



MASTERARBEIT / MASTER'S THESIS

Titel der Masterarbeit / Title of the Master's Thesis

„Brand and Brand Buyer Stereotypes versus
Consumers' Need for Uniqueness as Drivers of
Consumer-Brand Identification“

verfasst von / submitted by

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angestrebter akademischer Grad / in partial fulfilment of the requirements for the degree of
Master of Science (MSc)

Wien, 2021 / Vienna 2021

Studienkennzahl lt. Studienblatt /
degree programme code as it appears on
the student record sheet:

A 066 915

Studienrichtung lt. Studienblatt /
degree programme as it appears on
the student record sheet:

Masterstudium Betriebswirtschaft

Betreut von / Supervisor:

Univ.-Prof. DDr. Adamantios Diamantopoulos

Acknowledgements

I would like to express my gratitude to several people who continuously supported and motivated me throughout the course of my work and my entire master studies. First and foremost, my deepest gratitude goes to my master thesis supervisor Univ. Prof. DDr. Adamantios Diamantopoulos, who not only gave me the opportunity to write my thesis at the Chair of International Marketing, but also provided me with very valuable support, knowledge and encouragement during this journey. Thank you very much for all your patience, Professor, I really appreciate it.

It is very important to me to thank another special person, Ms. Živa Kolbl, PhD, who drew my attention to this exciting research project and always provided me with immense support, constructive feedback and encouraging words. I owe you a big thank you, dear Živa, for all the time you invested in me and this project, without which I would have never been able to finish it in this form. Moreover, I am very grateful for the support of everyone at the Chair of International Marketing. Not only did you share valuable feedback and ideas at all times, but especially the genuine dedication of the entire team for marketing inspired me throughout my whole master studies. It was an honor to be part of your team as a student assistant.

Finally, my deepest gratitude goes to my family, who have always believed in me and in everything I do. Without you, I would have never been able to complete my master studies in Vienna. I also want to thank a special person, Lukas Diebold, who has always supported me during my studies.

Thank you all!

Abstract

Following the growing importance of brands as relationship partners (Fournier, 1998), international marketing literature has shown significant interest in research focusing on consumer-brand relationships. As a result, *consumer-brand identification* (CBI) (Stokburger-Sauer, Ratneshwar & Sen, 2012) has recently drawn the attention of marketing academics. Despite growing interest, there is still a lack of research on the antecedents of CBI. More specifically the current state of research focuses mainly on brand-specific factors (Stokburger-Sauer et al., 2012) or external influences (Einwiller, Fedorikhin, Johnson & Kamins, 2006) as drivers of CBI, but little is known about the role consumer characteristics or other customers play in this regard. Naming other customers in this context, a growing body of research is also devoted to the stereotypical perceptions of brands (BS) and brand buyers (BBS) and how they individually influence CBI (Kolbl, Arslanagic-Kalajdzic & Diamantopoulos, 2019), but a possible transfer from brands to their respective buyers has yet to be investigated.

Against this background, the present study investigates (a) if there is a transfer of stereotypical assessments of brands on the perceptions of their respective buyers and through it on CBI. In addition, (b) the moderating role of customer-to-customer similarity on the latter link is examined in order to understand its boundary conditions. Drawing on stereotype research and theory of uniqueness, (c) the impact of brand-related stereotypes and consumers' need for uniqueness (CNFU) as individual consumer characteristic on CBI is investigated and finally (d) which is the stronger driver under the prediction of self-construal.

In order to achieve this, an online survey with 560 German participants from an online consumer panel was conducted. In the study, respondents were randomly exposed to one out of 60 global brands from different product categories and the results indicate that (a) BS transfers to BBS on both stereotypical dimensions, (b) customer-to-customer similarity strengthens the effect of BBS on CBI, (c) BS warmth, both dimensions of BBS and two dimensions of CNFU positively impact CBI, and finally, (d) for highly independent consumers CNFU is the stronger driver, but for highly interdependent ones it is BBS.

Overall, this research study generates theoretical insights about consumer-specific antecedents of CBI from different perspectives and provides important managerial implications for global brands.

Keywords: brand stereotype, brand buyer stereotype, consumer-brand identification, consumers' need for uniqueness

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List of Abbreviations

AOS	Avoidance of similarity
BS	Brand stereotypes
BBS	Brand buyer stereotypes
BOwn	Brand Ownership
C2CS	Customer-to-customer similarity
CBI	Consumer-brand identification
CCC	Creative choice conformity
CNFU	Consumers' need for uniqueness
PI	Purchase intention
SCM	Stereotype content model
UCC	Unpopular choice conformity

1. Introduction

1.1 Background and state of the art

In today's world, globalization enables consumers to purchase products and brands from all over the world and technologies, like e-commerce, make these processes easier than ever before. But not only did the purchase behavior shift from offline to online stores, but the consumers are additionally faced with an abundance of brands, which allows them to choose from a wide variety of global and local brands. Some of the consumers might even be overwhelmed by having too much choice and the oversaturated market challenges the companies to find out how to predict consumers' preferences for a brand.

A lot of research has been conducted to identify different consumer choices and preferences and a core research has developed around *consumer-brand relationships*. Brands as relationship partners and different levels of these relationships have been widely researched in the marketing literature. Starting with Fournier's (1998) pioneering article, new forms of relationships like brand attachment (Park, MacInnis, Priester, Eisingrich & Iacobucci, 2010), brand love (Batra, Ahuvia & Bagozzi, 2012) and even brand addiction (Mrad & Cui, 2017) were identified. Brands are not only seen as quality signals (Erdem & Swait, 1998) anymore, but in addition work as tools for identity processes, verification and expressiveness (Tuškej, Golob & Podnar, 2013). A brand's ability to build on these relationships is very important in the new marketing era, as consumers will buy the brands which will most likely be able to satisfy their needs. Consequently, the identification of a consumer with a brand has drawn the attention of researchers in recent years during which the construct of *consumer-brand identification* (CBI) (Stokburger-Sauer et al., 2012) was established, which forms the core construct of this thesis.

Stokburger-Sauer defined CBI as "what we buy, own, and consume define us to others as well as to ourselves" (2012, p. 406). Furthermore, CBI captures "a consumer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand" (Lam et al., 2013, p. 235) and past research has shown that it influences several important managerial outcomes, including repurchase intentions (Davvetas & Diamantopoulos, 2017), brand loyalty (e.g. Bhattacharya & Sen, 2013; Elbedweihy, Jayawardhena, Elsharnouby & Elsharnouby, 2016), word of mouth (Tuškej et al., 2013) and stronger ability to command price premiums (Haumann, Quaiser, Wieseke & Rese, 2014). Although CBI is at the center of attention of

researchers, important insights have mainly focused on how CBI acts as driver for different outcomes. There is research about key drivers of CBI (e.g. Stokburger-Sauer et al., 2012; Lam et al., 2013; Einwiller et al., 2006) which give important insights, but it is also recognized that the research on the antecedents of CBI is still limited to brand-specific factors or external happenings like exposure to negative publicity. Consequently, in order to advance the knowledge of key drivers of CBI, the role of individual consumer characteristics or the effect of other customers of the same brand has yet to be investigated.

Against this background, the individual consumer characteristic, which was chosen for the current study, is consumers' need for uniqueness (CNFU) and is defined as "an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity" (Tian, Bearden & Hunter, 2001, p. 50).

The third core area of this thesis are *brand related stereotypes*, namely brand stereotype (BS) and brand buyer stereotype (BBS). A stereotype is an oversimplified and generalized set of beliefs about the characteristics of a social group that tends to be uniform within a given population (Greenwald & Banaji, 1995). To measure the stereotypes examined in the thesis, the Stereotype Content Model (SCM; Fiske, Cuddy, Glick & Xu, 2002) will be used. This model captures the cognitive dimensions of warmth and competence, where warmth reflects the nature of other's intent, and competence reflects the other's ability to enact that intent. Stereotypes were first applied to social groups (Fiske & Taylor, 1991), but research has expanded to apply them to countries (Maheswaran, 1994), brands (Aaker, Vohs & Mogilner, 2010) and brand buyers (Antonetti & Maklan, 2016). Brand stereotype and brand buyer stereotypes capture socially shared and oversimplified set of beliefs about the characteristics of different brands (Kervyn, Fiske & Malone, 2012a) or buyers of a certain brand (Antonetti & Maklan, 2016).

This thesis will connect the mentioned constructs in one study and answer the research question:

How do brand-related stereotypes and consumers' need for uniqueness influence consumer-brand identification?

1.2 Research Gap and Purpose of the Study

The underlying motivation of this thesis is juxtaposing three important research areas in international marketing: brand-related stereotypes, individual consumer characteristics and consumer-brand relationships. More specifically, the thesis seeks to fill four relevant research gaps: (1) to identify if the brand stereotype transfers to the brand buyer stereotype, (2) to verify how customer-to-customer similarity moderates the relationship of BBS on CBI, (3) to examine the joint effects of the brand-related stereotypes on consumer-brand identification, and (4) to establish – under the prediction of self-construal – whether consumer's need for uniqueness or brand buyer stereotype is the stronger driver of consumer-brand identification.

(1) Test of congruency

Brand-related stereotypes were not widely researched in marketing literature yet, but if researched these constructs were examined separately. There is an absence of research about the co-existence and spillover effect between brand-related stereotypes. The intended contribution of this thesis here is to verify how brand stereotype transfers to brand buyer stereotype and through it influence CBI.

(2) Test of conditionality

There is even less research about brand buyer stereotypes than brand stereotypes, as the former was identified more recently. Diamantopoulos, Kolbl and Saracevic (2019) have found an impact of BBS on CBI, but state in their limitations that “identifying key variables that may impose boundary conditions to the observed effects is therefore a promising direction for future research on the factors driving CBI”. Therefore, this study will verify how customer-to-customer similarity (C2CS) moderates the relationship of BBS on CBI.

(3) Test of consistency

Antonetti & Maklan (2016) state that future studies should examine the consequences of BBS for consumer behavior in different domains. As mentioned above, Diamantopoulos et al. (2019) examined the impact of BBS and CNFU on CBI and through it on purchase intention (PI) recently and Kolbl et al. (2019) found that BS competence influences CBI, and through it PI and brand ownership (BOwn). In order to verify these results, this study will analyze how the joint effect of BS, BBS and CNFU influences CBI and through it PI and BOwn.

(4) Test of relative importance

The last research gap this study aims to close is the absence of research about the role of consumer-specific characteristics or the influence of other customers on CBI (Tuškej et al., 2013). More precisely, the thesis will establish – under the prediction of self-construal – whether CNFU or BBS is the stronger driver of consumer-brand identification.

#	Existing research	Intended contribution
1	Absence of research about the co-existence and spillover effect between brand-related stereotypes.	To verify how Brand Stereotype transfers to Brand Buyer Stereotype (Test of congruency).
2	“Identifying key variables that may impose boundary conditions to the observed effects is therefore a promising direction for future research on the factors driving CBI.” (Diamantopoulos et al., 2019)	To verify how customer-to-customer similarity moderates the relationship of Brand Buyer Stereotypes on Consumer-Brand Identification (Test of conditionality).
3	Future studies should examine the consequences of BBS for consumer behavior in different domains (Antonetti & Maklan, 2016).	To verify how the joint effect of Brand Stereotype, Brand Buyer Stereotype and Consumers’ Need for Uniqueness influences CBI (Test of consistency).
4	Absence of research about the role of consumer-specific characteristics or the influence of other customers on CBI (Tuškej et al., 2013).	To verify if Consumers’ Need for Uniqueness or Brand Buyer Stereotypes is the stronger driver of CBI (Test of relative importance).

Table 1: Overview of research gaps and purpose of the study

This thesis will provide brand managers with empirical information on how to (1) use stereotyping in brand communications, as they could deliberately take BS or BBS into account when introducing new campaigns, or (2) strengthen brand preference through CNFU, depending on how the respondents of the sample country score on CNFU. Advertisers should then stress that their products will only be used by individuals striving for unique expression.

1.3 Structure of the thesis

The structure of this master thesis will be as follows:

In **chapter 2** the existing literature about the three core constructs brand-related stereotypes, consumer-brand identification and consumers’ need for uniqueness will be reviewed and discussed. It is especially important to understand the underlying motivations and existing research, as this study is at the intersection of these areas.

Chapter 3 provides the four conceptual frameworks which will be used to analyze and close the research gaps mentioned above. Afterwards, they will be illustrated by developing hypotheses based on existing literature.

Chapter 4 focuses on the research design and methodology of the thesis, including the country of research, the process of data collection and the overview of the construct measures and psychometric properties of all scales used in the questionnaire.

Chapter 5 outlines the quantitative analysis and presentation of the results of the four frameworks, which were conducted to test the respective research hypotheses.

Chapter 6 discusses the intended contribution, more specifically the managerial and theoretical importance of this thesis' results. Additionally, the limitations of this study's research will be shown, followed by a conclusion in **chapter 7**.

2. Literature Review

This section reviews relevant literature of the three core literature streams addressed in this study, i.e. brand-related stereotypes, consumers' need for uniqueness and consumer-brand relationships.

2.1 Brand-related Stereotypes

2.1.1 Stereotype theory and the Stereotype Content Model

Daily people are exposed to an enormous amount of information, which leads them to simplify and generalize their beliefs about everything they encounter by the process of stereotyping (Greenwald & Banaji, 1995). Stereotyping and social categorization have a long history in psychological literature and define the role of stereotypes as cognitive processes which help people to think, feel and act (Cuddy, Fiske & Glick, 2008; McGarty, Yzerbyt & Spears, 2002) or more specifically help them to streamline, organize and systemize information they receive (Tajfel, 1981). Researchers state that stereotyping is inevitable for people's process of categorizing and thinking in order to maintain simplicity and efficiency in their social perception (Dovidio, Glick & Rudman, 2005). According to Macrae, Milne & Bodenhausen (1994, p. 37) these stereotypes act as energy-saving devices which are used as an "important cognitive function of simplifying information processing and response generation."

Stereotypes are defined as "oversimplified and generalized sets of beliefs about the characteristics of a social group" (Greenwald & Banaji, 1995, p. 13) and more specifically these characteristics are assigned to the members belonging to the respective social group (Augoustinos, Walker & Donaghue, 2014). For instance, Fiske et al. (2002) found that housewives are stereotyped as harmless, hence the notion of harmless is applied to every individual belonging to the social group of housewives. According to Taylor (1981) people categorize others as "in-groups" or "out-groups", whereas these groups can be liked or disliked (Fiske et al., 2002).

Fiske et al. (2002) have developed one of the most established frameworks to analyze social stereotypes, which is called the *stereotype content model* (SCM). This model captures two cognitive dimensions, namely *warmth* and *competence*, whereby warmth reflects the nature of

other's intent, and competence reflects the other's ability to enact that intent. Thus, people who are assigned the notions of kind, friendly and good-natured are perceived as warm, whereas people who are associated with the notions of efficient, intelligent and capable are seen as competent. The SCM with its two dimensions is a useful tool which helps to categorize every kind of social group (Chattalas, Kramer & Takada, 2008; Cuddy et al., 2008; Diamantopoulos, Florack, Halkias & Palcu, 2017; Halkias, Davvetas & Diamantopoulos, 2016; Kervyn, Bergsieker & Fiske, 2012b).

Fiske et al. (2002) first applied these stereotypes to social groups, i.e. professions and races. However, researchers have found that "stereotypical associations do not only apply to people, but also to every stimulus object that is ascribed to the stereotypical category" (Halkias et al., 2016, p. 3642). Against this background, researchers have successfully applied these stereotype dimensions to assign stereotypes to different countries (e.g. Maheswaran, 1994; Diamantopoulos et al., 2017) as well as to 'inhuman' objects like brands.

2.1.2 Brand Stereotypes and Brands as Intentional Agent Framework

Starting very early on, brands have a meaning for humans as they grow up with them and sometimes stay with them their whole lifetime (Davvetas & Halkias, 2018). Hence, consumers develop feelings for some brands and can get very attached (MacInnis, Park & Priester, 2009). Or, as Fournier (1998) argues, people can develop a relationship to brands and objects in the same way as they do with human beings. Consequently, brands can act as an additional social entity and can therefore be subjected to stereotyping (Davvetas & Halkias, 2018). In line with this, recent research has already shown that the robust SCM model can be applied to brands, as the consumers' perception of these goes beyond their features (Kervyn et al., 2012a; Kervyn et al., 2012b).

Therefore, brand stereotypes can be defined as a socially shared and oversimplified set of beliefs about the characteristics of different brands (Kervyn et al., 2012a). Considering specific brand stereotypes in order to predict brand preferences or identification with a brand is even essential for further research steps, as it will be difficult to explain why consumers, for example, would rather buy a BMW instead of an Audi even though they originate from the same country, but are surely perceived differently. This socially shared categorization of a brand clearly has similarities with Aaker's (1997) construct of brand personality (Kervyn et al., 2012a), but nevertheless needs to be differentiated from it (Davvetas & Halkias, 2018). The authors see the

important distinction in where the different scales focus on. More precisely, the SCM as a social perception model focuses more on a generic approach on how a given society perceives a target, while Aaker's brand personality construct, as a personality scale, aims for a more detailed understanding of a specific target (Davvetas & Halkias, 2018).

In order to enhance the idea of applying stereotypes to brands, Kervyn et al. (2012a) developed a framework, which introduces brands as intentional agents. This framework is building on the stereotype content model and allows to predict brand preferences by using social perception processes. More precisely, the authors categorize brands in how "well (or ill) intentioned they seem to be, as well as on how able they are perceived to be" (Kervyn et al., 2012a, p. 9). This closely resembles Fiske's two cognitive dimensions of warmth and competence. Brands act as agents and depending on at which of the four intersections they are perceived by people, ill-intentioned/low ability – ill-intentioned/high ability – well intentioned/low ability and well intentioned/high ability, they are seen to act in a purposeful manner (Davvetas & Halkias, 2018).

Brand stereotypes have therefore rightfully gained researchers' attention and have already been subjected to different studies. The construct has been researched as an antecedent (e.g. Aaker, Garbinsky & Vohs, 2012; Bennett, Hill & Oleksius, 2013; Bratanova, Kervyn & Klein, 2015) or as a mediator (e.g. Bennett & Hill, 2012; Ivens, Leisching, Muller & Valta, 2015; Kolbl et al., 2018; Kolbl, Diamantopoulos, Arslanagic-Kalajdzic & Zabkar, 2020). Despite the present research on stereotyping in a branding context, it is yet to be investigated how the interplay with stereotypes of the users of certain brands is.

2.1.3 Brand Buyer Stereotypes

Turning the attention to one of the most important constructs in this thesis, brand buyer stereotypes play an essential role in all four conceptual frameworks. Something, which will be elaborated on in the next chapter. Shedding light onto the phenomenon of BBS is important, as the construct is still underresearched. According to Stokburger-Sauer et al. (2012) consumers use brands as an expression for personal value. Belk takes it a step further and states that possessions facilitate the expression of one's consumer identity (Belk, 1988). The perception of a brand is highly connected to how its buyers are perceived by society (Fennis & Pruyn, 2007). Consequently, the stereotype content model can not only be applied to brands, but also to the users/buyers of the respective brand.

Brand buyer stereotypes are socially shared and oversimplified set of beliefs about the characteristics of typical buyers/users of a certain brand (Antonetti & Maklan, 2016). According to Antonetti & Maklan (2016) users of socially responsible brands are stereotyped as “warm”, because of the stereotypes attached to these users. Mainstream consumers see responsible brand buyers as a dissociative social group and “do not wish to associate with groups who are perceived as ‘nice’” (Antonetti & Maklan, 2016, p. 808). In this context, the authors used brand “warmth” as a mediator in their study. Furthermore, Fennis and Pruyn (2007) found that perceived brand competence carries over to the perceived competence of their respective users. In this study brand competence acted as antecedent, but it is important to highlight that the dimension of competence was not measured with the SCM, but with Aaker’s (1997) ‘Brand personality scale’ (Fennis & Pruyn, 2007).

Despite these two studies and to the best knowledge of the author, there is as yet no further published research on the social perception of brand buyers and how the perception of the brand affects it. Therefore, brand buyer stereotypes are an exciting construct and a novelty to the existing research.

2.2 Consumers’ Need for Uniqueness

As stated before, there is an absence of research about the role of consumer-specific characteristics on consumer-brand identification (Tuškej et al., 2013). To address this issue, the author chose consumers’ need for uniqueness as an individual consumer characteristic for this study.

Consumers’ need for uniqueness is defined as “an individual’s pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s personal and social identity” (Tian et al., 2001, p. 50). The idea behind CNFU is that consumers need to feel different from others and communicate the felt uniqueness to others by acquiring and displaying their possessions (Tian et al., 2001). This concept originates from the theory of uniqueness (Snyder & Fromkin, 1977) and reflects different motivational processes (Tepper, 1997). Tian et al. (2001) developed a multidimensional construct including three interrelated dimensions, in order to conceptualize CNFU as follows:

- (1) Creative Choice Counterconformity (CCC) – reflects goal-directed consumer behavior, where the consumer seeks social differentness from most others, but makes selections that are likely to be considered good choices by these others.
- (2) Unpopular Choice Counterconformity (UCC) – refers to the selection or use of brands that deviate from group norms and thus risk social disapproval, which consumers scoring high on this dimension withstand in order to establish their differentness from others.
- (3) Avoidance of Similarity (AOS) – refers to the loss of interest in possessions that have become popular and avoiding the purchase of brands that are perceived to be commonplace.

2.2.1 Counterconformity Motivation

Understanding that CNFU reflects several motivational processes and mentioning its three manifestations, is important to elaborate on its general underlying motivation, which is counterconformity itself (Nail, 1986). Counterconformity motivation is “a motivation for differentiating the self via consumer goods and the visual display of these goods that involves the volitional or willful pursuit of differentness relative to others as an end goal” (Tian et al., 2001, p. 52). According to Tian et al. (2001) the concept of CNFU is to incorporate the enhancement processes of self-image and social image, which in combination with the counterconformity motivation differentiates it from other similar constructs. Compared to the idea of ‘willingness to be individuated’, which has several different underlying motivations (Maslach, Stapp & Santee, 1985), CNFU is more specific. CNFU is also to be differentiated from the concept of ‘independence’, which does not aim for social differentness, but can randomly result in it (Nail, 1986).

Diamantopoulos et al. (2019) are the first to investigate CNFU as a driver of consumer-brand identification. This study aims to underline the findings and additionally test the observed effect under boundary conditions.

2.3 Consumer-Brand relationships

Traditionally, brands were seen as mere material possessions (Sichtmann, Davvetas & Diamantopoulos, 2018), helping consumers to distinguish one good from another (Kotler, 2001). This view changed over time and research has shown that brands can additionally act as quality signals (Erdem, Swait & Valenzuela, 2006), be active sociocultural entities (Arnould & Thompson, 2005) or even be part of a consumer's extended self-concept (Belk, 1988). In the latter view, consumers see brands as part of their self-identity, Belk's "we are what we have" idea. This idea where brands and its products are more than mere possessions for its users lead researchers to investigate a new research area called brand relationship theory, where Fournier (1998) set the grounds and argued that brands can act as relationship partners. Starting to perceive brands as an 'human entity' with which people bond, drew the attention of researchers who started to explore and define several new constructs in order to describe the consumer-brand relationship.

Social identity theory helps us understand why people identify with others in the first place (Kolbl et al., 2019), and by humanizing brands, "brands can represent self-relevant categories with which customers identify and because meaning can be transferred between brands and the self" (Lam et al., 2010, p. 129). In order to capture the connection between consumers and brands, different constructs have been established, from which one of the most prominent, is consumer-brand identification, namely "consumer's perceived state of oneness with a brand" (Stokburger-Sauer et al., 2012, p. 407).

2.3.1 Consumer-Brand Identification

Literature does have several different definitions for a consumers' identification with a brand, from which the two main literature streams for consumer identification focus on: the sociological and psychological approach (Tuškej et al., 2013). According to Ravasi & van Rekom (2003) sociological approaches interpret structures within which the identification process unfolds, while psychological approaches illuminate the corresponding processes at the level of the individual. Sociological or interpretative approaches try "to explain consumer behavior as an important part of construction of self" (Tuškej et al., 2013, p. 54; Belk, 1988). On the other hand, the psychological approach, which derived from social psychology, defines the level of CBI "as the degree to which the brand expresses and enhances consumers' identity" (Kim, Dongchul & Aeung-Bae, 2001, p. 196). Furthermore, CBI can be conceptualized with a

focus on the affective attachment to a brand (Sichtmann et al., 2018), or as Carlson, Suter & Brown (2008) argue, with a cognitive approach, which states that CBI is the overlap between a consumer's self-schema and the one of the brand. This thesis defines the identification of a consumer with a brand as a "cognitive reflection of the consumer-brand bond" (Sichtmann et al., 2018, p. 3).

Stokburger-Sauer et al. (2012) developed consumer-brand identification as a new construct in order to connect all the fragmented knowledge prior research already established about different kinds of consumer-brand relationships. It is essential to mention that Stokburger-Sauer et al.'s CBI is viewed as a cognitive representation. Furthermore, the paper researches six different drivers of CBI, three cognitive and three affective ones. Moreover, in their conceptual framework, CBI acts as a mediator and brand loyalty and brand advocacy are the final outcome variables. After establishing the CBI scale, various drivers and outcomes of CBI were identified.

3. Customer-to-customer similarity

The image of a brand is, among others, usually determined by a stereotype of the generalized users of the brand (Aaker, 1997; Karaosmanoglu, Bas & Zhang, 2011). Hence, the perceived similarity of a consumer with the typical users of a brand can be seen as driver which attracts consumers to a brand (Karaosmanoglu et al., 2011). Customer-to-customer similarity is defined as self-perceived similarity to other buyers/users of a brand (Brocato, Voorhees & Baker, 2012). In line with that, Smith (1998) argues that similarity itself refers to a degree where group members are alike in personal attributes or other characteristics, like psychographic traits (Shen Huang, Chu & Liao, 2011). According to Karaosmanoglu et al. (2011) people become attached to a company, if they perceive a high similarity to its respective customers and similarly form relationships with brands whose buyers' characteristics are seen to be congruent with one's self-concept (Escalas & Bettman, 2003). Finally, Elbedweihi et al. (2016) positively linked customer-to-customer similarity to consumer-brand identification.

3. Conceptual Frameworks and Hypotheses

This section will provide the four conceptual frameworks, reflecting the four research gaps in order to keep it easy to follow. Table 2 gives a short overview about the models. In addition, the hypotheses for each framework will later be developed using this theoretical background.

#	Type of test	Main constructs of interests	Conceptual framework	Questions to be answered
1	Test of congruency	BS, BBS, CBI		Does BS transfer to BBS and through it influence CBI?
2	Test of conditionality	BBS, C2CS, CBI		How does C2CS moderate the relationship between BBS and CBI?
3	Test of consistency	BS, BBS, CNFU, CBI		How does the joint effect of BS, BBS and CNFU influence CBI?
4	Test of relative importance	BBS, CNFU, CBI, SC		Under the prediction/condition of SC, who is the stronger driver of CBI? BBS or CNFU?

Table 2: Overview of conceptual frameworks of this study

3.1 Test of congruency – Brand and brand buyer stereotype as drivers of CBI

The first conceptual model of the thesis will be tested with PROCESS macro for SPSS, which was developed by A. F. Hayes. A simple mediation model, which corresponds to model 4 in PROCESS, will be used in order to find out if brand stereotype will transfer to brand buyer stereotype and through it influence consumer-brand identification. By using this mediation model for the first framework, two pathways can be determined:

$$\text{Indirect effect of } X \text{ on } Y \text{ through } M_i = a_i b_i$$

$$\text{Direct effect of } X \text{ on } Y = c'$$

To the best knowledge of the author, this is the first study to research if brand stereotypes transfer to its brand buyers. As mentioned in the literature review before, the social perception of a brand transfers to its users (Antonetti & Maklan, 2016) and personality traits of a brand transfer to the perception of the brand's owner (Fennis & Pruyn, 2007). Besides the existing research, it is important to understand the possible underlying mechanism for this transfer.

Diamantopoulos, Schlegelmilch and Palihawadana (2011) researched the relationship of country image and brand image as drivers of purchase intention. The researchers found out that country image indirectly influences purchase intention through its impact on brand image. This result is supported by the term of “irradiation perspective”, which refers to “a subjective interlinkage of perceptions whereby the evaluation of a specific property transfers to the evaluation of another property and influences latter” (Florack, Scarabis & Primosch, 2007, p. 347). More precisely, this means that under an irradiation perspective, the stereotypes of Apple can directly impact the stereotypes of Apple users and that would in turn influence purchase intention.

Consumers identify with brands which enable them to express their sense of self (Bhattacharya & Sen, 2003), even though it is not an ‘interpersonal’ relationship, brands “can take the role of the ‘other’ with whom the consumer identifies, especially if consumers animate, humanize or somehow personalize the brand” (Stokburer-Sauer et al., 2012, p. 346). Furthermore, previous research already established, that scoring high on the two dimension of BS results in favourable brand emotions and through it positively affect attitudinal and behavioural responses (Ivens et al., 2015). Kervyn et al. (2012a) agree with that and argue that high warmth and competence

are highly desirable stereotypes for a brand. More specifically, according to Stokburger-Sauer et al. (2012) perceiving a brand as warm is a key determinant of CBI and therefore a strong candidate for identification. On the other hand, Valta (2013) found that the perception of competence significantly affects brand-relationship quality and Kolbl et al. (2019) argue that brands which are perceived as credible are more likely to be purchased by consumers. Thus, it is hypothesized that:

H1: Brand Stereotype (a) competence and (b) warmth transfer to its respective Brand Buyer Stereotype and through it have a positive impact on CBI.

3.2 Test of conditionality – Customer-to-customer similarity's impact on BBS and CBI

The second framework of this study will also be tested with PROCESS and corresponds to model 1, which is a simple moderation. By using this model, the research question how customer-to-customer similarity moderates the relationship between brand buyer stereotype and consumer-brand identification is answered.

Besides Diamantopoulos et al. (2019) the direct link between brand buyer stereotypes and consumer-brand identification has not been researched yet. The authors find that the competence dimension of BBS positively influences CBI, whereas the warmth dimension did not have a significant impact. This result is at odds with Stokburger-Sauer et al.'s (2012) argument that warmth is the significant drivers of CBI. Therefore, as already hypothesized in H1, it is postulated that high competence and high warmth are desirable characteristics for a brand and its buyer.

People form relationships with brands whose buyers they can identify themselves with (Escalas & Bettman, 2003). Hence, the stronger consumers can identify with this reference group and the higher they perceive a similarity with them, the stronger the identification with the brand is, thus:

H2: Customer-to-customer similarity strengthens the link between BBS (a) warmth and (b) competence and CBI.

3.3 Test of consistency – Brand-related stereotypes and CNFU as drivers of CBI

"How does the joint effect of brand stereotype, brand buyer stereotype and consumers' need for uniqueness influence CBI?" is the third research question to be answered. This conceptual framework will test already existing links in research, in order to empirically test their consistency.

The first relationship to be investigated here is the direct link between BS and CBI. In H1 it is argued that both dimensions of BS transfer to BBS and through it influence CBI. Kolbl et al. (2019) researched the direct influence of BS on CBI and found that only the warmth dimension is a significant driver, which contradicts previous research (e.g. Valta, 2013; Halkias et al., 2016), but is in line with Stokburger-Sauer et al.'s (2012) finding. Moreover, research has shown that brand warmth has a stronger impact on behavioral outcomes than brand competence (Kolbl et al., 2020). Kolbl et al. (2020) found that brand warmth positively impacts functional and emotional value, and through it increase PI and higher brand ownership. Brand competence on the other hand, impacts functional value, but fails to communicate joy from buying the brand, and hence does not enhance purchase intention (Kolbl et al., 2020). Therefore, and bearing in mind that Kolbl et al. (2019) were the only ones yet to investigate the direct impact of stereotypical assessments of brands on CBI, it is argued that if researched the direct link without BBS acting as mediator:

H3: BS (a) warmth will positively impact CBI, but (b) competence will not have a direct effect on CBI.

Second, the direct impact of BBS on CBI is to be investigated in this framework. Diamantopoulos et al. (2019) researched the direct link of BBS on CBI and found the competence dimension to be a significant antecedent, but not warmth. Consumers who find being stereotyped as warm to be not desirable is in line with previous research (e.g. Antonetti & Maklan, 2016). However, as already argued in H2, if consumers can generally identify with the 'others' and perceive similarities with the brand buyers' characteristics which are congruent with their self-concept, they tend to become attached to that brand (Karaosmanoglu et al., 2011; Escalas & Bettman, 2003), no matter which characteristics they identify with. Thus, it is postulated, even without customer-to-customer similarity as moderator, that:

H4: BBS (a) warmth and (b) competence will have a positive impact on CBI.

The third and last relationship to be researched in this framework is how the three dimensions of consumers' need for uniqueness influence consumers' identification with the brand. According to Brewer (1991) the need for identification is motivated by self-definitional needs. Hence, Stokburger-Sauer et al. (2012) state that feeling relatively unique, is one of these motivations. As mentioned before, Diamantopoulos et al. (2019) were the first and only ones yet to directly link CNFU to CBI. The authors found the dimensions of CCC and UCC to be significant as drivers of CBI, but AOS was not found to have an impact. As the purpose of this framework is to proof consistency with previous research, it is hypothesized that:

H5: CNFU (a) CCC and (b) UCC will have a positive impact on CBI, but (c) AOS will not be a significant driver of CBI.

3.4 Test of relative importance – BBS and CNFU as drivers of CBI under the prediction of self-construal

The last conceptual framework answers the question who – under the condition of self-construal – is the stronger driver of consumer-brand identification: brand buyer stereotype or consumers' need for uniqueness.

The concept of an individual's *interdependent* and *independent* self-construal was introduced by Markus and Kitayama (1991) and the power of these constructs for cognition, emotion and motivation was highlighted. The authors bounded these two self-views in relation to the collective (Markus & Kitayama, 1991), whereas the interdependent self-construal is defined as a self-image emphasizing connectedness, social context and relationships and the independent self-construal on the other hand is seen as a self-image stressing separateness, internal attributes and uniqueness of individuals (Singelis, 1994). Consequently, the independent view can be found in the West, whereas in many non-Western countries people hold an interdependent view (Markus & Kitayama, 1991). A similar and prominent differentiation between cultures has been introduced by Hofstede (1980) where the concepts of individualism and collectivism play important roles. Individualism can be found in more western societies and collectivism in more

eastern societies, which are the same regions, where both types of self-construal are the predominant self-view (Markus & Kitayama, 1991). Singelis (1994) argues that both self-images can coexist in one individual.

This study is the first to investigate these two drivers of CBI under the prediction of self-construal. Diamantopoulos et al. (2019) did research whether CNFU or BBS has a stronger impact on CBI and found CNFU to be the stronger predictor, but using self-construal as condition helps to understand the consumer behavior even more. Bearing in mind that the thesis' study took place in Germany, which is perceived as a highly individualistic country, it is postulated that:

H6: For (a) low independent people BBS will be the strongest driver of CBI, and for (b) high independent people it will be CNFU.

H7: People who score (a) low on interdependence CNFU will be the strongest driver of CBI and for people who score (b) high on interdependence BBS will be.

As mentioned before, not only drivers of CBI will be investigated, but also the impact of CBI on purchase intention and through it on brand ownership. These linkages will be tested, but not formally hypothesized as previous research has already proven that CBI positively impacts PI and through it brand ownerships (e.g. Kolbl et al., 2019; Sichtmann et al., 2018, Tuškej et al., 2013).

4. Design and Methodology

This chapter provides an overview of the approach that was designed for the research study of the thesis. The research design and the choice of the chosen brands, which were selected for the study, will first be presented. Second, the country of research will be described, followed by the data collection process and the validity and reliability of the measures used. Third, the sample of the study with respect to its generalizability will be presented.

4.1 Research Design and Global brands selection

In order to investigate how brand-related stereotypes and consumers' need for uniqueness influence consumer-brand identification, a quantifiable survey research was designed and conducted in Germany (see 4.2 for the choice of country). This methodological approach allows to obtain primary quantitative data and samples tend to be large and representative of the target population. An online survey was chosen as a research method, major considerations for this employment were on the one hand the distance, secondly the ease of access and finally the comparatively low costs (Babin & Zikmund, 2015). Bearing in mind that online surveys often lack response quality and have sampling problems, an online crowd sourcing agency was instructed in order to meet a certain quota in age, gender and to make the results generalizable.

The questionnaire was implemented using a professional software tool called SoSci Survey (www.soscisurvey.de). A link was generated, which could be distributed to the crowd sourcing agency. More specifically, the thesis uses a between-subjects design with random allocation of a brand to the respondents. Participants of the online survey were randomly allocated to one of the 60 questionnaires, which were slightly adapted depending on which brand it represented (see Table 4 for an overview of all selected brands).

In order to be able to obtain empirical evidence supporting brand stereotypes, the 60 most valuable global brands were chosen from the Interbrand Best Global Brands 2018 (Interbrand, 2018). It was decided to exclude business-to-business products and choose 'consumer-friendly' products to ensure that the respondents will know the brand and can therefore stereotypically assess them. 'Real' brands were deliberately chosen as they foster external validity and enhance managerial relevance. The final brand selection represents eleven different product categories:

Alcoholic beverages (6)	Food (5)
Apparel (2)	Luxury goods (9)
Automobiles (14)	Sports articles (2)
Beverages (5)	Technological products (4)
Electronics (5)	Others (3)
FMCG (5)	

Table 3: Overview of product categories represented by all brands

As mentioned before, the global brands were selected from Interbrand's "Best Global Brands 2018" ranking and originally consisted of 100 brands. The author reduced it to 60 brands and a list of all brands selected is displayed as follows:

Apple	IKEA	Adidas	Ferrari
Amazon	Gillette	Porsche	Tiffany & Co.
Coca-Cola	H&M	Kellogg's	Jack Daniel's
Samsung	Pampers	Canon	Corona
Toyota	Hermès	Siemens	KFC
Mercedes-Benz	Budweiser	Starbucks	Heineken
McDonald's	Ford	Danone	MINI
BMW	Hyundai	Sony	Dior
Disney	NESCAFÉ	Nestlé	Harley-Davidson
Nike	Gucci	Colgate	Burberry
Louis Vuitton	Nissan	Cartier	Prada
Honda	Volkswagen	Huawei	Sprite
Pepsi	Audi	Kia	Johnnie Walker
Chanel	Philips	LEGO	Hennessy
Zara	L'Oréal	Panasonic	Nintendo

Table 4: Overview of all selected global brands for the study

4.2 Country of research

As Germany is the source country for my sample, it will shortly be introduced in the following. The goal is to construct a compelling argument, that my sample adequately captures the variance of this country.

In 2019, the population of Germany was 83.1 million (The World Bank, 2020; OECD Better Life Index 2020). Germany has a very significant role on the international playground and with a GDP of 3.861 trillion US dollars in 2019 it is the 4th biggest economy in the world, standing only behind the United States, China and Japan (The World Bank, 2020). As one of the richest European countries, Germany's economic performance for the past decade was very strong with a record low in the unemployment rate (International Monetary Fund, 2019). Furthermore, according to the "Global Competitiveness Index 4.0 2019", which measures national competitiveness on the base of the set of institutions, policies and factors that determine level of productivity, Germany ranks 7th out of 141 economies (World Economic Forum, 2019). German citizens enjoy a high living standard and live in a very stable economy.

Despite the economic strength, there are several other aspects which highly improve living standards in Germany. According to the OECD's Better Life Index, Germany performs very well in different measures of well-being. For instance, Germany ranks above average in education, work-life balance, jobs and earnings, income and wealth, health status and personal security (OECD Better Life Index, 2020). More specifically, about 75% of people between 15 to 64 years have paid work (OECD average at 68%) and the average household income per capita is 34.297 US dollars a year (OECD average at 33.604). Moreover, good education of its citizens is given a high priority by its policy makers. A percentage of 87 of citizens between 25 to 64 years have successfully completed the upper secondary education, which is higher than the OECD average of 78%. Generally speaking, German people are on average happier with their lives than the citizens of other OECD countries. They score a 7.0 on their satisfaction with life (scale from 1-10), whereas OECD average is 6.5 (OECD Better Life Index, 2020).

Finally, in 2019 95 percent of the share of households in Germany had access to the internet, which presents a high internet penetration (Statista, 2020a), making an online survey a reasonable tool of choice. Additionally, in 2018 Germany ranked 6th in the KOF Globalisation

Index (ETH Zurich, 2020), which indicates that all selected global brands tend not only to be known and accessible in Germany, but German citizens are also willing to buy them.

4.3 Data Collection

In this section the development of the questionnaire will be presented, followed by the process of the data collection and finally the data cleaning process is described.

Questionnaire Development

After deciding on the final conceptual frameworks, the constructs and scales to measure the different variables were chosen. As the original scales are in English, the questionnaire template was firstly designed in English and afterwards translated into German by the author. These translations were all checked upon and translated backwards. An overview of all used scales in English and German is in Appendix A. Besides the language of the survey, the order of the scales and items plays an important role. For instance, the dependent or outcome variables were asked in the beginning of the questionnaire, followed by the antecedents and in the end socio-demographic questions were asked. The final questionnaire was tested in a pre-test with two different brands, namely Nike and Huawei, in order to test the understanding of the questions and to stop the time and see how long it takes to complete it. The pre-test was conducted from April 10th to April 14th 2019 and the total sample size was 62 ($N_{\text{Nike}} = 31$, $N_{\text{Huawei}} = 31$). The pre-test included a feedback section in the end, where respondents could make suggestions for improvements. To ensure high quality of the final data set, two attention checks were used in between the questionnaire and an additional marker variable. Appendix B presents the final questionnaire in German and English.

Data Collection

The survey of the final questionnaire took place from 2nd to 9th of July 2019. The data collection was conducted in an online survey, which brings several advantages with it. First, there is no interviewer bias, data can be collected in a short time period and the questionnaire design is highly flexible. More specifically, attention checks, filter questions or different graphics can be included. Furthermore, the response time can be measured, different question types can be applied and respondents are required to fill out every question resulting in no exclusion due to

non-response. Respondents were not allowed to skip any questions or pages, which was important as brand stereotype and brand buyer stereotype assessment were presented on different pages.

SoSci Survey was used to design the questionnaire, because the software allows the user to program everything with the PHP and/or HTML code, which provides the possibility to adapt the questionnaire to its specific needs. For this thesis this customization was very important, as 60 different brands were chosen and therefore 60 different questionnaires needed to be designed. Using SoSci it was possible to code these 60 different variations within one generated link. Moreover, SoSci enables the user to (1) randomly allocate a respondent to one of the brands, (2) randomize scale order within one page or item order within one scale (e.g. for some respondents BS was the first stereotype to assess and then BBS and for others vice versa), (3) set a certain page order, (4) highlight verbal cues (e.g. iterative or bold) or (5) assign an anonymous ID to each respondent.

After the questionnaire was set up under a single link, respondents were recruited using Clickworker (www.clickworker.com). Clickworker is a German based crowd sourcing panel, which provides the possibility to collect high-quality data within a few days and, above all, helped to meet a certain quota regarding age and gender. This way, the results are generalizable and representative for Germany. The SoSci link was distributed to Clickworker and a sample size of 600 respondents was instructed. Germans, above 18 years of age, were defined as the target group.

Data set cleaning

As mentioned before, respondents were not able to skip pages or questions in order to avoid exclusion due to non-response. Furthermore, respondents were only paid by Clickworker if they successfully completed the questionnaire and everyone having an account at Clickworker could only participate once. Despite this non-fulfillment criteria, the final data set was still cleaned in order to achieve the highest possible quality regarding the sample. First, all respondents who did not indicate that they are German were excluded. Second, everyone who failed one of the two attention checks were removed. Third, people who discontinued while filling out the questionnaire were deleted and finally, all respondents who answered 'too fast' or had certain patterns got excluded. In order to define who answered too fast, various people were asked to

fill out the questionnaire as fast as possible, but still read the questions and answer correctly. Hence, a minimum time of 150 seconds was figured to correctly answer the whole questionnaire and all respondents who answered faster than 150 seconds were deleted. Regarding patterns, for instance, respondents who only selected one number during the whole questionnaire, indicating non-correct answers, were excluded. After the process of cleaning the data set, a final sample size of 560 respondents could be used for further analysis.

4.4 Construct Measures and Psychometric Properties

This section provides an insight into the scales used in the questionnaire and the validity and reliability of these scales.

Measures

In order to conduct the online survey, several established measurement scales from existing marketing literature were used in their original way of wording or in an adapted way to fit the research goals. The online questionnaire incorporated different measurements in order to research the constructs of interest: brand-related stereotypes (e.g. both dimensions of BS and BBS) and consumers' need for uniqueness (CCC, UCC and AOS) as independent variables, consumer-brand identification and purchase intentions as outcome variables, customer-to-customer similarity as moderator and finally self-construal (independent and interdependent) as control variable. The full overview of the used scales, their items and their sources are presented in Appendix A. All scales were translated from English into German, as Germany was the country of study.

The measurement of the brand-related stereotypes was based on the established model for stereotyping of Fiske et al. (2002). The scale of brand and brand buyer stereotypes was distinct from all the other scales used in this questionnaire as it was a 5-point Likert scale, anchoring at 1 = not at all and 5 = extremely. Nine notions (four competent and five warm) had to be assessed by the respondent. The other independent variable, CNFU, was measured in three different parts, respectively CCC, UCC and AOS, with Ruvio, Shoham & Brencic's (2008) short-form scale. Each dimension was measured with four different items and on a 7-point Likert scale. For the third conceptual framework CCC, UCC and AOS were used as individual constructs in

order to see which dimension influences CBI or not, but for the fourth framework, a CNFU_overall variable was calculated to facilitate the analyses.

Regarding the outcome variables, CBI was measured with Stokburger-Sauer et al.'s (2012) four-item scale and purchase intention was captured with the 3 items of Putrevu and Lord's (1994) scale. Both were assessed on a 7-point Likert scale.

The moderating variable of customer-to-customer similarity was operationalized by the three-item scale introduced by Sirgy et al. (1997). D'Amico & Scrima (2016) recently developed a shortened 10-item scale, which was originally a 24-item scale from Singelis (1994). For this thesis the short scale was used, with five items reflecting independent cues and five items interdependent cues. The 7-point Likert scale was also used for these two constructs and all 7-point scales anchored at 1 = totally disagree and 7 = totally agree.

Validity and reliability

To minimize measurement errors, all scales needed to be checked for reliability and validity before the calculation of the summated scale score, even though the constructs used have already been established by existing literature. According to Field (2013), reliability is defined as if the same result occurs over time after several measurements, and validity is met when the measurement measures what it is supposed to measure.

Table 5 shows all measured constructs, their number of items, Cronbach's alpha, total variance explained and the Kaiser-Mayer-Olkin measure. Cronbach's alpha is used to measure the reliability of one-dimensional scales and can range from zero to one. Besides the two self-construal constructs, all constructs score higher than 0.7 at Cronbach's alpha, which indicate a high internal consistency, a high intercorrelation and a good reliability (Dunn, Baguley & Brunsden, 2014). The Cronbach's alpha value of SC_Independent (0.686) and SC_Interdependent (0.694) is only slightly below 0.7, therefore still acceptable.

In order to apply a dimension reduction technique to group the items of each scale into one composite variable (and therefore achieving a manageable size), principal components analyses (PCA) has been run. This exploratory factor analysis is used to test if the composites fulfill following assumptions: (1) The total variance explained by the factors should be above 60-

65%, (2) the Kaiser-Meyer-Olkin (KMO) test of sampling adequacy needs to be higher than 0.5, (3) the Bartlett's test of sphericity has to be significant, in order to verify intercorrelation among variables) and (4) the determinant of the R matrix should be greater than 0.0001 to exclude multicollinearity issues. In addition, Kaiser's criterion of eigenvalues, which should be > 1 , and the total variance explained by the extracted factor, which should not score below 0.5, were applied. Finally, the factor loadings, which represent the correlations between an item and a factor were checked and should be 0.4 or higher.

The PCA was conducted for all constructs in the research and results show that the majority met the before-mentioned assumptions and consequently could be transformed into composite variables for the subsequent analysis. Only the two dimensions of self-construal had issues meeting all assumptions. The interdependent self-construal has a total variance explained of 45,36%, which is rather low. However, this is only slightly below the threshold of 0.5 and as all other assumptions are met, this is not a strong violation of the assumption. Regarding the independent self-construal, there was a bigger issue as Cronbach's alpha value was only 0.571. The items loaded on two factors leading to the reduction of five items to two in the end. Only the items "I act the same way no matter who I am with" and "I act the same way at home that I do at school (or work)" were grouped for the final composite, resulting in a Cronbach's alpha value of 0.686 and a total cumulative percentage of explained variance of 76,08% (58,13% before).

As mentioned before, for the last conceptual framework an additional construct of CNFU_overall was formed. This construct is not unidimensional (consists of three dimensions) and therefore the reliability needs to be assessed in another way. More specifically, Nunnally's (1978) linear combination procedure was used, resulting in a reliability of linear combination of 0.9519.

Construct	No. of items	Cronbach's alpha	% of variance	KMO
PI	3	0.929	87,61%	0.746
CBI	5	0.973	90,43%	0.877
C2CS	3	0.966	93,55%	0.779
BS_competence	4	0.868	71,93%	0.823

BS_warmth	5	0.914	74,40%	0.897
BBS_competence	4	0.878	73,39%	0.828
BBS_warmth	5	0.910	73,63%	0.892
CNFU_CCC	4	0.920	80,73%	0.841
CNFU_UCC	4	0.885	74,40%	0.819
CNFU_AOS	4	0.934	83,50%	0.858
LI	4	0.795	62,33%	0.779
GI	4	0.818	65,57%	0.770
SC_Independent	2	0.686	76,08%	0.500
SC_Interdependent	5	0.694	45,36%	0.765

Table 5: Overview of construct measures and psychometric properties

4.5 Sample description

The final sample of the study consisted of 560 German respondents. Table 6 gives a detailed overview of the sample's socio-demographic profile.

Socio-demographic variable	Frequency	Percentage
<i>Gender</i>		
Female	284	50,7%
Male	276	49,3%
<i>Age</i>		
18 – 29	125	22,3%
30 – 39	136	24,3%
40 – 49	147	26,3%
50+	152	27,1%
<i>Income (€/month)</i>		
less than 800	107	19,1%
800 – 1499	126	22,5%
1500 – 2500	194	34,6%
more than 2500	133	23,8%

<i>Level of education</i>		
High school	100	17,9%
Apprenticeship	201	35,9%
University degree	248	44,3%
Others	11	2,0%
<i>Place of residence</i>		
City	344	61,4%
Rural area	216	38,6%
<i>Occupation</i>		
Self-employed	152	27,1%
Employed	300	53,6%
Retiree	31	5,5%
Pupil/Student	77	13,8%

Table 6: Overview of the sample description

Regarding the representativeness of the sample, and therefore the generalizability of the research results, in 2019 the German population consisted of 50,7% females and 49,3% males (Statista, 2020b), which is the exact percentage as in the sample. Regarding the age distribution of Germany in 2019, 14% were aged between 18-29, 13% were 30-39 years old, 12% aged 40-49 and 45% were 50 or older (Statistisches Bundesamt, 2020). The age distribution of the sample does not exactly represent these numbers, but the first three age groups are equally distributed (22%, 24% and 26%) like in reality and the 50+ group is the biggest age group with 27,1%. The level of education reflects OECD's Better Life Index, as 98% of the sample indicated to have at least a high school degree. Finally, regarding the place of residence, in 2020 76% of the German population is urban and 24% rural (worldometers, 2020). In the sample the majority of respondents live in the urban area (61,4%).

5. Presentation and Analysis of the Results

This chapter presents the findings of the quantitative analyses of the empirical study conducted in the master thesis.

5.1 Test of congruency – a mediation analyses

Hypothesis 1 predicts that the link between brand stereotype and consumer-brand identification is mediated by brand buyer stereotypes. This framework was tested with the PROCESS command which is considered to be the best tool to measure mediation and moderation (Field, 2013).

The analyses were run with BS as predictor, BBS as mediator and CBI as outcome variable. Two simple mediation analyses were conducted, (a) first with the dimension of competence and then (b) with the dimension of warmth, with the other dimension as control variable.

For the competence dimension, several significant effects were found. First, BS competence positively influences BBS competence ($\beta = 0.692$, $p = 0.000$), which was found to be positively related to CBI ($\beta = 0.375$, $p = 0.000$). There was no significant direct effect of BS competence on CBI, resulting in a full mediation model. To verify if the indirect effect was significant, the bootstrap confidence interval was checked and should not include zero. If this is the case, the indirect effect would be significant. In this mediation model, the indirect effect could be proofed significant as the corresponding bootstrap confidence interval was completely above zero (0.1409 to 0.3868), resulting in a significant indirect effect of $0.692 (0.375) = 0.259$. Consequently, BS competence transfers to BBS competence and through it positively impacts CBI, so H1_a is supported.

Figure 1 shows the statistical diagram of the simple mediation model with the control variable. All significant links are in orange color.

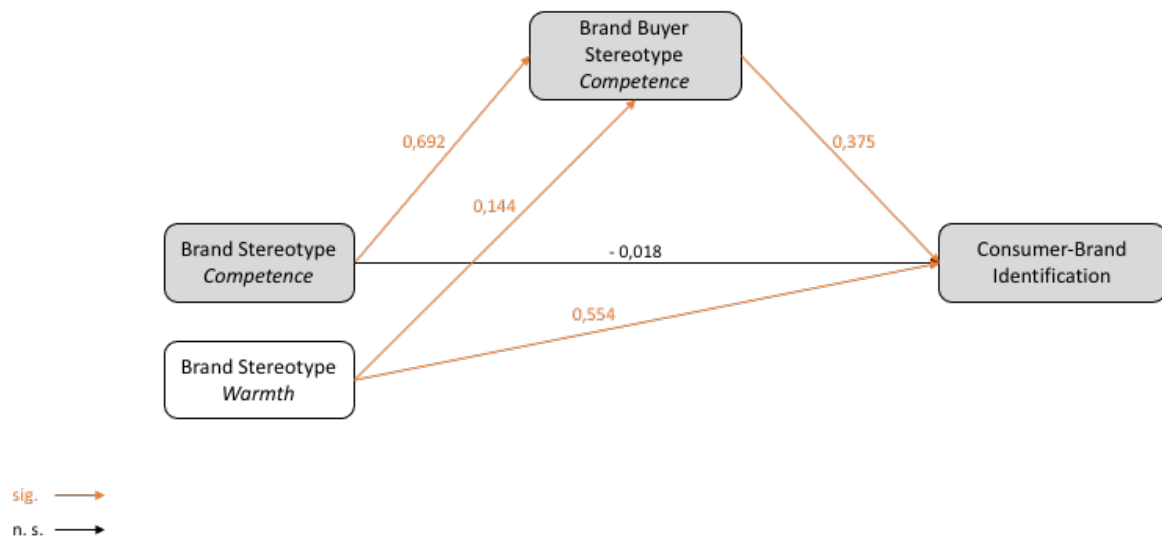


Figure 1: Hypothesis 1 – Link between BS competence and CBI mediated by BBS competence

Turning attention to the dimension of warmth, BS warmth has a significant impact on BBS warmth ($\beta = 0.770$, $p = 0.000$), and BBS warmth positively influences CBI ($\beta = 0.385$, $p < 0.001$). In addition, BS warmth had a positive influence on CBI ($\beta = 0.312$, $p < 0.005$). Therefore, this model presents a partial mediation with a significant direct effect of BS warmth on CBI and a significant indirect effect ($b = 0.296$, CI 0.1182 to 0.4818) of BS warmth on BBS warmth and through it on CBI. Hence, H1b is also supported.

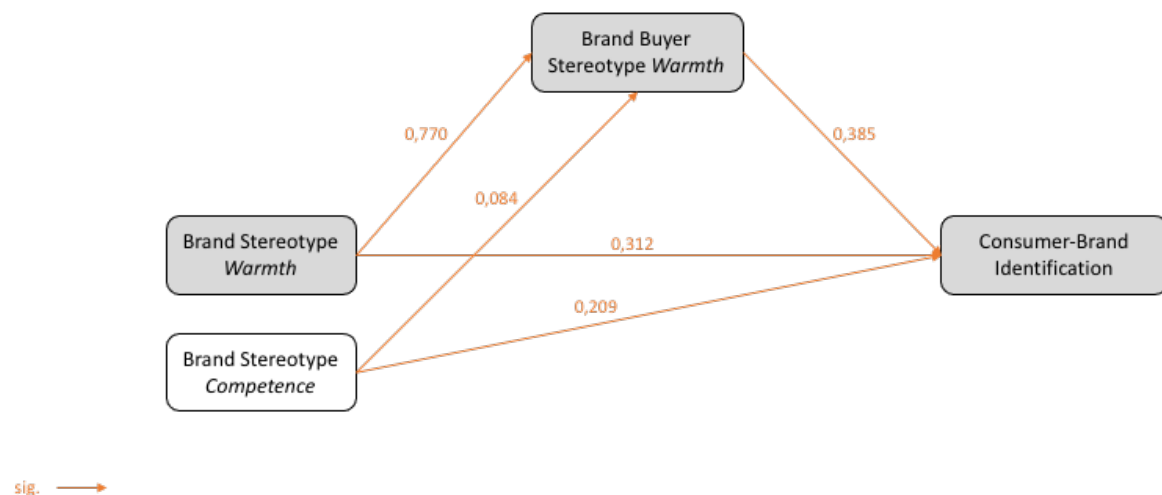


Figure 2: Hypothesis 2 – Link between BS warmth and CBI mediated by BBS warmth

5.2 Test of conditionality – a moderation analyses

With the objective to investigate the boundary conditions which affect the strength of the relationship of brand buyer stereotypes and consumer-brand identification, two simple

moderation models were conducted with PROCESS. Hypothesis 2 predicts customer-to-customer similarity as moderator.

In order to investigate H2a, customer-to-customer similarity was tested as moderator for the relationship between BBS warmth and CBI. The moderation analysis showed a significant interaction effect ($b = 0.109$, $p = 0.000$) and the conditional effect of X on Y at different levels of C2CS also showed a significant positive relationship between BBS warmth and CBI at high values of the moderator ($b = 0.342$, $p = 0.000$). Hence, H2a is supported and customer-to-customer similarity strengthens the link between BBS warmth and CBI.

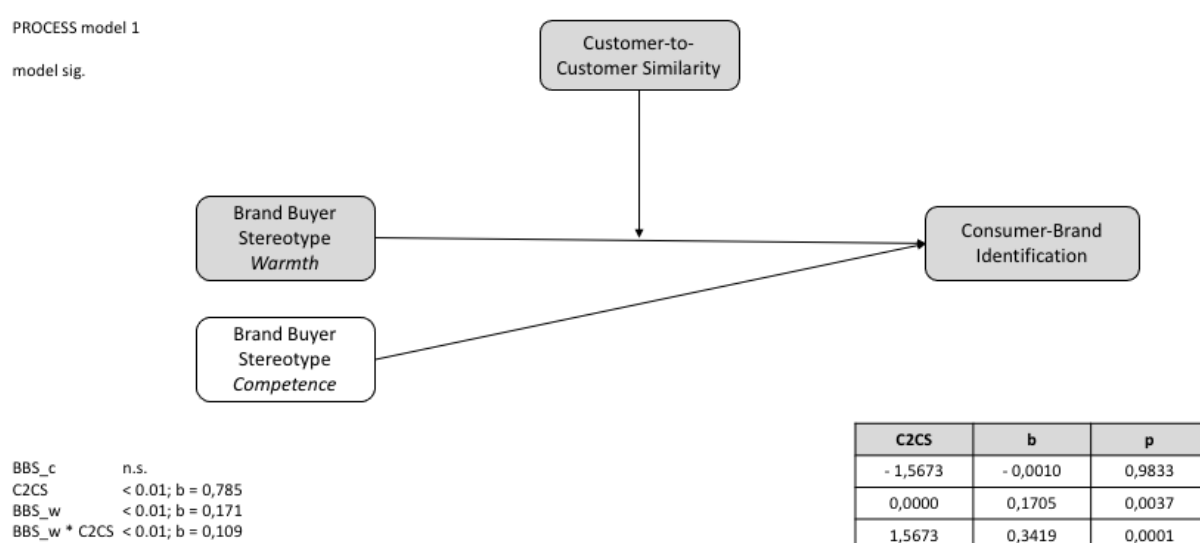


Figure 3: Hypothesis 3 – Link between BBS warmth and CBI moderated by C2CS

Regarding the second moderation analysis, BBS competence was used as predictor, while moderator and outcome variable stayed unchanged. The interaction effect between BBS competence and C2CS was significant again ($b = 0.111$, $p = 0.000$). The examination of the simple slopes (low, mean and high values of the moderator) showed that at high levels of customer-to-customer similarity, there was a significant positive relationship between BBS competence and CBI ($b = 0.342$, $p = 0.000$). Thus, H2b is also supported and C2CS is found to positively moderate the relationship between BBS competence and CBI.

PROCESS model 1
model sig.

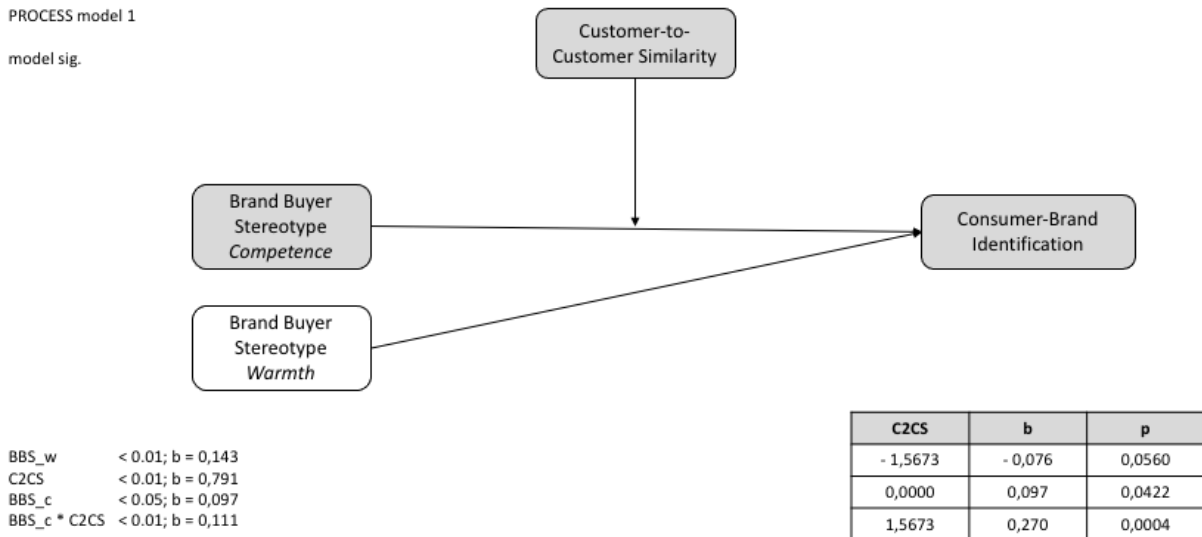


Figure 4: Hypothesis 4 – Link between BBS competence and CBI moderated by C2CS

5.3 Test of consistency – a hierarchical regression

In order to investigate the effects of BS, BBS and CNFU on CBI and whether they are consistent with previous research, a hierarchical regression was performed.

First, the assumptions were checked. The variance inflation factor (VIF) is the percentage of variance of an independent variable that is explained by other IVs, more specifically it helps to detect multicollinearity (VIF above 5 would be problematic). Regarding VIF and tolerance the assumptions were met (values below 5 and higher than 0.2) resulting in no multicollinearity. The Durbin-Watson test helps to find autocorrelation and a value around 2 is perceived as good (range from 0-4). The regression model has a Durbin-Watson value of 1,982.

Both dimensions of brand stereotypes were tested in the first step of the hierarchical regression, the model was significant ($p = 0.000$) and it explained 20,1% of the variance in CBI. Next, brand buyer stereotype warmth and competence were added and R^2 increased to 23,1% (model significant, $p = 0.000$). As last step, the three dimensions of CNFU have been added to the model ($p = 0.000$), resulting in a final variance explained of 30,7%.

Brand stereotype warmth had a significant positive influence on CBI ($b = 0.258$, $p = 0.016$) and the respective competence dimension was found to have no significant impact on CBI ($p = 0.962$). This goes along with Hypothesis 3 and previous research (Kolbl et al., 2019). Brand buyer stereotype warmth ($b = 0.246$, $p = 0.026$) and competence ($b = 0.252$, $p = 0.007$) have a

significant direct effect on CBI, thus, H4 is supported. Finally, CNFU's dimension of CCC ($b = 0.270$, $p = 0.000$) and UCC ($b = 0.106$, $p = 0.033$) significantly impact CBI, whereas the dimension of AOS proves to be a non-significant predictor. These results are aligned with previous research (Diamantopoulos et al., 2019) and support H5.

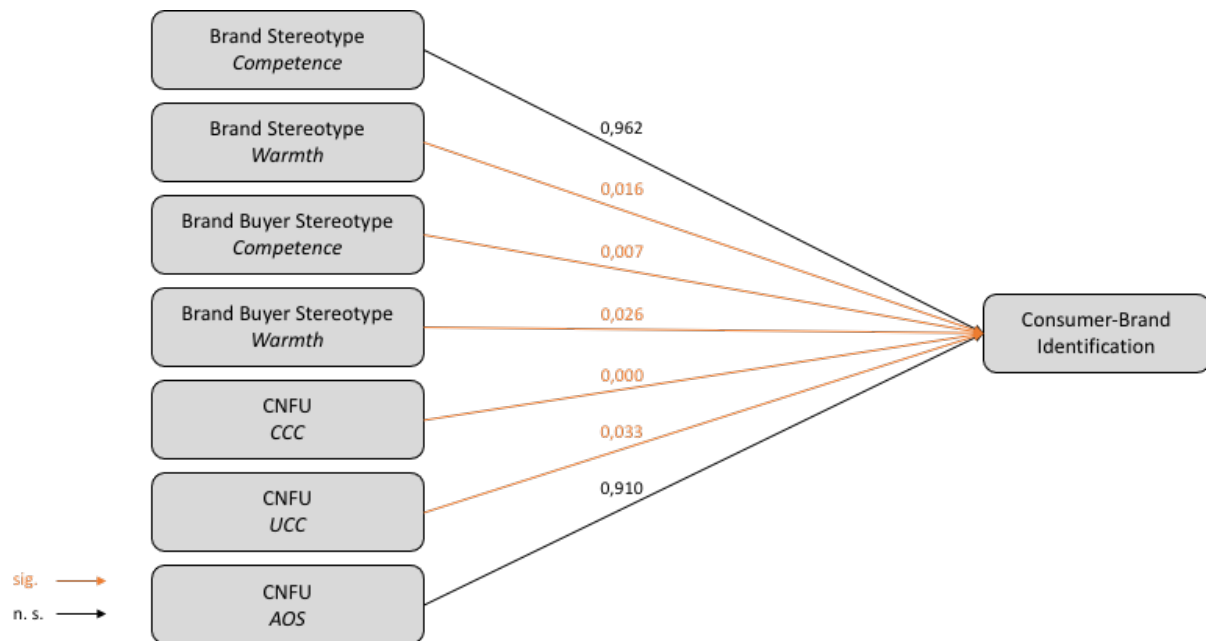


Figure 5: Hypothesis 5— Antecedents of CBI

5.4 Test of relative importance – a median split and regressions

For the last conceptual framework, a new CNFU_overall variable was calculated, median splits and multiple regressions were performed with the objection to investigate who the stronger predictor for CBI is under the condition of self-construal.

The two median splits were conducted in order to divide independent and interdependent self-construal in two groups, i.e. high and low. First, the independent self-construal was investigated and split to two groups: low independent ($N = 339$) and high independent ($N = 221$) respondents. For both groups a multiple regression was performed with BBS warmth, BBS competence and CNFU overall as predictors. Both models were significant and R^2 for the low group was 23% and for the high group 30,8%. All three predictors in both models were found to have a significant positive impact on the outcome variable, whereas for the low independent respondents BBS warmth was the strongest driver and for the high independent ones CNFU proved to be stronger one. Therefore, Hypothesis 6 is supported.

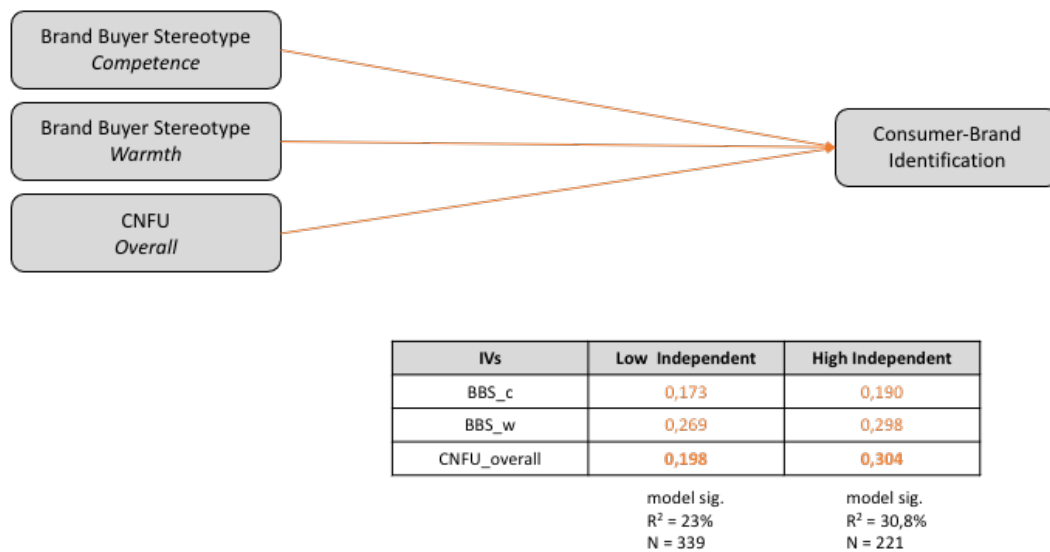


Figure 6: Hypothesis 6 – Independent self-construal

For further understanding and comparison, a simple regression with the independent variable of CNFU overall on CBI was conducted in absence of BBS. For both independent self-construal groups the predictor was significant, as was the model. For low independent respondents R² was 8,8% and for the high independent 12,3% without BBS.

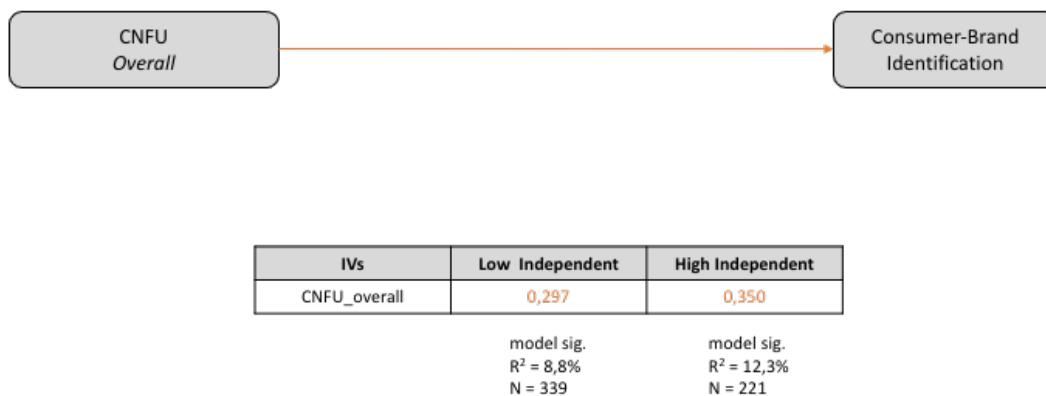


Figure 7: Hypothesis 6 – Independent self-construal without the other

As second part of investigating this framework, the interdependent self-construal was researched and also split into two groups ($N_{\text{low interdependent}} = 315$, $N_{\text{high interdependent}} = 245$). A multiple regression was performed again for both groups, resulting in two significant models and a variance explained of 22,5% (low) and 32,2% (high). In the low interdependent model all three predictors are significant with BBS competence being the strongest. Regarding the high interdependent model only BBS warmth and CNFU are significant drivers, BBS competence

does not have a significant impact on CBI. For highly interdependent respondents, BBS warmth is the strongest driver. These result only partially support H7, because for low interdependent respondents, it is not CNFU that drives their identification with the brand, but the other buyers who are perceived as warm.

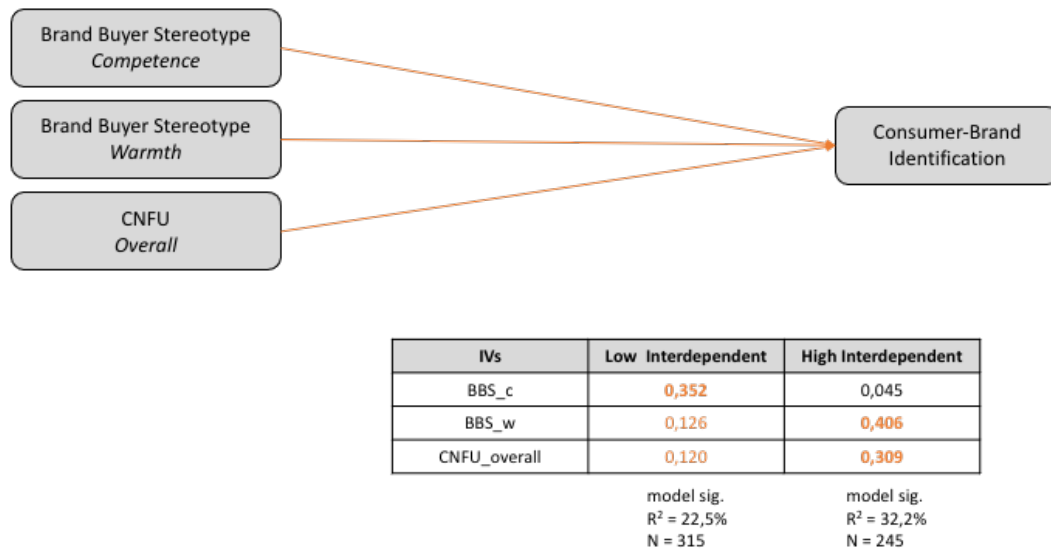


Figure 8: Hypothesis 7 – Interdependent self-construal

For the interdependent groups the absence of the other predictor was also investigated. This time the absence of both BBS dimensions on the one hand, and CNFU overall on the other hand was tested. First, the simple regression for both groups was conducted and R² dropped to 4,1% (22,5% with BBS) for the low group and for the high group to 14,1% (32,2% with BBS). CNFU was found to be a significant driver in both models. Then, both BBS dimensions were tested in the absence of CNFU, also resulting in two significant models and a R² of 21,1% for the low interdependent group and 22,9% for the highly interdependent ones.

IVs	Low Interdependent	High Interdependent
only BBS	R ² = 21,1% BBS_w = 0,140 BBS_c = 0,365	R ² = 22,9% BBS_w = 0,462 BBS_c = 0,033
only CNFU	R ² = 4,1% CNFU_o = 0,202	R ² = 14,1% CNFU_o = 0,376

Figure 9: Hypothesis 7 – Interdependent self-construal without the other

5.5 Additional tests

This section will shortly present all the additional tests which were run for this study besides the four main frameworks.

Consumer-brand identification and purchase intention

With the objection to investigate the impact of CBI on PI, a multiple regression was conducted with sociodemographic characteristics as control variables. The assumptions are met (Durbin-Watson 1,983 and $VIF < 5$) and R^2 is 59,2%. CBI significantly impacts PI ($b = 0.528$, $p = 0.000$) and Brand Familiarity ($b = 0.329$, $p = 0.000$) and age ($b = -0.089$, $p = 0.003$) are found to be significant control variables. The higher the familiarity of a consumer with a brand, the higher is the intention to buy it. The older a respondent is, the less he or she is willing to purchase a global brand.

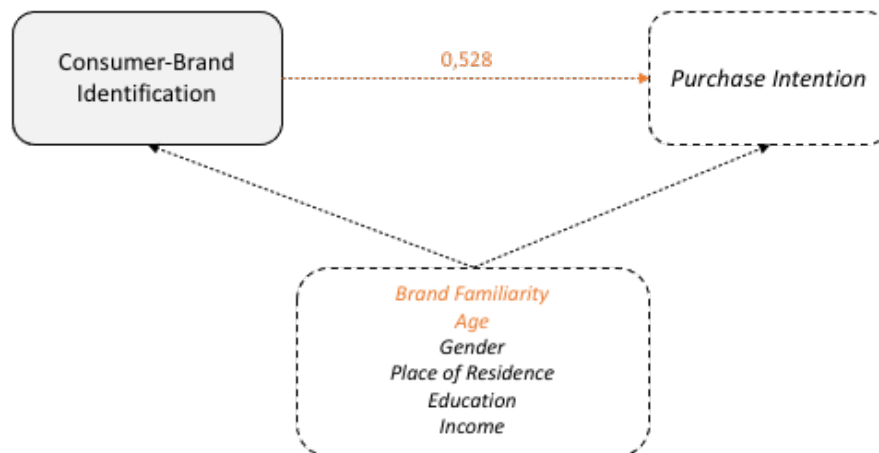


Figure 10: CBI on PI

Purchase Intention and Brand Ownership

A logistic regression was performed to predict the likelihood that consumers will own a brand, using purchase intention as predictor. The logistic regression model was statistically significant $\chi^2(1) = 248,946$, $p < .001$. The model explained about 50,8% (Nagelkerke R^2) of the variance in brand ownership and correctly classified 82,3% of cases. Purchase intention was associated with a 221,7% increase in the likelihood of brand ownership ($b = 1,168$, $p = 0.000$).



Figure 11: PI on Brand Ownership

6. Discussion

This chapter aims to conclude the master thesis by discussing the theoretical contribution of the studies based on the empirical insights gained. In addition, managerial implications for marketing practice will be presented and finally the limitations of the thesis will be illustrated and directions for further research will be provided.

6.1 Theoretical Contribution

The present study contributes to stereotyping literature in international marketing context, consumer-brand relationship literature and influencing moderating roles on the latter. Most of the hypotheses could be supported, therefore the research gaps presented in the beginning of the thesis could be mostly closed and valuable theoretical insights provided.

(1) The study is the first to verify that brand stereotypes, on both dimensions, transfer to their respective brand buyer stereotype and through it have a positive impact on consumer-brand identification. Previous research has assumed that there is a transfer (e.g. Antonetti & Maklan, 2016), but stated that the extent of this spillover effect needs to be empirically established (Diamantopoulos et al., 2019). Interestingly, the competence dimension of brand stereotype does not directly impact CBI, but only has an indirect effect through its brand buyer stereotype, therefore increasing the importance of the latter. This fully supports the idea of the “irradiation perspective” (Diamantopoulos et al., 2011). Hence, the first conceptual framework expands the stereotypes in branding research by being the first in introducing the transfer of brand stereotypes on brand buyer stereotypes.

(2) Second, the present study was also the first to investigate the moderating role of customer-to-customer similarity on the relationship of brand buyer stereotypes on consumer-brand identification. Not only did the second framework introduce BBS as a new driver of CBI, but in addition the findings suggest that the perceived similarity with the other customers strengthens the link between the stereotypes of that other customer and the identification with that brand. Both dimensions of brand buyer stereotypes were found to have a positive impact on CBI, indicating that on the individual level of the other buyer, warmth and competence are desirable characteristics, as long as people perceive their self-image to be congruent with them. These findings are at odds with Antonetti & Maklan’s (2016) view, that warm is not a desirable

connotation for brand buyers, but regarding the competence dimension it is consistent with existing literature (Kolbl et al., 2019; Halkias et al., 2016). Nevertheless, this study adds value to the existing research by investigating brand buyer stereotypes under boundary conditions.

(3) The purpose of the third framework was to test several existing antecedents of CBI and compare if the results are consistent with previous research. All hypotheses could be supported and therefore reinforces previous findings. First, the warmth dimension of BS positively impacts CBI, but the competence dimension has no significant effect on it. This finding supports the findings of Stokburger-Sauer et al. (2012), who argue that the warmer brands are the more meaningful candidates for CBI. Second, both dimensions of BBS were found to influence CBI, which contradicts the findings of Diamantopoulos et al. (2019) according to whom – on the brand buyer level – only the competence dimension was found to be significant. Finally, regarding consumers' need for uniqueness, the dimensions of CCC and UCC were identified to bolster CBI, but not the avoidance of similarity. AOS has no significant impact on CBI, indicating that identification with a brand takes place if the brand is perceived to be a creative or unpopular choice. Others buying the same brand is acceptable, as long as the consumers perceive a similarity with the characteristics of the others.

(4) With the objection to investigate who is the stronger driver of CBI under the prediction of self-construal, the fourth framework was conducted. This study is the first to use self-construal as condition in this context. For low independent respondents the stereotypical perceptions of brand buyer warmth were found to be the most important driver of CBI, for the highly independent consumers it is CNFU. This is in line with previous research, as according to Singelis (1994) the uniqueness of individuals is important for consumers holding an independent self-view, and for people with an interdependent view of self, social context and therefore the 'others' play an important role. Regarding the interdependent condition, in this study the low interdependent indicated brand buyer competence as strongest driver for identification and the high interdependent respondents brand buyer warmth. The first finding is surprising, as CNFU was hypothesized to be the stronger driver for low interdependent consumers. An explanation could be that even though if consumers score relatively low on interdependence, they are still interdependent to a certain level, which increases the importance of the 'others' explaining the strong role of BBS in this context.

Last, but not least, the present research joins other studies in identifying CBI as a promising construct influencing consumer behavior, i.e. purchase intention and brand ownership.

6.2 Managerial Contribution

Based on the empirical findings of the study, new managerial insights can be provided for marketing practice.

Stereotyping in brand communications

First, regarding stereotyping in the branding context, global brand managers need to deliberately take brand stereotype and brand buyer stereotype into account when introducing new campaigns or advertisements. If they incorporate brand stereotypes, only high levels of warmth should be triggered, and brands should then strongly promote kindness and good-natured intentions. For example, L'Oréal's current campaign focuses on "humans first" (loreal.com) and emphasizes the importance of social responsibility. This strongly enhances the before mentioned notions of warmth. When global brands display their typical users in ads, characteristics of warmth and competence can be included as both are perceived as desirable characteristics for customers and trigger identification with the brand. Ralph Lauren just launched a new design for "mother nature" and shows many diverse customers in age and ethnicity, who seem very likeable and nature loving (ralphlauren.de). In addition, on the same first page, the brand owners are doing different sports in a professional way, which shows their high ability. As brand stereotypes are found to be transferred to their brand buyers, global brand companies can introduce a monitoring system in order to keep track on how their target group perceives the brand and develop counteractive programs or activities, if needed. A suggestion would be that they use a channel, where they can directly communicate with their users and get fast responses (e. g. Instagram) and continuously ask for the perception of the brand. If the perception is not as wished, they can start a new campaign in order to tackle the issue.

Strengthening brand preference through consumers' need for uniqueness

Second, global brands sell their products all over the world, and therefore in culturally different countries. If a brand aims to increase consumers' identification, they should only communicate branding strategies emphasizing uniqueness needs in highly independent countries (e.g.

Western countries). The communication should then highlight distinctiveness and brands should provide the possibility for consumers to personalize specific products or have a limited edition. For example, in Germany merci currently runs a personalization campaign for their own product (merci, 2021). Consumers can create their own text online for the box and each of the single merci chocolate, print everything and stick it with the individualized texts. If brand buyers are displayed in this context, they should be depicted as nice and friendly. For highly interdependent countries, uniqueness and distinctiveness should not be communicated in the first place, but rather focus on developing a warm stereotype of the typical buyer of the brand.

Finally, if global brands are to decide whether to emphasize stereotypical assessments or an individual's uniqueness in their ads, they should highlight stereotypes due to the analyses results and their stronger effect on consumer-brand identification. If it's a global campaign it is suggested to exclude the uniqueness factor as it could negatively affect purchase intentions in more eastern countries. If locally adapted ads are planned, the brand managers should decide individually for their country or region, but it is recommended to point out to warm notions of their brand owners.

6.3 Research Limitations and Future Research

This last section will conclude the thesis and illustrate the limitations of the present study and present directions for further research.

First of all, the study was only conducted in Germany (i.e. a single economically developed European country), and despite the high sample size, it needs to be replicated in other countries in order to achieve robustness of the findings. More specifically, the replications can be conducted to compare findings in developed/developing countries or individualistic/collectivistic countries. The novelty of some frameworks also indicated the need of replication. Moreover, as age was found to be a significant control variable on CBI, future studies should ensure a representative quota in age.

Second, even though 60 brands were chosen for the study, all of them are global brands. Future studies could investigate how the predictors of this study influence the identification with local brands as comparison. Another input would be to categorize the investigated brands, e.g.

public/private brands, and find out if, for instance, consumers' need for uniqueness varies depending on the type of brands.

Third, customer-to-customer similarity was tested as boundary condition on the link of BBS and CBI. Future research should investigate other boundary conditions on that link, as BBS seems to be a promising driver of CBI, but findings are at odds with previous research (e.g. competence dimension). Future research could shed light on the contradictory findings. In addition, it would be interesting to use customer-to-customer similarity as a moderator on the link of CNFU and CBI.

Finally, not only is the exploration of key drivers of CBI important, but this study joined previous studies in identifying CBI as driver of consumer behavior. The influence on purchase intention is an established path now, but future studies could investigate other outcome variables, e.g. focusing on long-term outcomes like brand loyalty.

Overall, the intersection of the three literature streams, which links brand-related stereotypes, consumer-brand identification and consumers' need for uniqueness is a very exciting, current and promising research field and has great potential to generate further valuable insights.

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Appendices

Appendix A – Measurement Scales

Brand Familiarity	
Original items	German translation
How familiar would you say you are with this brand?	Wie vertraut sind Sie Ihrer Meinung nach mit dieser Marke?

Brand Ownership	
Original items	German translation
Have you personally bought or used [BRAND] in the past 12 months?	Haben Sie [BRAND] in den letzten 12 Monaten persönlich gekauft?

Product Category Involvement: Adapted from Mittal, B. (1989). Theoretical analysis of two recent measures of involvement. ACR North American Advances.	
Original items	German translation
I have a strong interest in [PRODUCT CATEGORY].	Ich interessiere mich sehr für [PRODUCT CATEGORY].
[PRODUCT CATEGORY] are very important to me.	[PRODUCT CATEGORY] sind mir sehr wichtig.
For me, [PRODUCT CATEGORY] do not matter.	Für mich sind [PRODUCT CATEGORY] nicht von Bedeutung.
I choose my [PRODUCT CATEGORY] very carefully.	Ich wähle [PRODUCT CATEGORY] sehr sorgfältig aus.
Choosing [PRODUCT CATEGORY] is an important decision for me.	Ein [PRODUCT CATEGORY] auszuwählen ist für mich eine wichtige Entscheidung.
Which [PRODUCT CATEGORY] I buy matters to me a lot.	Welches [PRODUCT CATEGORY] ich kaufe hat für mich große Bedeutung.

Purchase Intention: Adapted from Putrevu, S., & Lord, K. R. (1994). Comparative and Noncomparative Advertising: Attitudinal Effects under Cognitive and Affective Involvement Conditions. Journal of Advertising, 23(2), 77-91.	
Original items	German translation
It is very likely that I will buy [BRAND] in the future.	Es ist sehr wahrscheinlich, dass ich [BRAND] in der Zukunft kaufen werde.
I will buy [BRAND] next time I need such a product.	Ich werde [BRAND] das nächste Mal kaufen, wenn ich so ein Produkt brauche.
I will definitely try [BRAND] in the future.	Ich werde [BRAND] definitiv in der Zukunft ausprobieren.

Consumer-Brand Identification: Adapted from Stokburger-Sauer, N., Ratneshwar, S., & Sen, S (2012). Drivers of consumer-brand identification. International Journal of Research in Marketing, 29 (4), 406-418.	
Original items	German translation
I feel a strong sense of belonging to [BRAND].	Ich fühle ein starkes Zugehörigkeitsgefühl zu [BRAND].
I identify strongly with [BRAND].	Ich identifiziere mich sehr mit [BRAND].
[BRAND] embodies what I believe in.	[BRAND] verkörpert an was ich glaube.

[BRAND] is like a part of me.	[BRAND] ist wie ein Teil von mir.
[BRAND] has a great deal of personal meaning for me.	[BRAND] hat eine erhebliche persönliche Bedeutung für mich.

Customer-to-Customer Similarity: Adapted from Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. Journal of the Academy of Marketing Science, 25(3), 229.

Original items	German translation
The typical users of [BRAND] reflect the type of person who I am. ^[SEP]	Der typische Konsument von [BRAND] reflektiert die Art der Person, die ich bin.
The typical users of [BRAND] are similar to me.	Die typischen Konsumenten von [BRAND] sind mir sehr ähnlich.
The image of the typical user of [BRAND] is consistent with how I see myself.	Das Bild des typischen Konsumenten von [BRAND] ist konsistent mit meinem Selbstbild.

Brand Stereotype: Adapted from Fiske, S. T., Cuddy, A. J., & Glick, P. (2002). A Model of (Often Mixed) Stereotype Content: Competence and Warmth Respectively Follow from Perceived Status and Competition. Journal of Personality and Social Psychology, Vol. 82, No. 6, p. 878–902.

Original items	German translation
Most people in Germany view [BRAND] as <i>capable</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>fähig</i> .
Most people in Germany view [BRAND] as <i>competent</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>kompetent</i> .
Most people in Germany view [BRAND] as <i>warm</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>warm</i> .
Most people in Germany view [BRAND] as <i>intelligent</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>intelligent</i> .
Most people in Germany view [BRAND] as <i>efficient</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>effizient</i> .
Most people in Germany view [BRAND] as <i>good-natured</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>wohlwollend</i> .
Most people in Germany view [BRAND] as <i>kind</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>herzlich</i> .
Most people in Germany view [BRAND] as <i>nice</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>nett</i> .
Most people in Germany view [BRAND] as <i>friendly</i> .	Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als <i>freundlich</i> .

Brand Buyer Stereotype: Adapted from Fiske, S. T., Cuddy, A. J., & Glick, P. (2002). A Model of (Often Mixed) Stereotype Content: Competence and Warmth Respectively Follow from Perceived Status and Competition. *Journal of Personality and Social Psychology*, Vol. 82, No. 6, p. 878–902.

Original items	German translation
Most people in Germany view buyers of [BRAND] as <i>capable</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>fähig</i> .
Most people in Germany view buyers of [BRAND] as <i>competent</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>kompetent</i> .
Most people in Germany view buyers of [BRAND] as <i>warm</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>warm</i> .
Most people in Germany view buyers of [BRAND] as <i>intelligent</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>intelligent</i> .
Most people in Germany view buyers of [BRAND] as <i>efficient</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>effizient</i> .
Most people in Germany view buyers of [BRAND] as <i>good-natured</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>wohlwollend</i> .
Most people in Germany view buyers of [BRAND] as <i>kind</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>herzlich</i> .
Most people in Germany view buyers of [BRAND] as <i>nice</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>nett</i> .
Most people in Germany view buyers of [BRAND] as <i>friendly</i> .	Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als <i>freundlich</i> .

Consumers' Need for Uniqueness – Creative Choice: Adapted from Ruvio, A., Shoham, A., & Makovec Brenčič, M. (2008). Consumers' need for uniqueness: short-form scale development and cross-cultural validation. *International Marketing Review*, 25(1), 33-53.

Original items	German translation
I often combine possessions in such a way that I create a personal image that cannot be duplicated.	Ich kombiniere oft meine Besitztümer in einer Art und Weise, dass ich ein persönliches Erscheinungsbild kreierte, das nicht kopiert werden kann.
I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.	Ich versuche oft eine interessantere Version von alltäglichen Produkten zu finden, weil ich es genieße originell zu sein.
I actively seek to develop my personal uniqueness by buying special products or brands.	Ich strebe aktiv danach meine persönliche Einzigartigkeit zu entwickeln, indem ich spezielle Produkte oder Marken kaufe.
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	Ein Auge für Produkte zu haben, die interessant und unüblich sind, hilft mir dabei ein unverwechselbares Erscheinungsbild zu schaffen.

Consumers' Need for Uniqueness – Unpopular Choice: Adapted from Ruvio, A., Shoham, A., & Makovec Brenčič, M. (2008). Consumers' need for uniqueness: short-form scale development and cross-cultural validation. *International Marketing Review*, 25(1), 33-53.

Original items	German translation
When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	Was die Produkte, die ich kaufe und die Situationen, in welchen ich sie benutze betrifft, habe ich gegen Sitten und Regeln verstoßen.
I have often violated the understood rules of my social group regarding what to buy or own.	In Bezug auf was ich kaufen oder besitzen sollte, habe ich oft gegen die Regeln meiner sozialen Gruppe verstoßen.
I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	Betreffend wann und wie bestimmte Produkte richtig benutzt werden, widerstrebe ich oft den Regeln meiner sozialen Gruppe.
I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	Ich genieße es, den vorherrschenden Geschmack der Personen, die ich kenne, herauszufordern, indem ich etwas kaufe, das sie nicht zu akzeptieren scheinen.

Consumers' Need for Uniqueness – Avoidance of Similarity: Adapted from Ruvio, A., Shoham, A., & Makovec Brenčič, M. (2008). Consumers' need for uniqueness: short-form scale development and cross-cultural validation. *International Marketing Review*, 25(1), 33-53.

Original items	German translation
When a product I own becomes popular among the general population, I begin to use it less.	Wenn ein Produkt, das ich besitze, unter der allgemeinen Bevölkerung beliebt wird, fange ich an es weniger zu benutzen.
I often try to avoid products or brands that I know are bought by the general population.	Ich versuche oft Produkte oder Marken zu vermeiden, wo ich weiß, dass die allgemeine Bevölkerung sie kauft.
As a rule, I dislike products or brands that are customarily bought by everyone.	In der Regel lehne ich Produkte oder Marken ab, die üblicherweise von jedem gekauft werden.
The more commonplace a product or brand is among the general population, the less interested I am in buying it.	Je gewöhnlicher ein Produkt oder eine Marke in der allgemeinen Bevölkerung ist, desto weniger bin ich an einem Kauf interessiert.

Global Identity – Global Identity: Adapted from Tu, L., Khare, A., & Zhang, Y. (2012). A short 8-item scale for measuring consumers' local–global identity. *International Journal of Research in Marketing*, 29(1), 35-42.

Original items	German translation
My heart mostly belongs to the whole world.	Mein Herz gehört meist der ganzen Welt.
I believe people should be made more aware of how connected we are to the rest of the world.	Ich bin der Meinung, dass den Menschen mehr bewusst werden sollten, wie eng wir mit dem Rest der Welt verbunden sind.

I identify that I am a global citizen.	Ich erkenne an, dass ich ein globaler Bürger bin.
I care about knowing global events.	Es ist mir ein Anliegen, globale Ereignisse zu kennen.

Global Identity – Local Identity: Adapted from Tu, L., Khare, A., & Zhang, Y. (2012). A short 8-item scale for measuring consumers' local–global identity. *International Journal of Research in Marketing*, 29(1), 35-42.

Original items	German translation
My heart mostly belongs to my local community.	Mein Herz gehört meistens meiner lokalen Gemeinschaft.
I respect my local traditions.	Ich respektiere meine lokalen Traditionen.
I identify that I am a local citizen.	Ich erkenne an, dass ich ein lokaler Bürger bin.
I care about knowing local events.	Es ist mir ein Anliegen, lokale Ereignisse zu kennen.

Self-construal: Adapted from D'Amico, A., & Scrima, F. (2016). The Italian validation of Singelis's Self-Construal Scale (SCS): A short 10-item version shows improved psychometric properties. *Current Psychology*, 35(1), 159-168.

Original items	German translation
I do my own thing, regardless of what others think.	Ich mache mein eigenes Ding, unabhängig davon, was andere denken.
I will sacrifice my self-interest for the benefit of the group I am in.	Ich werde mein Eigeninteresse für das Wohl der Gruppe opfern, von der ich Teil bin.
I'd rather say "No" directly, than risk being misunderstood.	Ich würde lieber direkt "Nein" sagen, als das Risiko einzugehen, missverstanden zu werden.
I prefer to be direct and forthright when dealing with people I've just met.	Ich ziehe es vor, direkt und offen mit Menschen umzugehen, die ich gerade getroffen habe.
If my brother or sister fails, I feel responsible.	Wenn mein Bruder oder meine Schwester versagt, fühle ich mich verantwortlich.
I act the same way no matter who I am with.	Ich verhalte mich immer gleich, egal mit wem ich zusammen bin.
My happiness depends on the happiness of those around me.	Mein Glück hängt vom Glück meiner Mitmenschen ab.
I will stay in a group if they need me, even when I am not happy with the group.	Ich werde in einer Gruppe bleiben, wenn sie mich brauchen, auch wenn ich mit der Gruppe nicht glücklich bin.
I act the same way at home that I do at school (or work).	Ich benehme mich zu Hause genauso wie in der Schule (oder bei der Arbeit).
I often have the feeling that my relationships with others are more important than my own accomplishments.	Ich habe oft das Gefühl, dass meine Beziehungen zu anderen wichtiger sind als meine eigenen Leistungen.

Demographic information

Original items	German translation
Gender ▪ Female	Geschlecht ▪ Weiblich

▪ Male	▪ Männlich
Nationality ▪ German ▪ Other:	Nationalität ▪ Deutsch ▪ Andere:
Place of Residence ▪ City ▪ Rural area	Wohnsitz ▪ Stadt ▪ Ländlicher Raum
Level of education ▪ High School ▪ Apprenticeship ▪ University Degree ▪ Other	Höchster Bildungsabschluss ▪ Schulabschluss ▪ Lehre ▪ Universitärer Abschluss ▪ Anderer
Occupation ▪ Self-employed ▪ Employed ▪ Retiree ▪ Pupil/Student	Berufsstand ▪ Selbstständig ▪ Unselbstständig ▪ Pensionist ▪ Schüler/Studierende
Income (€/Month) ▪ less than 800 ▪ 800 - 1499 ▪ 1500 - 2500 ▪ more than 2500	Persönliches Einkommen (€/Monat) ▪ weniger als 800 ▪ 800 - 1499 ▪ 1500-2500 ▪ mehr als 2500
Age ▪ _____ years	Alter ▪ _____ Jahre

Marker variable	
Original items	German translation
How familiar would you say you are with social media (Facebook, Instagram, ...)?	Wie vertraut sind Sie Ihrer Meinung nach mit sozialen Medien (Facebook, Instagram, ...)?

Appendix B – Questionnaires

English version:



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wien

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The following study is conducted for my master thesis at the Chair of International Marketing, University of Vienna. I am especially interested in your opinion about **[BRAND]**. Completing the questionnaire will take 10 minutes of your time.

Your participation is very valuable to us. This is a **purely academic** study and serves **no commercial purpose** whatsoever.

Please note:

- Please read the questions carefully and follow the instructions.
- There are no right or wrong answers. We are only interested in your personal views.
- There is no time constraint. Please take your time to fill in the questionnaire.
- All information you provide will be used **anonymously** and **you will not be identified at any point**.

Thank you very much for your participation in this study!

The brand we want your opinions on is [BRAND]. [BRAND LOGO]

Part 1: General questions about [BRAND]

1. How familiar would you say you are with this brand?

(Please tick the appropriate number.)

Not at all familiar	1	2	3	4	5	6	7	Very familiar
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2. Have you *personally* bought or used [BRAND] in the past 12 months?

☐ Yes

☐ No

3. To which extent do you agree or disagree with the following statements?

	Totally disagree						Totally agree	
I have a strong interest in [PRODUCT CATEGORY].	1	2	3	4	5	6	7	
[PRODUCT CATEGORY] are very important to me.	1	2	3	4	5	6	7	
For me, [PRODUCT CATEGORY] do not matter.	1	2	3	4	5	6	7	
I choose my [PRODUCT CATEGORY] very carefully.	1	2	3	4	5	6	7	
Choosing [PRODUCT CATEGORY] is an important decision for me.	1	2	3	4	5	6	7	
Which [PRODUCT CATEGORY] I buy matters to me a lot.	1	2	3	4	5	6	7	

4. To which extent do you agree or disagree with the following statements?

(Numbers closer to 7 indicate higher agreement while numbers closer to 1 indicate higher disagreement with the statement. Please choose any number from 1 to 7 which best expresses your opinion.)

	Totally disagree						Totally agree	
It is very likely that I will buy [BRAND] in the future.	1	2	3	4	5	6	7	
I will buy [BRAND] next time I need such a product.	1	2	3	4	5	6	7	
I will definitely try [BRAND] in the future.	1	2	3	4	5	6	7	

5. To which extent do you *personally* identify with [BRAND]?

	Totally disagree						Totally agree	
I feel a strong sense of belonging to [BRAND].	1	2	3	4	5	6	7	
I identify strongly with [BRAND].	1	2	3	4	5	6	7	
[BRAND] embodies what I believe in.	1	2	3	4	5	6	7	
[BRAND] is like a part of me.	1	2	3	4	5	6	7	
[BRAND] has a great deal of personal meaning for me.	1	2	3	4	5	6	7	

6. To which extent do you agree or disagree with the following statements?	Totally disagree					Totally agree	
The typical users of [BRAND] reflect the type of person who I am.	1	2	3	4	5	6	7
The typical users of [BRAND] are similar to me.	1	2	3	4	5	6	7
The image of the typical user of [BRAND] is consistent with how I see myself.	1	2	3	4	5	6	7

We now want you to think about how **most people in Germany** view [BRAND].

7. Most people in Germany view [BRAND] as: (Please put the number of your choice in the boxes below.)								
competent <input type="text"/>	warm <input type="text"/>	efficient <input type="text"/>	capable <input type="text"/>	friendly <input type="text"/>	good-natured <input type="text"/>	intelligent <input type="text"/>	kind <input type="text"/>	nice <input type="text"/>
<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>
1		2		3		4		5
Not at all		Slightly		Moderately		Very		Extremely

8. To which extent do you agree or disagree with the following statements?	Totally disagree					Totally agree	
I often combine possessions in such a way that I create a personal image that cannot be duplicated.	1	2	3	4	5	6	7
I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.	1	2	3	4	5	6	7
I actively seek to develop my personal uniqueness by buying special products or brands.	1	2	3	4	5	6	7
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	1	2	3	4	5	6	7

9. To which extent do you agree or disagree with the following statements?	Totally disagree					Totally agree	
My heart mostly belongs to the whole world.	1	2	3	4	5	6	7
I believe people should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
I identify that I am a global citizen.	1	2	3	4	5	6	7
I care about knowing global events.	1	2	3	4	5	6	7

10. To which extent do you agree or disagree with the following statements?	Totally disagree					Totally agree	
I do my own thing, regardless of what others think.	1	2	3	4	5	6	7
I will sacrifice my self-interest for the benefit of the group I am in.	1	2	3	4	5	6	7
I'd rather say "No" directly, than risk being misunderstood.	1	2	3	4	5	6	7
I prefer to be direct and forthright when dealing with people I've just met.	1	2	3	4	5	6	7

If my brother or sister fails, I feel responsible.	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

11. Most people in Germany view buyers of [BRAND] as: (Please put the number of your choice in the boxes below.)								
warm <input type="text"/>	capable <input type="text"/>	nice <input type="text"/>	efficient <input type="text"/>	friendly <input type="text"/>	competent <input type="text"/>	kind <input type="text"/>	intelligent <input type="text"/>	good-natured <input type="text"/>
<div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> </div> <div> Not at all Slightly Moderately Very Extremely </div>								

12. To which extent do you agree or disagree with the following statements?	Totally disagree				Totally agree		
When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	1	2	3	4	5	6	7
I have often violated the understood rules of my social group regarding what to buy or own.	1	2	3	4	5	6	7
I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	1	2	3	4	5	6	7
I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	1	2	3	4	5	6	7

13. To which extent do you agree or disagree with the following statements?	Totally disagree				Totally agree		
My heart mostly belongs to my local community.	1	2	3	4	5	6	7
I respect my local traditions.	1	2	3	4	5	6	7
I identify that I am a local citizen.	1	2	3	4	5	6	7
I care about knowing local events.	1	2	3	4	5	6	7

14. To which extent do you agree or disagree with the following statements?	Totally disagree				Totally agree		
I act the same way no matter who I am with.	1	2	3	4	5	6	7
My happiness depends on the happiness of those around me.	1	2	3	4	5	6	7
I will stay in a group if they need me, even when I am not happy with the group.	1	2	3	4	5	6	7
I act the same way at home that I do at school (or work).	1	2	3	4	5	6	7
I often have the feeling that my relationships with others are more important than my own accomplishments.	1	2	3	4	5	6	7

15. To what extent do you agree with the following statements?	Totally disagree				Totally agree		
When a product I own becomes popular among the general population, I begin to use it less.	1	2	3	4	5	6	7

I often try to avoid products or brands that I know are bought by the general population.	1	2	3	4	5	6	7
As a rule, I dislike products or brands that are customarily bought by everyone.	1	2	3	4	5	6	7
The more commonplace a product or brand is among the general population, the less interested I am in buying it.	1	2	3	4	5	6	7

Part 2: Demographics

16. Please fill in following demographic information.				
Gender	<input type="radio"/> Female	<input type="radio"/> Male		
Nationality	<input type="radio"/> German	<input type="radio"/> Other: _____		
Place of Residence	<input type="radio"/> City	<input type="radio"/> Rural Area		
Level of education	<input type="radio"/> High School	<input type="radio"/> Apprenticeship	<input type="radio"/> University Degree	<input type="radio"/> Other
Occupation	<input type="radio"/> Self-employed	<input type="radio"/> Employed	<input type="radio"/> Retiree	<input type="radio"/> Pupil/Student
Income (€/Month)	<input type="radio"/> less than 800	<input type="radio"/> 800 - 1499	<input type="radio"/> 1500 - 2500	<input type="radio"/> more than 2500
Age	_____ years			

17. How familiar would you say you are with social media (Facebook, Instagram, ...)? (Please tick the appropriate number.)								
Not at all familiar	1	2	3	4	5	6	7	Very familiar

German version:



universität
wien

Univ.-Prof. DDr. Diamantopoulos
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Institut für Betriebswirtschaftslehre
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Die nachfolgende Studie wird vom Lehrstuhl für Internationales Marketing der Universität Wien durchgeführt. Wir sind vor allem an Ihrer Meinung zu **[BRAND]** interessiert. Das Ausfüllen des Fragebogens wird 10 Minuten Ihrer Zeit in Anspruch nehmen.

Ihre Teilnahme hilft uns sehr! Die Studie dient **ausschließlich** wissenschaftlichen Zwecken und wird nicht für kommerzielle Interessen an Firmen weitergegeben.

Bitte beachten Sie:

- Es ist wichtig, dass Sie sich die Fragen *genau durchlesen* und den *Angaben* genau folgen.
- Es gibt keine *falschen* oder *richtigen* Antworten. Wir sind nur an *Ihrer persönlichen Meinung* interessiert.
- Es gibt kein Zeitlimit für diesen Fragebogen. Bitte nehmen Sie sich Zeit beim Ausfüllen.
- Dieser Fragebogen ist anonym. Alle angegebenen Informationen werden streng vertraulich behandelt.
- Im Laufe der Umfrage wird es einen kurzen Test geben, der Ihre Aufmerksamkeit testet.

Wichtig: Wir hoffen, dass Sie die Fragen in unserer Umfrage *aufmerksam* lesen. Die Antworten, die Sie auf unsere Fragen geben, sind entscheidend für die Weiterentwicklung unserer wissenschaftlichen Forschung. Alle Befragten können uns dabei helfen, unser Ziel zu erreichen. Ohne Ihre sorgfältigen Antworten könnten wir unsere Forschung nicht durchführen. Wir wissen, dass Sie beschäftigt sind und schätzen Ihre Zeit sehr.

Vielen Dank für Ihre Teilnahme!

Die Marke, zu der wir Ihre Meinung gerne hören würden, ist [BRAND]. [BRAND LOGO]

Teil 1: Allgemeine Fragen über [BRAND]

1. Wie vertraut sind Sie Ihrer Meinung nach mit dieser Marke?

(Bitte kreuzen Sie die entsprechende Nummer an.)

Gar nicht vertraut	1	2	3	4	5	6	7	Sehr vertraut
--------------------	---	---	---	---	---	---	---	---------------

2. Haben Sie [BRAND] in den letzten 12 Monaten *persönlich* gekauft?

☐ Ja

☐ Nein

3. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?

Stimme überhaupt nicht zu

Stimme voll und ganz zu

Ich interessiere mich sehr für [PRODUCT CATEGORY].	1	2	3	4	5	6	7
[PRODUCT CATEGORY] sind mir sehr wichtig.	1	2	3	4	5	6	7
Für mich sind [PRODUCT CATEGORY] nicht von Bedeutung.	1	2	3	4	5	6	7
Ich wähle [PRODUCT CATEGORY] sehr sorgfältig aus.	1	2	3	4	5	6	7
Ein [PRODUCT CATEGORY] auszuwählen ist für mich eine wichtige Entscheidung.	1	2	3	4	5	6	7
Welches [PRODUCT CATEGORY] ich kaufe hat für mich große Bedeutung.	1	2	3	4	5	6	7

4. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?

(Zahlen, die näher an der 7 liegen, zeigen eine höhere Übereinstimmung an, während Zahlen, die näher an der 1 liegen, eine höhere Nichtübereinstimmung mit der Aussage anzeigen. Bitte wählen Sie eine Zahl von 1 bis 7, die Ihre Meinung am besten zum Ausdruck bringt.)

Stimme überhaupt nicht zu

Stimme voll und ganz zu

Es ist sehr wahrscheinlich, dass ich [BRAND] in der Zukunft kaufen werde.	1	2	3	4	5	6	7
Ich werde [BRAND] das nächste Mal kaufen, wenn ich so ein Produkt brauche.	1	2	3	4	5	6	7
Ich werde [BRAND] definitiv in der Zukunft ausprobieren.	1	2	3	4	5	6	7

5. In welchem Ausmaß identifizieren Sie sich persönlich mit [BRAND]?

Stimme überhaupt nicht zu

Stimme voll und ganz zu

Ich fühle ein starkes Zugehörigkeitsgefühl zu [BRAND].	1	2	3	4	5	6	7
Ich identifiziere mich sehr mit [BRAND].	1	2	3	4	5	6	7
[BRAND] verkörpert an was ich glaube.	1	2	3	4	5	6	7
[BRAND] ist wie ein Teil von mir.	1	2	3	4	5	6	7
[BRAND] hat eine erhebliche persönliche Bedeutung für mich.	1	2	3	4	5	6	7

6. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu					Stimme voll und ganz zu	
Der typische Konsument von [BRAND] reflektiert die Art der Person, die ich bin.	1	2	3	4	5	6	7
Die typischen Konsumenten von [BRAND] sind mir sehr ähnlich.	1	2	3	4	5	6	7
Das Bild des typischen Konsumenten von [BRAND] ist konsistent mit meinem Selbstbild.	1	2	3	4	5	6	7

Nun würden wir Sie bitten darüber nachzudenken, wie die **meisten Leute in Deutschland** über [BRAND] denken.

7. Ich glaube, dass die meisten Menschen in Deutschland diese Marke wahrnehmen als: (Bitte tragen Sie die Zahl ein, die Ihre Meinung am besten zum Ausdruck bringt.)								
kompetent <input type="text"/>	warm <input type="text"/>	effizient <input type="text"/>	fähig <input type="text"/>	freundlich <input type="text"/>	wohlwollend <input type="text"/>	Intelligent <input type="text"/>	herzlich <input type="text"/>	nett <input type="text"/>
<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>
1		2		3		4		5
Überhaupt nicht		Etwas		Mäßig		Sehr		Extrem

8. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu					Stimme voll und ganz zu	
Ich kombiniere oft meine Besitztümer in einer Art und Weise, dass ich ein persönliches Erscheinungsbild kreiere, das nicht kopiert werden kann.	1	2	3	4	5	6	7
Ich versuche oft eine interessantere Version von alltäglichen Produkten zu finden, weil ich es genieße originell zu sein.	1	2	3	4	5	6	7
Ich strebe aktiv danach meine persönliche Einzigartigkeit zu entwickeln, indem ich spezielle Produkte oder Marken kaufe.	1	2	3	4	5	6	7
Ein Auge für Produkte zu haben, die interessant und unüblich sind, hilft mir dabei ein unverwechselbares Erscheinungsbild zu schaffen.	1	2	3	4	5	6	7

9. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu					Stimme voll und ganz zu	
Mein Herz gehört meist der ganzen Welt.	1	2	3	4	5	6	7
Ich bin der Meinung, dass den Menschen mehr bewusst werden sollten, wie eng wir mit dem Rest der Welt verbunden sind.	1	2	3	4	5	6	7
Ich erkenne an, dass ich ein globaler Bürger bin.	1	2	3	4	5	6	7
Es ist mir ein Anliegen, globale Ereignisse zu kennen.	1	2	3	4	5	6	7

10. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu					Stimme voll und ganz zu	
Ich mache mein eigenes Ding, unabhängig davon, was andere denken.	1	2	3	4	5	6	7

Ich werde mein Eigeninteresse für das Wohl der Gruppe opfern, von der ich Teil bin.	1	2	3	4	5	6	7
Ich würde lieber direkt "Nein" sagen, als das Risiko einzugehen, missverstanden zu werden.	1	2	3	4	5	6	7
Ich ziehe es vor, direkt und offen mit Menschen umzugehen, die ich gerade getroffen habe.	1	2	3	4	5	6	7
Wenn mein Bruder oder meine Schwester versagt, fühle ich mich verantwortlich.	1	2	3	4	5	6	7

11. Ich glaube, dass die meisten Menschen in Deutschland die Käufer dieser Marke wahrnehmen als:

(Bitte tragen Sie die Zahl ein, die Ihre Meinung am besten zum Ausdruck bringt.)

warm <input type="text"/>	fähig <input type="text"/>	nett <input type="text"/>	effizient <input type="text"/>	freundlich <input type="text"/>	kompetent <input type="text"/>	herzlich <input type="text"/>	intelligent <input type="text"/>	wohlwollend <input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1	2	3	4	5				
Überhaupt nicht	Etwas	Mäßig	Sehr	Extrem				

12. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu				Stimme voll und ganz zu			
Was die Produkte, die ich kaufe und die Situationen, in welchen ich sie benutze betrifft, habe ich gegen Sitten und Regeln verstoßen.	1	2	3	4	5	6	7	
In Bezug auf was ich kaufen oder besitzen sollte, habe ich oft gegen die Regeln meiner sozialen Gruppe verstoßen.	1	2	3	4	5	6	7	
Betreffend wann und wie bestimmte Produkte richtig benutzt werden, widerstrebe ich oft den Regeln meiner sozialen Gruppe.	1	2	3	4	5	6	7	
Ich genieße es, den vorherrschenden Geschmack der Personen, die ich kenne, herauszufordern, indem ich etwas kaufe, das sie nicht zu akzeptieren scheinen.	1	2	3	4	5	6	7	

13. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu				Stimme voll und ganz zu			
Mein Herz gehört meistens meiner lokalen Gemeinschaft.	1	2	3	4	5	6	7	
Ich respektiere meine lokalen Traditionen.	1	2	3	4	5	6	7	
Ich erkenne an, dass ich ein lokaler Bürger bin.	1	2	3	4	5	6	7	
Es ist mir ein Anliegen, lokale Ereignisse zu kennen.	1	2	3	4	5	6	7	

14. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu				Stimme voll und ganz zu			
Ich verhalte mich immer gleich, egal mit wem ich zusammen bin.	1	2	3	4	5	6	7	
Mein Glück hängt vom Glück meiner Mitmenschen ab.	1	2	3	4	5	6	7	
Ich werde in einer Gruppe bleiben, wenn sie mich brauchen, auch wenn ich mit der Gruppe nicht glücklich bin.	1	2	3	4	5	6	7	
Ich benehme mich zu Hause genauso wie in der Schule (oder bei der Arbeit).	1	2	3	4	5	6	7	

Ich habe oft das Gefühl, dass meine Beziehungen zu anderen wichtiger sind als meine eigenen Leistungen.	1	2	3	4	5	6	7
---	---	---	---	---	---	---	---

15. In welchem Ausmaß stimmen Sie den folgenden Aussagen zu bzw. nicht zu?	Stimme überhaupt nicht zu				Stimme voll und ganz zu		
Wenn ein Produkt, das ich besitze, unter der allgemeinen Bevölkerung beliebt wird, fange ich an es weniger zu benutzen.	1	2	3	4	5	6	7
Ich versuche oft Produkte oder Marken zu vermeiden, wo ich weiß, dass die allgemeine Bevölkerung sie kauft.	1	2	3	4	5	6	7
In der Regel lehne ich Produkte oder Marken ab, die üblicherweise von jedem gekauft werden.	1	2	3	4	5	6	7
Je gewöhnlicher ein Produkt oder eine Marke in der allgemeinen Bevölkerung ist, desto weniger bin ich an einem Kauf interessiert.	1	2	3	4	5	6	7

Teil 2: Demographische Informationen

16. Bitte füllen Sie folgende demographische Informationen aus.				
Geschlecht	<input type="radio"/> Weiblich	<input type="radio"/> Männlich		
Nationalität	<input type="radio"/> Deutsch	<input type="radio"/> Andere: _____		
Wohnsitz	<input type="radio"/> Stadt	<input type="radio"/> Ländlicher Raum		
Höchster Bildungsabschluss	<input type="radio"/> Schulabschluss	<input type="radio"/> Lehre	<input type="radio"/> Universitärer Abschluss	<input type="radio"/> Anderer
Berufsstand	<input type="radio"/> Selbstständig	<input type="radio"/> Unselbstständig	<input type="radio"/> Pensionist	<input type="radio"/> Schüler/Studierende
Persönliches Einkommen (€/Monat)	<input type="radio"/> weniger als 800	<input type="radio"/> 800 - 1499	<input type="radio"/> 1500-2500	<input type="radio"/> mehr als 2500
Alter	_____ Jahre			

17. Wie vertraut sind Sie Ihrer Meinung nach mit sozialen Medien (Facebook, Instagram, ...)? (Bitte kreuzen Sie die entsprechende Nummer an.)								
Gar nicht vertraut	1	2	3	4	5	6	7	Sehr vertraut

Appendix C – SPSS Outputs

Conceptual framework 1a

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : CBI_comp
X : BS_warmt
M : BBS_warm

Covariates:
BS_compe

Sample
Size: 560

OUTCOME VARIABLE:
BBS_warm

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p	,8192	,6711	,3160	549,8022	2,0000	557,0000
	,0000					

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	,3557	,0977	3,6420	,0003	,1639	,5476
BS_warmt	,7693	,0278	27,6405	,0000	,7147	,8240
BS_compe	,0844	,0295	2,8658	,0043	,0266	,1423

Standardized coefficients

	coeff
BS_warmt	,7759
BS_compe	,0815

OUTCOME VARIABLE:
CBI_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p	,4673	,2184	2,1347	44,8602	3,0000	556,0000
	,0000					

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	-,1314	,2426	-,5417	,5883	-,6080	,3451
BS_warmt	,3120	,1094	2,8504	,0045	,0970	,5270
BBS_warm	,3846	,1147	3,3545	,0008	,1594	,6098
BS_compe	,2088	,0736	2,8378	,0047	,0643	,3533

Standardized coefficients

	coeff
BS_warmt	,1868
BBS_warm	,2283
BS_compe	,1197

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

CBI_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p	,4486	,2012	2,1776	62,6014	2,0000	557,0000
	,0000					

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	,0054	,2429	,0223	,9822	-,4718	,4826
BS_warmt	,6079	,0702	8,6611	,0000	,4700	,7457
BS_compe	,2413	,0729	3,3104	,0010	,0981	,3844

Standardized coefficients

	coeff
BS_warmt	,3640
BS_compe	,1383

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

	Effect	se (HC3)	t	p	LLCI	ULCI
c_ps	c_cs					
	,6079	,0702	8,6611	,0000	,4700	,7457
	,3688	,3640				

Direct effect of X on Y

	Effect	se (HC3)	t	p	LLCI	ULCI
c'_ps	c'_cs					
	,3120	,1094	2,8504	,0045	,0970	,5270
	,1893	,1868				

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_warm	,2959	,0910	,1182	,4818

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_warm	,1795	,0547	,0718	,2902

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_warm	,1772	,0539	,0713	,2864

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

10000

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: Variables names longer than eight characters can produce incorrect output.

Shorter variable names are recommended.

----- END MATRIX -----

Conceptual framework 1b

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : CBI_comp
X : BS_compe
M : BBS_comp

Covariates:
BS_warmt

Sample
Size: 560

OUTCOME VARIABLE:
BBS_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p	,7427	,5516	,4396	273,4032	2,0000	557,0000
	,0000					

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	,4650	,1269	3,6645	,0003	,2158	,7142
BS_compe	,6918	,0387	17,8848	,0000	,6158	,7678
BS_warmt	,1441	,0367	3,9269	,0001	,0720	,2162

Standardized coefficients

	coeff
BS_compe	,6611
BS_warmt	,1439

OUTCOME VARIABLE:
CBI_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p						

,4731 ,2238 2,1198 49,7231 3,0000 556,0000
,0000

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	-,1687	,2427	-,6953	,4872	-,6455	,3080
BS_compe	-,0178	,0887	-,2011	,8407	-,1921	,1564
BBS_comp	,3745	,0868	4,3156	,0000	,2041	,5450
BS_warmt	,5539	,0716	7,7382	,0000	,4133	,6945

Standardized coefficients

	coeff
BS_compe	-,0102
BBS_comp	,2246
BS_warmt	,3316

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

CBI_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2
p	,4486	,2012	2,1776	62,6014	2,0000	557,0000
	,0000					

Model

	coeff	se (HC3)	t	p	LLCI	ULCI
constant	,0054	,2429	,0223	,9822	-,4718	,4826
BS_compe	,2413	,0729	3,3104	,0010	,0981	,3844
BS_warmt	,6079	,0702	8,6611	,0000	,4700	,7457

Standardized coefficients

	coeff
BS_compe	,1383
BS_warmt	,3640

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

	Effect	se (HC3)	t	p	LLCI	ULCI
c_ps	c_cs					
,1464	,2413	,0729	3,3104	,0010	,0981	,3844
	,1383					

Direct effect of X on Y

	Effect	se (HC3)	t	p	LLCI	ULCI
c'_ps	c'_cs					
,0108	-,0178	,0887	-,2011	,8407	-,1921	,1564
	-,0102					-

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_comp	,2591	,0623	,1409	,3868

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_comp	,1572	,0372	,0863	,2338

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BBS_comp	,1485	,0353	,0811	,2207

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: Variables names longer than eight characters can produce incorrect output.

Shorter variable names are recommended.

----- END MATRIX -----

Conceptual framework 2a

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1
Y : CBI_comp
X : BBS_warm
W : C2CS_com

Covariates:
BBS_comp

Sample
Size: 560

OUTCOME VARIABLE:
CBI_comp

Model Summary	R	R-sq	MSE	F(HC3)	df1	df2	p
	,8367	,7001	,8205	440,2524	4,0000	555,0000	,0000

Model	coeff	se(HC3)	t	p	LLCI	ULCI
constant	2,2375	,1489	15,0249	,0000	1,9450	2,5301
BBS_warm	,1705	,0585	2,9127	,0037	,0555	,2854
C2CS_com	,7852	,0314	24,9809	,0000	,7235	,8470
Int_1	,1094	,0246	4,4454	,0000	,0611	,1577
BBS_comp	,0690	,0434	1,5916	,1121	-,0162	,1542

Product terms key:
Int_1 : BBS_warm x C2CS_com

Test(s) of highest order unconditional interaction(s):	R2-chng	F(HC3)	df1	df2	p
X*W	,0109	19,7616	1,0000	555,0000	,0000

Focal predict: BBS_warm (X)
Mod var: C2CS_com (W)

Conditional effects of the focal predictor at values of the moderator(s):

C2CS_com	Effect	se(HC3)	t	p	LLCI	ULCI
-1,5673	-,0010	,0484	-,0210	,9833	-,0960	,0940
,0000	,1705	,0585	2,9127	,0037	,0555	,2854
1,5673	,3419	,0865	3,9518	,0001	,1720	,5119

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-,6385	45,8929	54,1071

Conditional effect of focal predictor at values of the moderator:

C2CS_com	Effect	se(HC3)	t	p	LLCI	ULCI
-1,7571	-,0218	,0491	-,4437	,6574	-,1182	,0746
-1,4571	,0110	,0481	,2293	,8187	-,0835	,1056
-1,1571	,0439	,0483	,9075	,3645	-,0511	,1388
-,8571	,0767	,0496	1,5453	,1228	-,0208	,1742
-,6385	,1006	,0512	1,9642	,0500	,0000	,2012
-,5571	,1095	,0519	2,1082	,0355	,0075	,2115
-,2571	,1423	,0552	2,5802	,0101	,0340	,2507
,0429	,1751	,0591	2,9620	,0032	,0590	,2913
,3429	,2080	,0637	3,2642	,0012	,0828	,3331
,6429	,2408	,0688	3,5008	,0005	,1057	,3759
,9429	,2736	,0742	3,6855	,0003	,1278	,4194
1,2429	,3064	,0800	3,8300	,0001	,1493	,4636
1,5429	,3392	,0860	3,9437	,0001	,1703	,5082
1,8429	,3721	,0922	4,0338	,0001	,1909	,5532
2,1429	,4049	,0986	4,1058	,0000	,2112	,5986
2,4429	,4377	,1051	4,1639	,0000	,2312	,6442
2,7429	,4705	,1117	4,2110	,0000	,2511	,6900
3,0429	,5034	,1184	4,2497	,0000	,2707	,7360
3,3429	,5362	,1252	4,2816	,0000	,2902	,7822
3,6429	,5690	,1321	4,3081	,0000	,3096	,8284
3,9429	,6018	,1390	4,3303	,0000	,3288	,8748
4,2429	,6346	,1459	4,3490	,0000	,3480	,9213

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

BBS_warm C2CS_com CBI_comp .

BEGIN DATA.

-,9784 -1,5673 1,2302

,0000 -1,5673 1,2292

,9784 -1,5673 1,2282

-,9784 ,0000 2,2931

,0000 ,0000 2,4599

,9784 ,0000 2,6267

-,9784 1,5673 3,3561

,0000 1,5673 3,6906

,9784 1,5673 4,0252

END DATA.

GRAPH/SCATTERPLOT=

BBS_warm WITH CBI_comp BY C2CS_com .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

W values in conditional tables are the mean and +/- SD from the mean.

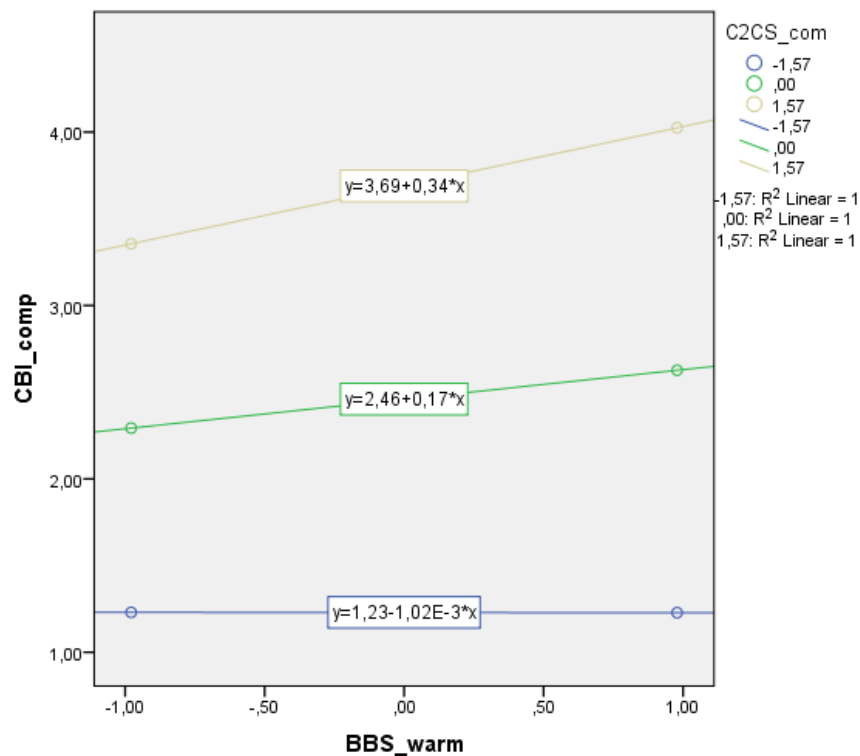
NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: The following variables were mean centered prior to analysis:

C2CS_com BBS_warm

NOTE: Variables names longer than eight characters can produce incorrect output. Shorter variable names are recommended.

----- END MATRIX -----



Conceptual framework 2b

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 1
Y : CBI_comp
X : BBS_comp
W : C2CS_com

Covariates:
BBS_warm

Sample
Size: 560

OUTCOME VARIABLE:
CBI_comp

Model Summary

	R	R-sq	MSE	F (HC3)	df1	df2	p
	,8362	,6993	,8228	450,9250	4,0000	555,0000	,0000

Model	coeff	se (HC3)	t	p	LLCI	ULCI
constant	2,0667	,1594	12,9670	,0000	1,7536	2,3797

BBS_comp	,0972	,0477	2,0359	,0422	,0034	,1909
C2CS_com	,7906	,0299	26,4688	,0000	,7320	,8493
Int_1	,1105	,0235	4,6930	,0000	,0642	,1567
BBS_warm	,1432	,0535	2,6750	,0077	,0380	,2483

Product terms key:

Int_1 : BBS_comp x C2CS_com

Test(s) of highest order unconditional interaction(s):

	R2-chng	F(HC3)	df1	df2	p
X*W	,0101	22,0243	1,0000	555,0000	,0000

Focal predict: BBS_comp (X)

Mod var: C2CS_com (W)

Conditional effects of the focal predictor at values of the moderator(s):

C2CS_com	Effect	se(HC3)	t	p	LLCI	ULCI
-1,5673	-,0760	,0397	-1,9152	,0560	-,1540	,0019
,0000	,0972	,0477	2,0359	,0422	,0034	,1909
1,5673	,2703	,0755	3,5798	,0004	,1220	,4187

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-1,5868	27,8571	72,1429
-,0409	53,3929	46,6071

Conditional effect of focal predictor at values of the moderator:

C2CS_com	Effect	se(HC3)	t	p	LLCI	ULCI
-1,7571	-,0970	,0409	-2,3696	,0181	-,1774	-,0166
-1,5868	-,0782	,0398	-1,9642	,0500	-,1563	,0000
-1,4571	-,0638	,0392	-1,6290	,1039	-,1408	,0131
-1,1571	-,0307	,0387	-,7935	,4278	-,1067	,0453
-,8571	,0025	,0394	,0622	,9504	-,0750	,0799
-,5571	,0356	,0414	,8595	,3905	-,0458	,1170
-,2571	,0687	,0444	1,5468	,1225	-,0186	,1561
-,0409	,0926	,0472	1,9642	,0500	,0000	,1853
,0429	,1019	,0483	2,1087	,0354	,0070	,1968
,3429	,1350	,0529	2,5548	,0109	,0312	,2389
,6429	,1682	,0579	2,9046	,0038	,0544	,2819
,9429	,2013	,0633	3,1788	,0016	,0769	,3257
1,2429	,2345	,0691	3,3950	,0007	,0988	,3701
1,5429	,2676	,0750	3,5673	,0004	,1203	,4150
1,8429	,3008	,0812	3,7061	,0002	,1414	,4602
2,1429	,3339	,0874	3,8193	,0001	,1622	,5057
2,4429	,3671	,0938	3,9126	,0001	,1828	,5513
2,7429	,4002	,1003	3,9904	,0001	,2032	,5972
3,0429	,4334	,1068	4,0559	,0001	,2235	,6432
3,3429	,4665	,1135	4,1117	,0000	,2436	,6894
3,6429	,4997	,1201	4,1595	,0000	,2637	,7356
3,9429	,5328	,1268	4,2009	,0000	,2837	,7819
4,2429	,5659	,1336	4,2369	,0000	,3036	,8283

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/

BBS_comp C2CS_com CBI_comp .
BEGIN DATA.

-,9884	-1,5673	1,3038
,0000	-1,5673	1,2287
,9884	-1,5673	1,1536
-,9884	,0000	2,3719
,0000	,0000	2,4679
,9884	,0000	2,5639
-,9884	1,5673	3,4399
,0000	1,5673	3,7071
,9884	1,5673	3,9743

END DATA.

GRAPH/SCATTERPLOT=

BBS_comp WITH CBI_comp BY C2CS_com .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

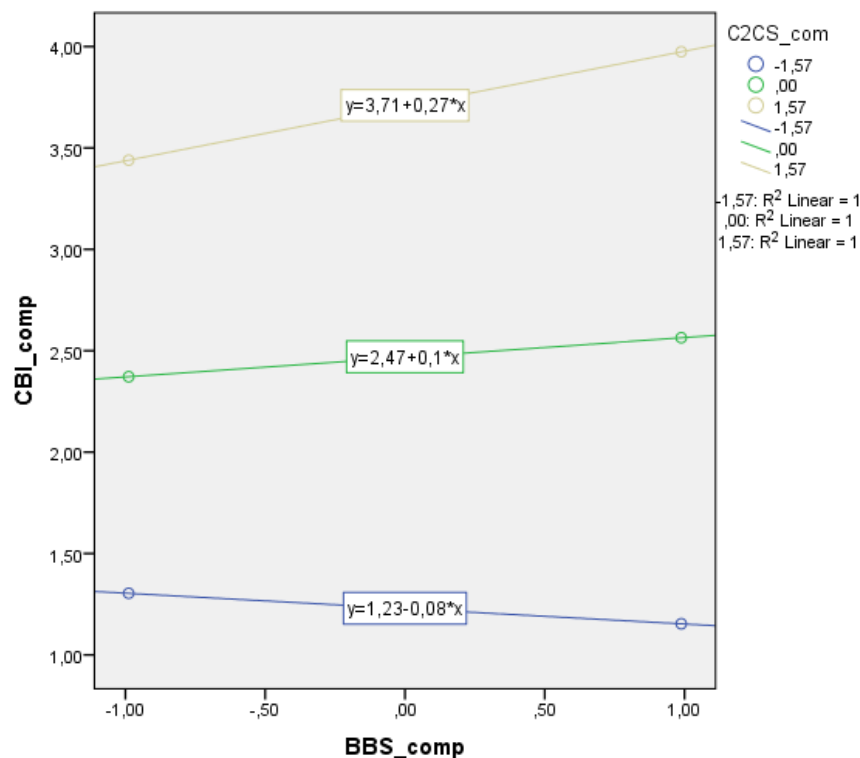
W values in conditional tables are the mean and +/- SD from the mean.

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: The following variables were mean centered prior to analysis:
C2CS_com BBS_comp

NOTE: Variables names longer than eight characters can produce incorrect output.
Shorter variable names are recommended.

----- END MATRIX -----



Conceptual framework 3

Modellzusammenfassung^d

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,449 ^a	,201	,198	1,47569	,201	70,150	2	557	,000	
2	,481 ^b	,231	,226	1,45016	,030	10,892	2	555	,000	
3	,554 ^c	,307	,298	1,38098	,075	19,999	3	552	,000	1,982

a. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth

b. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

c. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth, Composite Consumers' Need for Uniqueness: Avoidance of Similarity, Composite Consumers' Need for Uniqueness: Unpopular Choice, Composite Consumers' Need for Uniqueness: Creative Choice

d. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	305,525	2	152,762	70,150	,000 ^b
	Nicht standardisierte Residuen	1212,950	557	2,178		
	Gesamt	1518,474	559			
2	Regression	351,334	4	87,834	41,767	,000 ^c
	Nicht standardisierte Residuen	1167,140	555	2,103		
	Gesamt	1518,474	559			
3	Regression	465,753	7	66,536	34,889	,000 ^d
	Nicht standardisierte Residuen	1052,721	552	1,907		
	Gesamt	1518,474	559			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth

c. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

d. Einflußvariablen : (Konstante), Composite Brand Stereotype: Competence, Composite Brand Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth, Composite Consumers' Need for Uniqueness: Avoidance of Similarity, Composite Consumers' Need for Uniqueness: Unpopular Choice, Composite Consumers' Need for Uniqueness: Creative Choice

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	,005	,246		,022	,982	-,477	,488					
	Composite Brand Stereotype: Warmth	,608	,073	,364	8,362	,000	,465	,751	,432	,334	,317	,757	1,321
	Composite Brand Stereotype: Competence	,241	,076	,138	3,177	,002	,092	,390	,318	,133	,120	,757	1,321
2	(Konstante)	-,230	,246		-,934	,351	-,714	,254					
	Composite Brand Stereotype: Warmth	,357	,111	,214	3,208	,001	,138	,576	,432	,135	,119	,312	3,207
	Composite Brand Stereotype: Competence	,011	,099	,006	,108	,914	-,184	,205	,318	,005	,004	,429	2,331
	Composite Brand Buyer Stereotype: Warmth	,270	,116	,160	2,334	,020	,043	,497	,436	,099	,087	,294	3,398
	Composite Brand Buyer Stereotype: Competence	,300	,098	,180	3,066	,002	,108	,493	,373	,129	,114	,401	2,492
3	(Konstante)	-,969	,265		-3,653	,000	-1,490	-,448					
	Composite Brand Stereotype: Warmth	,258	,107	,155	2,416	,016	,048	,468	,432	,102	,086	,307	3,258
	Composite Brand Stereotype: Competence	-,005	,095	-,003	-,047	,962	-,192	,183	,318	-,002	-,002	,420	2,380
	Composite Brand Buyer Stereotype: Warmth	,246	,110	,146	2,235	,026	,030	,463	,436	,095	,079	,293	3,410
	Composite Brand Buyer Stereotype: Competence	,252	,094	,151	2,697	,007	,069	,436	,373	,114	,096	,398	2,510
	Composite Consumers' Need for Uniqueness: Creative Choice	,270	,045	,252	6,040	,000	,182	,358	,408	,249	,214	,723	1,383
	Composite Consumers' Need for Uniqueness: Unpopular Choice	,106	,050	,085	2,138	,033	,009	,204	,198	,091	,076	,794	1,259
	Composite Consumers' Need for Uniqueness: Avoidance of Similarity	,005	,044	,005	,113	,910	-,081	,091	,171	,005	,004	,719	1,391

a. Abhängige Variable: Composite Consumer Brand Identification

Conceptual framework 4a

Independent SC

- Low Independent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,480 ^a	,230	,223	1,28378	,230	33,401	3	335	,000	1,919

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	165,145	3	55,048	33,401	,000 ^b
	Nicht standardisierte Residuen	552,113	335	1,648		
	Gesamt	717,258	338			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	-,451	,286		-1,576	,116	-1,014	,112					
	Composite Brand Buyer Stereotype: Warmth	,399	,087	,269	4,602	,000	,228	,569	,414	,244	,221	,675	1,482
	Composite Brand Buyer Stereotype: Competence	,252	,083	,173	3,032	,003	,089	,416	,349	,163	,145	,709	1,411
	Composite Consumers' Need For Uniqueness: Overall	,274	,069	,198	3,984	,000	,139	,409	,297	,213	,191	,929	1,077

a. Abhängige Variable: Composite Consumer Brand Identification

■ High Independent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,555 ^a	,308	,298	1,50959	,308	32,139	3	217	,000	2,159

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	219,722	3	73,241	32,139	,000 ^b
	Nicht standardisierte Residuen	494,511	217	2,279		
	Gesamt	714,232	220			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Warmth, Composite Brand Buyer Stereotype: Competence

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	-1,310	,459		-2,853	,005	-2,214	-,405					
	Composite Brand Buyer Stereotype: Warmth	,565	,128	,298	4,417	,000	,313	,818	,430	,287	,249	,699	1,431
	Composite Brand Buyer Stereotype: Competence	,355	,127	,190	2,803	,006	,105	,604	,384	,187	,158	,697	1,434
	Composite Consumers' Need For Uniqueness: Overall	,452	,084	,304	5,359	,000	,286	,618	,350	,342	,303	,988	1,012

a. Abhängige Variable: Composite Consumer Brand Identification

Conceptual framework 4b

Independent SC

■ Low Independent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,297 ^a	,088	,085	1,39322	,088	32,518	1	337	,000	1,891

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	63,119	1	63,119	32,518	,000 ^b
	Nicht standardisierte Residuen	654,139	337	1,941		
	Gesamt	717,258	338			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	1,015	,223		4,542	,000	,575	1,454					
	Composite Consumers' Need For Uniqueness: Overall	,410	,072	,297	5,702	,000	,269	,552	,297	,297	,297	1,000	1,000

a. Abhängige Variable: Composite Consumer Brand Identification

■ High Independent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,350 ^a	,123	,119	1,69150	,123	30,629	1	219	,000	1,911

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	87,636	1	87,636	30,629	,000 ^b
	Nicht standardisierte Residuen	626,596	219	2,861		
	Gesamt	714,232	220			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	1,342	,324		4,143	,000	,704	1,980					
	Composite Consumers' Need For Uniqueness: Overall	,520	,094	,350	5,534	,000	,335	,705	,350	,350	,350	1,000	1,000

a. Abhängige Variable: Composite Consumer Brand Identification

Conceptual framework 4c

Interdependent SC

■ Low Interdependent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Statistikwerte ändern				Sig. Änderung in F	Durbin-Watson-Statistik
					Änderung in R-Quadrat	Änderung in F	df1	df2		
1	,475 ^a	,225	,218	1,25153	,225	30,169	3	311	,000	2,035

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	141,762	3	47,254	30,169	,000 ^b
	Nicht standardisierte Residuen	487,129	311	1,566		
	Gesamt	628,891	314			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler				Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	-,345	,286		-1,207	,228	-,909	,218					
	Composite Brand Buyer Stereotype: Warmth	,181	,088	,126	2,067	,040	,009	,354	,350	,116	,103	,665	1,504
	Composite Brand Buyer Stereotype: Competence	,499	,087	,352	5,758	,000	,328	,669	,445	,310	,287	,666	1,502
	Composite Consumers' Need For Uniqueness: Overall	,167	,071	,120	2,367	,019	,028	,307	,202	,133	,118	,962	1,039

a. Abhängige Variable: Composite Consumer Brand Identification

■ High Interdependent

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Statistikwerte ändern				Sig. Änderung in F	Durbin-Watson-Statistik
					Änderung in R-Quadrat	Änderung in F	df1	df2		
1	,567 ^a	,322	,313	1,48243	,322	38,079	3	241	,000	2,205

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	251,049	3	83,683	38,079	,000 ^b
	Nicht standardisierte Residuen	529,623	241	2,198		
	Gesamt	780,672	244			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall, Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	-1,198	,453		-2,646	,009	-2,089	-,306					
	Composite Brand Buyer Stereotype: Warmth	,785	,118	,406	6,626	,000	,551	1,018	,477	,393	,352	,749	1,335
	Composite Brand Buyer Stereotype: Competence	,086	,114	,045	,750	,454	-,139	,310	,255	,048	,040	,767	1,304
	Composite Consumers' Need For Uniqueness: Overall	,467	,081	,309	5,747	,000	,307	,627	,376	,347	,305	,973	1,027

a. Abhängige Variable: Composite Consumer Brand Identification

Conceptual framework 4d

Interdependent SC

- Low Interdependent

Only BBS

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,460 ^a	,211	,206	1,26073	,211	41,834	2	312	,000	2,032

a. Einflußvariablen : (Konstante), Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	132,985	2	66,492	41,834	,000 ^b
	Nicht standardisierte Residuen	495,907	312	1,589		
	Gesamt	628,891	314			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	,016	,244		,064	,949	-,465	,496					
	Composite Brand Buyer Stereotype: Warmth	,201	,088	,140	2,283	,023	,028	,374	,350	,128	,115	,671	1,491
	Composite Brand Buyer Stereotype: Competence	,517	,087	,365	5,944	,000	,346	,687	,445	,319	,299	,671	1,491

a. Abhängige Variable: Composite Consumer Brand Identification

Only CNFU

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,202 ^a	,041	,038	1,38818	,041	13,352	1	313	,000	2,030

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	25,729	1	25,729	13,352	,000 ^b
	Nicht standardisierte Residuen	603,162	313	1,927		
	Gesamt	628,891	314			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	1,357	,229		5,930	,000	,907	1,807					
	Composite Consumers' Need For Uniqueness: Overall	,281	,077	,202	3,654	,000	,130	,433	,202	,202	,202	1,000	1,000

a. Abhängige Variable: Composite Consumer Brand Identification

■ High Interdependent

Only BBS

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,478 ^a	,229	,222	1,57748	,229	35,859	2	242	,000	2,176

a. Einflußvariablen : (Konstante), Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	178,465	2	89,232	35,859	,000 ^b
	Nicht standardisierte Residuen	602,207	242	2,488		
	Gesamt	780,672	244			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflußvariablen : (Konstante), Composite Brand Buyer Stereotype: Competence, Composite Brand Buyer Stereotype: Warmth

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	,132	,414		,318	,751	-,684	,947					
	Composite Brand Buyer Stereotype: Warmth	,892	,124	,462	7,164	,000	,646	1,137	,477	,418	,404	,768	1,302
	Composite Brand Buyer Stereotype: Competence	,062	,121	,033	,508	,612	-,177	,300	,255	,033	,029	,768	1,302

a. Abhängige Variable: Composite Consumer Brand Identification

Only CNFU

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,376 ^a	,141	,138	1,66103	,141	39,954	1	243	,000	2,087

a. Einflußvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

b. Abhängige Variable: Composite Consumer Brand Identification

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	110,234	1	110,234	39,954	,000 ^b
	Nicht standardisierte Residuen	670,438	243	2,759		
	Gesamt	780,672	244			

a. Abhängige Variable: Composite Consumer Brand Identification

b. Einflussvariablen : (Konstante), Composite Consumers' Need For Uniqueness: Overall

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	1,122	,320		3,505	,001	,491	1,753					
	Composite Consumers' Need For Uniqueness: Overall	,568	,090	,376	6,321	,000	,391	,744	,376	,376	,376	1,000	1,000

a. Abhängige Variable: Composite Consumer Brand Identification

Additional tests

CBI → PI (+ control variables)

Modellzusammenfassung^b

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers	Änderung in R-Quadrat	Statistikwerte ändern			Sig. Änderung in F	Durbin-Watson-Statistik
						Änderung in F	df1	df2		
1	,770 ^a	,592	,584	1,18484	,592	72,349	11	548	,000	1,983

a. Einflussvariablen : (Konstante), SD06=mehr als 2500, Composite Consumer Brand Identification, SD04=Anderer:, Wohnsitz, Alter: [Keine Beschreibung] 01, Geschlecht, SD04=Lehre, SD06=800 - 1499, SD04=Schulabschluss, SD06=weniger als 800, Brand Familiarity

b. Abhängige Variable: Composite Purchase Intention

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	1117,241	11	101,567	72,349	,000 ^b
	Nicht standardisierte Residuen	769,310	548	1,404		
	Gesamt	1886,551	559			

a. Abhängige Variable: Composite Purchase Intention

b. Einflussvariablen : (Konstante), SD06=mehr als 2500, Composite Consumer Brand Identification, SD04=Anderer:, Wohnsitz, Alter: [Keine Beschreibung] 01, Geschlecht, SD04=Lehre, SD06=800 - 1499, SD04=Schulabschluss, SD06=weniger als 800, Brand Familiarity

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B		Korrelationen			Kollinearitätsstatistik	
		Regressionskoeffizient B	Standardfehler	Beta			Untergrenze	Obergrenze	Nullter Ordnung	Partiell	Teil	Toleranz	VIF
1	(Konstante)	1,494	,336		4,445	,000	,834	2,155					
	Brand Familiarity	,378	,038	,329	10,026	,000	,304	,452	,611	,394	,273	,692	1,445
	Composite Consumer Brand Identification	,589	,036	,528	16,209	,000	,517	,660	,706	,569	,442	,701	1,427
	Geschlecht	-,096	,104	-,026	-,923	,356	-,301	,109	,019	-,039	-,025	,921	1,086
	Wohnsitz	-,006	,105	-,002	-,055	,956	-,212	,200	-,060	-,002	-,001	,962	1,040
	Alter: [Keine Beschreibung] 01	-,013	,004	-,089	-3,013	,003	-,021	-,004	-,160	-,128	-,082	,857	1,166
	SD04=Schulabschluss	,081	,152	,017	,531	,596	-,218	,380	-,012	,023	,014	,738	1,354
	SD04=Lehre	-,065	,117	-,017	-,562	,574	-,294	,163	,006	-,024	-,015	,802	1,246
	SD04=Anderer:	-,741	,367	-,056	-2,022	,044	-1,462	-,021	-,069	-,086	-,055	,968	1,033
	SD06=weniger als 800	,030	,152	,006	,197	,844	-,269	,329	-,020	,008	,005	,699	1,431
	SD06=800 - 1499	-,075	,137	-,017	-,550	,582	-,344	,194	-,013	-,023	-,015	,767	1,303
	SD06=mehr als 2500	,075	,138	,017	,548	,584	-,195	,346	,048	,023	,015	,730	1,370

a. Abhängige Variable: Composite Purchase Intention

PI → BOwn

Codierung abhängiger Variablen

Ursprünglicher Wert	Interner Wert
nein	0
ja	1

Omnibus-Tests der Modellkoeffizienten

		Chi-Quadrat	df	Sig.
Schritt 1	Schritt	248,946	1	,000
	Block	248,946	1	,000
	Modell	248,946	1	,000

Modellzusammenfassung

Schritt	-2 Log-Likelihood	Cox & Snell R-Quadrat	Nagelkerkes R-Quadrat
1	438,577 ^a	,359	,508

a. Schätzung beendet bei Iteration Nummer 6, weil die Parameterschätzer sich um weniger als ,001 änderten.

Klassifizierungstabelle^a

		Vorhergesagt			
		BoughtOrNotBought		Prozentsatz der Richtigen	
Beobachtet		nein	ja		
Schritt 1	BoughtOrNotBought	nein	348	42	89,2
		ja	57	113	66,5
	Gesamtprozentsatz				82,3

a. Der Trennwert lautet ,500

Variablen in der Gleichung

		RegressionskoeffizientB	Standardfehler	Wald	df	Sig.	Exp(B)	95% Konfidenzintervall für EXP (B)	
			r					Unterer Wert	Oberer Wert
Schritt 1 ^a	Composite Purchase Intention	1,168	,105	123,838	1	,000	3,217	2,618	3,952
	Konstante	-6,172	,533	134,278	1	,000	,002		

a. In Schritt 1 eingegebene Variablen: Composite Purchase Intention.

Correlations

Korrelationen

		Composite Brand Stereotype: Competence	Composite Brand Stereotype: Warmth	Composite Brand Buyer Stereotype: Competence	Composite Brand Buyer Stereotype: Warmth	Composite Consumers' Need for Uniqueness: Creative Choice	Composite Consumers' Need for Uniqueness: Unpopular Choice	Composite Consumers' Need for Uniqueness: Avoidance of Similarity
Composite Brand Stereotype: Competence	Korrelation nach Pearson	1	,493**	,732**	,464**	,259**	,004	-,030
	Signifikanz (2-seitig)		,000	,000	,000	,000	,927	,484
	N	560	560	560	560	560	560	560
Composite Brand Stereotype: Warmth	Korrelation nach Pearson	,493**	1	,470**	,816**	,312**	,111**	,098*
	Signifikanz (2-seitig)	,000		,000	,000	,000	,008	,021
	N	560	560	560	560	560	560	560
Composite Brand Buyer Stereotype: Competence	Korrelation nach Pearson	,732**	,470**	1	,549**	,260**	,061	,006
	Signifikanz (2-seitig)	,000	,000		,000	,000	,152	,896
	N	560	560	560	560	560	560	560
Composite Brand Buyer Stereotype: Warmth	Korrelation nach Pearson	,464**	,816**	,549**	1	,296**	,083*	,086*
	Signifikanz (2-seitig)	,000	,000	,000		,000	,050	,042
	N	560	560	560	560	560	560	560
Composite Consumers' Need for Uniqueness: Creative Choice	Korrelation nach Pearson	,259**	,312**	,260**	,296**	1	,289**	,402**
	Signifikanz (2-seitig)	,000	,000	,000	,000		,000	,000
	N	560	560	560	560	560	560	560
Composite Consumers' Need for Uniqueness: Unpopular Choice	Korrelation nach Pearson	,004	,111**	,061	,083*	,289**	1	,427**
	Signifikanz (2-seitig)	,927	,008	,152	,050	,000		,000
	N	560	560	560	560	560	560	560
Composite Consumers' Need for Uniqueness: Avoidance of Similarity	Korrelation nach Pearson	-,030	,098*	,006	,086*	,402**	,427**	1
	Signifikanz (2-seitig)	,484	,021	,896	,042	,000	,000	
	N	560	560	560	560	560	560	560

** Die Korrelation ist auf dem Niveau von 0,01 (2-seitig) signifikant.

* Die Korrelation ist auf dem Niveau von 0,05 (2-seitig) signifikant.

German abstract

Aufgrund der steigenden Bedeutung von Marken als Bezugspunkt für Beziehungen (Fournier, 1998), ist das Thema um die Beziehung zwischen Konsumenten und Marke zunehmend in den Fokus der internationalen Marketing Literatur gerückt. Das Konzept der Konsumenten-Marken-Identifikation (Stockburger-Sauer et al., 2012) hat zuletzt wichtige Ergebnisse und Vorraussetzungen identifiziert. Dennoch steht die akademische Recherche noch am Anfang. Der bisherige Stand ist vor allem geprägt von markenspezifischen Faktoren oder äußeren Einflüssen als Treiber von der Konsumenten-Marken-Identifikation. Über die Rolle der Konsumenten selber ist bisher wenig bekannt. Ein zunehmend wichtiger werdender Teil der Literatur beschäftigt sich hingegen mit den Stereotypen der Marken und ihrer Käufer und damit wie diese die Identifikation von Konsumenten mit Marken beeinflussen (Kolbl et. al., 2019). Der Transfer von Stereotypen von Marken zu ihren Besitzern muss bisher noch untersucht werden.

Vor diesem Hintergrund untersucht die vorliegende Arbeit: (a) ob es einen Transfer von Stereotypen von Marken auf die Wahrnehmung ihrer Käufer und dadurch wiederum auf die Konsumenten-Marken-Identifikation gibt. Zusätzlich (b) wird die Rolle der eingeschätzten Ähnlichkeit zwischen Konsumenten von Konsumenten im Hinblick auf diese Beziehung untersucht. Mit Bezug auf bisherigen Studien zu Stereotypen und der Theorie von Einmaligkeit wird (c) die Auswirkung von Markenstereotypen auf den Wunsch von Konsumenten nach Einmaligkeit, unter der Berücksichtigung ihrer individuellen Merkmale, untersucht. Letztlich (d) wird analysiert werden, welche der beschriebenen Beziehungen (unter der Voraussage von ‚self-construal‘) den stärksten Einfluss auf CBI hat. Um diese Fragen zu beantworten, wurde online eine Umfrage unter 560 Teilnehmern in Deutschland durchgeführt. Dort wurde den Teilnehmern zufällig eine von 60 globalen Marken aus verschiedenen Kategorien zugewiesen. Die Resultate deuten darauf hin, dass (a) Markenstereotypen sich auf die Käufer dieser Marken übertragen, (b) dass eine hohe Ähnlichkeit unter Konsumenten den Effekt von BBS auf CBI verstärkt, (c) dass der Markenstereotyp ‚Wärme‘, die beiden Dimensionen von BBS und die drei Dimensionen von CNFU einen positiven Einfluss auf die Konsumenten-Marken-Identifikation haben und schließlich, (d) dass für unabhängige Konsumenten CNFU der stärkere Treiber ist, während für voneinander abhängigen Konsumenten BBS eine größere Rolle spielt. Außerdem ist es besonders die Kompetenz-Dimension, die für eher unabhängige Konsumenten eine Rolle spielt, während es für eher voneinander Abhängigen die Wärme-Dimension ist.

Insgesamt vermittelt diese Arbeit aus verschiedenen Perspektiven theoretische Einblicke in konsumentenspezifische Voraussetzungen für CBI und liefert wichtige Erkenntnisse für das Management globaler Marken.

Schlüsselwörter: Markenstereotyp, Markenkäufer-Stereotyp, Konsumenten-Marken-Identifikation, Konsumentenbedürfnis nach Einzigartigkeit