Putting Experience Marketing to the Test
The influence of the type of experience and environment on brand personality, brand attitude and brand activation

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Preface

Welcome! You have started reading a copy of my master thesis for the study Communication Studies. With this master thesis my years of being a student have come to an end. I start to realize that I will receive my master’s degree in a couple of days and that a new and exciting phase of my life will start. I also realize that without the help of a number of people I would not have been able to finish my studies. Therefore I would like to give a special thanks to the people who were closely involved during the research process of my master thesis, who offered me the chance to follow an interesting internship and who gave me the opportunity to become Master of Science.

First of all, I would like to thank my supervisors Thomas van Rompay and Wendy Bolhuis for mentoring me during the process of writing my master thesis. Thanks to their guidance, useful feedback and critical comments I was able to finish this master thesis with success. I am looking back on a pleasant period in which I have learned a lot. I would also like to thank Roy Heuwer, my mentor during my internship at Apple. He made my six months internship at Apple a valuable experience by learning me a lot about the marketing business and giving me the freedom to bring in new ideas. Furthermore, I would like to thank my parents for giving me the opportunity to pursue a university education and always supporting me. Last, but certainly not least, I would like to thank all the other people who were somehow involved in my research and helped me achieve the final result I proudly present to you.

Tiffany Schrauwen
‘Putting Experience Marketing to the Test: the Influence of the Type of Experience and Environment on Brand Personality, Brand Attitude and Brand Activation’

In today's market companies have to deal with an increasing number of products with similar features and benefits. As a result, it has become a big challenge for companies to find ways to show the intangible qualities of their products to be able to differentiate from competitors. Experience marketing is one of these ways. This study addresses the influence of the type of brand experience and the environment on brand personality, brand attitude and brand activation. Second, the usability of the archetypal model to measure brand personality is tested. The study was conducted for the well-known brand Apple. Results indicate that the influence of the type of brand experience and the environment is limited in this study. An important possible explanation is that the brand Apple is so strongly established that one new experience with the brand does not have that much influence anymore. Follow-up studies with a focus on new brands could show more influence of the type of brand experience and the environment. Results further indicate a good usability of archetypes to measure brand personality. However, more research is needed to optimize this new method.

Introduction

Marketing has been in existence since the first trade between sellers and buyers occurred. At first marketing only consisted of the personal communication between buyer and seller. When manufacturers slowly began producing larger quantities of goods, a need for better communication between sellers and buyers arose. Especially after the First World War, marketing was necessary because of the strong buyers’ market where the supply of products commonly surpassed the consumer demand. Many companies started off with mass marketing strategies that identified everyone in society as a customer. When companies realized that not all individuals have the same needs, they started to divide the market into identifiable segments to be able to target their marketing. The segmentation was narrowed increasingly over the course of the 20th century to the point where many companies even try to appeal to each individual consumer. Consumer marketing underwent a lot of changes and will continue to undergo significant changes as society changes too (Hayes, 2005). Currently, marketing is shifting from traditional marketing toward new, innovative forms of marketing, like experience marketing (Heitzler, Asbury & Kusner, 2008; Schmitt, 1999). Research helps discovering what kind of influence these new, innovative forms of marketing have on consumers.

This study addresses the influence of different types of brand experience on brand personality, brand attitude and brand activation. The brand experiences differ in the degree of interaction with the brand and the environment in which the brand is presented. The study is conducted for the brand Apple, a well-known brand in the computer industry. Windows-users are confronted with Apple by means of a short movie about a program or by means of following an instruction of the same program. Both of these settings are tested in an Apple Premium Reseller and in a library. As an addition, the usability of archetypes to measure brand personality is tested as well. The theory that underlies this study will be discussed first, where after the method, results and discussion will be addressed.

Traditional marketing

Schmitt (1999) defines two important characteristics of traditional marketing of the 20th century. First, traditional marketing focuses on the communication about the features and benefits of products. This relies on the assumption that consumers make their choices for products based on the overall utility or the sum of features they weigh with importance. Companies make use of the Four P’s of the marketing mix (Product, Place, Price and Promotion) to communicate the features and benefits of their product. Second, consumers are seen as rational decision makers. Marketing professionals have assumed for a long time that the decision-making process of consumers consists of a logical set of steps. These steps are; recognizing a
need, gathering information about products, evaluating alternatives and finally buying and consuming the best alternative. However the decision-making process is not entirely based on a rational thought process. Intangible entities, like emotions, also play a role in the decision-making process.

The confidence in the effectiveness of traditional marketing is decreasing due to changes in the marketplace and consumer behavior. One of these changes is the introduction of more and more products that are very similar. Consumers have more choice than ever and to prevent that products become a commodity, companies have to implement new means to differentiate their products (Hayes, 2005). Next to the trend of commoditization companies have to deal with consumers being increasingly tough to reach. Thousands of advertising messages are directed at consumers every day, which has led to a widespread feeling of information overload for consumers. Consumers also seem to be growing increasingly skeptical of advertising tools of traditional marketing. As a consequence, only a small amount of information actually reaches consumers (Schmitt, Rogers & Vrotsos, 2004). Last, the decision-making process of consumers is changed. Consumers no longer engage rational thought and employ a logical decision process, but now operate at a much more intuitive and emotional level (Wilson & Calder, 2006).

As a response to all these changes, companies have to focus on intangible qualities of products instead of the features and benefits, to show what makes their product unique and distinctive. Companies need to provide experiences that are engaging and value creating for consumers. New ways of marketing are needed to sell these experiences and to capture the value of intangible benefits of their products to provide differentiation. Traditional marketing is not going to disappear anytime soon but it is clearly no longer enough to keep consumers effectively engaged. Consumers want more than commercials on TV with smiling faces and catchy slogans (Hayes, 2005; Pine & Gillmore, 1999; Schmitt, 1999; Schmitt, Rogers & Vrotsos, 2004).

Experience marketing

A new and innovative marketing approach is experience marketing. Experience marketing can be used for multiple purposes like, generating customer loyalty, inducing trial purchase of a product and promoting innovation, but one of the most important purposes is differentiating a product from its competitors (Schmitt, 1999). Nowadays, a lot of products have similar features and benefits and by connecting a specific experience to a product more effective differentiation of this product from competitors is possible. The big difference with traditional marketing is that the focus of experience marketing is on consumer experiences associated with products instead of the features and benefits of products. Contact with a product or marketing communications can trigger emotional, sensorial and mental stimulation and as a result consumer experiences occur. These experiences provide many values such as emotional and behavioral values, which are an addition to the functional values of a product. A second difference with traditional marketing is that experiential marketers believe that consumers are susceptible to emotional impulses as much as to rational impulses during the decision-making process of the purchase of a product (Hayes, 2005; Schmitt, 1999).

Experience marketing can be put into practice in a variety of ways and settings. Consumers face experiences when they search for products, shop for them and consume them and in each of these settings companies have the opportunity to create an unforgettable experience. Product experiences occur when consumers interact with the product (Brakus, Schmitt & Zarantonello, 2009). To stimulate direct experiences, companies can offer consumers face-to-face interaction with the product by means of product trail. Product trail is defined as consumer’s first usage experience with a product, where consumers get the opportunity to see and experience the characteristics of the product themselves (Heitzler, Asbury & Kusner, 2005; Kempf & Smith, 1998). According to Heitzler et al. (2005) this is more effective than using a passive medium to tell about and show consumers the product. Previous research has consistently shown that
product trial is a critical factor in determining brand attitudes and beliefs. Results generally indicate that brand beliefs and attitudes formed from direct experience, such as product trial, are superior to attitudes and beliefs formed from indirect experience, such as advertising, in terms of strength and confidence (Fazio & Zanna, 1981; Kempf, 1999; Kempf & Smith, 1998; Marks & Kamins, 1988; Smith & Swinyard, 1988).

Direct experience through product trial is unique from indirect experience because it provides the consumer with direct sensory contact with the product. This sensory contact contributes to the effectiveness of product trial for a couple of reasons. First, consumers are in an evaluative mindset during a trial and are motivated to remember the brand's performance. Consumers' ability to absorb, remember, and learn, increases as more senses are engaged (Eysenck, 2006; Kempf & Smith, 1998). Second, the source - oneself - has maximum trustworthiness because the sensory information is self-generated (Kempf & Smith, 1998; Smith & Swinyard, 1983).

If direct experience plays an important role in determining brand attitudes and beliefs, it is assumable that direct experience has influence on more brand-related variables. Previous research showed that brand personality is formed through experiences with a brand, which means that direct experience definitely has an influence on brand personality (Ouwersloot & Tudorica, 2001). Another brand-related variable that could be influenced by direct experience is brand activation. Activation in this context stands for stimulating interest and trial through brand experience. To discover if direct experience actually has influence on brand personality and brand activation and also has influence on the positivity of the brand attitude, the following hypothesis is formed.

H₁. Consumers who try a brand product perceive a more pronounced brand personality, form a more favorable brand attitude and perceive a stronger brand activation than consumers who are confronted with a form of traditional marketing.

Another kind of experience that occurs during the decision making process, next to product experience, is the shopping and service experience. These experiences emerge from the interaction between consumers and the store's physical environment and store personnel (Kerin, Jain & Howard, 1992). In the past, stores were simply a point of purchase where products were displayed on shelves in order to be admired until they were bought. But as experiences have become more and more important, the store environment has taken on greater significance providing spaces for communication and interaction. Nowadays, consumers get the chance to actually touch, see, hear and smell the products (Kent, 2007).

The store environment plays an important role when it comes to creating attractive and memorable shopping experiences (Fulberg, 2003). Prior studies on store environment demonstrated that various store atmospherics, like music, colors, lighting, fragrance and design, evoke emotions and senses that make a shopping experience unique and individual (Baker, Parasuraman, Grewal & Voss, 2002; Kent, 2007; Kumar, Garg & Rahman, 2010). Store atmospherics also communicate brand messages through environmental signaling and brand cues that influence the perception of brand personality and the attitude towards the brand (Akhter, Andrews & Durvasula, 1994; Gardner & Siomkos, 1986; Kumar, Garg & Rahman, 2010). By creating a store environment that is an extension of a brand and its products, companies can stimulate and reinforce the brand experience (Fulberg, 2003).

Nike is one of the companies that has invested heavily in showcase retail stores that offer consumers an immersive and appealing brand experience. Peñaloza (1999) states that ‘the architecture of Nike Town, the celebrity and merchandise displays, specialty furnishings and music in Nike Town create a comprehensive, calculated string of sensations and messages that aspired to being a complete, self-contained entity.’ The unconventional design of the store gives consumers the opportunity to spend time with the brand as leisure activity. Consumers visit Nike Town not only to purchase products, but also to experience the brand.
Figure 1. Store environment Nike Town

Nike Town is part of a larger trend of companies, joining Coca Cola, M&M and Nokia in developing multi-sensorial and experiential environments. Ultimately the store environment in which companies offer their products, has a significant and valuable role to play in their marketing strategies (McGoldrick & Greenland, 1994). The store environment has become a strong tool to differentiate from competitors, which is an important reason why more and more companies invest in store atmospherics to create attractive shopping experiences and transfer brand messages (Kozinets, Sherry, DeBerry-Spence, Duhachek, Nuttavuthisit & Storm, 2002; Peñaloza, 1999). As mentioned before, store atmospherics have influence on several brand-related aspects. In this study the influence of the store environment on brand personality, brand attitude and brand activation is tested by means of the following hypothesis:

\[ H_2 \]. Consumers who are confronted with a brand in the store environment perceive a more pronounced brand personality, form a more favorable brand attitude and perceive a stronger brand activation than consumers who are confronted with a brand in a neutral environment.

In summary, previous research has proven that direct experience with a product and the store environment can play a critical role in determining several brand-related variables, like brand personality and brand attitude. These experiences with the product and the store environment help companies to differentiate products from their competitors. Here, the brand of the product is an important factor. In the next chapter, various aspects of branding and brand personality will be discussed.

**Brand personality & archetypes**

Brands are defined as “A name, symbol, design, or some combination which identifies the product of a particular company as having a substantial, differentiated advantage” (O’Malley, 1991). The process of creating a brand in the consumers’ mind through promoting value, image or lifestyle, is called branding. Branding has a number of functions for companies but one of the most important functions is providing differentiation. Brands are rich sources of sensory, affective and cognitive associations that can result in memorable brand experiences (Schmitt, 1999). They are able to add psychosocial and symbolic value to a product or service by affecting consumers rationally and emotionally (Gramma, 2010; Howard-Spink, 2002; Wilson & Calder, 2006). When products have similar features and benefits this added value can create the desired differentiation (Boer, 2004; Floor en Van Raaij, 2002).

Companies are not the only ones that benefit from the added value by branding. Often, brands also have a psychosocial and symbolic function for consumers. Brands help consumers express who they are. By buying particular brands, consumers show other people what type of person they are or want to be. For example, a
person who rides a Harley Davidson or wears a Rolex, sends out a certain message (Boer, 2004; Floor en Van Raaij, 2002). Using brands for self-expression is possible because consumers easily assign human personality traits to a brand and show no difficulty in thinking about brands as if they were human characters. For example, consumers associate the personality traits cool, All-American and real with the brand Coca-Cola, while Pepsi is seen as young, exciting and hip. The total set of the human personality traits assigned to a brand forms the ‘brand personality’ (Aaker, 1997).

A brand personality is created over time through all the elements of the marketing mix of the brand. The brand personality will be stronger if:
1) all the elements of the marketing mix are well coordinated;  
2) the desired personality is distinctive compared to the competition, and;  
3) the desired personality is kept consistent over time  
(Batra, Lehmann & Singh, 1993). How the brand personality is perceived ultimately depends on who the receiver is and the experiences the receiver has with a brand. These experiences include both direct and indirect contact with a brand. When personality traits are associated with a brand by the people that are associated with the brand, these traits are transferred directly to the brand. An example of people who can be associated with a brand are the typical or stereotype users. The set of human characteristics associated with the typical user of a brand, the user imagery, influences the brand personality traits. More examples of people who can be associated with a brand are the company’s employees or CEO and brand’s product endorsers (Aaker, 1997; Ouwersloot & Tudorica, 2001). Personality traits can also be associated with a brand indirectly through all the elements of the marketing mix, consisting of product-related attributes, packaging details, brand name, symbol or logo, sales promotion, media advertising, price and distribution channel (Aaker, 1997; Batra, Lehmann & Singh, 1993; Ouwersloot & Tudorica, 2001). Hence, brand personalities actually are collections of perceptions in the mind of the consumer, because brands themselves do not have objective existence at all. There is rarely any intrinsic to a brand that makes it cool, exciting or fun, so the communication about a brand forms the brand personality (Plummer, 1985; Ouwersloot & Tudorica, 2001).

It is important for companies to build and maintain strong brands and brand personalities. When brands and their personalities are poorly defined consumers impose their own meaning and values. As a result, brands become subject to the personal experiences of consumers with the brand, which can lead to fragmentation and inconsistency. It is essential that companies try to avoid this to keep their brand strong. Unfortunately, building strong brands is not always easy, because they are complex, abstract and difficult to pin down.

Companies use a lot of conventional strategies to influence and maintain the strength and personality of a brand, such as brand pyramids, which usually lead to a jumble of unrelated adjectives that can be interpreted in different ways (Howard-Spink, 2002). According to Howard-Spink (2002) there is a better way to get a grip on the intangible characteristics of a brand and building a strong brand personality, than using conventional strategies. This is by creating a story for a brand that embodies values beyond utility. The challenge is to create a story that people want to be a part of and to build that story around an emotive character or personality with values which consumers want to be associated with. The story shapes consumers’ feelings about a product, provides sustainable differentiation and reason for purchase. When consumers buy the story of a brand and have the opportunity to become part of that story, they are most loyal. This is important for companies, because loyal consumers continue buying their products.

To move beyond the limitations of adjective definitions and assure common understanding of the story and the character by consumers, companies can use so-called archetypes. Archetypes are universally familiar characters which transcend time, place, culture, gender and age. If you look at myths, legends and fairytales from different cultures and times, these familiar situations and characters emerge. An obvious
archetype is the ‘Hero’, who fights for truth in defense of the weak. Manifestations and nuances may be different, but everyone recognizes a similar character. This archetype is found throughout myth, history and popular culture. Examples of the ‘Hero’ are Robin Hood, Joan of Arc, Martin Luther King and Batman. Psychologist Carl Jung was the first person who named the archetypes.

To explain why archetypes have continued cross-cultural potency, we have to go back to the unconscious mind of human beings. According to Jung, a personal and a collective unconscious exist. The personal unconscious consists of hidden feelings and thoughts developed during an individual’s life. The collective unconscious consists of inherited feelings, thoughts, drives and needs that are universally shared by all humanity. Because archetypes reflect the collective unconsciousness they are able to transcend culture and demographics. The feelings, thoughts, drives and needs of the collective unconsciousness are only consciously recognized and articulated by people when they are brought to life in the stories of others (Hayes, 2005; Howard-Spink, 2002; Howard-Spink, 2003; Wilson & Calder, 2006).

According to Jung the number of archetypes was infinite. Mark & Pearson (2001) reduced the amount of archetypes and developed a model with a total of twelve archetypes (figure 2).

![Figure 2. Archetype model (Mark & Pearson, 2001)](image)

Next to the twelve archetypes, two main axes are central in the model: the psychological and the social axis. The vertical psychological axis has ‘change’ and ‘order’ as extremes, of which the top side stands for taking information and changes as they are without having the need to map them in a predetermined structure, unlike the bottom side that stands for the need for structure and organizing all information. The horizontal social axis has ‘ego’ and ‘social’ as extremes, of which the left side stands for the drive for individualism and the right side stands for the need for affiliation and a fundamental sense of belonging. These two dimensions globally divide the archetypes into four quadrants with main types, which each consist of three archetypes (Gramma, 2010; Wilson & Calder, 2006).
Examples of brands that successfully use archetypes are Nike, Harley Davidson and Coca-Cola. Nike presents itself as a hero, who has courage and perseverance to reach goals. In their marketing communications they use top athletes that are ‘hero’s’ in their area of sports. Harley Davidson sells the story of a rebel, that lets the consumer feel as a Hell’s Angel on the wide, open roads of America. Coca-Cola wants to give their consumers the feeling of living ‘The Coca-Cola side of live’, which means a life with no worries and an a lot of enjoyable moments. The marketing communications are full of bright colors and happy music. Connecting archetypes to brands is an innovative and good method to build strong brands and their personalities, especially because it is more universal than using adjectives and consumers intuitively understand archetypes. The archetypal approach especially helps consumers to identify the values of a brand (Howard-Spink, 2002; Howard-Spink, 2003; Mark & Pearson, 2001; Wilson & Calder, 2006).

Next to being a good method to build strong brands and brand personalities, archetypes can also be used as method to measure brand personality (Lunenborg, 2009). More frequent is the use of standard scales consisting of adjectives to measure the brand personality, but research showed that these standard scales do not actually measure the construct of brand personality and cause conceptual confusion (Azoulay & Kapferer, 2004). The best way for measuring brand personality has not yet been defined so more research concerning new methods is important (Aaker, 1997; Caprara, Barbaranelli & Guido, 2001). Research on the usability of archetypes is limited, despite the fact that the research that has been done showed good potential (Lunenborg, 2009). To gain more insight on this subject, the usability of the archetypal model to measure brand personality will be tested again in this study. This will be done by means of answering the following research question:

‘Is the archetypal model suitable for measuring brand personality?’

Case study: the brand Apple

This study about experience marketing and archetypes focuses on the brand Apple. Next to the great products Apple designs and markets, the company is known for its outstanding marketing and advertising. Marketing has been an essential component for the company’s success and for becoming one of the world’s most recognized brands. From the 80’s till now Apple implemented several advertising campaigns, including ‘Get a Mac’, ‘Changing the world - one person at a time’, ‘Leading the way’ and the most famous campaign in Apple’s history ‘Think Different’. The ‘Get a Mac’ campaign consisted of television commercials, starring a cool hipster, representing Apple, and an uptight office worker, representing PC. In each commercial the two act out a brief vignette in which different capabilities and attributes of Mac and PC are compared. PC was often frustrated by Mac’s abilities.

In the ‘Think Different’ campaign iconic 20th century personalities were used in commercials and print advertisements with the intention to connect these iconic personalities to the brand Apple. The commercial consisted of a spoken text and pictures of Albert Einstein, Bob Dylan, Thomas Edison, Pablo Picasso, Alfred Hitchcock, Martha Graham and other famous personalities. The text of the voiceover was as following: ‘Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can’t do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.’ By highlighting counterculture personalities Apple reminded consumers that ‘Apple thinks different’ and became well known as being rebellious, free-thinking and creative. Apple is seen as a brand that encourages critical thinking and seeing things from a different perspective (Kahney, 2004; Koay & Eriksson, 2006).
One of the strengths of the marketing of Apple is consistency in the brand message. Apple sends out the same memorable brand message across all marketing and branding platforms. Every time consumers encounter the brand Apple, whether on television, in print, outdoor advertising, packaging or interacting with one of Apple’s products, the brand message is reinforced which leads to a strong brand. The Apple store environment also plays an important role in sending out a consistent brand message. Apple follows the trend of offering consumers immersive and appealing brand experiences through the design of the store environment, just like companies as Nike, Coca Cola and Nokia which were mentioned previously. It pays off, because the famous Apple stores are known for their design and shopping experience. If the Apple store environment also has influence on brand personality, brand attitude and brand activation will be tested by means of one of the hypotheses (H₂) of this study.

A couple of characteristics of the Apple stores are the use of large, open spaces, minimal stock densities, the use of bright colors and lighting and opportunities for interaction with products and services (Kent, 2007). Just as in the rest of the marketing communications, Apple maintains strong consistency in the store environment. Not only the Apple stores have similar store atmospherics, but also independent Apple Premium Resellers and shop-in-shops. Figure 3 shows the store environment of the Apple Store.

In summary, Apple follows a consistent style in communicating the brand message. This prevents that consumers impose their own meaning and values to the brand Apple, which can lead to fragmentation. By keeping the whole marketing package consistent, a strong brand is created. Chazin (2007) points out that the marketing of Apple is so good that it creates desire before people even see a new product.
In this study a couple of hypotheses and a research question are formulated to discover if the marketing of Apple is really as good as most people think it is. The hypotheses concern the influence of the type of experience with the brand Apple and the store environment on brand personality, brand attitude and brand activation. A research method is set up to test these hypotheses and answer the research question about the usability of the archetypal model to measure brand personality. This research method will be described in the next chapter.
Method

Participants and Design
A total of 80 individuals (40 male and 40 female; mean age = 26.61, SD = 8.94, minimum = 16, maximum = 57) participated in this study. The study was conducted among Windows-users. To test the hypotheses the type of experience with the brand Apple and the environment in which the participants were confronted with the brand Apple were manipulated. This resulted in a 2 (movie vs. instruction) * 2 (Apple Premium Reseller vs. library) design. All the participants were equally divided among the four situations and in each of the four situations man and women were equally divided as well. All participants participated individually and on a voluntary basis.

<table>
<thead>
<tr>
<th>Environment</th>
<th>Experience</th>
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<tbody>
<tr>
<td>Apple Premium Reseller</td>
<td>Group 1 (n = 20)</td>
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<td>Library</td>
<td>Group 3 (n = 20)</td>
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<td>Group 2 (n = 20)</td>
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<td>Group 4 (n = 20)</td>
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Figure 4. The distribution of the participants

Procedure
The participants were recruited on the street in front of an Apple Premium Reseller or a public library. The first question asked was 'Are you a Windows-user?', and if the answer was 'Yes', a second question was asked: 'What is the brand of the computer you use Windows on?'. If the brand differed from Apple, the person was asked if he or she wanted to participate in the study. Participants were then guided into the Apple Premium Reseller or the public library where the participants were confronted with a short movie or were asked to follow through an instruction manual. The movie and the instruction were both about the program iPhoto. The movie was shown on the same product as on which the steps of the instruction manual were carried out, a MacBook Pro. Before the participants were confronted with a stimuli they had to read a short introduction. After the confrontation with the stimulus material the participants filled in a questionnaire.

Stimulus materials
The stimulus materials used in this study were related to the program iPhoto that is installed on every Apple computer. The stimuli were used as a mean to familiarize the participants with the brand Apple. For the short movie (04m38s) official instruction videos that are on the Apple website were adjusted. For the instruction, text and screenshots of iPhoto were used. Both the video as the instruction had a matching style that presented the brand Apple. The exact same steps that were covered in the short movie were also addressed in the instruction so that every participant got the same information about the functionalities of iPhoto. Pretests showed that the stimulus materials were clear and easy to follow.

Measures
Brand Personality
Brand personality was measured using archetypes derived from the archetypal model of Mark & Pearson (2001). As an addition to this model, famous individuals were linked to all twelve archetypes for this study. For example, Che Guevara was linked to the archetype outlaw and Napoleon Bonaparte was linked to the archetype ruler. To make sure that these famous individuals were a good representation of the archetypes and their description, a pretest was conducted. After this pretest some adjustments were made to optimize this measurement for in the main study. Next, cards were made for all archetypes with the name and a
photo of the famous individual linked to that archetype and a short description of their personality traits. These cards were given to the participants at the start of the questionnaire. Participants were asked to take a good look at the photo and to read the description carefully. For each of the archetypes including their description, the participants indicated on a 7-point likert scale the extent to which they considered these fitting with the brand. Figure 5 shows all the twelve archetypes, including description and representing famous individual.

**Brand Attitude**
Participants' brand attitude was measured with a 7-point semantic differential scale ($\alpha = .74$). The scale consisted of 9 items: good/bad, appealing/unappealing, likable/dislikable, pleasant/unpleasant, valuable/worthless, distinctive/common, desirable/undesirable, interesting/boring and high quality/poor quality. The items were part of a larger scale of Bruner, Hensel and James (2005) which was minimized for this study. The original scale consisted of 41 items. A general measure for brand attitude was formed by summing and averaging the scores on these items.

**Brand Activation**
The activation of the brand Apple among the participants was measured by a 4-item scale ($\alpha = .80$). The participants indicated on a 7-point likert scale the extent to which they considered the following statements descriptive of the brand: ‘I am curious about Apple,’ ‘I would like to try more products from Apple,’ ‘When buying a new computer, I would consider the brand Apple’ and ‘I am going to look up more information about the brand Apple and its products’.

**Additional analysis**
Two additional 1-item analysis were included in the questionnaire. First, to find out to what extent the participants experienced a change in opinion about the brand Apple. Second, to have the ability to measure how strong the brand loyalty of the participants was for the brand of their current computer. The following questions were asked: ‘To what extent has this experience changed your opinion about the brand Apple?’ and ‘How loyal are you to your current computer brand?’. Both questions were answered on a 7-point likert scale.
He is rebellious, stubborn and fearless. He has a strong desire for freedom and does not stick to prescribed rules.

He finds humor and fun important. He is capable of holding up a mirror to people in a funny way. As a result, people look at things in a different way and he ensures that not everything is taken so seriously.

Beauty, lust and seduction play an important role in her life. She follows her heart and is passionate. She wants to be found attractive both physically and emotionally.

He has a clear vision about what he wants and he is resolute. This makes him often the leader of a group and he uses his power to get things done.

He has a strong need for freedom and adventure and goes his own way. He is curious and wants to discover new things.

He is individual and independent. He has a strong imagination. He also looks beyond the boundaries of today.

He is creative and wants to create things of lasting value. He dares to look at the world in a different way and has a strong imagination. He also looks beyond the boundaries of today.

He is courageous and has a lot of perseverance. He wants to make certain things in the world better and is combative in living up to these changes. Realizing ambitions is a big challenge for him.

He is a likable person and has strong empathy. He thinks everyone should appreciate one another and support people. He feels safe at home with her and she can empathize with others well.

He is generous, compassionate and wants to help and support people. People feel safe and at home with her and she can empathize with others well.

He is creative and wants to create things of lasting value. He dares to look at the world in a different way and has a strong imagination. He also looks beyond the boundaries of today.

He is individual and independent. He has a strong need for freedom and adventure and goes his own way. He is curious and wants to discover new things.

He is a realist and he approaches the world in a rational, critical way.

He has a clear vision about what he wants and he is resolute. This makes him often the leader of a group and he uses his power to get things done.

He is individual and independent. He has a strong need for freedom and adventure and goes his own way. He is curious and wants to discover new things.

He is a likable person and has strong empathy. He thinks everyone should appreciate one another and support people. He feels safe at home with her and she can empathize with others well.
Results

Brand Personality

A descriptive analysis of the scores on brand personality showed which archetypes were most strongly associated with the brand Apple. Leonardo da Vinci as the ‘creator’ (M = 5.34, SD = 1.71), Marilyn Monroe as the ‘lover’ (M = 5.07, SD = 1.52), Albert Einstein as the ‘sage’ (M = 4.90, SD = 1.63) and Christoffel Columbus as the ‘explorer’ (M = 4.80, SD = 1.61). Participants were also asked to choose one archetype that fitted the brand Apple the best according to them. Leonardo da Vinci as the archetype ‘creator’ was chosen by 42.5% of the participants, followed by Albert Einstein as the archetype ‘sage’ (12.5%) and Christoffel Columbus as the archetype ‘explorer’ (11.2%). Charlie Chaplin as archetype ‘jester’, Mother Teresa as archetype ‘caregiver’ and Nelson Mandela as archetype ‘regular guy’ were chosen by none of the participants. These results show that according to the participants the brand Apple was rooted the strongest in three archetypes; ‘creator’, ‘sage’ and ‘explorer’, with as strongest archetype ‘creator’. This corresponds to the positioning of the brand Apple in marketing communications.

For each archetype an analysis of variance with experience (movie versus instruction) and environment (Apple Premium Reseller versus library) as independent variables and the archetype as dependent variable was carried out. Here, only significant results will be discussed. First, the analyses showed significant interaction-effects between experience and environment for the archetype ‘jester’ (F(1, 76) = 5.49, p < .05). Pairwise comparisons revealed that when the movie was shown to participants, Charlie Chaplin was more strongly associated with Apple when the movie was shown in the library (M = 4.05, SD = 1.73) than when it was shown in the Apple Premium Reseller (M = 3.00, SD = 1.81) (F(1, 76) = 4.45, p < .05). Also revealed was that in the Apple Premium Reseller, Charlie Chaplin was more strongly associated with Apple when the instruction was followed (M = 4.45, SD = 1.47) than when the movie was shown (M = 3.00, SD = 1.81) (F(1, 76) = 8.48, p < .05).

For the archetype ‘lover’ analyses revealed a main effect for experience (F(1, 76) = 5.33, p < .05). Participants who followed the instruction associated Marilyn Monroe more strongly with the brand Apple (M = 5.45, SD = 1.09) than the participants who watched the movie (M = 4.70, SD = 1.79). Further, a significant interaction-effect was found for the archetype ‘regular guy’ (F(1, 76) = 4.61, p < .05). Paired comparisons for the archetype ‘regular guy’ revealed that, similar to the archetype ‘jester’, when the movie was shown to participants, Nelson Mandela was more strongly associated with Apple when the movie was shown in the library (M = 4.35, SD = 1.46) than when it was shown in the Apple Premium Reseller (M = 3.25, SD = 1.97) (F(1, 76) = 4.64, p < .05).

Figure 6. Interaction effects Charlie Chaplin as ‘jester’
Last, a main effect for environment was found for the archetype ‘creator’ \( (F(1, 76) = 5.43, p < .05) \). Leonardo da Vinci was more strongly associated with Apple by participants who took part in the study in the library \( (M = 5.78, SD = 1.14) \) than participants who participated in the Apple Premium Reseller \( (M = 4.90, SD = 2.05) \).

**Brand attitude**

The general attitude towards the brand Apple was positive \( (M = 5.72, SD = .61) \) with none of the participants scoring lower than 4.00. An analysis of variance of brand attitude showed that the main effects for experience \( (F(1, 75) = 1.1, p = .30) \) and environment \( (F(1, 75) = 1.1, p = .30) \) and the interaction-effects between those two variables \( (F(1, 75) = .01, p = .91) \) were non-significant.

**Brand Activation**

The total results for brand activation were above average \( (M = 4.74, SD = 1.27) \). Analyses of the statements individually showed that the participants were quite curious about Apple \( (M = 5.35, SD = 1.37) \) and would like to try more Apple products \( (M = 5.16, SD = 1.46) \). Participants were also positive about considering the brand Apple, when buying a new computer \( (M = 4.83, SD = 1.95) \), but the scores on searching for more information about the brand Apple and its products were not as positive \( (M = 3.64, SD = 1.55) \). An analysis of variance of the total construct showed that the main effects for experience \( (F(1, 76) = 1.22, p = .27) \) and environment \( (F(1, 76) = 1.22, p = .27) \) and the interaction-effects between those two variables \( (F(1, 76) = .86, p = .36) \) did not reach statistical significance.

**Additional analysis**

The change of opinion that the participants experienced was small \( (M = 3.64, SD = 1.84) \). 15.0% of the participants indicated that their opinion about Apple did not change at all, while only 5.0% of the participants stated that their opinion changed a lot. The main effects of experience and environment and the interaction effects between these two variables were non-significant.

The loyalty of the participants to their own brand was low \( (M = 2.33, SD = 1.68) \). Similar to the change of opinion, main effects of experience and environment and interaction effects did not reach significance. Results also showed that the prediction value of brand loyalty for brand attitude is non-significant \( (β = -14, t = -1.21, p = .23) \).
Discussion

The goal of this study was to examine the influence of different types of brand experience on brand personality, brand attitude and brand activation. The degree of interaction with an Apple product and the environment in which the participants were confronted with the brand Apple were varied to test possible effects. Also, the usability of archetypes to measure brand personality was explored. Based on the results of this study several conclusions can be drawn.

First, the results showed that the influence of the type of product experience and store environment on brand personality, brand attitude and brand activation was limited in this study. Both hypotheses were not confirmed by the results. Despite the limited influence, some findings are worth discussing. One of these findings is that participants associated Leonardo da Vinci, the ‘creator’, significantly stronger with Apple in a library than in an Apple Premium Reseller. This is remarkable, because characteristics of the archetype ‘creator’ are part of the communicated brand personality of Apple and thus present in Apple’s brand messages. This includes the brand messages that are consistently thrown at consumers in Apple Premium Resellers. The expectation was that participants who are consistently exposed to these brand messages in an Apple Premium Reseller, associate Apple more strongly with the archetype ‘creator’, than participants who are exposed to the brand in a neutral setting without reinforcing brand messages. More remarkable findings regarding the archetypes are that the archetypes ‘jester’ and ‘regular guy’ were more strongly associated with Apple in the Apple Premium Reseller than in the library when the participants were confronted with the movie. An important finding regarding the attitude towards Apple is that findings of previous research (Heitzler et al., 2005; Moore & Lutz, 200) that show that trying a brand would result in a more positive brand attitude, are not supported in this study. Further, all participants seemed interested in the brand Apple, but direct effects of the experience with the brand and the environment on the strength of brand activation could not be found.

A possible explanation for these findings is that the environment of the library was not as neutral as expected. A research of Aarts and Dijksterhuis (2003) showed that the library environment is capable of automatically activating mental representations of normative behavior and the actual behavior. For example, people who are in a library environment keep the level of noise down as much as possible. If the library environment can affect behavior, it is possible that the library environment influenced the perception of brand personality and other brand-related variables. In the case of Leonardo da Vinci, participants in the library environment could have associated the library with the characteristics of Leonardo being an important scientist.

A second explanation could be the lack of congruence between the brand and the environment in which the brand is presented. As mentioned before, consistency in brand communications is important to create a strong brand. Companies must ensure that each part of the marketing mix reinforces the desirable brand message, from product characteristics to store environment. Inconsistencies in brand communications may lead to reevaluations of the brand. Consumers have certain expectations about the environment in which the brand is presented. When these expectations are disconfirmed, consumers engage in constructive processing that can result in revised brand evaluations (Buchanan, Simmons & Bickart, 1999). In this study half of the participants were confronted with the brand Apple in a brand environment that is consistent with the brand message send out by all brand communications. The other half was confronted with Apple in an environment that was not consistent with the brand message. This could have been the cause for the extraordinary findings.
Also, the study was conducted in an experimental setting instead of a natural setting. The participants were acutely aware of taking part in an experiment with as main task watching the video or following the instruction. This focus on the video or the instruction demanded a lot of their attention, which could have caused less influence of the environment.

As fourth explanation, the choice of program could have influenced the effects. For this study, the program iPhoto was used to familiarize the participants with the brand Apple. After the movie or the instruction no measurement was taken of the experienced difficulty of the program or the clearness of the information. It is possible that the participants who followed the instruction found it too difficult or did not understand all information, which affected their evaluations of Apple. This also applies to the participants who were confronted with the video. A pretest was conducted among students to prevent this from happening, but the demographics of the participants of the main research varied from the pretest group. This could have caused different levels of understanding of the instruction and the video, which as a result could have led to less influence of the type of brand experience.

Another important factor that could have contributed to the limited influence of direct experience is the actual favorability of the brand experience. Previous research stated that it is more effective to let consumers experience the characteristics of a brand product on their own instead of using a passive medium to tell and show consumers the brand product (Heitzler et al., 2005). The positive effects of direct experience depend heavily on having a favorable experience (Smith and Swinyard, 1983). If the direct experience with a brand is not favorable, it is possible that positive effects do not occur. A measurement of favorability was missing in this study, so it is not clear if the findings could be assigned to the favorability of the brand experience.

Next to the influence of the type of experience and the environment on brand personality, brand attitude and brand activation, the usability of the archetypal model to measure brand personality was tested. The archetypal model, with famous individuals representing the archetypes, was used to measure the brand personality of Apple. According to the participants the brand Apple was rooted the strongest in three archetypes. The first and strongest archetype was Leonardo da Vinci as the ‘creator’. The description matching this archetype was: ‘He is creative and wants to create things of lasting value. He dares to look at the world in a different way and has a strong imagination. He also looks beyond the boundaries of today.’ The second archetype was Albert Einstein as the ‘sage’ with the following description: ‘He is inquisitive and intellectual. He does not settle for the world as he sees it, but wants to gain deeper understanding. He is always looking for information or data that reveals the truth.’ The third archetype was Christoffel Columbus as the ‘explorer’. The description matching this archetype was: ‘He is individual and independent. He has a strong need for freedom and adventure and goes his own way. He is curious and wants to discover new things.’ The personality traits in the descriptions of these archetypes match with the brand message that Apple communicates to consumers by means of marketing communications. This confirms that Apple succeeds in communicating the desirable brand personality to consumers and that the archetypal model is suitable for measuring brand personality.

What is remarkable is that the archetype ‘rebel’, which is represented by Che Guevara, is not part of the strongest archetypes. Being rebellious is one of the characteristics that is a big part of the brand message Apple sends out, so it seems logical that, if the brand message is clear, the archetype ‘rebel’ should be linked to Apple as well (Kahney, 2004). A possible explanation for the absence of a strong link is the fact that Apple is becoming more and more mainstream. During its early years, Apple was very committed to being different from the rest. For example, one of the first slogans Apple used was ‘Soon there will be 2 kinds of people. Those who use computers, and those who use Macintosh’, followed by the slogan ‘The computer for the rest of us’. PC dominated the marketplace at that time and Apple stood out by putting a negative emphasis on conformity and offering consumers something new. In the last couple of years, Apple had to make some
concessions to expand the target segment. To persuade consumers that are more risk averse, the company took several steps to lower the threshold to switch to Apple. Despite the concessions made, Apple is still seen as a unique brand but it is possible that Apple is perceived as less rebellious (Kayney, 2004; Koay & Eriksson, 2006).

In this study the influence of the type of experience with a brand product and the environment in which the consumers get confronted with the brand is tested for the brand Apple. Apple is a established, well-known and strong brand. A lot of consumers probably had some experiences with Apple before, which could have influenced the perception of the brand personality and brand attitude. It would be interesting for follow-up studies to test the influence of different forms of brand experience for new brands. It is possible that the brand message of Apple is so strong and consistent that one new experience with the brand and the environment does not have that much influence anymore. With new brands the brand message is not established yet and each part of the marketing mix plays a big role in creating a strong brand. It is also possible that the influence of the type of experience and the environment is generally limited in the computer industry. To determine if the influence of the type of experience and the environment varies per industry, brands from different industries should be used in follow-up studies.

Follow-up studies should also pay attention to the further development of an archetype scale to measure brand personality. This study shows that archetypes are not only suitable for companies to create and maintain strong brands and brand personalities, but also for measuring brand personalities. Research can help developing universal descriptions that fit the archetypes perfectly and also investigate if the representation by famous individuals is an addition to the archetypes. This study offers a good starting point for further development, but still a lot of research and adjustments are needed to develop a valid archetypal model to measure brand personality.
References


Gramma (2010). *Facetten*. Antwerpen: Gramma NV.


Maak kennis met iPhoto

Stap 1: iPhoto openen

1. Onderaan het scherm zie je een dock met programma’s. Wanneer je de muis over de programma’s heen beweegt, zie je de naam van de programma’s. Open het programma iPhoto door er op te klikken.

Stap 2: foto’s bekijken en ordenen

1. Wanneer je foto’s imporeert in iPhoto, sorteert iPhoto de foto’s automatisch in gebeurtenissen. Dit gebeurt op basis van de datum waarop de foto’s genomen zijn. Zoals je ziet, staan er in iPhoto nu al een aantal mappen met foto’s.

2. Beweeg je muis van links naar rechts over de gebeurtenissen heen om een voorvertoning van de foto’s te zien. Dit wordt skimmen genoemd.

3. Kies één van de mappen en dubbelklik op deze map om alle foto’s te zien die tijdens die gebeurtenis gemaakt zijn.

5. Met iPhoto kun je ook je foto’s organiseren op basis van de mensen in je foto’s. iPhoto maakt hierbij gebruik van gezichtsherkenning. Om van deze functie gebruik te kunnen maken, moet je eerst aangeven wie er op je foto’s staan. Dubbelklik op de map **City of Light** en selecteer de eerste foto door er dubbel op te klikken.

6. Klik onderaan in het menu op ‘Name’.

7. iPhoto herkent de gezichten in de foto en geeft dit aan door middel van een tekstbalkje onder de gezichten op de foto. Klik op het eerste tekstbalkje en voer hier de naam **Claire** in.
8. Klik op het tweede balkje en voer hier de naam **Ali** in.


10. iPhoto herkent nu hetzelfde gezicht en stelt de naam van de persoon voor. Zoals je ziet klopt de naam. Bevestig de naam door op het vinkje naast de naam te klikken.


12. Klik op ‘Done’ rechts onderaan wanneer je in de eerste 4 foto’s de namen bevestigd hebt.

14. iPhoto laat nu op het prikbord een kleine foto van iedere persoon zien die je een naam gegeven hebt. Om meer foto’s te vinden van een persoon op het prikbord, dubbelklik je op zijn of haar foto. Dubbelklik op Claire.

15. Je ziet nu bovenaan de foto’s waarbij je hebt bevestigd dat Claire op de foto staat. Daaronder zie je andere foto’s waar volgens iPhoto Claire mogelijk op staat.

16. Klik onderaan in het menu op ‘Confirm name’.

17. Nu kun je alle foto’s waar Claire op staat bevestigen met 1 muisklik. Je kunt ook meerdere foto’s in 1 keer selecteren door de muis ingedrukt te houden en deze over de te bevestigen foto’s te slepen. Klik op een vijftal foto’s om te bevestigen dat Claire op de foto staat.
18. Wanneer je een foto ziet waar Claire niet op staat, klik dan dubbel op de foto. Doe dit bij 1 foto. Deze feedback helpt iPhoto beter gezichten te herkennen en meer mogelijke matches te kunnen voorstellen.


**Stap 3: foto’s verbeteren**

1. In iPhoto kun je je favoriete foto’s met 1 muisklik nog beter maken. Dubbelklik op 1 van de mappen. Selecteer een willekeurige foto en klik op ‘Edit’ om de foto te openen in het ‘Edit’ menu.


4. Klik op ‘Adjust’ om te kunnen zien welke veranderingen iPhoto heeft uitgevoerd.
5. iPhoto toont de combinatie van instellingen die gebruikt zijn voor het verbeteren. Verschuif een aantal knoppen op de schuifbalken om de foto verder aan te passen.

6. Wanneer je tevreden bent, sluit dan het paneel door links boven op het kruisje te klikken.

7. Klik rechts onderin op ‘Done’.


**Stap 4: een diavoorstelling maken**

1. Met iPhoto kun je je foto’s in stijl laten zien door een diavoorstelling te maken, compleet met titels en muziek. Om te beginnen, moeten de foto’s voor in de diavoorstelling geselecteerd worden. Je kunt kiezen uit een gebeurtenis, een persoon in ‘Faces’ of een plaats die je bezocht hebt. Selecteer de map **Weekend at the Coast** door er 1 keer op te klikken.

2. Klik op de knop ‘Slideshow’.

3. Je foto’s verschijnen nu in full screen slideshow view, met in het midden een menu met verschillende thema’s. Beweeg met je muis over de thema’s voor een preview.
4. Kies het thema **Sliding Panels** door er 1 keer op te klikken en klik vervolgens op ‘Play’ om je diavoorstelling te starten. Zo eenvoudig is het!

5. Bekijk een deel van de diavoorstelling.


7. Wanneer je genoeg van de diavoorstelling hebt gezien en deze wilt stoppen, beweeg dan je muis net boven de filmstrook waardoor het onderstaande menu verschijnt. In dit menu kun je kiezen voor opties voor het wijzigen van het thema, de muziek, de snelheid of het eindigen van de diavoorstelling. Klik op het kruisje.

**- EINDE -**
Maak kennis met iPhoto
Welkom bij iPhoto. Als je iPhoto nog nooit eerder hebt opgestart, dan is de eerste stap het importeren van je foto's. Als je al foto's op je harde schijf hebt staan, dan kun je de map met foto's in iPhoto slepen waarna het importeren begint. Na het importeren organiseert iPhoto automatisch je foto's in gebeurtenissen. Dit gebeurt op basis van de datum waarop de foto's genomen zijn. Wanneer je de muis over één van de mappen heen beweegt, laat iPhoto een voorvertoning zien van de foto's van die gebeurtenis. Dit wordt skimmen genoemd. Wanneer je alle foto's in de map wilt zien, klik je dubbel op de map.

Foto's organiseren met faces
‘Faces’ in iPhoto maakt gebruik van gezichtsherkenning om foto's te organiseren op basis van de mensen in je foto's. Om ‘Faces’ te kunnen gebruiken, moet je eerst aangeven wie er op je foto's staan. Selecteer een foto waar een gezicht of meerdere gezichten van vrienden of familie opstaan. Kies voor personen die veel in je foto's voorkomen. Klik vervolgens op de ‘Name’ knop. Type nu in de balkjes de namen van de mensen die op de foto staan. Wanneer je klaar bent met het invoeren van de namen kun je de pijltoetsen gebruiken om naar de volgende foto te gaan. Als iPhoto iemand herkent op de foto die je al eerder een naam hebt gegeven, dan geeft iPhoto zelf al een suggestie. Wanneer de suggestie juist is, kun je de naam bevestigen door op het vinkje te klikken. Wanneer je een aantal namen aan gezichten hebt toegekoppeld, klik dan op ‘Done’. Klik vervolgens op het ‘Faces’ icoon om naar het ‘Faces’ overzicht te gaan. iPhoto laat van iedere persoon die je een naam gegeven hebt, een kleine foto op het prikbord zien. Om meer foto's te vinden van een persoon op het prikbord, dubbelklik je op zijn of haar foto. Bovenaan staan de foto's die je net een naam gegeven hebt. Daaronder staan foto's waarvan iPhoto denkt dat deze persoon mogelijk op de foto staat. Klik op ‘Confirm name’ om de persoon op de foto's te kunnen bevestigen. Wanneer de persoon inderdaad op de foto staat, klik dan eenmaal op de foto. Je kunt ook meerdere foto's in 1 keer selecteren door de muis ingedrukt te houden en over de te bevestigen foto's te slepen. Wanneer de persoon niet op de foto staat, dubbelklik je op de foto. Deze feedback helpt iPhoto beter gezichten te herkennen en meer mogelijke matches te kunnen voorstellen.

Verbeter je foto's met enkele muisklik
Met 1 klik op de muis kun je je favoriete foto's nog beter maken. Selecteer een foto die je wilt verbeteren en klik dan op ‘Edit’ om de foto te openen in het ‘Edit’ menu. Klik op de ‘Enhance’ knop. iPhoto past meteen het contrast aan en verandert de belichting en kleur instellingen om zo je foto er op zijn best uit te laten zien. Je kunt de aangepaste versie makkelijk vergelijken met de originele foto door op de shift-toets te drukken. Om te zien welke veranderingen iPhoto heeft gemaakt, klik je op ‘Adjust’. iPhoto toont de combinatie van instellingen die gebruikt zijn toen de functie verbeteren werd toegepast. Als je wilt, kun je de schuifknoppen in het weergegeven paneel verschuiven om de verbeteringen die zijn gemaakt aan te passen. Naast het verbeteren van de foto, kun je ook de foto bijsnijden of speciale effecten toevoegen aan de foto. Ben je helemaal klaar met het bewerken van de foto, klik je op ‘Done’.

Het creëren van een diavoorstelling
**Introductie**

U gaat voor dit onderzoek een instructie doorlopen/een filmpje van ongeveer 5 minuten kijken op de computer. Deze instructie/het filmpje gaat over het programma iPhoto wat standaard op alle computers van Apple te vinden is. De instructie/het filmpje is een middel om u kennis te laten maken met het merk Apple. Na het doorlopen van de instructie/het kijken van het filmpje kunt u deze bladzijde omslaan om te starten met de vragenlijst, die dan ook vooral in zal gaan op het merk Apple. Mocht u vragen hebben, laat het me dan meteen weten zodat ik deze kan beantwoorden. Alle gegevens van de vragenlijst zullen anoniem verwerkt worden. Mocht u geïnteresseerd zijn in de resultaten dan kunt u uw emailadres aan het einde van de vragenlijst invullen.

**Vragenlijst**


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<tr>
<th></th>
<th>Che Guevara</th>
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<table>
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<tr>
<th>Beschrijvingen</th>
<th>Uzelf</th>
<th>Apple</th>
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<tbody>
<tr>
<td>2. Hij/zij vindt humor en plezier maken belangrijk. Daarnaast is hij/zij in staat andere mensen een spiegel voor te houden op een grappige manier. Hierdoor gaan mensen op een andere manier naar dingen kijken en zorgt hij/zij ervoor dat niet alles zo serieus genomen wordt.</td>
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<tr>
<td>5. Hij/zij is een sympathiek persoon met een sterk inlevingsvermogen. Hij/zij vindt dat iedereen elkaar moet waarderen om wie hij of zij is en volgens hem/haar zijn alle mensen gelijk. Daarnaast is hij/zij een realist en benadert hij/zij de wereld op een verstandige, kritische manier.</td>
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<tr>
<td>7. Hij/zij heeft een heldere visie over wat hij/zij wil en hij/zij is besluitvaardig. Hierdoor is hij/zij vaak de leider van een groep en heeft hij/zij een bepaalde status. Hij/zij wil graag alles onder controle hebben en gebruikt zijn/haar macht om dingen gedaan te krijgen.</td>
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<tr>
<td>8. Hij/zij is leergierig en intellectueel. Hij/zij neemt geen genoegen met de wereld zoals hij/zij die ziet, maar wil van alles het fijne weten. Hij/zij is altijd op zoek naar informatie of gegevens die de waarheid aan het licht brengen.</td>
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<tr>
<td>11. Hij/zij is creatief en wil dingen van blijvende waarde creëren. Hij/zij durft op een andere manier naar de wereld te kijken en heeft een sterke verbeeldingskracht. Daarnaast kijkt hij/zij voorbij de grenzen van de wereld van vandaag.</td>
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</tbody>
</table>
3. Hieronder staan een aantal paren met tegengestelde eigenschappen. Zet op 1 van de 7 streepjes een kruis om aan te geven in hoeverre u een eigenschap van toepassing vindt op het merk Apple. Hoe dichter u een kruisje bij een eigenschap zet, hoe meer u deze eigenschap vindt passen bij Apple. Laat vooral uw gevoel spreken bij het invullen van de vragenlijst.

Het merk Apple is:

<table>
<thead>
<tr>
<th>Eigenschap</th>
<th>Slecht</th>
<th>Aantrekkelijk</th>
<th>Aardig</th>
<th>Onprettig</th>
<th>Waardevol</th>
<th>Onderscheidend</th>
<th>Wenselijk</th>
<th>Saai</th>
<th>Hoge kwaliteit</th>
<th>Goed</th>
<th>Onaantrekkelijk</th>
<th>Onaardig</th>
<th>Prettig</th>
<th>Waardeloos</th>
<th>Alledaags</th>
<th>Onwenselijk</th>
<th>Interessant</th>
<th>Lage kwaliteit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

4. Hieronder staan een aantal stellingen die gaan over het merk Apple. Geef aan op een schaal van 1 - 7 (helemaal mee oneens - helemaal mee eens) in hoeverre u het eens bent met deze stellingen.

Ik vind het merk Apple....

<table>
<thead>
<tr>
<th>Stelling</th>
<th>Helemaal mee oneens</th>
<th>Helemaal mee eens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovatief</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gebruiksvriendelijk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creatief</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. Hieronder staan nog een aantal stellingen. Geef weer aan op een schaal van 1 - 7 (helemaal mee oneens - helemaal mee eens) in hoeverre u het eens bent met deze stellingen.

<table>
<thead>
<tr>
<th>Helemaal mee oneens</th>
<th>Helemaal mee eens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ik ben nieuwsgierig naar het merk Apple</td>
<td>□ □ □ □ □ □ □ □</td>
</tr>
<tr>
<td>Ik zou meer producten van Apple uit willen proberen</td>
<td>□ □ □ □ □ □ □ □</td>
</tr>
<tr>
<td>Ik zou bij de aanschaf van een nieuwe computer het merk Apple overwegen</td>
<td>□ □ □ □ □ □ □ □</td>
</tr>
<tr>
<td>Ik ga meer informatie opzoeken over het merk Apple en haar producten</td>
<td>□ □ □ □ □ □ □ □</td>
</tr>
</tbody>
</table>

6. In hoeverre is uw mening door deze ervaring verandert over het merk Apple? Geef dit aan door één van de cijfers te omcirkelen, waarbij 1 betekent dat uw mening helemaal niet veranderd is en 7 betekent dat u mening heel sterk veranderd is.

   1   2   3   4   5   6   7

7. Welk merk computer heeft u op dit moment?

   ______________________

8. Hoe trouw bent u aan uw eigen merk computer? Geef dit aan door één van de cijfers te omcirkelen, waarbij 1 betekent dat uw helemaal niet trouw bent aan uw eigen merk en 7 betekent dat u ontzettend trouw bent aan uw eigen merk.

   1   2   3   4   5   6   7

9. Wat is uw geslacht?

   □ Man
   □ Vrouw

10. Wat is uw leeftijd?

    ________________
11. Wat is uw hoogst voltooide opleiding?

☐ Lagere school/basisonderwijs
☐ Lager beroepsonderwijs (LBO)
☐ VMBO
☐ HAVO
☐ VWO
☐ MBO
☐ HBO
☐ WO

12. Wat is uw woonplaats?

__________________________________

13. Hoeveel uur per dag gebruikt u gemiddeld uw computer?

☐ Minder dan 1 uur
☐ 1 - 2 uur
☐ 3 - 4 uur
☐ 4 - 5 uur
☐ Meer dan 5 uur

14. Waarvoor gebruikt u uw computer? (meerdere antwoorden mogelijk)

☐ Werk
☐ Studie
☐ Vrije tijd (muziek, foto's)
☐ Onderhouden sociale contacten
☐ Anders, namelijk ______________________

Mocht u geïnteresseerd zijn naar de resultaten van het onderzoek, vul dan uw emailadres in.

__________________________________

Hartelijk bedankt voor deelname aan het onderzoek en het invullen van deze vragenlijst!