

TRANSFERRING COMPONENTS OF BRAND LOYALTY IN A BRAND EXTENSION SCENARIO WITHIN FMCG

ABSTRACT

Brand managers within FMCG are continuously looking to capitalize on strong brands to grow their business. Strategies involving brand extension activities have become increasingly popular, as it allows brand managers to build on already established consumer-brand relations to increase cross-selling. However, the area of brand extension and transferral of brand loyal consumer relation onto new products is surprisingly unexplored. This thesis aims to fill that research gap by investigating the transferability of brand loyalty components in different brand extension scenarios.

This thesis investigates brand loyalty measures of relational, behavioural and attitudinal character in the context of purchase motivation, category fit and brand strength in two brand extension scenarios. First, in the event of the consumer's gateway to the brand being the original product, and secondly, in the event of the consumer's gateway being the extended product. A quantitative study was composed for two brands of different purchase motivation, based on the results from three pre-studies. The aim of the main survey was to replicate the real life relation a consumer has established to a brand family, in order to investigate to what degree that consumer's brand loyalty was transferred from the first product they tried onto the second product they tried. A total of 298 responses were collected.

Results revealed that traditional brand loyalty components of behaviour and attitudinal character overall scores higher for a brand in comparison to relational components. Also brand loyalty components are transferred to a higher degree in a brand extension scenario of high category fit in comparison to a low category fit scenario. Finally, it has also been proven that brand loyalty is more easily transferred from a low strength product than from a high strength product onto the original product brand.

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1. INTRODUCTION

This first chapter introduces the research area addressed in this thesis, the delimitations of the study, the thesis' structure and provides definitions of concepts and terminology applied in. After having read this chapter, the reader should have a clear understanding for the purpose of the study and how it contributes to academic research at large.

1.1. THE UNEXPLORED AREA LOYALTY IN A BRAND EXTENSION

During the past decade, brand managers in the Fast Moving Consumer Goods (FMCG) industry have put more emphasis on retaining and developing consumers rather than acquiring new ones. As brand managers attempt to deepen their consumers' relation to the brand, activities such as cross-selling and brand extension strategies have become increasingly popular. A study from 2008 found that strategies utilized in the FMCG industry are increasingly built on seeking additional growth by leveraging existing strong brands (Sjödín, 2008). Brand managers and FMCG leaders are looking to capitalize on already established consumer-brand relationships when introducing a new product to the market, since these already are familiar and attractive to consumers. Since this strategy is less expensive and has proven to be very effective (Sjödín, 2008), many brand managers are today striving to make their consumers loyal not only to a one product within a brand, but to the entire product assortment in that brand family.

Although one cannot disregard the power of a strong brand for driving sales within the FMCG industry, brand managers also have to make sure their brands possess the right intrinsic attributes that allow consumers to create strong bonds with new products introduced in a brand (Thomson, et al., 2005). FMCG companies have for a long time focused on the monetary and instrumental consumer value, as the competitive advantage in the industry is driven by fierce price competition (Konsumentrapport, 2016; P&G Company profile, 2012). However, more recently there has been a shift towards hedonic and experiential values (Colgate and Smith, 2007) becoming exceedingly important to consumers. According to Bruhn et al. (in Fournier, Breazeale and Fetscherin, 2012) an example of this shift is the increasing importance of recommendations from friends and family when making a purchase decision, in comparison to ten years ago. The authors suggest that this is indication of an increased care about their personal image and identity to a greater extent than before, reflecting the experiential and hedonistic values' influence (Bruhn, et al., in Fournier, Breazeale and Fetscherin, 2012). As a result of this shift, the ubiquitous question of how to

accurately measure a consumer's relation to a brand has re-ascertained its centrality to the marketing field, with focus on strengthening consumers emotional bond to a certain brand (cf. Albert, et al., 2007; Carroll and Ahuvia, 2006; Thompson, et al., 2005; Pawle and Cooper, 2006). As the traditional values of cost and functionality no longer can provide a holistic understanding of the consumers' behaviours, relational measures have come to occupy a more central role in the marketing community's explanatory models of in consumers' loyalty to a certain brand. In brand managers' perspective, it becomes increasingly important to understand the consumer-brand relationship and identify which factors can help build strong consumer-brand relations, leveraging those factors in their marketing (Bruhn, et al., in Fournier, Breazeale and Fetscherin, 2012). While this aspect of brand management has been high up on the marketing agenda for quite some time (Sjödén, 2008; Reichheld and Sasser, 1990), its increased significance and the observed changes in consumer behaviour merits renewed effort to investigate the dynamics of the different components that constructs a loyal consumer-brand relationship.

Forging strong consumer-brand relationships and successful brand extensions when new products are introduced under the umbrella of an existing strong brand, are two areas that have matured over the past years (Sjödén, 2008; Reichheld and Sasser, 1990). However, there is a serious and surprising gap in literature that takes a more granular approach to examining consumer-brand relations in brand extension scenarios. Most current research focuses on the evaluation of brand based on new introduction, where a high level approach of attitudinal measures have been popular (Hem and Iversen, 2009). The many advantages associated with successful brand extensions and strong consumer-brand relations, make it of critical importance to FMCG leaders, stakeholders as well as to the academic world, that the dynamics underlying this area of brand loyalty are thoroughly researched, especially in the context of the differing methods of measuring loyalty, in order to drive more informed decision-making in the future.

Consequently, this thesis will primarily investigate the transferability of brand loyalty when projecting a consumer-brand relationship from one product onto another in the same brand family. As researchers usually investigate the success of a brand extension with the original product in the brand family as the starting point, this thesis will include this approach as a baseline, but in addition also investigate transferral of brand loyalty components when the gateway product is the extension. In these approaches, the thesis will examine transferability of brand loyalty in the context of category fit, purchase motivation and brand strength. Finally, since consumer brand loyalty constitutes a multifaceted and complex concept, this thesis will

approach brand loyalty through a critical review of brand loyalty concepts, where a relational and traditional approach is discussed.

1.2. THE GAP IN NEED OF FURTHER RESEARCH

Brand extension and loyalty in a consumer-brand relationship are two areas that for long time have occupied the minds of marketing researchers, each well established and thoroughly researched. Previous research teaches us about the determinants of success and failure in a brand extension (Evangeline and Ragel, 2016), as well as the construct of the consumer-brand relationship construct (Fournier, 1998). However, not much research has been conducted in the intersection of these two areas. The dynamics of brand loyalty dimensions in a brand extension scenario are in need of a granular examination.

When reviewing existing literature within the two mainstream areas of brand loyalty research it becomes clear that the loyalty components in neither a relational (Fournier, 1998) nor traditional (Jacoby and Chestnut, 1978) aspect have been thoroughly investigated in a brand extension scenario. This, especially when comparing the two approaches' effects and inter-relationship. The author will therefore move the field further along by investigating and comparing the two perspectives.

The author found that previous research primarily has focused on three areas within the field of brand extensions; (1) the determinants of success and failure in a brand extension, (2) the evaluation of a brand extension in terms of consumer acceptability, and (3) consumer acceptance of brand extensions based on perceived category fit (Evangeline and Ragel, 2016; Boush, et al., 1987; Aaker and Keller, 1990; Boush and Loken, 1991; Bottomley and Doyle, 1996). One example of researchers that investigated the brand loyalty towards the original brand in the evaluation of a brand extension are Hem and Iversen (2003). However, their investigation was a high level case looking at behavioural intention, affective- and self-image relationships towards the parent brand. Hence, it provides an overview of the connection per se, with the limitation of not investigating the dimensions that constructs a loyal consumer-brand relationship. Hence, current literature fails to cover the area of brand loyalty determinants in a deeper regard. Which is why this study aims to cover the dynamics of brand loyalty components through a critical review of the relational and traditional literature, in a brand extension scenario. This, in order to conclude which dimensions of brand loyalty that is transferred in a brand extension as well as how the two perspectives differ.

Lastly, review of existing literature uncovered no existing research examining the area of brand loyalty transferral in the context of category fit. Therefore, this study will seek to include this aspect when examining loyalty transferability.

1.3. PURPOSE OF STUDY

The main purpose of this thesis is *“to empirically investigate the transferral dynamics of brand loyalty in a brand extension scenario in the FMCG industry”*. In that strive, this thesis will investigate a selection of different components of the relational (Fournier, 1998) and traditional (Jacoby and Chestnut, 1978) brand loyalty literature found to be crucial factors of brand loyalty. This through investigating the dynamics of these components in a situation where category fit between the original and extended product is high versus low, in different brand extension scenarios. More specifically, this thesis investigates the dynamics of brand loyalty components in the context of category fit, purchase motivation and brand strength.

This will be done in two main scenarios: firstly (1) by looking at the transferability of loyalty components when the consumer's gateway to the brand was the original product, and secondly (2), when consumer's gateway was the extended product. The first approach is of more traditional character and has clear parallels in previous research, while the second approach is not as commonly applied. In addition, in order to extend the value added in the conducted study, a scenario in which (3) a fictitious product is used will be presented. This scenario will seek to give deeper knowledge into the intentions inherent in consumers with an existing loyalty relationship to the brand, and how different components of brand loyalty can be projected onto this fictitious extension.

1.3.1. THE EXPECTED CONTRIBUTION TO RESEARCH

The first scenario mentioned above aims to provide an understanding for which loyalty components in a brand-consumer relationship that can be expected to be transferred to the extended product, while the second case is expected to shed light on the importance of the extended product's attribute in order for the consumer to advance further into the brand's assortment. In the third, fictitious, scenario the study seeks to understand the impact of category fit and to what degree loyalty components can be transferred onto a low fit product how they differ dependent on the characteristics of the consumers' relationship to existing products of the brand.

This will give us a deeper understanding of the dynamics of brand loyalty components. This resulting in a contribution that bridges the gap in knowledge of the connection between brand loyalty and brand extensions within the FMCG industry. The most interesting findings can be expected in the second case, where the transferability of brand loyalty from the extended product to the original product in the brand family is investigated. This scenario can provide increased knowledge related to situations where little research is currently available, highly rendering the marginal impact of the results for marketers within FMCG high.

1.4. DELIMITATIONS

In order to investigate the purpose of this study, measures to delimit the scope and scale were necessary. As the main purpose of this study is to investigate the dynamics of the brand loyalty components in a brand extension scenario within the FMCG industry, the study was designed to measure the brand loyalty to low involvement products (Percy and Rossiter, 1987). However, to provide insight into the diverse product selection that FMCG offers, the study will investigate both products with transformational and informational purchase motivations (Percy and Rossiter, 1987).

Secondly, this study uses real brands to investigate the transferability of brand loyalty, providing the study with data on real associations, purchase behaviours, attitudes and relations in connection to the brands investigated. For the fictitious product, the study can only provide data on intentions to purchase and intentional attitude. Hence, the fictitious aspect was utilized as a secondary element to examine how loyalty components are transferred to a product within an existing brand where the respondents have no pre-existing relation to the product brand combination. This, to complement the understanding of loyalty dimensions investigated. In addition, the investigation is limited to only look at scenarios within the same brand family, hence not comparing loyalty transferral between different brands.

Thirdly, as this thesis aims to investigate the dynamics of brand loyalty components in a brand extension scenario, we delimit the number of loyalty components included in the study in order to provide a more concrete and deep understanding for the components investigated. Therefore, the study used a selected sample of brand loyalty components from existing literature within the relational and traditional streams of brand loyalty research (Chapter 2).

Finally, some delimitations had to be made concerning the target group of respondents in this study. Considering the timeframe and resource constraint for this thesis, the convenience sampling method was deemed logical and efficient, and the respondents in this thesis was limited to university students at Stockholm School of Economics, Royal Institute of Technology and Stockholm University in Sweden. Consequently, the respondents are relatively homogeneous with differing educational backgrounds.

1.5. DEFINITIONS

The area of brand loyalty and brand extensions utilizes complex terminology, with disparate definitions and few areas of consensus on how to accurately define the different dimensions of brand loyalty. In order to clarify how this thesis approaches the different concepts and definitions, the following list of chosen definitions based on established theory is provided.

Definitions of terminology used in this thesis

Brand family	A brand family, are products sharing the same brand name, often with similar attributes and usage are. "Extension categories are often chosen based on shared attributes with the family brand" (Ahluwalia and Gürhan-Canli, 2000).
Category fit	By the consumer perceived similarity between the original product and the extended product. This expression is usually applied in a brand extension scenario (Czellar, 2003; Buil, et al., 2009). In this thesis, this expression is applied to describe the similarity between two single products within the same brand family.
Product brand	"Any lower-level brand in a brand hierarchy, regardless of its level in that hierarchical ordering" (Ormeno, 2007, p.17). A product brand is a product within the brand family (Keller et al., 2008).
Traditional brand loyalty	"Brand loyalty is the biased (i.e., nonrandom) behavioural response (i.e., purchase) expressed over time by some decision-making unit with respect to one or more alternating brands out of a set of such

brands and is a function of psychological (decision-making evaluative) processes" (Jacoby and Chestnut, 1978).

Relational brand loyalty

Fournier (1998) argues that brand loyalty should be measured through a more personal approach of symbolism and meaning, as the values of the brand are an extension of the consumer's identity and view of the self. More specifically, "[...] *the talismanic relationship consumers form with that which is consumed*" (Belk, Wallendorf and Sherry, 1989).

Affective feelings

"[...] *an emotion-laden target-specific bond between a person and a specific object*" where the level of a strong attachment is concerned with "[...] *stronger feelings of connection, affection, love and passion*" (Thomson et al. 2005, p.77-78). This is a break-down of the relational brand loyalty components.

1.6. THESIS OUTLINE

This thesis is structured in five chapters; (1) Introduction, (2) Literature review, (3) Methodology, (4) Results and analysis and (5) Final discussion. **Chapter 1; Introduction**, introduces the area in need of further research as well as the background to the subject. This chapter gives an understanding of stakeholders interested in this area of research, the purpose of the study and the expected contribution of the thesis. Furthermore, delimitations and definitions are found in this chapter and guides the reader through the terminology and conceptualizations utilized to review, execute, and analyse the results gained in this study. **Chapter 2; Literature review**, reviews fundamental literature, critical to generating hypothesis to be examined in this thesis, and represents the thesis' foundation. **Chapter 3; Methodology**, presents the approach to design and test the main study, and exhibits three pre-studies guiding the design of the main study. **Chapter 4; Results and analysis**, the main study tests the hypotheses presented in chapter 2 and analyses the results in order to conclude if to accept or reject the hypotheses. In the last chapter, **Chapter 5; Final discussion**, the results are analysed in the context of the presented literature to determine conclusions. Finally, this chapter presents and discuss potential implications and limitations of the study, to invite criticism and open discussion on further research on subject.

2. LITERATURE REVIEW

Given the unexplored area of brand loyalty transferability in a brand extension scenario, this chapter aims to review current literature on brand loyalty, examining the more traditional academic view contrasted with the relational perspective of brand loyalty. This review will also introduce brand extension literature, and in addition discuss brand loyalty components in the context of purchase motivation, category fit and brand strength. Generation of hypotheses are presented throughout the literature review, addressing transferral of brand loyalty in different extension scenarios.

2.1. A CRITICAL VIEW OF BRAND LOYALTY

The many benefits conferred by a strong brand relationship and consumer brand loyalty makes it highly desirable for marketers and brand managers within FMCG companies to build such relationships with their consumers (Sjödin, 2008). Marketers and marketing researchers have long debated the definition of brand loyalty and how to accurately measure it. Since this issue remains moot, there is no established consensus on how to define brand loyalty nor the underlying factors important for building a consumer's loyalty to a certain brand. Recognizing this fractured view of brand loyalty, this study has reviewed two approaches of the theory: (1) the traditional view of measuring brand loyalty and (2) the relational view of measuring brand loyalty. By synthesising these two perspectives the study arrived at strong hypotheses which could then be tested.

2.1.1. THE TRADITIONAL PERSPECTIVE ON BRAND LOYALTY (B_T)

The traditional way of approaching brand loyalty is through a combination of behavioural and attitudinal perspectives (cf. Jacoby and Chestnut, 1978). The behavioural perspective is a compound of a set of historical behavioural patterns within the physical dimension, while the attitudinal perspective is compounded of the mental dimension of intentions and attitudes (Söderlund, 2001).

2.1.1.1 THE BEHAVIOURAL DIMENSION

The **behavioural** perspective constituted the mainstream of the early research into brand loyalty (Cunningham, 1956; Kahn et al., 1986; Ehrenberg, et al., 1990). According to Jacoby and Chestnut (1978) more than 60% of loyalty measures available at the time were of behaviourally operational character, (i.e either based on actual purchasing behaviour or the

consumer's stated perception of their purchasing behaviour). One of the first theorists that expanded on behaviourism was Kuehn (1962), who examined brand loyalty using a stochastic modelling approach of the consumer's accumulated historical interaction with a certain brand. Cunningham (1956) also shared the behavioural view on brand loyalty, discussing what factors of behavioural attributes affected consumers by looking at the proportion of purchases devoted to a particular brand. Another central paper in the behavioural strand of brand loyalty is Kahn et al. (1986), arguing that the sequence of purchases has high significance when determining the level of brand loyalty with a consumer.

In a more recent review by Söderlund (2001), these behavioural aspects are built upon the following variables for measuring behavioural brand loyalty; (1) "extent", i.e. how long the consumer have been a consumer (e.g. Bolton 1998; Park 1996), (2) "frequency", i.e. how often a consumer purchases the product during a period of time, (3) "depth", i.e. how big part of the brand assortment that is purchased by a consumer, hence partial or full consumer, and (4) "share of wallet" i.e. the amount of purchases in a certain category allocated to a certain product or brand. There are many different aspects to measuring behavioural brand loyalty, and dependent on the context and goal with the investigation, different measures are applied (Söderlund, 2005; Söderlund and Öhman, 2003). Söderlund (2001) suggests that models of brand loyalty cannot contain too many behavioural measures simultaneously, since then there would be no additional behaviour unmeasured to be affected by the measured attributes. Hence, the behavioural dimension can be argued to be most accurately measured when a "synthesized approach" is applied, as suggested by Jacoby and Chestnut (1978). In contrast to other behavioural measures, "share of wallet" gives a good overview of the continuous relation that the consumer has to the brand over a longer period of time (Söderlund, 2001).

2.1.1.2. THE ATTITUDINAL DIMENSION

Though behavioural measures give an accurate view of the consumer's past and current behaviour, these measures have received extensive criticism concerning their lack of explanatory power needed to understand underlying constructs of a loyal consumer relation (Jacoby and Chestnut, 1978). Recent literature suggest that the **attitudinal** dimension of brand loyalty is a necessary complement to the behavioural dimension in order to capture brand loyalty accurately (e.g., Day, 1969.; Dick and Basu, 1994; Rundle-Thiele and Bennett, 2001). Dick and Basu (1994) argue that the attitudinal dimension is crucial to include along with the behavioural dimension, since social norms and situational factors might mediate the relationship between an individual's relative attitude and repeat purchases. They expand brand loyalty by drawing upon processes of cognitive psychology, where the process of

establishing and developing a loyal mental state towards a brand is the desired outcome for marketers (Dick and Basu, 1994).

Just like behavioural loyalty, attitudinal loyalty is divided into several dimensions. In Söderlund (2001), the attitudinal dimensions are summarized by five attributes; (1) "intentions", i.e. such as repurchase intentions of a certain brand or product, (2) "attitudes", i.e. such as positive attitudes towards a certain brand or product, (3) "preferences", i.e. the preferred product or brand in relation to an alternative, (4) "identification", i.e. the correspondence of values between self and the product or brand and (5) "involvement", i.e. the importance and relevance of a certain product of brand to a consumer. The more traditional take on the attitudinal dimension, is through the attitude measure, which can be argued to give an accurate understanding for a consumer's brand loyalty (Söderlund, 2001).

2.1.1.3. A SYNTHESISED APPROACH TO TRADITIONAL BRAND LOYALTY

As previously stated, the consequence of the diversity and broad spectrum of brand loyalty definitions and measures, is lacking consensus. However, Jacoby and Chestnut (1978) offers a definition of brand loyalty that includes both behavioural and attitudinal dimensions, which has been widely recognized and is the most frequently cited definition of brand loyalty (Sjödén, 2008). Jacoby and Chestnut (1978) state that "*Brand loyalty is the biased (i.e., nonrandom) behavioural response (i.e., purchase) expressed over time by some decision-making unit with respect to one or more alternating brands out of a set of such brands and is a function of psychological (decision-making evaluative) processes exhibited over time*", taking a more cognitive approach to the concept of brand loyalty than stated in the two separate dimensions of behavioural and attitudinal measures.

In conclusion, the attitudinal and behavioural dimension both have a central role in the application to operationalize consumers' brand loyalty, and it is considered more accurate to include both dimensions when investigating consumers' relation to certain brands. The reoccurring common factor when comparing the different methods and synthesised measures in literature, is the utilization of a brand loyalty indices, computed through a quota of the behavioural and attitudinal dimensions. To mention some examples, Day (1969) compounds a loyalty index by dividing the share of wallet with the attitude to the product measured over a certain period of time. This approach was further developed by Pritchard et al. (1999), where attitude in the equation was compounded to an average from several attitude statements.

In addition, literature discusses the possibility of asking the consumer to self-estimate how loyal they are to certain products or brands (Söderlund, 2001). Although it is accepted that

such measure gives an accurate view of the consumers self-estimated loyalty to a certain brand and is a good indication of perception of loyalty, it does not automatically include behavioural and attitudinal dimensions of consumers' brand loyalty, (Pritchard, et al., 1999; Howard, et al., 1988; Selin, et al., 1988).

2.1.2. ADOPTING THE RELATIONSHIP PERSPECTIVE ON BRAND LOYALTY (B_R)

Although Jacoby and Chestnut's (1978) definition is widely used by marketing theorists, the definition suffer several shortcomings. Fournier and Yao (1997), argues that it gives poor insight into the condition of a loyal consumer-brand relationship. They argue that the traditional definition puts much emphasis on the cognitive psychological attitude formation as an explanatory factor for brand loyalty (Dick and Basu, 1994; Fournier and Yao, 1997), but misses the quality range of a brand loyal relation (Sherry, 1987).

In contrast to the traditional school of brand loyalty, rooted in the behavioural and attitudinal aspects, Fournier (1998) argues that purchase decisions go beyond simple product attributes and constructs such as functional or instrumental values, and that the consumer cannot be viewed as a creature limited by rationality. In relation to this, Smith and Colgate (2007) has argued that consumer benefits can be separated into two parts, (1) functional/instrumental and cost oriented evaluations of consumer values, and (2) experiential and symbolic values. The values offered by these dimensions have been viewed as a central part of the marketing community (Woodruff, 1997; Holbrook, 1994). In addition, it has been recognized that in contrast to the functional/instrumental consumer values, the experiential and symbolic values have a stronger impact on the strength of a consumer's relation to a brand (Fournier, 1998; Fournier and Yao, 1997; Smith and Colgate, 2007). These immaterial values can make the consumer feel closer to the brand and help them integrate the product as a meaningful part of their lives (Sjödén, 2008; Smith and Colgate, 2007). Smith and Colgate (2007) also argues that it is these symbolic and experiential values that build a satisfied relationship with consumers. In addition, Fournier (1998) states that symbolic values provide the consumer with personal, social and cultural meaning to the self-image, and the experimental values enable the consumer to express themselves emotionally, sensory and socially, reassuring them by strengthening their self-identity (Fournier, 1998; Smith and Colgate, 2007; Sharpe and Rogers, 1993). Hence, these emotionally enhanced benefits, which are connected to the self by the symbolic and experiential values, build the foundation in a loyal consumer-brand relation. Products conferring these values in turn have the potential to go beyond rational constraints and enable interdependence between the brand and the consumer (Fournier, 1998).

Fournier (1998) further suggests that the perspective of a loyal consumer-brand relation have to go beyond the attributes of repeated purchase (cf. Jacoby and Chestnut, 1978) and positive attitudes, arguing that the traditional school of the behavioural and attitudinal dimensions is not sufficient to explain all attributes of a loyal consumer-brand relations (Fournier, 1998; Fournier and Yao, 1997; Fournier, 1994). Although the traditional literature on brand loyalty is capable of giving an informed view of a loyal consumer-brand relationship (Fournier 1998), it fails to capture “[...] the talismanic relationship consumers form with that which is consumed” (Belk, Wallendorf and Sherry, 1989). A loyal consumer-brand bond is formed when an interdependence between a consumer and brand is evident and established (Fournier, 1998; Swaminathan and Dommer, in Fournier, Breazeale and Fetscherin, 2012).

2.1.2.1. BRAND RELATIONSHIP QUALITY

Fournier’s (e.g. Fournier, 1998; Fournier and Yao, 1997; Fournier, 1994) work in the area of a consumer-brand relationship represent an important contribution to understanding the underlying construct of the quality and stability of a loyal relation. As she introduced the framework of Brand Relationship Quality (BRQ) in 1998, where the following six parameters are emphasized (see Figure 1): (1) Love – “Something is missing in your life when you have not used it for a while”; (2) Self-connection – “It is closely connected to the image you desire to identify with”; (3) Commitment – “I would never buy another one besides that”; (4) Interdependence – “It represent and important routine or ritual in your life”; (5) Intimacy – “It delivers superior value to your life”; (6) Partner Quality – “You feel satisfied with the established relationship you have to it” (Fournier, 1998).

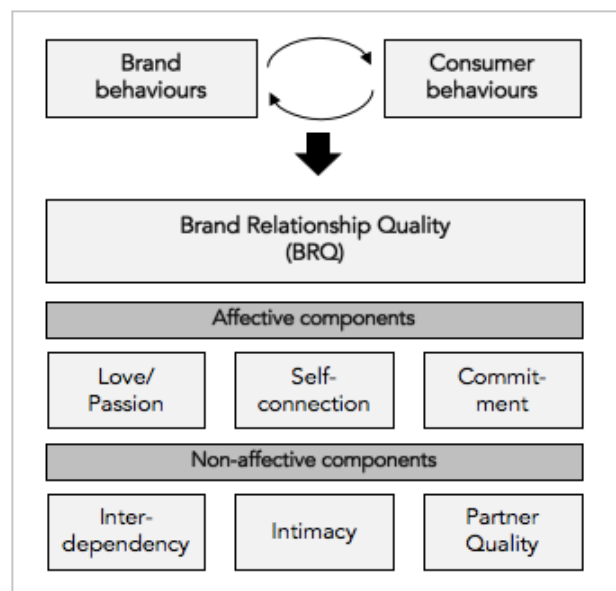


Figure 1: Relevant parts of the BRQ Framework

Fournier (1998) argues that these parameters explain the quality of consumer-brand relations and hence the interdependence between the brand and the consumer through which brand loyalty is concluded. The notion of high scores on all parameters indicates a high quality of the relationship, which can be translated to a strong and stable brand loyalty in traditional terms, and vice versa low scores indicate a low quality of the consumer-brand relationship.

Relationship quality is the most studied area within human relationship literature, and enables prediction in a range of important dyadic consumer constructs, such as relationship stability and satisfaction (Bloemer and Kasper, 1995) over time (Lewis and Spanier, 1979). In line with that, Thomson et al. (2005) has developed theory concerning the emotional attachment to brands, based on the psychology literature (cf. Bowlby 1979) examining consumers' emotional attachment to other individuals (Park and MacInnis, 2006). This type of attachment is explained and characterized through "[...] *an emotion-laden target-specific bond between a person and a specific object*" where the level of a strong attachment is concerned with "[...] *stronger feelings of connection, commitment, love and passion*" (Thomson et al. 2005). These variables of the consumer-brand relation are also argued to be of more affective character (see Figure 1). In order for such attachment to develop and be connected to self (Park and MacInnis, 2006), frequent consumer-brand interaction is required over a longer period of time. When a consumer has managed to establish a strong relationship with a brand, the consumer has many incentives to keep that strong connection, as it gives them the opportunity to communicate aspects of themselves to other people and strengthen their personal identity (cf. Belk, 1988; Chaplin and Roedder, 2005; Escalas and Bettman, 2003; Schau and Gilly, 2003). Therefore, successfully establishing these strong consumer-brand relations is associated with many benefits for marketers, as switching becomes costly for the consumer and affect their image of their self.

2.1.3. THE AFFECTIVE COMPONENTS EFFECTING THE OUTPUT

As presented above, there are clear differences in opinions on how to measure and evaluate consumers' loyalty to a certain brand or product. The traditional view summarized in the work by Jacoby and Chestnut (1978) and Söderlund (2001, 2005) presents the attitudinal and behavioural dimensions of brand loyalty, arguing that both have to be included and that a synthesised situation dependent variable of the two dimensions is an appropriate approach to measuring the level of the consumers' loyalty to a brand. Simultaneously, the relational perspective promoted by Fournier (1998) argues that brand loyalty should be measured through a more personal approach of symbolism and meaning, as the values of the brand are an extension of the consumer's identity and view of the self.

One important difference between these perspectives is the level of affective components included in the measures (Fournier, 1998; Fournier and Yao, 1997). The BRQ framework presented by Fournier (1998), discusses the establishment of affective components (love/passion, self-connection and commitment), which also requires a brand-relation to go

much deeper to achieve the same score as the traditional loyalty measures would assess it as. These components are also classified by Thomson, et al. (2005) to be of a deeper affective nature. Therefore, as these components of affective character are included in a the BRQ framework, in contrast to the traditional measures of for example "attitude" and "share of wallet" (Söderlund, 2001), the relational measures should result in an overall lower score (Figure 2) than traditional brand loyalty. Which brings us to our first hypothesis:

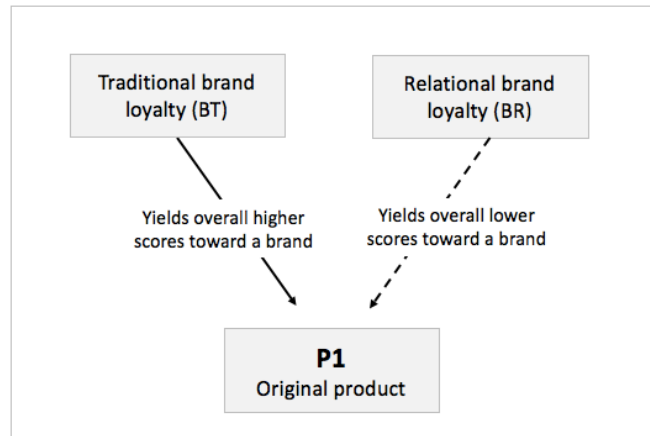


Figure 2: Traditional vs. relational brand loyalty (H1)

Hypothesis generated

H1: The traditional brand loyalty (B_T) is overall higher to a brand in comparison to relational brand loyalty (B_R)

2.2. BRAND LOYALTY IN THE CONTEXT OF PURCHASE MOTIVATION

The value the consumer receives in purchases, is reflected in the purchase motivation and determines how consumers rationalizes their purchasing decision (Percy and Rossiter, 1987). Many authors discuss this as the level of involvement in a certain purchase. Some argue it to be a combination of simple and complex attitudes formed and held towards the brand, while others argue that involvement is dependent on the perceived risk related to a purchase (Percy and Elliott, 2009). Either way, the value is strongly connected to the incentive that drives the consumer to purchase a product, and consequently is connected to the affective feelings and attitudes that a consumer forms post-purchase (Percy and Rossiter, 1987; Thomson, et al., 2005). Hence, this is important to add to the investigation of the traditional and relational perspective of brand loyalty to get an accurate understanding of the underlying potential differences and similarities conferred in the first hypothesis above.

Percy and Rossiter (1987), presents a grid to enable classification of involvement and purchase motivation behind a purchase. The level of involvement is reflected on a high and low level, where FMCG products in general are categorized in the low involvement segment due to a

short decision making process and low associated risks (Silayoi and Speece, 2004) (see lower area in Figure 3). Purchase motivation is in turn divided into two parts, transformational and informational. Transformational motivation is referred to as “reward purchases”, connected to positively reinforced motives. Consumers are often categorized to have transformational motives when they show the want to give themselves a treat and rise above an equilibrium. The informational motivation, consist of negatively reinforced motives and are connected to purchases where the consumer wants to rise from a current negative state to reach equilibrium. To achieve this, consumers search for information in their decision making process, and once they find what they are looking for, the purchase motivation is a “relief” rather than a “reward” (Percy and Rossiter, 1987; Rossiter, et al., 1991). Transformational and informational motivation are different in the mind of the consumer in terms of what drives them to repurchase and develop strong relations with brands. Today, there are no established research in the area of whether the type of motivation in a purchase is connected to the type of brand loyalty established. Therefore, it is important to research brand loyalty to understand this connection.

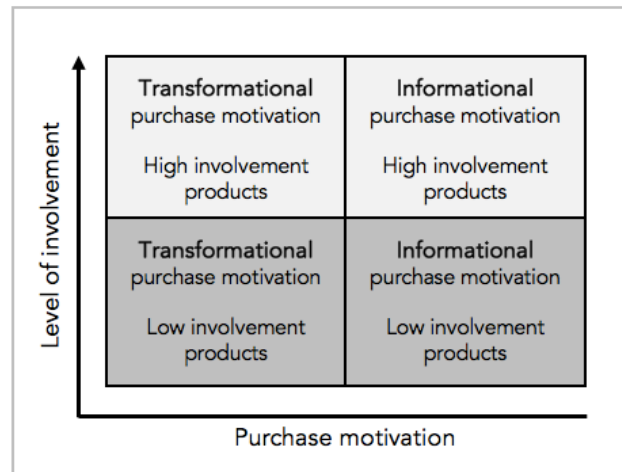


Figure 3: Percy and Rossiter grid - purchase motivation

Based on our review it can be argued that informational purchase motivation can be seen as a promoter of the functional and instrumental values connected to brand loyalty. As these values are more emphasised in the traditional perspective on brand loyalty and since informational motivations is connected to information searches of quality, function and cost, it is

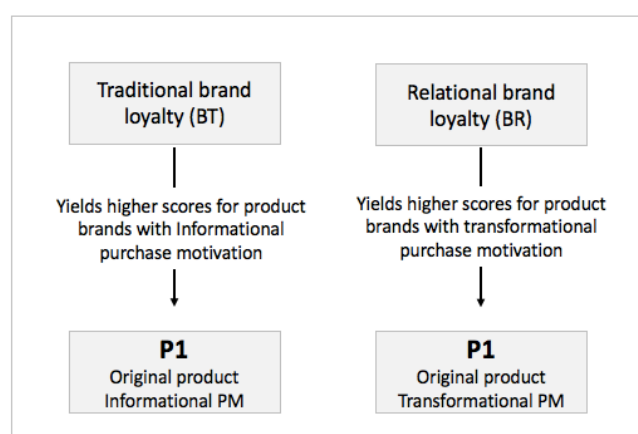


Figure 4: Purchase motivation transfers brand loyalty (H2)

interesting to investigate whether products or brands with informational purchase motivation scores higher for traditional brand loyalty than for relational brand loyalty to such brand. In contrast, the level of transformational purchase can be connected to symbolic and experiential values (Smith and Colgate, 2007), evident in situations of reward orientation

purchases (Fournier and Yao, 1997), connecting it to relational brand loyalty parameters. This generates our second set of hypotheses (Figure 4), of product categories with transformational purchase motivation scoring higher for relational brand loyalty measures, and product categories with informational purchase motivation scoring higher for traditional brand loyalty measures.

Hypotheses generated

H2a: Product brands with informational purchase motivation scores higher for traditional brand loyalty (BT) than product brands with transformational purchase motivation

H2b: Product brands with transformational purchase motivation scores higher for relational brand loyalty (BR) than product brands with informational purchase motivation

2.3. BRAND EXTENSION STRATEGY AND TRANSFERRAL

The concept of brand extensions has been widely recognized to have many positive effects and advantages within the FMCG industry (Sjödén, 2008). This second part in the literature review will therefore present the existing literature on brand extensions and discuss the potential transferral of brand loyalty in such situations.

Looking at strategies applied in the FMCG industry we can see a clear trend of seeking growth through strategies building on existing strong brands (Retailer brands, 2016; P&G Company profile, 2012). Brand managers and FMCG leaders are looking to capitalize on already established consumer-brand relationships that are attractive and familiar to consumers when introducing new products to the market (Sjödén and Törn 2006; Supphellen, et al., 2004). This strategy is less expensive and has proven to be very effective in the strive to compete (Sjödén, 2008). Whenever products are introduced using this strategy, it is referred to as a “brand extension” (Keller, et al., 2008; Keller and Aaker 1992). One of the aspects attracting brand managers, is that it provides a cost efficient way of reaching new consumers as well as increasing cross-selling with those already loyal. This since it enhances positive feedback effects such as improved brand image, enhanced brand awareness and renewed consumer interest (Sjödén 2008; Keller and Aaker 1992; Morrin 1999; Sjödén and Törn 2006; Supphellen, et al., 2004).

2.3.1. BRAND LOYALTY IN THE CONTEXT OF CATEGORY FIT

When developing a brand extension strategy, marketers have to determine how to best execute the brand extension. They have to consider potential risks and ensure consumer acceptance of the extended product in the brand family in order for the extension not to back-fire. One factor that has proven to be of high significance when strategizing a successful brand extension is the level of product category fit (Czellar, 2003; Buil, et al., 2009). Previous literature in that area can teach us that when the category fit is high between the extended product and the existing product within the same brand family, the brand extension is more likely to be successful (Bao, et al., 2010; Thorbjornsen, 2005). This since it provides the customer with logical reasoning around the extension, and hence a higher probability of acceptance (Morrin, 1999). This area of research is mature and saturated, hence it is interesting to investigate the field in the context of category fit. Extension research is to a great extent based on the fact that introducing a new brand into the market with similar attributes, function and area of usage creates a direct connection to associations with the already established brand (Pina, et al., 2006; Aaker and Keller, 1990). In turn this enable transferral of a diverse set of attributes, with the prerequisite of the consumer already having established associations to the original product brand (Bless and Greifeneder, 2008). This leads us to our third set of hypotheses (Figure 5), of both traditional and relational brand loyalty being more easily transferred in a brand extension scenario with high category fit.

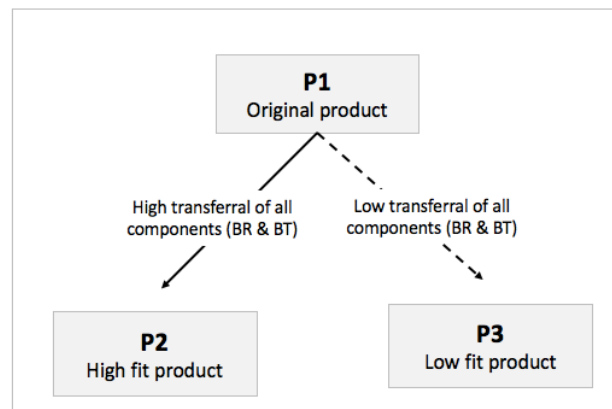


Figure 5: Category fit transfers brand loyalty (H3-4)

Hypotheses generated

H3a: Traditional brand loyalty (B_T) is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit

H3b: Relational brand loyalty (B_R) is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit

2.3.1.1. INTRODUCTION OF A NEW PRODUCT

One essential factor when aiming to establish a strong consumer-brand relation is that it is stable over time, making it both the pre-condition for establishing a strong consumer-brand relation and the basis for the success such relationship. Both the traditional (e.g. Jacoby and Chestnut, 1978; Söderlund, 2001; Sjödin, 2008) and relational literature (Fournier, 1998; Thomson et al., 2005; Thompson, 2005) on brand loyalty emphasises this, as a loyal relation have to continuously prove its commitment over time, just like any relationship we might have in real life. Previous literature highlights the fact that when a consumer has a strong emotional connection to a brand it implies that the consumer has a decisive idea of what the brand is about, and how it creates meaning in their lives (Sjödin, 2008). Dependent on the strength and stability of the established relationship, the consumer will react to change in the brand construct differently. Understanding underlying attributes of the impact of a new product introduction to a brand family is important to grasp how category fit affects to elasticity of a brand stretch. This leads us to the new hypothesis in the context of category fit:

Hypothesis generated

H3c: Traditional (B_T) and relational (B_R) brand loyalty will be more easily transferred from the original product to the new product introduced when category fit is high in comparison to when it is low

2.3.1.2. TRANSFERRAL OF AFFECTIVE COMPONENTS

Previous literature regarding brand loyalty transferral in a brand extension scenario have focused on investigating brand extensions with the original product as the consumer's gateway to the brand assortment, thus investigating the evaluation of the original brand in a brand extension. One example of this is Hem and Iversen (2003), who concluded that a high affective relationship (Allen and Meyer, 1990) towards the original product will make the evaluation of the extended product less positive, whilst behavioural loyalty and a self-image relationship to the parent brand is crucial for the evaluation of the extended product to be positive.

As a strong affective relation has been proven to have a negative impact on the evaluation of a brand extension (Hem and Iversen, 2003), it can be argued that brand loyalty components connected to affective feelings will not be as easily transfer to another product in the brand family. Parameters of brand loyalty consisting of affective feeling (Thomson, et al., 2005) are exemplified by the parameters presented by Fournier's (1998 BRQ): love/passion, self-

connection commitment, interdependence, intimacy and partner quality. However, the parameters of love/passion, self-connection, commitment can be argued to be more affectively connected than the others (Thomson, et al., 2005). Hence, these three affective components of relational brand loyalty can be argued to be less easily transferred in both a high fit and a low fit scenario in comparison to the less affective components of relational brand loyalty.

Hypotheses generated

H4a: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with high category fit

H4b: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with low category fit

2.3.2. BRAND STRENGTH IN A TRANSFERRAL

As previously mentioned, brand loyalty have been applied in the investigation of successful brand extensions, foremost as an acceptance-rejection function when looking at the consumer's evaluation process of the brand extension (Evangeline and Ragel, 2016). In many cases, researchers have been searching for the most accurate evaluation parameter in a brand extension, rather than looking at the dimension of the investigated attribute. For example, the evaluation of brand extensions has been studied in the regard of parameters such as awareness (Herr, et al., 1996), quality (e.g. Keller and Aaker, 1992) and functional and symbolic values (Park, et al., 1991; Smith and Colgate, 2007). It has been shown that consumers' awareness of common aspects of the original and extended brand lead to a more positive evaluation of the brand extension (Herr, et al., 1996), which also was the case for high perception of quality with the original brand (Keller and Aaker 1992; Sunde and Brodie 1993; Dacin and Smith 1994; Bottomley and Doyle 1996). These parameters of a successful brand extension are highly accepted among researchers today, and have even been established as a measure of brand strength (Buil, et al., 2009). Hence, brand strength can be argued to be a promoter of brand loyalty in certain situations.

Building on that, since the strategy of brand extensions capitalizes on positive attitudes that already are established with the original product in the brand family (Sjödén 2008; Aaker and

Keller 1990; Delvecchio 2005; Smith 1992; Smith and Park 1992; Wernerfelt 1998), promotion of traditional brand loyalty by the strength is more likely than an increase in relational brand loyalty components. Also, as Fournier (1998) proves that a consumer's subjective perception of brand strength is deeply rooted in the brand relationship quality, high brand strength

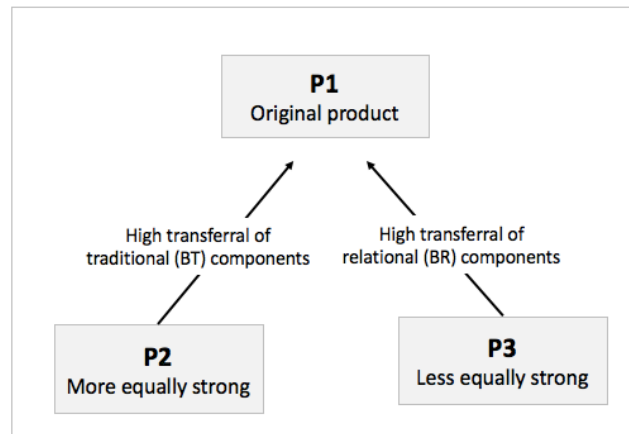


Figure 6: Product strength transfers brand loyalty (H5-6)

should imply that the feelings a consumer has to one product is difficult to detach and attach onto another (Figure 6) (Thomson, et al. 2005). How brand strength actually affects relational and traditional brand loyalty components in a transfer from one product to another is of great interest to academia as it sheds light on the ongoing discussion of how the two perspectives differ. Therefore, the following hypotheses are to be investigated:

Hypotheses generated

H5a: Traditional brand loyalty (B_T) will be more easily transferred from the extended product that is more similar in strength to the original product, than from the extended product that is less similar in strength to the original product, in a brand extension

H5b: Relational brand loyalty (B_R) will be more easily transferred from the extended product that is less similar in strength to the original product, than from the extended product that is more similar in strength to the original product, in a brand extension

2.3.2.1. BRAND STRENGTH AS THE DE-TRANSFERRAL OF AFFECTIVE FEELINGS

Since the original product in a brand family is the firstly introduced product, most consumers tend to have a more established relation to that product in relation to the extended product (Chaplin and Roedder John, 2005). Therefore, one could argue that as long as the product at hand possess the advantage of being the gateway product into the brand assortment to that consumer, the relation should possess the same characteristics as it would in the evaluation of the original brand. For example, if the relation were the opposite, that the extended product in the brand family were to be evaluated in the aspect of the original brand, and that the person was to have its original relationship with the extended product, it should yield the same output as if the opposite was true. However, since the extended product in a brand family usually has a less established and strong bond (Fournier and Mick, 1999; Shimp and

Madden, 1988; Albert, et al., 2007) to consumers in general, it can be presumed to be evaluated less favourably in the eyes of consumers at large, in relation to the original brand. This in turn entails that the strength of the original product brand could out-perform the original relationship that a consumer might have to an extended product and hence transfer affective loyalty components from the extended product to the original product more easily, is the extended product brand were to be much weaker than the original product brand.

This is a very interesting thought from a cross-selling perspective, since brand extension strategies are generally implemented to reach a wider consumer group, with the long-term goal to lead such consumer to become loyal to the main product in the brand family with the most cost-effective and profitable distribution model. As this has not been investigated in a deeper regard of separate components of affective and non-affective relational brand loyalty, further insights are of high interest for both academia (Sjödén, 2008) and brand managers, since such information will lead to improved future decision making regarding brand extensions. This yields our last hypotheses:

Hypotheses generated

H6a: The affective components of relational brand loyalty are more easily transferred than the non-affective components, from the extended product with less similar strength to the original product, in a brand extension

H6b: The non-affective components of relational brand loyalty are more easily transferred than the affective components, from the extended product with more similar strength to the original product, in a brand extension

2.4. SUMMARY OF HYPOTHESIS

The hypotheses are designed to guide the analysis and results in this study, and are each connected to an area of literature in order to be presented in a structured manner.

Hypotheses generated	
Overall	H1: The traditional brand loyalty (B_T) is overall higher to a brand in comparison to relational brand loyalty (B_R)
Purchase motivation	<p>H2a: Product brands with informational purchase motivation scores higher for traditional brand loyalty (B_T) than product brands with transformational purchase motivation</p> <p>H2b: Product brands with transformational purchase motivation scores higher for relational brand loyalty (B_R) than product brands with informational purchase motivation</p>
Category fit	<p>H3a: Traditional brand loyalty is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit</p> <p>H3b: Relational brand loyalty (B_R) is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit</p> <p>H3c: Traditional (B_T) and relational (B_R) brand loyalty will be more easily transferred from the original product to the new product introduced when category fit is high in comparison to when it is low</p> <p>H4a: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with high category fit</p> <p>H4b: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with low category fit</p>
Brand strength	<p>H5a: Traditional brand loyalty (B_T) will be more easily transferred from the extended product that is more similar in strength to the original product, than from the extended product that is less similar in strength to the original product, in a brand extension</p> <p>H5b: Relational brand loyalty (B_R) will be more easily transferred from the extended product that is less similar in strength to the original product, than from the extended product that is more similar in strength to the original product, in a brand extension</p> <p>H6a: The affective components of relational brand loyalty are more easily transferred than the non-affective components, from the extended product with less similar strength to the original product, in a brand extension</p> <p>H6b: The non-affective components of relational brand loyalty are more easily transferred than the affective components, from the extended product with more similar strength to the original product, in a brand extension</p>

3. METHODOLOGY

This chapter gives the reader an understanding of the methodology applied to investigate the proposed hypotheses. The scientific approach utilized and the underlying reasoning for the study design is explained. Furthermore, the variables investigated in the study are presented, data collection and sampling methods are described, and finally the validity and reliability of the results are discussed.

3.1. INITIAL WORK TO UNDERSTAND THE AREA OF INVESTIGATION

As shown, the connection between brand extension literature and the discussion on accurate brand loyalty parameters is fairly unexplored. The same is true for the connection between what loyalty parameters may be transferred in a brand extension and the category fit of the extension. The literature review was further discussed with Magnus Söderlund at the Center for Consumer Marketing at Stockholm School of Economics, to receive an independent evaluation of the suitability of the chosen area of research and that it would contribute with a new perspective and value to current literature.

3.1.1. CONSULTING AN INDUSTRY EXPERT

In order to determine a suitable approach for investigation, the study was initiated with an exploratory interview with an FMCC marketing expert, the former Marketing Director at Kavli (Björklund, 2016), whom previously also worked at Arla and Scan. Insights from that interview confirmed that although FMCG leaders are constantly looking for new potential brand extensions, the ability to forecast the success or failure of a potential brand extension and how to transfer loyalty between products in an extension, is remarkably low. This interview confirmed the pressing industry need of research within the area of brand extension and loyalty in order to make more informed decisions.

3.1.2. PREPARATORY INVESTIGATION OF CONSUMER BEHAVIOUR

In order to decide which products to investigate in the study, initial interviews were conducted with three store cashiers and six in-store consumers, at three different ICA Stores in central Stockholm. The people interviewed were asked two questions each; (Q1) "Which type of product do you sell/purchase most frequently" (cf. Jacoby and Chestnut, 1978) and (Q2) "Which product do people/you get angry about when it is sold out?" (Fournier, 1998; Fournier and Yao, 1997).

Store name	Address	Date	Answers Q1	Answers Q2
ICA Esplanad	Karlavägen 56, 114 49 Stockholm	2016-10-19	Cashier: Dairy Consumer: Fruit, Candy	Cashier: Candy Consumer: Candy, Snacks
ICA Birkahallen	Vikingagatan 1, 113 42 Stockholm	2016-10-19	Cashier: Health care Consumer: Fruit, Soda	Cashier: Health care Consumer: Soda, Candy
ICA Gärdet	Smedsbacksgatan 1, 115 39 Stockholm	2016-10-20	Cashier: Pasta Consumer: Snacks, Soda	Cashier: Snacks Consumer: Dairy, Soda

Table 1: Stores visited to gather product category insights

The product categories mentioned by the store cashiers and the consumers where (see Table 1 for results per store); health care, fruit, pasta, dairy, candy, snacks and soda. Subsequently, one brand per product category was chosen to be included in a pre-study; Colgate, Chiquita, Barilla, Arla, Marabou, OLW and Coca-Cola. The brands were randomly chosen, with the belief that they represented similar strength and position in their respective product category.

3.2. SCIENTIFIC APPROACH TO THE RESEARCH DESIGN

This thesis utilizes a deductive methodology, as the hypotheses generation is based on existing theory and knowledge with generated hypotheses tested through a quantitative study (Bryman and Bell, 2007). This study aims to investigate the transferral of different components of brand loyalty, and its cause-effect relationship. However, as this is not an experiment, but rather a comparison between different brand extension scenarios, the suitable approach is using a quantitative survey to describe the potential cause-effect relationship hypothesized. Testing of hypotheses connected to existing associations for non-fictitious brands implies a conclusive research design. (Malhotra, 2010).

The main study carried out is also of quantitative nature, where preliminary interviews with experts and consumers as well as pre-study results have directed the design and content of the main study. The decision was made to use an online questionnaire, distributing the surveys online in social media networks.

3.3. DESIGN THINKING IN PREPARATORY WORK FOR THE MAIN STUDY

The pre-studies are designed to choose appropriate brand extensions for the main study. Each of the three pre-studies served to assist in the choice of brand to be included in the main study as well as to clarify the characteristics of the chosen product extensions for each brand. The aim of the first pre-study was to make sure that the brands chosen for the main study were equally strong. The second pre-study aimed to select one brand that exhibited

transformational purchase motivation and one that exhibited informational purchase motivation. And the third and final pre-study served as a final check that the chosen brands in pre-study 2 presented possible product extensions that could represent a high fit and low fit scenario in comparison to the original product (see Figure 7 for illustration).

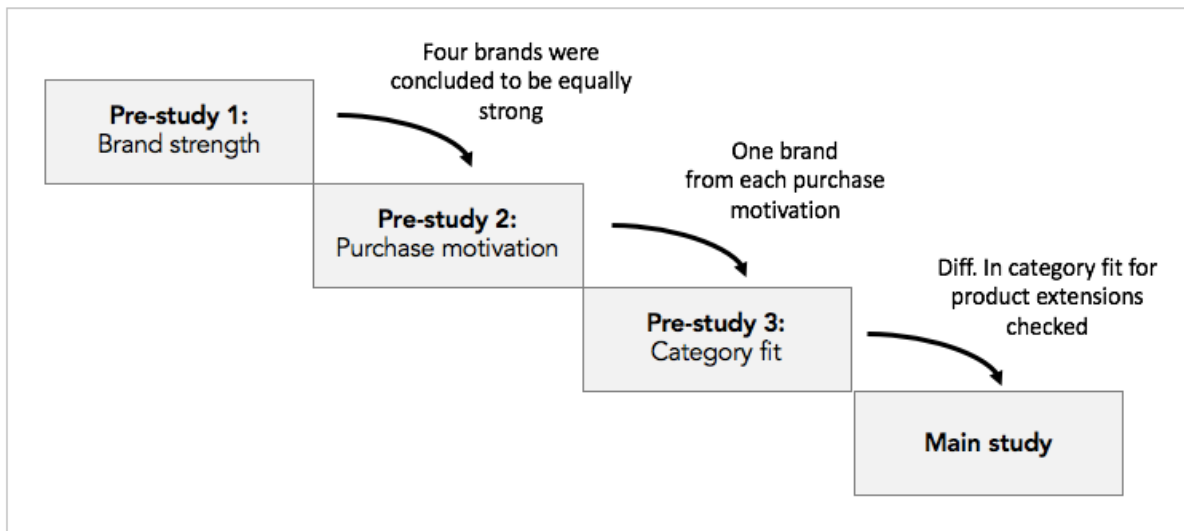


Figure 7: Design of pre-study structure

3.3.1. PRE-STUDY 1: TESTING FOR EQUAL BRAND STRENGTH

In order to study the transferability of the different dimensions of consumer brand loyalty in a brand extension, the decision was made to use strong and well established brands instead of fictitious ones. Existing literature in the field of brand extensions is also dominated by real life brands, (Simonin and Ruth, 1998; Martinez and Pina, 2010), based on the argument that strong brands gives a better starting point to leverage on, with a greater possibility of rich associations and attachments already being established which better reveals the dimensions of transferability (Dens and De Pelsmacker, 2010). Based on the initial exploratory interviews in Chapter 3.1.2. of examining consumers' purchasing patterns, the following brands were included in this pre-study: Colgate, Chiquita, Barilla, Arla, Marabou, OLW, Coca-Cola. The aim of this pre-study was to ensure that the brands included in the main study were strong and equally well established in the mind of the consumers.

3.3.1.1. MEASURES

Previous literature often uses the measures of "perceived quality" and "brand familiarity" to investigate the brand strength (Buil et al., 2009) (see Appendix 2, Chapter 7.2.1. for survey). Buil, et al. (2009) suggests three statements about the "perceived quality" of the brand and three statements about the "brand familiarity" with the brand, applied in this study (see Chapter 3.4.4. for questions and statements). These statements are presented on a 1-7 Likert

scale (Malhotra, 2004) with the bipolar measures of the lowest scale point (1) “strongly disagree” to the higher (7) “strongly agree” (Söderlund, 2005).

3.3.1.2. DISTRIBUTION

The survey was designed and composed using the survey software Qualtrics. As the aim of the survey is to validate that equally strong brands are selected for further investigation, the questions were presented consistently. Since there are seven brands (Colgate, Chiquita, Barilla, Arla, Marabou, OLW, Coca-Cola) to investigate, the decision was made to do one survey for each brand, to make sure that this pre-study would be quick to answer for all respondents. Each survey started by presenting the respondent with an image of the brand, in as it been proven to enable recall of real life associations to the brand (Keller, et al., 2008). The sampling method was snowballing (Bryman and Bell, 2007), were a convenience sample of 14 people were asked to answer one survey, distributed through private Facebook messages between the 25th to 27th of October. Subsequently, these respondents were asked to send the survey link to 10 friends each, and in turn ask these friends to send it to ten of their friends. This would give a potential of receiving 254 answers ($14 + 14 \cdot 10 + 10 \cdot 10$) for our seven different surveys. In order to randomize the surveys distributed, all surveys were linked to a randomizing function in Qualtrics, which ensures that anyone of the 254 people were equally probable to receive each of the seven surveys.

3.3.1.3. RESULTS

Survey results were received for 238 respondents ranging from 32-39 answers per survey, summarizing to a response rate of 93%. In order to assure reliability of the pre-study results, Cronbach’s alfa was measured and analysed using SPSS, for the two multi-item scales of “brand familiarity” and “perceived quality”, both showing high reliability of 0.82 for brand familiarity and 0.88 for perceived quality. To compare the final results, the average mean for the index of “brand quality” and “brand familiarity” was calculated.

Brand	N	Brand familiarity				Brand quality				Brand strength	Self-estimated loyalty
		Min	Max	Mean	Std. D	Min	Max	Mean	Std. D	Average Mean	
Colgate	32	3	7	6.24	0.63	3	7	6.20	0.61	6.22	6.25
Arla	32	2	7	6.01	0.54	3	7	5.97	0.61	5.99	4.53
Chiquita	34	1	7	5.82	0.59	1	7	5.74	0.58	5.78	4.22
Barilla	33	2	7	6.24	0.55	2	7	6.16	0.62	6.20	5.98
Marabou	36	2	7	6.30	0.46	2	7	6.25	0.63	6.27	6.34
OLW	32	3	7	6.14	0.60	2	7	5.96	0.62	6.05	5.67
Coca-Cola	39	4	7	6.51	0.49	3	7	6.21	0.56	6.36	6.74

Table 2: Results from pre-study 1

3.3.1.4. CONCLUSION

This pre-study resulted in four brands (Colgate, Barilla, Marabou and Coca-Cola) being chosen for further investigation, as they presented the highest average brand strength in the mean of the two variables in addition the average means being close in range indicating equal brand strength. (See Table 2 for descriptive results).

In addition, this pre-study included a question about "self-estimated brand loyalty" where the respondents were asked to estimate their own experienced loyalty to the brand (see Chapter 3.4.4. or scale and question), as it is of interest to assure there is established loyalty to the brands included in the main study. The four brands chosen from this pre-study also had the highest scores for their "self-estimated loyalty". (Pritchard et al., 1999; Howard et al., 1988; Selin, et al., 1988; Söderlund, 2001).

3.3.2. PRE-STUDY 2: TESTING FOR PURCHASE MOTIVATION

In the second pre-study the aim was to choose one brand with transformational respective informational purchase motivations (Percy and Rossiter, 1987; Rossiter, Percy & Donovan, 1991; Percy, Hansen and Randrup, 2004), in order to assure that results generated were applicable on both categories of products as well as enabling comparisons between the two types of purchase motivations. The selection of product brands included were based on the brands concluded in the first pre-study, including: Colgate, Barilla, Marabou, Coca-Cola.

3.3.2.1. MEASURES

In order to investigate transformational and informational purchase motivation, three negative statements for informational motives, and three positive statements for transformational purchase were included, in accordance with Puto and Wells (1984) (see Appendix 2, Chapter 7.2.2. for survey). The statements were presented on a 1-7 Likert scale (Malhotra, 2004) with the bipolar measures of the lowest scale point (1) "strongly disagree" to the highest (7) "strongly agree, as argued by Söderlund (2005) to be appropriate (see Chapter 3.4.4. for questions and statements).

3.3.2.2. DISTRIBUTION

The survey was composed, designed and distributed using the survey tool Qualtrics. In order to make sure that answering the survey would be quick and efficient, one survey for each of the four brands (Colgate, Barilla, Marabou and Coca-Cola) was composed. The four surveys utilized the same structure and questions, with different brands presented in each survey. Each survey started by presenting the respondent with an image of the brand, in as it been

proven to enable recall of real life associations to the brand (Keller, et al., 2008). The sampling method of snowballing was used (Bryman and Bell, 2007), where a convenience sample of 8 people were asked to answer one survey, distributed through private Facebook messages between the 27th to 29th of October. Afterwards the respondents were asked to send the survey link to 10 friends each, whom in turn sent it on to 5 of their friends. This would give a potential of receiving 138 answers ($8+8*10+10*5$) for our four different surveys. In order to randomize the surveys distributed, all surveys were linked to a randomizing function in Qualtrics, which ensures that anyone of the 138 people are equally probable to receive each of the four surveys.

3.3.2.3. RESULTS

Out of the 138 people that had the opportunity to answer the survey, 132 people answered it, which results in a response rate of 95%. In order to assure reliability and internal consistency of the results, Cronbach's alpha was tested for each of the two purchase motivations. For each of the three statements connected to transformational and informational purchase motivation, high internal consistency was showed, with 0.86 for the transformational statements and 0.92 for the informational statements. (See Table 3 for descriptive results).

Brand	N	Transformational motivation				Informational motivation				Conclusion based on mean
		Min	Max	Mean	Std. D	Min	Max	Mean	Std. D	
Colgate	33	1	5	2.31	0.79	2	7	5.14	0.73	INFORM.
Barilla	32	2	6	3.34	0.45	2	7	4.33	0.77	INFORM.
Marabou	36	3	7	5.05	0.96	1	6	2.43	0.56	TRANSF.
Coca-Cola	31	1	7	5.01	0.77	1	7	3.95	0.64	TRANSF.

Table 3: Results from pre-study 2

This pre-study resulted in two product brands being chosen, namely Marabou for the transformational purchase motivation and Colgate for the informational purchase motivation. This decision was made based on those showing the most extreme results for the two categories.

3.3.3. PRE-STUDY 3: TESTING FOR DIFFERENCE IN PRODUCT CATEGORY FIT

The third pre-study aimed to investigate the perceived category fit of different product categories, for existing brand extensions connected to the two brands Colgate and Marabou. Since category fit is subjective and dependent on the respondent's personal relation to the product and the brand, this is an important pre-condition to investigate thoroughly in order to have an initial understanding of the category fit between products of the two chosen

brands. Two extension scenarios were investigated in this pre-study (see Appendix 1, Chapter 7.1.2.), and the category fit was examined between [P1] & [P2] and [P1] & [P3]. For the Colgate brand the products investigated were [P1]=toothpaste, [P2]=toothbrush and [P3]=mouthwash, and for the Marabou brand the products were [P1]=chocolate bar, [P2]=chocolate peanuts and [P3]=chocolate cookies.

3.3.3.1. *MEASURE*

To measure the perceived category fit between the three products for each of the two brands, three statements about the product categories concerning the capabilities needed, logic in fit and similarities in usage were presented to the respondent. These statements were repeated for the two combinations [P1] & [P2], and [P1] & [P3], in both surveys (see Appendix 2, Chapter 7.2.3. for survey). As of the combination [P2] & [P3] this is not the focus of this study, and it is not included in this pre-study. The statements related to category fit were formulated in accordance with Aaker & Keller (1990) and Martínéz & Pina (2010) (see Chapter 3.4.4. for questions and statements). The statements were all presented on a 1-7 bipolar Likert scale (Malhotra, 2004) with the lowest scale point (1) "strongly agree" to the highest (7) "strongly disagree" (1) (Söderlund, 2005).

3.3.3.2. *DISTRIBUTION*

The decision was made to put the two brands in different surveys in order for the survey to be efficient and easy to answer, and also to keep the relative comparisons of the product categories relevant in the mind of the consumer. The surveys were composed, designed and distributed using the survey tool Qualtrics. The sampling method of snowballing was applied in this pre-study (Bryman and Bell, 2007), where a convenience sample of 8 people were asked to answer one survey, distributed through private Facebook messages between the 29th to 31th of October. Afterwards they were asked to send the survey link to 6 friends each, whom they would ask to send it to 3 of their friends. This would give a potential of receiving 74 ($8+8*6+6*3$) answers for our two different surveys. In order to randomize the surveys distributed, the surveys were linked to a randomizing function in Qualtrics, which ensures that anyone of the 74 people were equally probable to receive each of the two surveys.

3.3.3.3. *RESULTS*

Out of the 74 people that had the opportunity to answer the survey, 65 people answered it, which resulted in a response rate of 81%. In order to assure reliability and internal consistency of the results, Cronbach's alpha was tested for the three statements, with internal consistency ranging 0.82 to 0.93 for all product combinations (see Table 4 for descriptives).

Brand	Product pairs	Product categories tested	N	Min	Max	Mean	St.D.	Conclusion based on mean
Marabou	[P1] & [P2]	Chocolate bar & Chocolate peanuts	32	1	7	5.43	0.96	HIGH FIT
	[P1] & [P3]	Chocolate bar & Chocolate cookies		1	6	3.37	0.77	LOW FIT
Colgate	[P1] & [P2]	Toothpaste & Toothbrush	33	2	7	5.56	0.84	HIGH FIT
	[P1] & [P3]	Toothpaste & Mouthwash		2	7	3.25	0.85	LOW FIT

Table 4: Results from pre-study 3

This pre-study resulted in [P1] & [P2] for both brands being the highest fit, and [P1] & [P3] representing the lower fit version for both brands. Hence, it is important that each of the brand extensions are included in the main survey.

3.3.4. OBJECTS OF STUDY

In order to provide a thorough account of the study, it is important to explicitly state the rationale behind the selection of the objects included in the main study. The pre-studies outlined above resulted in two brand families being chosen as objects of the study: Marabou and Colgate representing transformational and informational purchase motivation respectively, both having a high fit and low fit extension in relation to the original product. In addition, the two brands are equally strong.











Brand	[P1]: Original	[P2]: High fit extension	[P3]: Low fit extension	[P4]: Fictitious
	"Toothpaste" 	"Toothbrush" 	"Mouthwash" 	"Fruit vitamin water" 
	"Chocolate bar" 	"Chocolate peanuts" 	"Chocolate cookies" 	"Fruit vitamin water" 

Table 5: Products included in the main study

The original product for the brand Marabou, is the classic Marabou “chocolate bar”, the high fit product is their “chocolate peanuts” and the low fit product is their “chocolate cookies”. For the brand Colgate, the original product is their standard “toothpaste”, the high fit product is their “toothbrush” and the low fit product is their “mouthwash” (see Table 5).

Furthermore, as a fictitious product also is added to the main study, mainly out of curiosity, it is important to choose a product that has an equally pre-assumed fit to the Marabou brand and the Colgate brand, in order to test for which of the two brands that were more responsive to the introduction of a low fit product. Since this is not the main focus of the study, relatively little time was spent on developing the look and appearance of the product. A product called “fruit water with vitamins” was chosen, where a neutral bottle in three versions of flavours were presented to the respondent.

3.4. MAIN STUDY: TRANSFERRING LOYALTY IN A BRAND EXTENSION

After the extensive pre-studies and testing of the main study, the survey could be distributed to a wider group. This section outlines the approached sampling method, the design of the questionnaire as well as the structure and content of the survey.

3.4.1. PILOT TESTING OF THE MAIN STUDY

Before distributing the main survey, it had to be pre-tested for potential errors to rule out any misunderstanding that might appear, hence asking the respondents to give feedback when answering the study. The pilot testing of the study was carried out by asking selected respondents to take the survey under observation and providing feedback during. When testing of the main survey a randomizing function was included in order to ensure that all respondents in the test group were equally probable of receiving each of the two surveys. All respondents were given the link to the randomizing function and the author observed as they completed the survey. A total of 20 people participated in the testing, where 11 were randomized to the Colgate survey and 9 were randomized to the Marabou survey. The demographics for the participants in the pilot testing was the same target group as in the main study and were asked to speak their mind while undertaking the survey, which have been proven to be a suitable method (Malhotra, 2010). As a result of the pre-testing, display logic was corrected, and one question was removed due to repetition. After correcting these minor inconsistencies, the main survey was once again tested, this time using 10 people, resulting in no amendment necessary.

3.4.2. APPROACHED SAMPLING OF RESPONDENTS

As the purpose of this study is to investigate the transferral of brand loyalty components in a brand extension scenario, this survey investigates two scenarios through two different approaches. The different groups of investigation are created through asking about which product they tried first and second in the brand family. As the study concerns the relationship between the original brand and the extensions, groups were created based on the following combinations (see Appendix 1, Chapter 7.1.2. for product reference):

- **Group 1: Respondents that tried [P1] first and [P2] second**
- **Group 2: Respondents that tried [P1] first and [P3] second**
- **Group 3: Respondents that tried [P2] first and [P1] second**
- **Group 4: Respondents that tried [P3] first and [P1] second**

A convenience sample of students in Stockholm at the major universities was chosen as the target group for this thesis, as they were expected to have similar characteristics but also due to time and resource constraints (Wilson, 2006). To ensure that respondents belonged to the target group, control questions were added at the end of the survey, which asked the respondents whether the person are a student in Stockholm and at which university. Students at the universities Stockholm School of Economics, Royal Institute of Technology, and Stockholm University were defined as the target group. People that were under the age of 22 were excluded from the study, since there was a risk those respondents still living with their parents and not purchasing their own products (Feuerstein, 2008).

The two main surveys of the brand Marabou and Colgate are identical in terms of questions (see Appendix 2, Chapter 7.2.4. for survey)., structure and information given to the respondents before answering the questions. The surveys were composed using the online survey tool Qualtrics. The survey link was distributed on the 7th of November, and was kept open one week (7th of November to 13th of November, 2016). As the survey took approximately 10-15 minutes to answer, it was important to give an incentive. Thus all respondents were informed in the beginning of the survey that they could win a movie ticket if they answered all the questions (see the full text in Appendix 2, Chapter 7.2.4). The survey was distributed to people through private Facebook messages, E-mails and sharing the link in social networks, where a standard message explaining the background to executing the study and information about the incentive was included.

3.4.3. QUANTITATIVE SAMPLING OF SURVEYS

As it is important that the sample of participants in each of the two surveys are random, a randomizing function was built into the link that was distributed online, redirecting the respondents to one of the two surveys when clicking the link. This was also necessary in order to ensure that extraneous factors, such as gender, age or university affiliation, did not impact the results (Malhotra, 2010). In order to enable analysis of each of the four scenarios mentioned above, it was important to ensure that each group (presented in chapter 3.4.2.) contained at least 30 complete responses (Table 6) as this would emulate a normal distribution curve desired to enable parametric analysis. (Saunders, Lewis & Thornhill, 2009).

	Group 1	Group 2	Group 3	Group 4	Total
Marabou	40	38	38	35	151
Colgate	39	36	35	37	147

Table 6: Number of respondents per group

Since the surveys took some effort to answer due to its length, it was crucial to screen for consumer fatigue (Bryman and Bell, 2007). Also, people not belonging to the target group were removed from the data set, e.g. people younger than 22 and people not studying at the universities mentioned. As the analysis was based on the four groups (see chapter 3.4.2.) people that had not tried the [P1] product, were also excluded from the analysis, as this study excludes the relation between solely product [P2] and [P3]. This led to 21 responses being excluded for the analysis from the Marabou-survey and 25 responses being excluded from the Colgate-survey.

In total, after having excluded all responses that did not belong to the target group, 298 responses were collected in total (see Table 6). Since approximately 550 survey links with the randomization function were distributed, a response rate of 54% was achieved. This represents the data set yielding the results in this thesis, with a gender distribution of 42% male and 58% female with an average age of 26, ranging from 22 to 33 years of age.

3.4.4. QUESTIONNAIRE

The main survey presented the respondents with some preliminary questions, after which the respondent was asked to state which of the products shown that they had tried at least once. Subsequently they were asked to rank the three products ([P1], [P2] and [P3]) in the order they tried them. Their answers to these two questions then generated the rest of the survey. The respondents were only asked to answer questions concerning the products they had tried and

the questions for each of the products were presented in the order that they claimed they tried them. This enabled the study to resemble the order in which the respondents tried the products thus increasing the validity since the experience of taking the survey closely imitates reality.

To not have the independent variables affected by the dependent variables, the independent variables of purchase motivation, category fit and brand strength was examined first. This gave us the opportunity to confirm perceived category fit, purchase motivation and brand strength generated similar results in comparison to the pre-studies, and before the respondent had seen the specific products and started to associate those to life experiences. At the end, the demographic questions of gender and age as well as target group requirements were presented. This structures the survey to ask about the most important questions first, and the least important last in accordance with Malhotra (2010).

As this is a quantitative study, the recommendation is to mainly use structured questions, as this enables smoother comparisons in the analysis (Bryman and Bell, 2007). However, one unstructured question was used, as we asked the respondent about their "share of wallet" with an open answer. Furthermore, all structured questions were presented to the respondent through a (1) to (7) point bipolar Likert scale, with numerically equal distance between each scale point giving the respondents the opportunity to be neutral as well as extreme. The value (1) was always paired with the negative option "strongly disagree", and the value (7) were always paired with the positive option "strongly agree" (Söderlund, 2005). This allows the comparison of results on the same scales.

3.4.4.1. *DEPENDENT VARIABLES*

Traditional brand loyalty. The behavioural component of traditional brand loyalty was "share of wallet". Questions measuring "**share of wallet**" is formulated in accordance with Söderlund (2001). Two questions were posed about their actual purchasing behaviour; (1) "How many [product category name] products have you purchased within the last month?" and (2) "How many of those purchased [product category name] products were from [brand]?". As this measure is calculated through dividing the second question with the first question, this enables us to create a variable where each response is calculated into such quota. The attitudinal component of traditional brand loyalty is "**brand attitude**" asked about three bipolar items of "dislike – like", "bad – good", "positive – negative". These items are presented to the question "How do you perceive the brand [brand name]?" in accordance with Söderlund (2005) and Malhotra (2010). As these three items showed a Cronbach's alpha

of 0.86 for Marabou and 0.91 for Colgate, internal consistency was true. The traditional brand loyalty measure was synthesised into an average mean of the attitude index, and share of wallet distributed on a 7-point scale in SPSS.

Brand relationship quality. Measuring relational brand loyalty components proved to be a bit more difficult than assumed. As Fournier's (1998) work on relational brand loyalty has been of a qualitative nature, there are no established quantitative measures that have been tested and confirmed in any great extent in past literature. Hence, dependent of Fournier's (1998) conclusions, one statement about each of the six component in the BRQ framework were composed, where the first three were of "**affective**" nature (Thomson, et al., 2005): Love – "Something is missing in your life when you have not used it for a while"; Self-connection – "It is closely connected to the image you desire to identify with"; Commitment – "I would never buy another one besides that". And, three less affective (so called "**non-affective**") nature: Interdependence – "It represent and important routine or ritual in your life"; Intimacy – "It delivers superior value to your life"; Partner Quality – "You feel satisfied with the established relationship you have to it". When testing Cronbach's alpha for the six statements, they showed high internal reliability of 0.87 for Marabou and 0.93 for Colgate, and when only testing the affective respective non-affective components, they ranged from 0.76-0.95 for Cronbach's alpha.

3.4.4.2. INDEPENDENT VARIABLES

Purchase motivation. Purchase motivation connected to the product categories is investigated through asking about three positive statements for "**transformational**" motivation, namely "Thinking about the product makes me excited", "Using this product makes me feel good about myself" and "This product is very useful to me". In contrast, "**informational**" purchase motivation is investigated through asking about the three negative statements of "I would like to learn more about the it since the information provided is not sufficient enough", "I wish that the product would have provided more evident support for its performance" and "There is nothing special about this product in comparison to other similar products". All statements are presented in accordance with the statements developed and investigated by Puto and Wells (1984). As the three statements of transformational showed a Cronbach's alpha ranging from 0.74 and 0.80 for the statements of informational purchase motivation, an index for respective purchase motivation could be calculated.

Category fit. To test the context of category fit in the transferral of brand loyalty components in a brand extension scenario, two items from the multi-item scale developed by Aaker and

Keller (1990) was asked: "I believe that it takes the same capabilities to produce (brands)" and "I use (products) in similar situations", together with an item introduced by Martínéz and Pina (2010) to complement the two first questions: "It seems logical to me that the (products) are produced by the same company". The three items compounded an index for the variable category fit, with a Cronbach's alpha ranging from 0.83 to 0.92, showing high internal consistency for all groups.

Brand strength. The first measure of brand strength concerns "**perceived quality**", consisting of a multi item scale of three statements of (1) "I consider the brand [brand name] as being of high quality", (2) "The brand [brand name] must be of very good quality" and (3) "I feel confident that the brand [brand name] fulfils its function" Buil et al. (2009). With a Cronbach's alpha of 0.84, showing high internal consistency. The second measure of brand strength concerns "**brand familiarity**", consisting of a multi item scale of three statements of (1) "I have heard of the brand [brand name] before", (2) "I can recognize the brand [brand name] among competing brands" and (3) "I am familiar with the brand [brand name]" Buil et al. (2009). The three items showed a Cronbach's alpha of 0.78, showing high internal consistency. Also, stringing to indexing a variable for brand strength, to enable a more efficient analysis, a Cronbach's alpha of 0.76 for Marabou and 0.81 for Colgate for the 6 statements enabled computing of an index.

3.4.4.3. CONTROL VARIABLES

Self-estimated loyalty. In order to control that a high level of self-estimated loyalty existed, a question presented by Söderlund (2001) was asked; "I consider myself to be a loyal consumer of the brand [brand name]" (Söderlund, 2001).

Satisfaction. To measure satisfaction, the respondents were asked to answer three questions (1) "How satisfied are you with the brand [brand name]?", (2) "How well does the brand [brand name] meet your expectations?" and (3) "How near of far from your ideal brand is the brand [brand name]?", in accordance with Söderlund (2001). The three items were compounded into an index, with a Cronbach's alpha of 0.88, showing high internal consistency.

3.4.4.4. INTENTIONAL LOYALTY MEASURES (DEPENDENT VARIABLES)

In addition to the above mentioned variables, two dependent variables was added to investigate the third, fictitious, scenario of transferral between [P1] and [P4].

Traditional brand loyalty (intentional). In order to measure the **"perceived attitude"**, the question "How do you perceive the product?" was asked, where the respondent was asked to rate three attitude items of "dislike-like", "bad-good", "negative-positive", (Malhotra & Birks, 2007; Söderlund, 2005). The three items were compounded into an index, with a Cronbach's alpha of 0.77 for Marabou and 0.82 for Colgate, showing high internal consistency. Secondly, as real behaviour cannot be measured in a fictitious scenario, **"purchase intention"** was measured. The question of "How likely is it that you would purchase that product?" was asked, where the respondent was asked to rate three attitude items of "unlikely-likely", "impossible-possible", "improbable-probable" (Söderlund, 2001). The three items compounded an index, with a Cronbach's alpha of 0.92 for Marabou and 0.93 for Colgate, showing high internal consistency. Also, the 6 statements of perceived attitude and purchase intention showed a Cronbach's alpha of 0.83, enabling indexing of the six statements.

3.5. ANALYTICAL TOOLS: SPSS

As data collection was done using the survey tool Qualtrics, data could be exported directly to IBM SPSS 23, where statistical analysis was performed. The analysis can be categorized in two parts. First, preliminary analyses were done in order to check that pre-study results were replicated, that reliability in multi-item scales was evident, and to create appropriate filters and compute necessary variables to be analysed. Subsequently, the main analysis was performed, through tests of independent sample t-test and paired sample t-tests to calculate the percentage of transferral. As a reminder, this is not a study of experiment design nature, but rather a comparison of scenarios, where subgroups are created and compared in difference scenarios, to investigate the dynamics of brand loyalty in the context of purchase motivation, category fit and brand strength.

3.5.1. PRELIMINARY ANALYSIS

The first step in the preliminary analysis was to ensure that the pre-study results were repopulated (Pallant, 2010). Therefore, the independent variables were checked in a descriptive and frequency test of all measures. As results proved to be similar as generated in the pre-study, the results of the pre-study could be confirmed. In the second step, all multi-item scale variables were checked for internal consistency through computing Cronbach's alpha, checking for inter-item correlations and Cronbach's alpha if item deleted. Internal consistency was accepted to be high if Cronbach's alpha showed scores more than 0.7 (Pallant, 2010; Bearden, Netemeyer & Haws 2011). All multi item questions proved to have

high internal consistency, allowing for indexation, enabling stronger support and more efficient analysis as each item did not require separate analysis. As the survey data from the Colgate-survey and Marabou-survey were placed in the same data set with a binary (0,1) identifier, the two data sets could be analysed through filtering the group or scenario under investigation of each hypothesis. However, in order to ensure that results are provided in relation to both brands all tests are done with the two brands separately. This will also ensure that results are not only applicable to one specific brand, increasing the generalizability of the study.

3.5.2. MAIN ANALYSIS

The first hypothesis (H1) was tested through a comparison of means, to assess whether traditional brand loyalty overall scores higher compared to relational brand loyalty to a brand. The difference also had to be significant, and thus, to both compare means and test for a significant difference between the two variables, a **paired sample t-test** was performed. The hypothesis was accepted only if the difference is significant in both groups at a 1% significance level.

The second set of hypotheses (H2a-b) were comparisons of the two groups of transformational and informational purchase motivation. In order to ensure there to be a significant difference in mean for the loyalty components of relational and traditional brand loyalty for the transformational respective informational brand, an **independent sample t-test** was performed. The hypotheses are only accepted if the difference were significant on a 1% significance level.

In order to test the third (H3a-c) set of hypotheses regarding transferral of relational and traditional brand loyalty in a high versus low fit scenario, a comparison of the difference between the high fit and low fit transferrals are necessary. Therefore, filtering one of the groups [P1→P2] and [P1→P3] at the time, **paired sample t-tests** are performed to test for a significant difference in mean for traditional brand loyalty and relational brand loyalty. The scenario that shows the lowest significant difference in mean, is the case that more easily transfers the loyalty components. In addition, to test hypothesis H3c with the new product introduction, the group [P1→P4] is filtered. A paired sample t-test also applies for the fourth (H4a-b) set of hypotheses, with the difference of comparing affective and non-affective components within one case rather than in between the two filtered cases of [P1→P2] and [P1→P3]. The hypotheses are only accepted if the difference were significant on a 1% significance level.

The fifth set of hypotheses (H5a-b) regarding transferral of relational and traditional brand loyalty from a more respective less equally strong product brand to the original brand, are tested through comparing the difference in means. Therefore, filtering one of the groups [P2→P1] and [P3→P1] at the time, **paired sample t-tests** are performed to test for a significant difference in mean for traditional brand loyalty and relational brand loyalty. The scenario that shows the lowest significant difference in mean, is the case that more easily transfers the loyalty components. The same test applies for the sixth (H6a-b) set of hypotheses, with the difference of comparing affective and non-affective components within one case rather than in between the two filtered cases of [P1→P2] and [P1→P3]. The hypotheses are only accepted if the difference were significant on a 1% significance level.

3.6. CRITICAL REVIEW OF DATA QUALITY

Two key factors in any study is to ensure the reliability and validity of the data collected and results yielded. It is also argued that in order for the data to be valid it have to be reliable, which is why reliability is the first thing tested in all data sets collected (Malhotra, 2010).

3.6.1. RELIABILITY

In a quantitative study, the reliability of the primary data sources is of outmost importance (Bryman and Bell, 2007). Data collected through the pre-study and well as the main study were thoroughly analysed and checked for internal reliability as well as stability over time.

Internal reliability was tested for all multiple scale items, by using Cronbach's alpha checking for any source that might make the result less reliable. In this study, all multi-item scales yielded Cronbach's alpha above 0.7, and consequently are highly internally consistent and reliable. In order to ensure that all multi-scale items included in the study served their purpose, extensive literature research was undertaken, concluding measures that been previously used and known to yield reliable results. To ensure that the reliability was stable over time, results from the pre-studies was compared to results in the pre-testing of the main survey an also the main study, giving three points in time to ensure reliable results.

In addition to the primary data sources, this thesis also includes data from secondary data sources, which also have to be relatable. This was confirmed through using extensively cited articles, confirmed by checking number of times the article had been cited in Google Scholar (majority of articles being cited +5000 times). For all market specific data this thesis solely

used reliable data bases and well credited platform such as Euromonitor (euromonitor.com), which confirms ensuring that secondary data can be considered to be reliable.

3.6.2. VALIDITY

In order to ensure that the study is measuring what it aims to measure, data collected have to be validated. Validity can be discussed in several dimensions, in the aspect of sample representativeness, survey design, content included and survey questions asked. The main focus is however whether the study is designed and carried out to measure what it aims to measure. There are some external and internal factors to be discussed in that aspect. (Malhotra, 2010).

Internal validity addresses the content presented to the respondent and whether the independent variable actually leads to the observed effects on the dependent variables as the respondents answers the questions presented to them. In this thesis, the internal validity was measured in relation to whether the independent variables of category fit, brand strength and purchase motivation had a causal connection with the observed transferral of the loyalty variables.

In order to ensure that extraneous errors didn't occur, the main study was pre-tested under observation, and the study was designed to clearly inform the respondent of what we are asking for. Face validity also had to be ensured, this was done through application of well credited and acknowledged measures, where questions are not modified but rather used in the formulation of previous research. Since the two surveys asks about three different products, each product have to be presented in a controlled manner, avoiding any spill-over effect from associations to the other products. In order to do that, the product that the respondent claims to have tried first, was presented first. This enabled investigation of brand loyalty transferability from that product to the next, by imitating the real life situation. In addition, Bryman and Bell (2007) argues that internal validity also is ensured by examining Cronbach's alpha, which in this thesis have proven to be high (+0.7). Finally, in order to ensure that the content of the survey presented to the responder is valid and measures what it aims to measure, the study strives to examine actual loyalty, asking about behaviour, attitudes and relations as of today. In addition, the study's focus on real life brands and products, increases the validity of the study, in comparison to if one would have examined fictitious products (Malhotra, 2010). The decision to include two brands with different purchase motivations, the generalizability of the results is not limited by purchase motivation categorization.

4. RESULTS & ANALYSIS

In this chapter, the hypotheses will be analysed using the analytical tool IBM SPSS 23. The results are presented in the accordance with the structure of the hypotheses presented in Chapter 2. In these tests, independent sample t-test or paired sample t-test are applied as presented in Chapter 3.5.2.

4.1. INITIAL COMPARISON OF RELATIONAL AND TRADITIONAL BRAND LOYALTY

Hypothesis 1 states that traditional brand loyalty (B_T) overall scores higher for a brand in comparison to relational brand loyalty (B_R). When testing Colgate, the mean difference between the two brand loyalty indexes reached a level of 2.79 (mean $B_T = 5.71 > \text{mean } B_R = 2.92$) and for Marabou the mean difference reached a level of 1.71 (mean $B_T = 5.04 > \text{mean } B_R = 3.34$). The mean differences for the two brands were accepted on a 1% significance level. Thus, analysis showed that traditional brand loyalty scores higher than relational brand loyalty.

H1: The traditional brand loyalty (B_T) is overall higher to a brand in comparison to relational brand loyalty (B_R)

SUPPORTED

4.2. BRAND LOYALTY IN THE CONTEXT OF PURCHASE MOTIVATION

The second set of **hypotheses (H2a-b)** concerns purchase motivation and the visible impact it has on the two brand loyalty measures of traditional and relational brand loyalty. To test these, means of Colgate and Marabou had to be clearly stated, to confirm which product brand was transformational respective informational. There is a clear difference in means, with the mean difference for transformational reaching 2.88 for Marabou (mean Marabou $_{\text{Transform.}} = 5.15 > \text{mean Colgate }_{\text{Transform.}} = 5.15$) and informational reaching 2.26 for Colgate (mean Colgate $_{\text{Inform.}} = 5.04 > \text{mean Marabou }_{\text{Inform.}} = 2.78$) (Table 7). Both mean differences were significant on a 1% significance level.

Brand	N	Transformational motivation				Informational motivation				Conclusion
		Min	Max	Mean	Std. D	Min	Max	Mean	Std. D	
Colgate	147	1	4	2.27	0.79	3	6	5.04	0.759	INFORM.
Marabou	151	1	7	5.15	1.063	1	6	2.78	0.729	TRANSFORM.

Table 7: Descriptives of purchase motivation

Subsequently, the brand loyalty components were examined, where relational brand loyalty (B_R) showed a significant mean difference between transformational and informational purchase motivation, reaching 0.41 for Marabou (mean $B_{R(Transf.)} = 3.34 > \text{mean } B_{R(Inform.)} = 2.92$). For Colgate, the opposite was true, with a mean difference for traditional brand loyalty (B_T), reaching 0.67 for Colgate (mean $B_{T(Transf.)} = 5.04 < \text{mean } B_{T(Inform.)} = 5.71$) (Table 8).

Brand loyalty type	Marabou (Transform.)	Colgate (Inform.)	Mean Dff.	Sig.
Relational brand loyalty	3.34	2.92	0.413	0.000
Traditional brand loyalty	5.04	5.71	0.665	0.000

Table 8: Results from second set of hypotheses

This implies that relational brand loyalty is higher towards a product brand with transformational purchase motivation, and that traditional brand loyalty is higher towards a product brand with informational purchase motivation. Both mean differences are significant on a 1% significance level.

H2a: Product brands with informational purchase motivation scores higher for traditional brand loyalty (B_T) than product brands with transformational purchase motivation

SUPPORTED

H2b: Product brands with transformational purchase motivation scores higher for relational brand loyalty (B_R) than product brands with informational purchase motivation

SUPPORTED

4.3. TRANSFERRAL DEPENDENT ON CATEGORY FIT

In this section, hypotheses concerning transferral from the original product to the extended product is investigated, in the context of category fit.

4.3.1. HIGH LEVEL ANALYSIS

The third set of **hypotheses (H3a-b)** states that traditional and relational brand loyalty are more easily transferred from the original brand in a brand extension scenario with high category fit in comparison to a scenario with low category fit. Tests showed that mean differences were 1.43 for Colgate (mean Colgate $_{[P1] \& [P2]} = 4.97 > \text{mean Colgate }_{[P1] \& [P3]} = 3.54$), and 1.39 for Marabou (mean Marabou $_{[P1] \& [P2]} = 5.08 > \text{mean Marabou }_{[P1] \& [P3]} = 3.68$) (Table

9), between the two groups of [P1] & [P2] and scenario [P1] & [P3]. Hence, the group of [P1] & [P2] were classified as high category fit and [P1] & [P3] as the low category fit for both Colgate and Marabou. All tested mean differences were significant on a 1% significance level.

Brand	Product comparison	N	Min	Max	Mean	St.D.	Relative degree of fit.
Marabou	[P1] & [P2]	151	3	7	5.08	0.995	HIGH
	[P1] & [P3]		2	5	3.68	0.730	LOW
Colgate	[P1] & [P2]	147	4	7	4.97	0.653	HIGH
	[P1] & [P3]		3	7	3.54	0.709	LOW

Table 9: Descriptives of category fit

Subsequently, tests were performed for the scenarios of Colgate and Marabou listed in Table 8 above, to investigate how much of the brand loyalty components that were reflected in each of the scenarios for the two brands.

Through filtering respondents that tried [P1] first and [P2] second (high fit scenario), and then filtering respondents that tried [P1] first and [P3] second (low fit scenario), tests were performed. Colgate resulted in traditional brand loyalty showing a higher transferral for the high fit scenario ($\text{Transferral}_{(\text{BT}) \text{ High fit}} = 96\% > \text{Transferral}_{(\text{BT}) \text{ Low fit}} = 91\%$) and relational brand loyalty ($\text{Transferral}_{(\text{BR}) \text{ High fit}} = 91\% > \text{Transferral}_{(\text{BR}) \text{ Low fit}} = 72\%$). The same applied to Marabou, where traditional brand loyalty ($\text{Transferral}_{(\text{BT}) \text{ High fit}} = 89\% > \text{Transferral}_{(\text{BT}) \text{ Low fit}} = 87\%$) and relational brand loyalty ($\text{Transferral}_{(\text{BR}) \text{ High fit}} = 95\% > \text{Transferral}_{(\text{BR}) \text{ Low fit}} = 75\%$) were more easily transferred in the high fit scenario (Table 10). All mean differences plotted in the paired sample t-test shown in the Table 9 below were accepted on a 1% significance level.

	Marabou					Colgate				
	P1	P2	P3	Mean diff	Transf-erral	P1	P2	P3	Mean diff	Transf-erral
Filter: [P1] → [P2] (High fit)										
Relational brand loyalty (BR)	3.43	3.26	N/A	0.171	95%	2.76	2.53	N/A	0.113	91%
Traditional brand loyalty (BT)	5.37	4.81	N/A	0.546	89%	5.38	5.18	N/A	0.206	96%
Filter: [P1] → [P3] (Low Fit)										
Relational brand loyalty (BR)	3.79	N/A	2.85	0.943	75%	2.82	N/A	2.04	0.781	72%
Traditional brand loyalty (BT)	4.57	N/A	4.02	0.552	87%	5.42	N/A	4.97	0.454	91%

Table 10: Results from third set of hypotheses (mean diff. and transferral).

As both the relational and traditional brand loyalty indexes showed a higher transferral degree for the high fit scenario in comparison to the low fit scenario, hypotheses H3a and H3b were confirmed.

H3a: Traditional brand loyalty is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit

SUPPORTED

H3b: Relational brand loyalty (B_R) is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit

SUPPORTED

For **hypothesis H3c**, concerning the introduction of a new, fictitious product, the test aimed to compare the two groups of Marabou and Colgate to test the hypothesis stating that the scenario with higher category fit to the original product shows a higher degree of brand loyalty transferral. To get an overview of the level of fit for each product extension scenario, descriptives were plotted below, showing a higher category fit for the transferral from [P1] to [P4] for the Colgate scenario in comparison to Marabou, with a mean difference between Colgate and Marabou of 0.25, however significant on a 5% level. (See Table 11 below).

Brand	Product comparison	N	Min	Max	Mean	St.D.	Relative degree of fit.
Marabou	[P1] & [P4]	151	1	4	2.04	0.797	NEW/LOW
Colgate	[P1] & [P4]	147	1	5	2.49	1.139	NEW/LOW

Table 11: Descriptives of fictitious category fit

Testing for transferral of loyalty components showed that the high fit scenario of Colgate relative the low fit scenario of Marabou transferred both relational (transferral of B_R (Colgate) = 62% > transferral of B_R (Marabou) = 58%) and traditional brand loyalty (transferral of B_T (Colgate) = 48% > transferral of B_T (Marabou) = 43%) to a higher degree. All mean differences plotted in Table 12 below from the paired sample t-test were accepted on a 1% significance level.

	Marabou (Relatively Lower Fit)				Colgate (Relatively Higher Fit)			
	P1	P4	Mean diff	Transf- erral	P1	P4	Mean diff	Transf- erral
Relational brand loyalty (Intentional)	3.34	1.93	1.403	58%	2.77	1.71	1.058	62%
Traditional brand loyalty (Intentional)	5.04	2.18	2.862	43%	5.71	2.73	2.976	48%

Table 12: Results from fictitious product (mean diff. and transferral)

As results for both relational and traditional brand loyalty indicates that they are more easily transferred in the scenario of the Colgate brand, which shows a relatively higher category fit

on a 5% significance level, hypotheses can be confirmed. However, as stated in chapter 3.5.2., hypotheses are only accepted if significant on a 1% significance level. Subsequently, brand loyalty components of relational and traditional character are only partially supported.

H3c: Traditional (B_T) and relational (B_R) brand loyalty will be more easily transferred from the original product to the new product introduced when category fit is high in comparison to when it is low

PARTIALLY SUPPORTED

4.3.2. AFFECTIVE COMPONENT ANALYSIS

Hypothesis H4a-b states that the affective components of relational brand loyalty are less easily transferred in comparison to the non-affective components, in both a high fit and low fit scenario. Through filtering respondents that tried [P1] first and [P2] second (high fit scenario), and then filtering respondents that tried [P1] first and [P3] second (low fit scenario), tests were performed. Colgate resulted in non-affective components of relational brand loyalty showing a higher transferral than the affective components in the high fit (transferral of $B_{R(Non-affective)} = 88\% > \text{transferral of } B_{R(Affective)} = 85\%$) and low fit scenario (transferral of $B_{R(Non-affective)} = 89\% > \text{transferral of } B_{R(Affective)} = 75\%$). The same applied to Marabou, where the non-affective components of relational brand loyalty showed a higher transferral than the affective components in the high fit (transferral of $B_{R(Non-affective)} = 88\% > \text{transferral of } B_{R(Affective)} = 86\%$) and low fit scenario (transferral of $B_{R(Non-affective)} = 74\% > \text{transferral of } B_{R(Affective)} = 66\%$). All mean differences plotted in Table 13 below were accepted on a 1% significance level.

	Marabou					Colgate				
	P1	P2	P3	Mean diff	Transf-erral	P1	P2	P3	Mean diff	Transf-erral
Filter: [P1] → [P2] (High fit)										
Affective components	2.12	1.82	N/A	0.294	86%	2.71	2.30	N/A	0.412	85%
Non-affective components	3.19	3.10	N/A	0.088	88%	4.15	3.67	N/A	0.483	88%
Filter: [P1] → [P3] (Low Fit)										
Affective components	3.21	N/A	2.12	1.091	66%	2.65	N/A	1.99	0.657	75%
Non-affective components	4.36	N/A	3.26	1.101	74%	3.39	N/A	3.04	0.354	89%

Table 13: Results from fourth set of hypotheses (mean diff. and transferral)

As the non-affective components were more easily transferred in comparison to the affective components of relational brand loyalty, hypotheses H4a and H4b were confirmed.

H4a: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with high category fit

SUPPORTED

H4b: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with low category fit

SUPPORTED

4.4. TRANSFERRAL DEPENDENT ON BRAND STRENGTH

In this section, hypotheses concerning transferral from an extended product to the original product is investigated, in the context of brand strength.

4.4.1. HIGH LEVEL ANALYSIS

The fifth set of **hypotheses (H5a-b)** states that traditional brand loyalty is more easily transferred from the extended product to the original product when the two are equally strong. And in contrast, that relational brand loyalty is more easily transferred from the extended product to the original product when the two differ in strength. First step to investigate this was to clarify the strength of each product in each of the two scenarios [P2] to [P1] and [P3] to [P1]. Tests resulted in Marabou and Colgate both showing more equal strength for [P1] and [P2] (mean diff. Marabou = 0.549, and mean diff. Colgate = 0.695) in comparison to [P1] and [P3] (mean diff. Marabou = 1.015, and mean diff. Colgate = 1.667). All mean differences were significant on a 1% significance level.

	P1	P2	P3	Mean diff	Equality of product strength
Filter: [P2] → [P1]					
Marabou	5.94	5.24	N/A	0.695	MORE EQUAL
Colgate	5.72	5.17	N/A	0.549	MORE EQUAL
Filter: [P3] → [P1]					
Marabou	5.69	N/A	4.68	1.015	LESS EQUAL
Colgate	5.94	N/A	4.27	1.667	LESS EQUAL

Table 14: Descriptives of brand strength

Subsequently, testing relational and traditional brand loyalty for each of the two above scenarios (Table 14). Through filtering respondents that tried [P2] first and [P1] second (scenario with more equal strength), and then filtering respondents that tried [P3] first and [P1] second (scenario with less equal strength), tests were performed. Colgate resulted in

traditional brand loyalty showing a lower transferral for the scenario with more equal strength ($\text{Transferral}_{(\text{BT}) \text{ More Equal}} = 103\% < \text{Transferral}_{(\text{BT}) \text{ Less Equal}} = 120\%$) and a higher transferral for relational brand loyalty for the scenario with less equal strength ($\text{Transferral}_{(\text{BR}) \text{ Less Equal}} = 121\% > \text{Transferral}_{(\text{BR}) \text{ More Equal}} = 100\%$). The same applied to Marabou, where traditional brand loyalty were less transferred in the scenario with more equal strength ($\text{Transferral}_{(\text{BT}) \text{ More Equal}} = 105\% < \text{Transferral}_{(\text{BT}) \text{ Less Equal}} = 125\%$) and relational brand loyalty were more easily transferred in the high fit scenario with less equal strength ($\text{Transferral}_{(\text{BR}) \text{ Less Equal}} = 127\% > \text{Transferral}_{(\text{BR}) \text{ More Equal}} = 106\%$). All mean differences plotted in the paired sample t-test shown in the Table 15 below were accepted on a 1% significance level.

	Marabou					Colgate				
	P1	P2	P3	Mean diff	Transferral	P1	P2	P3	Mean diff	Transferral
Filter: [P2] → [P1] (More equal)										
Relational brand loyalty	3.49	3.30	N/A	-0.184	106%	2.97	2.97	N/A	-0.005	100%
Traditional brand loyalty	4.91	4.69	N/A	-0.217	105%	5.59	5.40	N/A	-0.186	103%
Filter: [P3] → [P1] (Less equal)										
Relational brand loyalty	2.94	N/A	2.31	-0.632	127%	2.91	N/A	2.41	-0.500	121%
Traditional brand loyalty	5.39	N/A	4.31	-1.080	125%	5.88	N/A	4.90	-0.984	120%

Table 15: Results from fifth set of hypotheses (mean diff. and transferral)

As traditional brand loyalty showed a higher degree of transferral for the less equal strength scenario of [P3] to [P1], hypothesis H5a was rejected. The hypothesis of H5b was however accepted, as the transferral was higher for the low strength scenario.

H5a: Traditional brand loyalty (B_T) will be more easily transferred from the extended product that is more similar in strength to the original product, than from the extended product that is less similar in strength to the original product, in a brand extension
REJECTED

H5b: Relational brand loyalty (B_R) will be more easily transferred from the extended product that is less similar in strength to the original product, than from the extended product that is more similar in strength to the original product, in a brand extension
SUPPORTED

4.4.2. AFFECTIVE COMPONENT ANALYSIS

The sixth set of **hypotheses (6a-b)** states that the affective components of relational brand loyalty will be more easily transferred in a scenario with less equal strength in comparison to

the non-affective components, and that the non-affective components will be more easily transferred in a scenario with more equally strength. Subsequently, testing affective and non-affective components of relational brand loyalty through filtering respondents that tried [P2] first and [P1] second (scenario with more equal strength), and then filtering respondents that tried [P3] first and [P1] second (scenario with less equal strength). Colgate resulted in the affective components showing a higher transferral for the scenario with less equal strength ($\text{Transferral}_{(\text{Affective}) \text{ Less Equal}} = 126\% < \text{Transferral}_{(\text{Affective}) \text{ More Equal}} = 101\%$) and a lower transferral for non-affective in the scenario with more equal strength ($\text{Transferral}_{(\text{Non-affective}) \text{ More Equal}} = 105\% < \text{Transferral}_{(\text{Non-affective}) \text{ Less Equal}} = 116\%$). The same applied to Marabou, where the affective components showed a higher transferral for the scenario with less equal strength ($\text{Transferral}_{(\text{Affective}) \text{ Less Equal}} = 122\% < \text{Transferral}_{(\text{Affective}) \text{ More Equal}} = 115\%$) and a higher transferral for non-affective in the scenario with more equal strength ($\text{Transferral}_{(\text{Non-affective}) \text{ More Equal}} = 109\% > \text{Transferral}_{(\text{Non-affective}) \text{ Less Equal}} = 106\%$).

	Marabou					Colgate				
	P1	P2	P3	Mean diff	Transferral	P1	P2	P3	Mean diff	Transferral
Filter: [P2] → [P1] (More equal)										
Affective	3.36	2.93	N/A	-0.425	115%	2.48	2.46	N/A	-0.022	101%
Non-affective	3.92	3.58	N/A	-0.341	109%	3.64	3.47	N/A	-0.167	105%
Filter: [P3] → [P1] (Less equal)										
Affective	2.81	N/A	2.30	-0.510	122%	2.56	N/A	2.02	-0.535	126%
Non-affective	3.56	N/A	3.36	-0.196	106%	3.26	N/A	2.80	-0.465	116%

Table 16: Results from sixth set of hypotheses (mean diff. and transferral)

All mean differences shown in the Table 16 above were accepted on a 1% significance level. Hypothesis for H6a was accepted since transferral of affective components were higher for both Colgate and Marabou in the case of less equal strength. Hypothesis H6b was partially accepted since the hypothesis was true for Marabou but not true for Colgate.

H6a: The affective components of relational brand loyalty are more easily transferred than the non-affective components, from the extended product with less similar strength to the original product, in a brand extension

SUPPORTED

H6b: The non-affective components of relational brand loyalty are more easily transferred than the affective components, from the extended product with more similar strength to the original product, in a brand extension

PARTIALLY SUPPORTED

4.5. SUMMARY OF HYPOTHESIS

To summarize the findings in this thesis, below table gives an overview of accepted, partially accepted and rejected hypotheses based on the analysis in this chapter.

Area	Hypotheses tested	Result
Overall	H1: The traditional brand loyalty (B_T) is overall higher to a brand in comparison to relational brand loyalty (B_R)	SUPPORTED
Purchase motivation	H2a: Product brands with informational purchase motivation scores higher for traditional brand loyalty (B_T) than product brands with transformational purchase motivation	SUPPORTED
	H2b: Product brands with transformational purchase motivation scores higher for relational brand loyalty (B_R) than product brands with informational purchase motivation	SUPPORTED
Category fit	H3a: Traditional brand loyalty is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit	SUPPORTED
	H3b: Relational brand loyalty (B_R) is more easily transferred from the original product to the extended product in a scenario with high category fit in comparison to a scenario with low category fit	SUPPORTED
	H3c: Traditional (B_T) and relational (B_R) brand loyalty will be more easily transferred from the original product to the new product introduced when category fit is high in comparison to when it is low	PARTIALLY SUPPORTED
	H4a: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with high category fit	SUPPORTED
	H4b: The affective components of relational brand loyalty (B_R) are less easily transferred from the original product to the extended product in comparison to the non-affective components, in a scenario with low category fit	SUPPORTED
Brand strength	H5a: Traditional brand loyalty (B_T) will be more easily transferred from the extended product that is more similar in strength to the original product, than from the extended product that is less similar in strength to the original product, in a brand extension	REJECTED
	H5b: Relational brand loyalty (B_R) will be more easily transferred from the extended product that is less similar in strength to the original product, than from the extended product that is more similar in strength to the original product, in a brand extension	SUPPORTED
	H6a: The affective components of relational brand loyalty are more easily transferred than the non-affective components, from the extended product with less similar strength to the original product, in a brand extension	SUPPORTED
	H6b: The non-affective components of relational brand loyalty are more easily transferred than the affective components, from the extended product with more similar strength to the original product, in a brand extension	PARTIALLY SUPPORTED

5. FINAL DISCUSSION

This final chapter will start by discussing the outcome of the analysis and the results presented in Chapter 4, followed by conclusions. Potential drawbacks and implications with the thesis are also discussed, in conjunction with implicated stakeholders. Lastly, potential areas of future research will be presented. After having read this chapter, the reader should have an understanding of this thesis' contribution to research and its implications for marketers within the FMCG industry.

5.1. DISCUSSION OF RESULTS

This thesis has addressed brand loyalty in different brand extension scenarios in the context of purchase motivation, category fit and brand strength which will enable marketers within FMCG companies to make more informed decisions, in terms of strategic developments, based on measured loyalty.

5.1.1. TRADITIONAL BRAND LOYALTY (B_T) SCORING OVERALL HIGHER TOWARDS A BRAND IN COMPARISON TO RELATIONAL BRAND LOYALTY (B_R)

Traditional brand loyalty (Jacoby and Chestnut, 1978; Söderlund, 2005; Söderlund, 2001) scores overall higher towards a brand in comparison to relational brand loyalty (Fournier, 1998), confirming that the emotional attachment of the relational components are more difficult to establish than a behaviour or an attitude. This is an intriguing insights since it implies that in order for relational brand loyalty to score at the same level as traditional brand loyalty measures, a much deeper consumer-brand relation have to be established. In turn, this supports Fournier's (1998) proclaimed statements of traditional measures cannot capture "[...] the talismanic relationship consumers form with that which is consumed" (Belk, Wallendorf and Sherry, 1989). In other words, since the mean difference for both Colgate and Marabou ranged from 1.71 to 2.79 for traditional brand loyalty, being significantly higher than relational brand loyalty, one should assume that there is a difference in output from the traditional and relational measures, hence marketers should include both dimensions in their investigations in order to accurately grasp the consumer's relation to a brand. This will in turn impact how a brand manager chooses to approach a campaign's content and design, and how to strategize investments. Since the relational components requires a deeper relation than the one reflected by the traditional component, brand manager will face the question of how to engage consumers to establish a deeper affective relation (Thomson, et al., 2005).

5.1.2. TRANSFORMATIONAL PURCHASE MOTIVATION PROMOTED (B_R) AND INFORMATIONAL PURCHASE MOTIVATION PROMOTING (B_T)

Traditional brand loyalty (BT) (Jacoby and Chestnut, 1978; Söderlund, 2005; Söderlund, 2001) proved to score higher for the product brand with informational purchase motivation (Percy and Rossiter, 1987) and relational brand loyalty (BR) was confirmed to score higher for product brands with transformational purchase motivation. This means that since consumers' traditional brand loyalty is primarily driven by information found in the purchase process of products, brand managers should aim to provide the consumer with sufficient information in order to positively impact the consumer's traditional brand loyalty components if the product is characterised by informational purchase motivation. This relationship is also true for transformational product categories, hence making sure that the consumer feels excited about the product brand through emotionally enhancing campaigns (such as "Like a girl" by P&G) has the potential of increasing a consumer's relational brand loyalty attachment to a brand.

Results from investigating brand loyalty components in two different purchase motivation scenarios have provided insights on what difference to expect from different brand loyalty measures in terms of brand characteristics. Dependent on whether the product of the brand is of transformational or informational character, the importance of measuring traditional versus relational brand loyalty has been enlightened.

As the product brand with transformational purchase motivation promotes the components of relational brand loyalty ($B_{R(Transf.)} = 3.34$) to a higher extent in comparison to informational product brands ($B_{R(Inform.)} = 2.92$), marketers of transformational brands should expect and strive for a higher emotional engagement from their consumers than marketers of informational product brands. The same relation applies for informational product brands ($B_{T(Transf.)} = 5.04 < \text{mean } B_{T(Inform.)} = 5.71$), where marketers of such brands should focus on providing their consumers with sufficient information to enhance brand loyalty. Since results yielded for traditional and motivational brand loyalty showed a significant difference between the two categories of purchase motivation, one could expect that such relation applies to respective purchase motivation product category at large, and hence are generalizable.

5.1.3. CATEGORY FIT ENHANCES TRANSFERRAL OF BRAND LOYALTY FOR ALL COMPONENTS (B_T) AND (B_R)

Brand loyalty are in all cases more easily transferred in a brand extension scenario with high category fit in contrast to scenarios with low category fit (Sjödin 2008; Keller and Aaker 1992; Morrin 1999). This relation applies for both traditional and relational brand loyalty, as well as the affective and non-affective components of brand loyalty. Since mean differences between the low and high fit product for Colgate and Marabou only varied with 0.04 units [Colgate (1.43) – Marabou (1.39) = 0.04], the two cases can be expected to have been experience at the same level of difference in category fit between the following scenarios: [P1] & [P2] and [P1] & [P3].

One interesting remark in the analysis is that traditional brand loyalty didn't seem to differ too much in the level of transferability for the low and high fit scenarios, as it reached a maximum difference of 5% showed for the Colgate brand [Colgate_{High Fit} (96%) – Colgate_{Low Fit} (91%) = 5%]. However, for relational brand loyalty we saw a much higher difference between the high and low fit cases, reaching a difference of 20% [Marabou_{High Fit} (95%) – Marabou_{Low Fit} (75%) = 20%] between the two. This implies that in terms of evoking emotional associations to a product, category fit is highly essential if the consumer has established relations with the original product.

Furthermore, building on the discussion on purchase motivation in Chapter 5.1.2., results from testing of category fit also holds true for purchase motivation of transformational character showing a significantly higher transferral for relational brand loyalty in contrast to traditional brand loyalty. The same relation applies to product brands with informational purchase motivation, where traditional brand loyalty showed a significantly higher transferral than relational brand loyalty.

Based on these findings, a concrete recommendation to brand managers is to align brand extension activities accordingly. When engaging in cross-selling activities, FMCG marketers should expect that transferral is easier achieved between products with high category fit. It has to make sense for the consumer to use the two products in similar situations, and it have to be trustworthy and logic that the same brand offers the products. This recommendation applies whether the brand manager want to increase the "attitude", "share of wallet" (Söderlund, 2005; Söderlund, 2001) or emotional involvement such as "interdependency" or "commitment" (Fournier, 1998).

5.1.3.1. HIGH CATEGORY FIT SHOWS POTENTIALLY HIGHER TRANSFERRAL OF BRAND LOYALTY (BT) AND (BR) IN THE INTRODUCTION OF A NEW PRODUCT

To comment on the attempt to measure brand loyalty transferral in the case of introducing a fictitious product for both Marabou and Colgate, this result was not significant on a 1% level. However, the results yielded on a 5% significance level showed that both relational and traditional brand loyalty were transferred to a higher degree ($B_R = 4\%$ higher and $B_T = 5\%$ higher) for the Colgate brand, which also showed a higher level of category fit in comparison to Marabou. Hence, the transferral of brand loyalty prevails to be higher in a high category fit scenario also for the fictitious product.

5.1.4. PRODUCT DETACHMENT AND RE-ATTACHMENT TO THE ORIGINAL PRODUCT IS EASIER WHEN STRENGTH OF THE EXTENDED PRODUCT IS LOW

Consumers that gateway the brand through the extended product with less product brand strength (Buil, et al., 2009) are easier transferred to the original product in the brand family, in terms of brand loyalty, in comparison to consumer that gateway through stronger product brand. One significant insight in this regard is that this applies to both traditional (Jacoby and Chestnut, 1978) and relational (Fournier, 1998) brand loyalty, however showing a slightly increased effect for relational brand loyalty. This is interesting since the author hypothesised that traditional brand loyalty would be more easily transferred from a strong product brand, which was rejected in the analysis. The theory behind this reason was that relational brand loyalty was expected to be more easily detached from a weak product brand in relation to a strong product brand (Thomson, et al., 2005), and that traditional brand loyalty would be promoted by the strength rather than demoted. Hence, it is interesting to see that strong attachment of traditional brand loyalty shows the same dynamics as for the relational components (Thomson, et al., 2005). However, as the relational (Fournier, 1998) components are further investigated, it was found that affective components in comparison to non-affective components are slightly more easily transferred from the less strong product in comparison to from the stronger product to the original product.

The findings imply that it would be wise to promote the product in the brand family that is less strong if the aim is to cross-sell the original product brand, since it would be easier to transfer those consumers to the original product brand than it would be to transfer consumer loyalty from a stronger product. This is exciting insights, as it enables brand manager to make more informed decisions in in terms of which product to promote in campaigns aiming to increase cross-selling and to advance consumers into the product assortment of the brand.

5.2. CONCLUSIONS

Based on above discussion, the author found three important conclusions, presented below in accordance with the structure of the hypotheses:

5.2.1. TRADITIONAL VERSUS RELATIONAL BRAND LOYALTY

Firstly, when measuring brand loyalty, one should expect to receive higher scores for traditional brand loyalty in comparison to relational brand loyalty. In addition, traditional brand loyalty shows significantly higher scores for product brands with informational purchase motivation in comparison to product brands with transformational motivation, and the opposite relation is true for relational brand loyalty, showing higher scores for transformational product brands. Concluding, that both dimensions are important to include in measurement of consumers' relation to a brand.

5.2.2. CATEGORY FIT SCENARIOS

Secondly, this study has proven that brand extensions that have presented the consumer with a high category fit product in relation to the original product, shows higher transferral for both relational and traditional brand loyalty components. This, in contrast to when the extended product is of lower category fit in comparison to the original brand. Therefore, brand extensions that aim to increase cross-selling to consumers of the original product brand should expect better results if a high category fit product was pushed in the campaign. This concludes that a brand extension strategy aiming to increase cross-selling within a brand family should capitalize on the effect from high category fit introduction.

5.2.3. PRODUCT BRAND STRENGTH

Finally, looking at brand extensions that present products that are less similar in strength to the original product, shows a higher transferability of consumer's brand loyalty in comparison to a consumer that gateways the brand through a stronger product in comparison to the original brand. From this it can be concluded that brand managers aiming to transfer a consumer to the original product from an extended product, will have a higher likeliness of doing so if focusing on consumers of the product that is less similar in strength to the original product brand. The theory being this is that those consumers will have a less strong attachment to the product and hence be more easy to detach and attach to a new product.

5.3. MANAGERIAL IMPLICATIONS

Findings in this study are essential to academia, marketers in general and especially FMCG leaders. The study implies that marketers should put more emphasis on identifying the type of loyalty existing with their consumers, and subsequently engage in activities to enhance or broaden that loyalty. This poses many implications for marketers to consider as they strategize future brand loyalty activities.

5.3.1. MARKETERS' DECISION MAKING PROCESS

Findings in this thesis points towards brand loyalty components being more easily transferred in a high category fit extension rather than in a scenario where consumers have to struggle align the logic and context in the usage of a low fit product in a brand family. Therefore, the author's first recommendation to marketers within FMCG would be to ensure high category fit in their portfolios. As category fit will serve as a promoter when transferring customers to the extended product from the original product, which is usually the main driver of sales. If brand managers and key account manager can position products to be associated with high fit to the rest of the portfolio, this will contribute to cross-selling and deepen consumer loyalty, making consumers advance into the brand assortment faster.

In turn, this impacts the process in which a new product should be introduced, since it stresses the context in which a product is presented to the consumer. This thesis has shown that the introduction of a new product in a high category fit position to the original product in the brand family, will have the potential of transferring brand loyalty to a higher degree. In terms of product brand strength, a product with low strength should be capitalized on when aiming to cross-sell. Establishing associations and clarifying the connection to the original product brand is crucial in order to enable transferral of consumer brand loyalty from a low strength product to a high strength product.

5.3.2. MEASURING BRAND LOYALTY

In order for brand managers to be able to engage in these kinds of positioning strategies it is essential that validated measurement of their consumers' brand loyalty is in place and tested. This, since one big potential risk with investing marketing budget in positioning activities to ensure high fit, is the risk of cannibalizing on already well established brands. Measuring consumers' brand loyalty will help in understanding current state and from there planning future introductions and positioning strategies.

A last important implication for marketers and academia, is the fact that traditional and relational brand loyalty should not be assumed to reflect the same aspect of a consumer's relation to a brand. As this thesis has highlighted that emotional attachments are much more difficult for consumers to express, it should be measured in different dimensions. In order for marketers to build stronger consumer relations in the future, they should focus on measuring the relational and traditional brand loyalty as complimentary to one another, not leaving any part of the consumer relation to chance. This will in turn give a full picture of the consumer-brand relation, enabling brand managers to make more informed decisions based on data.

5.4. CRITICISM OF THE STUDY

This thesis has broadened the scope of brand loyalty within brand extensions, and made an exciting contribution to academia as well as to marketers' decision making at large. However, potential criticism of the study has to be discussed.

5.4.1. SURVEY DESIGN

Firstly, the design of the study is unique in the structure of introducing the consumers to products they tried in a specific order, to imitate the reality of which the relationship was built. However, since this study design is not commonly used, it could potentially generate some criticism in terms of validation of expected results. However, theory addressing recall (Keller, et al., 2008) of associations to a product states that presenting the respondent with an image or order is an established way of generating associations and emotions connected to the image presented. Also, as the main survey aims to investigate the dynamics of brand loyalty dependent on the consumer movement between different products in the brand family, it can be argued that the order that the products are presented to the respondent is crucial to enable investigation of the posed hypotheses.

5.4.2. SAMPLE OF RESPONDENTS

Secondly, a potential caveat of this study's generalizability is the sample of homogeneous respondents. Since respondents targeted for this specific study are students in Stockholm, it could be questioned whether this group of people is truly representative of the Swedish population. Also, since students tend to be price sensitive and more likely to switch brands and product relatively to the population at large, the observed behaviour with students could be criticised as not reflecting the behaviours and relations of other consumer groups. However, in the specific case of FMCG products being investigated, research shows that

consumers behaviour across different demographic, geographic and sociographic areas are very similar (Silayoi and Speece, 2004), hence somewhat negating potential criticism in this area.

5.4.3. INDEXING ANALYSES

Lastly, the structure of indexed measures applied to investigate traditional and relational brand loyalty and traditional brand loyalty is a reflection of the components that constructs the indexes. There is a debate among researchers on how to address a situation with different measures that aims to measure the same structures. Since reliability is ensured for all structured (Malhotra, 2010) questions these can be argued to be validated through an index just as well as separately. However, the unstructured question of "share of wallet", could face more heavy criticism as it is no directly comparable to the rest of the measures. Nevertheless, as stated in the literature review, several cases of this measure being indexed together with the attitudinal measure can be found (e.g. Pritchard, et al., 1999; Day, 1969). Subsequently, the index can be argued to be validated since it is based on established and well accepted research.

5.5. FUTURE RESEARCH

This study filled a research gap through connecting the two well investigated areas of consumer brand loyalty and brand extension strategy. However, the delimitations of this study implies that there are insights to be uncovered by future investigation.

Initially, to further validate the results of this study and improve on generalizability, two areas would be of interest for future research. Firstly, as this thesis includes the relational components by Fournier (1998) and the traditional components of "attitude" (Söderlund, 2005) and "share of wallet" (Söderlund, 2001) for measuring brand loyalty, it would be interesting to use other measures of the two dimensions to see if these yield the same results, and thus validate the results gained in this study. This would be of high interest for academia since it would provide further insights into the dynamics of different brand loyalty measures in investigating brand extensions. Secondly, as stated in delimitations of this thesis, the target group of investigation was students in the Stockholm area. Therefore, it would be of interest to reiterate the study using another target group to validate the yielded results and add to the understanding of differences between markets.

Secondly, a future area of research that would broaden the understanding for brand loyalty transferral in brand extensions, is the investigation of high involvement product categories such as cars, travel and jewellery (Rossiter and Percy, 1978). As this thesis has focused on low involvement products. Such research would shed light on potential differences between the two levels of involvement. This would also broaden the industry perspective and give deeper understanding on potential risks with applying the same brand loyalty strategy across different consumer industries.

Finally, further investigation of scenarios of low category fit would uncover further insights on why brand loyalty to low fit products is more difficult to transfer onto another. (Sjödin, 2008). This would also shed light on whether the introduction of a low category fit product would evoke distress (Sjödin, 2008) in an existing consumer-brand relation. This is crucial to get further insights on, since it is at the core of a brand managers decision making in the introduction of a new product. Understanding what attributes that enhances a consumers' brand loyalty and what scatters them, will help brand manager across the FMCG industry to build stronger consumer relations in future.

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6.4. INTERVIEW WITH EXPERT

Björklund, L. (2016). Former Marketing Director at Kavli. Also experience from Scan as Arla. (Interview), 2016-10-13.

7. APPENDIX

7.1. APPENDIX 1: BRANDS AND PRODUCTS

7.1.1. PRE-STUDIES

Here is a table of all brands included in the pre-study 1.

7.1.2. MAIN STUDY

Here is a table of all brands and products included in the main study.

Brand	[P1]: Original	[P2]: Extension	[P3]: Extension	[P4]: Fictitious
	"Toothpaste" 	"Toothbrush" 	"Mouthwash" 	"Fruit vitamin water" 
	"Chocolate bar" 	"Chocolate peanuts" 	"Chocolate cookies" 	"Fruit vitamin water" 

7.2. APPENDIX 2: SURVEYS

Here follows a presentation of all three pre-studies as well as the main study

7.2.1. PRE-STUDY 1: BRAND STRENGTH

Dear participant,

Many thanks for taking the time to participate in this survey. This questionnaire takes approximately one minute and serves as a pre-study for my master thesis in the Marketing discipline at Stockholm School of Economics.

Thank you in advance!

Jessica

In the following questions I would like to kindly ask for your evaluation of the brand [BRAND NAME], please look at the image of the brand below.

[BRAND IMAGE]

How familiar are you with the brand?

	Strongly disagree				Strongly agree		
I have heard of the brand before	1	2	3	4	5	6	7
I am familiar with the brand	1	2	3	4	5	6	7
I can recognize it among competing brands	1	2	3	4	5	6	7

How do you evaluate the quality of the brand?

	Strongly disagree				Strongly agree		
I consider it as being of high quality	1	2	3	4	5	6	7
It must be of very good quality	1	2	3	4	5	6	7
I feel confident that it fulfills its function	1	2	3	4	5	6	7

I consider myself to be a loyal consumer of the brand?

Yes 1 2 3 4 5 6 7 No

And finally some questions about yourself:

Are you living in Stockholm at the moment? Yes/No

Are you a student at a university in Stockholm? Yes/No

How old are you? _____ years

Gender? () Man () Woman

Many thanks for your participation!

/Jessica

Note: This survey is repeated for seven different brands, showed in Appendix 1 (chapter 7.1.1.).

7.2.2. PRE-STUDY 2: PURCHASE MOTIVATION

Dear participant,

Many thanks for taking the time to participate in this survey. This questionnaire takes approximately one minute and serves as a pre-study for my master thesis in the Marketing discipline at Stockholm School of Economics.

Thank you in advance!

Jessica

In the following questions I would like to kindly ask for your evaluation of products produced by the brand [BRAND NAME], please look at the image of the brand below.

[BRAND IMAGE]

To what extent do you agree with the following statements?

	Strongly disagree				Strongly agree			
Thinking about products with that brand makes me excited	1	2	3	4	5	6	7	
Using products with that brand makes me feel good about myself	1	2	3	4	5	6	7	
Products from that brand are very useful to me	1	2	3	4	5	6	7	
I would like to learn more about the products with that brand	1	2	3	4	5	6	7	
I wish that products with that brand would provide more evident support for its performance	1	2	3	4	5	6	7	
There is nothing special about products with that brand in comparison to products from other similar brands	1	2	3	4	5	6	7	

And finally some questions about yourself:

Are you living in Stockholm at the moment? Yes/No

Are you a student at a university in Stockholm? Yes/No

How old are you? _____ years

Gender? () Man () Woman

Many thanks for your participation!

/Jessica

Note: This survey is repeated for four different brands.

7.2.3. PRE-STUDY 3: CATEGORY FIT

Dear participant,

Many thanks for taking the time to participate in this survey. This questionnaire takes approximately one minute and serves as a pre-study for my master thesis in the Marketing discipline at Stockholm School of Economics.

Thank you in advance!

Jessica

In the following questions I would like to kindly ask for your evaluation of three product categories.

Please evaluate the following questions considering the product categories [P-CATEGORY P1] and [P-CATEGORY P2]

	Strongly disagree				Strongly agree			
I believe that similar capabilities are needed for the manufacturing of products from the categories named above	1	2	3	4	5	6	7	
It seems logical to me that the products from the categories named above are manufactured by one company	1	2	3	4	5	6	7	
I am using the above products in similar situations	1	2	3	4	5	6	7	

Note: This question is repeated for the two combinations of P1 & P2 and P1 & P3.

And finally some questions about yourself:

How old are you?

_____ years

Gender?

☐ Man

☐ Woman

Many thanks for your participation!

/Jessica

Note: This survey is repeated for the two different brands Appendix 1 (chapter 7.1.2.).

7.2.4. MAIN STUDY

Display logic: Randomizing function where the two versions of the main study are randomly presented to people taking the survey.

Dear participant,

Many thanks for taking the time to participate in this survey. This is the main study in my thesis in the Marketing discipline at Stockholm School of Economic. This survey will take about 7-10 minutes to complete, and when you have completed the survey you will have the opportunity to participate in the drawing of two SF movie tickets.

Thank you in advance!
Jessica

Please answer this survey with the following brand in mind:

[BRAND IMAGE] → Display logic: The survey is done for each of the two brands "Colgate" and "Marabou" every second time someone clicks on the survey link, one of the two brand images are presented.

1. To what extent do you agree with the following statements?

	Strongly disagree				Strongly agree			
Thinking about products from [BRAND] makes me feel excited	1	2	3	4	5	6	7	
Using products from [BRAND] makes me feel good about myself	1	2	3	4	5	6	7	
Products from [BRAND] that brand are very useful to me	1	2	3	4	5	6	7	
I would like to learn more about products from [BRAND] since the information provided is not sufficient enough	1	2	3	4	5	6	7	
I wish that products from [BRAND] would provide more evident support for its performance	1	2	3	4	5	6	7	
There is nothing special about products from [BRAND] in comparison to products from other similar brands	1	2	3	4	5	6	7	

2a. How familiar are you with the brand [BRAND NAME]?

	Strongly disagree				Strongly agree			
I have heard of the brand before	1	2	3	4	5	6	7	
I am familiar with the brand	1	2	3	4	5	6	7	
I can recognize it among competing brands	1	2	3	4	5	6	7	

2b. How do you evaluate the quality of the brand [BRAND NAME]?

	Strongly disagree				Strongly agree			
I consider it as being of high quality	1	2	3	4	5	6	7	
It must be of very good quality	1	2	3	4	5	6	7	
I feel confident that it fulfills its function	1	2	3	4	5	6	7	

3a. Please evaluate the following questions considering the product categories [P1] and [P2]:

	Strongly disagree				Strongly agree		
I believe that similar capabilities are needed for the manufacturing of products from the categories named above	1	2	3	4	5	6	7
It seems logical to me that the products from the categories named above are manufactured by one company	1	2	3	4	5	6	7
I am using the above products in similar situations	1	2	3	4	5	6	7

3b. Please evaluate the following questions considering the product categories [P1] and [P3]:

	Strongly disagree				Strongly agree		
I believe that similar capabilities are needed for the manufacturing of products from the categories named above	1	2	3	4	5	6	7
It seems logical to me that the products from the categories named above are manufactured by one company	1	2	3	4	5	6	7
I am using the above products in similar situations	1	2	3	4	5	6	7

3c. Please evaluate the following questions considering the product categories [P2] and [P3]:

	Strongly disagree				Strongly agree		
I believe that similar capabilities are needed for the manufacturing of products from the categories named above	1	2	3	4	5	6	7
It seems logical to me that the products from the categories named above are manufactured by one company	1	2	3	4	5	6	7
I am using the above products in similar situations	1	2	3	4	5	6	7

4a. Please select the products that you have tried at least once.

- Product 1: [IMAGE P1]
- Product 2: [IMAGE P2]
- Product 3: [IMAGE P3]

4b. In which order have you tried the products presented in the images above, please arrange them in that order by putting the one you tried first in the top. (Please ignore ranking the products that you have not tried).

1. P- first tried

2. P- second tried
3. P- third tried

Display logic: The respondents are now asked to answer questions about the two first products they tried, in the order they tried them.

Please answer the following questions with the product shown above in mind.

[IMAGE "P- first tried" in Q4b."] → Display logic: This section is only shown if selected in question 4a.

5a. To what extent do you agree with the following statements?

	Strongly disagree							Strongly agree						
Something is missing in your life when you have not used it for a while	1	2	3	4	5	6	7							
It is closely connected to the image you desire to identify with	1	2	3	4	5	6	7							
I would never buy another one besides that	1	2	3	4	5	6	7							
It represents an important routine or ritual in my life	1	2	3	4	5	6	7							
It delivers superior value to my life	1	2	3	4	5	6	7							
I feel satisfied with the established relationship with the brand	1	2	3	4	5	6	7							

5b-c. Please answer the following questions:

How many [P-category] have you purchased within the last month? [Open answer]
 How many of those purchased [P-category] were from [BRAND]? [Open answer]

5d. What is your overall attitude towards the product?

Dislike	1	2	3	4	5	6	7	Like
Bad	1	2	3	4	5	6	7	Good
Positive	1	2	3	4	5	6	7	Negative

5e. Please answer the following questions about your satisfaction with the product:

	Strongly disagree							Strongly agree						
How satisfied are you with the product/brand?	1	2	3	4	5	6	7							
How well does the brand/product meet your expectations?	1	2	3	4	5	6	7							
How near or far from your ideal product/brand, is the product/brand?	1	2	3	4	5	6	7							

5f. How familiar are you with the product?

	Strongly disagree							Strongly agree						
I have heard of the brand before	1	2	3	4	5	6	7							
I am familiar with the brand	1	2	3	4	5	6	7							
I can recognize it among competing brands	1	2	3	4	5	6	7							

5g. How do you evaluate the quality of the product?

	Strongly disagree							Strongly agree						
I consider it as being of high quality	1	2	3	4	5	6	7							
It must be of very good quality	1	2	3	4	5	6	7							
I feel confident that it fulfills its function	1	2	3	4	5	6	7							

Please answer the following questions with the product shown above in mind.

[IMAGE "P- second tried" in Q4b."] → Display logic: This section is only shown if selected in question 4a.

6a. To what extent do you agree with the following statements?

	Strongly disagree							Strongly agree						
Something is missing in your life when you have not used it for a while	1	2	3	4	5	6	7							
It is closely connected to the image you desire to identify with	1	2	3	4	5	6	7							
I would never buy another one besides that	1	2	3	4	5	6	7							
It represents an important routine or ritual in my life	1	2	3	4	5	6	7							
It delivers superior value to my life	1	2	3	4	5	6	7							
I feel satisfied with the established relationship with the brand	1	2	3	4	5	6	7							

6b-c. Please answer the following questions:

How many [P-category] have you purchased within the last month? [Open answer]
 How many of those purchased [P-category] were from [BRAND]? [Open answer]

6d. What is your overall attitude towards the product?

Dislike	1	2	3	4	5	6	7	Like
Bad	1	2	3	4	5	6	7	Good
Positive	1	2	3	4	5	6	7	Negative

6e. Please answer the following questions about your satisfaction with the product:

	Strongly disagree							Strongly agree						
How satisfied are you with the product?	1	2	3	4	5	6	7							
How well does the product meet your expectations?	1	2	3	4	5	6	7							
How near or far from your ideal product, is the product?	1	2	3	4	5	6	7							

6f. How familiar are you with the product?

	Strongly disagree							Strongly agree						
I have heard of the brand before	1	2	3	4	5	6	7							
I am familiar with the brand	1	2	3	4	5	6	7							
I can recognize it among competing brands	1	2	3	4	5	6	7							

6g. How do you evaluate the quality of the product?

	Strongly disagree							Strongly agree						
I consider it as being of high quality	1	2	3	4	5	6	7							
It must be of very good quality	1	2	3	4	5	6	7							
I feel confident that it fulfills its function	1	2	3	4	5	6	7							

And finally some questions about yourself:

7a. Are you living in Stockholm at the moment?

Yes/No

7b. Are you a student at a university in Stockholm?

Yes/No

7c. How old are you?

_____ years

7d. Gender?

☐ Man

☐ Woman

Many thanks for your participation!

/Jessica

Note: This survey is repeated for the two brands presented in Appendix 1 (chapter 7.1.2.).