

'Blowing one's own trumpet... and muffling those of others?'

The influence of brand competence on consumer self- and other perception



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ABSTRACT

English

The present study revisits the recent previous studies of the influence of brand personality on consumer self-perception of personality traits. These studies showed that brands with different salient personality dimensions have different effects on consumer self-perceptions of specific aspects of their self-concept. However, these studies have left aside so far if brand personality also has an impact on the perception of personality traits of other consumers. As the world is becoming more complex, consumers use also brands in a more complex way. A second topic that is unaddressed is the effect of exposing brands with both high and low ratings on a personality dimension of consumer perceptions of personality traits. In the present study, the brand personality ‘competence’ is used for examination in an experiment. Hypotheses are formulated and the design is adjusted to examine the new insights. The design used for this experimentation is a 4 (brand competence: no/high/low/both high and low) x 2 (target description: self/other) between-subjects design. A total of 192 students (all male) acted as participants in this experiment. These participants were randomly assigned to the experimental conditions. Participants were told that they were participating in an experiment to examine consumer attitudes toward different brands in specific contexts of use. Participants were instructed to read first a scenario with a description of the preparation of a weekend trip to Barcelona for three minutes. Within this description, a total of four brands of four product categories (*automobile, clothing, soft drink and magazine title*) were mentioned and depicted. The brands were selected on the base of ratings in a pilot study from the pervious studies. High ratings were defined as highly competent brands and low ratings as low competent brands. In the self-condition, the scenario concerned the participant self. In the other-person condition, the ‘I’ was replaced by the Dutch name ‘Jan’. Next, participants received a questionnaire with traits of Big-Five and Malhotra personality dimensions and questions of the brands for distracting purpose. High ratings on the scale referred to a positive perception and low ratings to a negative. Effects show that brand competence has an influence on both consumer self- and consumer other-person perceptions. An important distinction between self-perceptions and other-person perceptions is that especially in the low competent brand condition the self-ratings were high. An explanation for this finding might be that participants use the self-protection motive in assessments. The other person is perceived as less intelligent after exposure to low competent brands. On the self-ratings no effect was found on this dimension. On the contrary, on the dimension ‘conscientiousness’ ratings of the other person were high. An explanation for this finding might be this that this

dimension is less 'threatening' or 'damaging' to the overall presentation. Another explanation might be that preparation of a weekend trip are associated with traits as being well organized and structured, traits of conscientiousness.

Ratings on traits of the other consumer are consistently lower than on the self, except on the dimension 'Conscientiousness'. Here, the other person was rated higher than the self, probably for the same reason as described above. With this study we also proved that brand personality has an impact on consumer perception of personality traits. Additional to the previous study, we can conclude that both self-perceptions and other-perceptions can be influenced by brand competence. We can also conclude that assessments of the self is mostly from the self-protection motive, where on assessments of the other consumer this motive does not count. Assessments are also more positive of the self, like research in personality and social psychology also shows. In line with social psychology researchers, we can conclude that in this context, the bad is also stronger than the good on both self-and other-person perceptions. However, the distinction between the both is that the negative or bad information (low competent brands) had a stronger negative influence on consumer other-person perceptions than on consumer self-perceptions.

Nederlands

De huidige studie herzielt recente voorgaande studies naar de invloed van merkpersoonlijkheid op consumenten zelfperceptie van persoonlijkheidseigenschappen. Deze studies hebben aangetoond dat merken met verschillende onzichtbare persoonlijkheidsdimensies een verschillend effect hebben op consumenten zelfpercepties van specifieke aspecten van hun zelfconcept. Echter, deze studies hebben niet gekeken of merkpersoonlijkheid een invloed heeft op de perceptie van persoonlijkheidseigenschappen van andere consumenten. De wereld wordt steeds complexer en consumenten gebruiken merken ook steeds op een meer complexe manier. Voorgaande studies hebben alleen naar merken die hoog of laag scoorden op de merkpersoonlijkheid dimensies, maar hebben achterwege gelaten wat het effect is als we merken blootstellen met zowel hoog als lage scores op de dimensies op consumenten zelf- en ander perceptie van persoonlijkheidseigenschappen. In de huidige studie wordt experimenteel onderzoek gedaan naar de invloed van de merkpersoonlijkheid dimensie 'competentie'. Hypothesen zijn geformuleerd en het onderzoeksdesign is aangepast om de nieuwe inzichten te onderzoeken. Het design in dit experiment bestaat uit een 4 (merkcompetentie: niet/hoog/laag/beide hoog en laag) x 2 (persoon beschrijving: zelf/ander) conditioneel design. Totaal hebben 192 mannelijke studenten meegewerkt aan het experiment. Deze participanten werden a-select

toegewezen aan de experimentele condities. Participanten werd verteld dat ze meededen aan een studie naar consumenten attitudes t.o.v verschillende merken in specifieke contexten van gebruik. Participanten werden geïnstrueerd om eerst drie minuten een scenario te lezen met een beschrijving van de voorbereiding van een weekend trip naar Barcelona. In deze beschrijving, werd een totaal van vier merken uit vier verschillende product categorieën (automobiel, kleding, frisdrank en tijdschriften) genoemd en afgebeeld. De merken zijn geselecteerd op basis van scores in een pilot test uit de voorgaande studies. Hoge scores werden gedefinieerd als hoog competente merken en lage scores als laag competente merken. In de zelfconditie was het scenario toegespitst op de participant zelf. In de ander persoonconditie was de persoonsvorm 'Ik' vervangen door de derde persoon 'Jan'.

Vervolgens ontvingen ze een vragenlijst met Big-Five en Malhotra persoonlijkheid dimensies en vragen over de merken om ze af te leiden van het werkelijke doel van het experiment. Hoge scores op de schalen refereren naar positieve beoordelingen lage scores naar negatieve beoordelingen. Effecten tonen aan dat merkcompetentie een invloed heeft op zowel zelfpercepties en ander persoonpercepties. Een belangrijk onderscheid tussen beide is dat juist de laag competente merkconditie tot hogere beoordelingen leidde in de zelfconditie. Een verklaring hiervoor kan zijn dat participanten het zelfbeschermingmotief toepassen in beoordelingen. De ander wordt als minder intelligent gepercipieerd na blootstelling aan laag competente merken. Op zelfbeoordelingen vonden we dit effect niet. Aan de andere kant vonden we hoge beoordelingen van de ander op de dimensie conscientiousness. Een verklaring hiervoor kan zijn dat deze dimensie minder een 'bedreiging' of een 'ántasting' vormt voor de overall beoordeling dan andere dimensies. Een andere verklaring kan zijn dat voorbereiding van een weekend trip geassocieerd wordt met eigenschappen als goed georganiseerd en gestructureerd zijn. De ander wordt consequent lager beoordeeld dan de zelf, met uitzondering op conscientiousness, waarschijnlijk om dezelfde reden als hierboven genoemd. Deze studie bewijst eveneens dat merkpersoonlijk een invloed heeft op zelfperceptie, maar ook op ander persoonperceptie van eigenschappen. We kunnen concluderen dat beoordelingen van de zelf het meest gestuurd zijn door het zelfbeschermingmotief, op ander beoordelingen is dit motief niet gevonden. In lijn met sociaal psychologen, kunnen we ook concluderen dat in deze context slecht sterker is dan goed en dat negatieve informatie (laag competente merken) een sterker effect hebben op consumenten ander persoonpercepties van op consumenten zelfpercepties van persoonlijkheidseigenschappen.

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1. INTRODUCTION

The idea of brand personality is familiar and accepted by most advertising practitioners (e.g. Plummer, 1984) and many marketing academics (e.g. Gardner & Levy, 1955). For decades, researchers have argued that brand personality is an important topic of study because it can help to differentiate brands (e.g., Crask & Laskey, 1990), develop the emotional aspects of a brand (e.g. Landon, 1974) and augment the personal meaning of a brand to the consumer (e.g. Levy, 1959). A number of studies have provided empirical support for the hypothesis that personality may be a viable metaphor for understanding consumer's perception of brand images (Caprara et al., 2001). One reason why consumers use brands in the symbolic way is that brands can construct or maintain their self-identity (Fennis, Pruyn & Maasland, in press; Tucker, 1957). Personality used as a marketing concept derived from psychology and should therefore be defined and described in relation to psychology (Azoulay & Kapferer, 2003). Consensus has emerged among personality psychologists around the Big-Five Model as a reference structure for the assessment and description of human personality. Applications of this model to marketing settings have appeared recently (Aaker 1996, 1997; Fournier, 1995, Caprara & Barbaranelli, 1996; Caprara et al., 2001).

Nowadays, there is a strong research focus on the role of brand personality dimensions in consumer brand choice (e.g. Aaker, 1999) and scales are formed to measure the congruence between brand personality dimensions and human personality dimensions (van de Rijdt, et al, in press). Very recently, brand personality is studied acting as an independent variable having a direct impact on aspects of the self-concept (Fennis, Pruyn & Maasland, in press). They conducted series of studies in which the relationship was examined between brand personality and consumer personality, based on the malleable self (Aaker, 1999; Markus & Kunda, 1986). Fennis et al. (in press) proposed the existence of a transfer effect of brand personality traits on consumer self-perceptions of personality traits.

They found evidence for the notion that brands are capable of affecting the self-concept, when consumers are exposed to them. Evidence is presented to support the notion that brands with different salient personality dimensions have different effects on consumer self-assessments of specific aspects of their self-concept, so-called *transfer effects* of brand personality traits to consumer personality traits. The present study revisits these studies of Fennis, Pruyn & Maasland (in press) and therefore a short summary is presented of these studies.

As a first step in examining the causal relationship between brand personality and human personality from this perspective, Fennis et al. (in press) conducted a pilot test to identify brands from different product categories that varied along the five dimensions of the brand personality scale (*sincerity, excitement, competence, sophistication, ruggedness*; Aaker 1997). To this end, mean ratings of all brands for each product category were then ranked for the five basic brand dimensions, which enabled the authors to select the highest and lowest rated brands. Fennis et al. (in press) used a 2 (brand personality dimension: high/low) x 2 (exposure intensity: high/low) between-subjects design for their studies in which the dependent variables include dimensions of the Big-Five personality structure (*agreeableness, extroversion, conscientiousness, intellect, emotional stability*; Goldberg, 1990) and the explorative-formed dimensions of Malhotra's (1981) self-concept scale (*hedonism, assertiveness, maturity, sophistication*). These dimensions were chosen based on the proposed links between certain dimensions of brand personality and consumer personality (see Aaker, 1997).

The second step in their experiment was the manipulation of the brand personality dimensions. Participants (undergraduate male and female students) were offered a soft drink and a magazine and they were handed a description of a scenario involving the preparation for a weekend trip. In this description, brand names from the four product categories from the pilot test figured prominently and were also depicted at the bottom of the scenario. The brands mentioned and depicted in the high personality condition are brands rated as highest on the specific dimension in the test and the brands in the low personality condition are brands rated as lowest on the specific dimension. In the high exposure intensity condition, two brands of each product category were mentioned and depicted (a total of eight brands). In the low exposure intensity only one brand of each product category (a total of four brands) were used. After the manipulation, participants were handed a booklet containing the Big-Five personality dimensions (Goldberg, 1990) and the Malhotra (1981) self-concept dimensions. Fennis et al. (in press) examined only four brand personality dimensions (Aaker, 1997) because the brand personality dimension 'sophistication' failed to obtain a satisfactory reliability.

Results of their studies showed that brand *sincerity* affects perceptions of the related Big-Five dimension self-*agreeableness*, like brand *ruggedness* affects perceptions of the related Big-Five dimension self-*extroversion*. Further results of their studies showed that brand *excitement* only affects the related self-concept dimension '*hedonism*' of the self-person and –product scale of Malhotra, like brand *competence* affects the related self-concept dimension '*sophistication*'. Two moderation effects of exposure intensity were found on the brand

dimensions ‘*excitement*’ and ‘*ruggedness*’. These two dimensions only affected related consumer personality dimensions when individuals were heavily exposed to brands, not when this exposure was low.

The present study revisits these studies of Fennis, et al. (in press). The findings of their studies indicate that exposure to brand personality has an impact on consumer *self*-perception of personality traits, but have left aside so far if brand personality also has an impact on the perception of personality traits of *other consumers*.

Because people are more likely to use brands as signalling factors to express and compare themselves with the people and the world around them, we suggest that also an effect on consumer other-person perception exists.

Previous research has also left aside that happens when brands with both a high and low rating on a personality dimension are combined. In other words: Fennis et al. (in press) only examined effects of brands with a ‘**consistent**’ personality, (or brands with *homogeneous* communication symbols): brands with only all high or only all low ratings at the personality traits of the specific dimensions. Further examination must indicate if the transfer effect also exists on what we call in this present study ‘**inconsistent**’ brand personality, (or brands with *heterogeneous* communication symbols): brands with high ratings combined with brands with low ratings at the same dimension. For example: results of the pilot test conducted by Fennis, Pruyn and Maasland (in press) revealed that ‘Audi’ is a high rated *competent* brand and ‘Rucanor’ is a low rated competent brand. It is not unlikely that a man drives in his ‘Audi’ to his tennis class and wearing his ‘Rucanor’ sport shoes at the same time. The consumer world is complex and it is reasonable that people combine brands conflicting in personality. Therefore is it of great interest to examine what the influence is on perception of our own personality traits and of other consumers when we are exposed to brands conflicting in personality.

Furthermore, results of the studies from Fennis et al. (in press) showed that particularly one brand personality dimension approached significance for a transfer effect on the Big-Five personality dimensions. This dimension is ‘*brand competence*’. We chose to further examine the influence of brand personality only on this dimension for two reasons. Firstly, the main effect was only found on the Malhotra dimension ‘*sophistication*’, and the effect on the Big-Five dimension ‘*Intellect*’ approached significance (*see for a review* Fennis, Pruyn &

Maasland, in press, $p = .11$). In the present study we will further examine effects of brand personality traits on consumer personality traits on this dimension.

Secondly, further examination on the dimension of *brand competence* is also interesting because Fennis et al. (in press) found that at certain dimensions only brand personality at high intensity exposure (thus, heavily exposed to brands) affects ratings of the self-concept dimensions. Given this information, one can interpret that effects found without moderation effects of exposure intensity can be seen as more powerful (the effect occurs after exposure to four brands, not only after being heavily exposed to eight brands). On the competence dimension, high exposure intensity was not a 'conditio sine qua non' for the transfer effect on sophistication.

In the present study four research questions are formulated.

1. Are competent brands also capable of affecting consumer self-perceptions on personality traits in this study?
2. Are competent brands capable of affecting consumer other-person perceptions of personality traits or is this effect unique for the self?
3. What happens with both consumer self-perceptions and consumer other-person perceptions when brands with a high rating and a low rating on competence are combined?
4. Is the effect of competent brands on consumer self-perceptions different from the effect on consumer other-person perceptions?

The following section (section 2) provides a follow up literature framework next to the work by Fennis et al. (in press) as described in the introduction section. In this section, the research design is presented. In section 3, an overview of the study is given and in section 4 the method is described. In this section, the manipulation material is described as well as the (statistical) procedure. In section 5, the results of the study are reported and in section 6 conclusions are presented. In section 6, the general discussion is given and in section 7 the references are given. At last, in section 8 the appendices are presented.

In the next section, a total of six hypotheses are formulated. Note that from this point in this report we will define only highly and only low competent brands as *consistent competent brands* and both highly and low competent brands as *inconsistent competent brands*.

2. PREAMBLE OF HYPOTHESES

The self

In the present study we revisit the study of Fennis, et al., (in press). They found a transfer effect of brand personality to human personality traits for self-perceptions. They found evidence for the assumption that the self is an instable construct that showed to be variant across situations and is ‘impressionable’ and highly susceptible to situational influence (see Markus & Kunda, 1986). We replicate the formulated hypothesis by Fennis et al. (in press) and also argue that exposure to highly competent brands induces higher ratings on self-assessments of related personality traits than exposure to low competent brands. We suggest in the present study, that people will be driven by a self-enhancement motive. This motive reflects a robust tendency for people to seek and interpret information in a way that reflects positively on themselves and thus bolsters their self-esteem (Baumeister, 1998). Based on these notions, hypothesis 1 is formulated below.

H1: Participants perceive themselves as more conscientious, intellect and sophisticated after exposure to highly competent brands than after exposure to low competent brands.

Others

Solomon (1991) argued that the role of symbols is important because they, by their very nature, have the potential to influence how others perceive those who carry them. The self continually and dynamically takes form through one’s interactions with close others and the social world (Cooley, 1902; Damon & Hart, 1988; Mead, 1934) where symbols have a function in the impression formation of other persons. Therefore, the first thoughts of examining the transfer effect of brand personality on the assessments of personality traits of other brand users were made. If brands, used by not only the self, but also other persons can also evoke related human personality traits, it might be possible that this probable brand transfer effect on other-person assessment of personality traits can act as a comparison cue in the choice for partners in life, e.g. a person as a friend, a partner in co-working tasks or in another context of interaction. This is not unthinkable because Robinson and Smith-Lovan (1992) found that people seeking interaction partners and relationship partners who support their self-view. If the present study shows also an effect on perceptions of other consumers, one can think of brands having a signaling role to the social world and affecting the concept of social comparison (see Festinger, 1957) and preference for partners in social interactions. Not only status-like factors (e.g. man driving an Audi; this must be a rich businessman) will be evoked by brands, but persons will be seen as owners of personality traits related to the

brand personality traits (e.g. man driving an Audi; this is a reliable, intelligent, successful and confident man).

Impression formation of others

In personality research not only description of the self has been studied, but also descriptions of others (Goldberg & Kilkowski, 1985; John, Hampson & Goldberg, 1991; Sande, Goethals & Radloff, 1988). There is considerable research that has been conducted to examine how impressions of other individuals are developed and formed (Brewer, 1998; De Bruin & Van Lange, 1999a, 1999b, 2000; Fiske, 1980; Fiske, Lin & Neuberg, 1999; Fiske & Neuberg, 1990; Fiske & Ruscher, 1989; Guerrero & Miller, 1997; Reynolds & Oakes, 2000; Verplanken, Jetten & Van Knippenberg, 1996). In the present study we use the thought of the Continuum Model of Impression Formation by Fiske and Neuberg (1990). This model is based on the notion that observers will attempt to minimize the cognitive effort expended to develop conclusions about the target whenever possible; thus, observers will tend to use a category-based approach (i.e. stereotypes) to draw conclusions about the target. According to Fiske and Neuberg (1990) when motivation is present the observer comes in a process of initial categorization, re-categorization and categorization by attributes. Fiske and Neuberg (1990) found that when a trait is activated at the time information about a target person is received, the target will be categorized (*see Fiske & Neuberg, 1990*) and that reflects the use of the activated information as an interpretation frame. In the present marketing context we expect that participants who are exposed to brands will initially categorize the target person in the typical user of the brand (or *brand's user imagery*; McCracken, 1986). After the activated traits we expect that the target person will be re-defined and categorized by brands functioning as attributes. Based on this notion we propose in this present study that exposure to brand personality traits (activated information) affects also consumer other-assessments (categorized activated information used as an interpretation frame). Therefore, hypothesis 2 is formulated below.

H2: Participants perceive the other consumer as more conscientious, intellect and sophisticated after exposure to highly competent brands than after exposure to low competent brands.

Inconsistency in personality traits

To take a more realistic situation into consideration where brand users carry brands that conflict in personality on a specific brand personality dimension, we are interested if and

under what conditions inconsistent brand usage can affect perceptions of brand users from the self-perspective and users from the other-person perspective.

In the *inconsistent* brand competence condition we assume that brands with low ratings on competence represents ‘negative’ information or ‘bad traits’. After all, low rated brands reflect less competent traits than high rated brands. Naturally one cannot speak of ‘negative’ or ‘bad’ trait information. Dreben, Fiske and Hastie (1979) examined negative and positive oriented information, and we will use this concept in the present study. In the consistent brand competence condition we assume that brands with high ratings represent all ‘positive’ or ‘good’ trait information and brands with low ratings represents all ‘negative’ or ‘bad’ trait information. Previous research showed that when equal measures of good and bad are present, the psychological effect of bad ones outweighs those of the good ones (cited in Baumeister et al., 2001). This is found to be most true in the field of impression formation, in which the *positive-negative asymmetry effect* has been repeatedly confirmed (e.g., Anderson, 1965; Peeters & Czapinski, 1990; Skowronski & Carlston, 1987). In general, negative information receives more processing and contributes more strongly to the final impression than does positive information. This notion is supported by other researches that also found that negative information has more impact on impressions and judgments than positive information (Dreben, Fiske & Hastie, 1979). They found that negative traits have more weight on the development of the impression and assessment of a person (Anderson & Huber, 1963). Though, Baumeister, et al., (2001) argued that the greater power of bad things not always overrides the good things. Although research showed that more inconsistencies are described of the self than of other persons, previous studies also showed that participants are willing to describe more desirable traits to themselves than to others (Sande et al., 1988; Alicke, 1985). People are less likely to carefully scrutinize positive self-relevant information than negative self-relevant information (Kunda, 1990) and more likely to reject or question the validity of negative information about the self (Pyszczynski, Greenberg & Holt, 1985). Therefore we expect in the present study that participants will use the ‘positive’ or ‘good’ trait information stronger than the ‘negative’ or ‘bad’ trait information on self-assessments. We expect that ratings after exposure to inconsistent competent brands will be lower on both consumer self-and other-person assessments than after exposure to only highly competent brands, because only ‘positive’ or ‘good’ trait information is presented in the latter condition. Because previous research showed that negative information has a greater weight especially on impression formation of other persons, we expect that ratings on self-perception and other-person perception will differ. We expect a distinction between self-assessments and other-person assessments when the inconsistent competent ratings and the low competent

brand condition ratings are compared. But compared to the low competent condition we expect that ratings will be higher on consumer self-assessments. We expect that after exposure to inconsistent competent brands ratings are higher on consumer self-assessments after exposure to all low competent brands, because more ‘negative’ information is presented in the consistent low condition and participants will use the positive self-relevant information more than the negative. However, on consumer other-person assessments we expect that ratings of both inconsistent and low competent brands are equal, because the bad outweighs the good especially in impression formation. Based on these notions, hypotheses 3 and 4 are formulated.

H3. Participants perceive themselves as less conscientious, intelligent and sophisticated after exposure to inconsistent competent brands than after exposure to highly competent brands, but as more conscientious, intelligent and sophisticated than after exposure to low competent brands.

H4. Participants perceive the other consumer as less conscientious, intelligent and sophisticated after exposure to inconsistent competent brands than after exposure to highly competent brands, but equally conscientious, intelligent and sophisticated than after exposure to low competent brands.

Self versus others

Sande et al. (1988) established that personality traits assessments differ from the self versus others. They found that participants are willing to describe more desirable traits to themselves than to others. Also Alicke (1985) argued that people see positive personality traits as more descriptive of themselves than of the average person. Therefore, we propose that exposure to competent brands affects self- assessments of related human personality traits more than other-person assessments of these traits. Thus, we expect that participants will assess themselves more positively than participants will assess another person. Based on the notion that negative traits have more weight on the development of the impression of another person, we also expect that participants will assess the other person more negative in the low competent and inconsistent competent conditions than participants will assess themselves. Based on these notions, hypotheses 5 and 6 are formulated on the next page.

H5: Participants perceive themselves as more conscientious, intellect and sophisticated than the other consumer

H6: Participants perceive the other consumer as less conscientious, intelligent and sophisticated after exposure to inconsistent and low competent brands than they perceive themselves.

Design

As mentioned before, the design Fennis et al. (in press) used in their experiment was a 2 (brand dimensions: high/low) x 2 (exposure intensity: high/low) between-subjects design. In the present study the focus lies on newly insights partly as an extension of their studies. Because exposure intensity (length of exposure time) is eliminated as a factor in this present study and inconsistent brand personality traits are involved, the design used by Fennis et al. (in press) seems to be inadequate for testing the formulated hypotheses in the present study. The design is adjusted to the insights and extended in a 4 (brand competence: no brands/low competent brands (consistent)/high competent brands (consistent)/mixed highly and low competent brands (inconsistent) x 2 (target assessment: self/other-consumer) between-subjects design. Note that in this study also a control condition is added to the design for extra controlling purposes. Figure 1 presents the design (page 15).

With this 4 x 2 between-subjects model we are capable to obtain answers on the effects of brand personality on consumer self assessments and also consumer other-person assessments and the impact of combining brand personality traits in a given context. We can gain more insight in the width of the effect on assessments of personality traits from the perspective of the nature of communication (*homogeneous* (consistent brand competence) or *heterogeneous* (inconsistent brand competence)). and from the perspective of the personality traits of the brand user that can be shaped or highlighted by brand personality exposure (*self* or *other consumer*).

Table 1

4 (brand competence: no brands/low competent brands/high competent brands/mixed highly and low competent brands) $\times$ 2 (target assessment: self/other) between-subjects design.

N = 192		TARGET DESCRIPTION	
		'SELF'-DESCRIPTION (T _{self})	'OTHER'-DESCRIPTION (T _{other})
C O N D I T I O N	Control condition no brand names (BC₀)	1. Self-description ('subjective') scenario without brand names and depicted brands (n = 24) (BC _{0-self})	2. Other-person description scenario (‘objective’) without brand names and depicted brands (n = 24). (BC _{0-other})
	High condition Consistent highly brand competence (BC₁)	3. Self-description ('subjective') scenario with mentioned and depicted highly competent brands (n = 24). (BC _{1-self})	4. Other-person description scenario (‘objective’) with mentioned and depicted highly competent brands (n = 24). (BC _{1-other})
	Low condition Consistent low brand competence (BC₂)	5. Self-description ('subjective') scenario with mentioned and depicted low competent brands (n = 24). (BC _{2-self})	6. Other-person description scenario (‘objective’) with mentioned and depicted low competent brands (n = 24). (BC _{2-other})
	Inconsistent condition Inconsistent high and low brand competence (BC₃)	7. Self-scenario ('subjective') description with mentioned and depicted highly and low competent brands (n = 24). (BC _{3-self})	8. Other-person description scenario (‘objective’) with mentioned and depicted highly and low competent brands (n = 24). (BC _{3-other})

3. OVERVIEW OF THE STUDY

In this present research we examine the brand transfer effect of brand personality traits on consumer perception of related personality traits. Similar to studies conducted by Fennis et al. (in press) in the present study the effect of brand personality on consumer self perception is examined. Hence, in the present study we also examine the effect on consumer other-person perception by adding another dimension to the design. In this study, one described dimension includes the self as the user of the exposed brands, and one described dimension includes the other-person as the user of the exposed brands. The division is made so, that half of the participants was exposed to the self-user conditions and half of the participants was exposed to the other-person user conditions. This division enables us to examine possible differences between those who assessed themselves and those who assessed another consumer. For exploratory reasons, another condition is added to the design to examine effects of inconsistent brand personality. Similar to Fennis et al. (in press) consistent (all highly or all low competent brands) conditions are presented in the design, but the extra condition of inconsistent (combined highly and low competent) brands can give us more insight in a more complex usage of brands today.

We suggest that the effect of brand competence not only transfers to self-assessments, but also to other-person assessments, so that participants who are exposed to brands provided in the self-user conditions rate themselves as more competent (conscientiousness, intelligent, sophisticated) after exposure to all highly competent brands and less competent after exposure to less competent brands. Participants who are exposed to the other-person user conditions are expected to rate the other assessed person also as more competent after exposure to all highly competent brands and less competent after exposure to less competent brands. We also suggest that exposure to inconsistent brand competence induces a transfer effect on the ratings. Under what conditions we think this effect will occur is described in the following paragraph.

We assume that inconsistent and consistent low brand personality will affect especially consumer other-perception more negatively, so that participants will rate other persons as less competent on related personality traits after exposure to two high and to low competent brands or/and to all low competent brands. Similar to Fennis et al. (in press), in this present study also the same four product categories are used, which are '*automobiles*', '*clothing*', '*soft drinks*' and '*magazine (titles)*'. As mentioned before, brands are combined, which means that brands of two product categories exposed high ratings on competence in the pilot study of Fennis et al. (in press) and brands of two product categories exposed low ratings on competence. Austin, Siguaw and Matilla (2003) state that researchers should take extreme

caution when measuring the personality of individual brands or when aggregating data within a specific product category. Because of this notion and the focus in this study on the transfer effects of these individual brand personalities, we counterbalanced these four product categories (*see* appendix 10.7).

Because self-assessment and other-assessment are examined and personality studies showed that participants rate themselves higher than other persons, we suggest that also in this study consumers will rate themselves higher on the personality factors than they will rate others. At last, we expect that not only the dimension ‘sophistication’ of Malhotra will be affected by exposure to brand competence personality traits, but also the two Big-Five dimensions ‘Intellect’ and ‘Conscientiousness’ after extension of the scale items.

To examine the formulated hypotheses a study was conducted compared with studies performed by Fennis, et al. (in press) in which participants were exposed to brands (*stimulus material*) with salient high and low competent brand personality traits.

Participants were exposed to these brands for 3 minutes and were then handed a booklet with dependent personality factors of the Malhotra scale (1981) and the Big-Five Factor personality (Goldberg, 1990). Also an exploratory scale is added to the present study. Because other-person judgments are cognitive, we have also looked at social comparison on partner choice and preference. We examined if brand competence can not only evoke a transfer effect of competent personality traits exposed by brands on the perception and assessment of related personality traits but even on actual partner preference in certain contexts of interaction, like co-working tasks and reference partner for consumer activities as shopping and consultancy in brand choice. Thus, the influence on social comparison processes (Festinger, 1957) are examined which can give us more insight in the role of brands acting as comparison cues in partner choice in contexts as work, friendship and reference frameworks for brand choice.

4. METHOD

Participants

A total of 192 undergraduate students (all male) with an average age of 21.9 years (SD = 2.39) acted as participants in this study (see attachment 10.1, page 98). These individuals were randomly assigned to the experimental conditions. Participation was voluntary. There was no course credit or monetary incentive provided. Instead, participants could win a prize (Sony Playstation2) for their participation in the experiment.

Selection of participants

In this study the selection has been made to examine only male participants for two reasons. Firstly, the authors wanted to reduce within-group variability and the sample selection was therefore homogenous. More homogenous participants tend to vary less on the dependent variable (Stevens, 2002). Secondly, in general, products also are seen as having a 'gender'¹. The selection of male participants shows a better fit with the stimulus brands. Especially the product category automobile matches male participants more likely than female participants.

4.1 Material

Stimulus selection

The brands performed as stimulus material in the present study and were selected from a pilot study conducted by Fennis, Pruyn and Maasland (in press) as summarized in the introduction section. They identified brands from four product categories that varied along the five dimensions of the Brand Personality scale (Aaker, 1997). Their rating study resulted in a list of the highest rated brands and lowest rated brands in the four brand personality dimensions 'sincerity', 'excitement', 'competence' and 'ruggedness'. Because our research focus is on one dimension, brands with the highest and lowest rates were only selected on the dimension 'competence'. From the list of the pilot study, the highest and lowest brands were respectively 'Audi' and 'Citroën' in the category *automobiles*, 'Hugo Boss' and 'Rucanor' in the category *clothing*, 'Coca Cola' and 'Sprite' in the category *soft drinks* and 'Quote' and

¹ Kanungo & Pang (1973) found that the best match between product and endorser could be get by matching the gender. Therefore, in the present study we assume that the match between the gender of the brand and the stimulus person will increase the possibility of obtaining transfer effects between brand personality and human personality traits.

‘Penthouse’ in the category *magazine (titles)*. Because ‘Rucanor’ has a sporty character, and ‘Hugo Boss’ a classy character, the brand ‘Nike’ was selected for this present study as a substitute for ‘Hugo Boss’. Also because the brand ‘Quote’ is an opinion-magazine and has therefore an informational character and the brand ‘Penthouse’ is a non-informational magazine, the brand ‘Panorama’ was selected to substitute ‘Penthouse’. These substitutes were also present in the list of the pilot test by Fennis, et al. (in press) where Nike was listed as highly competent and Panorama was listed as low competent brand.

The target description is selected from the perspective of the self-description and the other-consumer description. From the self-description, the selected target was the self, referring to the participants themselves as brand users. From the other-person description, the selected target was named ‘Jan’, referring to the other brand user.

Content scenario description

The selected stimulus brands and target persons (self and other) were used in a scenario approximately to the scenario used by Fennis, Pruyn and Maasland (in press). Like Fennis et al. (in press), the scenario used in this study has also a description of a weekend trip. Some adjustments are made in the scenario used in this present study. Compared to their study, participants received an imaginary situation. However, instead of providing a soft drink and a magazine to participants in the waiting room, we decided to leave this out in the present study. We believe that the examination of transfer effects without the procedure of providing tangible products to participants in the waiting room can provide more information about the size and power of the effect because there is no physical contact between consumer and brand in this present study. Effects found in this study can therefore exclude influence of contact with tangible brands in the waiting room, which will provide us more information of the transfer effects.

In the present study, participants were told that they were participating in an experiment to examine consumer attitudes toward different products in specific contexts of use. They were told that they would participate in the context of a city trip in this part of the study. In the present study they were also told to imagine that they (in the self-assessment conditions) or an other consumer ‘Jan’ (in the other-person assessment conditions) are involved in the preparation for a weekend trip to Barcelona. They had to try hard to imagine the involvement of himself or herself as a consumer or ‘Jan’ in the described situation and to read the story several times. In the section below the actual text that participants received is described. The

self as a target of description is mentioned (appendix 10.3, page 102). In the other-person conditions, the name 'Jan' is provided (appendix 10.4, page 112).

You are about to pack your suitcase for departure to Barcelona. You think about the things you want to bring with you. Firstly, you pack some clothes (brand: Nike or Rucanor) you want to wear in Barcelona. Very important of course are your sport shoes to walk comfortably during your stay. Next, you take a soft drink (brand: Coca Cola or Sprite) in case you become thirsty on the way to Barcelona. Thirdly, you bring a magazine (brand: Quote or Panorama) so that you have something to read on your destination and this is also packed in your suitcase. At the end, you print a route description to Barcelona and put it into the car. You are going to Barcelona by own car (brand: Audi or Citroën).

To make imagination more easily, a picture of the situation and brand is presented. Figure 1 presents an example of one of the conditions. Pictures of the other conditions are presented in appendix 10.10 (page 136).



Figure 1. Manipulation material: picture of the inconsistent brand competence condition provided with the scenario including 'Nike' and 'Coca Cola' as highly competent brands and 'Citroën' and 'Panorama' as low competent brands.

On the bottom of the scenario description, participants had to close their eyes for visualizing the situation again and to think again about the products that they packed in their suitcase (no brands in the control condition, but a similar description of the scenario without brand names).

Of course, in the priming conditions, (like the example picture) no general products were mentioned in the description, but the selected brands from the pilot study. The picture as showed in Figure 1 is a composition made in Adobe Photoshop software (Adobe, 2003). To picture the brands as comparable as possible, selection of pictures of the brands was based on utilitarian functional factors such as *size*, *type of product* and *color*. This resulted in a selection of automobiles comparable in color and type of car (Audi A3 and Citroën C3). The clothing brands included both sport shoes and the magazines were also equal in size. At last, the soft drinks were both pictured as similar bottles in size (0,5 liter).

In the highly competent condition, in which participants in both self-and other-person conditions were present, only highly competent brands (Audi, Nike, Coca Cola, Quote) were mentioned and pictured. In the low competent condition, also in which both targets (self and other), only low competent brands were mentioned (Citroën, Rucanor, Sprite, Panorama). Next to these conditions, also a condition was constructed with inconsistent brand personalities. As mentioned before, the selected brands were counterbalanced to control possible influences of differences between product categories (appendix 10.2, page 99). So ‘Audi’ and ‘Citroën’, ‘Nike’ and ‘Rucanor’, ‘Coca Cola’ and ‘Sprite’ and ‘Quote’ and ‘Panorama’ were alternately used in the scenario. For controlling purpose also a control condition was added without the description and pictures of brands.

The amount of participants in the self-condition and other-person condition was equal in these brand competence conditions (both $n = 24$). To control the stimulus material for differences between the conditions other than the stimulus self the control condition consists of the same description as other conditions and depicts also pictures with only products from the four categories without recognizable brands. At last, within the scenario not only brands are manipulated. As mentioned earlier, also the description of the target differs in the conditions in means of ‘who is making the weekend trip?’. Half of the participants were primed with a scenario description in which they are going to make the weekend trip and the other half was based a description in which the other person ‘Jan’ was going to make the trip.

4.2 Measurements

Independent measures

Brand Competence. Because results from the studies of Fennis et al. (in press) revealed that brand competence affects consumer self-perception without the interaction of high exposure intensity, one brand of each product category (total of four brands in each condition) could be used. In the conditions, the brands of ‘automobiles’, ‘clothing’, ‘soft drinks’ and ‘magazine (titles)’ were all rated at the highest or lowest competent brands in these product categories from the pilot study of Fennis et al. (in press).

There were four groups, including the control group which was exposed to no textual and figural competent brands (BC_0), a group exposed to only highly competent brands (BC_1), a group exposed to only low competent brands (BC_2) and a group exposed to both high and low competent brands (BC_3). These four groups will be discussed in the result section respectively in terms of ‘*control group*’, ‘*high group*’, ‘*low group*’ and ‘*inconsistent group*’.

Target description. The design also exists of two more independent variables. These variables include a consumer self-description condition (T_{self}) and a consumer other-person description condition (T_{other}). In the consumer self-description conditions, participants were given a self-description in the context of a weekend trip to Barcelona (scenario). In the consumer other-person description conditions, participants were given an other-person description in the same context (scenario) with a fictitious person, named ‘Jan’. Half of the participants ($n = 96$) received a scenario with a description of a city trip to Barcelona from the self- perspective and half of the participants received a scenario with the description of an other perspective ($n = 96$).

Dependent measures

Personality traits.

The dependent variables were personality traits, similar to Fennis et al. (in press) generated from the Big-Five factor personality structure and Malhotra’s self-, person, -and product concept scale (1981). Ferrandi et al. (2003) argue that only positive items of the bipolar human personality scale should be used because in advertising and other marketing communications only positive traits are communicated. The bipolar scale of Malhotra does include some negative traits, although this amount is very low. To take Ferrandi’s statement into consideration, only positive items on the unipolar scale of the Big-Five factor were selected. The following section reports the dependent variables measured in the present study

on three scales, Goldberg's Big-Five scale (1990), the self-, person-and product concept scale of Malhotra (1981) and the exploratory Social comparison scale.

4.3 Scales

The Big-Five scale

Conscientiousness. This factor of the Big-Five personality structure was measured using 25 items (an extension with 15 items of the used nine items in the studies by Fennis et al. (in press)) on a 7-point unipolar scale, derived partly from the 35-item instrument developed by Goldberg (1992), from other instruments of Goldberg (1990) and some traits generated from a recent personality congruence scale of van de Rijdt, et al. (in press). For a complete list of items, see appendix 10.3 (page 100). A factor analysis was performed on this scale on items of the dimensions 'Conscientiousness' and 'Intellect' and our added exploratory items on this scale. For interpretation of the results, the norm of Nunally (1979) was set where a Cronbach's alpha of at least .70 is accepted. Below, the results of the factor analysis of the dimension conscientiousness are presented (see factor analysis Big Five in appendix 10.5, page 122). The scale has a range from 1 to 7, where a score '1' represents 'Totally not descriptive' and a score '7' represents 'Totally descriptive'.

Items of conscientiousness of the scale of Goldberg (1990) were summed and averaged to form one conscientiousness index. These items were: organized, neat, conscientious, structured, systematic, orderly, precise and disciplined. Cronbach's alpha on this instrument indicated a reliable instrument (eight items, Cronbach's alpha = .87).

Intellect. This factor of the Big-five personality structure was also measured using 25 items (an extension with 20 items of the used 5 items in their study) on a 7-point unipolar scale, derived partly from the 35-item instrument developed by Goldberg (1992) and the same scales as described above at the dimension 'conscientiousness'. For a complete list of items, see appendix 10.3 (page 101). Below, the result of the factor analysis of the dimension intellect is reported.

Also items of intellect of the scale of Goldberg (1990) were summed and averaged to form one intellect index. These items were: intelligent, analytical, smart, sophisticated, intellectual, bright, deep, pensively, sensible, competent, perceptive, curious, complex, fast of notion and vigorous. Cronbach's alpha on this instrument indicated a reliable instrument (15 items, Cronbach's alpha = .94).

To check our assumption that these two factors can be dichotomized in more factors we examined the results to search for more constructs in the analysis. Dill et al. (1997) also used other formed constructs of the Big-Five scale in their instruments. We believe it would be meaningful to use these scales as indicators of other aspects of the related Big-Five dimensions (Goldberg, 1990, 1992). Below, the results of the factor analysis of the extra-formed dimensions are presented.

Items of reliability formed of the scale dimensions conscientiousness and intellect of Goldberg (1990) were summed and averaged to form one reliability index. These items were: serious, reliable, responsible, trustworthy and civilized. Cronbach's alpha on this instrument indicated a reliable instrument (five items, Cronbach's alpha = .89).

Items of creativity formed of the scale dimensions conscientiousness and intellect of Goldberg (1990) were summed and averaged to form one creativity index. These items were: subtle, introspective, innovative, tactical, ambitious, imaginative and reflective. Cronbach's alpha on this instrument indicated a reliable instrument (five items, Cronbach's alpha = .83).

Items of determined formed of the scale dimensions conscientiousness and intellect of Goldberg (1990) were summed and averaged to form one determined index. These items were: determined, constant, decisive and purposive. Cronbach's alpha on this instrument indicated a reliable instrument (four items, Cronbach's alpha = .74).

Malhotra self, person and product-scale (1981)

Self- and person- concept dimensions. Based on the scale (Malhotra, 1981) used in the studies of Fennis et al. (in press) to measure self-concept, other-person concept and product-concept, this scale was also used in the present study. This scale consists of fifteen 7-point semantic differential item-pairs (rugged-delicate, excitable-calm, uncomfortable-comfortable, dominating-submissive, thrifty-indulgent, pleasant-unpleasant, contemporary-noncontemporary, organized-unorganized, rational-emotional, youthful-mature, formal-informal, orthodox-liberal, complex-simple, colorless-colorful, modest-vain). The Malhotra scale has a range from 1 to 7, where a score '1' represents 'Totally not descriptive' and a score '7' represents 'Totally descriptive'. Although the original scale was intended as a multidimensional scale to measure brand congruence, and items belonging to specific dimensions were not reported, a factor analysis similar to Fennis et al. (in press) was performed on the data for data-reduction purposes and for relating personality traits to brand competence (see appendix 10.6, 123). Two item-pairs have changed in more comprehensible

Dutch words, as a result of a pre-test of the questionnaire (see questionnaire in paragraph 4.4, page 26).

The factor analysis of the scale of Malhotra (1981) resulted, unlike Fennis et al. (in press), not in a five factor solution, but a four factor solution accounting for 58% of the variance of the items. Reliability for two of the four factors was generally satisfactory. One was fairly satisfactory and the last factor failed the demanded Cronbach's alpha (Nunally, 1979). The three factors were labelled as "Sophistication" (colorless-colorful, contemporary-no contemporary, complex-simple, orthodox-liberal), Cronbach's alpha = .72), "Rationality" (excitable-calm, modest-vain, rational-emotional, Cronbach's alpha = .54) and "Maturity" (youthful-mature, organized-unorganized, uncomfortable-comfortable, thrifty-indulgent, Cronbach's alpha = .50). The fourth dimension was excluded from this study, because it lacks a reliable index of items (one item 'rugged-delicate'). Although Fennis et al. (in press) suggested some kinship between the items of the Malhotra (1981) scale comprising each of the four dimensions with the items that comprise the Big-Five factor personality traits, factor analysis in this study did not reveal this kinship completely between both instruments. However, inspection of the formed construct items revealed that in all three factors formed here, items were present that are linked to items of the Big-Five factor dimensions 'conscientiousness' and 'intellect' as rational, organized and complex. So we suggest in this present study that a found effect on each of these three labels will be considered as a transfer effect from brand competence on assessments of human personality traits. Because 'sophistication' is the most reliable dimension on this scale ($\alpha = .72$), the effects found on this dimension are, compare to the study of Fennis et al. (in press), more reliable and will be discussed as such.

Exploratory scale: Social Comparison

Exploratory scale: Social Comparison

In this study an exploratory scale was added to examine possible transfer effects to not only perception and assessments of related human personality traits, but also to social interaction situations in which one has to assess themselves or another as partners in several contexts. The scale has a range from 1 to 7, where a score '1' represents 'Totally not descriptive' and a score '7' represents 'Totally descriptive'.

The factor was measured using six items on a 7-point unipolar scale to measure social comparison. The used items are mentioned both from the self-perspective and Jan-perspective and are: 'I am the right/Jan is the person to get advise of products from', 'I am/Jan is the right person to co-work with on a task', 'I am/Jan is an appropriate person to go

shopping', 'I am/ Jan is a person that people see as an example for brand choice', 'I am/ Jan is the right person for making a city trip together' and 'I am/ Jan is the right person to work together with in a team'. Similar to the other scales, the items of the social comparison scale were also summed and averaged to form social comparison constructs. Below, the results of the factor analysis revealed two formed dimensions on this scale.

Items of co-working of the exploratory Social Comparison Scale were summed and averaged to form one co-working index. These items were: 'right person to co-work with on a task', 'right person to work together with in a team' and 'a right person for making a city trip together'. Cronbach's alpha on this instrument indicated a reliable instrument (three items, Cronbach's alpha = .77).

Items of reference of the exploratory Social Comparison Scale were summed and averaged to form one reference index. These items were: 'right person to get advise from of products', 'right person to shop with' and 'example person in brand choice'. Cronbach's alpha on this instrument indicated a moderate reliable instrument (three items, Cronbach's alpha = .50). Items of both social comparison constructs were summed and averaged to form the 'co-working' and 'reference' dimensions, although 'reference' has a questionable reliability. Nine indexes on the dimensions formed in this study meet the required Cronbach's alpha of at least .70 (Nunally, 1979).

4.4 Questionnaire

Constructing questionnaire

To measure the dependent variables, both a semantic differential scale and a uni-polar scale were used. The semantic differential was used for the scale of self, person and product-concept of Malhotra (1981) and the uni-polar scale was used for the Big-Five factor scale of Goldberg (1990). This last decision to use also a uni-polar scale was made because Sirgy (1982) stated that uni-polar scales could increase the applicability and certainty attached to each adjective and avoids the forced associations of the bipolar format. Also the type of self-concept is taken into consideration in the construction of the questionnaire. Because Malhotra (1988) argues that the adoption of a multidimensional view of self-concept, which takes into account the role of ideal, actual, social and situational self-concepts, is very important, the selection of a type of self concept is essential. The actual self was used in this study because it is a composite of the other types of personality (Burns, 1979; Malhotra, 1988; Rosenberg, 1979; Sirgy, 1981, 1982, 1986). The actual self combines these different

types of personality and is therefore more suitable for measuring transfer effects of personality traits.

The questionnaire is pre-tested before participants received the final version. A total of ten students were asked to fill in the questionnaire and to write down the incomprehensible traits. This pretest resulted in the change of two trait-pairs on the Malhotra scale (1981). The Dutch trait-pair for the English ‘excitable – calm’ is replaced and also the trait-pair ‘rugged – delicate’ is replaced for a better Dutch translation. The pre-test revealed that no changes were necessary on the traits of the Big-Five scale. The final questionnaire is presented in appendix 10.4 (page 102).

4.5 Manipulation checks

For controlling reasons, types of brands from the stimulus scenarios were examined to check if they were appropriate to serve as highly competent versus low competent brands. For investigation, the question ‘competence’ is provided in the questionnaire (appendix 3, page 71). Participants could answer this question on a seven-point Likert scale with the extremes Totally Disagree – Totally Agree. Next to this, we also checked participant’s attitude towards the brands and other aspects like brand evaluation and brand quality. The scale was constructed using the measures from the three-component theory of brand attitude (Fishbein & Ajzen, 1975). The scores on the competence item were examined to measure differences between the selected brands. The other variables are presented in appendix 10.7 (page 124) in this script for the goal of gaining information of the total attitude towards the brands. The questions on the manipulation check were not asked to participants in the control conditions.

4.6 Procedure

On arrival participants were seated in a silent room each at a different table. For reliability reasons we tried to keep participants out of extraneous forces. So a total maximum of four participants was set each time when they were questioned. Participants were also placed with distance between them so that no one could see the exact manipulation material of the others. This ensured us that the differences between the manipulation stimuli were presented outside of participants perceptual field. Once participants were seated in front of their table and the experimenter explained the task verbally, they were told that they would participate in a study in which we were interested in consumer attitude toward several products in specific contexts of use. They were told that this particular context of examination at that moment was a weekend trip to Barcelona.

The experimenter instructed participants to read the situation description (scenario) very attentive for three minutes. Participants were also instructed to look attentively at the pictured brands on the bottom and to close their eyes trying to imagine the given situation. All pictures of the brands in the various conditions were equal in size. In the control (no prime) condition the pictures of the products were made as similar as possible to minimize any other differences but the priming itself. The manipulation material was also distributed on plasticized material to gain a professional impression.

After completing the task, the priming stimuli were taken from the tables and the questionnaire was handed out. Next, they were told to complete the questionnaire. In case the participants had questions about the questionnaire, they could ask the attending experimenter. After completing the questionnaire, participants received a debriefing procedure, in which they were probed for awareness of the differences between the manipulation stimuli and influence of the task on later judgments. They were also probed for general suspicion concerning the goal of the study by discussing what the actual goal was. Finally, participants were thanked for their participation and dismissed.

Statistical procedure

Three 4 (brand competence: high/low/mix/no) x 2 (target assessment: self/other) between-subjects Multivariate Analysis of Variance (MANOVA) were performed on the dependent variables with brand competence and target description as the independent variables. The first MANOVA-analysis was performed on the five formed dependent variables of the Big-Five scale (Goldberg, 1990, 1992) ‘conscientiousness’, ‘intellect’, ‘reliability’, ‘creative’ and ‘determined’ and results of this analysis are presented on page 33. The second MANOVA-

analysis was performed on the three formed dependant variables of the Malhotra self- person and -product scale (Malhotra, 1981) 'sophistication', 'rationality' and 'maturity'. These results are presented on page 44. The last MANOVA-analysis was performed on items of the exploratory Social Comparison scale 'co-working' and 'reference'. These results are presented on page 55. The Statistic Test used in this study for testing the multivariate null hypothesis is Wilk's Lambda. The values of this test are mentioned in each following paragraph with a report of the MANOVA-analysis on the dependent variables. Next, a full factorial ANOVA was performed to inspect the univariate means of each of the dimensions, followed by a Bonferonni post hoc test. This type of Post hoc procedure was selected because the number of dependent variables in this study is small which makes the Bonferonni Test appropriate for analyzing the data in this study. The p -values obtained from the latter test are mentioned in each result section, including also the Partial Eta Square (η^2) for examination of the effect sizes (Cohen, 1973). We recognize the importance of reporting effect sizes to augment significance tests and therefore the Partial Eta squared (η^2) is reported². The mean statistics accompanying the standard deviations for each test are presented and only dimensions with a multivariate main effect are reported in the paragraphs.

The brands in the counterbalanced conditions are tested with the Kruskal-Wallis Test. This test was chosen because of the small amount of subjects in each cell ($n = 4$). Therefore, the results of this test are more reliable to interpret. The results of this test are presented on page 67.

² Note that Partial Eta squared differs from Eta squared in means that Partial Eta squared is not a percentage of the total sums of squares and it is not additive (Cohen, 1973; Sechrest & Yeaton, 1982) like Eta squared. In this manuscript only Partial Eta Squared values are reported.

5. RESULTS

In this section, the results of the tests of the influence of brand competence exposure on consumer self- and other-person perception are reported. For measurements, first the Multivariate Test was performed. Next, a Univariate Test was performed followed by the post hoc Bonferonni Test. The structure of this section is as follows:

- Firstly, we examined if we were successful in presenting the manipulated material to the participants as we intended
- Secondly, the results of the manipulation check on competence are reported
- Thirdly, a MANOVA-and ANOVA-analysis and Bonferonni Test on the Big-Five dimensions are performed and results are reported in paragraph 6.1 (page 33)
- Fourthly, a MANOVA-and, ANOVA-analysis and Bonferonni Test on the Malhotra dimensions are performed and results are reported starting in paragraph 6.2 (page 44)
- Fifthly, a MANOVA-and, ANOVA-analysis and Bonferonni Test on the Social Comparison dimensions are performed and results are reported in paragraph 6.3 (page 55)
- Sixthly, a Kruskal Wallis Test was performed on the counterbalanced inconsistent condition in paragraph 6.4 (page 67).

Awareness and suspicion

We used a debriefing procedure in which participants were asked increasingly specific questions about the study. Participants were asked in the questionnaire what they thought the actual objective of the study was and the list is presented in appendix 10.9 (page 128). After the experiment they were asked this question again. Some participants reported that “this study must have something to do with brands and human personality”, although this procedure revealed that none of the participants guessed the actual objective of this study. Thus, there were no participants who thought the brand personality and human personality traits were related. We can safely conclude that we were successful in exposing participants to different manipulation conditions without they noticed these differences. We were also successful in not alerting participants to the actual relation between brand personality and human personality trait description tasks.

Manipulation checks

To control the quality and the reliability of the manipulation material, a check variable was integrated in the questionnaire. This variable served as a controlling variable for the quality of the manipulation stimuli used in this study as independent variables. The variable was integrated in an overall attitude scale towards the several brands and included the item ‘competence’ to directly measure participants perception of competence of the selected brands. We checked if the brands from the product categories truly represented highly competent brands and low competent brands by making comparisons. Therefore, the value of the brand from one product category was compared to the value of the other brand in the same product category. Extra questions about brand awareness, quality of the brand, brand evaluation, purchase intention and affective variables were asked in the overall brand attitude scale (appendix 10.7, page 124). The purpose of these extra questions was to distract participants from the actual objective of this study. Another purpose was to gain more insight in the general attitude towards the brands and the evaluation of the brands. The compared brands in the product category *automobile* were ‘Audi’ and ‘Citroën’. In the product category *clothing* the compared brands were ‘Nike’ and ‘Rucanor’, and in the product category *soft drinks* the brands were ‘Coca Cola’ and ‘Sprite’. In the product category *magazine (titles)* ‘Quote’ and ‘Panorama’ were compared. The brands in all product categories are tested using the full factorial ANOVA-analysis and presented in Table 2.

Table 2

Means and standard deviations of the manipulation check control for brands from product categories automobile, clothing, soft drinks and magazine (titles) (N = 144).

Type of product category	Automobile		Clothing		Soft drinks		Magazine (titles)	
Brand name	Audi	Citroën	Nike	Rucanor	Coca Cola	Sprite	Quote	Panorama
Dependent variable	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
<i>Brand competence</i>	5.13 (1.09)	4.22* (1.17)	4.46 (1.24)	3.44* (1.28)	5.69 (.91)	4.46* (1.21)	4.01 (1.25)	3.47* (1.36)

(brand competence: minimal score =1, maximal score = 7)

* p<.001

Results of the full factorial ANOVA- analysis revealed that in the product category *automobile*, the brands ‘Audi’ and ‘Citroen’ differ in the competence variable $F_{(1,151)} = 27.21, p < .001$. Participants rated the brand ‘Audi’ ($M = 5.13$) as a significantly more competent brand than ‘Citroën’ ($M = 4.22$). Results also revealed that in the product category *clothing* the brands ‘Nike’ and ‘Rucanor’ differ in the competence variable. The full factorial ANOVA analysis revealed an effect of type of clothing on brand competence $F_{(1,151)} = 27.208, p < .001$. Participants rated the brand ‘Nike’ ($M = 4.46$) as a significantly more competent brand than ‘Rucanor’, ($M = 3.44$). Also in the product category *soft drinks*, the brands ‘Coca Cola’ and ‘Sprite’ differ in competence perception $F_{(1,159)} = 48.46, p < .001$. Participants rated the brand ‘Coca Cola’ ($M = 5.69$) as a significantly more competent brand than ‘Sprite’ ($M = 4.46$). In the product category *magazine (titles)* the brands ‘Quote’ and ‘Panorama’ differ significantly in the competence variable $F_{(1,151)} = 27.208, p < .001$. Participants rated the magazine title ‘Quote’ ($M = 4.01$) as a significantly more competent magazine than ‘Panorama’ ($M = 3.47$).

These findings provide evidence that the brands used in this study represent highly rated and low rated competent brands as found in the pilot study by Fennis et al. (in press). The selected highly competent brands from their obtained list from the pilot study were also in the present study perceived as significantly more competent than the selected low competent brands. Based on these findings we can conclude that we managed to successfully select brands that differ significantly on the dimension ‘competence’, so that the manipulated stimuli are justified for further analysis. Therefore, we may conclude that we exposed participants to highly and low competent brands, so that a reliable analysis can be made to examine differences between the groups.

Overview of the conditions of self-description and the other-person description

As presented in the research design, a control condition was added. The results section starts with the Big-five dimensions on the next page. Descriptive results are first shown for these dimensions in the section. For an overview of all descriptives on all dimensions, appendix 10.8 (page 126) is included with two figures. One figure presents means and standard deviations for consumer self-assessments (page 126) and another figure presents means and standard deviations for consumer other-person assessments (127).

6.1 BIG-FIVE DIMENSIONS

To test if brand competence has an influence on consumer self- and other-person perception of personality Big-Five dimensions, the first MANOVA-analysis was performed on the two Big-Five dimensions ‘**conscientiousness**’ and ‘**intellect**’ as structured by Goldberg (1992). The analysis was also performed on the three extra dimensions labeled in this study as ‘**reliability**’, ‘**creativity**’ and ‘**determined**’ on the same Big-Five structure scale. This MANOVA on the five dimensions yielded a significant main effect for brand competence (Wilk’s Lambda = .74, $F_{(3,508)} = 2.958$, $p < .001$, partial $\eta^2 = .06$). This main effect demonstrated that the assessments of participants in the conditions differ. No significant interaction effect emerged. We checked which dimensions are allowed to analyze. Therefore the p -values of the MANOVA were examined for each dimension with the Test of Between-Subjects Effect. This test revealed that not all five dimensions could be used for further analysis. The three dimensions we use for further analysis are *conscientiousness* ($p < .001$), *intellect* ($p < .10$) and *reliability* ($p < .05$). Table 3 reports the means and standard deviations for each condition. The range of the Big-Five scale was 1 to 7, where a score ‘1’ represents ‘Totally not descriptive’ and a score ‘7’ represents ‘Totally descriptive’.

On the following pages, the univariate results of the full factorial ANOVA-analyses on the Big-Five dimensions are presented. Each dimension is described for self-assessments and other-person assessments. First, the results of the ANOVA’s on conscientiousness, intellect and reliability with the following Post hoc Bonferonni Test are presented for consumer self-assessments (paragraph 6.1.1, page 35). Secondly, the results of these analyses are presented for consumer other-person assessments (paragraph 6.1.2, page 38). Thirdly, the differences between self-assessments and other-person and assessments are compared (paragraph 6.1.3, page 42). The results of the Bonferonni Test are described for each ANOVA. Firstly, the *high group* mean (highly competent condition) and the *low group* mean (low competent condition) are compared. Secondly, these group means are compared with the *control condition*. Thirdly, the *inconsistent group* mean (inconsistent competent condition) is compared to the means of the high group, the low group and the control group. The most interesting findings, effects or lack of effects, are mentioned. Each analysis on self- and other-person assessments and comparisons between them is shown by a figure where the three Big-Five dimensions are integrated.

Table 3

Means and standard deviations of the control group, the high group, the low group and the inconsistent group for self-assessments and other-person assessments on the Big-Five dimensions ‘conscientiousness’, ‘intellect’ and ‘reliability’

N = 192		CONSUMER TARGET DESCRIPTION					
		‘SELF’-DESCRIPTION (T _{-self})			‘OTHER’-DESCRIPTION (T _{-other})		
C O N D I T I O N	Control condition no brand names (BC ₀)	(BC _{0-self})	Mean	(SD)	(BC _{0-other})	Mean	(SD)
		Conscientiousness	4.17	(. 39)	Conscientiousness	4.52	(. 46)
		Intellect	5.33	(. 32)	Intellect	4.44	(. 70)
		Reliability	5.45	(. 54)	Reliability	4.76	(. 39)
	High condition consistent highly brand competence (BC ₁)	(BC _{1-self})	Mean	(SD)	(BC _{1-other})	Mean	(SD)
		Conscientiousness	4.80	(1.07)	Conscientiousness	5.28	(. 37)
		Intellect	5.26	(. 52)	Intellect	3.88	(. 67)
		Reliability	5.49	(. 57)	Reliability	4.03	(. 84)
	Low condition consistent low brand competence (BC ₂)	(BC _{2-self})	Mean	(SD)	(BC _{2-other})	Mean	(SD)
		Conscientiousness	4.66	(. 98)	Conscientiousness	5.18	(. 87)
		Intellect	5.34	(. 49)	Intellect	3.79	(. 99)
		Reliability	5.96	(. 63)	Reliability	4.43	(1.03)
	Inconsistent condition inconsistent high and low brand competence (BC ₃)	(BC _{3-self})	Mean	(SD)	(BC _{3-other})	Mean	(SD)
		Conscientiousness	4.26	(1.02)	Conscientiousness	4.81	(. 83)
		Intellect	5.20	(. 58)	Intellect	3.91	(. 69)
		Reliability	5.52	(. 74)	Reliability	4.04	(. 60)

6.1.1 Consumer self-assessments

The first full factorial ANOVA-analysis tested the influence of exposure to brand competence on consumer assessments of their own *conscientiousness*, *intellect* and *reliability*. As mentioned in the description of the independent variables on page 22, the four groups will be discussed and defined as follows: ‘*control group*’ (control condition), ‘*high group*’, (highly competent brand condition), ‘*low group*’ (low competent brand condition) and ‘*inconsistent group*’ (inconsistent competent brand condition). These groups are also presented in all figures as such. Figure 2 shows the results on self-assessments on all three Big-Five dimensions.

6.1.1.1 Conscientiousness

The full factorial ANOVA-analysis performed on assessments of consumer’s own ‘conscientiousness’ yielded a main effect for brand competence ($F_{(3,76)} = 2.75, p < .05$, partial $\eta^2 = .08$). This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First the means of the high group and the low group are compared. Inspection of the mean ratings from the Bonferonni Test revealed that the high group and the low group did not differ significantly.

High and low competence vs. control group

There is no significance between the mean ratings of the high group and the low group, but additional inspection of the means from the Bonferonni Test did reveal that the high group and the control group differ significantly. Results revealed that exposure to highly competent brands resulted in participants rating themselves as more conscientious ($M = 4.80$) than exposure to the control condition ($M = 4.17$), $p < .05$. In case participants were not exposed to brand competence, they rated themselves as less conscientious than when they were exposed to highly competent brands. Exposure to low competent brands did not result in lower assessments on consumer’s own conscientiousness compared to the control group. Instead, Figure 2 shows that ratings of participants in the low group are higher than ratings of participants in the control group, although this difference was not found to be significant.

Inconsistent competence vs. control group, high and low competence

Inspections of the means from the Bonferonni Test revealed that the mean difference between ratings of the inconsistent group and the high group approached significance ($p = .11$). Exposure to inconsistent competent brands resulted in participants rating themselves as less conscientious ($M = 4.26$) than participants who had been exposed to only highly competent brands ($M = 4.80$). Figure 2 shows that participants in the low group rated themselves as more conscientious than participants in the inconsistent group, although no significance was found.

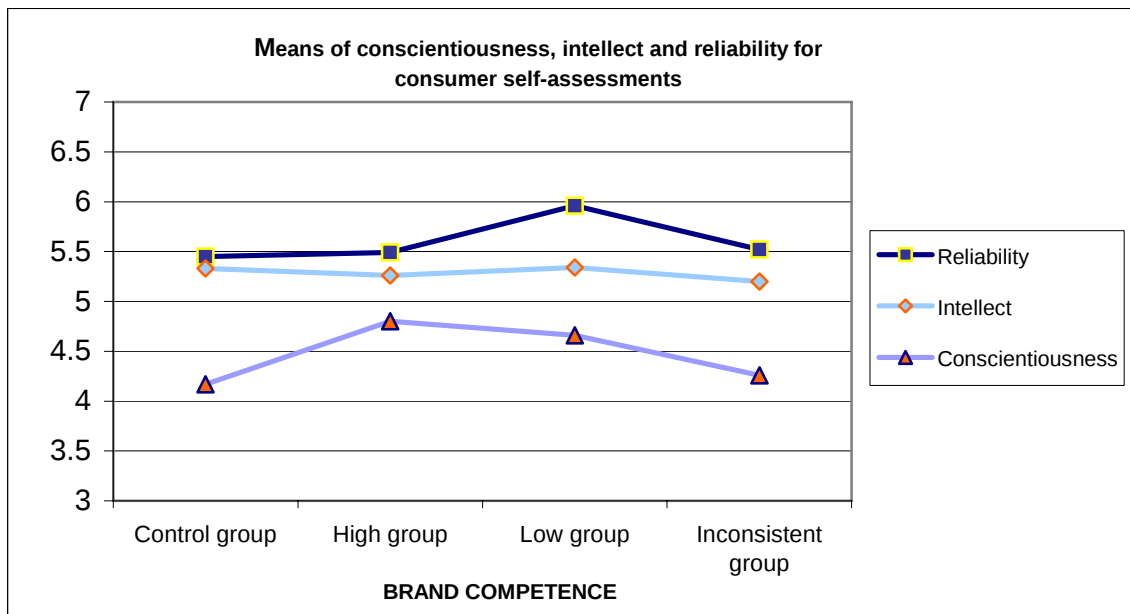


Figure 2. Overview of the means of the four groups on the Big-Five dimensions conscientiousness, intellect and reliability for consumer self-assessments

6.1.1.2 Intellect

A second full factorial ANOVA-analysis was performed on the dimension ‘intellect’. This analysis yielded no main effect for brand competence ($F_{(3, 22)} = 0.44$, $p = .73$) on consumer self-assessments. The four groups did not differ in self-assessments of personality traits of intellect. Figure 2 shows that ratings of participant’s own intellect were almost equal.

6.1.1.3 Reliability

The full factorial ANOVA-analysis for consumer self-assessments on the Big-Five dimensions was performed on the third dimension ‘reliability’. This analysis yielded a main effect for brand competence ($F_{(3, 508)} = 2.958$, $p < .001$, partial $\eta^2 = .09$) on consumer self-assessments. This main effect indicates that the mean ratings of the four groups differ significantly on the dimension reliability.

High vs. low competence

The means of ratings on participant's own reliability from the high group and the low group are compared. Inspection of the means from the Bonferonni Test did reveal a significant difference on 'reliability'. Exposure to highly competent brands did not result in participants rating themselves as *more* reliable, but as *less* reliable ($M = 5.49$) than exposure to low competent brands ($M = 5.96$), $p < .05$.

High and low competence vs. control group

Additional inspection of the means of ratings on participant's own reliability of the low group and the control group revealed that exposure to low competent brands resulted in participants rating themselves as more reliable ($M = 5.96$) than participants in the control condition ($M = 5.45$), $p < .05$. Exposure to highly competent brands did not induce higher assessments on reliability than exposure to the control condition. Instead, Figure 2 shows that ratings of participants in the high group ($M = 5.49$) are almost equal to ratings of participants in the control group ($M = 5.45$).

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test on the assessments of the inconsistent group compared to all groups did reveal that exposure to inconsistent competent brands resulted in participants rating themselves as less reliable ($M = 5.52$) than when they had been exposed to all low competent brands ($M = 5.96$), $p < .05$. Further examination of the means demonstrated that participants in the high group ($M = 5.49$) and the control group ($M = 5.45$) assessed themselves almost equal to participants in the inconsistent group ($M = 5.52$).

6.1.1.4 Summary of self-assessments on Big-Five dimensions

Figure 2 shows that the lowest assessments are found on the dimension 'conscientiousness'. Participants in the high group rated themselves as most conscientious. Exposure to low competent brands induced higher ratings on conscientiousness than exposure to neutral (control) brands. The highest assessments are found on the dimension 'reliability'. On this dimension, the low group was the outlier compared to the other groups (whose ratings are almost equal). Participants in the low group rated themselves as most reliable. On the dimension 'intellect', ratings are almost all equal. Figure 2 shows that the low group is also a very small outlier compared to the other groups. Participants in the low group rated themselves as more intelligent than participants in the high group, control group or inconsistent group, although the differences in means are not significant.

6.1.2 Consumer other-person assessments

Next, the assessments of the other-person are tested. The full factorial ANOVA-analysis tested the influence of exposure to brand competence on other-person perception and assessments of the Big-Five dimensions. Figure 3 shows the results for other-person assessments on all three Big-Five dimensions.

6.1.2.1 Conscientiousness

The full factorial ANOVA-analysis performed on perceptions of other consumer's 'conscientiousness' yielded a main effect for brand competence ($F_{(3,76)} = 2.75, p < .05$, partial $\eta^2 = .18$). This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First, the means of the high group and the low group are compared. Inspection of the mean ratings from the Bonferonni Test revealed that the high group and the low group did not differ significantly.

High and low competence vs. control group

Additional inspection of the means of both the high group and the control group did reveal a significant difference on other-person assessments. This significance demonstrates that exposure to highly competent brands resulted in participants rating the other person as more conscientious ($M = 5.28$) than exposure to the control condition ($M = 4.52$), $p < .001$. Closer inspection of the means revealed that exposure to low competent brands resulted in participants rating the other person also as more conscientious ($M = 5.18$) than exposure to the control condition ($M = 4.52$), $p < .01$.

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test revealed that the mean difference in ratings of the inconsistent group and the high group approached significance ($p = .10$). On this level of significance, the result demonstrates that exposure to inconsistent competent brands resulted in participants rating the other person as less conscientious ($M = 4.81$) than exposure to highly competent brands ($M = 5.28$). No obvious mean differences were found between the ratings of the inconsistent group and the low group and the control group. Though, Figure 3 shows that the ratings of the participants in the inconsistent group are lower

than the ratings of the participants in the low group. Figure 3 also shows that ratings from the inconsistent group are higher than ratings of participants in the control group, although the differences are not found to be significant.

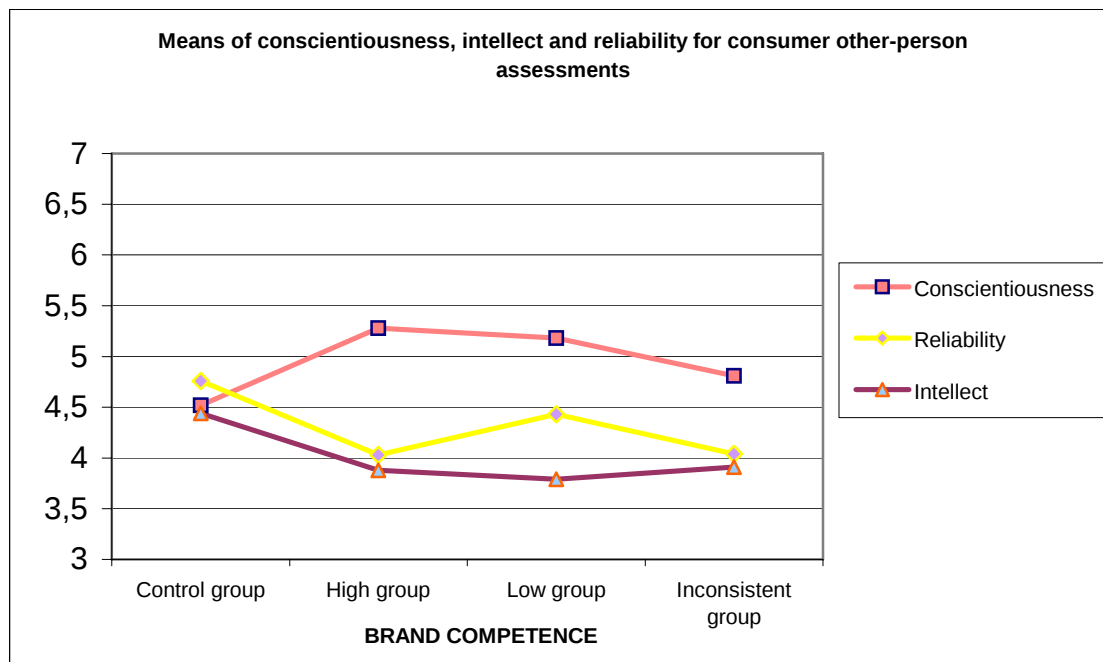


Figure 3. Overview of the means of the four groups on the Big-Five dimensions conscientiousness, intellect and reliability for consumer other-person assessments

6.1.2.2 Intellect

The second full factorial ANOVA-analysis was performed on the dimension ‘intellect’. Contrary to the lack of a main effect on consumer self-assessments of intellect, we did find a main effect for brand competence ($F_{(3,50)} = 3.96$, $p < .05$, partial $\eta^2 = .11$) on consumer other-person assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First, the means of the high group and the low group are compared. Inspections of the means from the Bonferonni Test revealed that the high group and the low group did not differ significantly on other-person assessments of intellect. Figure 3 shows that participants in the low group rated the other person as less intelligent than participants in the high group, although the difference between the means is marginal, so not significant.

High and low competence vs. control group

Examination of the means of the low group and the control group differ significantly on other-person assessments. The significant difference demonstrates that exposure to low competent brands resulted in participants rating the other person as less intelligent ($M = 3.79$) than exposure to the control condition ($M = 4.44$), $p < .05$. Additional examination of the means revealed that exposure to highly competent brands did not induce significantly higher ratings of the other person's intelligence compared to the control group. Instead, participants exposed to all highly competent brands rated the other person as less intelligent ($M = 3.88$) than participants in the control condition ($M = 4.44$), $p < .05$.

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test revealed that the mean difference in ratings of the inconsistent group and the control group approached significance ($p = .07$). Exposure to inconsistent competent brands resulted in participants rating the other person as less intelligent ($M = 3.91$) than exposure to the control condition ($M = 4.44$). No difference was found between the mean ratings of the inconsistent group and the high group and the low group. Figure 3 shows that ratings on intellect of the control group are the highest compared to the experimental groups.

6.1.2.3 Reliability

The last full factorial ANOVA-analysis for consumer other-assessments on the Big-Five dimensions was performed on the dimension 'reliability'. This analysis yielded a main effect for brand competence ($F_{(3, 60)} = 4.55$, $p < .0005$, partial $\eta^2 = .11$) on consumer other-person assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on the dimension reliability.

High vs. low competence

Also on reliability, first the means of the high group and the low group are compared. Inspection of the means from the Bonferonni Test revealed that the high group and the low group did not differ significantly on other-assessments of traits of reliability. Figure 3 shows that participants in the low group rated another person as more reliable than participants in the high group, although the difference between the means is not significant.

High and low competence vs. control group

Additional inspection of the mean ratings of the high group and the control group revealed that exposure to highly competent brands resulted in participants rating the other person as less reliable ($M = 4.03$) than participants in the control condition ($M = 4.76$), $p < .05$. Figure 3 shows that ratings of the low group are lower on reliability ($M = 4.43$) than ratings of the control group ($M = 4.76$), although this difference in means is not found to be significant ($p = .97$).

Inconsistent competence vs. control group, high and low competence

Inspecting the assessments of the reliability of the other person in the inconsistent group, results revealed that participants in this group rated another person as less reliable ($M = 4.04$) than participants in the control group ($M = 4.76$) $p < .05$. Figure 3 shows that participants in the inconsistent group also rated another person as less reliable ($M = 4.04$) than participants in the low group ($M = 4.43$), although the difference in means is not significant ($p = .57$). No difference was found between the high group and the inconsistent group where the mean ratings are almost found equal (respectively $M = 4.03$ and $M = 4.04$).

6.1.2.4 Summary of other-person assessments on Big-Five dimensions

Figure 3 shows that the lowest ratings are found on the dimension 'intellect'. Participants in the low group rated the other person as least intelligent. Contrary to self-assessments, the highest ratings on other-person assessments are found on the dimension 'conscientiousness', the dimension with the lowest self-assessments. Participants in the high group rated the other person as most conscientious. Participants in the low group rated the other person as more conscientious than the participants in the control group and the inconsistent group. On the dimension 'reliability', ratings are highest in the control group. Participants in the high group rated the other person as least reliable compare to the control and low group and almost equal to the inconsistent group. The participants in the low group rated the other person more reliable than the groups exposed to highly and inconsistent brand competence, although the mean difference with the last group was not significant.

6.1.3 Comparisons between consumer self-and other-person assessments

The assessments of the self and the other-person are compared to test the expectation that consumer self-presentation is more positive than consumer other-person presentation on traits of conscientiousness, intellect and reliability.

6.1.3.1 Conscientiousness

The first full factorial ANOVA-analysis performed on the dimension ‘conscientiousness’ yielded a main effect for target description ($F_{(1,117)} = 16,9, p < 0.001$, partial $\eta^2 = .08$) on consumer self-and other-person assessments. This main effect demonstrates that mean ratings of participants of the group who received a description of the self and the group who received a description of another person differ significantly on this dimension. Figure 4 presents the means ratings of both target groups.

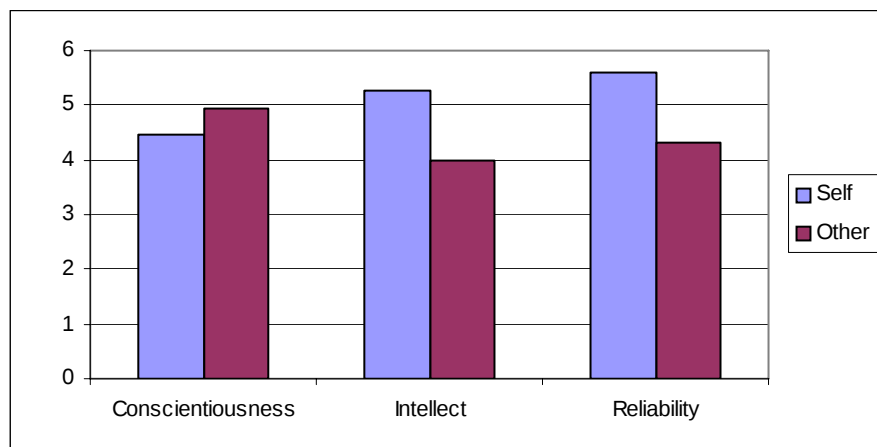


Figure 4. Means self-assessments and other-person assessments for the Big-Five dimensions ‘conscientiousness’, ‘intellect’ and ‘reliability’

Self vs. other

Inspection of the univariate results³ revealed that participants exposed to the self-description rated themselves as less conscientious ($M = 4.47$) than participants exposed to the other-person description rated that other person ($M = 4.95$), $p < .001$.

6.1.3.2 Intellect

The second full factorial ANOVA-analysis was performed on the dimension ‘intellect’. This analysis yielded a main effect for target description ($F_{(1,78)} = 190,32, p < 0.001$,

³ The Bonferonni Post hoc Test was not performed on target description because there are fewer than three groups (self and other person).

partial $\eta^2 = .50$) on consumer self-and other-person assessments. This main effect demonstrates that mean ratings of participants of the group who received a description of the self and the group who received a description of another person differ significantly on intellect.

Self vs. other

Inspection of the univariate results showed that participants exposed to the self-description rated themselves as more intelligent ($M = 5.28$) than participants exposed to the other-person description rated that other person ($M = 4.00$), $p < .001$.

6.1.3.3 Reliability

The last full factorial ANOVA-analysis was performed on the dimension 'reliability'. This analysis also yielded a main effect for target description ($F_{(1,80)} = 153,3$, $p < 0.001$, partial $\eta^2 = .45$) on consumer self-and other-person assessments.

Self vs. other

Inspection of the univariate results revealed that participants exposed to the self-description rated themselves as more reliable ($M = 5.60$) than participants exposed to the other-person description rated that other person ($M = 4.31$), $p < .001$.

6.1.3.3 Summary of comparison between self-and other person assessments on the Malhotra dimensions

On one dimension, conscientiousness, exposure to the self-description induced lower ratings on consumer self-assessments than exposure to the other-person description on consumer other-assessments. But, on the dimensions 'intellect' and 'reliability' ratings of the self were significantly higher than of the other person.

6.2 MALHOTRA DIMENSIONS

To test if brand competence has an influence on consumer self- and other-person perception of personality Malhotra dimensions, the second MANOVA-analysis was performed on the three dimensions of the self-person and –product scale of Malhotra (1981) formed in this study. These dimensions are ‘**sophistication**’, ‘**rationality**’ and ‘**maturity**’. This MANOVA on the three dimensions yielded a significant main effect for brand competence (Wilk’s Lambda = .92, $F_{(3, 452)} = 1.844$, $p < .05$, partial $\eta^2 = .03$) and a significant interaction effect between brand competence and target description (Wilk’s Lambda = .82, $F_{(3, 443)} = 4.172$, $p < .001$, partial $\eta^2 = .06$). This main effect and interaction effect demonstrated that the assessments of participants in the conditions differ. We checked which dimensions are allowed to analyze. The p-values of the Test of Between-Subjects Effect revealed that not all three dimensions are allowed to analyze. The two dimensions we can use for further analyses are *sophistication* ($p < .05$) and *maturity* ($p < .05$). Table 4 reports the means and standard deviations for each condition. The used Malhotra scale has a range from 1 to 7, where a score ‘1’ represents ‘Totally not descriptive’ and a score ‘7’ represents ‘Totally descriptive’.

Similar to the previous report of the Big-Five dimensions, the univariate results on the Malhotra dimensions are reported for self-assessments and other-person assessments to highlight the group’s differences and to compare self-and other-person assessments. In the first paragraph the results on sophistication and maturity for consumer self-assessments are reported (paragraph 6.2.1, page 46) and in the second paragraph the results for consumer other-assessments (paragraph 6.2.2, page 48). In the third paragraph, the differences between self- and other-assessments are compared (paragraph 6.2.3, page 51) followed by an univariate interaction analysis in paragraph four (paragraph 6.2.4, page 53). The results of the Bonferonni Test are described for each ANOVA. Similar to the previous section, the most interesting findings, effects or lack of effects, are mentioned and supported by a figure where the two Malhotra dimensions are integrated.

Table 4

Means and standard deviations of the control group, the high group, the low group and the inconsistent group on self-assessments and other-person assessments on the Malhotra dimensions 'sophistication' and 'maturity'

N = 192		CONSUMER TARGET DESCRIPTION					
		'SELF'-DESCRIPTION			'OTHER'- DESCRIPTION		
		(T _{-self})			(T _{-other})		
C O N D I T I O N	Control condition no brand names (BC₀)	(BC_{0-self})	Mean	(SD)	(BC_{0-other})	Mean	(SD)
		Sophistication	5.25	(.51)	Sophistication	3.69	(.60)
		Maturity	3.83	(.73)	Maturity	4.49	(.91)
	High condition consistent highly brand competence (BC₁)	(BC_{1-self})	Mean	(SD)	(BC_{1-other})	Mean	(SD)
		Sophistication	5.05	(.62)	Sophistication	4.62	(.97)
		Maturity	4.14	(.90)	Maturity	3.42	(.73)
	Low condition consistent low brand competence (BC₂)	(BC_{2-self})	Mean	(SD)	(BC_{2-other})	Mean	(SD)
		Sophistication	5.12	(.78)	Sophistication	3.53	(.87)
		Maturity	4.16	(.75)	Maturity	4.14	(.94)
	Inconsistent condition Inconsistent high and low brand competence (BC₃)	(BC_{3-self})	Mean	(SD)	(BC_{3-other})	Mean	(SD)
		Sophistication	5.30	(.52)	Sophistication	3.98	(.76)
		Maturity	3.77	(.97)	Maturity	3.84	(.74)

6.2.1 Consumer self-assessments

The first full factorial ANOVA-analysis tested the influence of brand competence on self-perception and –assessments of the Malhotra dimensions *sophistication* and *maturity*. Figure 5 shows the results on self-assessments on both Malhotra dimensions.

6.2.1.1 Sophistication

A full factorial ANOVA-analysis was performed on the dimension ‘sophistication’. This analysis yielded no main effect for brand competence ($F_{(3,35)} = .85, p = .47$) on consumer self-assessments. This finding indicates that the groups do not differ in means. Figure 5 shows that mean ratings of the high group ($M = 5.05$) and the low group ($M = 5.12$) are almost equal. Likewise, mean ratings of the inconsistent group and the control group are almost equal (respectively $M = 5.30$ and $M = 5.25$).

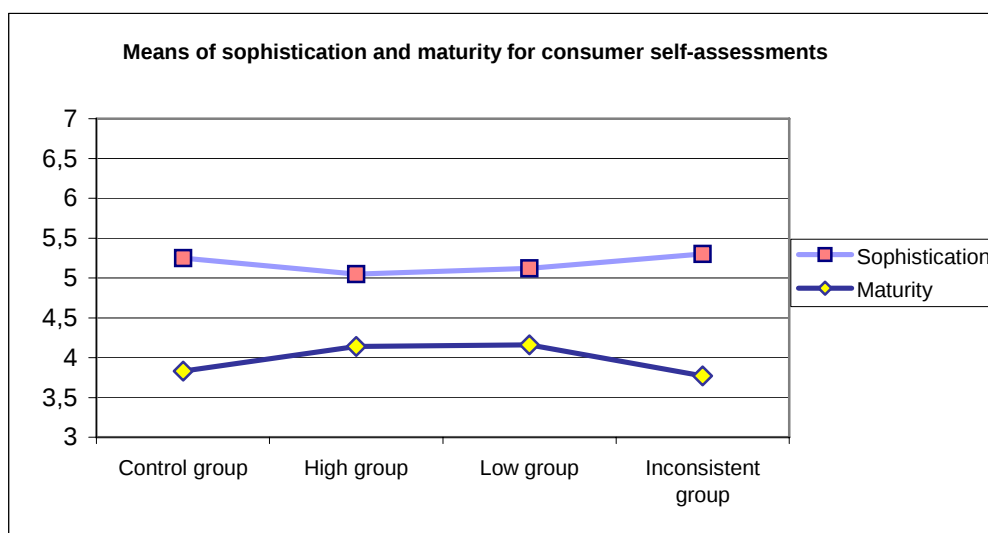


Figure 5. Overview of the means of the four groups on the Malhotra dimensions sophistication and maturity for consumer self-assessments

6.2.1.2 Maturity

A second full factorial ANOVA-analysis was performed on the dimension ‘Maturity’. No main effect was found for brand competence ($F_{(3,65)} = 1.35, p = .26$) on consumer self-assessments. This finding indicates that the mean ratings of the groups of one’s own maturity do not differ significantly. Figure 5 shows that the means of the high group and the low group are almost equal (respectively $M = 4.14$ and $M = 4.16$). The biggest difference in mean ratings is found between the inconsistent group and the low group, where participants in the inconsistent group rated themselves as less mature ($M = 3.77$) than participants in the low group ($M = 4.16$). Though, this mean difference is not found to be significant.

6.2.1.3 Summary of self-assessments on Malhotra dimensions

The ANOVA's revealed that no main effects were found on both Malhotra dimensions. Figure 5 shows that the highest mean ratings of participants who rated themselves are found on one's own 'sophistication'. Participants in the high group and low group rated themselves as least sophisticated. Participants in the inconsistent group and control group rated themselves more sophisticated (means are almost equal) than the other groups, although these differences between the groups are not significant. The lowest ratings are found on the dimension 'maturity'. Here, the high group and the low group rated themselves as more mature than the other groups, although not significantly. The high group and the low group rated themselves almost equal.

6.2.2 Consumer other-person assessments

Next, the assessments of the other-person are analyzed. The full factorial ANOVA-analysis tested the influence of exposure to brand competence on other-person perception and assessments the Malhotra dimensions. Figure 6 shows the results on other-person assessments on *sophistication* and *maturity*.

6.2.2.1 Sophistication

A full factorial ANOVA-analysis was performed on the dimension ‘sophistication’. This analysis yielded a main effect for brand competence ($F_{(3,60)} = 8.38, p < .001$, partial $\eta^2 = .22$) on consumer other- assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First the means of the high group and the low group are compared. On the Malhotra dimension ‘sophistication’ a significant difference was found between the mean ratings of the two groups on other-person assessments ($p < .001$). Inspection of the means from the Bonferonni Test revealed that exposure to highly competent brands resulted in participants rating the other person as more sophisticated ($M = 4.62$) than exposure to low competent brands ($M = 3.53$).

High and low competence vs. control group

Inspection of the mean ratings from the control group and the high group revealed that exposure to highly competent brands resulted in participants rating the other person more sophisticated ($M = 4.62$) than participants in the control condition ($M = 3.69$), $p < .001$. Exposure to low competent brands did not induce lower ratings compared to the control group. Figure 6 shows that the ratings of the low group and the control group are almost equal (respectively $M = 3.53$ and $M = 3.69$).

Inconsistent competence vs. control group, high and low competence

Inspections of the means from the Bonferonni Test revealed that the inconsistent group and the high group differ significantly ($p < .05$). Exposure to inconsistent competent brands resulted in participants rating the other person as less sophisticated ($M = 3.98$) than exposure to only highly competent brands ($M = 4.62$). No significant differences were found between

the means of the inconsistent group and the means of the low group. Though, Figure 6 shows that ratings of the low group are lower than ratings of the inconsistent group. Also no significant differences were found between the means of the inconsistent group and the control group, but likewise, control group ratings are lower than inconsistent group ratings.

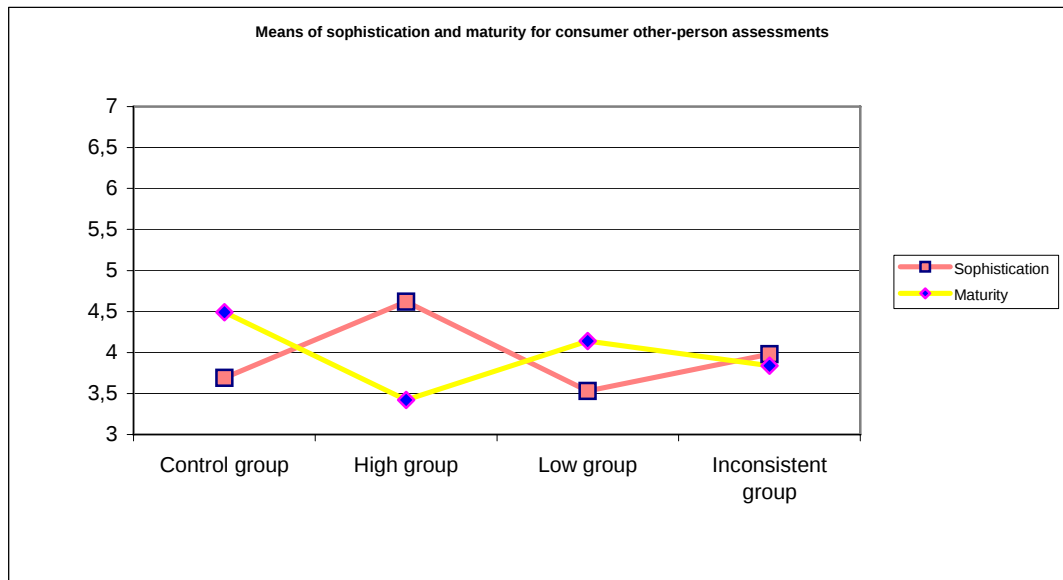


Figure 6. Overview of the means of the four groups on the Malhotra dimensions sophistication and maturity for consumer other-person assessments

6.2.2.2 Maturity

Secondly, a full factorial ANOVA-analysis was performed on the dimension ‘maturity’. This analysis also yielded a main effect for brand competence ($F_{(3,64)} = 7.08, p < 0.001$, partial $\eta^2 = .19$) on consumer other-assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First the means of the high group and the low group are compared. As expected, on the second Malhotra dimension a significant mean difference was found between the high and the low group ($p < .05$). Inspection of the mean ratings from the Bonferonni Test revealed that exposure to highly competent brands did not induce higher ratings on maturity than exposure to low competent brands. Instead, exposure to highly competent brands resulted in participants rating the other person as less mature ($M = 3.42$) than exposure to low competent brands ($M = 4.14$).

High and low competence vs. control group

Inspection of the means of both the high group and the low group and the mean of the control group revealed that exposure to highly competent brands resulted in participants rating the other person as less mature ($M = 3.42$) than participants in the control condition ($M = 4.49$), $p < .05$. Figure 6 shows that the low group rated the other person as less mature ($M = 4.14$) than the participants in the control group ($M = 4.49$), although the difference in means is not found to be significant ($p < .88$).

Inconsistent competence vs. control group, high and low competence

Inspections of the means from the Bonferonni Test revealed that the inconsistent group and the control group differ significantly ($p < .05$). Exposure to inconsistent competent brands resulted in participants rating the other person as less mature ($M = 3.84$) than exposure to the control condition ($M = 4.49$). No significant differences were found between the means of the inconsistent group and the means of the low group, although ratings of the inconsistent group are lower (see Figure 6). Also no significant differences were found between the means of the inconsistent group and the high group. Figure 6 shows that ratings of participants in the high group are lower than ratings of participants in the inconsistent group and lowest compared to the other groups.

6.2.2.3 Summary of other-person assessments on Malhotra dimensions

Results (Figure 6) show a transfer-effect of highly competent brands and low competent brands on the dimension sophistication. This effect demonstrated that exposure to highly competent brands induced higher ratings on sophistication than exposure to low competent brands. On the dimension maturity, a reverse-effect is found. This effect demonstrated that the opposite has occurred. Exposure to highly competent brands induced lower ratings on maturity than exposure to low competent brands. Assessments of the inconsistent group are found lower on sophistication than the high group and also lower on maturity than the control group.

6.2.3 Comparisons between consumer self-and other-person assessments

The assessments of the self and of the other-person are compared to test the expectation that consumer self-presentation is more positive than consumer other-person presentation on sophistication and maturity. Figure 7 shows these results on the two dimensions.

6.2.3.1 Sophistication

A full factorial ANOVA-analysis was performed on the dimension ‘sophistication’. This analysis yielded a main effect for target description ($F_{(1, 112)} = 121,3, p < 0.001$, partial $\eta^2 = .39$) on consumer self-and other-person assessments. This main effect demonstrates that mean ratings of participants with a description of the self and participants with a description of another person differ significantly on this dimension. Figure 7 presents the mean ratings of both target groups.

Self vs. other

Inspection of the univariate results revealed that participants exposed to the self-description rated themselves as more sophisticated ($M = 5.18$) than participants exposed to the other-person description rated that other person ($M = 3.95$), $p < .001$.

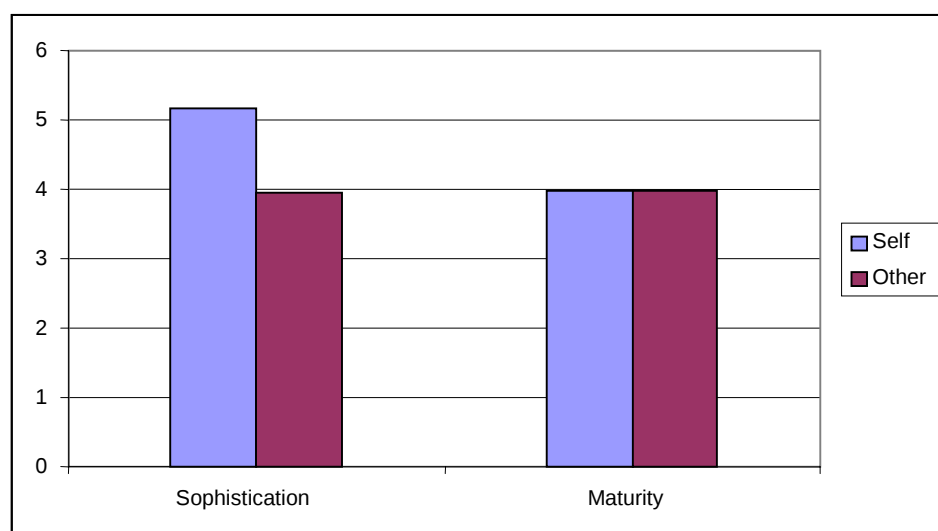


Figure 7. Means self-assessments and other-person assessments on the Malhotra dimensions ‘sophistication’ and ‘maturity’

6.2.3.2 Maturity

The second full factorial ANOVA-analysis was performed on the dimension ‘maturity’. This analysis yielded no main effect target description ($F_{(1,147)} = 0,1, p = .98$). This finding indicates that mean ratings of participants in the group who assessed themselves and participants of the group who assessed another person do not differ significantly on maturity. Figure 7 shows that the mean of the self-target group and the mean of the other-person target group are almost equal (respectively $M = 3.98$ and $M = 3.97$).

6.2.3.3 Summary of comparison between self-and other person assessments on the Malhotra dimensions

On one dimension, sophistication, the self-description condition induced higher assessments than the other-person description condition. Participants exposed to the self-description resulted in participants rating themselves as more sophisticated than participants exposed to the other-person description rating another person. On the second dimension maturity, no difference was found between self-and other-person assessments.

6.2.4 Interaction between brand competence and target assessments

To examine on which dimension the interaction effect occurred, a full factorial ANOVA was performed with brand competence and target description as independent variables. Results of this analysis revealed that the interaction occurred on the dimension ‘maturity’. ($F_{(3,129)} = 5,40, p < .001$, partial $\eta^2 = .08$). Figure 8 below shows this interaction effect on maturity.

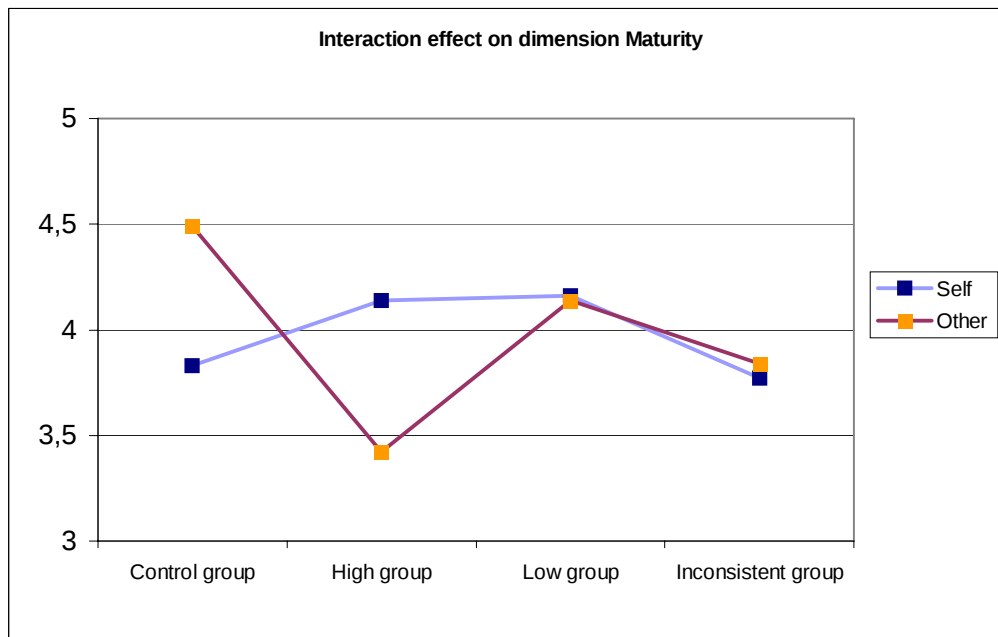


Figure 8. Interaction effect between brand competence and target description on the Malhotra dimension ‘Maturity’

6.2.4.1 Interaction on maturity

Figure 8 shows that, more specifically under conditions of exposure to highly competent brands, participants exposed to the other-person description rated the other as less mature ($M_{\text{Target-other}} = 3.74$) than participants exposed to the self-description rated themselves ($M_{\text{Target-self}} = 3.33$). An impact was also pronounced under the control condition. More specifically, under control conditions, participants exposed to the other-person description rated the other person as more mature ($M_{\text{Target-other}} = 4.49$) than participants exposed to the self-description rated themselves ($M_{\text{Target-self}} = 3.83$). These differential impacts were not pronounced under conditions of exposure to low competent brands where results shows that participants assessing themselves ($M_{\text{Target-self}} = 4.16$) induced almost equal ratings on maturity compare to participants assessing the other person ($M_{\text{Target-other}} = 4.14$). Also under

conditions of exposure to inconsistent competent brands these results are not found and ratings are almost equal.

6.2.4.1 Summary of interaction effect on maturity

In case another person is exposed, participants in the high group rated that other person as less mature than participants in the same group exposed to the self-description rated themselves. In the other groups no difference was found between the self and another person. The opposite was found in the control groups, where participants exposed to the other-person description rated that other person as more mature than participants exposed to the self-description rated themselves.

6.3 SOCIAL COMPARISON DIMENSIONS

To test if brand competence has an influence on consumer self- and other-person perception of Social Comparison dimensions, the last MANOVA-analysis was performed on the two dimensions on the exploratory scale of Social Comparison, ‘**co-working**’ and ‘**reference**’. This MANOVA on the two dimensions yielded a significant main effect for brand competence (Wilk’s Lambda = .91, $F_{(3,374)} = 2.900$, $p < .01$, partial $\eta^2 = .04$) and a significant interaction effect between brand competence and target description (Wilk’s Lambda = .86, $F_{(3,366)} = 4.702$, $p < .001$, partial $\eta^2 = .07$). The p-values of the Test of Between-Subjects Effect allowed us to further analyze both dimensions *co-working* ($p < .05$) and *reference* ($p < .05$). Table 5 reports the means and standard deviations for each condition. The scale used for items on the Social Comparison dimensions has a range from 1 to 7, where a score ‘1’ represents ‘Totally not descriptive’ and a score ‘7’ represents ‘Totally descriptive’.

The univariate results are reported for self-assessments and other-person assessments to highlight the group’s differences, comparisons between both and to examine on which dimension the interaction occurred. The structure of the presentation of the results is similar to previous described dimensions, where in the first paragraph the results on co-working and reference for consumer self-assessments are reported (paragraph 6.3.1, page 57) and secondly the results for consumer other-assessments are reported (paragraph 6.3.2, page 60). Thirdly, the differences between self- and other-assessments are compared (paragraph 6.3.3, page 63) followed by an univariate interaction analysis (paragraph 6.3.4, page 65). Also in this section, the results of the Bonferonni Test are described for each ANOVA. Similar to the previous sections, the most interesting findings, effects or lack of effects, are mentioned and supported by a figure where the two Social Comparison dimensions are integrated.

Table 5

Means and standard deviations of the control group, the high group, the low group and the inconsistent group of self-assessments and other-person assessments on the social comparison dimensions 'co-working' and 'reference'

N = 192		CONSUMER TARGET DESCRIPTION					
		'SELF'-DESCRIPTION			'OTHER'- DESCRIPTION		
		(T _{-self})			(T _{-other})		
C O N D I T I O N	Control condition no brand names (BC₀)	(BC _{0-self})	Mean	(SD)	(BC _{0-other})	Mean	(SD)
		Co-working	5.01	(.50)	Co-working	3.31	(.61)
		Reference	4.01	(.79)	Reference	2.53	(.62)
	High condition consistent highly brand competence (BC₁)	(BC _{1-self})	Mean	(SD)	(BC _{1-other})	Mean	(SD)
		Co-working	5.31	(.88)	Co-working	4.25	(.79)
		Reference	3.33	(1.13)	Reference	3.74	(.94)
	Low condition consistent low brand competence (BC₂)	(BC _{2-self})	Mean	(SD)	(BC _{2-other})	Mean	(SD)
		Co-working	5.53	(.69)	Co-working	3.56	(.82)
		Reference	3.35	(1.09)	Reference	2.71	(.94)
	Inconsistent condition Inconsistent high and low brand competence (BC₃)	(BC _{3-self})	Mean	(SD)	(BC _{3-other})	Mean	(SD)
		Co-working	5.21	(.72)	Co-working	3.51	(.82)
		Reference	4.01	(1.07)	Reference	3.07	(1.21)

6.3.1 Consumer self-assessments

The full factorial ANOVA-analyses tested the influence of exposure to brand competence on self-perception and –assessments of *co-working* and *reference*. Figure 9 shows the results on self-assessments on both Social comparison dimensions.

6.3.1.1 Co-working

A full factorial ANOVA-analysis was performed on the dimension ‘co-working’. This analysis yielded a main effect for brand competence on on consumer self-assessments ($F_{(3,46)} = 2, 17, p < .097$, partial $\eta^2 = .07$) that approached significance. This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension on the significance level of .10, not on the level of .05. Despite of the lack of significance on the .05 level, we will analyze the four groups on this dimension.

High vs. low competence

First the means of the high group and the low group are compared. Inspection of the mean ratings from the Bonferonni Test revealed that the high group and the low group did not differ significantly. Figure 9 shows that the mean rating of the low group is higher ($M = 5.53$) than the mean rating of the high group ($M = 5.31$).

High and low competence vs. control group

Inspections of the means of both the low group and the control group revealed a significant difference on assessments on co-working. Exposure to low competent brands resulted in participants rating themselves more competent as a co-working partner ($M = 5.53$) than exposure to the control condition ($M = 5.01$), $p < .05$. In case participants were exposed to neutral (control) brands, they rated themselves less competent to be considered for a partnership in co-working than when they were exposed to only low competent brands. Exposure to highly competent brands did not reveal higher assessments on items of co-working compared to the control group.

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test revealed that the inconsistent group did not differ significantly from the other groups. Figure 9 shows that ratings from the inconsistent group ($M = 5.21$) are lower than ratings from the low group ($M = 5.53$) and almost equal to ratings from the high group ($M = 5.31$). Figure 9 also shows that the

inconsistent group ratings are higher than ratings of the control group ($M = 5.01$), although no significance was found between the means.

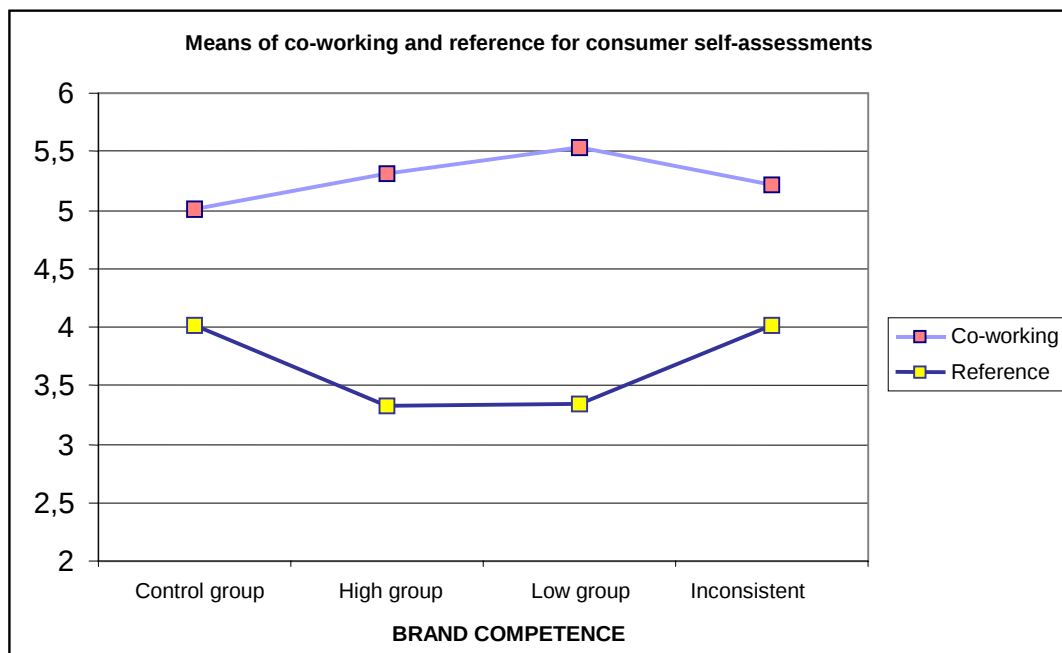


Figure 9. Overview of the means of the four groups on the Social comparison dimensions co-working and reference for consumer self-assessments

6.3.1.2 Reference

The full factorial ANOVA-analysis performed on the dimension 'reference' yielded a main effect for brand competence ($F_{(3,99)} = 3.390$, $p < .05$, partial $\eta^2 = .10$) on consumer self-assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on this dimension.

High vs. low competence

First the means of the high group and the low group are compared. Inspection of the mean ratings from the Bonferonni Test revealed that the high group and the low group did not differ significantly in self-assessments of items of reference. Figure 9 shows that mean ratings of the high group and the low group are almost equal (respectively $M = 3.33$ and $M = 3.35$).

High and low competence vs. control group

Additional inspection of the mean ratings of both the low group and the control group revealed a significant difference on assessments. Exposure to low competent brands resulted

in participants rating themselves as a less appropriate reference person ($M = 3.35$) than exposure to the control condition ($M = 4.01$), $p < .05$. In case participants were exposed to neutral (control) brands, they rated themselves as a more appropriate reference person than if they were exposed to all low competent brands. Exposure to highly competent brands also induced lower assessments on items of reference compared to the control group. Exposure to highly competent brands resulted in participants rated themselves as a less appropriate reference person ($M = 3.33$) than exposure to the control condition ($M = 4.01$), $p < .05$. In case participants were not exposed to brand competence, they rated themselves more competent as a reference person than if they were exposed to only highly or only low competent brands.

Inconsistent competence vs. control group, high and low competence

Inspection of the mean ratings from the Bonferonni Test revealed that the inconsistent group ($M = 4.01$) is equal to the control group ($M = 4.01$). The results of this test revealed that the inconsistent group differs significantly in means from both the high group and the low group. Exposure to inconsistent competent brands resulted in participants rating themselves as a more appropriate reference person ($M = 4.01$) than exposure to highly competent brands ($M = 3.33$), $p < .05$ and low competent brands ($M = 3.35$), $p < .05$.

6.3.1.3 Summary of self-assessments on social comparison dimensions

On both dimensions a main effect is found. Figure 9 shows that the highest assessments are found on the dimension 'co-working'. On this dimension the low group is the outlier. The Bonferonni Test demonstrated that the low group assessments are the highest on co-working compared to the control group. The high group and inconsistent group assessments on items of 'co-working' are equal. The lowest assessments are found on the dimension 'reference' where the control group and the inconsistent group assessments are found the highest. The Bonferonni Test demonstrated that low brand competence and high brand competence exposure both induced lower ratings on items of reference than inconsistent brand competence exposure or no brand competence exposure at all. The control group assessments are also relatively high on reference.

6.3.2 Consumer other-person assessments

The full factorial ANOVA-analyses tested the influence of brand competence on other-person perception and assessments of *co-working* and *reference*. Figure 10 shows the results on other-person assessments on both Social comparison dimensions.

6.3.2.1 Co-working

A full factorial ANOVA-analysis was performed on the dimension co-working. This analysis yielded a main effect for brand competence $F_{(3,54)} = 6.93, p < .001$, partial $\eta^2 = .18$) on consumer other-assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on co-working.

High vs. low competence

First the means of the high group and the low group are compared. The results on consumer other-person assessments did reveal a significant effect on the dimension ‘co-working’ between the high group and the low group. Inspections of the means from the Bonferonni Test revealed that exposure to highly competent brands resulted in participants rating the other person more competent as a co-working partner ($M = 4.25$) than exposure to low competent brands ($M = 3.56$), $p < .01$.

High and low competence vs. control group

Inspection of the means from the Bonferonni Test of both the high group and the control group revealed a significant difference on assessments between the two groups ($p < .001$). Exposure to highly competent brands resulted in participants rating the other person more competent as a co-working partner ($M = 4.25$) than exposure to the control condition ($M = 3.31$). Exposure to low competent brands did not induce lower assessments on co-workings items compared to the control group. Figure 10 shows that ratings of the low group are even higher ($M = 3.56$) than ratings of the control group ($M = 3.31$). A distinction with self-assessments is that on consumer other-person assessments the mean difference between the low group and the control group is not significant.

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test of the inconsistent group and the other groups demonstrated that the inconsistent group and the high group differ significantly

($p < .01$). Exposure to inconsistent competent brands resulted in participants rating the other person less competent as a co-working partner ($M = 3.51$) than exposure to only highly competent brands ($M = 4.25$). No significant difference was found between the mean of the inconsistent group and the mean of the low group. Figure 10 shows that ratings of both groups are almost equal (respectively $M = 3.51$ and $M = 3.56$). No significant difference was found between the means of the inconsistent group and the control group, although ratings of the control group are lower than ratings of the inconsistent group (respectively $M = 3.31$ and $M = 3.51$).

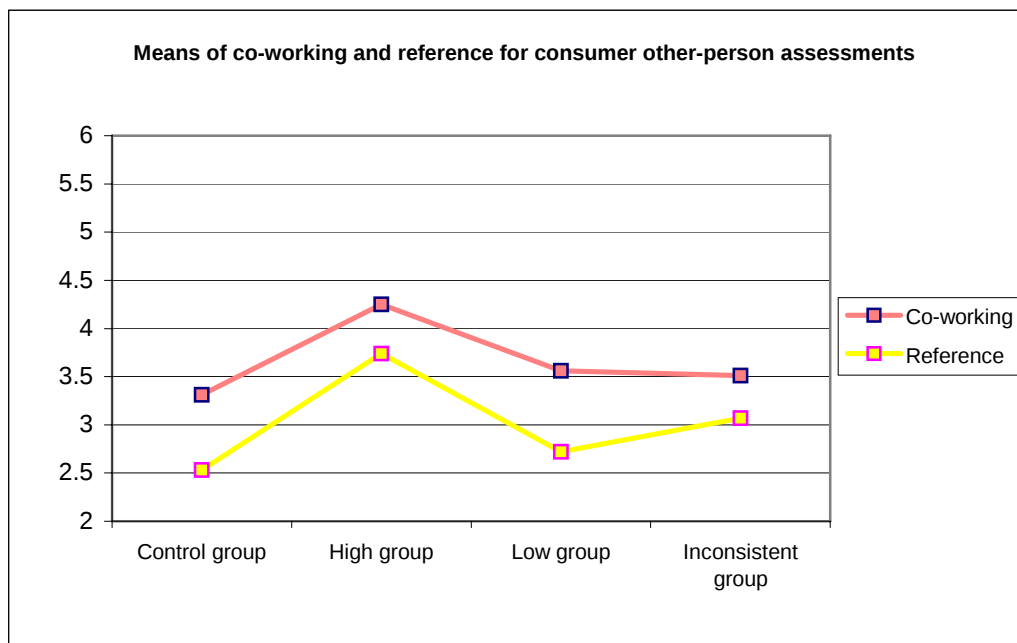


Figure 10. Overview of the means of the four groups on the Social comparison dimensions co-working and reference for consumer other-assessments

6.3.2.2 Reference

The second full factorial ANOVA-analysis was performed on the dimension 'reference'. This analysis yielded a main effect for brand competence ($F_{3,83} = 7.54$, $p < .001$, partial $\eta^2 = .20$) on consumer other-assessments. This main effect demonstrates that the mean ratings of the four groups differ significantly on reference.

High vs. low competence

The means of the high group and the low group are compared. The results on consumer other-person assessments did reveal a significant effect on the dimension 'co-working' between the high group and the low group. Inspection of the means from the Bonferonni

Test revealed that exposure to highly competent brands resulted in participants rating the other person a more appropriate reference person ($M = 3.74$) than exposure to low competent brands ($M = 2.71$), $p < .005$.

High and low competence vs. control group

Closer inspection of the means of both the high group and the control group revealed a significant difference on assessments between the two groups. Exposure to highly competent brands resulted in participants rating the other person also more appropriate as a reference person ($M = 3.74$) than exposure to the control condition ($M = 2.53$). In case participants were exposed to the neutral (control) brands, they rated the other person a less appropriate reference person than if they were exposed to only highly competent brands. Exposure to low competent brands did not induce lower ratings on items of reference, as we found on the dimension 'co-working'. In stead, Figure 10 shows that ratings are higher after exposure to low competent brands ($M = 2.71$) than ratings of the control group ($M = 2.53$), although no significant difference was found between the means.

Inconsistent competence vs. control group, high and low competence

Inspection of the means from the Bonferonni Test revealed that the mean of the inconsistent group and the mean from the high group only differ significantly on the level of $\alpha = .10$. Exposure to inconsistent competent brands resulted in participants rating the other person as a less appropriate reference person ($M = 3.51$) than exposure to only highly competent brands ($M = 4.25$). No significant differences were found between the mean of the inconsistent group and the mean of the low group, although ratings of the low group are lower than the inconsistent group as shown in Figure 10. No significant difference was found between the means of the inconsistent group and the control group, although ratings of the control group are also lower than the inconsistent group.

6.3.2.3 Summary of other-person assessments on social comparison dimensions

On both dimensions a main effect is found. Figure 10 shows that the lowest other-person assessments are found on the dimension 'reference'. Participants in the high group rated the other person the most as appropriate reference person, where at self-assessments the low group assessed themselves the most as appropriate reference person. The highest assessments are found on the dimension 'co-working'. On this dimension, a transfer effect is found from highly brand competence to consumer assessments of another person's co-working abilities. Participants in the high group rated the other person as more competent as a co-working

partner and a more appropriate reference person than participants in the low group. This transfer-effect was not found for consumer self-assessments.

6.3.3 Comparisons between self-and other-person assessments

The assessments of the self and of the other-person are compared to test the expectation that self-presentation is more positive than the presentation of another person on items of co-working and reference. The full factorial ANOVA-analysis was performed on *co-working* and *reference*. Figure 11 shows the results on both dimensions.

6.3.3.1 Co-working

A full factorial ANOVA-analysis was performed on the dimension ‘co-working’ with target description as the independent variable. This analysis yielded a main effect for target description ($F_{(1,100)} = 227,8, p < .001$, partial $\eta^2 = .55$) on consumer self-and other-person assessments. This main effect demonstrates that mean ratings of participants with a description of the self and participants with a description of another person differ significantly on this dimension. Figure 11 shows the means of both target groups.

Self vs. other

Inspection of the univariate results revealed that participants exposed to the self-description rated themselves as more competent as a co-working partner ($M = 5.26$) than participants exposed to the other-person description rated that other person ($M = 3.66$), $p < .001$.

Participants perceived themselves as a more competent person to co-work with than they perceived another person.

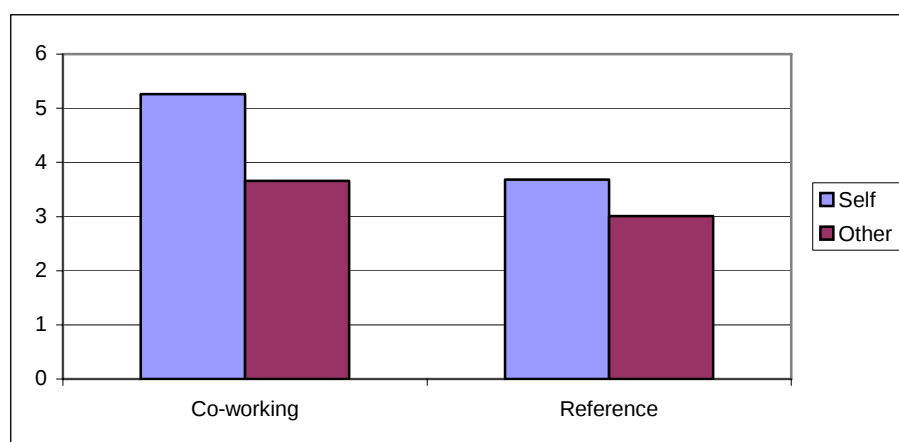


Figure 11. Means self-assessments and other-person assessments for the social comparison dimensions ‘co-working’ and ‘reference’

6.3.3.2 Reference

Also a full factorial ANOVA-analysis was performed on the second dimension of social comparison 'reference' with target description as the independent variable. This analysis yielded a main effect for target description ($F_{(1,182)} = 21,57, p < .001$, partial $\eta^2 = .11$) on consumer self-and other-person assessments. This main effect demonstrates that mean ratings of participants with a description of the self and participants with a description of another person differ significantly on reference. Figure 11 shows the means of both target groups.

Self vs. other

Inspection of the univariate results also revealed that participants exposed to the self-description rated themselves also a more appropriate reference person ($M = 3.68$) than participants exposed to the other-person description rated that other person ($M = 3.01$), $p < .001$. Participants perceived themselves a more appropriate reference person than they perceived the other person.

6.3.3.3 Summary of comparison between self-and other person assessments on social comparison dimensions

On both dimensions, the self-description condition induced higher assessments than the other-person description condition. Participants exposed to the self-description resulted in participants rating themselves as more competent as a co-working partner and a more appropriate reference partner than participants exposed to the other-person description rating the other person.

6.3.4 Interaction between brand competence and target assessments

To examine on which dimension the interaction effect occurred, a full factorial ANOVA was performed with brand competence and target description as independent variables. Results of this analysis revealed that the interaction occurred on the dimension ‘reference’. ($F_{(1,182)} = 7,57, p < .001$, partial $\eta^2 = .11$). Figure 12 shows this interaction effect on reference.

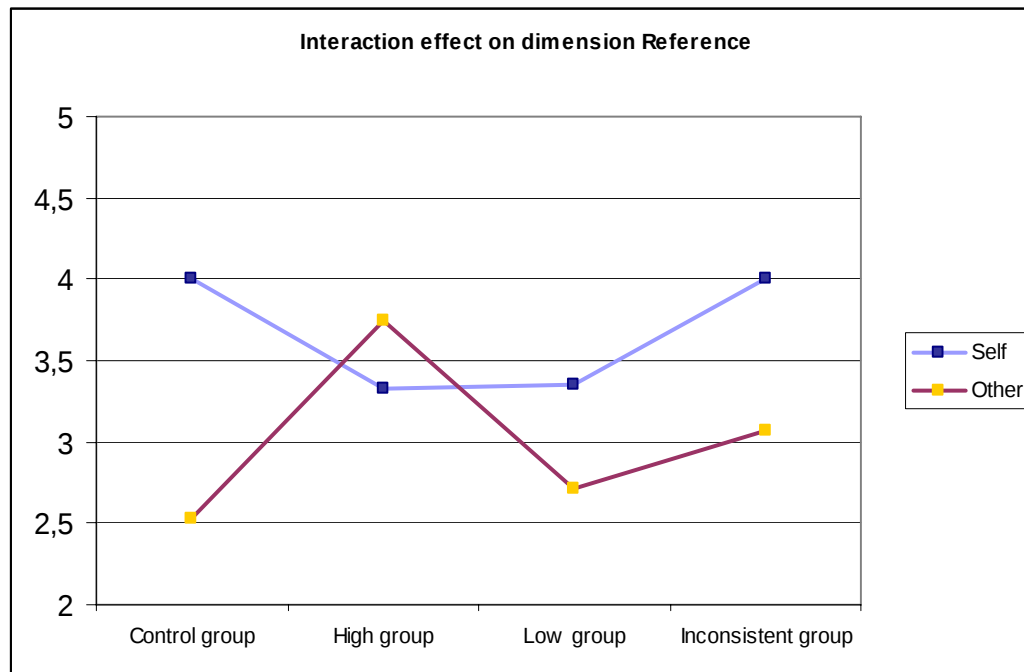


Figure 12. Interaction effect between brand competence and target description on the Social Comparison dimension ‘reference’

6.3.4.1 Interaction on reference

Figure 12 shows that, more specifically under conditions of exposure to highly competent brands, participants who assessed the other person induced higher ratings of that person as an appropriate reference person ($M_{\text{Target-other}} = 3.74$) than participants who assessed themselves ($M_{\text{Target-self}} = 3.33$). Results of the ANOVA also revealed that this differential impact was not pronounced under conditions of exposure to low competent brands where participants assessing themselves ($M_{\text{Target-self}} = 3.35$) induced higher ratings on items of reference than participants assessing the other person ($M_{\text{Target-other}} = 2.71$). Under conditions of exposure to inconsistent competent brands and the control condition, participants who assessed themselves rated themselves as a more competent reference person than participants who assessed the other person.

6.2.4.1 Summary of interaction effect on reference

We may conclude that exposure to highly competent brands influenced the perception of ourselves as an appropriate reference person more in a 'negative' way than our perception of the other consumer. In the other conditions, assessments of the self were consistently higher than assessments of the other person. The exception is the highly competent condition, where the exposed type of brands influenced other-person perception. In an earlier stage we found that exposure to highly competent brand did not induce higher ratings on self-assessments of reference than exposure to low competent brands, but it did induce higher ratings on other-person assessments though. So an other person situated with usage of highly competent brands can influence the perception of that person as a reference partner in consultancy for brand choice-and as a shopping partner, but not our perception of ourselves. The brands people use themselves did not show the same influence on perception formation.

6.4 COUNTERBALANCE PRODUCT CATEGORIES

In the last section, the product categories are examined. First, a short review is given of the conditions with the included counterbalanced brands. Secondly, an overview is given of the possible balances formed in these conditions. In paragraph 6.4.1 the Kruskal Wallis Test is performed on consumer self-assessments and in paragraph 6.4.2 the Test is performed on consumer other-person assessments.

Counterbalance of product categories

Austin, Siguaw & Matilla (2003) state that researchers should take extreme caution when measuring the personality of individual brands or when aggregating data within a specific product category. In the present study the brands of four specific product categories were used as stimulus material. For this reason and the focus in this study on the transfer effects of these individual brand personalities on related human personalities, we counterbalanced these four product categories (appendix 10.2, page 99). A counterbalance was only possible in the inconsistent brand competence condition where two highly competent brands and two low competent brands were exposed. Table 6 presents the two involved conditions used for the analyses of differences between the four product categories.

Table 6

Inconsistent self-description and other-person description condition, both counterbalanced

n = 48		CONSUMER TARGET DESCRIPTION	
		'SELF'-DESCRIPTION (T _{self})	'OTHER'- DESCRIPTION (T _{other})
	Inconsistent condition	7. Self-scenario ('subjective') description with mentioned and depicted highly and low competent brands (n = 24). (BC _{3-self})	8. Other-person description scenario ('objective') with mentioned and depicted highly and low competent brands (n = 24). (BC _{3-other})
	Inconsistent high and low brand competence (BC₃)		

To get an even balance, all possibilities are examined. This examination resulted in Table 7 on the next page reporting all mixed balances formed with the brands from the four product categories.

Table 7

Balances between the four product categories ‘automobile’, ‘clothing’, ‘soft drinks’ and ‘magazine (titles)’

Product category	n =4	n =4	n =4	n =4	n =4	n =4
1. Automobiles	H	L	H	L	H	L
2. Clothing	H	L	L	H	L	H
3. Soft drinks	L	H	H	L	L	H
4. Magazines (titles)	L	H	L	H	H	L
BALANCE	A	B	C	D	E	F

(H represents high competence and L represents low competence)

As presented in Table 7, there are six balances. The first Balance (A) includes *automobiles* and *clothing* representing highly competent brands (‘Audi’ and ‘Nike’) and the categories *soft drinks* and *magazine (titles)* representing low competent brands (‘Sprite’ and ‘Panorama’). Because this balance is presumed as exposing more highly involvement categories (automobiles are expensive and clothes are a representation of the self, which makes the two categories more ‘involving’ when consumers purchase them), it is expected that this balance induce higher ratings on the dependent variables than the balance in which highly competent product categories are *soft drinks* and *magazine (titles)* (Balance B).

Balance C includes highly competent brands in the product categories *automobiles* and *soft drinks* and Balance D includes highly competent brands in the product categories *clothing* and *magazine (titles)*. At last, balance E includes highly competent brands in the product categories *automobiles* and *magazine (titles)* and balance F includes highly competent brands in the categories *clothing* and *soft drinks* (see appendix 2). The Kruskal-Wallis analysis is performed on the participants who assessed themselves and participants who assessed an other person ‘Jan’. First, the results of consumer self-assessments are reported below.

6.4.1 Consumer self-assessments

Are there any differences between the four types of product categories and are there differences between the consumer self-description condition and the consumer other-person description condition? To answer this question a Kruskal-Wallis Test is performed on the

effects of exposure to these balances on the dependent variables. This Test was chosen, because the number of participants in the six balance groups is small ($n = 4$). The first Kruskal Wallis Test was performed on the consumer self-description condition. Closer examination of the results revealed that no effects are found. No balance of the inconsistent competent condition of the consumer self-description differs from the other balances, in terms of lower assessments or higher assessments on the dependent variables.

6.4.2 Consumer other-person assessments

When participants assessed the other person instead of themselves, striking results did reveal. Below, Table 8 presents the mean ranks on the dimensions tested in the previous sections.

Table 8

Mean ranks of the six balances for consumer other-person description on the tested dimensions

'OTHER-PERSON' - DESCRIPTION						
	Balance A	Balance B	Balance C	Balance D	Balance E	Balance F
Dimension	Mean	Mean	Mean	Mean	Mean	Mean
	Rank	Rank	Rank	Rank	Rank	Rank
Conscientiousness	11.38	11.13	13.00	17.13	14.13	8.25
Intellect*	11.38	18.00	4.00	14.75	17.25	9.63
Reliability	10.63	12.25	10.13	13.00	16.00	13.00
Sophistication*	12.75	8.88	4.13	18.38	15.25	15.63
Maturity	9.88	16.88	14.38	12.25	14.25	7.38
Co-working	12.38	11.63	6.38	17.75	12.13	14.75
Reference	16.00	11.75	8.00	16.13	13.88	10.25

* $p < .05$

Table 8 shows mean ranks of participants who assessed the other person. These results revealed striking differences between the six balances. The analysis on consumer self-description yielded no significant effect between the six balances of consumer self-description. However, results on assessments of the other person revealed that one particular

balance induced significantly lower ratings: Balance C. The Kruskal-Wallis Test yielded a significant effect between the six balances on the dimensions *intellect* ($p < .05$) and *sophistication* ($p < .05$). Below, the results on these dimensions are reported.

6.4.2.1 Intellect

The Big-Five dimension ‘intellect’ was found to be significant on assessments of the six balance groups. Table 8 shows that the lowest assessments were found in Balance C. This finding demonstrates that participants assigned to Balance C assessed the other person as less *intelligent* (*Mean rank* = 4.00) than participants assigned to Balance A (*Mean rank* = 11.38), Balance B (*Mean rank* = 18.00), Balance D (*Mean rank* = 14.75), Balance E (*Mean rank* = 17.25) and Balance F (*Mean rank* = 9.63). Balance C included the following brands: *Audi*, *Rucanor*, *Coca Cola* and *Panorama*. This findings indicates that ‘Clothing’ and ‘Magazine (titles)’ could be relevant product categories when perceiving the other person and judging that particular person. Remarkable is that also Balance F did not induce high ratings (*Mean rank* = 9.63) on intellect compared to the other balances. Balance F also included the brand *Panorama* as a low competent brand.

6.4.2.2 Sophistication

The Malhotra dimension ‘sophistication’ was also found to be significant on assessments of the six balance groups. Table 8 also shows that the lowest assessments were found in Balance C, with *Audi*, *Rucanor*, *Coca Cola* and *Panorama* as brands. This finding demonstrates that participants assigned to Balance C assessed the other person as less *sophisticated* (*Mean rank* = 4.13) than participants assigned to the other balances in this condition. The found Balance B-ratings are not also not high (*Mean rank* = 8.88). Balance B also included the brand *Rucanor* as low competent brand.

7. CONCLUSIONS

In this section the formulated hypotheses are discussed based on the results of the conducted tests. We expected to find a transfer effect from brand personality traits to human personality traits as Fennis, et al. (in press) found in their studies. In the present study, we also found evidence corroborating the notion that a brand's salient personality can act as a social cue and can affect perceptions of the self-concept. However, remarkable results are found in this study, which provide new insights in the role of brand personality affecting consumer perceptions of personality traits. Conclusions are made and reported in the following paragraphs. Paragraph 7.1 reports conclusions about the influence of brand competence on consumer self-assessments with a distinction between consistent and inconsistent brand competence and paragraph 7.2 reports conclusions on consumer other-person assessments. Paragraph 3 reports conclusions about the self-assessments versus the other-person assessments and paragraph 4 reports conclusions about the interaction effect.

7.1 Influence of brand competence on consumer self-perception

Influence of consistent brand competence on self-assessments

Similar to Fennis et al., (in press) we expected to find main effects of brand competence on consumer self-perception on our dimensions. Despite of their findings, in the present study we found main effects on our Big-Five dimensions 'conscientiousness' and 'reliability'. Contrary to expectations that we would find a main effect on 'intellect' as Fennis et al (in press) almost found in their study, we did not find a significant difference between the means of all groups. Despite of their finding on the Malhotra dimension 'sophistication', we did also not find main effects on both Malhotra dimensions of 'sophistication' and 'maturity'. We found main effects on both our exploratory Social Comparison dimensions 'co-working' and 'reference'.

In line with findings of Fennis, et al., (in press), we expected that exposure to highly competent brands would induce higher ratings on self-assessments than exposure to low competent brands on the dimensions. However, we did not find evidence for this hypothesis. Results revealed that the high group and low group ratings did not differ significantly on the Big-Five dimension 'conscientiousness' and both Social Comparison dimensions. But interesting results did reveal that both groups differ on the Big-Five dimension 'reliability'.

As expected, the high group and the low group differ in mean ratings on assessments of their own reliability. But closer examination revealed a remarkable reverse-effect instead of the expected transfer-effect. Results revealed that exposure to low competent brands resulted in participants perceiving themselves as a more reliable person than exposure to highly competent brands. Thus, we may not conclude that exposure to highly competent brands induced higher ratings on traits of reliability. Instead, consumers associations with salient 'negative' or 'bad' trait information resulted a higher reliability perception of themselves than consumers who were exposed to only 'positive' or 'good' information.

Nevertheless, on the dimension 'conscientiousness' we also may not conclude that exposure to highly competent brands induced significant higher ratings on consumer's own conscientiousness than exposure to low competent brands. Despite of higher ratings of the high group than the low group, results showed that participants in the low group perceived themselves not as significant less conscientious. Instead, ratings in this group were also high compared to other groups.

On 'intellect', no main effect was found. Though, a notable result was found. Ratings on participants own intelligence traits were almost all equal and relatively high. A small outlier was found in the low group. Remarkable was that ratings of the low group were even higher than ratings of the high group.

On both Malhotra dimensions 'sophistication' and 'maturity' no main effect was found. Thus, consumers did not perceive themselves as more sophisticated and as more mature after exposure to highly competent brands than after exposure to low competent brands. Remarkable was, that ratings of all groups on both dimensions were almost equal. Interesting, however, is that the lowest ratings were found on the dimension 'maturity'. Both the high group and the low group rated themselves more mature than the other groups, but the result was not significant. Also interesting is the opposite finding on sophistication. Ratings of both the high group and the low group were just lower than ratings of the other groups. Thus, consumers perceive themselves not very mature after exposure to the experimental conditions. Remarkable is that assessments on both sophistication and maturity remain positive after exposure to low competent brand with salient 'negative' or 'bad' trait information.

On both Social Comparison dimensions 'co-working' and 'reference' the high group ratings and the low group ratings did not differ significantly. Hence, we may not conclude that exposure to highly competent brands induced higher ratings of perception of participant's co-working capabilities, such as being a competent partner to co-work with. It

also did not induce higher ratings of perception of participants reference capabilities, such as being a competent brand choice consultant or competent shopping partner.

Because earlier findings (Fennis, et al., in press) showed no main effects on the Big-Five dimensions, a control condition was added to the design. Despite of the lack of significance between the mean ratings of the high group and the low group on conscientiousness, we did find an interesting significant difference between the mean ratings of the high group and the control group. Results revealed that exposure to highly competent brands resulted in participants rating themselves as more conscientious than exposure to neutral brands (control group). Thus, we found a transfer effect from brand competence on human conscientiousness. However, a notable result is found in the low group ratings. Contrary to expectations, assessments in the low group were not lower, but higher than assessments in the control group, although this results was not significant. Thus, participants perceived themselves more conscientious after exposure to highly competent brands compared to neutral brands, but exposure to low competent brands did not automatically induce lower ratings on traits of conscientiousness.

Also another interesting result was found between the low group and the control group on 'reliability'. Participants in the low group perceived themselves as a more reliable person instead of a less reliable person than participants in the control group. Thus, exposure to neutral brands (control condition) resulted in even lower ratings than exposure to only low competent brands. Also interesting is that assessments of the high group were almost equal to assessments of the control group. Thus, highly competent brand exposure seems to degrade consumers self-perception of their own reliability more than to upgrade.

On co-working and reference, comparing both the high group and the low group to the control group means revealed some striking results. Contrary to expectations, exposure to low competent brands resulted in participants rating themselves as a more competent co-working partner than exposure to neutral brands in the control condition. However, exposure to highly competent brands did not induce higher ratings than exposure to neutral brands. Thus, also on this dimension, exposure to salient 'negative' or 'bad' traits seems to evoke more positive assessments on items of co-working. On reference we found another result. As expected, exposure to low competent brands resulted in participant's perception of being a less appropriate reference person than exposure to neutral brands in the control condition. Notable was also that exposure to highly competent brands resulted in the perception of being a less appropriate reference person. Thus, in case participants were not exposed to

brand competence, they perceived themselves as more appropriate reference person than if they were exposed to only highly or only low competent brands.

Influence of inconsistent brand competence on self-assessments

We also had expectations of the influence of inconsistent brand competence on consumer self-assessments. We expected that exposure to inconsistent competent brands would induce lower ratings than exposure to only highly competent brands. As expected, results showed that exposure to inconsistent competent brands induced lower ratings on conscientiousness than exposure to only highly competent brands. Thus participants exposed to both highly and low competent brands perceived themselves as less conscientious than exposure to only highly competent brands. Remarkable was that exposure to inconsistent brands did not induce higher ratings than exposure to low competent brands, despite of the presentation of also 'positive' or 'good' trait information in the inconsistent condition. Contrary to expectations, ratings in the low group were higher than ratings in the inconsistent group, although no significance was found.

Interesting is that on the dimension 'reliability' a similar result was found to be significant. Exposure to inconsistent competent brands induced lower ratings of one's own reliability than exposure to only low competent brands. This finding contradicts our expectation, because the low competence condition exposed only 'negative' or 'bad' information and the inconsistent condition exposed also 'positive' and 'good' information. Also interesting is that participants in the high group and the control group perceived themselves almost as an even reliable person than participants in the inconsistent group. Thus, exposure to inconsistent competent brands did not induce lower ratings than exposure to only highly competent brands, but surprisingly or not anymore, the highest ratings were found in the low group.

On the Social Comparison dimension 'co-working' we did not find evidence for our expectation. Results revealed that ratings of the inconsistent group did not differ significantly from the other groups on assessments of co-working items. Thus, we may not conclude that participants in the inconsistent group perceive themselves a less competent co-working partner than participants in the high group. We may also not conclude that participants in the inconsistent group perceive themselves as a more competent co-working partner than participants in the low group. Interesting is that also on this dimension, the highest ratings were found in the low group. On the dimension reference, notable results are found. In contrary to findings in the inconsistent group so far, results demonstrated that participants

exposed to inconsistent brand competence perceived themselves more competent as a reference person than participants exposed to the high group.

Main findings on consumer self-perception

Below, the most important main findings are stipulated:

- Main effects were found on Big-Five dimensions ‘Conscientiousness’ and ‘Reliability’. Fennis, et al., (in press) did not find a main effect on Big-Five dimensions.
- No main effect is found on ‘Intellect’. They found a main effect on ‘Intellect’ that approached significance. Contrary to their findings, we found that mean ratings of the four groups on this dimension are almost equal.
- No main effects were found on the Malhotra dimensions ‘Sophistication’ and ‘Maturity’, contrary to findings on sophistication in their study. Though, main effects on our exploratory Social Comparison dimensions ‘Co-working’ and ‘Reference’ are found.
- Exposure to highly competent brands induced no higher ratings than exposure to low competent brands. Instead, both groups did not differ on all dimensions, except on ‘Reliability’. Here a reverse-effect was found: exposure to low competent brands induced higher ratings on reliability than exposure to highly competent brands.
- Comparing the experimental groups to the control group: the high group ratings were only higher on ‘Conscientiousness’ than the control group. Contrary to expectations, the low group ratings were found higher than the control group on ‘Reliability’ and ‘Co-working’. On the other dimensions, we see that the low group ratings are also higher than the control group, although not significant.
- As expected, the inconsistent group ratings were lower than the high group ratings only on ‘Conscientiousness’. On the other dimensions, remarkable results are found. Inconsistent group ratings were equal to high group ratings on ‘Reliability’ and even higher on ‘Reference’. Instead, inconsistent group ratings were not higher than low group ratings on ‘Conscientiousness’, but lower. Inconsistent group ratings were even lower than the low group ratings.

7.2 Influence of brand competence on consumer other-perception

Influence of consistent brand competence on other-person assessments

An addition to the previous study of the influence on brand competence on consumer self-perception is the examination of the influence on also consumer other-perception. Interesting results revealed from the tests. As expected, we found a main effect of brand competence on consumer other-assessments of the Big-Five dimensions ‘conscientiousness’ and ‘reliability’. Contrary to findings on self-assessments, on other-person assessments we did also find main effect on the Big-Five dimension ‘intellect’ and the Malhotra dimensions ‘sophistication’ and ‘maturity’. As expected, also main effects were found on the Social Comparison dimensions ‘co-working’ and ‘reference’.

In line with expectations on self-assessments, we also expected on other-person assessments that exposure to highly competent brands would induce higher ratings than exposure to low competent brands. However, also on other-assessments, we cannot confirm the hypothesis for most dimensions. Results revealed that the high group and the low group ratings only differ significantly on the Malhotra dimension ‘sophistication’. On the other dimensions both groups did not differ significantly. As expected, participants perceived themselves as more sophisticated after exposure to highly competent brands than after exposure to low competent brands. Thus, we may conclude that exposure to highly competent brands induced higher ratings on the perception of sophistication on another person.

On the other dimensions comparisons with the control group ratings revealed notable results. As expected, results revealed that exposure to highly competent brands resulted in participants rating the other person as more conscientious than exposure to neutral brands in the control condition. Remarkable is that also exposure to low competent brands resulted in participants rating the other person as more conscientiousness. Thus, exposure to low competent brands did not show a transfer-effect on assessments as we expected.

Interesting results are found on the dimension ‘Intellect’. Contrary to expectations, results did not reveal that ratings on another person intelligence were higher after exposure to highly competent brands. Instead, participants perceived the other person as less intelligent after exposure to only highly competent brands than after exposure to neutral brands (control group). Though, as expected, exposure to low competent brands resulted in participants rating the other person as less intelligent than exposure to neutral brands. Thus, a striking phenomenon occurred when participants were exposed to a situation in which not

themselves, but another person was displayed with brands, only high competent or low competent. As a result, that other person was perceived as less intelligent than participants exposed to neutral brands. Remarkable is that the outlier of all groups was the low group. In this group the other person was assessed as least intelligent.

Another notable result was found on the dimension 'reliability'. In contrary to expectations, results revealed that exposure to highly competent brands resulted in participants perceiving the other person as less reliable than exposure to neutral or controlling brands.

As expected, on the Malhotra dimension 'sophistication' participants the high group perceived the other person as more sophisticated than participants in the control group. However, ratings of the low group were not significantly lower than the neutral group, instead ratings were almost equal. On the other Malhotra dimension 'maturity' an interesting results was found. Participants perceived the other person not as more mature after exposure to highly competent brands than participant in the control group, instead they perceived the other person as less mature. Participants in the low group perceived the other person also as less mature, although this difference was not significant.

On the Social Comparisons dimension we found another interesting result. Participants in the highly competent brand condition perceived the other person as a more competent co-working partner than participants in the control condition. Remarkable is that exposure to low competent brands did not induce lower assessments on co-working items compared to the control group. Thus, we may not conclude that participants perceive the other person as a less competent co-working partner after exposure to low competent brands. Contrary to expectations, ratings of the low group are even higher than ratings of the control group. However, an important distinction is that this effect was not found to be significant on other-assessments, but only on self-assessments. As expected, on reference participants perceive the other person as a more appropriate reference person after exposure to highly competent brands compared with the participant in the control group. Thus, when participants were not exposed to brands, they rated the other person as a less appropriate reference person than if they were exposed to only highly competent brands. Contrary to expectations, exposure to low competent brands did not induce lower ratings.

Influence of inconsistent brand competence on other-person assessments

On other-person assessments, we had other expectations concerning the inconsistent group than on self-assessments. On self-assessments, we expected that the inconsistent group ratings would be higher than the low group. However, on other-assessments, we expect that

ratings of both groups are equal, because ‘negative’ or ‘bad’ information is expected to weight more and stronger on other-assessments than on self-assessments. We also expected that ratings of the inconsistent group were lower than the ratings of the control group. Compared to self-assessments, we expected that exposure to inconsistent competent brands would induce lower ratings than exposure to only highly competent brands.

As expected, results showed that exposure to inconsistent competent brands induced lower ratings on conscientiousness than exposure to only highly competent brands. Thus participants exposed to both highly and low competent brands perceived the other person as less conscientious than exposure to only highly competent brands. As expected, ratings did not differ significantly between the inconsistent group and the low group. Participants in the low group perceived another person even conscientious than participants in the inconsistent group.

On the dimension ‘intellect’ an interesting results was found. As expected, participants in the inconsistent group perceived the other person as less intelligent than participants in the control group. In the inconsistent condition was ‘negative’ or ‘bad’ information presented, unlike in the control group. In contrary to expectations, participants ratings of another person’s intelligence in the high group were almost equal to participants ratings in the inconsistent group. Thus, we may not conclude that exposure to inconsistent competent brands induced lower ratings on ‘intellect’ of another person than exposure to only highly competent brands. Also interesting is that ratings in the control group were the highest compared to the other groups, but not significantly. So it seems that exposure to brands, highly competent, low competent or both highly and low competent, have an influence on the perception on another person’s ‘intelligence’ in a negative way.

As expected, on the dimension ‘reliability’ we found that participants in the inconsistent group perceived the other person as a less reliable person than participants in the control group. As expected, participants in the inconsistent group perceived the other person not as more reliable than participants in the low group as we expected on perception of themselves. Instead, ratings were even lower than the low group, although not significantly. Contrary to expectations, ratings of the high group and the inconsistent group were almost equal. It seems that exposure to highly competent brand and inconsistent competent brands induced the perception of the other person as less reliable. Consumer low competent brands usage seems to induce more reliability associations of that same consumer.

On the Malhotra dimension ‘sophistication’, our expectations were confirmed. Results revealed that participants exposed to inconsistent brands perceived the other person as less sophisticated than after exposure to only highly competent brands. Also as expected, ratings

of the inconsistent group and the low group did not differ significantly. However, on the contrary, ratings of the inconsistent group were higher than the low group. Contrary to expectations, ratings of the inconsistent group were higher than ratings of the control group, although not significantly. As expected, results revealed that participants exposed to inconsistent competent brands perceived the other person as less mature than participants exposed to neutral brands (control condition). Contrary to expectations, assessments on maturity of the high group were lower than assessments of the inconsistent group, although the difference was not significant.

On the social comparison dimension 'co-working' our expectations were confirmed. Participants exposed to inconsistent competent brands perceived the other person as a less competent co-working partner than participants exposed to only highly competent brands. Also as expected, participants exposed to inconsistent competent brands perceived the other person similar as a co-working partner than participants exposed to only low competent brands. As expected, participant exposed to inconsistent competent brands perceived the other person as a less appropriate reference person than participants exposed to only highly competent brands. Also as expected, no significant differences were found between the ratings of the inconsistent group and the low group, and low group ratings were even lower than inconsistent group ratings.

Main findings on consumer other-perception

Below, the most important main findings are stipulated:

- Main effects were found on all Big-Five dimensions, both Malhotra dimensions and both Social Comparison dimensions.
- Exposure to highly competent brands induced no higher ratings than exposure to low competent brands. Instead, both groups did not differ on all dimensions, except on 'Sophistication'. Here the expected transfer-effect was found: exposure to highly competent brands induced higher ratings on sophistication than exposure to low competent brands.
- Comparing the experimental groups to the control group: as expected, the high group ratings were also here higher on 'Conscientiousness', 'Co-working' and 'Reference' than the control group ratings. Contrary to expectations, the low group ratings were also found to be higher than the control group on 'Conscientiousness'. Low group ratings were not significantly lower than control groups ratings, except on 'Intellect'.

As expected, low group ratings were lower than control group ratings on 'Intellect', but on the contrary, also high group ratings were lower. Also on the contrary, high group ratings were lower on 'Reliability' and 'Maturity' than control group ratings.

- As expected, the inconsistent group ratings were lower than the high group ratings on 'Conscientiousness', 'Sophistication', 'Co-working' and 'Reference'. On the other dimensions, remarkable results are found. Inconsistent group ratings were equal to high group ratings on 'Intellect' and 'Reliability' and even higher on 'Maturity'. However, no significant difference was found between the inconsistent group ratings and the low group ratings, as we expected. Also on 'Co-working' and 'Reference' no difference was found between the means. The inconsistent group ratings were lower than the control group ratings on 'Intellect', 'Reliability', 'Sophistication' and 'Maturity' though, as we expected.

7.3 Influence of target description on consumer self-and other perception

We expected that also target description would have an influence on consumer self- and other perception on the dimensions. As expected, main effects were found on almost all dimensions, except on the Malhotra dimension 'maturity'. Participants did not perceive themselves as more mature than participants perceived the other person. Instead, ratings were found to be equal. We expected that ratings of participants who received a self-description would be higher on the dimensions than ratings of participants who received another person-description. Our findings confirmed these expectations, except for the dimension 'Conscientiousness'.

Contrary to expectations, participants exposed to the self-description perceived themselves as less conscientious than participants exposed to the other-person description perceived that particular person. Thus, consumers perceived the other person as more conscientious than they perceived themselves.

As expected, participants exposed to the self-description perceived themselves as more intelligent and as more reliable than participants exposed to the other-person description perceived that particular person. Also as expected, participants perceived themselves as more sophisticated than participants perceived the other person. On both Social Comparison dimensions our expectations were confirmed. As expected, participants perceived themselves as a more competent co-working partner than participants perceived the other person. Also as expected, participants perceived themselves also more as a appropriate reference person than participants perceived the other person.

Main findings on comparison between consumer self-and other perception

Below, the most important main findings are stipulated:

- Main effects are found on all dimensions, except on the Malhotra dimension 'Maturity'.
- Participants perceived themselves higher on the dimensions, except for conscientiousness, where the other person was perceived as more conscientious.

7.4 Interaction between brand competence and target description

We expected that especially under condition of exposure to low competent brands and inconsistent brands participants exposed to the other-person description would rate that other person lower on the dimensions than participants exposed to the self-description would rate themselves. Our findings did not confirm our expectations on all dimensions. On only two dimensions 'Maturity' and 'Reference' an interaction effect was found.

Contrary to expectations, we did not find an interaction between the target description and the low and inconsistent groups. Results revealed that under conditions of exposure to highly competent brands, participants who assessed the other person induced lower ratings of that person as a mature person than participants who assessed themselves. However, in the control group the opposite was found. Under control conditions, participants who assessed the other person induced higher ratings on maturity than participants who assessed themselves. Also in contrary to expectations, no striking results were found in the low group and the inconsistent group on self-and other-perceptions. We also found a result in the high group on the dimension 'Reference'. Our results revealed that under conditions of exposure to highly competent brands, participants who assessed the other person induced higher ratings of that person as a appropriate reference person than participants who assessed themselves.

Main findings on interaction between brand competence and target description

Below, the most important main findings are stipulated:

- Interaction effects were only found on the dimensions 'Maturity' and 'Reference', not on the other dimensions.
- The interaction was not found in the low competent and inconsistent condition, but surprisingly in the highly competent condition and the control condition.

- We found that participants in the high groups rated the other person as less mature than they rated themselves. No difference were found in the low group and inconsistent group. On the contrary, we found that participants in the control groups rated the other person not as less, but as more mature than participants rated themselves. We also found a striking results in the high group on 'Reference'. Participants in the highly competent condition rated the other person as a more appropriate reference person than they rated themselves.

7.5 Counterbalance of product categories

Our expectations in the counterbalanced inconsistent conditions were that Balance A would induce higher ratings on the dimensions than would Balance B. Balance A included highly competent brands in the 'high involvement' product categories automobile and clothing. Balance B included highly competent brands in the 'low involvement' product categories soft drink and magazine (title).

Results revealed that these balances did not differ on both self-assessments and other-person assessments. We did not find significant differences in means on consumer self-assessments, but we did find significant mean differences on consumer other-person assessments. Contrary to expectations, Balance A and Balance B did not differ significantly. We found that the lowest ratings on both 'Intellect' and 'Sophistication' were significantly assessed to the other person in Balance C compared to the other Balanced. Thus, participants assigned to Balance C rated the other person as less intelligent and as less sophisticated than participants assigned to the other Balances. This balance included the clothing brand Rucanor and Panorama as low competent brands. It might be important product categories in impression formation.

To get more insight in the differences between the product categories, more research is requested. Especially what kinds of clothes and what magazine is read by the other person seems to reflect more traits than what kind of car this person is driving or what kind of soft drink he is drinking.

Main findings of counterbalance of product categories

Below, the most important main findings are stipulated:

- Results from the analysis in this study revealed that in the consumer self-description no differences are found between the product categories, but in the consumer other-person description condition exposing the kind of product category seems to matter.
- Balance C induced the lowest ratings on both 'Intellect' and 'Sophistication' compared to other balances.

8. GENERAL DISCUSSION

This study sought to extend previous research on the transfer effects of brand personality traits on consumer personality traits by (a) replicating prior research (Fennis, Pruyn & Maasland, in press) by gauging consumer self-assessments formed along the extended Big Five personality dimensions conscientiousness and intellect and the Malhotra dimension sophistication after exposure to the brand personality dimension of competence, (b) examining the effects of brand competence traits on consumer other-person perception of personality traits by gauging consumer other-person assessments formed along the same dimensions, and (c) examining the effects of inconsistent competent brands on consumer self- and other-person assessments of the consumer personality traits.

The results of the present study supported the hypotheses that a transfer effect of brand personality traits exists on consumer self-perceptions and consumer other-person perceptions of related personality traits. Firstly, a summary is reported of the results.

Summary of results

Firstly, we examined the results on consumer self-perception as an extension of previous studies. We found main effects of brand competence on consumer self-perceptions on the Big-Five dimensions ‘Conscientiousness’ and ‘Reliability’. We did not find main effects on both Malhotra dimensions ‘Sophistication’ and ‘Maturity’. On our exploratory Social Comparison dimensions ‘Co-working’ and ‘Reference’ we did find main effects.

Results revealed that exposure to highly competent brands induced no higher ratings on consumer self-perceptions of one’s own conscientiousness, being a competent co-working partner and appropriate reference person than exposure to low competent brands. Results revealed a reverse-effect on the Big-Five dimension ‘Reliability’. Instead of inducing higher ratings, exposure to highly competent brands induced lower ratings on self-perception of one’s own reliability than exposure to low competent brands. Compared to the control group, our results revealed that exposure to highly competent brands induced higher ratings on conscientiousness than exposure to neutral (control) brands. This effect was not found on any other dimension. Results also revealed that exposure to low competent brands induced higher ratings on ‘Reliability’ and ‘Co-working’. On the other dimensions, mean differences between the low group and the control group were not significant, but higher instead of lower. Results of the inconsistent competent condition revealed that exposure to inconsistent competent brands induced lower ratings than exposure to the highly competent brands only

on 'Conscientiousness'. Results also revealed that exposure to inconsistent brand competence did not induce higher ratings on 'Conscientiousness' than exposure to only low competent brands. On the dimension 'Reference' inconsistent group ratings were found to be higher than high group ratings. On the dimension 'Reliability' inconsistent group ratings and high groups ratings were equal, but lower than low group ratings.

On consumer other-person perception we found main effects on all Big-Five dimensions, Malhotra dimensions and Social Comparison dimensions.

Results revealed that exposure to highly competent brands induced higher ratings on the Malhotra dimension 'Sophistication' than exposure to low competent brands. On the other dimensions this effect was not found. Compared to the control group, participants exposed to highly competent brands rated the other person as more conscientious, a more competent co-working partner and a more appropriate reference person than participants exposed to neutral (control) brands. We also found that participants exposed to low competent brands perceived the other person as more conscientious than participants exposed to the neutral (control) brands. On 'Intellect' the low group rated the other person significantly as less intelligent than the control group. Results revealed also that high group ratings on intellect were lower than the control group.

Results revealed that the inconsistent group ratings were lower than the high group ratings on the dimensions 'Conscientiousness', 'Sophistication', 'Co-working' and 'Reference'. We found also that participants exposed to inconsistent competent brands resulted in rating the other person equally intelligent and reliable than participants exposed to only highly competent brands. On 'Maturity', ratings of the inconsistent group were even higher than ratings of the high group. No significant mean difference was found between the inconsistent group and the low group. The inconsistent group ratings were lower than the control group ratings on the dimensions 'Intellect', 'Reliability', 'Sophistication' and 'Maturity'.

The examination of the difference between consumer self-perception and other-person perception revealed main effects on all dimensions except on the Malhotra dimension 'Maturity'. On this dimension, participants perceived themselves not more or less mature than participants perceived the other person. Nevertheless, on the other dimensions, participants perceived themselves as less conscientious than participants perceived the other person. Further results revealed that participants perceived themselves as more intelligent, reliable and sophisticated than participants perceived the other person. Participants perceived

themselves also as a more competent co-working partner and appropriate reference person than participants perceived the other consumer.

Results revealed only two interaction effects on the Malhotra dimension 'Maturity' and the Social Comparison dimension 'Reference'. Results revealed that the interaction was not found in the low competent condition and the inconsistent competent condition. We found that participants especially in the high groups perceived the other person as less mature than they perceived themselves. We also found that participants especially in the control groups perceived themselves as less mature than they perceived another person. On the dimension 'Reference' we also found an interaction in the highly competent condition, instead of the low and inconsistent competent conditions. Results revealed that participants especially in the highly competent conditions perceived the other consumer more as an appropriate reference person than participants perceived themselves.

We examined the counterbalanced product categories and the differences between the self-assessments and other-person assessments. Results revealed that no striking differences were found between the six balances on consumer self-perception on personality traits. We did find significant difference on consumer other-person perception on personality traits of the dimensions 'Intellect' and 'Sophistication'. However, the high involvement balance A and low involvement balance B did not differ significantly. Results revealed that participants assigned to Balance C perceived the other person as less intelligent and as less sophisticated compared to other balances. Balance C includes the low competent brands *Rucanor* and *Panorama*.

Implications of the Results

An underlying premise of the present study was to find a transfer effect of brand competence traits to consumer self-and other-person perception of related human personality traits. The systematic and reliable results support this contention. These findings indicate that brands with a competence personality can perform the role of situational stimuli and can influence consumer self-and other-consumer perceptions. However, our findings showed that brands with a competence personality not always perform this role. We found that brands with a lower status of competence personality perform in this study an interesting role on consumer self-assessments. Also information was gained about brands with both a high and low competent status and a link was made to the role of brands in social comparison issues.

We were surprised that we did not find a main effect of brand competence on consumer self-perceptions of personality traits on the Malhotra dimension 'sophisticated' like Fennis, et

al., (in press) did. On the contrary, we found main effects on the originally Big-Five dimension 'Conscientiousness' and the extra-formed dimension 'Reliability'. The previous study revealed no findings on the Big-Five dimensions. This may be explained by the fact that the dimension 'sophisticated' did not loaded the same traits in the present study compared to the previous study. Our construct of sophistication included some traits that are not completely linked to competence traits. Examples of these traits are 'contemporary' and 'colourful'. In the previous study these traits were assigned to 'Hedonism', a dimension we were not able to construct in the present study. The finding of a main effect on the dimension 'Conscientiousness' is striking. This dimension includes traits as well organized, neat and orderly. Conscientiousness is associated with academic and vocational success (Digman & Takemoto-Chock, 1981). A possible explanation for our finding is that participants in the present study were students from the University of Twente, in the previous study from the University of Amsterdam. Students from the University of Twente might be more affected by academical associations than the other students, because of their study topics. The possibility that participants study a technical course is high, because participants were all male and no female students participated in this study as in the previous study. We were also surprised that we did not find an effect on the dimension 'Intellect'. This might be due to the fact that conscientiousness traits are less negative to assess than traits of the intellect dimension. It is harder to rate yourself as less intelligent or smart than as less organized or neat. The 'damage' or 'threat' is higher on assessments on intelligence than on conscientiousness. On the other hand, if our participants are associating conscientiousness with academic success, this explanation cannot be made. We saw that assessments on 'Intellect' were higher than on 'Conscientiousness'. Therefore, we conclude that our participants did not associate conscientiousness with academic success that much, because ratings were not exclusively high and we would have expected it at least to be equal to ratings of intellect. However, high ratings of one's own intelligence are not rare in the present study. Vonk (1999) argued that judgments of intelligence are more often positive, because intelligence includes a wider spectrum of abilities. Being less intelligent, smart or analytical can damage your overall self-presentation. This might explain why we did not find differences between the group ratings on the self on this dimension.

Another interesting finding on self-assessments is the high ratings in the low competent condition. We expected to find high ratings in the highly competent condition and lower ratings in the low competent condition, because reviews have confirmed that implausibly high majorities of people consider themselves to be above average on various dimensions

(see Gilovich, 1991). However, we did find evidence for a way that participants seek a way to describe their weaknesses that was least damaging to their overall positive evaluation of themselves (Tesser, 1988). In other disciplines, as in neurological research findings support this notion. Luu et al. (2000) suggest that the brain is wired to react more strongly to bad than good. The suggestions are supported by researchers who found on the self-concept that it is generally agreed that people have strong motivations to maintain favourable concepts of themselves (Banaji & Prentice, 1994; Baumeister, 1998; Sedikides, 1993).

We did not find evidence that participants gained a good opinion of themselves in the sense of higher ratings in the highly competent group (self-enhancement). Instead, ratings of participants in the low competent brand condition demonstrate that they rather avoid a bad opinion of themselves (self-protection) than embrace. The distinction between self-enhancement and self-protection has been recast by Higgins (1987, 1996) as a distinction between prevention and promotion. In Higgins view, the self has some goals that involve striving toward positive ideals and others that involve preventing the self from misdeeds (ought goals). Our findings support the prevention participant used on self-assessments.. Baumeister et al, (2001) argued that lots of evidence points to the greater power and pervasiveness of self-protection, suggesting that people are more motivated to avoid the bad than to embrace the good. In the present study, the self-protection motive was most obvious on the dimension 'Reliability'. This is not unthinkable, because negative assessments on traits as not being trustworthy, reliable or responsible might result in a bad overall self-presentation. Hence, it is likely that they exert themselves to prevent bad information from producing an unfavourable self-concept. The findings also support the review of Hoorens (1996) who showed that people seek to avoid bad traits more than they seek to claim good traits.

Furthermore, the findings on the influence of inconsistent brand competence support also the strength of bad information. We found that the bad also outweighs the good on the self-concept after exposure to inconsistent competent brands. We expected that the good traits would outweigh, but the opposite occurred. These findings support that bad is stronger than good with respect to the self (Baumeister, et al., 2001) and contradict the expected self-enhancement motive.

On consumer other-person perception we found that transfer effects and ratings of the other person were high on the dimensions conscientiousness and sophistication. The finding on conscientiousness might be due to the fact that not only the brand evoked traits of conscientiousness. Our scenario contained a description of a weekend trip to Barcelona and

participants could read that they made good preparations for this trip. Preparation can be associated with conscientiousness traits as well organized and structured. Hence, participants are more exposed to these traits than to traits of other dimensions. Of course, the self-conditions received the same scenario description, but we argue the possibility that the influence is stronger on consumer other-person assessments because participants had to form an impression of the other person. We are supposed to have self-knowledge, so on forehand, we know if we are well organized and structured. Hence, it is not unthinkable that a description as mentioned does not affect our self-perception as much as it affects other-person perceptions. We don't have much information about the other person, so participants probably are more focused on the content of the received information than participants in the self-description conditions. This notion is supported by Anderson (1965) who showed that people form impressions of someone by adding up and averaging all of the information they have about that person. Another reason for high findings in both the high and low group on other-person assessments on conscientiousness can be that the Western cultural norm is to describe the self *and* other in predominantly desirable terms (Sears, 1983; Taylor & Koivumaki, 1976). Thus, assessments of other people are on forehand not very negative.

Nevertheless, on the dimension 'Intellect' this statement does not count completely. The low competent brands influenced the perception of the other person negatively. This can also be explained by the theories that bad information and traits are stronger than good in impression formations. Peeters and Czapinski (1990) suggest that bad information about a stimulus person or new acquaintance carries more weight and has a larger impact in impressions than good information. This finding support findings of Hamilton and Huffman (1971) that undesirable traits received more weight in impression formation than did desirable ones. Also Hamilton and Zanna (1972) found that negative traits exerted a stronger effect than positive traits on impressions.

On the dimensions 'Reliability' and 'Maturity' we found that the low group perceived the other person as most reliable compared to the other experimental groups. Thus, the theory of bad outweighing the good seems not to count for dimensions as reliability and maturity. An explanation can be that highly competent brands do not induce reliable and mature associations. Especially highly competent brands are better known by participants and these brands are usually more present in advertising activities than low competent brands. Teens and young adults are known being more affective to marketing influence and therefore the link with maturity is made. Participants can associate highly competent brands more with being a 'brand victim' and therefore link these brands with immaturity. As results, immaturity can also leads to lower ratings on reliability items. On the exploratory dimension

‘Co-working’ we found higher ratings of the other person in the high group than in the low group. As we found, ratings on conscientiousness were also high. This might be due to the result of perceiving another person as conscientious can lead to a good impression of that person in future performance as co-working partnership on tasks. Skowronski and Carlston (1987) found that good performance lead to stronger predictions about future performance than bad performance. If this is true, than the dimension ‘conscientiousness’ has a stronger link to co-working assessments than the dimension ‘intellect’ has.

Also on consumer other-person perception, the inconsistent competent brands induced lower ratings than the highly competent brands and neutral (control) brands and equally ratings than the low competent brands. This finding also support Anderson (1965) who found that when stimulus persons were described with both favorable and unfavorable traits, the unfavorable ones lowered he global impression, unlike the favorable traits, which did not exert an influence beyond averaging.

As expected, we found that the self is perceived more positive than the other person. This finding supports findings of Sande, et al., (1988). They also found that people rate themselves by more positive traits than others. However, we did found the opposite on one dimension, ‘conscientiousness’. We think that this has also to do with the fact that the outcome of assessments on this dimension cannot damage the self that much as described earlier in this section. We also think that the influence of the scenario with the preparation of a weekend trip evoke more associations with traits of conscientiousness by the other person. The lack of difference between the self and the other person on maturity might be due to the poor reliability of this dimension. Another explanation can be that the participants are young students, who simply do not see themselves as very mature.

The found interaction effects showed another result as we expected. Instead of the low and inconsistent competent condition, the highly competent condition differed in target description. Participants rated themselves as more mature than they rated the other person, a finding that is not strange. But on the dimension ‘Reference’ we found that participants rated themselves as a less appropriate reference person than they rated another person. An explanation for this finding is that the dimension ‘Reference’ does not damage the self-presentation as much ‘Intellect’ does, as we also thought on the dimension ‘Conscientiousness’. Another explanation might be that our participants were not ‘fashionable’ enough to get influenced by our brands. Ratings of the evaluation item on the manipulation scale were not extremely high. But it can also be that participants just do not care that much of giving consults about which brand to buy. A fact also is that our

participants are all male. It is interesting to examine what effects will be found on female assessments.

On an exploratory basis, we counterbalanced the brands from the four product categories. Interesting was that we only found differences on other-person assessments, not on self-assessments. We found that the size of the main effects on the dimensions for consumer other-person assessments is much higher than the main effects for consumer self-assessments. So, an explanation can be that brand competence can influence another person easier than the self. The effects on self-assessments are lower, so it is not strange that the counterbalanced brand conditions did not differ significantly. In the previous study a waiting room was used where participants received a soft drink and a magazine to read. In the present study we did not use a waiting room and participants were not contacted with tangible brands. It might be that therefore the effects on self-assessments are less strong than on other consumer-assessments. Maybe less is needed to get brands influencing the perceptions of another person than the self. However, interesting was that the magazine and clothing brands induced the lowest ratings in our study on other-person assessments. A magazine was also in the previous study provided in the waiting room. Fennis, et al., (in press) almost found a main effect on the dimension 'Intellect'. We found significantly lower assessments of the other person in Balance C also on the dimension 'Intellect'. The common product category in both studies is 'magazine (title)'. This might be a possibility that magazines are associated with intelligence traits. This is not unthinkable, because people perceive others often less intelligent when they are reading for example the Dutch newspaper 'De Telegraaf' and more intelligent when they are reading the Dutch newspapers 'NRC Handelsblad' or 'De Volkskrant'. Another finding was on the dimension 'Sophistication'. As we described earlier, these construct also includes traits as 'contemporarily', which was included on the dimension 'Hedonism' in the previous study. The low competent clothing Rucanor is an old-fashioned brand, which makes it thinkable that associations were made to contemporarily, which results in lower ratings on sophistication of another person.

Limitations of the study and suggestions of future research

Limitations of this study are the poor reliability found on the Malhotra dimension 'Sophistication' and 'Maturity'. The alphas did not exceed the norm of .70. Also on this dimensions, traits are present that are not exclusively linked to competence. Sophistication traits in our study differ from the traits in the study by Fennis et al., (in press). Our formed sophistication dimension exists of traits as orthodox-liberal, complex-simple, whereas traits in the prior study existed of traits as rugged-delicate, rational-emotional. Therefore, results

on these two dimensions must be interpreted very carefully. Another limitation of this study is that comparison with the previous study is not completely possible. In the present study we did not provide tangible brands to participants in a waiting room, like Fennis, et al., (in press) did. Lack of findings might be due to this. We also found poor effect sizes on both self-assessments and other-person assessments. Levine and Hullett (2002) emphasize the use of eta squares in social science. They argue that it is not uncommon for social science studies that found effect sizes are low or medium. Nevertheless, we will perceive our low founded effect sizes on self-assessments as a limitation of this study. On other-person assessments the effect sizes were high enough.

A final thought pertains to the practical implications of our findings. First, similar to the previous study, it remains an open question whether and to what extent the results of the present study can be replicated outside the confounds of the experimental lab. Future research might therefore explore the effect potential among other populations than undergraduate students. With the analysis of the counterbalanced brands in the four product categories, a start is made for further examination of differences between several product categories. The results in the present study must be taken very carefully, because no product category is studied separately and compared to each other. The product categories are all examined in combination with each other, which makes it difficult to conclude that one particular category induces less or more positive and negative assessments. Future research might examine these product categories separately in order to define which categories are more influencers of consumer perceptions of the self and others and which categories lack to influence these perceptions.

In the present study, we also proved that brands can highlight aspects of our self-concept, but we also proved that it highlights aspects of the person-concept even more. For marketing practioners it is of very interest that brands can not be only seen as 'expressers' or as 'signalers' but also as 'protectors' in the way that people can choice brands also to perceive themselves better, or more obvious in this study, less bad. We saw that people protect themselves by presenting themselves less negative. Brands can shape the presentation of the self in a way that excludes bad impression formation of other consumers towards the self.. Brands can also shape the presentation of the other in way that they can damage the presentation of that particular other by choosing less competent brands.

Future research must examine the role or brands as influencers more on perceptions of the self and others. It might be interesting to examine the differences between male and female assessments. Because of the found results on social comparison dimensions it is interesting to also examine if brands can even influence comparison with close others as we found here.

Furthermore, future research on also consumer behavior is very interesting. One can think of brands not only having an influence on consumer perceptions, but also on actual behavior. Brands can influence our perception of intelligence traits, but can they also influence performance on intelligence tasks?

The title of this manuscript is as follow:

'Blowing one's own trumpet... and muffling those of others?'

Yes, we blow our own trumpet...but not as hard as we thought. In some situations we muffle our bad tones rather than we blow the good tones. We muffle those of others on important, threatening situations for us, when they play solo for example, but occasionally we blow those of others! Next to the other on the theatre, we blow our own trumpet and muffling those of others!

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10. APPENDICES

10.1 Age

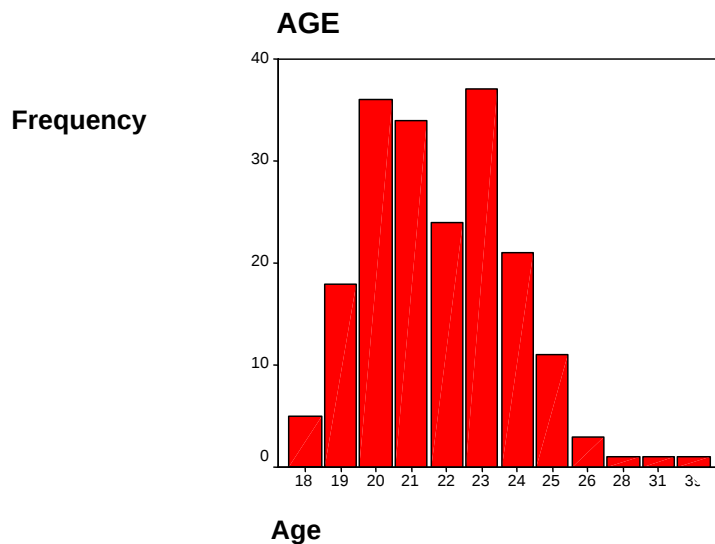
Statistics

Age

N	Valid	192
	Missing	18
Mean		21,88
Std. Deviation		2,390

Leeftijd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	5	2,4	2,6	2,6
	19	18	8,6	9,4	12,0
	20	36	17,1	18,8	30,7
	21	34	16,2	17,7	48,4
	22	24	11,4	12,5	60,9
	23	37	17,6	19,3	80,2
	24	21	10,0	10,9	91,1
	25	11	5,2	5,7	96,9
	26	3	1,4	1,6	98,4
	28	1	,5	,5	99,0
	31	1	,5	,5	99,5
	39	1	,5	,5	100,0
	Total	192	91,4	100,0	
Missing	System	18	8,6		
Total		210	100,0		



10.2 Counterbalance Table

Table: balance between the four product categories.

Product category	n =4	n =4	n =4	n =4	n =4	n =4
1. Automobiles	High (AUDI)	Low (CITROËN)	High (AUDI)	Low (CITROËN)	High (AUDI)	Low (CITROËN)
2. Clothing	High (NIKE)	Low (RUCANOR)	Low (RUCANOR)	High (NIKE)	Low (RUCANOR)	High (COCA COLA)
3. Soft drinks	Low (SPRITE)	High (COCA COLA)	High (COCA COLA)	Low (SPRITE)	Low (SPRITE)	High (COCA COLA)
4. Magazines (titles)	Low (PANORA MA)	High (QUOTE)	Low (PANORAM A)	High (QUOTE)	High (QUOTE)	Low (PANORA MA)
BALANCE	A	B	C	D	E	F

10.3. Items of both Big-Five dimensions ‘conscientiousness’ and ‘intellect’

Items of the Big-Five dimension ‘Conscientiousness’

DUTCH	ENGLISH
1. Georganiseerd	1. Organized
2. Verantwoordelijk	2. Responsible
3. Tactisch	3. Tactic
4. Ordelijk	4. Orderly
5. Efficient	5. Efficient
6. Besluitvaardig	6. Decisive
7. Hardwerkend	7. Hard working
8. Netjes	8. Neat
9. Doelbewust	9. Determined
10. Betrouwbaar	10. Reliable
11. Standvastig	11. Steadfast
12. Voorzichtig	12. Careful
13. Zuinig	13. Thrifty
14. Systematisch	14. Systematic
15. Gedisciplineerd	15. Disciplined
16. Nadenkend	16. Thoughtfully
17. Geloofwaardig	17. Creditable
18. Geraffineerd	18. Refined
19. Serieus	19. Serious
20. Vastberaden	20. Resolute
21. Gestructureerd	21. Structured
22. Praktisch	22. Practical
23. Nauwkeurig	23. Conscientiousness
24. Verstandig	24. Commonsense
25. Productief	25. Productive

Items of the Big-Five dimension 'Intellect'

DUTCH	ENGLISH
1. Nieuwsgierig	1. Curious
2. Subtiel	2. Subtle
3. Geconcentreerd	3. Concentrated
4. Analytisch	4. Analytical
5. Diepgaand	5. Deep
6. Slim	6. Smart
7. Competent	7. Competent
8. Creatief	8. Creative
9. Scherpzinnig	9. Pensively
10. Artistiek	10. Artistic
11. Snel van begrip	11. Fast of notion
12. Zelfreflecterend	12. Self reflective
13. Pienter	13. Bright
14. Doortastend	14. Perceptive
15. Inlevingsvermogen	15. Sensible
16. Intellectueel	16. Intellectual
17. Filosofisch	17. Filosofistic
18. Precies	18. Precise
19. Innovatief	19. Innovative
20. Ambitieu	20. Ambitious
21. Complex	21. Complex
22. Beschaafd	22. Cultivated
23. Fantasierijk	23. Imaginative
24. Intelligent	24. Intelligent
25. Ontwikkeld	25. Sophisticated

10. 4 Questionnaire A

An example of highly competent brand condition with self-description

Beste student,

Je gaat nu meedoen aan een onderzoek naar oordelen over producten. Wij zijn geïnteresseerd in de vraag hoe mensen aankijken tegen verschillende producten in specifieke contexten van gebruik. In dit deelonderzoek gaat het om een **stedentrip**. De producten waarin wij geïnteresseerd zijn worden in een geschetst scenario vermeld. Probeer je in dit scenario zoveel mogelijk in te leven!! Hiertoe is het nodig dat je jezelf **goed** concentreert op de situatie die wordt beschreven. Nadat je jezelf goed hebt ingeleefd in de situatie die je wordt voorgelegd, krijg je een lijst met vragen voorgelegd. De vragenlijst begint met vragen over jou als persoon. De gegeven antwoorden zullen alleen op groepsniveau worden geanalyseerd, waardoor uiteraard je anonimiteit gewaarborgd is!

Alvast bedankt voor je medewerking!!

Stel jezelf voor dat je in de volgende situatie bevindt. Leef je in zoveel je kunt in onderstaande situatie. Lees de situatie dan ook meerdere malen goed door!

Je gaat een stedentrip maken naar het mooie Barcelona en staat op het punt om je koffer in te pakken voor vertrek. Je denkt na over de dingen die je mee wilt nemen. Allereerst pak je wat kleding in van Nike die je daar wilt dragen. Heel belangrijk zijn natuurlijk je sportschoenen van dit merk om gemakkelijk te kunnen lopen tijdens je verblijf in Barcelona. Ook neem je een frisdrank mee om onderweg je dorst te kunnen lessen, zoals Coca Cola. Daarnaast wil je een tijdschrift meenemen om op de plek van bestemming te kunnen lezen, en je pakt de Quote in in je koffer. Tot slot heb je de routebeschrijving uitgeprint en je legt deze alvast in de Audi. Je gaat namelijk met eigen vervoer naar Barcelona. Om het inleven te vergemakkelijken is een foto bijgevoegd.



We vragen nu aan je om je ogen dicht te doen en de situatie nog eens goed in gedachte te visualiseren. Denk hierbij aan de merken die je in je koffer hebt ingepakt en de auto die je gaat inladen.

Deel I

Voordat we zo je mening vragen over de situatie waarin je je hebt ingeleefd willen we eerst wat dingen van jou persoonlijk weten. Je krijgt een aantal eigenschappenparen voorgelegd. Kruis bij elk eigenschappenpaar het hokje aan dat het meest op jou van toepassing is. **Hieronder vind je een voorbeeld zo'n eigenschappenpaar.**

Voorbeeld:



1 Extrovert

Introvert

(Je bent van mening dat je meer extrovert bent dan introvert, alleen niet 100% extrovert)

Ik ben

- | | | |
|----|--------------------|---------------|
| 1 | Dominant | Onderdanig |
| 2 | Simpel | Complex |
| 3 | Formeel | Informeel |
| 4 | Niet georganiseerd | Georganiseerd |
| 5 | Bescheiden | Onbescheiden |
| 6 | Jeugdig | Volwassen |
| 7 | Gemakkelijk | Ongemakkelijk |
| 8 | Oninteressant | Interessant |
| 9 | Kalm | Onrustig |
| 10 | Orthodox | Liberaal |
| 11 | Plezierig | Onplezierig |
| 12 | Rationeel | Emotioneel |
| 13 | Hard | Fijngevoelig |
| 14 | Niet van deze tijd | Van deze tijd |
| 15 | Spilzuchtig | Zuinig |

Deel II

Het is de bedoeling dat je in het volgende onderdeel bij elke persoonlijkheidseigenschap aangeeft in hoeverre deze eigenschap op jou van toepassing is. Je kunt dit op een zevenpuntsschaal aangeven door het vakje van jouw keuze aan te kruisen. Hieronder vind je een voorbeeld van zo'n persoonlijkheidseigenschap.

Voorbeeld:

Ik ben		
	<i>Helemaal <u>niet</u> van toepassing</i>	<i>Helemaal <u>wel</u> van toepassing</i>
Assertief	✕	
(Je vindt dat je enigszins assertief bent)		

Ik ben		
	<i>Helemaal <u>niet</u> van toepassing</i>	<i>Helemaal <u>wel</u> van toepassing</i>
Georganiseerd		
Verantwoordelijk		
Nieuwsgierig		
Tactisch		
Ordelijk		
Subtiel		
Efficiënt		
Besluitvaardig		
Geconcentreerd		
Hardwerkend		
Netjes		
Analytisch		
Doelbewust		
Diepgaand		
Betrouwbaar		
Slim		
Standvastig		

Voorzichtig		
Competent		
Creatief		
Zuinig		
Scherpzinnig		
Artistiek		
Systematisch		
Snel van begrip		
Gedisciplineerd		
Nadenkend		
Geloofwaardig		
Geraffineerd		
Serieus		
Vastberaden		
Zelfreflecterend		
Gestructureerd		
Pienter		
Doortastend		
Inlevingsvermogen		
Ik ben		
	Helemaal <u>niet</u> van toepassing	Helemaal <u>wel</u> van toepassing
Praktisch		
Intellectueel		
Nauwkeurig		
Filosofisch		
Precies		
Innovatief		
Ambitieuze		
Complex		
Verstandig		
Beschaafd		
Fantasierijk		

Intelligent
Productief
Ontwikkeld

Deel III

In het volgende onderdeel stellen we je vragen die gaan over hoe je jezelf beschouwt als persoon om dingen mee samen te doen. **Hieronder vind je een voorbeeld van zo'n vraag.**

Voorbeeld:

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Anderen vinden mij een aangenaam gezelschap om samen mee uit te gaan					×		

(Je bent van mening dat je wel een redelijk aangenaam gezelschap bent om samen mee uit te gaan)

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Anderen vinden mij de juiste persoon om goed advies te geven over welke producten mensen moeten kopen							
Anderen vinden mij een geschikt persoon om mee samen te werken aan een taak							
Anderen vinden mij de juiste persoon om gezellig mee te winkelen							

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Mijn vrienden zien mij als een voorbeeld in wat voor soort merken ik koop							
Anderen zouden graag met mij een stedentrip willen maken							
Anderen vinden mij een geschikt persoon om samen te werken in een team							

Deel IV

In dit onderdeel gaat het om jouw oordeel over de merken die in het scenario geschetst en afgebeeld werden. Onderstaand vind je vragen over de afzonderlijke merken. **Hieronder vind je een voorbeeld van zo'n vraag.**

Voorbeeld:

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Merk X is een eerlijk merk					X		

(Je vindt merk X wel een eerlijk merk, maar niet 100%)

Audi

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Ik ken het merk Audi goed							
Audi staat voor mij voor kwaliteit							

Audi is een toonaangevend merk							
Audi is een mooi merk							
Audi is een competent merk							
Audi is een merk van deze tijd							
Ik zal (later) niet snel een Audi kopen							

Waardering Audi

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Audi waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Audi										

Nike

	<i>Helemaal mee oneens</i>							<i>Helemaal mee eens</i>	
Ik ken het merk Nike goed									
Nike staat voor mij voor kwaliteit									
Nike is een toonaangevend merk									
Nike is een mooi merk									
Nike is een competent merk									
Nike is een merk van deze tijd									
Ik zal niet snel Nike kopen									

Waardering Nike

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Nike waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Nike										

Coca Cola

	Helemaal mee oneens				Helemaal mee eens			
Ik ken het merk Coca Cola goed								
Coca Cola staat voor mij voor kwaliteit								
Coca Cola is een toonaangevend merk								
Coca Cola is een mooi merk								
Coca Cola is een competent merk								
Coca Cola is een merk van deze tijd								
Ik zal niet snel Coca Cola kopen								

Waardering Coca Cola

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Coca Cola waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Coca Cola										

Quote

	<i>Helemaal mee oneens</i>				<i>Helemaal mee eens</i>			
Ik ken het merk Quote goed								
Quote staat voor mij voor kwaliteit								
Quote is een toonaangevend merk								
Quote is een mooi merk								
Quote is een competent merk								
Quote is een merk van deze tijd								
Ik zal niet snel een Quote kopen								

Waardering Quote

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Quote waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Quote										

Deel V

Tot slot willen we nog je leeftijd weten en jouw gedachte over het doel van dit onderzoek.

Wat is je leeftijd?Jaar

Wat denk je dat het doel van dit onderzoek was?

.....

HARTELIJK DANK VOOR JE MEDEWERKING!!

10.4 Questionnaire B

An example of low competent brand condition with 'Jan'-description

Beste student,

Je gaat nu meedoen aan een onderzoek naar oordelen over producten. Wij zijn geïnteresseerd in de vraag hoe mensen aankijken tegen verschillende producten in specifieke contexten van gebruik. In dit deelonderzoek gaat het om een **stedentrip**. De producten waarin wij geïnteresseerd zijn worden in een geschetst scenario vermeld. Probeer je in dit scenario zoveel mogelijk in te leven!! Hiertoe is het nodig dat je jezelf **goed** concentreert op de situatie die wordt beschreven. Nadat je jezelf goed hebt ingeleefd in de situatie die je wordt voorgelegd, krijg je een lijst met vragen voorgelegd. De vragenlijst begint met vragen over jou als persoon. De gegeven antwoorden zullen alleen op groepsniveau worden geanalyseerd, waardoor uiteraard je anonimiteit gewaarborgd is!

Alvast bedankt voor je medewerking!!

Stel jezelf voor dat een persoon ‘Jan’ zich in de volgende situatie bevindt. Leef je in zoveel je kunt in onderstaande situatie. Lees de situatie dan ook meerdere malen goed door!

Jan gaat een stedentrip maken naar het mooie Barcelona en staat op het punt om je koffer in te pakken voor vertrek. Hij denkt na over de dingen die je mee wilt nemen. Allereerst pakt hij wat kleding in van Nike die je daar wilt dragen. Heel belangrijk zijn natuurlijk zijn sportschoenen van dit merk om gemakkelijk te kunnen lopen tijdens je verblijf in Barcelona. Ook neemt Jan een frisdrank mee om onderweg zijn dorst te kunnen lessen, zoals Coca Cola. Daarnaast wil Jan een tijdschrift meenemen om op de plek van bestemming te kunnen lezen, en hij pakt de Quote in in zijn koffer. Tot slot heeft Jan de routebeschrijving uitgeprint en hij legt deze alvast in de Audi. Jan gaat namelijk met eigen vervoer naar Barcelona. Om het inleven te vergemakkelijken is een foto bijgevoegd.



We vragen nu aan je om je ogen dicht te doen en de situatie nog eens goed in gedachte te visualiseren. Denk hierbij aan de producten die Jan in zijn koffer heeft ingepakt

Deel I

Voordat we zo je mening vragen over de situatie waarin je je hebt ingeleefd willen we eerst weten hoe jij denkt over Jan persoonlijk. Je krijgt een aantal eigenschappenparen voorgelegd. Kruis bij elk eigenschappenpaar het hokje aan waarvan jij denkt dat het meest op Jan van toepassing is.

Hieronder vind je een voorbeeld zo'n eigenschappenpaar.

Voorbeeld:



1 Extrovert

Introvert

(Je bent van mening dat Jan meer extrovert is dan introvert, alleen niet 100% extrovert)

Jan is

- | | |
|-----------------------|---------------|
| 1 Dominant | Onderdanig |
| 2 Simpel | Complex |
| 3 Formeel | Informeel |
| 4 Niet georganiseerd | Georganiseerd |
| 5 Bescheiden | Onbescheiden |
| 6 Jeugdig | Volwassen |
| 7 Gemakkelijk | Ongemakkelijk |
| 8 Oninteressant | Interessant |
| 9 Kalm | Onrustig |
| 10 Orthodox | Liberaal |
| 11 Plezierig | Onplezierig |
| 12 Rationeel | Emotioneel |
| 13 Hard | Fijngevoelig |
| 14 Niet van deze tijd | Van deze tijd |
| 15 Spilzuchtig | Zuinig |

Deel II

Het is de bedoeling dat je in het volgende onderdeel bij elke persoonlijkheidseigenschap aangeeft in hoeverre deze eigenschap op Jan van toepassing is. Je kunt dit op een zevenpuntsschaal aangeven door het vakje van jouw keuze aan te kruisen. Hieronder vind je een voorbeeld van zo'n persoonlijkheidseigenschap.

Voorbeeld:

Jan is		
	Helemaal <u>niet</u> van toepassing	Helemaal <u>wel</u> van toepassing
Assertief		X

(Je vindt dat Jan enigszins assertief is)

Jan is		
	Helemaal <u>niet</u> van toepassing	Helemaal <u>wel</u> van toepassing
Georganiseerd		
Verantwoordelijk		
Nieuwsgierig		
Tactisch		
Ordelijk		
Subtiel		
Efficiënt		
Besluitvaardig		
Geconcentreerd		
Hardwerkend		
Netjes		
Analytisch		
Doelbewust		
Diepgaand		
Betrouwbaar		
Slim		
Standvastig		
Voorzichtig		

Competent
Creatief
Zuinig
Scherpzinnig
Artistiek
Systematisch
Snel van begrip
Gedisciplineerd
Nadenkend
Geloofwaardig
Geraffineerd
Serieus
Vastberaden
Zelfreflecterend
Gestructureerd
Pienter
Doortastend
Inlevingsvermogen

Jan is

	<i>Helemaal <u>niet</u> van toepassing</i>	<i>Helemaal <u>wel</u> van toepassing</i>
Praktisch		
Intellectueel		
Nauwkeurig		
Filosofisch		
Precies		
Innovatief		
Ambitieu		
Complex		
Verstandig		
Beschaafd		

Fantasierijk
Intelligent
Productief
Ontwikkeld

Deel III

In het volgende onderdeel stellen we je vragen die gaan over hoe je Jan beschouwt als persoon om dingen mee samen te doen. **Hieronder vind je een voorbeeld van zo'n vraag.**

Voorbeeld:

	<i>Helemaal</i> mee oneens <i>Helemaal mee</i> eens						
Jan is een aangenaam gezelschap om samen mee uit te gaan					×		

(Je bent van mening dat Jan enigszins een aangenaam gezelschap is om samen mee uit te gaan)

	<i>Helemaal</i> mee oneens <i>Helemaal mee</i> eens						
Jan is de juiste persoon om goed advies te geven over welke producten mensen moeten kopen							
Jan is een geschikt persoon om mee samen te werken aan een taak							
Jan is de juiste persoon om gezellig mee te winkelen							
Ik zie Jan als een voorbeeld in wat voor soort merken hij koopt							
Ik zou graag met Jan een stedentrip willen maken							
Jan is een geschikt persoon om mee samen te werken in een team							

Deel IV

In dit onderdeel gaat het om jouw oordeel over de merken die in het scenario geschetst en afgebeeld werden. Onderstaand vind je vragen over de afzonderlijke merken. Hieronder vind je een voorbeeld van zo'n vraag.

Voorbeeld:

	<i>Helemaal mee oneens</i>				<i>Helemaal mee eens</i>			
Merk X is een eerlijk merk					×			

(Je vindt merk X wel een eerlijk merk, maar niet 100%)

Citroën

	<i>Helemaal mee oneens</i>				<i>Helemaal mee eens</i>			
Ik ken het merk Citroën goed								
Citroën staat voor mij voor kwaliteit								
Citroën is een toonaangevend merk								
Citroën is een mooi merk								
Citroën is een competent merk								
Citroën is een merk van deze tijd								
Ik zal (later) niet snel een Citroën kopen								

Waardering Citroën

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Citroën waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Citroën										

Rucanor

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Ik ken het merk Rucanor goed							
Rucanor staat voor mij voor kwaliteit							
Rucanor is een toonaangevend merk							
Rucanor is een mooi merk							
Rucanor is een competent merk							
Rucanor is een merk van deze tijd							
Ik zal niet snel Rucanor kopen							

Waardering Rucanor

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Rucanor waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Rucanor										

Sprite

	<i>Helemaal mee oneens</i> <i>Helemaal mee eens</i>						
Ik ken het merk Sprite goed							
Sprite staat voor mij voor kwaliteit							
Sprite is een toonaangevend merk							
Sprite is een mooi merk							
Sprite is een competent merk							
Sprite is een merk van deze tijd							
Ik zal niet snel Sprite kopen							

Waardering Sprite

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Sprite waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Sprite										

Panorama

	<i>Helemaal mee oneens</i>							<i>Helemaal mee eens</i>	
Ik ken het merk Panorama goed									
Panorama staat voor mij voor kwaliteit									
Panorama is een toonaangevend merk									
Panorama is een mooi merk									
Panorama is een competent merk									
Panorama is een merk van deze tijd									
Ik zal niet snel een Panorama kopen									

Waardering Panorama

Kun je aan de hand van een rapportcijfer (1-10) aangeven in hoeverre je het merk Panorama waardeert in termen van goed of slecht? Vul in onderstaande tabel het cijfer van waardering in (een 1 staat voor een zeer slechte waardering en een 10 staat logischerwijs voor een zeer goede waardering).

	1	2	3	4	5	6	7	8	9	10
Waardering Panorama										

Deel V Afsluitende vragen

Tot slot willen we alleen nog je leeftijd weten en kun je aangeven wat jij denkt dat het doel van dit onderzoek was.

Wat is je leeftijd?

.....Jaar

Wat denk je dat het doel van dit onderzoek was?

.....

.....

.....

.....

HARTELIJK DANK VOOR JE MEDEWERKING!!

10.5. Factor matrix Big-Five scale

Rotated Component Matrix^a

		Component						
		1	2	3	4	5	6	7
Intellect	Pienter	,900	,058	,075	,116	,112	,030	-,071
	Intelligent	,831	,005	,260	,167	,094	,029	,032
	Slim	,812	-,063	,216	,197	,076	,051	,083
	Intellectueel	,767	-,028	,137	,258	,002	,103	,075
	Snel van begrip	,738	-,015	,130	,109	,292	-,040	,004
	Ontwikkeld	,723	,015	,324	,176	,126	,027	,134
	Scherpzinnig	,634	,083	,226	,092	-,012	,293	,046
	Verstandig	,616	,295	,312	,150	-,056	-,167	,101
	Nadenkend	,611	,454	,167	,178	-,059	-,001	-,001
	Diepgaand	,608	-,017	,283	,259	,088	,376	,168
	Complex	,572	-,014	,125	,228	,021	,292	-,039
	Competent	,500	-,150	,143	,337	,114	,062	,295
	Analytisch	,484	,273	,191	,002	,005	,138	,471
	Doortastend	,477	,117	-,045	,386	,381	,019	-,107
	Nieuwsgierig	,461	-,090	,121	,376	,120	,091	,344
Conscientiousness	Gestructureerd	,044	,789	-,176	-,088	,035	-,128	,155
	Systematisch	,090	,764	,049	-,060	,080	,038	,146
	Ordelijk	-,229	,762	,032	-,053	,032	-,063	,235
	Precies	,062	,753	,230	-,026	,151	,107	-,066
	Netjes	-,017	,721	,201	,108	-,066	,025	-,075
	Nauwkeurig	,113	,711	,194	-,047	,245	,129	-,137
	Gedisciplineerd	,061	,646	,106	,174	,127	-,088	-,248
	Georganiseerd	,021	,640	-,082	-,056	,060	-,182	,465
Reliability	Seriusheid construct	,383	,161	,855	,169	,088	,046	,019
	Betrouwbaar	,394	,041	,773	,164	,104	,120	,079
	Beschaafd	,310	,259	,773	,138	,050	-,041	-,049
	Geloofwaardig	,485	,119	,511	,153	,066	-,033	,088
	Verantwoordelijk	,304	,249	,508	,203	,152	-,004	,475
	Subtiel	,107	,130	,174	,640	-,292	,143	-,086
Creativity	Inlevingsvermogen	,341	-,127	,218	,571	-,060	,093	,088
	Innovatief	,398	-,309	,045	,556	,294	,129	,073
	Tactisch	,351	,249	,112	,551	-,043	-,313	,115
	Ambitieu	,365	-,039	,089	,499	,412	-,054	-,089
	Fantasierijk	,398	-,293	,131	,489	,108	,359	,092
	Zelfreflecterend	,383	,061	,290	,461	,028	,321	,086
	Geraffineerd	,328	,115	,102	,433	,179	,321	-,035
Determined	Vastberaden	,053	,219	,041	-,034	,769	-,129	-,077
	Standvastig	,078	,068	,138	,074	,747	,196	-,049
	Besluitvaardig	,060	,068	,020	,031	,672	,027	,385
	Doelbewust	,173	,212	,058	-,146	,516	-,389	,098
	Filosofisch	,449	,013	-,033	,191	-,089	,662	,053

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

10.6 Factor matrix Malhotra scale

Rotated Component Matrix^a

		Component			
		1	2	3	4
Sophistication	Oninteressant-Interessant	,880	,094	,136	,066
	Plezierig-Onplezierig	-,832	,031	,203	-,125
	Niet van deze tijd-Van deze tijd	,723	,154	-,280	-,217
	Simpel-Complex	,629	,102	,427	-,091
	Orthodox-Liberaal	,459	,120	-,277	-,363
	Kalm-Onrustig	,005	,742	-,037	,009
Rationality	Bescheiden-Onbescheiden	,049	,723	,003	-,125
	Dominant-Oonderdanig	-,375	-,599	-,278	,003
	Spilzuchtig-Zuinig	-,073	-,498	,362	,208
	Formeel-Informeel	,084	,046	-,697	,244
Maturity	Jeugdig-Volwassen	,135	-,273	,630	,100
	Niet georganiseerd-Georganiseerd	-,155	,103	,521	,217
	Gemakkelijk-Ongemakkelijk	-,506	,214	,509	-,247
	Hard-Fijngevoelig	,048	-,194	,038	,791
	Rationeel-Emotioneel	-,070	,524	-,230	,526

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

10.7 Brand attitude scale

In table 1 the results are presented. In the product category *automobile*, the brands ‘Audi’ and ‘Citroen’ differ in all dependent variables. Audi had the highest scores on brand attitude (mean difference: 1.01, std. error: .10, $p < .001$). Audi had also the highest score on brand evaluation (mean difference: 1.12, std. error: .10, $p < .001$), on brand competence (mean difference: .91, std. error: .09, $p < .001$) and on brand quality (mean difference: 1.80, std. error: .13, $p < .001$).

In the product category *clothing*, the brands ‘Nike’ and ‘Rucanor’ also differ in all dependent variables. Nike had the highest scores on brand attitude (mean difference: 1.48, std. error: .10, $p < .001$). Nike had also the highest score on brand evaluation (mean difference: 1.33, std. error: .13, $p < .001$), on brand competence (mean difference: 1.02, std. error: .11, $p < .001$) and on brand quality (mean difference: .69, std. error: .12, $p < .001$).

Table XX: Manipulation checks brands from product categories *automobile* and *clothing* (n=144)

Type of product category	Automobile			Clothing		
Type of brand	Audi (n=72)	Citroën (n=72)	Main effect brand	Nike (n=72)	Rucanor (n=72)	Main effect brand
Dependent variables						
Brand attitude	5.19	4.18	$F_{(1,123)} = 41.961^*$	4.68	3.20	$F_{(1,104)} = 104.78^*$
Brand evaluation	7.50	6.38	$F_{(1,1623)} = 39.328^*$	6.33	5.00	$F_{(1,276)} = 32.470^*$
Brand competence	5.13	4.22	$F_{(1,151)} = 27.208^*$	4.46	3.44	$F_{(1,224)} = 23.138^*$
Brand quality	5.51	3.71	$F_{(1,206)} = 79.738^*$	4.18	3.49	$F_{(1,122.91)} = 9.316^*$
<i>Purchase intention^a</i>	4.28	2.79	$F_{(1,429)} = 25.911^{**}$	3.18	2.44	$F_{(1,423)} = 6.453^{***}$

(brand attitude, brand competence, brand quality and purchase intention: minimal score =1, maximal score = 7.

Brand evaluation: minimal score =1, maximal score =10)

* $p < .001$ ** $p < .005$ *** $p < .05$

^a additional variable

In the product category *soft drinks*, the brands ‘Coca Cola’ and ‘Sprite’ differ in all dependent variables. Coca Cola had the highest scores on brand attitude (mean difference: 1.30, std. error: .09, $p < .001$), on brand evaluation (mean difference: 1.33, std. error: .11, $p < .001$), on brand competence

(mean difference: 1.23, std. error: .10, $p < .001$ and on brand quality (mean difference: 1.19, std. error: .11, $p < .001$).

In the product category *magazines*, the brands 'Quote' and 'Panorama' differ in all dependent variables. Quote had the highest scores on brand attitude (mean difference: .58, std. error: .08, $p < .001$), on brand evaluation (mean difference: .70, std. error: .12, $p < .001$), on brand competence (mean difference: .54, std. error: .13, $p < .001$ and on brand quality (mean difference: 1.60, std. error: .11, $p < .001$).

Table XX continued: Manipulation checks brands from product categories *soft drinks* and *magazines* (n=144)

Type of product category	Soft drinks			Magazines (titles)		
Type of brand	Coca Cola (n=72)	Sprite (n=72)	Main effect brand	Quote (n=72)	Panorama (n=72)	Main effect brand
Dependent variables						
Brand attitude	5.84	4.54	$F_{(1,101)} = 84.82^*$	4.11	3.53	$F_{(1,118)} = 14.299^*$
Brand evaluation	7.94	6.61	$F_{(1,171)} = 52.313^*$	5.83	5.13	$F_{(1,286)} = 8.851^{**}$
Brand competence	5.69	4.46	$F_{(1,159)} = 48.459^*$	4.01	3.47	$F_{(1,242)} = 6.110^{**}$
Brand quality	5.88	4.69	$F_{(1,123)} = 39.330^*$	3.93	2.33	$F_{(1,123)} = 54.191^{***}$
<i>Purchase intention</i>	5.85	4.42	$F_{(1,479)} = 21.512^*$	2.86	2.22	$F_{(1,378)} = 5.440^{**}$

(brand attitude, brand competence, brand quality and purchase intention: minimal score =1, maximal score = 7.

Brand evaluation: minimal score =1, maximal score =10)

* $p < .001$ ** $p < .005$ *** $p < .05$

10.8 Self-and other-description conditions

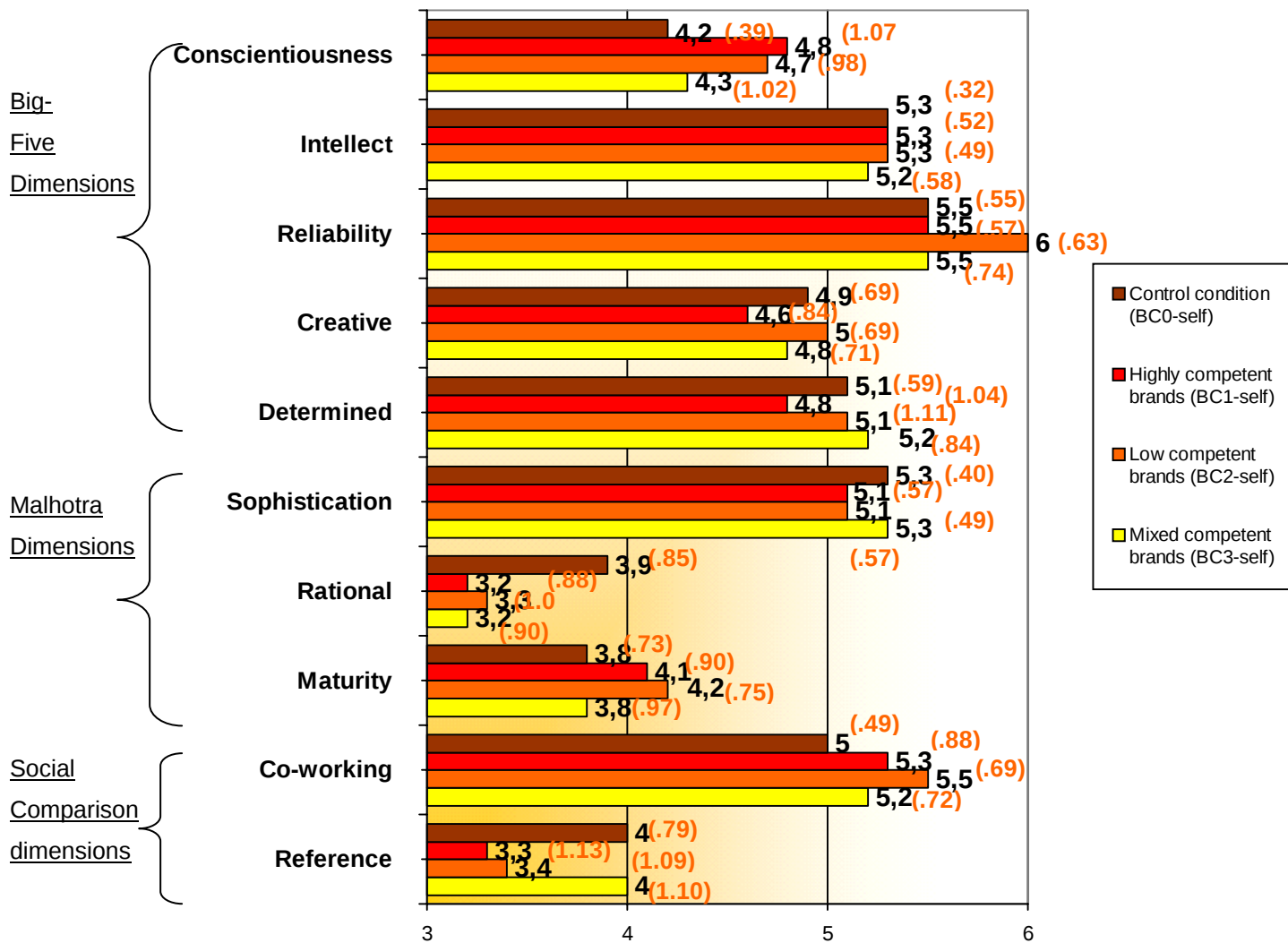


Figure. Means and standard deviations of the four groups on all dimensions for self-assessments

Other-person condition

Figure 3 reports the means and standard deviations of the dependent variables on the other-person conditions.

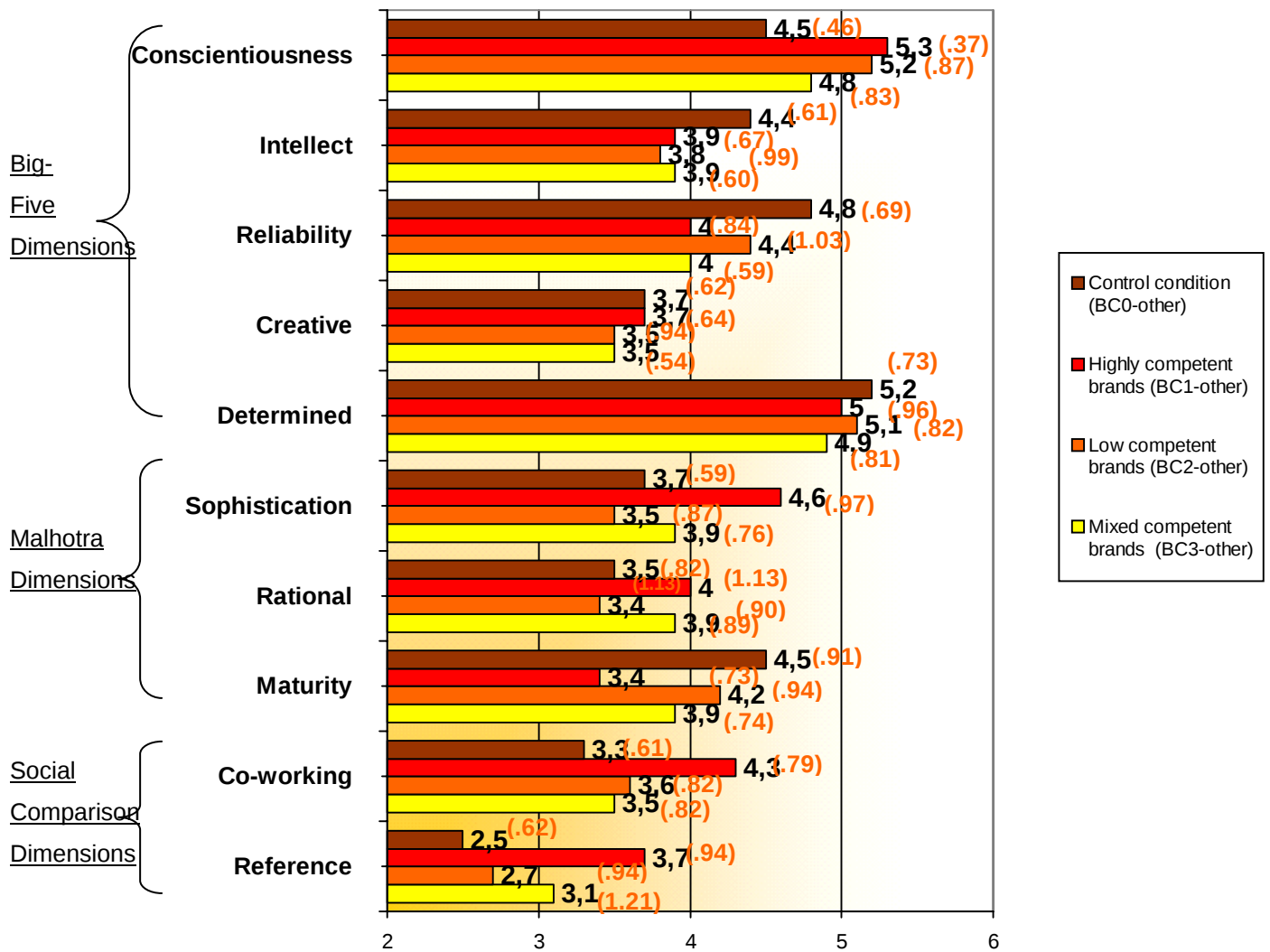


Figure 3. Means and standard deviations of the Big-Five dimensions conscientiousness, intellect and reliability for all conditions

10.9 Open questions actual goal of the study

Doel onderzoek verwachting

	Frequency	Percent
Valid	31	14,8
?	1	,5
Aangeven/onderzoeken hoe bepaalde merken bij wat voor type personen passen. Wat gevoel bij merk oproept	1	,5
Aantonen of iemand een erg uitgesproken mening heeft over anderen gebaseerd op uiterlijke kenmerken	1	,5
Achterhalen wat het beeld is wat jongeren hebben van toonaangevende merken en hoe sterk de vraag naar deze producten nog aanwezig is	1	,5
Afleiden van uiteindelijke vragenlijst. Bewust verkeerde verwachting scheppen door plaatje. Misschien om objectiever te antwoorden omdat je nog geen vooroordelen over vragenlijst hebt als je begint	1	,5
Afstudeerproject, marktonderzoek	1	,5
Als ik zie wat iemand draagt (horloge, kleding) maar ook gebruikt (telefoon, auto) en de merken daarbij, denk ik dan iemand te herkennen en hoe groot is mijn vooroordeel? Is uitstraling (en dan materieel) echt belangrijk?	1	,5
Associatie	1	,5
Associatie merken	1	,5
Associaties testen bij merken in relatie tot persoonseigenschappen	1	,5
Beeldvorming van mensen bij bepaalde producten?	1	,5
Beïnvloeding van beoordeling door inleiding in een onderwerp	1	,5
Bekijken in hoeverre de lezer beïnvloed wordt op vellen van een oordeel over merken waarover is geschreven. Bekijken in hoeverre een lezer een bep. oordeel velt over een bep. persoon	1	,5
Belang van een merk voor een persoon wat een merk zegt over een persoon	1	,5
Bepaalt je oordeel over de producten (merken) die iem. gebruikt, ook je oordeel over de persoon? Maar zeggen de producten iets over Jan?	1	,5
Bepalen in welke mate merken je beoordelingsvermogen kleuren en hoe belangrijk merken voor mensen zijn	1	,5
Bestudering van het effect van indrukken en met name de eerste indruk	1	,5
Combinatie van merken in een bepaalde context	1	,5
Consequentheid bij invullen (persoonlijkheds) enquête	1	,5

Consequentie van gedachten van mensen controleren opdat het hetzelfde blijft	1	,5
Correlatie tussen eigenschappen van een persoon en de merken die deze persoon prefereert in kaart brengen (imago van een persoon dat je schetst op basis van zijn merkvoorkeuren)	1	,5
De beeldvorming over een merk dat er bestaat bij mannen!	1	,5
De mate waarin eigenschappen van het merk het koopgedrag bepalen (in dit geval bij studenten)	1	,5
De mening van mannen over bepaalde merken te weten komen	1	,5
De positie en het beeld van merken in kaart brengen en achterhalen waarmee het geassocieerd wordt	1	,5
De relatie onderzoeken tussen de mening van mannen over bepaalde merken en het beeld dat mannen hebben van andere die deze merken gebruiken	1	,5
De relatie(s) tussen merken, personen en karaktereigenschappen bekijken en hun invloed op elkaar	1	,5
Een onderzoek naar de relatie tussen persoonlijke eigenschappen of karaktertrekjes van een persoon en de beleving voor of houding tot merknamen	1	,5
Eigen beoordeling na inleving in specifieke situatie?	1	,5
Eigenschappen van mensen uitgezet tegen het samenzijn met andere mensen	1	,5
Er achterkomen wat mensen voor soorten karaktereigenschappen plaatsen bij bepaalde situaties	1	,5
Evalueren of persoonlijkheid van invloed is op de waardering van (bepaalde) merken	1	,5
Gedragstypen en hun beleving van zaken. Merken is een rookgordijn. Meer om suggestieve waarde van merken.	1	,5
Geen idee	1	,5
Geen idee, de meeste vragen hadden inhoudelijk niet veel te maken met de foto	1	,5
Geen idee, misschien heeft het iets met beïnvloeding te maken. Bijv. er wordt een mooi verhaal verteld over een bepaald merk en dat mensen zich daar door laten beïnvloeden	1	,5
Geen idee; ik heb echter wel het chronische vermoeden dat het blaadje over Barcelona puur bedoeld is om het hoofd van de respondent leeg te maken	1	,5
Gevoelens die merken opwekken bij mensen analyseren	1	,5
Heb je een goed beeld van je eigen persoonlijkheid. Antwoord je op vragen die op dezelfde karaktereigenschappen betrekking hebben, maar die anders geformuleerd zijn, hetzelfde?	1	,5

Het beeld/imago van de merken Audi, Coca Cola, Quote en Nike onder mannelijke studenten te onderzoeken en daarmee na te gaan of deze merken worden geass. met bep. eigensch./waarden/normen/ en zo ja, welke	1	,5
Het gaat over het onderzoeken van het nuanceverschil dat er heerst tussen verschillende bijvoeglijke naamwoorden en bepalingen die we meegeven aan zaken (deze zijn in de meeste gevallen relatief). Die relativiteit wordt denk ik hier getoetst.	1	,5
Het heeft misschien te maken met het vormen van oordelen op basis van vooroordelen over bepaalde dingen	1	,5
Het imago van merken onderzoeken	1	,5
Het lijkt erop alsof er gekeken wordt naar de interesse naar merken uit bepaalde categorieën (bekeken voor deze doelgroep)	1	,5
Het nagaan van de bekendheid/waardering van de vier merken	1	,5
Het onderzoeken van de relatie tussen iemands karakter en zijn/haar houding t.a.v. bepaalde merken	1	,5
Het onderzoeken van onbewuste invloeden op meningen over merken van eerder gelezen voorstellingen	1	,5
Het toetsen van imago van deze producten	1	,5
Het verband aantonen tussen merkbeleving en het op waarde schatten van iemands persoonlijke kwaliteiten	1	,5
Het verband tussen personaliteit en de invloed die "top"merken in verschillende categorieën daarop hebben	1	,5
Het vinden van een correlatie tussen persoonlijkheidstrekken en waardering van productgroepen	1	,5
Hoe je personen inschat door het lezen van een tekst en dan te variëren met merken van die persoon	1	,5
Hoe je persoonlijkheid invloed heeft op de mening die je over een merk hebt	1	,5
Hoe mannen (studenten) staan tegenover de merken van deze tijd en hoe hun manier van leven wordt beïnvloed door die merken	1	,5
Ik denk dat het doel is om te kijken wat mannelijke studenten vinden van mannelijke merken	1	,5
Ik denk dat het hele merken verhaalje afleiding was en dat het vooral om deel 1 en 2 ging. Er stonden daar namelijk wel heel veel synoniemen tussen en de lijst was wel erg lang	1	,5
Ik denk dat je graag een voldoende wil halen. Ik kan niet zomaar bedenken wat je onderzoeksvraag is. Waarom kan ik niet kiezen uit een aantal opties?	1	,5
Ik denk dat jullie op zoek zijn naar een verhouding tussen zelfwaardering en een oordeel over een merk-> kwaliteitsgroep	1	,5
Ik denk iets met persoonlijkheid van mensen, alleen de merken begrijp ik niet	1	,5

Ik gok niks wat met Nike, Coca Cola, Audi of Quote te maken had. Interne consistentie van de antwoorden? Of wellicht een analyse in hoeverre het beeld van de bedrijven van hun cons. klopt met werkelijkheid?	1	,5
Ik vind het altijd wel leuk om mee te doen en ik vind dat studenten elkaar moeten helpen bij opdrachten/afstuderen. Als de hulp het invullen van een vragenlijst is., is dat een kleine moeite!	1	,5
Imago van de merken bepalen, kijken of mijn antwoorden consequent zijn	1	,5
Imago van merken onderzoeken	1	,5
In hoeverre is de beoordeling van de merken afhankelijk van het verhaaltje	1	,5
In hoeverre worden emoties gekoppeld aan merken en welke richting heeft die koppeling?	1	,5
Inlevingsvermogen van mensen testen en met name op vooroordelen	1	,5
Inlevingsvermogen, reflectie van het persoon Jan op mijzelf. Waardering voor mens en merk.	1	,5
Inschatten van persoonlijke karaktertrekken aan de hand van uiterlijk van dat persoon zelf. m.a.w.hoe oppervlakkig ik een etiket op iemand kan plaatsen door alleen naar hem te kijken?	1	,5
Interesse voor merken testen en linken aan persoonlijkheid	1	,5
Invloed van merken op de beeldvorming van een persoon	1	,5
Invloed van persoonlijkheid op merkwaarderingen, maar die stedenrip kan ik dan niet plaatsen	1	,5
Inzicht in persoonlijkheden.karaktereigenschappen gerelateerd aan de merken Sprite, Citroen, Rucanor en Panorama	1	,5
Inzicht krijgen in de associaties die merken bij mensen oproepen en wat de waardering van die merken bij mensen is	1	,5
Inzicht merken/mate waarin merken blijven hangen	1	,5
Inzicht verkrijgen over de relatie van menselijke eigenschappen en oordeel over diverse producten	1	,5
Je zoekt een vriend	1	,5
Kijken hoe verschillende mensen bepaalde merken waarderen	1	,5
Kijken in hoeverre mensen consequent antwoord geven op bepaalde vragen. nog niet echt een idee wat dit met de merken te maken heeft	1	,5
Kijken in hoeverre mensen producten associëren met de promotie en reclame die ervoor wordt gemaakt	1	,5
Kijken naar wat voor beeld mensen van iemand vormen op basis van de producten die iemand gebruikt en wat voor ding die persoon doet?	1	,5
Kijken of "een imago neerzetten" in reclames van invloed is op het beeld dat mensen hebben van een merk	1	,5

Kijken of er een verband bestaat tussen persoonseigenschappen en merkproducten. En zoja, hoe zou je deze kunnen weergeven?	1	,5
Kijken of het inleven in een situatie de mening verandert van een bepaald merk	1	,5
Kijken of je jezelf anders gaat zien wanneer je je probeert in te leven in een situatie zoals Barcelona. Zo zou je een verschil in onderdeel A en B moeten zien terwijl er eigenlijk hetzelfde uit zou moeten komen!	1	,5
Kijken of mensen een persoon be(voor)oordelen n.a.v. de producten die hij heeft	1	,5
Kijken of merken invloed hebben op de manier waarop je mensen ziet en veronderstelt hoe ze zijn. Handig om te weten als fabrikant	1	,5
Kijken wat mensen van bepaalde merken vinden als ze met elkaar geassocieerd worden. Combinatie van merken en hoe dat ontstaat.	1	,5
Kijken wat voor invloed het papier met de merken had op mijn mening over die merken	1	,5
Kijken wat voor personen zich identificeren met bepaalde merken. Analyseren of daar een bepaald patroon in zit	1	,5
Kijken wat voor persoonseigenschappen je verbindt aan iemand wanneer hij bepaalde merken heeft	1	,5
Koppelen van merkattributies aan persoonlijkheidskenmerken	1	,5
Link leggen tussen typen mensen en bepaalde merken	1	,5
Mannelijke merken testen	1	,5
Marketing, imago van verschillende merken en de associaties die men ermee heeft in de context van reizen	1	,5
Marktonderzoek naar relatie wat vindt iemand van X in relatie tot karakter van die persoon	1	,5
Mensen en de keuzes die zij maken m.b.t .merken/keuzes	1	,5
Mensenkennis	1	,5
Merkassociaties	1	,5
Merkbekendheid	1	,5
Merkbekendheid/waardering in combinatie met verschillende typen mensen	1	,5
Merkbeleving in combinatie met karaktereigenschappen	1	,5
Merkidentiteit aan eigenschappen van mensen koppelen. Welke mensen kopen wat en waarom?	1	,5
Merkimago onderzoek	1	,5
Naamsbekendheid en waardering van de genoemde merken en misschien in relatie tot vakantie Barcelona	1	,5
Nagaan hoe persoonskenmerken geïnterpreteerd worden en een verband leggen met de interpretatie die je zelf geeft van bepaalde merken	1	,5
Nagaan of er een verband bestaat tussen persoonlijkheid en merkwaardering	1	,5

Nagaan welke karaktertrekken worden geassocieerd met bepaalde merken en de relatie proberen te leggen met de waardering voor die merken ook het samenspel van versch.merken in kaart brengen	1	,5
Nog geen idee: er komen in de persoonlijke vragenlijst wel veel synoniemen voor die je later bij de merken terug ziet komen. Maar waar het allemaal voor is?	1	,5
Of de manier waarop de merken geïntroduceerd worden de waardering voor deze merken beïnvloedt	1	,5
Om een idee te krijgen wat wij (de ondervraagden) voor associaties hebben bij merken en merkgerichte aankopen doen	1	,5
Om te kijken of je door verschillende vraagstelling en schalen hetzelfde over jezelf blijft denken. De merken slaat volgens mij nergens op	1	,5
Om te kijken wat de invloed is van anderen op keuze tussen merken van goederen	1	,5
Om te onderzoeken welk beeld je van een persoon krijgt door zijn handelswijze en koop.merkgedrag te omschrijven	1	,5
Onderzoek doen naar de relatie tussen perceptie en evaluatie	1	,5
Onderzoek in welke mate ik Jan aan mezelf kan koppelen door een alledaags levensbeeld en situatiespecifiek creëren	1	,5
Onderzoek naar beeldvorming van consumentenproducten	1	,5
Onderzoek naar de relatie tussen individuele acties en materiele bezittingen tot iemands karaktereigenschappen	1	,5
Onderzoek naar het imago van het merk	1	,5
Onderzoek naar het inbeeldingsvermogen van mensen in een bepaald scenario	1	,5
Onderzoek naar hoe en wat een persoon objecten en eigenschappen associeert met een gegeven persoon en situatie!	1	,5
Onderzoek naar samenhang tussen persoonlijkheidstypen en merkwaardering	1	,5
Onderzoeken hoe ik over de genoemde merken denk en daardoor kijken wat er eventueel kan veranderen aan een merk om het geliefder te maken bij mensen	1	,5
Onderzoeken hoe mensen dezelfde vraag invullen op verschillende tijdstippen en daar psychologische eigenschappen uit halen	1	,5
Onderzoeken hoe Panorama, Citroen, Sprite en Rucanor bij verschillende mannelijke studenten in de smaak vallen	1	,5
Onderzoeken of eigenschappen van mensen gekoppeld kunnen worden in hun aankoopgedrag/productbeoordeling	1	,5
Onderzoeken waar de merken Citroen, Rucanor, Sprite en Panorama mee geassocieerd worden	1	,5
Onderzoeken wat verschillende typen mensen vinden van bepaalde bekende merken	1	,5

Onderzoeken wat voor beeld een bepaald merk of combinatie van merken bij iemand oproept wat voor conclusies iemand daaraan verbindt; imago iemand uitstraalt	1	,5
Onderzoeken wat voor beeld mensen van een bepaald persoon vormen op basis van een verhaal over die persoon	1	,5
Onderzoeken wat voor een soort mensen zich vooral aangetrokken voelen tot de merken Sprite, Citroen en Rucanor	1	,5
Onderzoeken welk beeld mensen van merken hebben	1	,5
Personen waarderen aan de hand van hun smaak, uiterlijk en interesse	1	,5
Persoonlijkheden kunnen beoordelen op basis van zeer geringe kennis	1	,5
Persoonlijkheid mensen met merken	1	,5
Persoonlijkheid van mensen in een bepaalde context onderzoeken, in dit geval stedentrip naar Barcelona	1	,5
Persoonlijkheid van mensen onderzoeken en of deze persoonlijkheid verschilt onder mannen	1	,5
Persoonskenmerken bij merken bepalen	1	,5
Persoonskenmerken koppelen aan merken	1	,5
Persoonskenmerken koppelen aan merkreputatie	1	,5
Profielschets van (sterke masculine) en de impact en waardering van gebruikers van deze merken	1	,5
Psychologisch analytisch vermogen van willekeurige mensen onderzoeken, alsmede consequent zijn hierin	1	,5
Relatie leggen tussen het beeld van merken en de mensen die het kopen	1	,5
Relatie leggen tussen merken - persoonlijkheid	1	,5
Relatie merkwaardering en persoonlijkheid onderzoeken	1	,5
Relatie tussen een positieve gedachte over het merk (op vakantie = goed, merk dus ook) en de waardering van het merk	1	,5
Relatie tussen eigenschappen en voorkeur voor merken bepalen.	1	,5
Relatie tussen merken, beeld en persoonlijkheid	1	,5
Relatie tussen persoonsgebonden eigenschappen en denkwijze/beeldvorming van merken/producten	1	,5
Slagen afstuderen door verkrijgen data!	1	,5
Student is doelgroep voor de onderzochte merken testen	1	,5
Test geeft zelfreflectie: inleiding zet je op het verkeerde been.	1	,5
Doel voor jullie vind ik moeilijk aan te geven		
Trip naar Barcelona in verband met merken en de invloed daarvan op bekendheid en waardering	1	,5
Uitstraling merken	1	,5
Uitvinden of de genoemde merken zich zo profileren zoals ze dat graag zouden willen onder mannelijke doelgroep. Persoonlijkheid relateren aan verschillende productgroepen (auto, kleding, etc)	1	,5
Vaststellen of er een verband is tussen merkgerichtheid en waardering enerzijds en zienswijze en waardering van het eigen	1	,5

persoon anderzijds		
Verband leggen tussen indruk a.d.h.v. merken ed. en bijbehorende karaktereigenschappen	1	,5
Verband tussen bekendheid en waardering	1	,5
Vergelijken van de waardering voor merken	1	,5
Vergelijking van invloed van situaties op merken. Heeft de positionering van het merk invloed op jouw mening over het merk?	1	,5
Verhouding van eigenschappen van persoon en bepaalde merken	1	,5
Verschil in imago bepalen van gebruikers van bepaalde merken (transformationele reclameverwerking)	1	,5
Vooroordelen van personen ontcrachten dan wel bevestigen. In dit geval een karakteranalyse maken o.b.v. bekende merken. De vooroordelen geven het gevoel dat je iets over deze persoon (Jan) weet	1	,5
Waardering toekennen aan persoon aan de hand van merken/merkonderzoek	1	,5
Waardering voor merken onderzoeken (maar vast stiekem niet)	1	,5
Wat invloed is van vooroordelen gebruik merken door mensen	1	,5
Wat is de link tussen persoonlijkheid en merkwaardering?	1	,5
Wat is het effect op de waardering van iemand kijkend naar welke merken iemand gebruikt of consumeert	1	,5
Wat verschillen in persoonlijkheid met merkbekendheid doen	1	,5
Wat voor beeld je van Jan krijgt als je alleen iets weet over de producten die hij koopt	1	,5
Wat voor een "type" mannen beïnvloedbaar zijn door recente beelden	1	,5
Wat voor soort merken mensen bepaalde merken kopen	1	,5
Wat voor verschillende typen mensen bepaalde typen merken al dan niet waarderen en hoe ze er tegen aan kijken. Het rijden is een Audi, lopen op Nike en lezen van Pan. strookt niet echt met elkaar	1	,5
Weet ik niet	1	,5
Welke associatie er wordt gelegd bij een persoon die bepaalde producten koopt!	1	,5
Welke invloed bepaalde merken kunnen hebben op je mening. Bepaalde merken veroorzaken denk ik al snel vooroordelen, die niet makkelijk weer veranderen	1	,5
Welke persoon voor welk merk kiest. Vooroordelen bij een merk	1	,5
Welke termen blijven hangen bij een lezer voor reclameboodschappen. Woordassociatie voor merken, reclamecampagne	1	,5
Zien welke kenmerken van personen deels bepalen hoe die persoon type producten waardeert	1	,5

Zoeken naar consequentie in antwoorden	1	,5
Total	210	100,0

10.10 Manipulation material.

Inconsistent condition

High competent brand condition



Low competent brand condition



Control condition



Inconsistent condition

Balance A



Balance B



Balance C



Balance D



Balance E



Balance F



