

MASTER THESIS

Communication Science



To what extent do the elements conflict and character in brand stories influence brand perception and contribute to purchase intention?

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Abstract

These days brand stories are getting more important. Companies are not only judged on their product or services, but also on their underlying story of their brand. Without a special story, there is little distinctive about brands. Marketeers are developing brand stories in order to influence the perception of their consumers. Not many studies have tested the effects of brand stories on perception of consumers. This study tries to give answers on how brand stories should be applied in practice. The purpose of this study is to investigate the effects of story elements in brand stories on the perception of the brand. In this study the story elements conflict and character are used to investigate their effect on brand perception and purchase intention. Literature shows that these elements are crucial for a good story. In this research the two story elements character and conflict are investigated for their effect on the four pillars of brand perception: authenticity, quality, value, trust. Next to that purchase intention is measured.

A 2x2 design, with character and conflict as independent variables, was used in an online experiment among 207 participants (N=207) to measure the effects of the story elements. Participants were randomly assigned to read a brand story about a fictional coffee brand. Afterwards participants were requested to give their opinion about several statements regarding the perception of the brand and their purchase intention based on a 5-point Likert scale ranging from strongly disagree to strongly agree. It was expected that including a character and/or conflict in a brand story would positively increase brand perception and purchase intention of the specific brand. Also, an interaction effect was expected between conflict and character on brand perception and purchase intention.

The results of this research indicated that there is an effect of conflict on brand perception. However, the study could not trace the exact effect of conflict on brand perception. Statistical tests only showed a significant effect on brand perception as a whole, but could not indicate which part of perception resulted in the overall significance. Next to that, no effect of character was found within this study on brand perception or purchase intention. Also, no interaction effect was found.

Based on the current study it would be recommended to apply a conflict in a brand story to increase the positive effects on brand perception. Despite the fact that the effect of character was not found in this study, it cannot be assumed that the element character does not have an effect on other issues not measured within this study. Future research should focus on different types of conflict to investigate the factors within conflicts which could possibly influence brand perception and purchase intention the most.

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1. Introduction

These days an increasing number of companies are using stories to increase the attraction of their brand. The possible positive associations of storytelling on the brand makes developing a brand story part of their content strategy. Within this content strategy it is important for a company to generate a positive effect with respect to competitors. Positive associations can result in change of perception and behavioral intentions of the target audience. This opportunity to change behavioral intentions and perception makes it important for marketers to apply brand stories in the right way.

There are different strategies to influence consumers' willingness to buy a product. Among those developing brand stories is one of them. The study of Agarwal and Teas (2001) state that marketers have the fundamental aim to focus on consumers' willingness to buy a product. The change of behavioral intention could result in willingness to buy a product. The importance how consumers perceive the brand is fundamental for their intention to buy at this brand. So, developing and publishing a story about the brand to change the perception of a brand has to be carried out diligent. Communicating a story about the brand as a company could potentially result in increasing sales.

Next to changing perception and behavioral intentions brand stories can contribute to differentiation between brands. Several companies applied a brand story to differentiate themselves relative to other brands in a positive way. A successful example of a differentiation strategy through storytelling is used by Tony Chocolonely. Tony Chocolonely, a chocolate manufacturer, tried to differentiate themselves from other chocolate brands by making chocolate without interference of slavery or underpaid cacao farmers. On their website and chocolate bars they tell a story about a journalist Teun van de Keuken reading a book about child slavery on cacao plantations in Western Africa. This was the trigger for him to start a new chocolate brand which pays fair prices and without any form of slavery. This is a practical example of a brand story with the elements character and conflict in it. A character is any person, animal, or figure represented in any literary work. In this example the child slavery is the conflict which marks the turning point in the story.

Not much research on storytelling and the effect of elements in these stories are present in the literature. However, study of Scheerder (2017) tested the direct effects of corporate stories on the appreciation of stakeholders. She investigated the effects of the elements of character and conflict in corporate stories on the appreciation of the organization. Her study showed that the presence of a conflict and character did not have an effect on the appreciation of the organization. This study investigates the same elements, but in a different context. Not the appreciation of the company through a corporate story is investigated, but the perception of the brand by a brand story. Literature shows that the perception of a brand influences the purchase intention of customers. Corporate stories focus on telling a story about the organization and try to increase the connection and involvement of employees. These corporate stories help strengthen the bonds that bind employees to the company (Cees, Riel & Fombrun, 2007). Brand stories are a realistic or fictional framework in which brands can be embedded to convey something

about the brand's heritage, founder, highlights and crises, mission and values, and functional and emotional benefits (Fog, Budtz, & Yakaboylu, 2005).

Literature shows that good stories should have characters and conflicts in it. The solution for this conflict should be the central message of the story the organization wants to tell (Mossberg, 2008). This study investigates the effects of these elements on the perception of the brand and purchase intention.

Purchase intention of customers is affected by the perception of the brand. Thus, to what extent can these elements influence perception and therefore purchase intention.

The study will make use of two different assumptions. The first is retrieved from the study of Scheerder (2017) which assumes that a corporate story should have a character and conflict in it to have an effect on the appreciation of the organization. The second assumption is retrieved from the literature and shows that consumer perception of a brand influences their purchase intention. This shows the importance of brand perception in purchasing behavior of consumers. This study investigates if these assumptions also counts for the elements character and conflict in brand stories and their effect on perception of the brand.

Results of this study can contribute to brand marketing communications and help marketers optimize their brand stories in such a way to improve customers perception of the brand and therefore their intention and willingness to buy a product from the specific brand.

To get a better view of the topic, contribute to communication science, and contribute to practical use in business the following research question is formulated:

To what extent do the elements conflict and character in brand stories influence brand perception and contribute to purchase intention?

2.Theoretical Framework

2.1 Brand stories

To investigate the effects of different elements in brand stories on perception of a brand, a further elaboration regarding brand stories, stories in general, their elements, and effect on perception have to be executed. This part elaborates findings from the literature regarding these topics.

Brand stories are part of the content and marketing strategy of companies. These brand stories comprise a realistic or fictional framework in which brand can be embedded to convey something about the brand's heritage founder, highlights and crises, mission and values, and functional and emotional benefits (Fog, Budtz, & Yakaboylu, 2005). One of the reasons to incorporate brand stories as part of the content and marketing strategy is the fact that people are better suited to understand stories than arguments (Woodside, 2010). Mckee (2003) states that telling a compelling story is the best way to persuade someone: 'in a story, you do not only weave a lot of information into the telling but you also arouse your listener's emotions and energy'. This is why an increasing number of companies have realized the value of stories and express intentions to make more use of storytelling in marketing. In the academic literature there is a strong belief about the benefits of storytelling to brands (Lundqvist, Liljander, Gummerus, & van Riel, 2012). Their study mentioned that brand stories can create an atmosphere and enhance the uniqueness of service brands. This uniqueness can help differentiate brands among other brands.

To develop a good brand story, more information is needed about stories in general. Several definitions are found in literature. One of them comes from Berman and Katzenberger (2004). They defined a story as: 'a representation of a series of events that take place at a certain moment in time and are displayed in chronological order'. Chronology, causality, and character development are three necessary elements for a story (Stern, 1994). Chronology means that a stimulus with a story content has an internal temporality; that is, a beginning, middle, and end. Whereas causality highlights the temporal relationship between events; an initial event results a response by a character, actions are undertaken to achieve goals, and these actions result in an outcome. Finally, character development pertains to readers being made aware of what he or she is thinking.

Within this study the element character is important. This study will investigate the effects of a character in a brand story. The importance of a character in a story is described in the literature. Padgett and Allen (1997) stated that stories are made up of characters with particular goals and motivations. People are likely to empathize with them and experience the story vicariously through them (Escalas & Stern, 2003). Experiencing the story through characters can results into narrative transportation. This phenomenon is comparable with losing yourself in the story. The study of van Laer, the Ruyter, Visconti and Wetzels (2014) mentioned that characters are an important condition for consumers to get immersed in the story, which contributes to the storytelling success. Human characters help audiences identify with the story characters and feel close to them as well generate a positive affect for the brand. This positive affect for

the brand is one of the goals of implementing and communicating a brand story. To sum up, characters are an important element in stories and helps readers to experience the story through them, feel close to them, and identify with them which could generate a positive effect for the brand. Generating a positive effect towards the brand is an important factor for marketeers. These positive effects could potentially result in purchase intention.

Next to the element character more elements in brand stories are important. Reversal, authenticity, humor, and conciseness are factors that contribute to a good brand story. Reversal is described as a conflict or turning point. Reversal entails a climax and a turning point in a story (Reichman, 2003). From this point reversal will be mentioned as a conflict in this study. Mossberg (2008) state that the solution of a conflict should be the central message of the story the organization wants to tell. Authenticity is based on continuity, credibility, integrity, and symbolism of the brand. It shows the capability of surviving trends. Humor increases the transfer of positive affect for the product or brand and also enhance customer cognitive responses (Bruce, 2001). Conciseness is presenting complete thoughts in as few words as possible, while still covering important points adequately (Reinstein and Trebby 1997).

In this study the stimulus material covers a brand selling experience products. Experience products are those that can only be accurately evaluated only after the product has been purchased and experienced. Examples are drinks, the hairdresser etc. Chiu, Hsieh, and Kuo (2012) found that authenticity and conflict are more critical for experience products, while conciseness and humor exert a greater influence for search products. Search products are those products that can be evaluated prior to purchase or consumption. Like clothing and home furniture. So, in this particular case authenticity and conflict are important elements contributing to a good brand story.

In this study we focus on the element character and conflict and not particularly on authenticity. Authenticity cues will be included in each of the stimulus material, but not be treated as an independent variable like conflict and character. The dependent variable in this study is brand perception. Brand perception can be divided into four perceptions and will be investigated as dependent variables.

2.2 Brand perceptions

As mentioned earlier, this study investigates the effect of story elements on the perceptions of the brand. Brand perceptions are the customers believes of what a product or service represents. These believes influences their opinion of the brand or product and therefore their purchase intention. This makes it interesting to investigate the effect of story elements on brand perception. Brand perception can be broken down into several variables. Perceived quality, perceived value, perceived authenticity, and perceived trust result in the overall brand perception of a brand. Below, the perceptions are elaborated with their role on purchase intention. Perceived quality is 'the judgement of the consumer on the excellence or superiority of a product or service' (Zeithaml, 1988). The role of perceived quality in influencing consumer purchase decision in the store brands context is well supported, being considered

as one of the most relevant factors in explaining the store brand proneness and purchase intention (Baltas & Argouslidis 2007). Perceived value is defined as the global evaluation of the consumer on the usefulness of a product based upon the perception of what is received and what is given. Perceiving the value of a product or brand, being the reflection of what consumers' stand to gain from their purchase will arise purchase intention (Collins-Dodd & Lindley, 2003).

Perceived trust positively influences customer purchase intention and loyalty (Aydin & Özer, 2005).

When consumers trust a company, they are likely to show a positive behavioral intention towards its products in their buying decision process (Sichtmann, 2007). Next to influencing purchase intention

Johnson and Castaldo (2009) found that trust also has an effect on the perceived value of the brand.

The fourth variable is the perceived authenticity of the brand. Brand authenticity depends on how consumers perceive a brand to be faithful and true to itself and its consumers; it supports consumers being true to themselves (Morhart, Malär, Guèvremont Girardin & Grohmann, 2015). The perceived authenticity of a brand is part of brand knowledge of the consumers, which in its turn has an effect on willingness to buy (Sheinin and Biehal, 1998). However, authenticity only exist according to the perceiver. That is, people gauge authenticity on the basis of their own personal experiences, and as long as someone subjectively perceives the authenticity of an object, it exists (Lewis & Bridger 2000). This means that perceived authenticity is in base different for each person.

In the literature there are no clear statements about the effects of story elements on the perception of a brand. However, Beverland, Lindgreen and Vink (2008) mentioned that consumers use objective cues of a factual or spatio-temporal link with the real world to form assessment of authenticity. Consumers accept it as authentic if the cues in the advertisement resemble real life and fit their mental picture of how things ought to be. For example, these cues can be names, educations, jobs, and age. These detailed information prompts consumers to believe the authenticity of the brand story. This makes it plausible that adding a character to a brand story provides cues that resemble real life and therefore especially influence the authenticity of the brand and therefore the overall brand perception, because perceived authenticity is part of the overall brand perception. This leads to the following hypothesis:

H1 = Brand stories including a character are expected to have a more positive effect than brand stories without a character on:

- a: Perceived authenticity
- b: Perceived quality
- c: Perceived value
- d: Perceived trust
- e: Purchase intention

The conflict in a brand story helps to communicate the central message the organization wants to tell (Mossberg, 2008). A conflict in advertising helps consumers understand product benefits. For example, a car brand communicates a brand story with the conflict of using too much fossil resources for building their cars which harms nature. Their new cars are completely made of recycled materials which stops the need for fossil resources. Customer now understand the product benefits. In this case buying a car at this particular brand does not harm nature. This message could therefore potentially influence the global evaluation of the product. As mentioned earlier is the perceived value of a product or brand the global evaluation on the usefulness of the product by the consumer. Because perceived value is part of the overall brand perception it is likely that it has an effect on the overall brand perception too. This assumption results in the following hypothesis:

H₂ = Brand stories including a conflict are expected to have a more positive effect than brand stories without a conflict on:

- a: Perceived authenticity
- b: Perceived quality
- c: Perceived value
- d: Perceived trust
- e: Purchase intention

As mentioned before, it appears that the elements conflict and character have a positive effect on brand perception. These elements do also contribute to a good story in general. This makes it plausible that including both elements in a story they will reinforce each other and will interact. According to the study of Alwitt (2002) conflict should result in a higher state of arousal, whereas without the conflict the story and characters appear to be flat and boring. This indicates that a conflict does have a positive effect on the character in a story. Thus, the following hypothesis is proposed:

H₃ = An interaction effect is expected between the elements conflict and character; They will reinforce each other, so combining them will positively affect:

- a: Perceived authenticity
- b: Perceived quality
- c: Perceived value
- d: Perceived trust
- e: Purchase intention

On the next page a figure is shown of the research design.

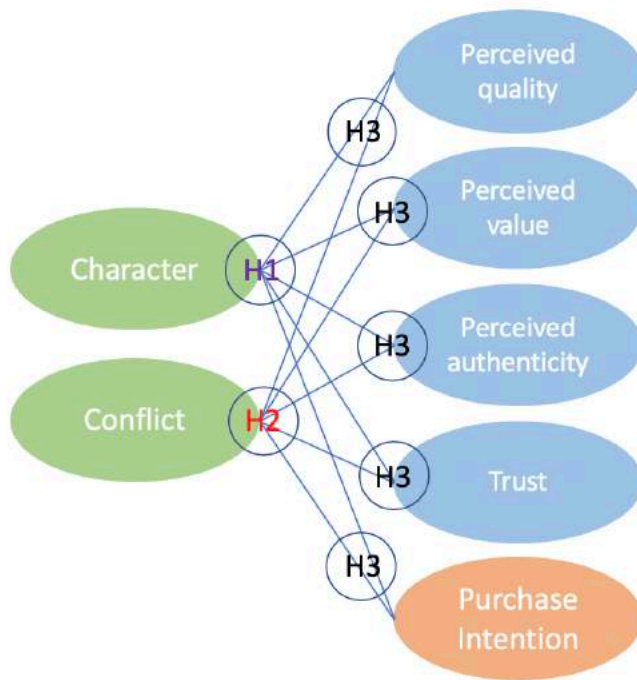


Figure 1. Research design

3. Research method

3.1 Study design

Based on the literature study an online experiment is developed to investigate the formulated hypotheses. This study tries to investigate to what extent the elements conflict and character in brand stories influence brand perception and contribute to purchase intention at this brand. To investigate these effects a fictional brand story about a coffee brand is developed. Participants in this study are exposed to a brand story. They are randomly assigned to one of the four variants of the brand stories. The differences between the four brand stories are the presence and absence of conflict and character. The study is based on a 2x2 design. The first story does not have a conflict or character in it. The second story does have a conflict in it, but no character. The third story does have a character and a conflict in it. And the fourth story only has a character in it. So, in this case the character and conflict are the independent variables. As explained in the theoretical framework coffee is an experience product and therefore the presence of a character, conflict and authenticity are important elements. In all four stories authenticity cues are present. This to just focus on the effects of the independent variables character and conflict.

After reading the brand story participants had to give their opinion about the brand based on their perception. Next to their opinion about brand perception their intention to purchase at this brand was asked. This means that the brand perception and purchase intention are the dependent variables in this study.


3.2 Materials

The online experiment consisted of four brand stories. These are displayed in figure 2 below. The only differences between the brand stories were the presence and absence of conflict and character. The character in this study is a human character described as a 29-year-old son of the owner of the company. The conflict in this study is defined as the dilemma the company faced when the company was not allowed to join an association because they did not meet the requirements for joining this organization due to the Co2-pressure of the organization on the environment. Due to this conflict they had to develop a new way to meet the requirements of this association. This made them turn in a new direction which solved their Co2 impact drastically and made them join the association.

		Conflict	
		Yes	No
Character	Yes	Story 3 Character + Conflict	Story 4 Character
	No	Story 2 Conflict	Story 1 -

Figure 2. 2x2 design character and conflict

Two examples of the manipulation materials are shown below. These are literal translation from the Dutch brand stories used in the experiment. The first example shows a brand story without the elements conflict and character.



KOFFIE
KOFFIE MACHINES
SERVICE
OVERIGE PRODUCTEN
HORECA
OFFICE

Eykendaal brandmeesters

For more than 200 years tea and coffee are our passion. So logical that our craftsmanship is unparalleled. Not only that. Care for people and environment is our priority for all our products. At Eykendaal you'll find the tastiest coffee of the finest quality. Discover the different tastes and share the passion. For more than 6 generation the craftsmanship of coffee roasting is passed through from father to son and daughter

In our test lab the quality of coffee is checked on daily base. Next to that our inspectors tests and develop new tastes and melanges. Besides that Eykendaal brandmeesters has a qualified Q-grader Arabica who can judge the coffee precisely. In that way we take the best care of our quality products. Only the tastiest and most special coffee are sold under the name Eykendaal brandmeesters.

Also, Eykendaal brandmeester is member of the SCA (Specialty Coffee Association) a non-profit organization in the specialty coffee industry where parties from the coffee industry share knowledge and are committed to a durable coffee future. Eykendaal brandmeester has over 40 special coffee stores in the Netherlands and Belgium. Here you can choose out of our extensive and changing assortment.

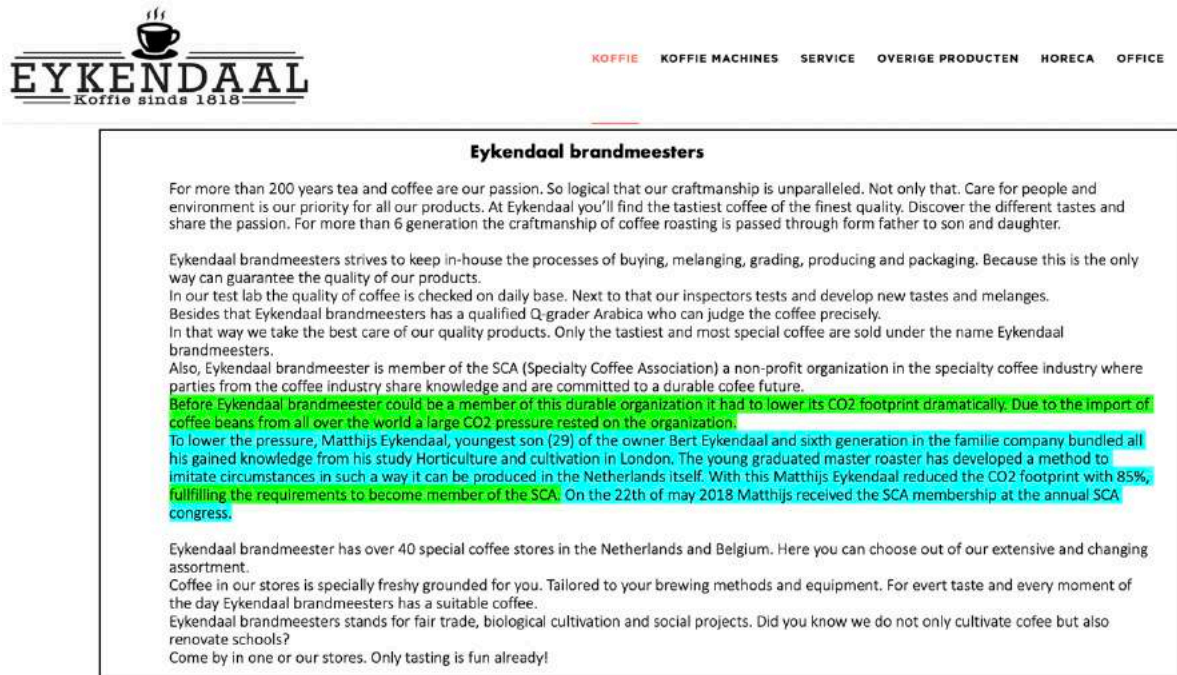
Coffee in our stores is specially freshly grounded for you. Tailored to your brewing methods and equipment. For every taste and every moment of the day Eykendaal brandmeesters has a suitable coffee.

Eykendaal brandmeesters stands for fair trade, biological cultivation and social projects. Did you know we do not only cultivate coffee but also renovate schools?

Come by in one of our stores. Only tasting is fun already!

Figure 3. Story without conflict and character

The second example of a brand story used in this study is shown below. This particular story includes both elements character and conflict. The conflict is shaded in green and the character is shaded in blue.



Eykendaal brandmeesters

For more than 200 years tea and coffee are our passion. So logical that our craftsmanship is unparalleled. Not only that. Care for people and environment is our priority for all our products. At Eykendaal you'll find the tastiest coffee of the finest quality. Discover the different tastes and share the passion. For more than 6 generation the craftsmanship of coffee roasting is passed through from father to son and daughter.

Eykendaal brandmeesters strives to keep in-house the processes of buying, melanging, grading, producing and packaging. Because this is the only way can guarantee the quality of our products.

In our test lab the quality of coffee is checked on daily base. Next to that our inspectors tests and develop new tastes and melanges.

Besides that Eykendaal brandmeesters has a qualified Q-grader Arabica who can judge the coffee precisely.

In that way we take the best care of our quality products. Only the tastiest and most special coffee are sold under the name Eykendaal brandmeesters.

Also, Eykendaal brandmeester is member of the SCA (Specialty Coffee Association) a non-profit organization in the specialty coffee industry where parties from the coffee industry share knowledge and are committed to a durable coffee future.

Before Eykendaal brandmeester could be a member of this durable organization it had to lower its CO2 footprint dramatically. Due to the import of coffee beans from all over the world a large CO2 pressure rested on the organization.

To lower the pressure, Matthijs Eykendaal, youngest son (29) of the owner Bert Eykendaal and sixth generation in the familie company bundled all his gained knowledge from his study Horticulture and cultivation in London. The young graduated master roaster has developed a method to imitate circumstances in such a way it can be produced in the Netherlands itself. With this Matthijs Eykendaal reduced the CO2 footprint with 85%, fulfilling the requirements to become member of the SCA. On the 22th of may 2018 Matthijs received the SCA membership at the annual SCA congress.

Eykendaal brandmeester has over 40 special coffee stores in the Netherlands and Belgium. Here you can choose out of our extensive and changing assortment.

Coffee in our stores is specially freshly grounded for you. Tailored to your brewing methods and equipment. For evert taste and every moment of the day Eykendaal brandmeesters has a suitable coffee.

Eykendaal brandmeesters stands for fair trade, biological cultivation and social projects. Did you know we do not only cultivate coffee but also renovate schools?

Come by in one of our stores. Only tasting is fun already!

Figure 4. Story with character and conflict

3.3 Procedure

To find participants for this online experiment, respondents were recruited via online platforms, face-to-face, and through personal network. Potential respondents were provided with a weblink to the online questionnaire, where they could start the questionnaire on any given time on different devices, like PC, mobile phone and tablets.

After starting there was an introduction mentioning that all information was confidential and anonymous. Participating in this study would take around 5 minutes. No good or false answers were possible. Respondents only had to give their opinion about the statements. Participation must be on voluntary basis. This to reduce the pressure of giving socially desired answers. They were also instructed that they could stop at any given time. After the introduction they were randomly assigned to one of the four brand stories. After reading the brand story they all had to give their opinion about several statements. Regardless of which story they were assigned to, they all had to give their opinion about the same statements. The respondents had to give their opinion about the authenticity, trustability, quality, value of the brand. Next to that they had to give their opinion about their purchase intention at this brand. Their statements were based on a 5-point likert scale. Manipulation checks were included to check the awareness of the presence or absence of the elements character and conflict. Next to that a question about their consumption of coffee was included. This question was included to investigate any difference

between coffee consumers and people who do not drink coffee. The consumption of coffee is a relevant factor, because it is likely that people who do not consume coffee will have a lower intention to buy coffee in general. In appendix I the used questionnaire of this study is showcased.

3.4 Participants

The online questionnaire was distributed among the Dutch population. From the 422 people that opened or started the questionnaire, 207 responses were correctly and fully executed. Respondents with a too short participation time were excluded. The online provider of the questionnaire Qualtrics estimated the minimum time of completing the questionnaire in a reliable manner on 3 minutes. This is why respondents with a time lower than 180 seconds were excluded from the dataset. 47 respondents were excluded based on the minimum requirement of 180 seconds for fulfilling the questionnaire. 168 respondents who started the questionnaire were excluded because of incompleteness of the questionnaire. This resulted in a dataset where the respondents were equally distributed over 4 groups. This resulted in group 1 = N55, group 2 = N50, group 3 = N48, group 4 = N54. Age of the total random sample varies between 18 and 78 years. The mean age of the respondents was 38 with a median of 34. The 207 respondents were divided in 102 males and 105 females.

Reliability and validity tests were conducted to investigate any significant differences between the 4 groups based on sex, educational level, and age. For these measurements Chi-square tests and an ANOVA-test is used. The ANOVA on the random sample showed that there was no significant difference between groups based on age. The Chi-square test on sex showed no significant difference between the groups based on sex. There was also no significant difference found on education level between the groups. This means that the 4 groups do not differ from each other based on age, sex, and educational level.

For this study it was relevant if participants consume coffee or not. 40 participants did not consume coffee. They were equally distributed over the randomly assigned stories. Resulting in group 1 = N13, group 2 = N7, group 3 = N7, group 4 = N13 for non-coffee drinkers. This resulted in an equally distributed population of coffee drinkers; resulting in group 1 = N42, group 2 = N43, group 3 = N41, group 4 = N41. On the next page an overview of the total sample is displayed.

Table 1.

Distribution of sample characteristics					
Character	Conflict				
	Yes			No	
Yes					
	Age ^{a)}	M 36,27 / SD 14,66		M 39,52 / SD 15,98	
	Gender	Male	19	Male	27
		Female	29	Female	27
	Non-coffee consumer	7		13	
	Educational level ^{b)}	1)	13	1)	13
		2)	20	2)	23
		3)	15	3)	18
No					
	Age ^{a)}	M 35,04 / SD 14,56		M 369,25 / SD 14,45	
	Gender	Male	30	Male	26
		Female	20	Female	29
	Non-coffee consumer	7		13	
	Educational level ^{b)}	1)	15	1)	24
		2)	21	2)	22
		3)	14	3)	9
a) Mean + SD of self reported age					
b) Population: 1) =Low 2) =Middle 3) =high					

3.5 Measures

The questionnaire used in this study is based on valid constructs retrieved from previous studies. This to increase the chance of a valid and reliable output of data. To measure the validity and the reliability of the data a factor analysis and a reliability tests are performed.

3.5.1 Factor analysis

A factor analysis is used to validate the measured factors in the questionnaire. The Kaiser-Meyer-Olkin measure in the factor analysis resulted in .91 where values above .9 are seen as superb. The Bartlett's test of the factor analysis resulted in .000 which is $p < 0.001$ and therefore the factor analysis is applicable. Twenty-two factors resulted in 5 underlying factors with an eigenvalue of at least 1. The number of underlying factors is in line with the expectations, because 5 factors were measured namely; perceived quality, perceived value, perceived authenticity, perceived trust, and purchase intention. However, the

analysis showed that some items are assigned to other factors. 'Eykendaal is an honest brand' is assigned to authenticity instead of perceived trust and 'Eykendaal can be relied on to keep its promises' is assigned to perceived trust instead of authenticity. Based on the rotated component matrix the items were assigned to their new groups. Assigning the items to the other groups resulted in a higher Cronbach's alpha of the constructs perceived trust and perceived authenticity. The Cronbach's alpha of perceived trust increased from .79 to .82 and the Cronbach's alpha of perceived authenticity increased from .74 to .75. The factor analysis is displayed on the next page.

Table 2.

Factor analysis, rotated component matrix questionnaire

Statements	Factor				
	1	2	3	4	5
Purchase intention					
It is very likely that I will buy Eykendaal	.886				
I will definitely try products of Eykendaal	.886				
I will purchase Eykendaal next time I need coffee	.816				
I would advise Eykendaal to other people	.698				
I would like to have more information about Eykendaal	.688				
Perceived quality					
The quality of Eykendaal appears to be high		.780			
The workmanship on this product would be good		.753			
My view on Eykendaal is positive		.694			
Product of Eykendaal are durable		.672			
Perceived trust					
Eykendaal delivers what it promises			.735		
I can count on Eykendaal to provide a good service			.712		
Eykendaal is safe			.643		
Eykendaal can be relied on to keep its promises			.640		
Eykendaal puts customer's interest first			.550		
Perceived value					
Eykendaal has consistent quality				.814	
Eykendaal performs constantly				.683	
Eykendaal has an acceptable stand of quality				.661	
Products of Eykendaal are well made				.530	
Perceived authenticity					
Eykendaal has moral principles					.790
Eykendaal survives trends					.644
Eykendaal is an honest brand					.607
Eykendaal reflect important values of people					.497
Explained variance:	38,71%	10,84%	7,28%	5,20%	4,61%
Eigenvalue:	8,52	2,38	1,60	1,14	1,01
Cronbach alpha:	0,88	0,82	0,82	0,83	0,75

An elaboration of the used constructs is showcased on the next page.

3.5.2 Perceived quality

For measuring the perceived quality of the brand stories used in the questionnaire, the construct of Grewal, Monroe, and Krishan (1998) was used as input. The construct in their study was used for measuring the perceived quality of the products of the brand in the brand story. They measured the perceived quality through questions regarding the durability and workmanship of the products from the particularly brand. The reliability analysis of the construct used in this study resulted in a reliability of .82. The Cronbach's alpha above .7 is seen as sufficient and above .8 is seen as good.

3.5.3 Perceived authenticity

Authenticity is based on continuity, credibility and integrity. To measure the perceived authenticity, statements regarding the survival of trends of the brand and the reflection of the important values people care about are examples of statements used in the questionnaire. These questions are based on and retrieved from the study of Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). The reliability analysis of the construct used in this study resulted in a reliability of .74. However, based on the factor analysis items from perceived authenticity and perceived trust are switched. This increased the reliability from .74 to .75.

3.5.4 Perceived value

To measure perceived value, the construct of Sweeney and Soutar (2001) was used as guideline for the statements used within this study. Statements regarding the consistency of quality and the consistent performance of the brand are used. The reliability analysis of the construct used in this study resulted in a reliability of .83.

3.5.5 Perceived trust

Trust is measured on base of the degree of confidence a consumer has in a brand and belief that it can be counted on to do what it is supposed to do. The construct used in this study is based on the construct of Chaudhuri and Holbrook (2001). For example, opinions regarding statements about the honesty, trustability, safety, and reliability are used. The reliability analysis of the construct used in this study resulted in a reliability of .79. However, based on the factor analysis items from perceived authenticity and perceived trust are switched. This increased the reliability from .79 to .82.

3.5.6 Purchase intention

Next to the perceptions, purchase intention is measured. It is based on the degree to which a consumer means to buy a specified brand in the future. Example of items used in their study are: it is very likely that I will buy *brand name*, I will definitively try *brand name*. The items are based on the study of Putrevu and Lord (1994). The reliability analysis of the construct used in this study resulted in a reliability of .88.

4. Results

This section will describe the results of the questionnaire. The analysis is conducted via SPSS. Results of the different analysis will be showcased.

Table 3.

<i>Standard deviations and mean scores based on 5-points Likert scale</i>							
		Conflict		No Conflict		Total	
		Mean	SD	Mean	SD	Mean	SD
<i>Character</i>							
	Perceived quality	3.78	0.73	2.75	0.43	3.72	0.58
	Perceived value	3.62	0.63	3.53	0.64	3.58	0.64
	Perceived authenticity	3.66	0.62	3.53	0.66	3.60	0.64
	Perceived trust	3.45	0.56	3.40	0.60	3.43	0.58
	Purchase intention	2.95	0.78	3.11	0.80	3.03	0.79
<i>No character</i>							
	Perceived quality	3.70	0.61	3.58	0.52	3.66	0.57
	Perceived value	3.75	0.57	3.66	0.52	3.70	0.55
	Perceived authenticity	3.66	0.55	3.53	0.47	3.60	0.51
	Perceived trust	3.44	0.56	3.40	0.47	3.42	0.52
	Purchase intention	2.99	0.87	3.04	0.77	3.02	0.82
<i>Total</i>							
	Perceived quality	3.74	0.67	3.17	0.48		
	Perceived value	3.69	0.60	3.60	0.58		
	Perceived authenticity	3.66	0.59	3.53	0.57		
	Perceived trust	3.45	0.56	3.40	0.54		
	Purchase intention	2.97	0.83	3.08	0.79		

As mentioned earlier all the manipulation stories included authenticity cues. It was expected that these cues would result in higher mean scores for the perceived authenticity of the stories in contrast to the other perception in this study. As shown in table 3, this was not the case. The lowest mean score was found on perceived quality in the story with only a character in it. This mean score resulted in 2.75 and also had the lowest standard deviation of all. Besides that, it is remarkable that the standard deviation of purchase intention is the highest in all four settings. This indicates larger differences between the scores of individual respondents on purchase intention.

A multivariate analysis of variance (MANOVA) was conducted to test if the elements character and conflict did have an impact on the perception of the brand and purchase intention. The MANOVA shows that there is no interaction effect between character and conflict on brand perception and purchase intention. Wilks' Lambda resulted in a p-value of .82. Also, no effect was found on the element character. The Wilks' Lambda resulted in a p-value of .41. However, a significant difference was found in the multivariate test. It shows a significance difference of 0,04 of conflict on brand perception. This means that conflict in brand stories do have an effect on brand perception and purchase intention.

Table 4.

Multivariate Tests N=207		<i>F-value</i>	<i>Sig.</i>
<i>Wilks' Lambda</i>			
	Conflict	2,33	0,04
	Character	1,01	0,41
	Conflict * Character (interaction)	0,44	0,82

Breaking down the overall brand perception into the individual elements of brand perception it appears that none of the individual elements resulted in a significant difference.

Table 5.

Test of between subjects effects N=207		<i>F-value</i>	<i>Sig.</i>
<i>Conflict</i>			
	Quality	2,24	0,14
	Value	2,38	0,13
	Authenticity	0,31	0,58
	Trust	0,08	0,78
	Purchase intention	0,03	0,87
<i>Character</i>			
	Quality	1,08	0,30
	Value	1,27	0,26
	Authenticity	1,10	0,30
	Trust	0,90	0,35
	Purchase intention	1,00	0,32
<i>Conflict* Character (interaction)</i>			
	Quality	0,35	0,56
	Value	0,00	0,98
	Authenticity	0,28	0,60
	Trust	0,05	0,82
	Purchase intention	0,17	0,68

a) 5-point likert scale (1=strongly disagree / 5=strongly agree)

The brand story in this study is about a coffee brand. After reading, respondents were asked if they do drink coffee or not. It is likely that non-coffee drinkers would not have an intention to purchase coffee at this brand because they do not drink coffee at all. A line of thought could be that these respondents negatively influence brand perception, because they do not like coffee at all. New analyses were held by excluding respondents who do not drink coffee (N=40). A MANOVA is conducted to for the group of respondents drinking coffee (N=167). This time the MANOVA did not show any significant differences of the elements character and conflict in the brand stories. So, the line of thought of non-coffee drinkers negatively influencing brand perception does not correspond with the outcome.

Table 6.

Multivariate Tests coffee drinkers N=167		<i>F-value</i>	<i>Sig.</i>
<i>Wilks' Lambda</i>			
	Conflict	1,40	0,23
	Character	0,97	0,44
	Conflict * Character (interaction)	0,41	0,85

Next to the measurement of the effects of story elements on brand perception a correlation test is performed. This correlation test tested two assumptions from the literature. One retrieved from the study of Aydin and Özer (2005) who states that trust also positively influence purchase intention. A moderate effect was shown based on a value of .636 with a significance level of <.001. The second assumption was retrieved from the study of Guenzi, Johnson and Castaldo (2009) which states that trust should positively influence perceived value. This resulted in a moderate effect of .496 with a significance level of <.001.

In the questionnaire manipulation checks were added to check if respondents were aware of the presence or absence of the conflict and/or character. After giving their opinion about several statements they had to answer questions regarding the presence and absence of the manipulation elements character and conflict. In the story with only a conflict in it 4 out of the 50 respondents replied that they did not notice a conflict in the story. For the story with a conflict and a character in it 4 out of the 49 respondents did not notice a character and 4 did not notice a conflict. One of these respondents did not notice both of the manipulation elements. The story with only a character in it 4 respondents replied that they did not notice a character in their story.

These respondents were removed from the dataset to measure if they did influence the significance of conflict on brand perception and the result of character on brand perception. This resulted in a sample of N=191. With this sample size it was measured if leaving out the respondents that did not notice the manipulation cues would result in a different outcome. A multivariate analysis was performed to see the effects of these elements on brand perception. There were no different results of the element character. Still no significance difference was found of the element on brand perception. However, the significant

difference of the total sample of N=207 of conflict on the overall brand perception has disappeared. The sample of N=191 did not show any significant difference of the element conflict on brand perception.

Table 7.

<i>Multivariate Tests N=191 aware of manipulation cues</i>		<i>F-value</i>	<i>Sig.</i>
<i>Wilks' Lambda</i>			
	Conflict	2,06	0,07
	Character	1,31	0,26
	Conflict * Character (interaction)	0,53	0,75

Based on the results of the total sample of this study (N=207) the hypotheses based on the literature are formulated below and supported or rejected.

H₁ = Brand stories including a character are expected to have a more positive effect than brand stories without a character on:

- a: Authenticity
- b: Quality
- c: Value
- d: Trust
- e: Purchase intention

Hypothesis 1 is not supported by the results in this study. H₁ is rejected.

H₂ = Brand stories including a conflict are expected to have a more positive effect than brand stories without a conflict on:

- a: Authenticity
- b: Quality
- c: Value
- d: Trust
- e: Purchase intention

Hypothesis 2 is not supported by the results of this study. There was no significant difference found on the individual variables of brand perception. In addition, the MANOVA did show a significant difference of the element conflict on the overall brand perception. Regardless the effect on the overall brand perception, H₂ is rejected.

H₃ = Including elements conflict and character in a brand story will have an interaction effect which will have a more positively effect on:

- a: Authenticity
- b: Quality
- c: Value
- d: Trust
- e: Purchase intention

Hypothesis 3 is not supported by the results in this study. H₃ is rejected.

5. Discussion and conclusion

The aim of the study was to investigate if a brand story, and especially elements in brand stories, has an effect on brand perception and purchase intention. For this study the following research question was developed: 'To what extent do the elements conflict and character in brand stories influence brand perception and contribute to purchase intention?'. Therefore, a quantitative study was conducted. Based on the literature it was expected that the elements character and conflict would have an effect on the perception of the brand and consumers' purchase intention. Also, an interaction effect was expected between the elements character and conflict on brand perception and purchase intention. The results of the study show that conflict in brand stories does have an effect on brand perception. A significant difference was found of conflict on brand perception. An effect of character in brand stories was not found on brand perception and purchase intention. Also, no interaction effect was found between character and conflict on brand perception and purchase intention.

5.1 Discussion

Not all of the results of this study are in line with the expectation based on the literature. Validation and reliability checks show a valid and reliable research. There is a possibility that other factors did influence the results of the current study. These will be discussed and elaborated in this part of the report.

The perceived authenticity of the brand in this study is measured as the faithfulness of the brand and the brand being true to itself. The literature of Lewis and Bridger (2000) described that authenticity is based on peoples own personal experiences. This means that perceived authenticity is different for each person. This means that authenticity cues in the manipulation materials are perceived different between all respondents. This could potentially have influenced the results of the perceived authenticity of the respondents on the brand and therefore on the overall brand perception of the brand.

Measures on the total population of respondents resulted in a significant difference of conflict on the overall brand perception. It was assumed that non-coffee drinkers would be less interested in buying coffee, because they do not drink coffee and would probably not be interested in the brand at all. An analysis was performed by leaving out the non-coffee drinkers. It was expected that a higher brand perception would occur. This was not the case. By leaving the non-coffee drinkers out of the results no significant difference was found under the coffee drinkers of conflict or character on brand perception and purchase intention. This could mean that the non-coffee drinkers did contribute to a significant difference on the overall brand perception and purchase intention. This rise the question why non-coffee drinkers would possibly be interested in purchasing coffee and have a higher brand perception regarding the coffee brand.

A theory could be that non-coffee drinkers are easier to persuade with abstract communication tools like brand stories, because they do not have any references and preferences of and for other coffees. This could increase the effect of the story they have read. Also, the non-coffee drinkers could be the person

who does the groceries of their household. The non-coffee drinkers could buy the coffee for the coffee drinkers in that specific household. So, brand perception and their intention to buy the product is still a relevant factor.

The results of the questionnaire did show a significant difference of the element conflict on the overall brand perception. Not all respondents did notice the manipulation cues in the stories. By removing these respondents from the sample no significant difference was left of the element conflict on the overall brand perception. This means that the respondents that were not aware of the manipulation cues did contribute to the significance level of conflict on the overall brand perception. There is a possibility that the manipulation cues did have an unconscious effect on these respondents and did therefore contribute to the effect on the overall brand perception. Another line of thought could be that other cues in the manipulation stories could had an effect on the respondents other than conflict and character that are not measured within this study. The reason for not excluding these respondents, that were not consciously aware of the manipulation cues, is the fact that there is no evidence that there was no unconscious effect of the manipulation cues despite their answer of not being aware of the manipulation cues.

The conflict used in the manipulation materials was a conflict caused by the organization itself. The high pollution of the airplanes used for importing coffee from other continents was part of their own strategy. The organization found a solution for a conflict they caused themselves. This could potentially influence the perception of the brand, because it has suspicion of hypocrisy. Maybe solving a conflict regarding societal problems, not caused by the company, will lower hypocrisy and result in a more positive perception of the brand and increase purchase intention. It is recommended in future research to use a conflict solving a conflict not caused by the company itself.

In this study, respondents had to read one brand story and directly give their opinion about several statements. Green and Brock (2000) stated that narrative transportation may have long term consequences with respect to changes in attitudes and intentions. It is possible that the time between the manipulation materials and giving their opinion was too short to have an effect on their intentions. This could have influenced the results on the intention to buy at the brand used in the study.

The results in this study show that including a conflict in a brand story contributes to a more positive perception of the brand. This study is inspired by the study of Scheerder (2017). Her study concluded that it seemed redundant to use this element in a corporate story, because it had no effect on the appreciation of the specific organization used in the corporate story. This was contrary to her expectations retrieved from the literature. It is possible that using a conflict in a corporate story could have a positive effect on the perception of the organization. This could leaving out a conflict in corporate stories be put in another perspective, because leaving out a conflict will not have an effect on the appreciation of the organization, but it can contribute to a more positive view of the organization in general.

In this study respondents were exposed to one brand story, one time. The study of Delgado-Ballester and Munuera-Alemán (2001) stated that trust is developed by consumers' exposure and experience with brands, and that it is an experiential learning process. Maybe several exposures could have resulted in other levels of perceived trust and therefore on the overall brand perception, because trust develops by exposure and experiential learning.

Respondents were able to fulfill the questionnaire via internet on several devices like PC, tablet or phone. This made it easy to fulfill the questionnaire at any place at any moment. It can be argued that respondents did not take the appropriate time to seriously fill in the questionnaire, because it could be done at any moment and they did not have to make time for it to fulfill the questionnaire. The results cannot be influenced by respondents just fulfilling the questionnaire. Only respondents with a minimum response time of 3 minutes were used in the questionnaire. Responses less than 3 minutes were declined from the data. This should have resulted in seriously performed questionnaires.

5.2 Limitations

The literature did not show any previous research which focused on the effect of story elements on the perception of a brand or purchase intention. This study did exclusively focus on the story elements character and conflict on brand perception and purchase intention. No recommendation from previous studies like this one could be extracted from the literature. By reviewing the current study some limitation come to light. These limitations are discussed below.

A few respondents reacted on the study. They told that they found it hard to give an opinion about something they never heard of. In this case a brand they were not familiar with. So, the limitation is that this study is about a brand that is not familiar for the respondents. However, using a well-known brand also has a downside. Respondent will already have an opinion or a judgement about that specific brand which will disturb the independence of the study.

A potential limitation could be that respondents were not able to identify themselves with the character. Escalas and Stern (2003) mentioned that people are likely to empathize with the character and experience the story vicariously through them. The mean age of all respondents was 38, where the character in the story was a 29-year-old male. This could have resulted in minor effects of the character on the perception of the brand.

It could be argued that the conflict in this story was not convincing enough to have a major effect. The conflict in this brand stories only consisted of two sentences. In future research it is advised to integrate a longer text about the conflict to make it more clearly. Not all respondents did notice the conflict and character in the stories, but this was limited to a few that were not aware of a conflict or character when it was actually present in the manipulation material.

The questionnaire was distributed via several devices. Due to the little screen on mobile phones it is a possibility that they could not read the manipulation materials clearly. The manipulation materials used

in the questionnaire are jpg-files. This means that these are not scalable on phones and tablets, so it appears to be very small. There is a possibility that respondents had a hard time carefully reading the brand stories. Maybe they have not read the full manipulation materials at all or were not focused while reading because they were annoyed of reading the small letters. This could have effect on their mood and therefore in their way of giving their opinion on the different statements.

The results of this study give insight in the perception and intention of people buying at a brand. It did not measure real purchases based on the brand stories. Therefore, there is no guaranteed purchases by increasing the purchase intention of respondents.

5.3 Implications

This study aimed on exposing the effects of the story elements conflict and character in brand stories. The results from the data showed an effect of the element conflict in brand story on the overall brand perception. The study succeeded to track down an effect between conflict and brand perception. These results give cause for further investigation on brand story elements. This study showed an effect of the element conflict in brand stories. Maybe other elements can contribute to a higher purchase intention and therefore result in real purchases. Further research can potentially give a clearer picture of how stories can contribute in intention and perception change of consumers.

Due to the fact that only the effects of brand stories on brand perception and purchase intention is measured, it cannot be generalized to effects on other perception and behavioral intention of consumers.

On the basis of the results and the conclusion of the study, it is possible to formulate implications for practice. The findings from this study concerning the effect of conflict, has an effect on the overall brand perception of a brand. Marketeers can include conflict in their brand stories to increase the effect on the overall brand perception. However, this study is held in the Netherlands and it cannot be generalized to an international target audience.

Next to the study of Scheerder (2017) where no effect was found of a character in corporate stories on the appreciation of an organization, this study also found no effect of a character in a brand story on the perception of the brand. This study does not advice excluding a character in a story, because literature states that a character contributes to a good story in general. There is a possibility that a character has positive effects on other factors than appreciation and perception.

5.4 Conclusion

Answering the main research question; 'To what extent do the elements conflict and character in brand stories influence brand perception and contribute to purchase intention?', it can be stated that the extent to which the elements conflict and character in brand stories influence brand perception and contribute to purchase intention are small. A quantitative study was conducted to measure the effects of the elements character and conflict in brand stories on the perception of the brand.

The formulated hypotheses used in this study are rejected. However, the results show an effect of the element conflict in brand stories on the overall brand perception, but It has to be taken in consideration that the exact effect within brand perception is not found. No effects were found of the element character in brand stories on the perception of the brand. Despite the fact that the effect of character was not found in this study, it cannot be assumed that the element character does not have an effect on other issues not measured within this study.

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Appendix

A Questionnaire

Beste deelnemer,

Ten eerste wil ik U bedanken voor de deelname aan dit onderzoek. In dit onderzoek krijgt u een stuk tekst te lezen waarover vragen gesteld zullen worden. In dit onderzoek zal je alleen naar je mening worden gevraagd. Er zijn geen goede of foute antwoorden. Het onderzoek zal ongeveer 10 minuten duren. Deelname aan dit onderzoek is vrijwillig. Je mag te allen tijde stoppen met dit onderzoek, zonder opgave van reden. In dit onderzoek zal je anoniem blijven en de gegevens worden zorgvuldig verwerkt. Voor vragen of opmerkingen kan je altijd een mail sturen naar merijnroos@live.nl. Nogmaals dank voor uw medewerking. Merijn Roos student Master Communication Science, Universiteit Twente.

In hoeverre ben je het eens met de onderstaande stellingen?

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
De kwaliteit van Eykendaal is erg hoog (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De producten van Eykendaal zijn duurzaam (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het vakmanschap van Eykendaal is uitstekend (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn kijk op Eykendaal is positief (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre ben je het eens met de onderstaande stellingen?

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Eykendaal zet de klant op de eerste plaats (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal komt zijn beloftes na (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bij Eykendaal kan je er op rekenen dat het een goede service biedt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal een eerlijk merk (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal is veilig (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre ben je het eens met de onderstaande stellingen?

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Eykendaal overleeft trends (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal heeft morele principes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal reflecteert belangrijke waarden waar mensen om geven (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal is een merk dat zijn waardebeloftes behaalt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre ben je het eens met de onderstaande stellingen?

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Eykendaal heeft een constante kwaliteit (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producten van Eykendaal zijn goed gemaakt (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal heeft een acceptabele standaard van kwaliteit (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eykendaal presteert constant (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre ben je het eens met de onderstaande stellingen?

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Ik zou graag meer informatie willen over Eykendaal (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ga sowieso een product van Eykendaal proberen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou Eykendaal adviseren bij andere mensen (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een grote kans dat ik Eykendaal ga kopen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een grote kans dat ik de volgende keer Eykendaal koop wanneer ik koffie nodig heb (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Was er een persoon aanwezig in de tekst?

- ☐ Ja (1)
- ☐ Nee (2)
- ☐ Weet ik niet (3)

Was er een gebeurtenis in de tekst waardoor er een verandering plaatsvond binnen het bedrijf?

- ☐ Ja (1)
- ☐ Nee (2)
- ☐ Weet ik niet (3)

Drinkt u koffie?

- ☐ Ja (1)
- ☐ Nee (2)

Hoeveel koffie drinkt u per dag?

- ☐ 0-2 (1)
- ☐ 2-4 (2)
- ☐ 4-6 (3)
- ☐ 6-8 (4)
- ☐ Meer (5)

Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

- ☐ Basis onderwijs (1)
- ☐ Middelbaar onderwijs (2)
- ☐ MBO (3)
- ☐ HBO (4)
- ☐ WO (5)
- ☐ WO+ (6)

Wat is uw geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)

Appendix

B Manipulation material



KOFFIE KOFFIE MACHINES SERVICE OVERIGE PRODUCTEN HORECA OFFICE

Eykendaal brandmeesters

Al 200 jaar vormen thee en koffie onze passie. Logisch dus, dat ons vakmanschap ongeëvenaard is. En dat niet alleen. Zorg voor mens en milieu staat bij al onze producten voorop. Bij ons vind je de lekkerste koffie van de allerbeste kwaliteit. Ontdek de smaken, deel de passie. Al 6 generaties lang wordt het ambacht van koffiebrander van vader op zoon en dochter overgedragen.

Eykendaal brandmeesters streeft ernaar het gehele proces van inkopen, melangeren, keuren, produceren en verpakken in eigen beheer te houden. Want alleen dan kunnen we garant staan voor een kwaliteitsproduct.

In ons proeflab wordt de kwaliteit van de koffie dagelijks gecontroleerd. Daarnaast bedenken en testen onze keurmeesters hier nieuwe smaken en melanges. Eykendaal brandmeesters heeft bovendien een gekwalificeerde Q-grader Arabica in huis die de koffie zeer nauwkeurig beoordeelt. Zo dragen we optimaal zorg voor onze productkwaliteit. Alleen de lekkerste en meest bijzondere koffie wordt onder de naam Eykendaal brandmeesters verkocht. Ook is Eykendaal brandmeesters lid van de SCA (Specialty Coffee Association), een non-profitorganisatie in de specialiteitenkoffiebranche waar spelers uit de koffie-industrie kennis delen en zich gezamenlijk inzetten voor een duurzame koffietoekomst. Eykendaal brandmeesters heeft meer dan 40 Koffie speciaalzaken in Nederland en België. Daar kun je kiezen uit ons zeer uitgebreide en steeds wisselende assortiment. De koffie wordt voor jou vergemalen in de winkel. Helemaal afgestemd op de zetmethode en apparatuur. Voor elke smaak en elk moment van de dag heeft Eykendaal brandmeesters een passende koffie. Afkomstig uit alle windstreken. Eykendaal brandmeesters staat voor eerlijke handel, biologische teelt en sociale projecten. Wist je dat we niet alleen koffie verbouwen maar soms ook scholen?

Kom 'ns langs bij een van onze winkels. Alleen al komen ruiken is leuk!

Figure 5. Story 1, no conflict and no character

Eykendaal brandmeesters

Al 200 jaar vormen thee en koffie onze passie. Logisch dus, dat ons vakmanschap ongeëvenaard is. En dat niet alleen. Zorg voor mens en milieu staat bij al onze producten voorop. Bij ons vind je de lekkerste koffie van de allerbeste kwaliteit. Ontdek de smaken, deel de passie. Al 6 generaties lang wordt het ambacht van koffiebrander van vader op zoon en dochter overgedragen.

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Voordat Eykendaal brandmeesters lid mocht worden van deze duurzame organisatie moesten we ervoor zorgen dat we ons CO2-stempel drastisch zouden verlagen. Door vanuit alle windstreken koffie te importeren rustte er een hoge CO2-druk op de organisatie. Om deze druk te verlagen heeft Eykendaal brandmeesters alle opgebouwde kennis en expertise gebundeld die we in de afgelopen 200 jaar hebben vergaard. We hebben een methode ontwikkeld waarbij omstandigheden op een zodanige wijze worden nagebootst zodat we op alle bonen kunnen produceren in Nederland zelf. Hierdoor is de CO2-uitstoot met maar liefst 85% gedaald, waardoor we voldeden aan de eisen om lid te worden van de SCA.

Eykendaal brandmeesters heeft meer dan 40 Koffie speciaalzaken in Nederland en België. Daar kun je kiezen uit ons zeer uitgebreide en steeds wisselende assortiment. De koffie wordt voor jou versgemalen in de winkel. Helemaal afgestemd op de zetmethode en apparatuur. Voor elke smaak en elk moment van de dag heeft Eykendaal brandmeesters een passende koffie.

Eykendaal brandmeesters staat voor eerlijke handel, biologische teelt en sociale projecten. Wist je dat we niet alleen koffie verbouwen maar soms ook scholen?

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Figure 6. Story 2, includes a conflict (in green) and no character

Eykendaal brandmeesters

Al 200 jaar vormen thee en koffie onze passie. Logisch dus, dat ons vakmanschap ongeëvenaard is. En dat niet alleen. Zorg voor mens en milieu staat bij al onze producten voorop. Bij ons vind je de lekkerste koffie van de allerbeste kwaliteit. Ontdek de smaken, deel de passie. Al 6 generaties lang wordt het ambacht van koffiebrander van vader op zoon en dochter overgedragen.

Eykendaal brandmeesters streeft ernaar het gehele proces van inkopen, melangeren, keuren, produceren en verpakken in eigen beheer te houden. Want alleen dan kunnen we garant staan voor een kwaliteitsproduct.

In ons proeflab wordt de kwaliteit van de koffie dagelijks gecontroleerd. Daarnaast bedenken en testen onze keurmeesters hier nieuwe smaken en melanges. Eykendaal brandmeesters heeft bovendien een gekwalificeerde Q-grader Arabica in huis die de koffie zeer nauwkeurig beoordeelt. Zo dragen we optimaal zorg voor onze productkwaliteit. Alleen de lekkerste en meest bijzondere koffie wordt onder de naam Eykendaal brandmeesters verkocht. Ook is Eykendaal brandmeesters lid van de SCA (Specialty Coffee Association), een non-profitorganisatie in de specialiteitenkoffiebranche waar spelers uit de koffie-industrie kennis delen en zich gezamenlijk inzetten voor een duurzame koffietoekomst.

Voordat Eykendaal brandmeesters lid mocht worden van deze duurzame organisatie moesten we ervoor zorgen dat we ons CO2-stempel drastisch zouden verlagen. Door vanuit alle windstreken koffie te importeren rustte er een hoge CO2-druk op de organisatie. Om deze druk te verlagen heeft Matthijs Eykendaal, jongste zoon (29) van eigenaar Bert Eykendaal en zesde generatie in het familiebedrijf al zijn opgedane kennis tijdens zijn opleiding Horticulture and cultivation in Londen gebundeld. De jonge gediplomeerde meesterbrander heeft een methode ontwikkeld waarbij omstandigheden op een zodanige wijze worden nagebootst dat op exact dezelfde wijze bonen geproduceerd kunnen worden in Nederland zelf. Hiermee heeft Matthijs Eykendaal de CO2-uitstoot met maar liefst 85% gereduceerd, waardoor we voldeden aan de eisen om lid te worden van de SCA. Op 22 mei 2018 ontving Matthijs namens de SCA het lidmaatschap tijdens het jaarlijkse SCA-congres.

Eykendaal brandmeesters heeft meer dan 40 Koffie specialzaken in Nederland en België. Daar kun je kiezen uit ons zeer uitgebreide en steeds wisselende assortiment. De koffie wordt voor jou versgemalen in de winkel. Helemaal afgestemd op de zetmethode en apparatuur. Voor elke smaak en elk moment van de dag heeft Eykendaal brandmeesters een passende koffie.

Eykendaal brandmeesters staat voor eerlijke handel, biologische teelt en sociale projecten. Wist je dat we niet alleen koffie verbouwen maar soms ook scholen?

Kom 'ns langs bij een van onze winkels. Alleen al komen ruiken is leuk!

Figure 7. Story 3, includes a conflict (in green) and a character (in blue)

Eykendaal brandmeesters

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specialiteitenkoffiebranche waar spelers uit de koffie-industrie kennis delen en zich gezamenlijk inzetten voor een duurzame koffietoekomst. Op 22 mei 2018 ontving Matthijs Eykendaal, jongste zoon (29) van eigenaar Bert Eykendaal (68) en zesde generatie in het familiebedrijf namens de SCA het lidmaatschap tijdens het jaarlijkse SCA-congres. Dit was de kroon op het werk van de gediplomeerde meesterbrander die in Londen is afgestudeerd aan de opleiding Horticulture and cultivation,

Eykendaal brandmeesters heeft meer dan 40 Koffie speciaalzaken in Nederland en België. Daar kun je kiezen uit ons zeer uitgebreide en steeds wisselende assortiment. De koffie wordt voor jou versgemalen in de winkel. Helemaal afgestemd op de zetmethode en apparatuur. Voor elke smaak en elk moment van de dag heeft Eykendaal brandmeesters een passende koffie. Afkomstig uit alle windstreken.

Eykendaal brandmeesters staat voor eerlijke handel, biologische teelt en sociale projecten. Wist je dat we niet alleen koffie verbouwen maar soms ook scholen?

Kom 'ns langs bij een van onze winkels. Alleen al komen ruiken is leuk!

Figure 8. Story 4_i includes a character (in blue) and no conflict