

Identity for (sustainable) sale

*The influence of self-congruency
on sustainable consumption*

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Abstract

Current consumption behavior is damaging the environment. To minimize the damage in the future, it is important that research is done on individual actions, lifestyle and behaviors related to sustainable consumption (Mont & Plepys, 2008). Present studies focused on the effect of buying a product with a product personality and brand personality that fits the self-image of consumers on the sustainable use of products. The studies also examine whether this effect occurs because products with an appropriate personality are easier to process, or because the consumers feel more involved with these products since they reflect their self-image.

The first experiment explores the role of the human personality in assigning a certain personality to a specific product. That's because the personality of a consumer might influence the observed personality of a product. The experiment also examines whether adding a brand to the product increases the fit of the product with a certain human personality. The second experiment explores why people are more likely to use a product longer when it fits their personality. A possible reason for this could be because they feel more attached towards these products and they experience more self-reference, or because products with an compatible personality are easier to process. Aside from that, the second experiment also examines if adding a brand to the product increases the effect of the fit with the human personality on the sustainable consumption.

The results of the first study show that extrovert participants see a greater difference between the product and brand personality and the degree of extroversion of a black and a multi-colored shirt, than introvert participants see. They also experience a more positive attitude towards the brand Porsche. It appears that the multi-colored shirts have a more extrovert brand and product personality than black shirts have. The results of study 2 show that a fit between the personality of a product or brand and the human personality of the consumer leads to more self-reference, more attachment, a better processing fluency, more liking, more credibility, a better product attitude, a better purchase intention and a more sustainable consumption. Implications of the findings are provided in the discussion of this report, which also contains suggestions for future research.

Keywords: *Self-congruence, product personality, brand personality, human personality, self-image, fit, sustainable consumption.*

Samenvatting

Het huidige consumptiegedrag is schadelijk voor het milieu. Om de schade in de toekomst te minimaliseren, is het belangrijk dat er onderzoek wordt gedaan naar individuele acties, levensstijl en gewoontes met betrekking tot duurzame consumptie (Mont & Plepys, 2008). Het huidige onderzoek is gericht op het effect van het kopen van een product met een product- en merkpersoonlijkheid die past bij het zelfbeeld van de consument op het duurzame consumptiegedrag. Er is ook onderzocht of dit effect optreedt omdat producten met een passende persoonlijkheid makkelijker te verwerken zijn, of omdat de consument zich meer betrokken voelt bij producten die reflecteren aan hun zelfbeeld.

Het eerste experiment onderzoekt de rol van de menselijke persoonlijkheid bij het toewijzen van een bepaalde persoonlijkheid aan een product. De persoonlijkheid van een consument kan namelijk de waargenomen persoonlijkheid van een product beïnvloeden. Het tweede experiment onderzoekt waarom mensen een product dat past bij hun persoonlijkheid langer gebruiken. Het is mogelijk dat ze dit doen omdat ze zich meer verbonden voelen met deze producten en meer zelfreferentie ervaren, of omdat producten met een persoonlijkheid die aansluit bij hun eigen persoonlijkheid makkelijker te verwerken zijn. Daarnaast is in het tweede experiment ook onderzocht of het toevoegen van een merk aan het product zorgt voor een sterker effect van de fit met de menselijke persoonlijkheid en er nog meer sprake is van duurzame consumptie.

Uit de resultaten van het eerste onderzoek blijkt dat extraverte deelnemers een groter verschil tussen de productpersoonlijkheid, de merkpersoonlijkheid en de mate van extraversie ervaren ten aanzien van een zwart en gekleurd shirt, dan introverte mensen. Extraverte mensen hebben ook een positievere houding ten opzichte van het merk Porsche. Het blijkt dat de gekleurde shirts een meer extraverte merkpersoonlijkheid en productpersoonlijkheid hebben dan zwarte shirts. De resultaten van het tweede onderzoek laten zien dat een fit tussen de persoonlijkheid van een product of merk en de menselijke persoonlijkheid van een consument leidt tot meer zelfreferentie, meer betrokkenheid, een makkelijker verwerkingsproces, zorgt voor het leuker vinden van het product, meer geloofwaardigheid, een betere productattitude, een betere koopintentie en een meer duurzamere consumptie. In de discussie van het rapport worden implicaties van de bevindingen besproken en worden suggesties gegeven voor vervolgonderzoek.

Trefwoorden: Zelfcongruentie, product persoonlijkheid, merkpersoonlijkheid, menselijke persoonlijkheid, zelfbeeld, overeenkomst, duurzame consumptie.

Foreword

Isn't it fascinating that certain products can help you shape a specific image of yourself? In other words that you can buy a visual identity? Prior to initiating this thesis project one thing was clear to me: I wanted to do some kind of research involving self-congruence. The course Design & Affective Experience introduced me to all kinds of theories in the fields of product- and brand personality and sparked my enthusiasm for these fields. I wanted to study these theories in more depth and use them for my research. The product of my research is this thesis that lies here before you.

This thesis was written in order to complete my Master in Communication Sciences at the University of Twente. The realization of this thesis would not have been possible without the help, support and guidance of a number of people. Firstly, I want to express my gratitude to Miriam Galetzka and Sabrina Hegner for their guidance throughout the project. I have experienced our cooperation as very pleasant. I left each of our meetings with a good feeling, useful feedback and renewed motivation to continue. Finally, I would like to thank my family and friends for their constant support during the time I studied. I promise you that I am done with studying for now and will focus on finding a job.

I hope you enjoy reading!

Tetske Alferink

Enschede, October 2012

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1. Introduction

Research has shown that consumers often are unaware of the impact of their purchasing behavior on the environment (Soo, 2011). The modern consumption is not sustainable and is based on the fact that products are finite and do not have to be reused, which has an unacceptable impact on the environment (Jackson, 2006).

Sustainable consumption is defined by the United Nations Environment Program (2005) as *'the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life-cycle so as not to jeopardize the needs of future generations'*. This means that sustainable consumption has a fuller and longer product-life-cycle, because consumers use the products wise and more often and minimize the waste and pollution of products. To minimize the damage of the current consumption in the future, it is important that research is done on individual actions, lifestyle and behaviors related to sustainable consumption (Mont & Plepys, 2008).

The product-life-cycle should be extended to make a positive contribution to the environment. Hereby are potential opportunities in the fit between the symbolic meaning of a product or a brand and the desired self-image of the consumer. The agreement between the self-image of an individual and the personality of a product or brand is called self-congruence. The variable congruence is created through the difference of the totals from the trait scales of the consumer and the product (Kressman, Sirgy, Herrmann, Huber, Huber & Lee, 2006). An example of a study in which this positive effect of self-congruence on product preferences is demonstrated, is the study by Govers and Mugge (2004) which showed that respondents feel more strongly associated with products that have a product personality that match their self-image. The study shows that extroverts are more binding to products with an extrovert product personality and that introverted people prefer products with an introverted personality.

Present studies focused on the effect of buying a product with a product personality and brand personality that fits the self-image of consumers on the sustainable use of products. It is also examined whether this effect occurs because products with an appropriate personality are easier to process, or because the consumers feel more involved with these products since they reflect their self-image.

Create a self-image

Research has shown that consumers use products to create a self-image (Baudrillard, 1997; Belk, 1988). Products are part of what we are and how we see ourselves. The consumer develops his own identity through purchasing products with the right image. The self-image can be defined as 'the totality of the thoughts and feelings of an individual who refer to themselves as an object' (Rosenberg, 1979) and is formed by an interaction process between an individual and others, in which an individual exerts to improve their image.

The self-image of an individual can be measured by examining the personality traits. Research on the personality of an individual is often based on the 'big five factor structure' (McCrea & Costa, 1992), which uses five personality traits to describe people. This scale is based on a factor analysis of items that describes an individual's self-image and the image of others. The five dimensions that describe a personality are *extroversion*, *agreeableness*, *conscientiousness*, *openness to experience (also called intellect)* and *neuroticism (also called emotional stability)*.

People are more attached to products that closely correspond to their self-image, rather than products that are less congruent with their self-image as these products express an individual's personality to their symbolic meanings (Govers & Mugge, 2004). Thus, someone with an extrovert personality probably prefers a product with the symbolic feature 'extrovert'. Lucas, Le & Dyrenforth (2008) showed that extrovert people are happier when they buy a product with a fitting symbolic meaning, because extroverts are more sensitive to rewards like for instance social interactions. However sometimes also non-extroverts find social situations that reward them and make them happy.

Product personality: the symbolic meaning of a product

The expressive meaning of a product refers to the symbolic attributes of a product (Keller, 1998). The symbolic characteristics describe the subjective and immeasurable characteristics that arise from the perception of consumers and arise from the need to adapt their own identity to protect the self-improvement and to express themselves (values, characteristics, personality, etc.) (Highhouse, Lievens & Sinar, 2003). For consumers, self-expression is the main reason to be attracted towards symbolic attributes.

Research shows that the symbolic meanings of a product represent what individuals see in the products they consume. It concerns both the properties of the product and the characteristics of consumers that can be found in the product (Sirgy, Grewal, Mangleburg, Park, Chon & Claiborne, 1997).

Consumers express themselves through the product personality and the brand personality of the products they use. Research has shown that three of the five dimensions of the personality traits of an consumer, are also relevant for the product personality, namely: *agreeableness, extroversion and conscientiousness* (Govers, 2004).

The symbolic value of a product is the product personality, which is formed by personality traits that people use to describe the products and to distinguish them from others. Product characteristics such as shape, material and color can affect to which products are preferred (Creusen & Schoormans, 2005). Traditionally, packaging was intended to protect the product, to prevent deterioration on route and to facilitate handling at the various points of distribution. Currently, packaging has become a major tool in the promotion of the product. The package is utilized in building the total scales appeal of the product. Nowadays consumers use the symbolic information of a package to create certain expectations about the product.

A study by Govers, Hekkert and Schoormans (2004) and a study by Brunel and Kumar (2007) shows that the perception on the product personality can be influenced by change in the appearance of a product an material choices. So if the color, shape or material of a product changes, the product personality will also be different. Brunel and Kumar (2007) associated in their study seven different product perceptions (simplicity/ complexity, harmony, balance, unity, dynamics, timeliness/fashion and novelty) with five personality traits (sincerity, excitement, competence, sophistication and ruggedness). This revealed a strong relationship between appearance and personality of a product. It appears that products with an innovative look and individuals with an extrovert personality have a strong relationship. A dynamic product personality is closely related to a powerful consumer personality.

Products carry meanings and project distinguish images. These meanings and images arise out of the many components that make up the product personality. The product personality of a product has the following components: the core or the basic constituent, the associated features, the brand name and logo, the packaging and the label (Handlogten, 2008). In marketing, the brand name is a major selling tool and one of the most important components of the total personality of a product. The intensive brand promotion has made consumers extremely brand-conscious.

Brand personality

A brand has a strong influence on the emotional connection people feel towards a product. Often when consumers like a brand the brand personality of a company matches the customer's self-perception of

their own personality or the personality they aspire to. The brand personality indicates emotional associations with the brand. A brand gives a product a certain value (Conley, 2008). It reflects the importance that consumers see in a product (Keller, 1993). It helps to distinguish the product from the competition (Riezebos, 2002). The functional and qualitative differences between products get smaller (product personality), therefore the symbolic value of a brand (brand personality) gets more important (Nederstigt & Poiesz, 2003). A brand represents certain values, which are reflected on the product of a certain brand. By using the product, the consumer shows of his taste and status (Keller, 1998).

Aaker (1997) showed that there is a specific brand personality framework, which is based on five personality dimensions. The brand personality scale identified the following five dimensions: excitement, sincerity, competence, sophistication and ruggedness. Brand personality is 'the set of human characteristics associated with a brand'. A brand personality is formed in a different way than the human personality (Aaker, 1997). Brands are inanimate objects which are associated with a personality through marketing communications, the image of a typical user of the brand/product, endorsement by celebrities, product attributes, symbols or any means of personification (Aaker, 1996; Batra, 1993). Emotional attachment should be higher for more rather than less exciting brands (Lee & Aaker, 2004). The personality traits of humans are created and communicated to others through attitudes, behaviors or physical characteristics (Park, 1986). It is possible that objects and persons can have similar personality structures but they most likely are being processed using different neural systems. This idea was proposed by Yoon, Gutches & Polk (2004) who found that the process of information about human personality happens in another part of the brain than processing the information about brand personality. Activity and excitement-seeking are core behavioral facets of extroversion which suggests that extroversion will enhance attachments to exciting brands.

A product and a brand are not equivalent. The most notable difference between brand personality and product personality is that product personality is product variant specific. It is less abstract than brand personality and directly related the product itself (Govers & Schoormans, 2005). The product and brand personality can independently change (Riezebos, 2002). Manufacturers use brands to adapt the symbolic meaning of existing products. A brand is just as real as the functional aspect of a product for many people. (Meenaghan, 1995). Consumers use communication tools to discover the symbolic meaning of a brand by connecting the aspects of the cultural world with the product (McCracken, 1986). Ads bring the widely accepted symbolic meaning of a brand together in such way that certain symbolic meanings are seen as part of the brand. Symbolic meanings of a brand contribute to manage a brand. Emotions play a greater role when there is a brand involved (Sinha & Parsons, 1996).

Since the functional and qualitative differences between products get smaller, the symbolic value of the brand personality becomes more important for a consumer. Associations which one has with the symbolic values of a brand are transferred to a product by adding a brand. The associations that people have with a brand affects how one thinks about a product. Brand associations make the difference between products have similar functional aspects. The symbolic value of a brand give consumers the opportunity to distinguish themselves from others. Brands add extra value to products by supplying emotional meaning (McCracken, 1993). Therefore it is expected that the brand personality has a stronger influence on the sustainability of the consumption than the product personality. This expectation forms the core for the following hypothesis.

H1: *A fit between the brand personality and the human personality leads to a more positive attitude towards the product than the fit between the product personality and the human personality.*

Self-congruence

The impact of the symbolic attributes of a product is dependent on the relationship between the product personality, the brand personality and the self-image of the consumer (Zinkhan & Hong, 1991). The stronger the congruence between the product personality, the brand personality and the self-image, the more positive the appreciation of the product (Belk, 1988). Different types of consumers have different personalities, which means that consumers need different kinds of symbolic meanings in different products.

Research shows that consumers often decide whether to reject or accept a product or brand, based on the positive or negative symbolic (as opposed to functional) contribution of a product (Banister & Hogg, 2004; Schneider, Ledermann, Fry & Rist, 2010). This suggests that sustainable consumption only takes place if consumers see the symbolic meaning of products matching their desired self-image.

A fit leads to a positive behavioral intention

When there is a fit between the symbolic meaning of a product and the desired self-image of a consumer it will be more likely that consumption will be made (Keller, 1998). When consumers have the feeling that they are involved with a product, they use this product longer (Soo, 2011). He also noted that this effect is likely not only dependent on the degree of involvement, but also by the contribution of the product to express the identity of a person.

The properties of a product have an impact on processing the symbolic meaning of a product or brand. The congruity of the personality a product or brand with the personality of the consumer also

increases the degree of attachment (Govers & Mugge, 2004), loyalty (Kressman, Sirgy, Herrmann, Huber, Huber & Lee, 2006) identification (Johar & Pham, 1999) and leads to a more positive attitude (Peracchio & Meyers-Levy, 2005; Van Rompay & Pruyn, 2011) towards the product. Research has revealed that the fit between the personality of a consumer and the product personality also positively influences the attractiveness of products (Brenngman, 2002).

H2.1: *A fit between the personality of a product and the human personality of the consumer leads to more (a) self-reference and (b) more attachment, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.*

H2.2: *A fit between the personality of a brand and the human personality of the consumer leads to more (a) self-reference and (b) more attachment, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.*

The influence of processing fluency

It's clear that people like products with a certain brand or product personality that fit their own human personality. But not only the properties of a product have an impact on the processing of the symbolic meaning of a product, but also the perception of the observer can play a role. Research by Van Rompay (2008) has shown that the perception of an individual in respect of a product is influenced by conventions such as culture, beliefs and experiences with the world. The perception of the observer affects the evaluation of product attributes such as shape and materials, but also affects the evaluation of a product as a whole. It is therefore very important to investigate how individuals use and process the information they obtain.

Observations of consumers can be influenced by the way consumers process information (Leder, Belke, Oeberst & Augustin, 2004). An easy or difficult information process leads to positive or negative perceptions of the product. In general, consumers prefer stimuli which are easy and correctly to process, because congruent meanings provide an unambiguous impression (Van Rompay & Pruyn, 2011). In addition, simple processing of the stimuli leads to credible reviews (Unkelbach, 2007). This means that when the product properties match, a clearer and more credible impression can be formed, which most likely has a positive effect on the product attitude and the purchase intention. A clear brand or product personality that fits the self-image of the consumer can thereby increase the likelihood of purchase (Aaker, 1999).

Consumers like products that fit their self-image, but it is also possible that they like products better because the stimuli they receive from the products are easier to process. Congruence between the product personality and the self-image of an individual creates positive perceptions of consumers towards the product attitude and product evaluation (Peracchio & Meyers-Levy, 2005; Van Rompay & Pruyn, 2011). Consistency between the elements of the design ensures a more positive product evaluation and ensures that consumers are better able to recall the product.

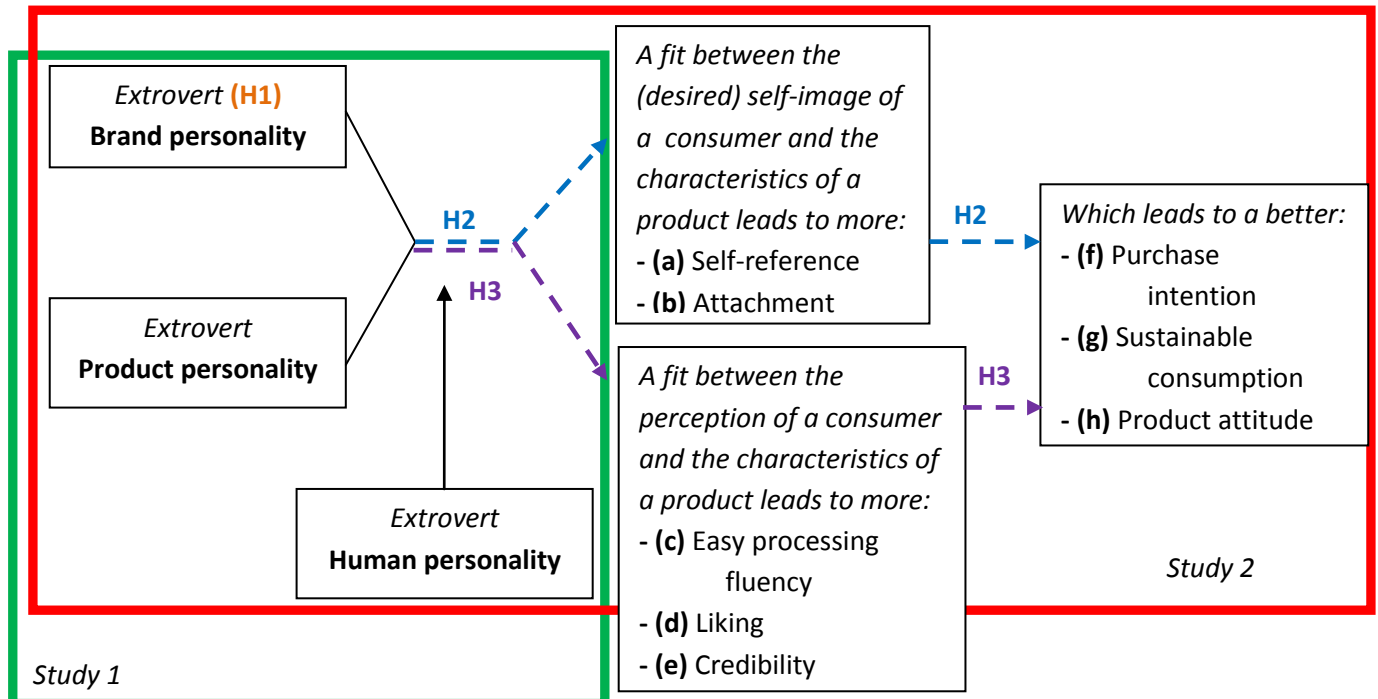
The observed credibility is of interest in the processing of stimuli. The credibility of a brand and product is higher when all visual elements conform (Van Rompay & Pruyn, 2011). It is expected that conformity leads to a clear and credible position of the brand. An incongruent symbolic meaning of a brand results in an unclear image of the brand for the consumer (Van Rompay & Pruyn, 2011). This means that it is logical to conclude that congruence properties of the product increases the credibility of the product. In addition to get a clearer impression and greater credibility other perceptions such as product attitude and purchase intention should be positively congruent.

H3.1: *A fit between the personality of a product and the human personality of the consumer leads to (c) a better processing fluency, (d) more liking and (e) more credibility, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.*

H3.2: *A fit between the personality of a brand and the human personality of the consumer leads to (c) a better processing fluency, (d) more liking and (e) more credibility, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.*

There is a conceptual model with an overview of the hypotheses in the following chapter. The next chapter also sets out which experiments will be conducted in this research.

2. Conceptual model



This research conducts two pre-tests and two experiments. The first pre-test examines which brands are associated with an extroverted personality. The second pre-test examines which self-designed shirts are extrovert and which self-designed shirts are introvert.

The first experiment explores the role of the human personality in assigning a product a certain personality. That's because the personality of a consumer might influence the observed personality of a product. It also examines if adding a brand to the product increases the fit of the product with the human personality. The variables that are important in the first study are set out in the green box of the conceptual model. The second experiment explores why people are likely to use a product that fits their personality longer. Is it because they feel more attached towards these products and they experience more self-reference, or is it because that products with an appropriate personality are easier to process? That is why study 2 focused on the causes of the sustainable consumption. It also investigates to what extent there is a difference between the results when the shirt contains a logo. Besides that, it also examines if adding a brand to the product increases the effect of the fit with the human personality on the sustainable consumption. The variables that are relevant in the second study are set out in the red box of the conceptual model.

The next chapter includes the design of the first study, the procedure of the first study, the instruments that are used in the study, the measures, some information about the respondents and the results of the study. The next chapter also discuss the implications of the findings.

3. Study 1

This study gains more insight in encouraging a sustainable use of products. It is expected that a sustainable consumption appears when consumers buy a product with a product personality or brand personality that fits their self-image. It is also examined whether this effect occurs because products with an appropriate personality are easier to process, or because the consumers feel more involved with these products since they refer to their self-image.

To develop a strategy which encourages a more sustainable use of products, it is necessary to explore what the role of the human personality is in assigning a product a certain personality, because the personality of a consumer might influence the observed personality of a product. That's why study one focused on the influence of the human personality in assigning a product and a brand personality.

3.1 Design

Prior to study 1, two different pre-tests are conducted. The first pre-test demonstrated that an extrovert brand as Porsche is suitable to be used in this study. Another pre-test demonstrated that a black shirt is very introvert and that a multi-color shirt is seen as extrovert. More information about both pre-tests can be found in the attachments (Attachment I) This lead to the following design: 2 (extroverted shirt vs. introverted shirt) by 2 (with logo vs. without logo) by 2 (introvert human personality vs. extrovert human personality).

3.2 Procedure

Through a questionnaire is investigated to which extent the human personality trait extroversion (the self) agrees with the preference for a product with a particular product or brand personality. The final survey has been entered in Thesis Tools, and distributed by the researcher by mail, Facebook and Twitter. Prior to the survey participants could read that completing the survey would take about 5 minutes. After data was collected, it was incorporated in SPSS.

3.3 Instrument

There were four conditions, each had a different image of a shirt but had the same questionnaire (Attachment II). The respondents were randomly assigned to each of the conditions. The questionnaire is composed of several constructs including: human personality, product personality, brand personality and the attitude towards Porsche. The constructs were measured by means of a 7-point Likert scale. The validity of the questionnaire was measured using Cronbach's Alpha. Prior to these constructs a number of demographic questions were asked (age, sex and educational level) to determine whether the effects are rightly attributed to the tested variables in the model.

A univariate analysis or analysis of variance (ANOVA) is used to measure the effect of the personality of the participant (introvert vs. extrovert) on assigning the product and brand personality of a shirt (condition 1. Multi-color shirt x Porsche logo, condition 2. Multi-color shirt x no Porsche logo, condition 3. Black shirt x Porsche logo, condition 4. Black shirt x no Porsche logo).



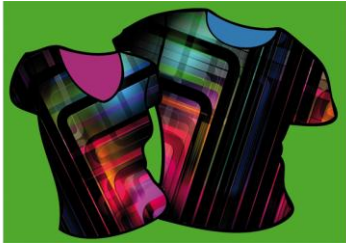

Condition 1: Existing brand + extrovert personality 	Condition 3: Existing brand + introvert personality 
Condition 2: No brand + extrovert personality 	Condition 4: No brand + introvert personality 

Figure 1: Overview of the four conditions

3.4 Measures

Human personality dimension extroversion

To measure the self-image of the participants towards the degree of extroversion, 8 items ($\alpha = 0.98$) were derived from the personality questionnaire of Hoekstra, De Fruyt and Ormel (2003), which is based on the Big Five personality questionnaire of Costa & McCrae (1989). A few examples of the statements (which were measured on a seven-point Likert scale) about the human personality dimension extroversion were: I laugh easily, I think it's really fun to talk to people, I am a cheerful and lively person. The questionnaire of Hoekstra, Ormel, De Fruyt (2003) is found reliable (De Vries, Van der Steeg & Roukema, 2010). The respondents were divided into an introverted and extroverted group by performing a median split ($Mdn=5.25$, $SD=1.81$).

Product personality

Research of Govers (2004) has shown that three of the five dimensions of the personality traits of an individual, are also relevant for the product personality, namely agreeableness, extroversion and conscientiousness. Govers (2004) uses the following traits to describe the dimension extroversion, namely dominant, idiosyncratic, interesting, lively, provocative and modest (the last trait should be encrypted). These traits evaluate the personalities of a product. Without the trait modest the product personality concludes 5 items with $\alpha = 0.92$. A few examples of the statements (which were measured on a seven-point Likert scale) about the product personality dimension extroversion were: I think the T-shirts on the picture are dominant, I think the T-shirts on the picture are interesting and I think the T-shirts on the picture are lively.

Brand personality

Aaker (1997) introduced the Brand Personality Scale (BPS), which underlines the theoretical background of the brand personality of different brands. This scale is based on five concepts: sincerity, excitement, competence, sophistication and ruggedness). To measure these dimensions Aaker (1997) created a reliable, valid and generally useful measurement scale. Among Aaker & Garolera (2001) have shown that not all dimensions which Aaker (1997) had found in her research, could be applied in cultures outside the U.S.. By adding some specific Dutch personality traits, Smit et al (2002) came to its own scale of measurement of brand personality, consisting of six dimensions and 38 items; the SWOCC Brand Personality scale.

Since the SWOCC Brand Personality Scale of Smit et al (2002) is more closely related to the Dutch culture than the Brand Personality Scale of Aaker (1997), this study uses the SWOCC Brand Personality Scale to test the reactions of respondents to changes in certain elements of the shirts. Since the brand is not always involved in the shirts, this scale doesn't always measure the brand personality. That's why the Brand Personality Scale of Smit et al (2002) measures also the personality of the shirts. This scale conducts the following traits for excitement: happy, joyful, excited, enthusiastic, vibrant, energetic, active, imaginative, creative and original and is reliable with $\alpha = 0.98$. A few examples of the statements (which were measured on a seven-point Likert scale) about the brand personality dimension excitement were: I think the T-shirts on the picture seem joyful, I think the T-shirts on the picture seem vibrant and I think the T-shirts on the picture seem creative.

Degree of extroversion of the T-shirt

Respondents could indicate to what extent they thought that the shirt was extrovert. This is measured through the item: extroversion. (Example: "Give the shirt a rating for the degree of extroversion: ") The answer to this statement is measured on a 10-point scale (1 = worst rating, 10 = highest).

Porsche

The attitude toward the brand Porsche is measured by five items which were measured on a seven-point Likert scale, namely familiar with Porsche, feels connected to Porsche, wants to be seen in a Porsche car , attracted to the brand Porsche, and has a positive attitude towards Porsche. This item is reliable with $\alpha = 0.84$.

3.5 Respondents

In total, 141 participants (36 men) participated in the study. The age of the participants ranged from 17 to 59 years (mean age 24 years). There were 2 participants who graduated from the VMBO, 8 completed the Havo, 5 VWO, 30 MBO, 61 HBO and 34 WO. The participants worked voluntarily on this questionnaire and were not familiar with the ultimate research goal.

3.6 Results

Table 1 presents an overview of the means and standard deviations of all the constructs. This table distinguishes the different human personalities.

Table 1: Overview means and standard deviations study 1

	<i>With Porsche logo</i>		<i>Without Porsche logo</i>	
<i>Color shirt</i>	<i>Multi-color</i>	<i>Black</i>	<i>Multicolor</i>	<i>Black</i>
Product personality (extroversion)				
- <i>Introvert</i>	M: 5.86 SD: 0.76	M: 3.00 SD: 0.95	M: 5.01 SD: 0.63	M: 2.61 SD: 0.54
- <i>Extrovert</i>	M: 5.96 SD: 1.01	M: 3.07 SD: 1.19	M: 5.16 SD: 0.54	M: 2.50 SD: 1.35
Brand personality (excitement)				
- <i>Introvert</i>	M: 6.04 SD: 0.67	M: 3.11 SD: 0.83	M: 4.89 SD: 1.01	M: 2.26 SD: 1.38
- <i>Extrovert</i>	M: 6.39 SD: 0.79	M: 2.54 SD: 1.08	M: 5.39 SD: 0.81	M: 2.42 SD: 1.28
Extrovert shirt				
- <i>Introvert</i>	M: 8.28 SD: 1.37	M: 4.19 SD: 1.17	M: 7.04 SD: 1.23	M: 2.50 SD: 2.16
- <i>Extrovert</i>	M: 8.88 SD: 1.22	M: 3.32 SD: 1.56	M: 7.47 SD: 0.72	M: 2.50 SD: 1.83
Attitude Porsche				
- <i>Introvert</i>	M: 2.90 SD: 0.91	M: 3.31 SD: 0.60	M: 2.83 SD: 1.31	M: 2.88 SD: 1.46
- <i>Extrovert</i>	M: 4.29 SD: 1.37	M: 3.61 SD: 1.09	M: 3.66 SD: 1.32	M: 3.54 SD: 1.07

Product personality

The between subjects ANOVA examined the effect of the product personality in assessing the product and brand personality, which is based on the following design: a 2 (multi-color shirt with an extrovert product personality vs. a black shirt with an introvert product personality) by 2 (a shirt with excited Porsche logo vs. a shirt without excited Porsche logo) by 2 (introvert human personality vs. extrovert human personality) design. Both the three-way interaction (shirt color x Porsche logo x human personality) as the two-way interactions (shirt color x Porsche logo / shirt color x human personality / Porsche logo x human personality) were not significant.

The ANOVA showed that there is a significant main effect of the Porsche logo ($F(1,140)=13.953$; $p=0.000$). The data in Table 1 shows that the product personality of the t-shirts with Porsche logo is more extrovert than the personality of the shirts without a logo. The ANOVA also shows that there is a significant main effect of the color of the shirts ($F(1,140)=241.836$; $p=0.000$). The multi-color shirts have a more extrovert product personality than the black shirts. The remaining main effect of the human personality is not significant.

Brand personality

The between subjects ANOVA examined the effect of the brand personality in assessing the product and brand personality. The three-way interaction (shirt color x Porsche logo x human personality) was not significant. There is a marginal significant interaction effect ($F(1,140)=2.622$; $p=0.088$) between the color of the shirts and the logo of Porsche, which is displayed in Figure 2. The data in Table 1 shows that the difference between the brand personalities of

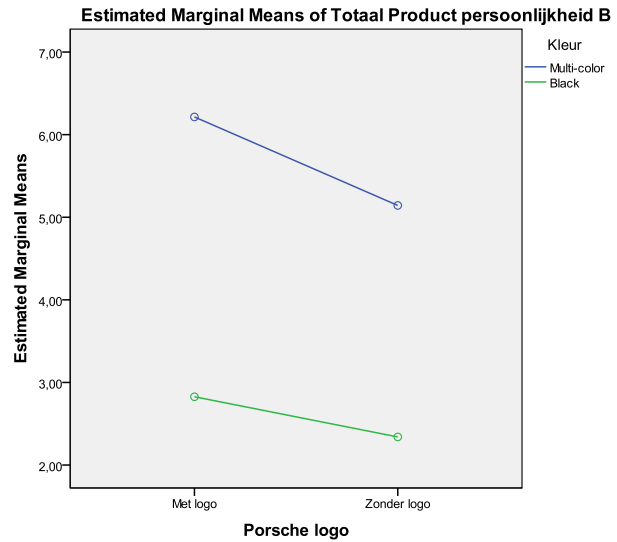


Figure 2: Brand personality (color x logo)

the T-shirts with Porsche logo is bigger ($t(df)=-3.388$; $p=0.000$) than the difference between the personalities of the T-shirts without a logo ($t(df)=-2.803$; $p=0.000$). The differences between the brand personalities of the black and the multi-color shirts are both as well for the shirts with logo as for the logo shirts without significant.

There is also a marginal significant interaction effect ($F(1,140)=3.335$; $p=0.070$) of the brand personality with the color of the shirt and the personality of the participant, which is displayed in figure 3. Extroverted participants show greater difference between the personalities of shirts ($t(df)=-3.406$; $p=0.000$) than introverted participants ($t(df)=-2.784$; $p=0.000$). The difference between the brand personality of both shirts is for introverts as well for extroverts significant. The remaining interaction effect (logo x human personality) is not significant.

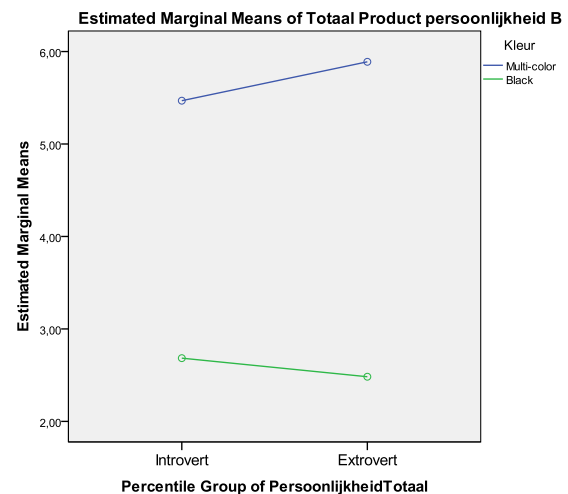


Figure 3: Brand personality (color x personality)

The ANOVA showed also that there is a significant main effect of the Porsche logo ($F(1,140)=20.961$; $p=0.000$). The data in Table 1 shows that the brand personality of the t-shirts with Porsche logo is more extrovert than the personality of the shirts without a logo. The ANOVA also shows that there is a significant main effect of the color of the shirts ($F(1,140)=330.856$; $p=0.000$). The multi-color shirts have

a more extrovert brand personality than the black shirts. The remaining main effects (shirt color and human personality) are not significant.

Extrovert shirt

The between subjects ANOVA examined the effect of the degree of extroversion in assessing the product and brand personality. The three-way interaction (shirt color x Porsche logo x human personality) was not significant. There is a significant two-way interaction effect ($F(1,140)=4.089$; $p=0.045$) for the degree of extroversion

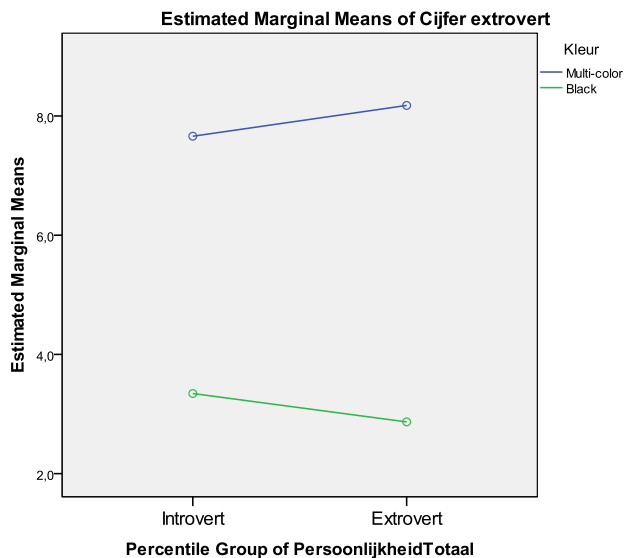


Figure 4: *Extrovert shirt (color x personality)*

between the color of the shirt and the personality of the participant, which is displayed in figure 4. Extrovert people experience a bigger difference between the degree of extroversion of the shirts ($t(df)=-5.309$; $p=0.000$). Introvert people experience less difference on the degree of extroversion ($t(df)=-4.316$; $p=0.000$). The difference between the degree of extroversion of both shirts is for introverts as well for extroverts significant. The remaining interaction effects (shirt color x Porsche logo/ Porsche logo x human personality) are not significant.

The ANOVA showed also that there is a significant main effect of the Porsche logo ($F(1,140)=26.666$; $p=0.000$). The data in Table 1 shows that the t-shirts with Porsche logo are more extrovert than the shirts without a logo. The ANOVA also shows that there is a significant main effect of the color of the shirts ($F(1,140)=384.295$; $p=0.000$). The multi-color shirts are more extrovert than the black shirts. The remaining interaction effects (human personality and shirt color) are not significant.

Attitude Porsche

The between subjects ANOVA examined the effect of the attitude towards Porsche in assessing the product and brand personality. Both the three-way interaction (shirt color x Porsche logo x human personality) as the two-way interactions (shirt color x Porsche logo / shirt color x human personality / Porsche logo x human personality) were not significant. The ANOVA showed that there is a significant main effect of the personality of the participant ($F(1,140)=15.657$; $p=0.000$). The data in Table 1 shows that extroverted people have a more positive attitude towards the brand Porsche than introverted people. The remaining main effects (logo and shirt color) are not significant.

3.7 Conclusion & Discussion

In the present study we explore the role of the human personality in assigning a product a certain personality. It also examines if adding a brand to the product increases the fit with the human personality.

Results show that extroverted participants see a greater difference between the product and brand personality and the degree of extroversion of a black and a multi-colored shirt. Extroverted people also experience a more positive attitude towards the brand Porsche than introverted people do. The results of the present study are also consistent with the results from the study of Handlogten (2008), which showed that extroverts have a greater preference for products with an extroverted appearance and they will buy it faster compared to introverts. Introverts have, in turn, a greater preference for products with an introverted appearance and will also buy faster than extraverts. In his study, the effect of a fit between the personality and the product was also stronger for extroverts than for introverts. An explanation for the result of study 1 that extrovert people experience a more positive attitude towards extrovert products (multi-color shirts) than introvert people have about introvert products (black shirts) is that extrovert people have a higher need for rewards (Lucas, Le & Dyrenforth, 2008). They are more related towards the extrovert products, than introvert people are towards introvert products. Extrovert consumers have a higher need for products that match their self-image. Extrovert consumers have a strong need for the symbolic security that a product can offer them and use a product to express themselves (Wang & Wallendorf, 2006).

The product and brand personality of the shirts with Porsche logo is more extrovert than the personality of the shirts without logo. This indicates that H1 is partially confirmed in study 1. When there is a brand involved, a the attitude of extrovert people towards the shirts is more positive. Adding a logo increases the degree of extroversion of the product and brand personality of a product. It increases the degree of extroversion of the black and the multi-color shirts. Extroverts have a more positive attitude towards the brand Porsche than introvert people have, because activity and excitement-seeking are core behavioral facets of extroversion (Aaker, 1997). This suggests that extroversion will enhance attachments to exciting brands. Porsche is an exciting brand according to the Pre-test. The emotional attachment should be higher for more rather than less exciting brands (Lee & Aaker, 2004).

The multi-color shirts have a more extrovert brand personality than black shirts. Also the multi-color shirts have a higher extrovert product personality than the black shirts. This result is well supported on the basis of existing literature (Belk, 1988; Zinkhan & Hong, 1991; Keller, 1998; Banister & Hogg, 2004;

Govers & Mugge, 2004; Schneider, Ledermann, Fry & Rist, 2010; Soo, 2011). This literature also showed that a fit between the product personality and the self-image of a consumer provides a more positive attitude towards the product, more attachment and more self-reference.

However, it is not clear if the intention to use a product in a more sustainable way is based on the theory that a fit between the personality of a product and a person leads to more self-reference and attachment or on the fact that products with an appropriate personality are easier to process. That is why study 2 focused on the causes of the sustainable consumption. It also investigates to what extent there is a difference between the results when the shirt contains a brand. The next study compares the human personality dimension extroversion, with the brand personality dimension excitement and the product personality dimension extroversion and measures different causes that can influence a sustainable consumption.

4. Study 2

This chapter includes the design of the second study, the procedure of the study, the instruments that are used in the study, the measures, some information about the respondents and the results of the study. The next chapter also discuss the implications of the findings. The second study compares the human personality dimension extroversion, with the brand personality dimension excitement and the product personality dimension extroversion and explores how a fit between those items could lead to a more sustainable consumption. Present study focused on the causes of sustainable consumption. It also investigates to what extent there is a difference between the results when the shirt contains a brand.

4.1 Design

This research is based on the following design: 2 (extroverted shirt vs. introverted shirt) by 2 (with logo vs. without logo) by 2 (introvert human personality vs. extrovert human personality).

4.2 Procedure

Through a questionnaire is investigated to which extent the human personality trait extroversion (the self) agrees with the preference for a product with a particular product or brand personality. The final survey has been entered in Thesis Tools, and distributed by the researcher by mail, Facebook and Twitter. Prior to the survey participants could read that completing the survey would take about 5 minutes. After data was collected, it was incorporated in SPSS.

4.3 Instrument

There were four conditions, each had a different image of a shirt but had the same questionnaire (Attachment III). The respondents were randomly assigned to each of the conditions. The questionnaire is composed of several constructs including: human personality, product personality, brand personality and the attitude towards Porsche. The constructs were measured by means of a 7-point Likert scale. The validity of the questionnaire was measured using Cronbach's Alpha. Prior to these constructs a number of demographic questions were asked (age, sex and educational level) to determine whether the effects are rightly attributed to the tested variables in the model.

A univariate analysis or analysis of variance (ANOVA) is used to measure the effect of the personality of the participant (introvert vs. extrovert) on assigning the product and brand personality of a shirt (condition 1. Multi-color shirt x Porsche logo, condition 2. Multi-color shirt x no Porsche logo, condition 3. Black shirt x Porsche logo, condition 4. Black shirt x no Porsche logo).



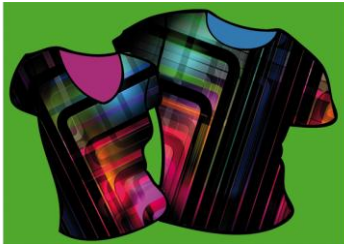

<p>Condition 1: Exiting brand + extrovert personality</p> 	<p>Condition 3: Exiting brand + introvert personality</p> 
<p>Condition 2: No brand + extrovert personality</p> 	<p>Condition 4: No brand + introvert personality</p> 

Figure 5: Overview of the four conditions

4.4 Measures

Human personality dimension extroversion

To measure the self-image of the participants towards the degree of extroversion, 8 items ($\alpha = 0.97$) were derived from the personality questionnaire of Hoekstra, De Fruyt and Ormel (2003), which is based on the Big Five personality questionnaire of Costa & McCrae (1989). A few examples of the statements (which were measured on a seven-point Likert scale) about the human personality dimension extroversion were: I laugh easily, I think it's really fun to talk to people, I am a cheerful and lively person. The questionnaire of Hoekstra, Ormel, De Fruyt (2003) is found reliable (De Vries, Van der Steeg & Roukema, 2010). The respondents were divided into an introverted and extroverted group by performing a median split ($Mdn=5.38$, $SD=1.63$).

Self-reference

Self-reference was measured by seven questions about the extent to which the respondent referred himself to the product. We asked the respondents to indicate on a seven-point Likert scale to what extent they thought the product was intended for them, to what extent they felt personally involved with the product, the product was made with the thought that the product was made for the respondents, the product is relevant and to what extent they were attracted to the product. This scale is reliable $\alpha=0.99$.

Attachment

To measure the degree of attachment towards the product we used the attachment-scale of Schifferstein & Zwartkruis-Pelgrim (2008), which references attachment towards memories and enjoyment. The respondents were asked to indicate on a seven-point Likert-scale to what extent they enjoyed the product, they feel attracted towards the shirts, they liked the shirts and to what extent they recalled positive memories towards the shirts. This scale is reliable $\alpha=0.97$.

Processing fluency

The processing fluency scale consists elements of three subscales (Ellen & Bone, 1991): convenience, clarity and fun. Those elements determine the processing fluency of the images of the products. A few examples of the statements (which were measured on a seven-point Likert scale) about the processing fluency were: I get a good picture of the brand, I soon got a clear picture of the brand, I have a clear picture of the people who use this product. The items formed a reliable scale ($\alpha=0.91$) for processing fluency.

Liking

Liking was measured by a number of questions about the extent to which the respondents like the product. The respondents were asked to indicate on a seven-point Likert Scale to what extent they like the product, find the product pleasant or attractive. A few examples of the statements about liking were: I like the product, I find the product enjoyable, I find the product attractive. This scale is found reliable ($\alpha=0.98$).

Credibility

The credibility of the brand is measured on a seven-point Likert scale by nine items, namely reliable, credible, honest, sincere, shirt with good intentions, positive attitude towards the product, product attractiveness, I think this is a good product, this shirt appeals to me (Van Rompay & Pruyn, 2007). This scale is found reliable $\alpha=0.98$.

Product attitude

The product attitude consisted of four items, namely the attractiveness, the superiority, the quality and the product attitude (Peracchio & Meyers-Levy, 2005). Examples of the items are: I find it an attractive t-shirt, I think it's a superior t-shirt, I find it a quality shirt, my attitude towards this shirt is positive. All items were measured by a seven-point Likert Scale. These items together formed a reliable ($\alpha=0.96$) scale for the product attitude.

Purchase intention

The purchase intention was measured by three items on a seven-point Likert Scale. Examples of these items are: I consider to buy this shirt, I would like to test this shirt (Peracchio & Meyers-Levy, 2005). This scale was found reliable ($\alpha=0.96$).

Sustainable consumption

Sustainable consumption was measured by two items (I would use this shirt for a very long time, buying this shirt is a sustainable choice for me) ($\alpha=0.89$) on a seven-point Likert Scale and three estimated questions to measure the length of the product life cycle and the satisfaction with the purchase.

Porsche

The attitude toward the brand Porsche is measured by five items, namely familiar with Porsche, feels connected to Porsche, wants to be seen in a Porsche car, attracted to the brand Porsche, and has a positive attitude towards Porsche and were measured on a seven-point Likert scale. This item is reliable with $\alpha = 0.94$

4.5 Respondents

In total, 271 participants (95 men) participated in the study. The age of the participants ranged from 16 to 81 years (mean age 26 years). There were 6 participants who graduated from the VMBO, 23 completed the Havo, 15 VWO, 65 MBO, 104 HBO and 58 WO. The participants worked voluntarily on this questionnaire and were not familiar with the ultimate research goal.

4.6 Results

Table 2 presents an overview of the means and standard deviations. This table distinguishes the different human personalities.

Table 2: Overview means and standard deviations study 2

	<i>With Porsche brand</i>		<i>Without Porsche brand</i>	
<i>Color shirt</i>	<i>Multi-color</i>	<i>Black</i>	<i>Multicolor</i>	<i>Black</i>
Processing fluency				
- <i>Introvert</i>	M: 3.52 SD: 1.76	M: 4.65 SD: 1.20	M: 3.40 SD: 1.23	M: 4.50 SD: 1.67
- <i>Extrovert</i>	M: 5.55 SD: 1.49	M: 3.89 SD: 1.37	M: 5.44 SD: 1.02	M: 4.13 SD: 1.55
Credibility				
- <i>Introvert</i>	M: 3.16 SD: 1.93	M: 4.67 SD: 1.37	M: 2.82 SD: 1.36	M: 3.76 SD: 1.58
- <i>Extrovert</i>	M: 5.41 SD: 1.55	M: 3.94 SD: 1.50	M: 5.36 SD: 1.06	M: 4.50 SD: 1.74
Self-reference				
- <i>Introvert</i>	M: 2.39 SD: 1.45	M: 3.39 SD: 1.95	M: 2.23 SD: 1.33	M: 3.77 SD: 2.18
- <i>Extrovert</i>	M: 4.49 SD: 2.37	M: 2.61 SD: 1.41	M: 4.10 SD: 1.98	M: 3.27 SD: 1.85
Attachment				
- <i>Introvert</i>	M: 2.76 SD: 1.73	M: 3.80 SD: 1.82	M: 2.43 SD: 1.42	M: 4.15 SD: 2.13
- <i>Extrovert</i>	M: 4.65 SD: 2.28	M: 2.95 SD: 1.55	M: 4.67 SD: 1.65	M: 3.65 SD: 1.92
Liking				
- <i>Introvert</i>	M: 3.21 SD: 2.17	M: 4.30 SD: 1.66	M: 2.74 SD: 1.58	M: 4.16 SD: 1.66
- <i>Extrovert</i>	M: 5.26 SD: 2.00	M: 3.47 SD: 1.73	M: 5.33 SD: 1.87	M: 3.47 SD: 1.73
Product attitude				
- <i>Introvert</i>	M: 2.96 SD: 1.68	M: 4.20 SD: 1.63	M: 2.70 SD: 1.39	M: 4.05 SD: 1.94
- <i>Extrovert</i>	M: 5.24 SD: 1.80	M: 3.67 SD: 1.69	M: 5.11 SD: 1.55	M: 3.31 SD: 1.68
Purchase intention				
- <i>Introvert</i>	M: 2.60 SD: 1.74	M: 3.60 SD: 1.80	M: 2.31 SD: 1.42	M: 3.74 SD: 2.02
- <i>Extrovert</i>	M: 4.82 SD: 2.39	M: 2.92 SD: 1.63	M: 4.73 SD: 1.83	M: 3.15 SD: 1.59
Sustainable consumption				
- <i>Introvert</i>	M: 2.71 SD: 1.55	M: 4.20 SD: 1.74	M: 2.70 SD: 1.42	M: 4.14 SD: 1.82
- <i>Extrovert</i>	M: 4.86 SD: 2.16	M: 3.48 SD: 1.80	M: 4.83 SD: 1.91	M: 3.82 SD: 1.60
Porsche				
- <i>Introvert</i>	M: 3.03 SD: 1.67	M: 3.62 SD: 1.27	M: 2.98 SD: 1.61	M: 2.55 SD: 1.63
- <i>Extrovert</i>	M: 5.33 SD: 1.28	M: 4.28 SD: 1.76	M: 3.94 SD: 1.16	M: 3.97 SD: 1.92
Product-life-cycle (random shirt)				
- <i>Introvert</i>	M: 22.00 SD: 15.16	M: 13.62 SD: 11.02	M: 21.50 SD: 10.45	M: 17.22 SD: 9.41
- <i>Extrovert</i>	M: 15.47 SD: 8.96	M: 15.36 SD: 9.13	M: 12.88 SD: 8.70	M: 18.84 SD: 11.95
Product-life-cycle (shirt survey)				
- <i>Introvert</i>	M: 4.47 SD: 6.95	M: 19.00 SD: 19.16	M: 3.13 SD: 5.48	M: 16.16 SD: 14.30
- <i>Extrovert</i>	M: 23.31 SD: 28.58	M: 8.97 SD: 8.23	M: 15.88 SD: 23.76	M: 11.19 SD: 11.71
Satisfaction consumption (shirt survey)				
- <i>Introvert</i>	M: 4.43 SD: 7.32	M: 25.97 SD: 35.63	M: 5.34 SD: 9.10	M: 17.89 SD: 18.37
- <i>Extrovert</i>	M: 88.78 SD: 231.05	M: 6.15 SD: 6.27	M: 18.78 SD: 29.56	M: 13.74 SD: 15.91

Self-reference

The between subjects ANOVA examined how the self-reference affects the sustainability of the consumption of the t-shirts, which is based on the following design: a 2 (multi-color shirt with an extrovert product personality vs. a black shirt with an introvert product personality) by 2 (a shirt with excited Porsche logo vs. a shirt without excited Porsche logo) by 2 (introvert human personality vs. extrovert human personality) design. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant

interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=33.276$; $p=0.000$). Figure 6 shows that the difference between the self-reference with the T-shirts is bigger for extrovert people ($t(df)=-0.278$; $p=0.001$) than for introvert people ($t(df)=-0.239$; $p=0.004$). The difference between the degree of self-reference on both shirts for the introvert participants as well the extrovert participants is significant. Introvert people reference their self more towards the black shirts, and the extrovert people have a higher self-reference with the multi-color shirts. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.



Figure 6: Self-reference (color x personality)

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=8.744$; $p=0.003$). The data in Table 2 shows that the extrovert respondents reference their self more towards the shirts than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Attachment

The between subjects ANOVA examined how attachment affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=37.329$; $p=0.000$). Figure 7 shows that the introvert people are more attached towards the black shirts, however the extrovert people are more attached with the multi-color shirts. The difference between the attachment towards the two types of shirts is bigger for introverts

($t(df)=-0.260$; $p=0.02$). The difference in the degree of attachment towards both shirts is for the introverts as well for the extroverted participants significant. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=9.584$; $p=0.002$). The data in Table 2

shows that the extrovert respondents score higher on the attachment scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Processing fluency

The between subjects ANOVA examined how the processing fluency affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the reflect personality of the respondents ($F(1,270)=55.106$; $p=0.000$). Figure 8 shows that the introvert people think that the black shirts are easier to process, however the extrovert people think that the processing fluency of the multi-color shirts is easier. The difference between the

processing fluency of the two types of shirts is bigger for extroverts ($t(df)=-1.483$; $p=0.000$) than for introverts ($t(df)=-1.117$; $p=0.000$). The difference in the processing fluency of both shirts is for the introverts as well for the extroverted participants significant. The other interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

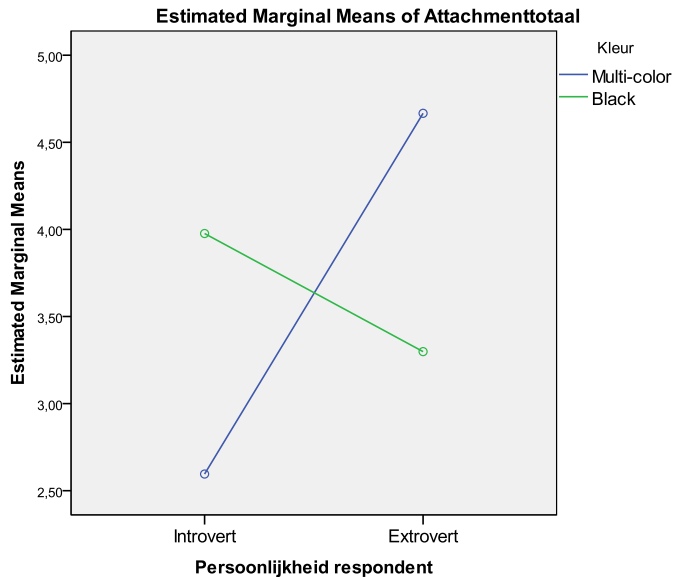


Figure 7: Attachment (color x personality)

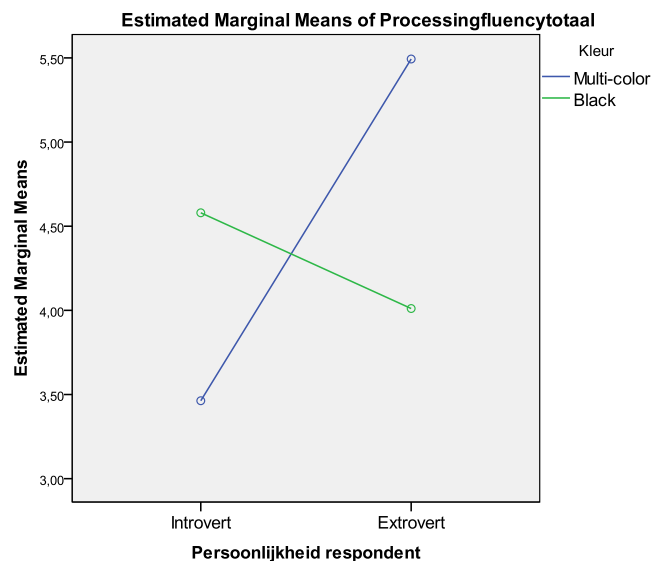


Figure 8: Processing fluency (color x personality)

The ANOVA also showed that there is a significant main effect of the human personality ($F(1,270)=17.425$; $p=0.000$). The data in Table 2 shows that the extrovert respondents score higher on the processing fluency scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Liking

The between subjects ANOVA examined how liking affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=45.818$; $p=0.000$). Figure 9 shows that the introvert people like the black shirts better, however the extrovert people like the multi-color shirts better. The difference between the liking of the two types of shirts is bigger for extroverts ($t(df)=-0.369$; $p=0.000$) than for introverts ($t(df)=-0.173$; $p=0.035$). The difference in the degree of liking of both shirts is for the introverts as well for the extroverted participants significant. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

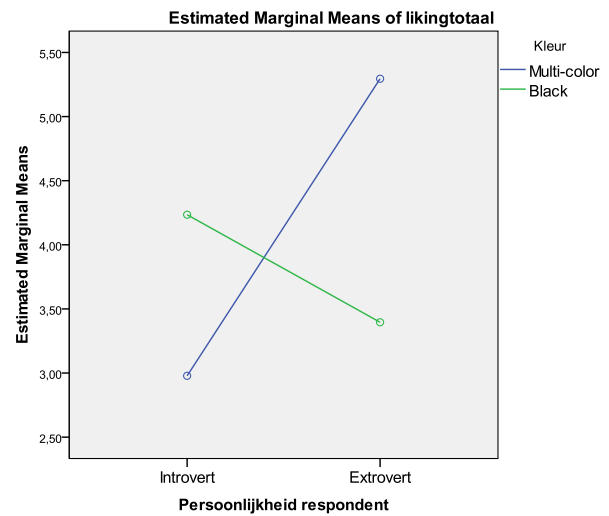


Figure 9: Liking (color x personality)

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=10.054$; $p=0.002$). The data in Table 2 shows that the extrovert respondents score higher on the liking scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Credibility

The between subjects ANOVA examined how the credibility affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=561.147$; $p=0.000$). Figure 10 shows that the

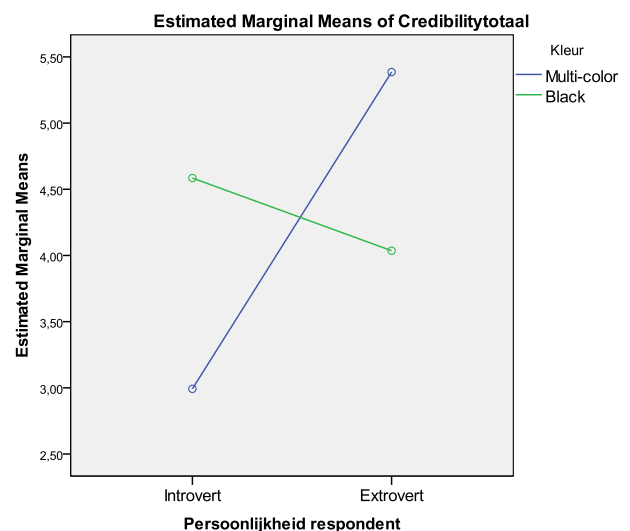


Figure 10: Credibility (color x personality)

introvert people think that the black shirts are more credible, however the extrovert people think that the credibility of the multi-color shirts is higher. The difference between the credibility of the two types of shirts is bigger for introverts ($t(df)=-0.265$; $p=0.001$) than for extroverts ($t(df)=-0.264$; $p=0.002$). The difference in the credibility towards both shirts is for the introverts as well for the extroverted participants significant. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=24.029$; $p=0.000$). The data in Table 2 shows that the extrovert respondents score higher on the credibility scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Product attitude

The between subjects ANOVA examined how the product attitude affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=52.805$; $p=0.000$). The data in table 2 shows that the introvert people

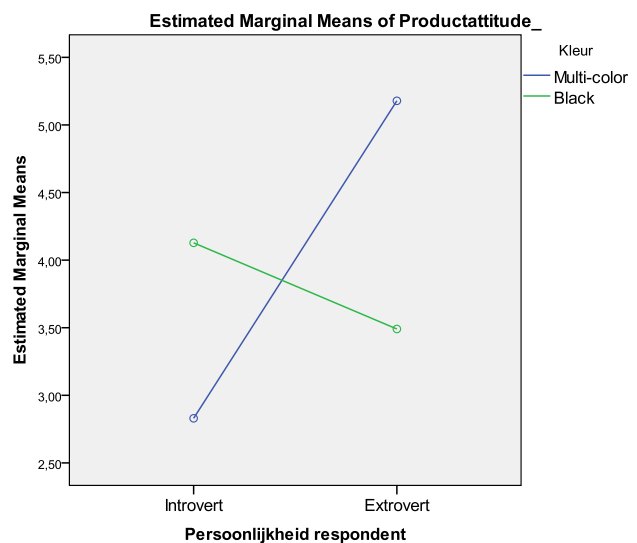


Figure 11: *Product attitude (color x personality)*

have a better attitude towards the black shirts, and the extrovert people have a more positive attitude towards the multi-color shirts. The difference between the product attitude of the two types of shirts is bigger for extroverts ($t(df)=-0.415$; $p=0.003$) than for introverts ($t(df)=-0.241$; $p=0.002$). The difference in the product attitude towards both shirts is for the introverts as well for the extroverted participants significant. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=17.346$; $p=0.000$). The data in Table 2 shows that the extrovert respondents score higher on the product attitude scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Purchase intention

The between subjects ANOVA examined how the purchase intention affects the sustainability of the consumption of the t-shirts. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=43.479$; $p=0.000$). Figure 12 shows that the introvert people have a higher purchase intention with the black shirts, however the extrovert people have a more positive purchase intention towards the

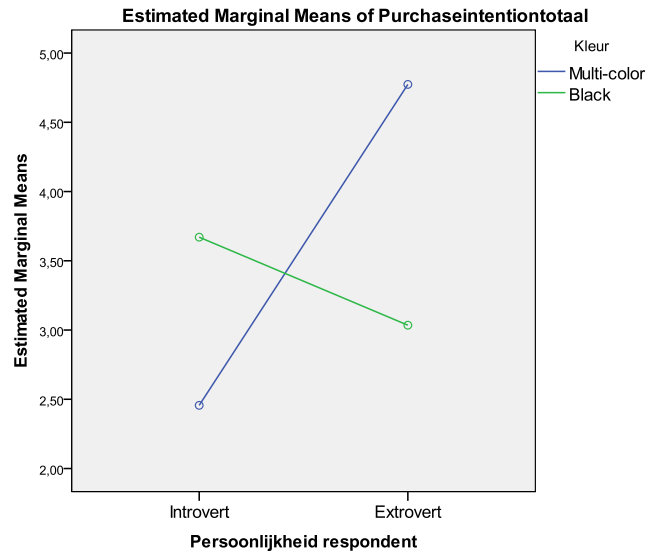


Figure 12: Purchase intention (color x personality)

multi-color shirts. The difference between the purchase intention of the two types of shirts is bigger for extroverts ($t(df)=-0.338$; $p=0.000$) than for introverts ($t(df)=-0.217$; $p=0.009$). The difference in the purchase intention towards both shirts is for the introverts as well for the extroverted participants significant. The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant.

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=14.101$; $p=0.000$). The data in Table 2 shows that the extrovert respondents score higher on the purchase intention scale than the introvert respondents. The remaining main effects (shirt color and Porsche logo) are not significant.

Sustainable consumption

The between subjects ANOVA examined the sustainability of the consumption. The three-way interaction (shirt color x Porsche logo x human personality) is not significant. There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=38.44$; $p=0.000$). Figure 13 shows that introvert people who saw an image of a multi-color shirt in this study were

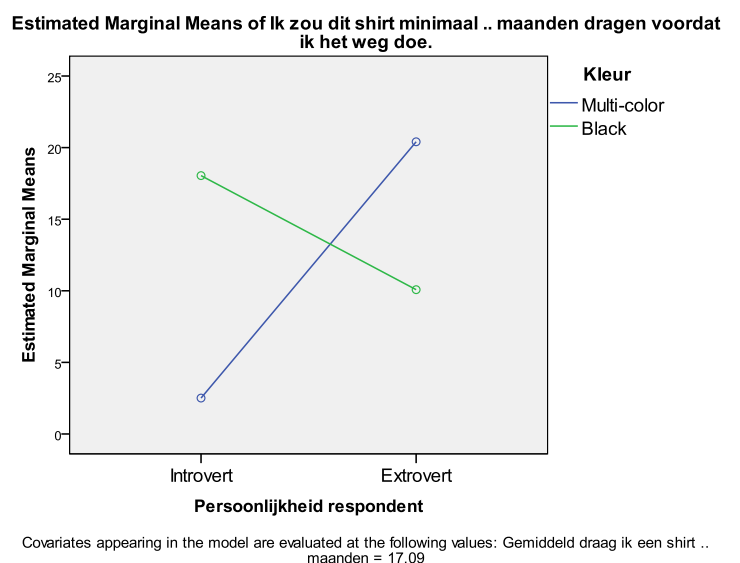


Figure 13: Sustainable consumption (color x personality)

more positive about wearing their own shirts than wearing the multi-color shirt that was showed in the study. Introvert respondents who saw an black shirt in the study are less positive about wearing their own shirt then about wearing the black shirt of this study. This case is the opposite for extrovert people. The extrovert consumers rate the multi-color shirts much higher, than they rate their own shirts. The data in table 2 shows that the difference between the sustainable consumption of the T-shirts of introvert people is bigger ($t(df)=-15.536$; $p=0.000$) than the difference between the sustainable consumption of the T-shirts of extrovert people ($t(df)=-10.392$; $p=0.000$). The difference in sustainable consumption towards both shirts is for the introverts as well for the extroverted participants significant.

The remaining interaction effects (shirt color x Porsche logo / Porsche logo x human personality) are not significant. There is a significant main effect for the personality of the respondents ($F(1,270)=5.832$; $p=0.017$). The data in table 2 shows that extrovert people have a more sustainable consumption than introvert people have. The remaining main effects (shirt color and Porsche logo) are not significant.

Satisfaction with the consumption

The between subjects ANOVA examined the satisfaction with the sustainability of the consumption. There is a significant three-way interaction for the color of the shirt, the logo of Porsche and the human personality of the respondents ($F(1,270)=4.070$; $p=0.045$). Figure 14 shows that when there is a logo involved, the difference between the satisfaction with the shirts of extrovert people is bigger ($t(df)=-82.587$; $p=0.000$) than the difference between the satisfaction with the shirts of introvert people ($t(df)=-24.554$ $p=0.258$). Figure 15 shows that when there is no logo involved, the difference between the satisfaction with the shirts of introvert people is bigger ($t(df)=-14.090$; $p=0.505$) than the difference

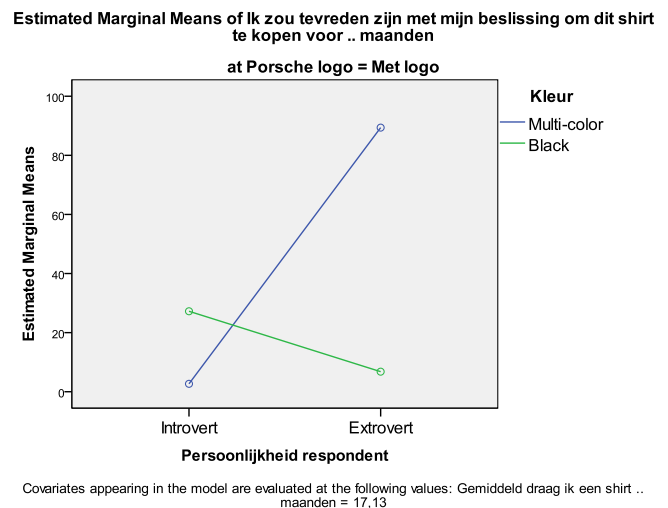


Figure 14: Satisfaction (color x logo)

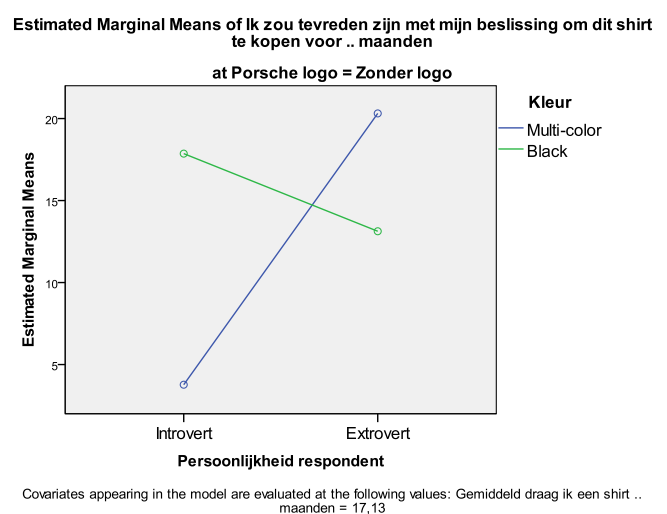


Figure 15: Satisfaction (color x no logo)

between the satisfaction with the shirts of extrovert people ($t(df)=-7.185$ $p=0.745$). Striking is the fact that only the difference between the satisfaction with the consumption of both shirts with logo for extrovert people is significant, the remaining differences are not significant.

There is a significant interaction effect of the color of the shirts and the human personality of the respondents ($F(1,270)=8.697$; $p=0.003$). The data in table 2 shows that the difference between the satisfaction with the consumption of the T-shirts of extrovert people is bigger ($t(df)=-44.886$; $p=0.003$) than the difference between the satisfaction with the consumption of the T-shirts of introvert people ($t(df)=-19.322$; $p=0.207$). The difference in the satisfaction with the consumption towards both shirts is for the extrovert participants significant. Figure 16 shows

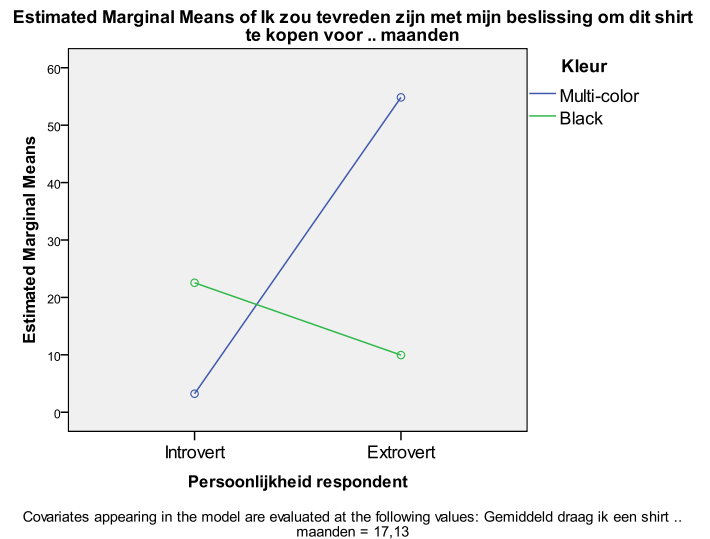


Figure 16: Satisfaction (color x personality)

that extrovert people who saw an image of a multi-color shirt in this study would be more satisfied with wearing these multi –color shirts than with wearing their own shirt. The introvert people are more satisfied with wearing a black shirt than with wearing a multi-color shirt. The remaining interaction (shirt color x Porsche logo / Porsche logo x human personality) and main effects (shirt color, Porsche logo and human personality) are not significant.

Attitude towards Porsche

The between subjects ANOVA examined how the attitude towards Porsche affects the sustainability of the consumption of the t-shirts. There is a significant three-way interaction of the color of the shirts, the Porsche logo and the human personality of the respondents ($F(1,270)=7.671$; $p=0.006$). Figure 17 shows that when there is a Porsche logo on the shirts, the extrovert people have a more positive attitude towards Porsche when they see a multi-color shirt. The introvert people have a more positive attitude towards Porsche when they see a black shirt. The difference between the attitude towards Porsche as a result of a reaction on the two types of shirts with logo is bigger for extroverts ($t(df)=-0.316$; $p=0.005$) than for introverts ($t(df)=-0.006$; $p=0.956$). The difference between the attitude towards Porsche with both shirts is for the extrovert participants significant. When there is no logo of Porsche involved (figure 18), the extrovert people do not have a big difference between the attitude towards Porsche when they see a multi-color shirt or a black shirt. The introvert people have a more positive attitude towards Porsche

when they see a multi-color shirt without the logo of Porsche. The difference between the attitude towards Porsche as a result of a reaction on the two types of shirts without logo is bigger for introverts ($t(df)=-0.076$; $p=0.500$) than for extroverts ($t(df)=-0.027$; $p=0.815$). The differences between the attitudes towards Porsche are not significant for introvert or extrovert people when there is no logo involved. In all cases the extroverted people have a more positive attitude towards the brand Porsche than introverted people have. There are no significant two-way interaction (shirt color x Porsche logo / shirt color x human personality / Porsche logo x human personality) effects.

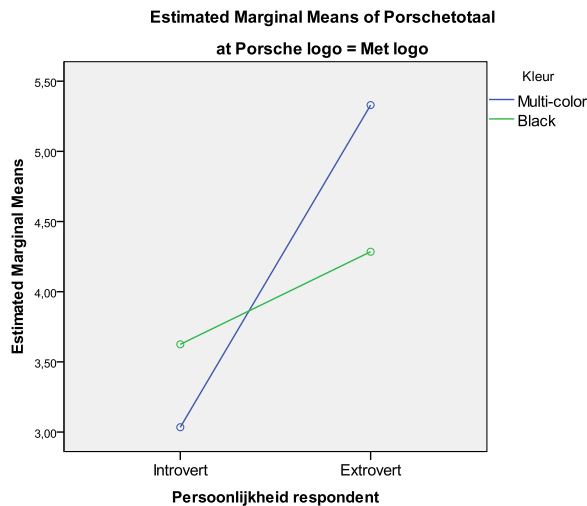


Figure 17: Attitude (color x personality x logo)

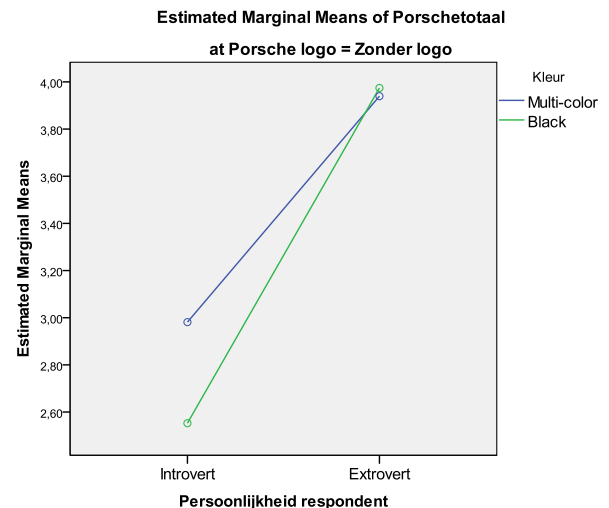


Figure 18: Attitude (color x personality x no logo)

The ANOVA showed that there is a significant main effect of the human personality ($F(1,270)=49.556$; $p=0.000$). The data in Table 2 shows that the extrovert respondents have a more positive attitude towards Porsche than introverts. There is also a significant main effect of the Porsche logo ($F(1,270)=13.909$; $p=0.000$). The data in Table 2 shows that the respondents who have seen a Porsche logo have a better attitude towards Porsche than the respondents who have not seen the Porsche logo during the survey. The remaining main effect (shirt color) is not significant.

4.7 Overview of the hypotheses

Prior to the experiments, there were a few hypotheses formulated which were based on the literature. The table below is an overview of all hypotheses and the achieved results.

Table 3: Overview of confirmed and unconfirmed hypotheses

Hypothesis	Study 1	Study 2
H1: <i>A fit between the brand personality and the human personality leads to a more positive attitude towards the product than the fit between the product personality and the human personality.</i>	This hypothesis is partially confirmed for the degree of extroversion of the shirts. The shirts with a logo were more extrovert than the shirts without a logo of Porsche. This indicates a stronger fit with humans with the personality trait extrovert. On the basis of the literature, it is expected that the stronger fit will lead to a more positive attitude. This will be examined in study 2.	The fit between the brand personality and the human personality lead in this study only to a more positive attitude towards the brand Porsche. The fit does not confirm a more positive attitude towards the shirts than the fit between the product personality and the human personality does. The results of study 2 show no significant difference between the effect of the fit between the human personality and the product and brand personality on the attitude towards a product, only on the attitude towards the brand Porsche. H1 is not confirmed.
H2.1: <i>A fit between the personality of a product and the human personality of the consumer leads to more (a) self-reference and (b) more attachment, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.</i>	This hypothesis has not been tested in study 1.	The results of study 2 show that a fit between the personality of a product and the human personality of the consumer lead to more self-reference, more attachment, a better product attitude, a better purchase intention and a more sustainable consumption.
H2.2: <i>A fit between the personality of a brand and the human personality of the consumer leads to more (a) self-reference and (b) more attachment, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.</i>	This hypothesis has not been tested in study 1.	The results of study 2 show that a fit between the personality of a brand and the human personality of the consumer lead to more self-reference, more attachment, a better product attitude, a better purchase intention and a more sustainable consumption.
H3.1: <i>A fit between the personality of a product and the human personality of the consumer leads to (c) a better processing fluency, (d) more liking and (e) more credibility, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.</i>	This hypothesis has not been tested in study 1.	The results of study 2 show that a fit between the personality of a product and the human personality of the consumer lead to a better processing fluency, more liking, more credibility, a better product attitude, a better purchase intention and a more sustainable consumption.
H3.2: <i>A fit between the personality of a brand and the human personality of the consumer leads to (c) better processing fluency, (d) more liking and (e) more credibility, which in turn leads to: (f) a better product attitude, (g) a better purchase intention, (h) a more sustainable consumption.</i>	This hypothesis has not been tested in study 1.	The results of study 2 show that a fit between the personality of a brand and the human personality of the consumer lead to a better processing fluency, more liking, more credibility, a better product attitude, a better purchase intention and a more sustainable consumption.

4.8 Conclusion & Discussion

The present study compared the human personality dimension extroversion, with the brand personality dimension excitement and the product personality dimension extroversion and explores how a fit between those items could lead to a more sustainable consumption. This study focused on the causes of sustainable consumption. It also investigates to what extent there is a difference between the results when the shirt contains a brand.

Extrovert people score higher on the processing fluency scale than introvert people. This is a possible consequence of the fact that extrovert people feel more connected towards the multi-color shirt, than the introvert people feel connected towards the black shirt, which was also a result of the first study. A strong congruence between the personality of the consumer and the personality of the product leads to a powerful positive impact on attitudes, valuations and intentions (Ajzen, 1991). This also explains that extrovert people score higher on the credibility scale, the self-reference scale, the attachment scale, the product attitude scale, the liking scale and the fact that extrovert people have a higher purchase intention and a more sustainable consumption. Those consumers have a higher purchase intention and a more sustainable consumption.

Extroverts also have a more positive attitude towards Porsche, as in the first study. Porsche is an exciting brand, which fits with the extrovert personality of the participants. However, the results of study 2 also showed that participants who have seen the logo of Porsche during the survey have a more positive attitude towards Porsche, than participants who have not seen the logo during the survey. This can be explained by the research of Mandel & Johnson (2002) which shows that priming (in this study the logo of Porsche is the prime) influences the intention and behavior of a person. The participants of the study of Mandel & Johnson (2002) selected the sofas that were congruent to the prime from the environment to which they were exposed. In the present study the participants had a more positive attitude towards Porsche when they had seen the logo before.

The fit between extrovert people and the multi-color shirts makes the processing fluency easier (**H2c** is confirmed). A fit between the personality of the consumer and the personality of the product also conducts more credibility (**H2e** is confirmed), more self-reference (**H2a** is confirmed), a higher attachment (**H2b** is confirmed), better liking (**H2d** is confirmed), a better product attitude (**H1f** is confirmed), a higher purchase intention (**H2g** is confirmed) and a more sustainable consumption (**H2h** is confirmed). This is also the case with the fit between the introvert people and black shirts. These results are consistent with

the literature (Belk, 1988; Zinkhan & Hong, 1991; Keller, 1998; Banister & Hogg, 2004; Govers & Mugge, 2004; Schneider, Ledermann, Fry & Rist, 2010; Soo, 2011).

Striking is the fact that the difference between the multi-color shirt and the black shirt in terms of sustainable consumption and the satisfaction with the consumption is bigger for introvert people, than for extrovert people in this study. Introvert people have a much greater preference for the black shirt than for the multi-color shirt. Extrovert people prefer the multi-color shirt above the black shirt, but do not see that much difference between both shirts as introvert people do. This is remarkable, because in all other items the preference of extrovert people for multi-color shirts was much stronger than the preference of introverts for black shirts. An explanation for this could be that extroverts are more sensitive to certain trends in fashion than introverts are (Cook, 2004). An extrovert t-shirt is very pronounced and does not directly fits all extroverts. In order to ensure that an extrovert shirt will be seen as ordinary or basic, an extrovert person frequently changes his shirt (Cook, 2004). Although a fit between the personality of a shirt and the personality of a participant indeed has positive effects on the sustainability of the consumption, an extrovert person is greatly influenced by the latest trends in fashion. Extroverted people want to stand out and create new trends (Cook, 2004), this has not always a good influence on the sustainability of consumption. Future research could examine whether these results would be different if another, less-prone to fashion, product category is examined.

Extrovert respondents are more satisfied with the multicolor-shirts. This effect increases when there is a logo of Porsche on the shirts, as explained in study 1. Those shirts fit their personality and therefore the respondents are more satisfied with the purchase of the shirt, which leads towards a more sustainable consumption. Introvert people prefer a black shirt without a logo, which is also confirmed in study 1.

An interesting three-way interaction is the effect of the color of the shirts, the Porsche logo and the human personality of the respondents. When there is a Porsche logo on the shirts, the extrovert people have a more positive attitude towards Porsche when they see a multi-color shirt. The introvert people have a more positive attitude towards Porsche when they see a black shirt with a logo. When there is no logo of Porsche involved, the color of the shirt does not influence their attitude towards Porsche. They have a positive attitude towards Porsche when they see both colored shirts without a logo. The introvert people have a more positive attitude towards Porsche when they see a multi-color shirt without the logo of Porsche, than when they see a black shirt without the Porsche logo. That's probably because the multi-color shirt is more exciting like the brand Porsche is. In all cases the extroverted people

have a more positive attitude towards the brand Porsche than introverted people have. Research has also shown that when an object in a matching context is displayed the processing of the object is facilitated, which has a positive influence on the attitude towards the product (Lee & Labroo, 2004). This means that the combination of an extrovert t-shirt with an extrovert brand and a consumer with an extroverted personality should lead to a positive attitude. This is consistent with the results of the first study. H1 only applies to the attitude towards Porsche. The results of study 2 showed that in all other cases the brand personality does not have a stronger influence on the attitude towards the shirts than the product personality has. This means that H1 can not be confirmed in study 2.

The assumption that the sustainability of a consumption can be influenced in two ways (through self-reference and attachment or through the processing fluency which leads to liking and credibility) is correct. After two studies it appeared that a fit of the human personality and the product or brand personality of a product leads to a more positive attitude and intention to sustainable consumption in respect of a product.

The next chapter contains a general discussion of this research. The general discussion also includes the practical implications of this research.

5. General discussion

The purpose of this study was to extend the stream of research on sustainable consumption by examining the effects of the fit between the self-image, product personality and brand personality in two experimental studies. Our findings reveal that people intent a more sustainable consumption when products fit the personality of the consumer. These findings correspond and extend the literature on self-congruency en sustainable consumption (Belk, 1988; Zinkhan & Hong, 1991; Keller, 1998; Govers & Mugge, 2004; Soo, 2011). This is influenced by both the characteristics of the product and by the fact that products with a product and brand personality corresponding to the personality of the consumer are easier to process. Products with personality associations which are similar to the personality of the owner allow him/her to show the world who (s)he is. Consequently, the product gains symbolic meaning to the owner, due to which the owner becomes more attached to the product, which leads to a more sustainable use of the product. Future research should measure the consumer behavior, because sometimes there is a gap between the intention to buy a product and the actual behavior of the consumer. To actually know if the fit between the human personality and the brand or product personality leads to a more sustainable consumption behavior, a long term study must be done.

This research focused on the causes of sustainable consumption and examined the effect of combining products with different symbolic meanings to consumers with different self-images. It was clear that not only the properties of a product have an impact on the processing of the symbolic meaning of a product, but also the perception of the observer can play a role (Van Rompay, 2008). This research also focuses on the fact that the perception of the observer affects the evaluation of the products. However the perception of the observer can also affects the evaluation of the self-image. When future research includes aspects as self-concept clarity, conspicuity of the consumption, social desirability of the products and social desirability in describing their own personality the concept of self-image congruence will be improved (Graeff, 1997; Helgeson & Supphellen, 2004; van de Rijdt, 2005). As the research data in this study is anonymous taken and processed, social desirability and conspicuity of the consumption does not play a major role in this research. This aspect is more important as the consumption is real and not fictitious.

This research is done with t-shirts. It is possible that the results of this research are influenced by the product category. The results would probably more clear when more conspicuous or more symbolic product categories are used, which are less sensitive to fashion trends (Vernette, 2003). It implies that a similar, or even stronger effect exists for more symbolic product categories. Vernet (2003) found that the product category is an important factor in the process of fitting personalities and product preference.

Soo (2011) was the first one who found that the fit between products and the self-image of a consumer leads most likely to a more sustainable consumption. However, the study of Soo (2011) is additionally equipped with sustainable products of different product categories. Because this research only examined one non-sustainable product category, other product categories should be evaluated to.

Human personality dimensions are labeled extroversion, conscientiousness, agreeableness, openness and neuroticism. The brand personality dimensions are excitement, competence, sincerity, sophistication and ruggedness. Four of the brand personality dimensions seem to directly correspond with four human personality dimensions, namely extroversion, conscientiousness, agreeableness and openness (Van de Rijdt, 2005). The human personality dimension neuroticism and the brand personality dimension ruggedness cannot be compared because neuroticism is measured by traits that are not easily attributed to brands or products. It is also a fact that many trait descriptions within the neuroticism dimension are negative. Ferrandi, Merunka, Valette-Florence and de Barnier (2003) applied a human personality scale to brands and argued that only positive items of the original bipolar human personality scale should be used because in advertising and other marketing communications only positive traits are communicated. A third reason not to use the neuroticism dimension for measuring personality congruence is that it had no strong counterpart in the brand personality structure (van de Rijdt, 2005). Ruggedness also had no clear counterpart in the human personality structure (Aaker, 2001). This research focuses on the product personality dimension extroversion, the brand personality dimension extroversion (also named excitement) and the human personality dimension extroversion. This choice is mainly based on the fact that the personality dimension extroversion present was in all the models and therefore easier to compare. In addition there are many studies that have been developed good measurement instruments for the dimension extroversion. Extroversion is also the dimension that is the most clear to process in different product categories, compared to agreeableness and conscientiousness. Nevertheless, for a complete analyses of the fit between the self-image en the personalities of a product the dimension agreeableness and conscientiousness should also be explored in future research.

Although the hypothesis 2.1, 2.2, 3.1 and 3.2 described that an independent variable (the fit between the personality of a brand or product and the human personality of the consumer) leads to certain mediators (to more self-reference, more attachment, a better processing fluency, more liking and more credibility), which leads to dependent variables like a better product attitude, a better purchase intention and a more sustainable consumption, this is not actually measured in present studies. In present studies, all mediators are discussed as dependent variables. This means that the present studies cannot guarantee if the self-reference, attachment, processing fluency, liking or credibility of a product

leads to a better product attitude, a better purchase intention and a more sustainable consumption. Present studies can only confirm that a fit between the personality of a product or brand and the human personality of a consumer leads to more self-reference, more attachment, a better processing fluency, more liking and more credibility, a better product attitude, a better purchase intention and a more sustainable consumption. A mediator analysis could have examined whether the relationship between an independent variable (the fit) and a dependent variable (product attitude, purchase intention and sustainable consumption) is transferred by certain mediators. It is therefore strongly recommended that a mediator analyses is used in similar research in the future.

5.1 Practical implications

Nowadays customers buy their products more often online. Some products are habitual purchases, but sometimes (mostly with the more expensive products) people read the references of other users before they decide what to buy. You can read a reference on a user-generated content site. User-generated content (UGC) sites provide platforms to share information, video, photo and blogging and are often referred to as Web 2.0. Those sites offer a platform for people to judge products, based on their own experience or their own believes (Lenhart & Maddan, 2007). The products get a product personality through the opinion of the mass. UGC sites hooks in at the trend of participation culture, which allows the ordinary people to express their need for self-expression and creativity (Van Dijck, 2009). This research can contribute to the development of UGC sites. Filling in a short questionnaire about your self-image before entering an online shop ensures that you see products with a personality that fits your self-image. This could lead to a more sustainable use of products in the end, because people buy more often products with a congruent image. Before that, more research has to be done.

Although it is given that every consumer watches through his own spectacles and that probably not every consumer will assess a product as equally extroverted (culture), it is expected that most consumers will judge the same things as extroverted globally. People tend to agree on the personality characteristics of a particular product (Govers, Hekkert & Schoormans, 2004). A green lamp with flowers is probably seen as more extroverted than a grey lamp, since those lamps are less common and so more extroverted. When a large number of people assesses the degree of extroversion of a product online, it is therefore realistic to expect that this product suits a person with an extroverted personality.

Present studies confirms that a fit between the personality of a product or brand and the human personality of a consumer leads to more self-reference, more attachment, a better processing fluency, more liking and more credibility, a better product attitude, a better purchase intention and a more

sustainable consumption. The fact that the extent to which there is a fit between the personality of a product or brand and the human personality or a consumer affects both: the degree of self-reference and attachment and the degree of easy processing fluency, liking and credibility, means that both ways may affect the product attitude, the purchase intention and the sustainable consumption. As already stated, future research must be done to confirm this coherence. It is necessary to ensure the coherence between the mediators and variables, because the influence of self-awareness and processing fluency on the sustainability of a consumption probably leads to other marketing strategies. Future research should determine if a marketer should focus on one mediator or if a combined marketing strategy is more effectively to encourage a more sustainable consumption of products.

Marketers have been extremely effective in promoting unsustainable consumption in the past, they now have the opportunity to make a real contribution to promoting more sustainable consumption and product development in the future. To encourage a more sustainable consumption, the fit between the personality of a consumer and the personality of a product or brand can be a great starting point for the marketer. The present study contributes to the knowledge that is necessary for promoting sustainable consumption. Through conducting more research on this field and gain more knowledge, marketers can do their work increasingly better and slightly make the society more sustainable. Nevertheless, we should remember that promoting a more sustainable consumption is not only in the hands of researchers and marketers, but that everyone can contribute in his own way to make the world more sustainable.

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Attachment I – Pre-test 1 & 2

Pre-test 1

Through a pre-test it was examined which products have a clear extrovert brand personality. 9 respondents wrote as many extroverted brand names down as they could in 10 minutes. In total 53 names were listed, of which 15 occurred several times. The most popular extrovert brands are Adidas (4x), Apple (5x), Nikon (4x), Nike (4x), Diesel (3x), Lamborghini (5x) and Porsche (6x).

Pre-test 2

Another pretest has investigated which t-shirt is the most extrovert. The questionnaire is written in Dutch.


Hallo,

Ik ben bezig met het ontwikkelen van de materialen voor mijn onderzoek. Voor mijn onderzoek moet ik onder andere een extrovert T-shirt ontwikkelen, dat zowel door mannen als vrouwen gedragen kan worden. Wat versta ik onder extrovert? Het T-shirt moet *gedurfd, fantasierijk, up-to-date en avontuurlijk zijn en energie uitstralen*. Graag hoor ik van jou welk T-shirt dit het beste doet. Na het beoordelen van de 11 shirts is er ook ruimte om feedback en tips te geven. Alvast heel erg bedankt!

Geef elk T-shirt een cijfer (1-10). (1= niet extrovert, 10 = heel extrovert)

	1	Cijfer:
	2	Cijfer:
	3	Cijfer:
	4	Cijfer:
	5	Cijfer:

	6	Cijfer:
	7	Cijfer:
	8	Cijfer:
	9	Cijfer:
	10	Cijfer:

	11	Cijfer:
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Eventuele opmerkingen:

Mogelijke tips voor het maken van een ultiem extrovert shirt:

Conclusion:

The most extroverted t-shirt was shirt 4. This shirt had an average of 8.3 for the degree of extroversion. The questionnaire was completed by 67 persons, of which 29 women. The average age of the respondents was 31 years.

Attachment II – Questionnaire study 1

This questionnaire is written in Dutch.

Hallo allemaal,

Alvast hartelijk dank voor je belangstelling voor mijn afstudeeronderzoek.

Het invullen van deze enquête neemt ongeveer 5 minuten van je tijd in beslag.

Het is belangrijk dat je de vragen goed doorleest voordat je antwoord. Er is niets goed of fout, zolang je maar je eigen mening geeft. Denk niet te lang na en maak de vragen niet ingewikkelder dan ze zijn.

De antwoorden die je geeft worden anoniem verwerkt. Succes!

Wat is je geboortejaar? *

Ik ben een: *

- ☐ man
☐ vrouw

Wat is je hoogst genoten opleiding? *

- ☐ VMBO
☐ Havo
☐ VWO
☐ MBO
☐ HBO
☐ WO
☐ Anders

Persoonlijkheid

Hieronder volgen enkele uitspraken over jou persoonlijkheid. Omcirkel telkens het antwoord dat het best jouw mening weergeeft ten opzichte van jou persoonlijkheid. Geef telkens je eerste indruk en denk niet te lang na.

Klik slechts één antwoordmogelijkheid aan bij elke uitspraak en beantwoord alle uitspraken.

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik houd ervan veel mensen om me heen te hebben.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik lach gemakkelijk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie mezelf als een somber en bedroefd persoon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het echt leuk om met mensen te praten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben graag daar waar wat te beleven valt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geef er meestal de voorkeur aan om dingen alleen te doen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me vaak alsof ik barst van de energie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben een vrolijk en levendig iemand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben een sombere pessimist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik heb een druk leven.

☐☐☐☐☐☐☐

Ik ben een heel actief persoon.

☐☐☐☐☐☐☐

Ik ga liever mijn eigen gang dan dat ik leiding geef aan anderen.

☐☐☐☐☐☐☐

Kijk een aantal seconden naar de T-shirts op onderstaande afbeelding.



Ik vind de T-shirts op de afbeelding... (Geef per item maximaal een antwoord)

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Dominant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eigenzinnig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energiek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uitdagend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bescheiden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In deze vraag wordt gepolst hoe de shirts bij jou overkomen op basis van de getoonde foto. Je kunt per item maximaal een antwoord geven.

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Vrolijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opgewekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthousiast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levendig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Actief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fantasierijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Origineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Hoe extrovert vind jij de shirts?

Wat is extrovert? Het T-shirt moet in dat geval gedurfd, fantasierijk, up-to-date en avontuurlijk zijn en energie uitstralen.

**Geef de shirts een cijfer (1-10) voor de mate van extroversie.
(1= niet extrovert, 10= heel extrovert)**

Je krijgt nu nog enkele korte vragen over het merk Porsche. Antwoord volgens je eerste ingeving en denk er niet te lang over na.

Porsche

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik ben heel bekend met het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me erg verbonden met de auto's van het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou graag gezien worden in een auto van het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me aangetrokken tot het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn houding ten opzichte van het merk Porsche is positief.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde

Het zit er alweer op! De enquête is voorbij.

Bedankt voor je bijdrage. Ik wens je nog een hele fijne dag toe!

Attachment III – Questionnaire study 2

This questionnaire is written in Dutch.

Hallo,

Alvast bedankt voor je belangstelling voor mijn afstudeeronderzoek.

Het invullen van deze enquête neemt ongeveer 5 minuten van je tijd in beslag.

Het is belangrijk dat je de vragen goed doorleest voordat je antwoordt. Er is niets goed of fout, zolang je maar je eigen mening geeft. Denk niet te lang na en maak de vragen niet ingewikkelder dan ze zijn.

De antwoorden die je geeft worden anoniem verwerkt. Succes!

[Start](#)

Wat is je geboortejaar? *

Ik ben een: *

- ☐ man
☐ vrouw

Wat is je hoogstgenoten opleiding? *

- ☐ VMBO
☐ Havo
☐ VWO
☐ MBO
☐ HBO
☐ WO
☐ Anders

Persoonlijkheid

Hieronder volgen enkele uitspraken over jou persoonlijkheid. Omcirkel telkens het antwoord dat het best jouw mening weergeeft ten opzichte van jou persoonlijkheid. Geef telkens je eerste indruk en denk niet te lang na.

Klik slechts één antwoordmogelijkheid aan bij elke uitspraak en beantwoord alle uitspraken.

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik houd ervan veel mensen om me heen te hebben.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik lach gemakkelijk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het echt leuk om met mensen te praten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben graag daar waar wat te beleven valt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geef er meestal de voorkeur aan om dingen alleen te doen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me vaak alsof ik barst van de energie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben een vrolijk en levendig iemand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een druk leven.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben een heel actief persoon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ga liever mijn eigen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

gang dan
dat ik
leiding geef
aan
anderen.



Hieronder volgen een aantal stellingen over de shirts op bovenstaande afbeelding.

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik vind het makkelijk om te herkennen wat de boodschap is van dit shirt (en evt. merk).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een goed beeld van het shirt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het kostte mij weinig moeite om een mening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

te
formuleren
over deze
shirts.

Ik heb een
duidelijk
beeld van
de mensen
die dit shirt
dragen.

Ik kan deze
shirts
makkelijk
analyseren.

Ik vind deze
shirts
duidelijk en
overtuigend
overkomen.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In deze vraag wordt gepolst hoe de shirts bij jou overkomen op basis van de getoonde foto. Je kunt per item maximaal een antwoord geven.

Ik vind de shirts...

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Helder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chaotisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verwarrend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onduidelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duidelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levensecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levendig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scherp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik vind de shirts op de afbeelding:

Negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positief
Onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gezellig

Saaï ☐ ☐ ☐ ☐ ☐ ☐ ☐ Leuk

Onprettig ☐ ☐ ☐ ☐ ☐ ☐ ☐ Plezierig



Ik vind de shirts op bovenstaande afbeelding:

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Betrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eerlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oprecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kwalitatief goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De shirts spreken mij aan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een positieve houding ten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

opzichte van
de shirts.

Wat vind je van onderstaande stellingen?

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik heb het gevoel dat de shirts voor mij gemaakt zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me persoonlijk aangesproken door deze shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me persoonlijk betrokken bij deze shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze shirts zijn speciaal voor mij.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze shirts vind ik relevant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me aangetrokken tot deze shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze shirts passen bij mijn persoonlijkheid.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik vind het aangename shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb positieve herinneringen aan deze shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me aangetrokken tot deze shirts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me gehecht aan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

deze shirts.

Ik ben
geïnteresseerd
in deze shirts.



	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik vind de shirts leuk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind de shirts plezierig.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind de shirts cool.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind de shirts mooi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

De shirts lijken...

Goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Slecht
Waardeloos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waardevol
Onpraktisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Praktisch
Wenselijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onwenselijk
Vreselijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mooi
Belangrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onbelangrijk
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet relevant
Nuttig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet bruikbaar
Nodig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onnodig
Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vreselijk
Bij mij te passen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet bij mij te passen
Plezierig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onplezierig
Spannend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Saai
Leuk om te hebben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet leuk om te hebben.

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik vind het aantrekkelijke shirts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het superieure shirts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het een kwaliteitsproduct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn houding ten opzichte van deze shirts is positief.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen om (een van) deze shirts te kopen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou deze shirts graag willen testen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik ga deze shirts
beslist kopen.

☐ ☐ ☐ ☐ ☐ ☐ ☐

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik zou (een van deze) shirts een lange tijd gebruiken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze shirts zijn makkelijk inwisselbaar voor mij.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het kopen van deze shirts is een duurzame keuze.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik zou dit shirt minimaal .. maanden dragen, voordat ik het weg doe. *

Gemiddeld draag ik een shirt .. maanden, voordat ik het weg doe. *

Ik zou waarschijnlijk tevreden zijn met mijn beslissing om dit shirt te kopen voor .. maanden. *

Je krijgt nu nog enkele korte vragen over het merk Porsche. Antwoord volgens je eerste ingeving en denk er niet te lang over na.

Porsche

	Helemaal mee oneens	Oneens	Een beetje oneens	Neutraal	Een beetje eens	Eens	Helemaal mee eens
Ik ben heel bekend met het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me erg verbonden met de auto's van het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou graag gezien worden in een auto van het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me aangetrokken tot het merk Porsche.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn houding ten opzichte van het merk Porsche is positief.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde

Het zit er alweer op! De enquête is voorbij.

Bedankt voor je bijdrage. Ik wens je nog een hele fijne dag toe!