeg si dette produktet har dårlig generell kvalitet/utmerket generell kvalitet	,948					
Wonderland_Alt i alt, dette produktet er dårlig/utmerket	,938					
Wonderland_Salg er benyttet oftere enn det som synes rimelig		,888				
Wonderland_Det er for ofte salg på dette produktet		,823				
Wonderland_Produktet er tilgjengelig i så mange butikker som mulig			-,943			
Wonderland_Merket distribueres gjennom så mange butikker som mulig.			-,937			
Wonderland_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker			-,884			
Wonderland_Jeg kan gjenkjenne Wonderland blant andre konkurrerende merker				,936		
Wonderland_Jeg er kjent med Wonderland				,739		
Wonderland_Jeg er klar over at Wonderland sponser ulike arrangementer					,953	
Wonderland_Jeg tror at Wonderland sponser mer enn konkurrerende merker					,635	
Wonderland_Produktet er intensivt reklamert						-,951
Wonderland_Jeg ser ofte reklameannonser for dette produktet						-,722
Wonderland_Pristilbud for produktet tilbys ofte		,410				-,437

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 7 iterations.

# Princess

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,741
Bartlett's Test of Sphericity	Approx. Chi-Square	1212,579
	df	105
	Sig.	,000

## Correlation matrix

Correlation Matrix

	Princess_Pro duktet er tilgjengelig i så mange butikker som mulig	Princess_Ma nge butikker tilbyr dette produktet, i forhold til konkurrerende merker	Princess_Mer ket distribueres gjennom så mange butikker som mulig.	Princess_Jeg ser ofte reklameanno nser for dette produktet	Princess_Pro duktet er intensivt reklamert	Princess_Det er for ofte salg på dette produktet	Princess_Pri stilbud for produktet tillys ofte	Princess_Sal g er benyttet oftere enn det som synes rimelig	Princess_Alle ting tatt i betraktning, vil jeg si dette produktet har	Princess_Det te produktet har	Princess_Alt i alt, dette produktet er	Princess_Jeg tror at Princess sponser mer enn konkurrerende merker	Princess_Jeg er klar over at Princess sponser ulike arrangementer	Princess_Jeg er kjent med Princess	Princess_Jeg kan gjenkjenne Princess blant andre konkurrerende merker
Correlation	1,000	,788	,829	,247	,230	,239	,290	,187	,337	,310	,307	,260	,137	,331	,394
Princess_Produktet er tilgjengelig i så mange butikker som mulig															
Princess_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker	,788	1,000	,838	,084	,129	,174	,305	,257	,329	,301	,262	,312	,161	,232	,277
Princess_Merket distribueres gjennom så mange butikker som mulig.	,829	,838	1,000	,120	,084	,243	,159	,110	,273	,242	,221	,327	,165	,190	,312
Princess_Jeg ser ofte reklameannonser for dette produktet	,247	,084	,120	1,000	,799	,344	,502	,135	,348	,329	,387	,215	,238	,444	,530
Princess_Produktet er intensivt reklamert	,230	,129	,084	,799	1,000	,384	,542	,322	,229	,224	,273	,307	,200	,395	,388
Princess_Det er for ofte salg på dette produktet	,239	,174	,243	,344	,384	1,000	,643	,536	,231	,168	,233	,479	,283	,283	,267
Princess_Pristilbud for produktet tillys ofte	,290	,305	,159	,502	,542	,643	1,000	,517	,275	,233	,313	,321	,120	,405	,261
Princess_Salg er benyttet oftere enn det som synes rimelig	,187	,257	,110	,135	,322	,536	,517	1,000	,147	,147	,135	,474	,246	,186	,142
Princess_Alle ting tatt i betraktning, vil jeg si dette produktet har	,337	,329	,273	,348	,229	,231	,275	,147	1,000	,913	,913	,167	,153	,526	,288
Princess_Dette produktet har	,310	,301	,242	,329	,224	,168	,233	,147	,913	1,000	,945	,189	,114	,534	,304
Princess_Alt i alt, dette produktet er	,307	,262	,221	,387	,273	,233	,313	,135	,913	,945	1,000	,191	,149	,564	,311
Princess_Jeg tror at Princess sponser mer enn konkurrerende merker	,260	,312	,327	,215	,307	,479	,321	,474	,167	,189	,191	1,000	,519	,199	,339
Princess_Jeg er klar over at Princess sponser ulike arrangementer	,137	,161	,165	,238	,200	,283	,120	,246	,153	,114	,149	,519	1,000	,162	,257
Princess_Jeg er kjent med Princess	,331	,232	,190	,444	,385	,283	,405	,186	,526	,534	,564	,199	,162	1,000	,673
Princess_Jeg kan gjenkjenne Princess blant andre konkurrerende merker	,394	,277	,312	,530	,388	,267	,261	,142	,288	,304	,311	,339	,257	,673	1,000

## Total variance explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	5,623	37,486	37,486	5,623	37,486	37,486	2,970
2	2,142	14,280	51,767	2,142	14,280	51,767	3,823
3	2,065	13,769	65,536	2,065	13,769	65,536	3,418
4	1,290	8,599	74,135	1,290	8,599	74,135	2,993
5	1,100	7,336	81,471	1,100	7,336	81,471	1,839
6	,745	4,966	86,437	,745	4,966	86,437	3,151
7	,505	3,365	89,802				
8	,439	2,929	92,731				
9	,328	2,186	94,917				
10	,246	1,637	96,554				
11	,177	1,183	97,737				
12	,124	,827	98,563				
13	,094	,623	99,187				
14	,077	,515	99,701				
15	,045	,299	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

## Pattern matrix

Pattern Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
Princess_Jeg ser ofte reklameannonser for dette produktet	,902					
Princess_Produktet er intensivt reklamert	,892					
Princess_Dette produktet har		-,971				
Princess_Alt i alt, dette produktet er		-,959				
Princess_Alle ting tatt i betraktning, vil jeg si dette produktet har		-,954				
Princess_Merket distribueres gjennom så mange butikker som mulig.			,967			
Princess_Mange butikker tilbyr dette produktet, i forhold til konkurrerende merker			,924			
Princess_Produktet er tilgjengelig i så mange butikker som mulig			,902			
Princess_Salg er benyttet oftere enn det som synes rimelig				,874		
Princess_Det er for ofte salg på dette produktet				,757		
Princess_Pristilbud for produktet tilbys ofte				,706		
Princess_Jeg er klar over at Princess sponser ulike arrangementer					,911	
Princess_Jeg tror at Princess sponser mer enn konkurrerende merker					,648	
Princess_Jeg kan gjenkjenne Princess blant andre konkurrerende merker						-,916
Princess_Jeg er kjent med Princess						-,821

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 11 iterations.

## Appendix 5- Multicollinearity symbol exposure

### Correlation Høyang-Polaris

Correlations

		Brand_Awareness_Høyang_Polaris	Symbol_Exposure_Høyang_Polaris
Pearson Correlation	Brand_Awareness_Høyang_Polaris	1,000	,762
	Symbol_Exposure_Høyang_Polaris	,762	1,000
Sig. (1-tailed)	Brand_Awareness_Høyang_Polaris	.	,000
	Symbol_Exposure_Høyang_Polaris	,000	.
N	Brand_Awareness_Høyang_Polaris	117	117
	Symbol_Exposure_Høyang_Polaris	117	117

### Correlation Wonderland

Correlations

		Brand_Awareness_Wonderland	Symbol_Exposure_Wonderland
Pearson Correlation	Brand_Awareness_Wonderland	1,000	,658
	Symbol_Exposure_Wonderland	,658	1,000
Sig. (1-tailed)	Brand_Awareness_Wonderland	.	,000
	Symbol_Exposure_Wonderland	,000	.
N	Brand_Awareness_Wonderland	103	103
	Symbol_Exposure_Wonderland	103	103

### Correlation Princess

Correlations

		Brand_Awareness_Princess	Symbol_Exposure_Princess
Pearson Correlation	Brand_Awareness_Princess	1,000	,787
	Symbol_Exposure_Princess	,787	1,000
Sig. (1-tailed)	Brand_Awareness_Princess	.	,000
	Symbol_Exposure_Princess	,000	.
N	Brand_Awareness_Princess	103	103
	Symbol_Exposure_Princess	103	103



## Item-total correlation Høyang-Polaris

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Høyang_Polaris_Jeg kan gjenkjenne Høyang-Polaris blant andre konkurrerende merker	16,44	35,387	,778	,658	,904
Høyang_Polaris_Jeg er kjent med Høyang-Polaris	15,74	36,003	,760	,633	,907
Høyang_Polaris_Jeg ser ofte symbolet til Høyang-Polaris	17,21	37,699	,768	,671	,905
Høyang_Polaris_Mange av mine venner og/eller familie vil gjenkjenne symbolet til Høyang-Polaris	16,73	38,925	,779	,697	,904
Høyang_Polaris_Symbol et til Høyang-Polaris er kjent for meg	16,31	33,698	,885	,786	,880

c

## Item-total correlation Wonderland

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Wonderland_Jeg er kjent med Wonderland	12,17	33,832	,678	,541	,877
Wonderland_Jeg kan gjenkjenne Wonderland blant andre konkurrerende merker	13,37	37,941	,657	,482	,875
Wonderland_Mange av mine venner og/eller familie vil gjenkjenne symbolet til Wonderland	12,93	38,574	,704	,606	,866
Wonderland_Jeg ser ofte symbolet til Wonderland	13,20	37,497	,776	,738	,851
Wonderland_Symbolet til Wonderland er kjent for meg	12,79	33,679	,841	,756	,832

## Item-total correlation Princess

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Princess_Jeg er kjent med Princess	16,10	45,932	,732	,563	,925
Princess_Jeg kan gjenkjenne Princess blant andre konkurrerende merker	17,12	42,555	,765	,600	,920
Princess_Symbolet til Princess er kjent for meg	17,11	40,057	,869	,785	,899
Princess_Mange av mine venner og/eller familie vil gjenkjenne symbolet til Princess	17,40	42,438	,857	,762	,902
Princess_Jeg ser ofte symbolet til Princess	17,83	43,120	,830	,740	,907

## Appendix 6- Goodness of fit SEM

### Goodness of fit Høyang-Polaris

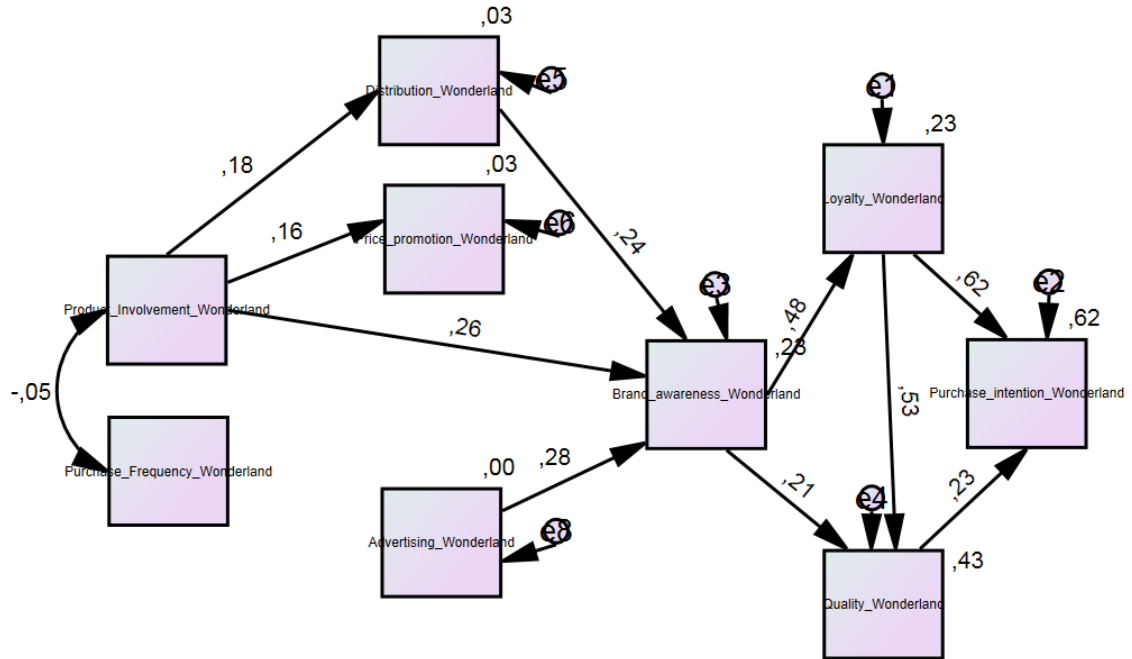
Goodness of fit measures	Critical values	Obtained values
Chi-Square (CMIN)	The smaller the better	147.267
Chi-Square/Degree of freedom (CMIN/DF)	≤5	4.602
Goodness of fit (GFI)	≥.90	.782
Adjusted Goodness of fit (AGFI)	≥.80	.625
Relative fit index (RFI)	Close to 1=very good fit	.568
Root square error of approximation (RMSEA)	<.05	.176
The Parsimony Normed Fit Index (PNFI)	Close to 1=very good fit	.492
The Parsimony Comparative Fit Index (PCFI)	Close to 1=very good fit	.522

### Goodness of fit Princess

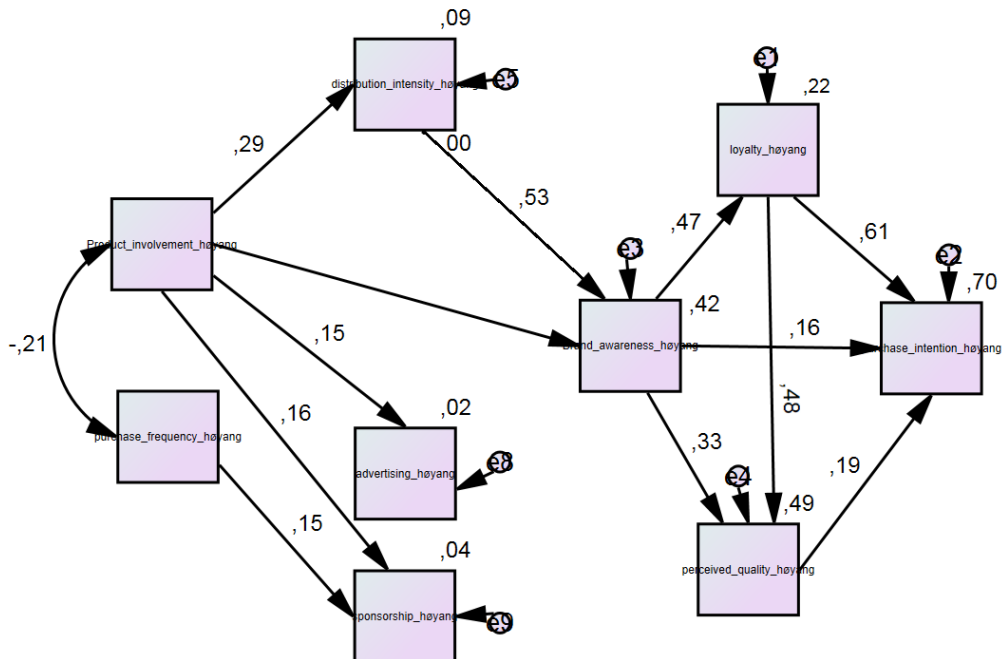
Goodness of fit	Critical values	Obtained values
Chi-Square (CMIN)	The smaller the better	83.187
Chi-Square/Degree of freedom (CMIN/DF)	≤5	2.600
Goodness of fit (GFI)	≥.90	.845
Adjusted Goodness of fit (AGFI)	≥.80	.727
Relative fit index (RFI)	Close to 1=very good fit	.562
Root square error of approximation (RMSEA)	<.05	.125
The Parsimony Normed Fit Index (PNFI)	Close to 1=very good fit	.490
The Parsimony Comparative Fit Index (PCFI)	Close to 1=very good fit	.547

## Appendix 7- Model with standard coefficients

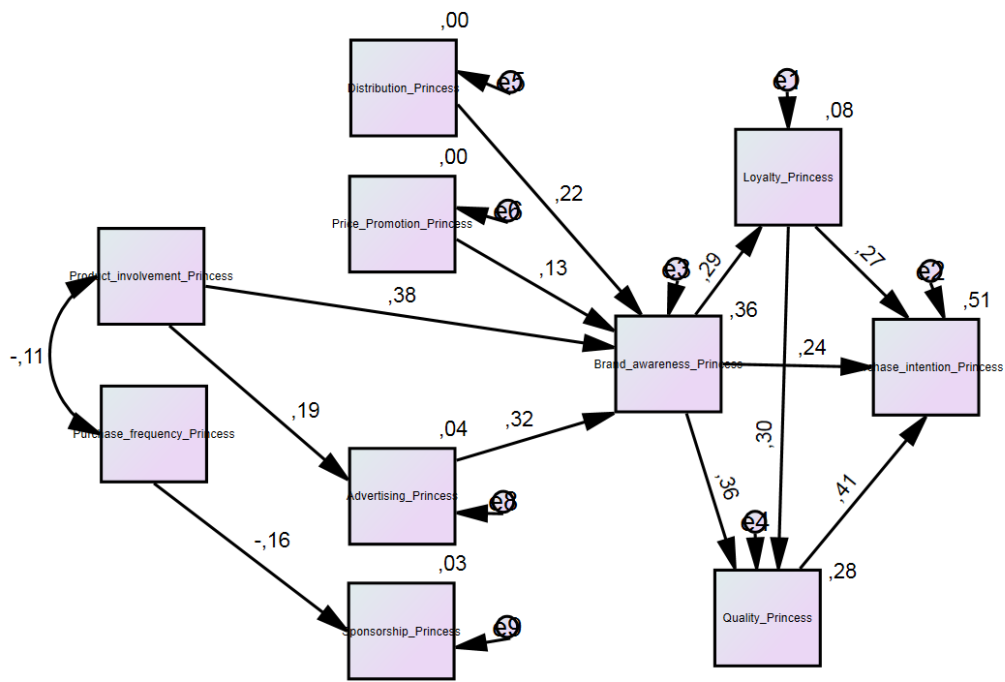
### WONDERLAND



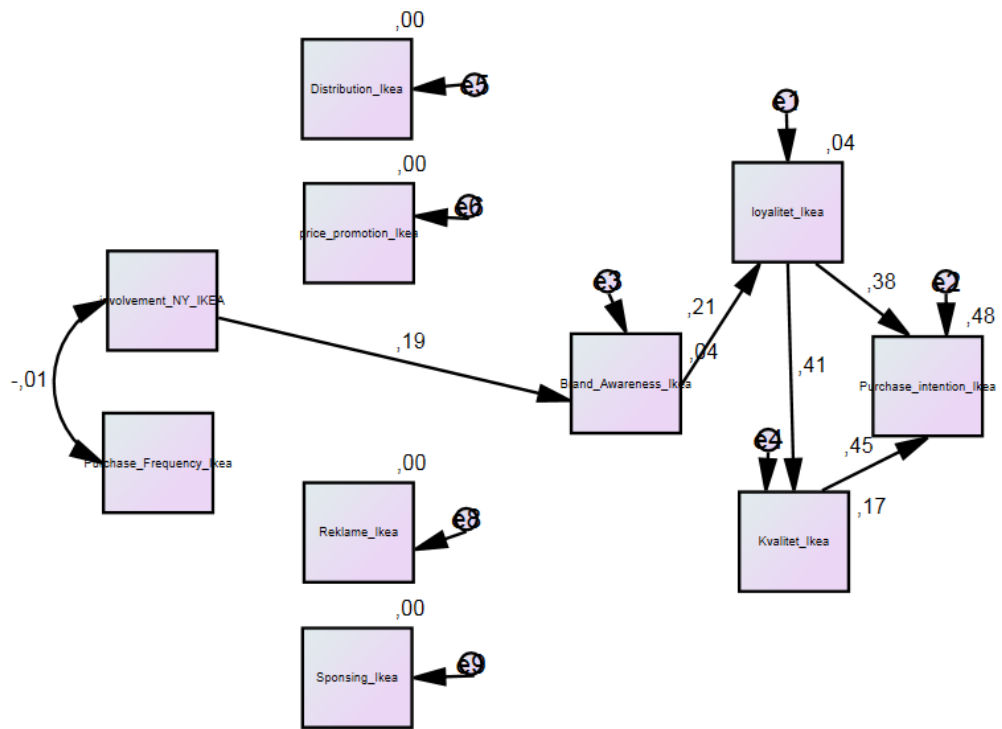
### Høyang-Polaris



### PRINCESS



### IKEA



## Appendix 8- Full model estimates

### Estimates full model Høyang-Polaris

		Estimate	S.E.	C.R.	P
Distribution_intensity	<--- Product_involvement	,221	,071	3,094	,002
Sponsorship	<--- Product_involvement	,105	,062	1,712	,087
Sponsorship	<--- Purchase_frequency	,152	,092	1,656	,098
Advertising	<--- Product_involvement	,117	,073	1,602	,109
Advertising	<--- Purchase_frequency	,005	,109	,047	,962
Price_promotion	<--- Purchase_frequency	,098	,095	1,032	,302
Distribution_intensity	<--- Purchase_frequency	-,079	,106	-,745	,456
Price_promotion	<--- Product_involvement	,046	,063	,727	,467
Brand_awareness	<--- Distribution_intensity	,687	,099	6,948	***
Brand_awareness	<--- Product_involvement	,256	,081	3,170	,002
Brand_awareness	<--- Purchase_frequency	,038	,115	,332	,740
Brand_awareness	<--- Advertising	,103	,096	1,070	,285
Brand_awareness	<--- Sponsorship	,054	,115	,471	,638
Brand_awareness	<--- Price_promotion	-,080	,111	-,724	,469
Loyalty	<--- Brand_awareness	,417	,085	4,910	***
Loyalty	<--- Product_involvement	,182	,089	2,048	,041
Loyalty	<--- Price_promotion	-,214	,121	-1,770	,077
Perceived_quality	<--- Brand_awareness	,220	,052	4,244	***
Perceived_quality	<--- Loyalty	,335	,052	6,396	***
Purchase_intention	<--- Perceived_quality	,229	,083	2,741	,006
Purchase_intention	<--- Brand_awareness	,096	,050	1,924	,054
Purchase_intention	<--- Loyalty	,524	,055	9,489	***
Purchase_intention	<--- Price_promotion	,134	,064	2,112	,035

**Estimates full model Princess**

			Estimate	S.E.	C.R.	P
Sponsorship	<---	Purchase_frequency	-,155	,099	-1,562	,118
Advertising	<---	Product_involvement	,101	,055	1,853	,064
Distribution	<---	Product_involvement	,048	,070	,680	,497
Price_Promotion	<---	Product_involvement	,018	,062	,286	,774
Sponsorship	<---	Product_involvement	,029	,052	,555	,579
Distribution	<---	Purchase_frequency	,019	,135	,139	,890
Price_Promotion	<---	Purchase_frequency	-,121	,119	-1,014	,311
Advertising	<---	Purchase_frequency	-,116	,105	-1,106	,269
Brand_awareness	<---	Product_involvement	,297	,063	4,692	***
Brand_awareness	<---	Distribution	,230	,087	2,639	,008
Brand_awareness	<---	Price_Promotion	,128	,099	1,292	,196
Brand_awareness	<---	Advertising	,422	,112	3,761	***
Brand_awareness	<---	Purchase_frequency	-,027	,122	-,223	,823
Brand_awareness	<---	Sponsorship	,122	,119	1,024	,306
Loyalty	<---	Brand_awareness	,204	,088	2,326	,020
Loyalty	<---	Sponsorship	,339	,131	2,592	,010
Quality	<---	Brand_awareness	,222	,061	3,657	***
Quality	<---	Loyalty	,204	,063	3,247	,001
Quality	<---	Distribution	,103	,065	1,576	,115
Purchase_intention	<---	Loyalty	,233	,068	3,428	***
Purchase_intention	<---	Quality	,488	,101	4,837	***
Purchase_intention	<---	Brand_awareness	,209	,066	3,163	,002
Purchase_intention	<---	Purchase_frequency	-,185	,089	-2,073	,038

**Estimates full model Wonderland**

		Estimate	S.E	C.R	P
Price_promotion	<--- Product_Involvement	,120	,073	1,646	,100
Distribution	<--- Product_Involvement	,145	,081	1,800	,072
Advertising	<--- Product_Involvement	,103	,077	1,326	,185
Sponsorship	<--- Product_Involvement	-,018	,067	-,266	,790
Sponsorship	<--- Purchase_Frequency	-,038	,084	-,452	,651
Advertising	<--- Purchase_Frequency	,034	,097	,348	,728
Price_promotion	<--- Purchase_Frequency	-,003	,091	-,028	,977
Distribution	<--- Purchase_Frequency	-,016	,100	-,158	,874
Brand_awareness	<--- Distribution	,331	,118	2,808	,005
Brand_awareness	<--- Product_Involvement	,292	,099	2,937	,003
Brand_awareness	<--- Advertising	,447	,122	3,651	***
Brand_awareness	<--- Purchase_Frequency	-,183	,120	-1,527	,127
Brand_awareness	<--- Sponsorship	,082	,141	,581	,561
Brand_awareness	<--- Price_promotion	-,109	,130	-,835	,403
Loyalty	<--- Brand_awareness	,467	,083	5,660	***
Quality	<--- Brand_awareness	,157	,062	2,542	,011
Quality	<--- Loyalty	,400	,065	6,180	***
Purchase_intention	<--- Loyalty	,587	,079	7,481	***
Purchase_intention	<--- Quality	,274	,102	2,671	,008
Purchase_intention	<--- Brand_awareness	,031	,066	,466	,641



## Appendix 9- Significant model estimates

### Wonderland

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Distribution	<---	Product_Involvement	,146	,080	1,811	,070
Brand_awareness	<---	Distribution	,327	,119	2,738	,006
Brand_awareness	<---	Product_Involvement	,291	,099	2,949	,003
Brand_awareness	<---	Advertising	,401	,123	3,254	,001
Loyalty	<---	Brand_awareness_	,467	,084	5,537	***
Quality	<---	Brand_awareness_	,157	,063	2,500	,012
Quality	<---	Loyalty_	,400	,065	6,180	***
Price_promotion	<---	Product_Involvement	,120	,073	1,650	,099
Purchase_intention	<---	Loyalty	,598	,076	7,904	***
Purchase_intention	<---	Quality	,286	,100	2,868	,004

### Høyang-polaris

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
symbol_exposure	<---	Product_involvement	,332	,082	4,064	***
distribution_intensity	<---	Product_involvement	,232	,070	3,319	***
sponsorship	<---	Product_involvement	,105	,062	1,712	,087
sponsorship	<---	purchase_frequency	,152	,092	1,656	,098
Brand_awareness	<---	distribution_intensity	,269	,077	3,481	***
Brand_awareness	<---	symbol_exposure	,735	,066	11,100	***
Brand_awareness	<---	Product_involvement	,137	,065	2,104	,035
Brand_awareness	<---	sponsorship	-,231	,089	-2,601	,009
loyalty	<---	Brand_awareness	,451	,081	5,536	***
perceived_quality	<---	Brand_awareness	,220	,052	4,269	***
perceived_quality	<---	loyalty	,335	,052	6,416	***
purchase_intention	<---	perceived_quality	,228	,085	2,683	,007
purchase_intention	<---	Brand_awareness	,126	,051	2,490	,013
purchase_intention	<---	loyalty	,508	,056	9,138	***
advertising	<---	Product_involvement	,117	,072	1,629	,103

## Princess

### Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Advertising_	<---	Product_involvement	,108	,055	1,976	,048	
Brand_awareness	<---	Distribution	,242	,088	2,770	,006	
Brand_awareness	<---	Product_involvement	,300	,063	4,747	***	
Brand_awareness	<---	Price_Promotion	,161	,099	1,626	,104	
Brand_awareness	<---	Advertising	,443	,112	3,957	***	
Loyalty	<---	Brand_awareness	,270	,090	3,004	,003	
Quality	<---	Brand_awareness	,248	,060	4,108	***	
Quality	<---	Loyalty	,219	,064	3,440	***	
Sponsorship	<---	Purchase_frequency	-,161	,099	-1,631	,103	
Purchase_intention	<---	Loyalty_Princess	,245	,070	3,492	***	
Purchase_intention	<---	Brand_awareness	,211	,068	3,114	,002	
Purchase_intention	<---	Quality	,514	,103	4,992	***	

## IKEA

### Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Brand Awareness	<---	Involvement	,137	,066	2,083	,037	
Loyalty	<---	Brand Awareness	,272	,118	2,296	,022	
Quality	<---	Loyalty	,271	,056	4,857	***	
Purchase Intention	<---	Quality	,686	,112	6,130	***	
Purchase Intention	<---	Quality	,377	,074	5,115	***	