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Advertising Effects on Consumer Processing of Brand Extensions: Applying the Categorization Model and Framing Theory

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Applying the Categorization Model and Framing Theory

Jungsuk Kang, Ph.D.

University of Connecticut, 2013

ABSTRACT

This study proposed and tested a conceptual model of consumer processing of brand extensions. The sequential flow of this model is described as follows: (1) consumer exposure to a brand extension spontaneously activates a parent brand category and its extension product category associated with the brand extension; (2) this activation will trigger two types of holistic evaluation, involving consumer assessment of the parent-brand image and product-feature fit between the parent brand category and its extension product category; (3) this holistic evaluation will facilitate either a category-based or a attribute-based judgment of the similarity between the parent brand and its brand extension; and (4) the process of such judgment will result in either a heuristic category-based or an analytical piecemeal-based evaluation to help shape consumer attitude toward and intention to purchase the brand extension. Based on testing the conceptual framework, Experiment 1 found

that perceived fit of product features between a parent brand and its extension product category increased perceived similarity between the parent brand and its brand extension and consumer attitude toward the brand extension. By contrast, perceived fit of brand/product image between the parent brand and its extension product category decreased correct recall of the product-feature related attributes of the brand extension. In addition, there was a positive relationship between perceived similarity of the parent brand and its brand extension and brand extension attitude.

Experiment 2 investigated how advertising techniques to frame parent-brand image specific associations and product-feature related attributes of the brand extension could contribute to consumer processing of brand extensions. The results showed that such advertising techniques did not influence consumer processing of brand extensions with either a high parent-brand image/high product-feature fit or a low parent-brand image/low product-feature fit. However, by excluding the product-feature related description of the brand extensions in the ad, a brand extension with a high parent-brand image/low product-feature fit was found to increase perceived similarity between the brand extension and its parent brand. By comparison, for a brand extension with a low parent-brand image/high product-feature fit, the ad headlines that framed the parent-brand image increased consumer intention to purchase the brand extension.

Advertising Effects on Consumer Processing of Brand Extensions:
Applying the Categorization Model and Framing Theory

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B.A., Korea University, 1996

M.A., Korea University, 1998

A Dissertation

Submitted in Partial Fulfillment of the

Requirements for the Degree of

Doctor of Philosophy

at the

University of Connecticut

2013

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APPROVAL PAGE

Doctor of Philosophy Dissertation

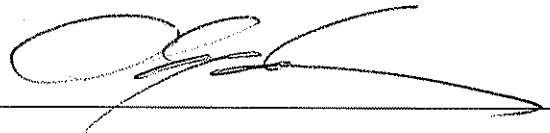
Advertising Effects on Consumer Processing of Brand Extensions:

Applying the Categorization Model and Framing Theory

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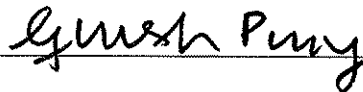
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Chapter 1: Introduction

The extension of established brands to new markets represents a commonly used, cost-efficient brand strategy (Loken, Joiner, & Houston, 2010; Sullivan, 1992). This brand strategy stems from the utilization of a product's brand equity. Well-established brands can leverage their equity through an evaluative transfer of perceived values from these brands to their brand extensions (Tauber, 1993; Fiske & Pavelchak, 1986). Thus, brand-equity transfer can increase the survival probabilities and market shares of the brand extensions in their entrance to new markets (Sullivan, 1992; Smith & Park, 1992), in addition to increasing advertising efficiencies (Smith & Park, 1992; Smith, 1992).

Previous studies have established that market success and advertising efficiencies of brand extensions are moderated by consumer perceptions of the fit between the parent brand and its extension product category or its brand extension (e.g., Smith & Park, 1992; Smith, 1992; Klink & Smith, 2001; Lane, 2000). Marketing researchers have endeavored to ascertain the following factors – (1) the relevant determinants or moderators (e.g., Volckner & Sattler, 2006; Czellar, 2003), (2) the psychological processes underlying brand extension evaluations (e.g., Sujan, 1985; Boush & Loken, 1991; Meyers-Levy, Louie, & Curren, 1994), and (3) the relevant advertising strategies (e.g., Dens & Pelsmacker, 2010; Bridges, Keller, & Sood, 2000; Boush, 1993b) – associated with the perceived fit between a parent brand and its extension product category or between a parent brand and its brand extension. However, these past research efforts have yet to provide us with a thorough understanding of the effects of the perceived fit associated

with brand extensions. This is because past studies did not provide clear conceptual explanations about the relationships among the parent brands, their extension product categories, and their brand extensions to explain consumer perception or evaluation of the fit between them.

To understand consumer evaluation effects of perceived fit related to parent brands and their extension product categories or their brand extensions, most studies have adopted the categorization model as their conceptual framework (Loken, Barsalou, & Joiner, 2008). The categorization model (e.g., Fiske & Pavelchak, 1986) argues that evaluation of a target category rapidly assimilates to that of a reference category, when two categories share a large amount of features at a glance (i.e., a strong fit). Evaluation of the target category is determined by attribute-by-attribute comparisons with the reference category, when two categories have little in common at a perceptual level (i.e., a weak fit).

It is worth noting that the categorization model only addresses the relationship between two categories - target and reference categories. As a result, previous studies that applied the categorization model have considered either the relationship between the parent brands and their extension product categories or the relationship between the parent brands and their brand extensions. In spite of that, it is logical to assume that consumers can perceive a brand that extends to a new product category in three different categories – a parent brand, its extension product category and its brand extension. The existence of these three perceptual categories has generated different conceptualizations of the perceived fit between a parent brand and the extension product category that is

subsumed under its brand extension (e.g., Aaker & Keller, 1990) or the perceived fit between a parent brand and its brand extension (e.g., Boush & Loken, 1991).

As mentioned above, most previous studies on brand extensions have examined the perceived fit between a parent brand and its extension product category – or between a parent brand and its brand extension – by focusing on the features of products that they have shared (i.e., product-feature fit) (e.g., Aaker & Keller, 1990; Boush & Loken, 1991). However, the perceived fit in either of these two scenarios does not completely account for the effects of a parent brand's equity on its brand extension (Tauber, 1993, 1988; Bhat & Reddy, 2001). In other words, the potential influence of the perceived brand equity of a parent brand on consumer evaluations of its brand extension through fit perception has not been carefully investigated.

To better understand a parent brand's leverage effects on its brand extension, the perceived fit between the parent brand and its extension product category – or between the parent brand and its brand extension – could be examined by focusing on the parent brand's image as a component of its brand equity (Broniarczyk & Alba, 1994; Park, Milberg, & Lawson, 1991; Aaker, 1996). This type of perceived parent-brand image fit can be defined as the degree to which a parent brand's images are congruent with those of its extension product category or its brand extension (Bhat & Reddy, 1997, 2001).

The present study will theoretically elaborate on the categorization model and empirically examine this proposed elaborated model to better understand how consumers categorize and evaluate brand extensions. In particular, this theoretical elaboration will focus on (1) the conceptual relationships among three categories – a parent brand, its

extension product category and its brand extension and (2) two types of perceived fit between a parent brand and its product category or its brand extension – product-feature fit and parent-brand image fit. An experimental study (or Experiment 1) will empirically test the elaborated model about consumer categorization (i.e., perception) and evaluation of brand extensions (i.e., attitudes toward the brand extensions and intention to purchase the brand extensions). Experiment 1 will be conducted with a sample of native Korean female consumers to examine how these two types of perceived fit – product-feature fit and parent-brand image fit – can affect the consumer categorization processes of brand extensions and evaluations of these brand extensions.

In conjunction with theorizing and testing the proposed elaborated model, a second theoretical perspective, the framing theory, will be utilized as the basis for investigating how effective advertising can contribute to consumer categorization and evaluation of brand extensions with different combinations of product-feature fit and parent-brand image fit. To test this theoretical assumption, Experiment 2 will explore how advertising message framing techniques may affect consumers' psychological process in developing categorization and evaluation cognitions related to brand extensions. This experiment will be conducted with a different sample of native Korean female consumers. In particular, Experiment 2 will utilize parent-brand image specific associations to frame consumer perception and evaluation of brand extensions, as these associations can be viewed as more general and inclusive attributes related to brand extensions that are based on the product-feature related associations of the parent brand (Bettman & Sujan, 1987; Meyers-Levy & Tybout, 1989). This experiment intends to explore how parent-brand image framing via ad headlines may increase consumer

evaluation of advertised brand extensions, as a result of their categorization processes with these brand extensions.

To test both conceptual frameworks, a popular consumer brand named “UNIQLO” in Asia (including Korea), France, Russia, the United Kingdom and the United States will be utilized as the parent brand for the two experiments. The “UNIQLO” brand was chosen to be the parent brand based on the results of several pretests and panel discussion sessions conducted by the study. The merchandise categories sold under the “UNIQLO” brand typically include clothing and accessories for women, men, kids and infants. The “UNIQLO” brand offers a good variety of functionally related product categories associated with its brand name (e.g., underwear for men, hats and belts for women, socks for kids and infant garments) in its own retail outlets. Hence, the “UNIQLO” brand is a well suited parent brand for the present study because consumers are familiar with its many extension product categories and are accustomed to the introduction of new extension product categories under its brand name.

Chapter 2: Theoretical Framework

Processing of Brand Extensions

2.1 Brands as Categories

The categorization model argues that brands can be considered as categories consisting of their associations in consumer memory (Loken et al., 2008; Boush, 1993a; Boush & Loken, 1991; Sujan, 1985; Farquhar & Herr, 1993). In an analogy to set theory, a mathematical theory that studies sets, a brand with its associations corresponds to a set with its elements of an object. For example, associations with “expensive,” “prestigious,” and “rich user” can reflect the characteristics of a brand “ROLEX” (Bhat & Reddy, 1997), as the elements “feather,” “beak,” and “wings” may reveal the features of an object “bird.”

The concept of brand categories can be characterized as follows. First, the brand itself can serve as a category label that evokes the brand’s associations and vice versa (Boush, 1993a; Fiske & Pavelchak, 1986; Farquhar & Herr, 1993). While the “brand as a category label” is a cue that can activate the consumers’ brand associations and evaluative responses to the brand (Farquhar & Herr, 1993), the “brand as a category” is a mental representation consisting of the brand’s dominant associations and their evaluative values (i.e., positive or negative) (John, Loken, Kim, & Monga, 2006; Fiske & Pavelchak, 1986). Although the terms “brand as a category” and “brand as a category label” are considered to be conceptually distinct, they cannot be clearly distinguished, from an empirical perspective. For this reason, they will be interchangeably used in this study.

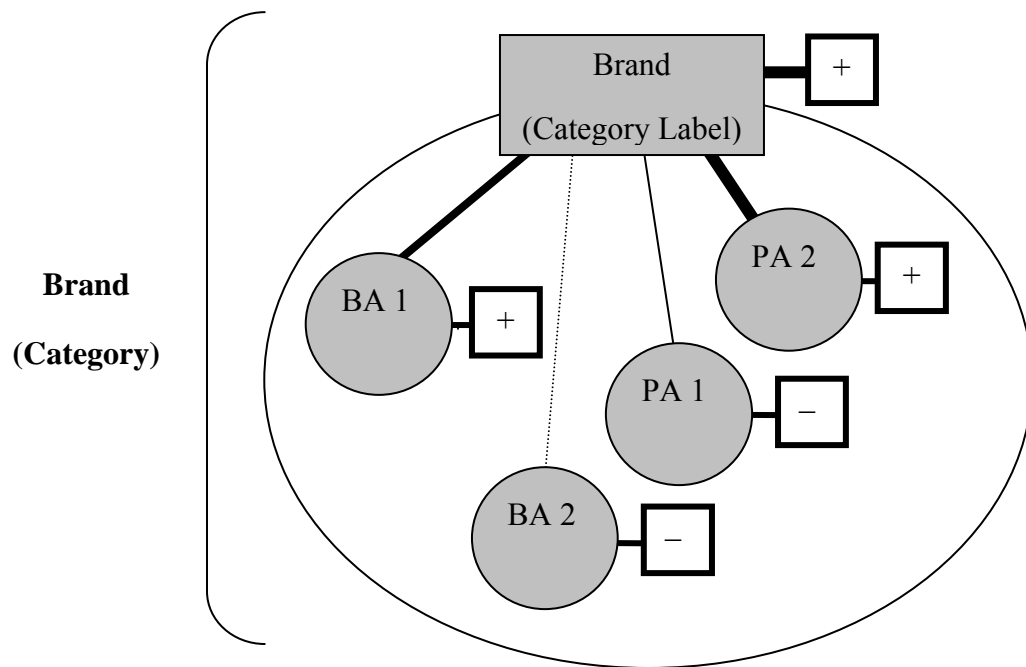
Second, the category of a brand comprises different types of perceptual dominant associations. Each association of a brand can be classified into one of two groups: brand-image specific associations and product-feature related associations (Bhat & Reddy, 1997, 2001; Gensch, 1978). Brand-image specific associations can be defined as the overall impression about a brand including brand concept, brand benefit, brand personality, brand quality, brand user image, and the like. Product-feature related associations contain salient characteristics of the actual product categories associated with a brand such as physical features or attributes of these products, functions and usage occasions of the products, etc. The brand-image specific associations may exist at the superordinate level, whereas the product-feature related associations can be represented in consumer memory at the subordinate level (Meyers-Levy & Tybout, 1989; Bettman & Sujan, 1987). For example, “purity” is considered a brand-image specific association of the “IVORY” brand (Park, Jaworski, & MacInnis, 1986), whereas “white color” and “floating soap” are seen as product-feature related associations of the brand. The brand-image specific association is formed from a gestalt of these product-feature related associations, interpreted by consumers as related to the brand “IVORY” (Faircloth, Capella, & Alford, 2001). By comparison, a brand-image specific association is more abstract and general than a product-feature related association, as the former is primarily constructed through a more symbolic conceptualization of the product and the latter is formed primarily based on the physical attributes of the product.

Third, each association in the category of a brand is connected to the brand with different levels of strength (Aaker, 1996; John et al., 2006). The relative strength of each association with the brand decides the perceived salience of that association in consumer

memory. Salient associations are easily and rapidly retrieved from consumer memories whenever consumers encounter the brand. For instance, a brand “HAAGEN DAZS” tends to prompt consumers to quickly recall a strong association of “rich/creamy,” whereas a brand “SEALTEST” in the same product category is more likely to quickly activate a different association of “reasonably priced” in consumer memory (Bhat & Reddy, 2001).

Fourth, a brand and its associations have separate evaluative values (i.e., positive or negative) (Fiske & Pavelchak, 1986). When consumers encounter a brand, the overall evaluative value of the brand itself is activated more quickly and effortlessly than the evaluative values of the individual associations of the brand (Maheswaran, Mackie, & Chaiken, 1992). The perceived value of a brand typically results in an overall evaluation of the brand or attitude toward the brand (Fiske & Pavelchak, 1986).

The perceived category structure of a brand, as reflected by its associations and their evaluative values, is illustrated in Figure 1.



Note. BA = Brand-image specific association. PA = Product-feature related association. Sign “+” or “-” = Positive or negative value, respectively. The thicker the lines are, the more strongly the associations are connected to the brand.

Figure 1. Perceived Category Structure of a Brand

Fifth, the perceived category structure of a brand, like the one illustrated in Figure 1, may differ across individual consumers to some degree. In particular, the perceived category structure can differ, depending on what perceived associations are included in a brand as a category and how strongly each perceived association is connected to the brand, in addition to how positively either the brand or each of its perceived associations is evaluated. Otherwise, consumers indicating a similar experience and familiarity with a brand can share a typical perceived category structure of the brand (John et al., 2006). In other words, there exists a typical category structure

of a brand that is shared among a subpopulation of consumers at the same level, which stems from either their brand usage experience or brand familiarity. For instance, consumers using a brand can form a complex framework of a lot of product-feature related associations relevant to the brand, on the basis of their direct experience with the brand. However, consumers who have not used the brand are more likely to have a simple framework comprising a few brand-image specific associations resulting from the influence of marketing communications, word of mouth, etc.

Lastly, the perceived category structure of a brand can be partially or largely changed by consumers' direct experiences with and the marketing communications of the brand. In particular, exposure to advertising slogans and repeated exposures to advertising messages that focus on a specific brand association can enhance accessibility to the association that has not previously been part of the salient consumer memory. This brand association can in turn become more salient when consumers encounter the brand (Lane, 2000; Boush, 1993b; Bambauer-Sachse, Huttl, & Gierl, 2011). For example, a brand "DUNKIN' DONUTS" repeatedly communicated an ad message "coffee and donuts" with consumers via mass media in Korea a few years ago. Before the ad campaign implementation, an association "coffee" did not exist in Korean consumer memory about the brand "DUNKIN' DONUTS." The ad campaign strengthened the association between "DUNKIN' DONUTS" and "coffee" by incorporating the association of "coffee" in the category structure of the brand "DUNKIN' DONUTS." Consequently, after having been repeatedly exposed to the ad campaign, Korean consumers were able to easily and quickly recall the association "coffee" when encountering the brand "DUNKIN' DONUTS" (Woo, 2010). Therefore, advertising can

help influence how consumers perceive the category structure of a brand after advertising exposure.

Similar to a parent brand, the extension product category of that parent brand can be evaluated as categories in a brand extension context (Loken et al., 2008; Fiske & Pavelchak, 1986). Specifically, the extension product category of a parent brand typically possesses the following characteristics. First, an extension product category can be regarded as a perceived category structure consisting of its product-image and product-feature related associations and their evaluative values, as perceived by consumers. Second, the category structure of an extension product category is identical among consumers who indicate a similar experience and familiarity with the extension product category. Third, the perceived category structure of an extension product category can change through subsequent consumer use and marketing communications of the extension product category.

2.2 Categorization Processes of a Given Brand Extension

The consumer categorization processes of a given brand extension conceptually consist of three stages (see Figure 4): (1) spontaneous activation of the two most accessible/applicable categories – a parent brand and the extension product category of its brand extension – at the category-based level (i.e., category-based activation of a parent brand and its extension product category), (2) perception of fit between the parent brand and the extension product category of its brand extension at the category-based level (i.e., category-based perception of fit between a parent brand and its extension product category), and (3) perception of similarity between the parent brand and its brand

extension at the category-based level (i.e., category-based perception of similarity between a parent brand and its brand extension) and/or at the attribute-based level (i.e., piecemeal-based evaluation of similarity between a parent brand and its brand extension). Using a brand extension “APPLE iPad” as an example of this categorization process, consumers will activate the parent brand “APPLE” and the extension product category “tablet computer.” Consumers are most likely to identify the brand extension by comparing the parent brand and its extension product category. After comparing the two categories, which share the same image-related association “innovativeness,” consumers will likely categorize the brand extension “APPLE iPad” under its parent brand “APPLE,” due to the perceived brand-image similarity between the parent brand “APPLE” and its brand extension “APPLE iPad.”

Category-based activation of brand extension identification. Consumers perceive a given brand extension as a novel and ambiguous stimulus when they first encounter it. When they attempt to identify the brand extension, the categories of a parent brand and the extension product category of its brand extension – which consist of their perceived salient associations – are spontaneously activated instead of every specific association of these two categories (Srull & Wyer, 1979; Cohen & Basu, 1987; Loken et al., 2008). Even when consumers first encounter a brand extension (e.g., “TIMEX calculator”), the brand extension can simultaneously signal the two most accessible categories, such as the parent brand (e.g., “TIMEX” as a category) and its extension product category (e.g., “calculator product class” as a category); this can be done through the use of a brand name, product label, physical features, and the like that the brand extension has (Desai & Keller, 2002). In general, consumers have already constructed these two categories – the

parent brand and the extension product category of its brand extension – through their exposure to past purchase experiences and marketing communications. These categories are thus most accessible and applicable to consumers when consumers attempt to identify the brand extension (Broniarczyk & Alba, 1994; Czellar, 2003; Aaker & Keller, 1990; Volckner & Sattler, 2006).

Category-based perception of fit. To judge whether or not a brand extension can be categorized into its parent brand, consumers spontaneously evaluate the fit between the parent brand and the extension product category of its brand extension at the category-based level (Cohen & Basu, 1987; Fiske & Pavelchak, 1986) by examining the name/label and/or attributes of the brand extension (Desai & Keller, 2002). This perceived fit then serves as a basic reference for consumers in categorizing a brand extension as an instance of the parent brand.

As a case in point, for a given brand extension (e.g., “TIMEX calculator” as a category label), the parent brand (e.g., “TIMEX” as a category label) and its extension product category (e.g., “calculator” as a category label) may independently elicit a set of several salient associations related to them (e.g., “simple,” “inexpensive price,” and “tells time” for “TIMEX” and “numbers,” “arithmetic,” and “inexpensive price” for “calculator”) (John et al., 2006; Farquhar & Herr, 1993; Loken et al, 2008). Consumer perception of the fit between the parent brand and its extension product category is based on category-based comparisons, instead of piecemeal-based comparisons (Volckner & Sattler, 2006; Cohen & Basu, 1987). A category-based comparison refers to a heuristic comparison of a set of several salient associations of the parent brand with that of the extension product category; a piecemeal-based comparison describes the process of

attribute-by-attribute comparisons of every association of the parent brand with that of the extension product category. For example, the product feature – “inexpensive price” – is the salient association shared between the parent brand “TIMEX” as a category and its extension product category “calculator” as a category. The perceived fit between the parent brand and its extension product category is more likely to be seen as high, even though the other associations of the parent brand (e.g., “simple” and “tells time”) are different from those of the extension product category (e.g., “arithmetic”).

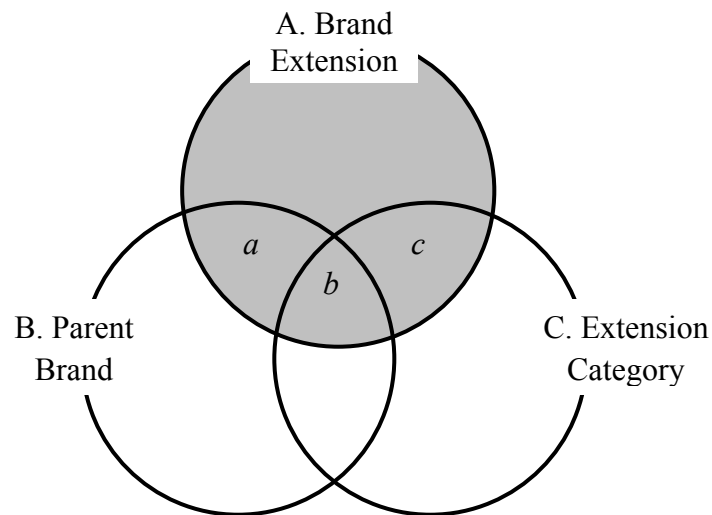
Past studies have established that perceived fit between a parent brand and its extension product category can be classified into two types (Bhat & Reddy, 1997, 2001; Broniarczyk & Alba, 1994; Bridges et al., 2000; Park et al., 1991): (1) product-feature fit and (2) parent-brand image fit. Product-feature fit can be here defined as: consumer perceptions of the degree to which a set of salient product-feature related associations of a parent brand is congruent with a set of salient product-feature related associations of the extension product category of its brand extension (Bhat & Reddy, 1997, 2001; Boush & Loken, 1991; Aaker & Keller, 1990). Hence, when perceiving the product-feature fit, consumers tend to use product-feature related associations such as physical features (Boush & Loken, 1991), usage situations and technology attributes (Aaker & Keller, 1990), and place of purchase and function (Bhat & Reddy, 1997) of the parent brand’s products and its extension product category. For example, the product-feature related association of “mouthwash” as an extension product category of a brand extension “CLOSE-UP mouthwash” is likely to be perceived as being congruent with the product-feature related associations of the flagship product “toothpaste” of its parent brand

“CLOSE-UP.” This is because “mouthwash” and “toothpaste” share the same product function “breath-freshening” (Bhat & Reddy, 2001).

On the other hand, the perceived parent-brand image fit can be here referred to as the degree to which the parent brand’s images are perceived to be congruent with the images of its extension product category when identifying the brand extension (Bhat & Reddy, 1997, 2001; Park et al., 1991). Perceived parent-brand image fit can result from a heuristic comparison between a set of salient brand-image specific associations drawn from the parent brand and a set of product-image related associations (e.g., product concepts, product user image) drawn from its extension product category. Hence, the associations used by consumers for comparing a parent brand and its extension product category include brand or product concepts (Park et al., 1991; Broniarczyk & Alba, 1994), brand or product images, overall quality perceptions of the brand or product (Bhat & Reddy, 1997; Broniarczyk & Alba, 1994), and user imagery of brand or product (Bridges et al., 2000; Broniarczyk & Alba, 1994). For example, for a brand extension “MARLBORO denim apparel,” its extension product category “denim apparel” has very little in common with the flagship product “cigarette” of its parent brand “MARLBORO,” in terms of product-feature fit between the two. Otherwise, the extension product category “denim apparel” can share the same image associations (e.g., masculine, challenge and freedom) with the parent brand “MARLBORO” (Woo, 2010), in terms of parent-brand image fit between the two.

Figure 2 provides an illustration of the perceptual dimensions of two types of perceived fit between a parent brand and its extension product category, using Venn diagrams and the basis of set theory; the fit is geographically defined as the area “*b*” in

Figure 2. Specifically, Formula 1 illustrates how two types of perceived fit between a parent brand and its extension product category can be obtained by using algebra of sets: product-feature (vs. parent-brand image) fit = $[A \cap B] \cap [A \cap C] = [a \text{ set of product-feature related (vs. parent-brand image specific) attributes of the brand extension} \cap a \text{ set of product-feature related (vs. parent-brand image specific) associations of its parent brand}] \cap [a \text{ set of product-feature related (vs. parent-brand image specific) attributes of the brand extension} \cap a \text{ set of product-feature related (vs. product-image related) associations of its extension product category}] = [areas "a" and "b"] \cap [areas "b" and "c"] = \text{area "b."}$



Formula 1. $[A \cap B] \cap [A \cap C] = b$, which represents perceived product-feature fit or perceived parent-brand image fit between a parent brand and its extension product category in terms of product feature or brand/product image.

Note. A = A set of perceived dominant attributes of a brand extension. B = A set of perceived dominant associations of a parent brand. C = A set of perceived dominant associations of an extension product category.

Figure 2. Perceived Fit between a Parent Brand and its Extension Product Category

As explicated above, to better understand the leverage effects of a parent brand on its brand extension, two types of fit should be considered together when studying brand extensions (Tauber, 1993, 1988; Bhat & Reddy, 1997, 2001; Park et al., 1991; Broniarczyk & Alba, 1994). These two types of fit may jointly produce a perception of cross-fit between a parent brand and its extension product category. Consumers' perceived cross-fit related to a given brand extension can be conceptualized as a combination of the parent-brand image fit and the product-feature fit between a parent brand and its extension product category, as follows: (1) a high-level cross-fit – a high parent-brand image/high product-feature fit (i.e., an HB/HP fit), (2) a mixed-level cross-fit – a high parent-brand image/low product-feature fit (i.e., an HB/LP fit) or a low parent-brand image/high product-feature fit (i.e., an LB/HP fit), and (3) a low-level cross-fit – a low parent-brand image/low product-feature fit (i.e., an LB/LP fit). Table 1 describes the relationships between perceptions of parent-brand image fit, product-feature fit, and cross-fit, as reflected in the 2 X 2 fit-perception matrix.

Table 1. *Conceptual Framework of Perceived Parent-Brand Image Fit and Perceived Product-Feature Fit*

		Parent-brand image fit	
		High	Low
Product-feature fit	High	High-level cross-fit (HB/HP fit)	Mixed-level cross-fit (LB/HP fit)
	Low	Mixed-level cross-fit (HB/LP fit)	Low-level cross-fit (LB/LP fit)

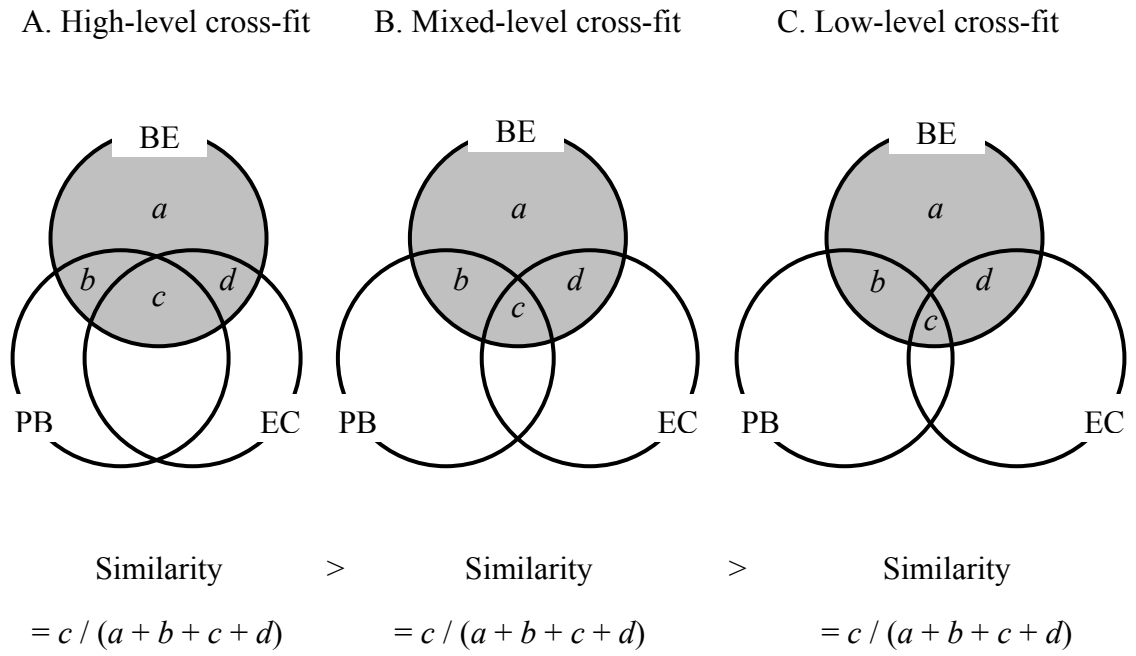
Category-based perception or piecemeal-based evaluation of similarity. As discussed above, a cross-fit between a parent brand and its extension product category can result from a combination of parent-brand image fit and product-feature fit. Hence, perceived cross-fit between a parent brand and its extension product category can lead to a perception of similarity between a parent brand and its brand extension. As each type of perceived parent-brand image fit and product-feature fit between the parent brand and its extension product category becomes stronger, consumers are more likely to perceive the brand extension as similar to its parent brand and categorize the brand extension into the parent brand (Bhat & Reddy, 1997; Herr, 1986, 1989).

Perceived similarity between a parent brand and its brand extension is here defined as the degree to which a set of brand extension attributes is perceived as similar to a set of its parent brand associations. This type of perceived similarity can be geographically defined as the proportion of the brand extension attributes in relation to both the parent brand and its extension product category (see the area “c” in Figure 3), as evaluated by a set of all the brand extension attributes (see the areas “a,” “b,” “c,” and “d” in Figure 3). Specially, Formula 2 illustrates how the similarity between a parent brand and its brand extension can be obtained by using the following algebra of sets:

$$\text{perceived similarity} = \frac{\text{subset of attributes of a brand extension associated with both its parent brand and its extension product category}}{\text{total set of attributes of the brand extension}} = \frac{\text{area “c”}}{\text{areas “a,” “b,” “c,” and “d.”}}$$

Based on the theoretical discussion presented above, it is anticipated that perceived similarity between a parent brand and its brand extension will increase when the perceived cross-fit between the parent brand and its extension product category

increases. The relationships between perceived cross-fit and similarity are illustrated in Figure 3, as presented with Venn diagrams and set theory.



Formula 2. $c / (a + b + c + d)$ = Perceived similarity between a parent brand and its brand extension, where areas “a,” “b,” “c,” and “d” represent different subsets of perceived attributes associated with a brand extension.

Note. BE = A set of perceived attributes of a brand extension. PB = A set of perceived associations of a parent brand. EC = A set of perceived associations of an extension product category.

Figure 3. Relationships between Perceived Cross-Fit and Similarity

According to past research, consumers can judge the similarity between a parent brand and its brand extension and categorize the brand extension into the parent brand at the category-based level and/or the attribute-based level (Fiske & Pavelchak, 1986;

Meyers-Levy et al., 1994). Therefore, when consumers perceive the cross-fit as very high (i.e., an HB/HP fit-perception condition), they are more likely to perceive the brand extension as similar to the parent brand at the category-based level. They may thus categorize the brand extension as an instance of its parent brand (Mervis & Rosch, 1981). By comparison, when consumers perceive such cross-fit as very low (i.e., an LB/LP fit-perception condition), they are more likely to perceive the brand extension as dissimilar to its parent brand at the category-based level. They are then less likely to categorize the brand extension as an instance of its parent brand (Mervis & Rosch, 1981). According to Fiske and Pavelchak's (1986) study, such perceptions of similarity and categorization in the high-level or low-level cross-fit perception conditions tend to terminate at the category-based level. For example, when first encountering a brand extension "BMW motorcycle," consumers can easily determine a strong product-feature fit between the extension product category "motorcycle" and its parent brand "BMW" (e.g., vehicles with gasoline engine); they can also identify a strong parent-brand image fit between the two through perceiving the similar image related association (e.g., excellent in driving performance) (Aaker & Keller, 1990). Consumers are more likely to easily and quickly perceive the brand extension "BMW motorcycle" as similar to its parent brand "BMW." By contrast, consumers are more likely to easily and quickly view the now defunct brand extension "COLGATE kitchen entrees" to be dissimilar to its parent brand "COLGATE," due to a lack of a good product-feature fit (i.e., food vs. toothpaste) and a good parent-brand image fit (e.g., a quick meal vs. cavity prevention). Hence, brand extensions "BMW motorcycle" (i.e., an HB/HP fit-perception condition) and "COLGATE kitchen entrees" (i.e., an LB/LP fit-perception condition) don't require consumers to exert an

extensive amount of cognitive efforts to judge their product-feature or brand-image related similarity in relation to their respective parent brands.

However, when evaluating the cross-fit in a mixed-level combination condition (i.e., either an HB/LP or an LB/HP fit-perception condition), consumers are less likely to perceive the similarity as extremely high or low, relative to the high-level cross-fit (i.e., an HB/HP fit) or the low-level cross-fit (i.e., an LB/LP fit) perception condition. Therefore, perceived similarity between a parent brand and its brand extension in the mixed-level cross-fit perception conditions (i.e., an HB/LP and an LB/HP fit-perception conditions) may be lower than that of the high-level cross-fit perception condition (i.e., an HB/HP fit-perception condition) but greater than that of the low-level cross-fit perception condition (i.e., an LB/LP fit-perception condition). The mixed-level cross-fit perception conditions can then produce a moderate perceived similarity between a parent brand and its brand extension at the category-based level (Meyers-Levy & Tybout, 1989). For instance, when first encountering a brand extension “PORSCHE sunglasses,” consumers tend to perceive the similarity between the brand extension and its parent brand “PORSCHE” as weak at a first glance. This is because the extension product category “sunglasses” does not have a high product-feature fit with the flagship product “automobiles” of the parent brand “PORSCHE,” even though expensive sunglasses and luxury cars can share the same prestige-oriented image (Tauber, 1988). Similarly, for a brand extension “Residence Inn by MARRIOTT,” its extension product category “inn” may have a good product-feature fit with the flagship product “hotels” associated with its parent brand “MARRIOTT.” Nonetheless, the more scaled-down product image of the

extension product category “inn” may be seen as different from the more upscale product image of the flagship product “hotels” of its parent brand “MARRIOTT.”

To evaluate the brand extensions with a mixed-level cross-fit, consumers may begin to thoroughly compare specific attributes of the brand extension with its parent brand and vice versa (Fiske & Pavelchak, 1986; Sujan, 1985). Such piecemeal-based comparative processing can make a difference in the perceived similarity and categorization of the brand extension between the two aforementioned mixed-level cross-fit perception conditions at the attribute-based level. Some studies imply that perceived parent-brand image fit is more likely than the perceived product-feature fit to affect (1) the perceived similarity between the parent brand and its brand extension and (2) the likelihood that the brand extension is categorized as an instance of its parent brand (Park et al., 1991; Broniarczyk & Alba, 1994). Accordingly, a brand extension with high parent-brand image fit (i.e., an HB/LP fit-perception condition) can be perceived as more similar to its parent brand and is more likely to be categorized into its parent brand than a brand extension with low parent-brand image fit (i.e., an LB/HP fit-perception condition). This theoretical assumption highlights the important role of parent brand image in consumer perception and evaluation of brand extensions, compared to product features of the parent brands and the extension product categories. However, this assumption has yet to be tested empirically.

2.3 Evaluation Processes of a Given Brand Extension

Immediately after having been exposed to a given brand extension, consumers are more likely to do category-based processing of the brand extension, in order to

categorize and then evaluate the brand extension (Fiske & Pavelchak, 1986; Sujan, 1985). When perceiving the cross-fit as relatively extreme (i.e., either an HB/HP or an LB/LP fit-perception condition), consumers would be able to easily decide whether or not the brand extension should be categorized as an instance of its parent brand by evaluating a few salient associations of a parent brand and a few salient attributes of its brand extension at the category-based level. This category-based brand extension processing is more likely to encourage consumers to make heuristic evaluations of the brand extension at the category-based level (i.e., category-based evaluation on a given brand extension). For instance, as discussed above, consumers can quickly discern how a brand extension “BMW motorcycle” and its parent brand “BMW” share some salient attributes via both a product-feature (i.e., motorized vehicles) and parent-brand image (i.e., indisputable quality) fit. They can also transfer evaluative value of the parent brand to the brand extension.

Such category-based processing requires intuitive thinking instead of analytical thinking (Mantel & Kardes, 1999). The intuitive processing can rapidly terminate without any elaboration of the brand extension information. As a result, consumers may spend a relatively short amount of time on the evaluation of the brand extension but they are less likely to remember specific attributes of the brand extension (Sujan, 1985; Boush & Loken, 1991). Ironically, the heuristic or intuitive information processing is more likely to motivate consumers to be more confident in estimating the accuracy of their own recall about the brand extension attributes (Kuvaas & Selart, 2004).

By contrast, the information about the extension product category of a given brand extension and its parent brand may not be sufficient for consumers to decide

whether the brand extension is categorized as an instance of its parent brand, when a perceived mix-level cross-fit or moderate similarity is at work (i.e., either an HB/LP or an LB/HP fit-perception condition). As such, consumers can begin to do piecemeal-based processing of the brand extension information, in order to evaluate the brand extension in a piecemeal-based or an analytic fashion. Such approach involving piecemeal-based processing requires more consumer time and cognitive efforts to comprehend and elaborate the brand extension information than the route of category-based processing. Increased cognitive efforts may enable consumers to remember more specific attributes of the brand extension (Sujan, 1985; Boush & Loken, 1991; Celsi & Olson, 1988). As a result, although consumers can recall more attributes about the brand extension with a mixed-level cross-fit or a moderate similarity, they are less likely to be confident in estimating the accuracy of their own recall of those attributes (Kuvaas & Selart, 2004). For example, as elaborated above, brand extensions “PORSCHE sunglasses” and “Residence Inn by MARRIOTT” may be perceived as sharing a weak product-feature and parent-brand image fit with their parent brands “PORSCHE” and “MARRIOTT,” respectively. These brand extensions are not highly similar to their parent brands in terms of their product functions or brand/product images. In determining whether there is a low level of similarity between these parent brands and their respective brand extensions, consumers may have to exert more cognitive efforts to identify and categorize the two brand extensions against their parent brands.

The evaluation of the brand extension with an extremely high- or low-level cross-fit is heuristically determined by the interaction between (1) perceived categorization of the brand extension as an instance of its parent brand and (2) the parent

brand's evaluative value or attitude toward the parent brand (Fiske & Pavelchak, 1986; Boush & Loken, 1991; Herr, 1986, 1989; Broniarczyk & Alba, 1994). Consumers who easily categorize the brand extension as an instance of its parent brand (i.e., an HB/HP fit-perception condition) are more likely to assimilate their evaluation of the brand extension with the evaluative values of its parent brand at the category-based level (Fiske & Pavelchak, 1986; Boush & Loken, 1991; Herr, 1986, 1989). Consumers will evaluate the brand extension more favorably, if their evaluation of its parent brand is more positive. On the other hand, when consumers perceive the fit between the parent brand and its extension product category as extremely low (i.e., an LB/LP fit-perception condition), they may not categorize the brand extension as an instance of its parent brand and their evaluation of the brand extension will be discriminated from its parent brand's evaluative values at the category-based level (i.e., contrast effect) (Herr, 1986, 1989). In that scenario, consumers will likely evaluate the brand extension more unfavorably, if they evaluate the parent brand more positively.

In the case where consumers perceive mixed-level cross-fit between a parent brand and its extension product category (i.e., either an HB/LP or an LB/HP fit-perception condition), they may adopt piecemeal-based processing of the brand extension information to resolve the perceived ambiguous similarity stemming from the incongruity between perceived product-feature fit and perceived parent-brand image fit (Fiske & Pavelchak, 1986; Meyers-Levy et al., 1994; Boush & Loken, 1991; Sujon, 1985). The exertion of greater cognitive efforts to resolve the perceived ambiguous similarity can facilitate consumer preference in a brand extension with a mixed-level cross-fit over a brand extension with an extremely high- or low-level cross-fit (Meyers-Levy et al., 1994).

Contrary to this prediction, some studies suggest that consumer evaluation of a given brand extension can decrease in the order of high-, mixed-, and low-level cross-fit perception conditions, corresponding to the degree of the perceived similarity between the parent brand and its brand extension at the category-based level (Boush & Loken, 1991; Klink & Smith, 2001).

For a brand extension with a mixed-level cross-fit (i.e., an HB/LP or an LB/HP fit-perception condition), the parent-brand image fit can increase the similarity more than the product-feature fit through attribute-by-attribute comparison between the parent brand and its brand extension (Broniarczyk & Alba, 1994; Dhar & Sherman, 1996; Park et al., 1991). Accordingly, a brand extension with an HB/LP fit is more likely to increase perceived similarity between a parent brand and its brand extension than a brand extension with an LB/HP fit. Hence, the difference of the increase in perceived similarity between an HB/LP fit-perception condition and an LB/HP fit-perception condition can produce an opposite effect on brand extension evaluation, as follows.

First, some studies imply that a higher level of increased perceived similarity in an HB/LP fit-perception condition may highlight the brand extension attributes associated with the parent brand more than a lower level of increased perceived similarity in an LB/HP fit-perception condition (Srull & Wyer, 1979; Herr, 1986, 1989). If the parent brand has been evaluated positively, the more heavily weighted brand extension attributes associated with a parent brand in an HB/LP fit-perception condition can make the brand extension seen as more positive – relative to the less weighted brand extension attributes associated with a parent brand in an LB/HP fit-perception condition. This process reflects an evaluative transfer of parent brand value to its brand extension during

piecemeal-based processing (Ajzen, 1991; Fiske & Pavelchak, 1986). Based on this rationale, the evaluation on a given brand extension may be more positive in an HB/LP fit-perception condition than in an LB/HP fit-perception condition.

By contrast, the increased similarity in an HB/LP fit-perception condition may reduce cognitive efforts to resolve the inconsistency between the parent-brand image fit and product-feature fit, compared to the lower level of increased similarity in an LB/HP fit-perception condition. Consequently, the evaluation on brand extension can be less positive in an HB/LP fit-perception condition than in an LB/HP fit-perception condition. This is because the amount of cognitive efforts can be positively associated with brand extension evaluation (Meyers-Levy et al., 1994).

Taken together, a conceptual framework of consumer categorization and evaluation processes of a given brand extension in relation to its parent brand and extension product category is presented in Figure 4.

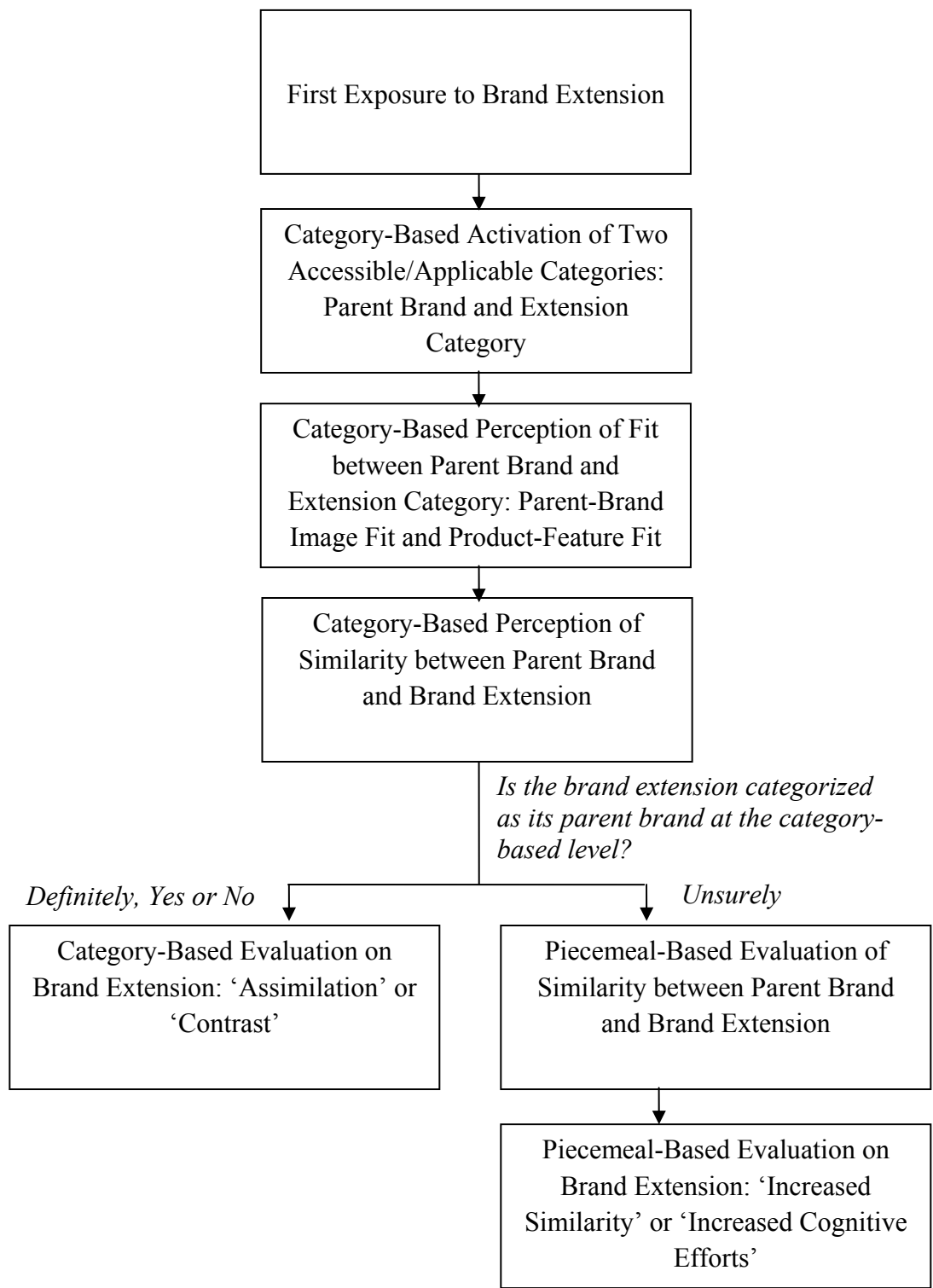


Figure 4. A Conceptual Framework of Categorization and Evaluation of a Brand Extension

2.4 Hypotheses and Research Questions

Most studies that investigated consumer perception and evaluation of brand extensions have focused on product-feature fit between a parent brand and its extension product category (e.g., Aaker & Keller, 1990; Boush & Loken, 1991). Some research also identified the parent-brand image fit between a parent brand and its extension product category as another type of fit (e.g., Park et al., 1991; Bhat & Reddy, 2001). Bhat and Reddy's (1997) study implied that two types of perceived fit can have joint effect on perception of similarity between a parent brand and its brand extension. Hence, the categorization and evaluation model proposed in Figure 4 above incorporates these two potential effects of consumer perceptual and evaluative processing of brand extensions. However, the effects of these two types of perceived fit on this perceived similarity has yet to be tested empirically.

To explore the effects of the two potential types of perceived fit on perceived similarity between a parent brand and its brand extension, the following null hypothesis is proposed:

H1: Perceived similarity between a parent brand and its brand extension will not differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit.

The perceived similarity between a parent brand and its brand extension may have effects on attitude toward the brand extension as an indicator of brand extension evaluation (Bhat & Reddy, 1997, 2001) through categorization of a brand extension into its parent brand. Some studies suggest that the perceived similarity may be positively

and linearly associated with attitude toward the brand extension (e.g., Boush & Loken, 1991; Klink & Smith, 2001). Other study contends that perceived moderate similarity between a parent brand and its brand extension (i.e., two mixed-level cross-fit perception conditions – an HB/LP fit-perception condition or an LB/HP fit-perception condition) can lead to a more favorable attitude toward the brand extension than perceived similarity that is either extremely high (i.e., a high-level cross-fit perception condition) or extremely low (i.e., a low-level cross-fit perception condition) (e.g., Meyers-Levy et al., 1994). Independent of the relationship between the perceived similarity and brand extension attitude (i.e., positive linear relationship vs. inverted-U shaped relationship), most marketing and advertising research has provided a consistent prediction that brand extension attitude is more likely to positively affect intention to purchase the brand extension (MacKenzie, Lutz, & Belch, 1986; Czellar, 2003). These theoretical assumptions are tested in the following three null hypotheses:

H2: Perceived similarity between a parent brand and its brand extension will not be significantly and positively associated with attitude toward the brand extension.

H3: Attitude toward a brand extension will not differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit.

H4: Intention to purchase a brand extension will not differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit.

Brand extension, when perceived as extremely similar to its parent brand (i.e., a high-level cross-fit perception condition) or dissimilar (i.e., a low-level cross-fit perception condition), may be evaluated by consumers at a category-based level. Such category-based evaluation of a brand extension is characterized to be more heuristic or intuitive (Fiske & Pavelchak, 1986; Boush & Loken, 1991). Consumers who do heuristic processing of a brand extension tend to report lower level of self-reported analytical thinking (Mantel & Kardes, 1999) and are less likely to elaborate and memorize the brand extension attributes, when exposed to information about the brand extension. In this scenario, consumers may thus recall a small number of correct brand extension attributes (Sujan, 1985; Boush & Loken, 1991). They also tend to be more confident about their own recall of the brand extension attributes as being accurate (Kuvaas & Selart, 2004).

By comparison, when a brand extension is perceived as being moderately similar to its parent brand (i.e., the two mixed-level cross-fit perception conditions), consumers are more likely to do attribute-by-attribute comparison between the parent brand and its brand extension (Boush & Loken, 1991; Meyers-Levy et al., 1994). Such processing of brand extension tends to encourage them to report a higher level of self-reported analytical thinking (Mantel & Kardes, 1999), recall a large amount of correct brand extension attributes (Boush & Loken, 1991), and experience a low level of confidence in estimating the accuracy of their own attribute recall (Kuvaas & Selart, 2004). These scenarios then help provide the basis for proposing the following three research questions:

RQ1: Will the level of self-reported analytical thinking differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit?

RQ2: Will the number of correctly-recalled brand extension attributes differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit?

RQ3: Will the level of consumer confidence in estimating the accuracy of brand-extension attribute recall differ significantly across study conditions with either (a) a high or low product-feature fit or (b) a high or low parent-brand image fit?

When investigating these hypotheses and research questions above, several potential covariates will be controlled for. These covariates will confound the effects of two types of perceived fit on dependent variables (e.g., perception of similarity between a parent brand and its brand extension, brand extension attitude) through moderating consumer perception of two types of fit or level of cognitive processing (i.e., analytical or piecemeal-based processing vs. heuristic or category-based processing). Specifically, parent brand familiarity may moderate the perception of fit between a parent brand and its extension product category (Volckner & Sattler, 2006). Similarly, parent brand loyalty can also moderate such perceived fit (Martinez, Montaner, & Pina, 2009), as can parent brand attitude (Broniarczyk & Alba, 1994; Czellar, 2003).

On the other hand, consumer involvement in an extension product category of its brand extension may determine the level of cognitive processing of – through moderating

the degree to which consumers try to search for information related to – a parent brand, its extension product category, or its brand extension (Suh & Yi, 2006). These different levels of cognitive processing due to consumer involvement can affect perception of two types of fit. Likewise, need for cognition may affect level of cognitive processing (Cox, 1967; Meyers-Levy & Sternthal, 1993). Consumers who are high in need for cognition are more likely to exert considerable cognitive efforts through reexamining a given brand extension, whereas those who are low in need for cognition do not tend to expand large cognitive efforts in processing a brand extension. Such individual differences between them can have differential effects on their perceptions of two types of fit.

Advertising Framing Effects

2.5 Attribute Framing Effects on Brand Extension Processing

The role of advertising for a given brand extension is to transfer its established parent brand equity to consumer evaluation of the brand extension itself (Nakamoto, MacInnis, & Jung, 1993; Bridges et al., 2000). As discussed above, the positive relationship between (1) perceived similarity between the parent brand and its brand extension and (2) consumer evaluation of the brand extension may not be always verified, due to the role of one's exertion of cognitive efforts in evaluating the brand extension (Meyers-Levy et al., 1994).

Otherwise, most past studies on the categorization model have suggested that this brand-equity transfer can be successfully facilitated through advertising by increasing the perceived similarity between a parent brand and its brand extension, which is based on increases in the perceived fit between the parent brand and its extension product category

(e.g., Bridges et al., 2000; Park et al., 1991). In order to substantially enhance perceived similarity between a parent brand and its brand extension at the attribute- and/or category-based level, it is useful to examine advertising strategies that can increase the perceptual salience of the parent brand itself as a category and/or its dominant associations for consumers when processing the brand extension (Aaker & Keller, 1990; Bambauer-Sachse et al., 2011; Boush, 1993b; Dens & Pelsmacker, 2009).

To increase the perceptual salience of a parent brand and/or its dominant associations in the brand extension contexts, many researchers have found that advertisements highlighting the link or relationship between consumer perception of a parent brand's dominant associations and its brand extension are effective. The highlighting of this link can be mainly manipulated by reminding consumers of the parent brand's dominant associations and their relevance with the brand extension (Bridges et al., 2000; Lane, 2000). Such manipulations are designed to increase the applicability of the parent brand itself as a category and/or its dominant associations when consumers judge perceived similarity between the parent brand and its brand extension and evaluate the brand extension.

The framing theory can provide a theoretical framework for exploring the effects of such advertising strategies, highlighting the link between a parent brand's dominant associations and its brand extension. Levin, Schneider, and Gaeth (1998) suggest that framing strategies can be classified into three groups: (1) risky choice framing to influence the willingness to take a risk by presenting either positive or negative potential outcomes of a risky choice, (2) goal framing to affect the adoption of an act by manipulating either success or failure in achieving the goal when the act is performed or

not, and (3) attribute framing to have an effect on the perception and evaluation of an object or event by presenting either positive or negative crucial attributes related to the object or event. Among these three different types of framing strategies, the attribute framing strategy appears to reflect an advertising approach that can enhance the perceptual structure of a parent brand as a category and/or its dominant associations for consumers when responding to its brand extension.

Previous studies have consistently suggested that positive attribute framing (e.g., 75% lean for ground beef) is more likely to increase the evaluation of a brand extension than negative attribute framing (e.g., 25% fat for ground beef) or no attribute framing (Levin & Gaeth, 1988; Kuvaas & Selart, 2004; Levin et al., 1998). Because an ultimate goal of advertisements for brand extensions is to enhance the evaluation of the brand extensions, the attribute framing can be here defined as: an advertising strategy to enhance positive dominant associations of a parent brand and their relevance with its brand extension through advertising messages. For example, a parent brand “HONDA,” whose major products are automobiles and motorcycles, can use the following attribute framing message to increase consumer evaluation of its actual brand extension “HONDA lawn mower.” “HONDA, the company that gives you the most powerful engines large and small. HONDA Lawn Mower. The little engine that could.” This mock message highlights the parent brand’s dominant association – “powerful engines” – and its relevance with the brand extension and then facilitates the transfer of that dominant association onto its brand extension “HONDA lawn mower.”

Based on the categorization model, a brand extension can be considered as a category similar to its parent brand. A brand extension (e.g., “TIMEX calculator”) has its

own name/label as a category label, which is associated with its parent brand (e.g., “TIMEX”) at the category-based level. The attributes associated with the brand extension are seen as related to its parent brand at the attribute-based level (Desai & Keller, 2002). Thus, consumers can evaluate the similarity between a parent brand and its brand extension and evaluate the brand extension at both the category- and/or attribute-based levels when responding to the brand extension. With regard to such brand extension processing, attribute framing can facilitate category-based processing of a brand extension (Kuvaas & Selart, 2004). By contrast, some studies suggest that the attribute framing effects are more likely to occur at the attribute-based level than at the category-based level (Tewksbury & Scheufele, 2009; Chong & Druckman, 2007a, 2007b). The attribute framing strategy tends to encourage consumers to attend to the attributes of a brand extension that can be related to its parent brand and use them at the attribute-based level in perceiving and evaluating the brand extension. As such, when this strategy is in place, it would help direct consumers to think about certain dominant associations of a parent brand that are embedded in the brand extension, when identifying and evaluating the brand extension.

In essence, the technique of advertising message framing can be utilized to enhance the salience of a parent brand and/or its dominant associations that can be subsumed to the brand extension during category- and/or piecemeal-based processing by presenting the parent brand’s positive dominant associations, as reflected in its brand extension (Kuvaas & Selart, 2004; Wu & Coleman, 2009; Schleuder, McCombs, & Wanta, 1991; Ghanem, 1997). This advertising technique can also display the relevance between the parent brand’s positive dominant associations and its brand extension

(Bambauer-Sachse et al., 2011; Bridges et al., 2000). Over time, this type of advertising strategy promoting a brand extension could enable consumers to mainly use a parent brand as a category and/or its positive dominant associations to evaluate the similarities between a parent brand and its brand extension at the category and/or attribute-based levels. Strongly activated consumer perceptions of the positive values of a parent brand and/or its dominant associations are more likely to facilitate a transfer of such positive brand values to its brand extension. Figure 5 illustrates this conceptual framework suggested by the attribute framing theory.

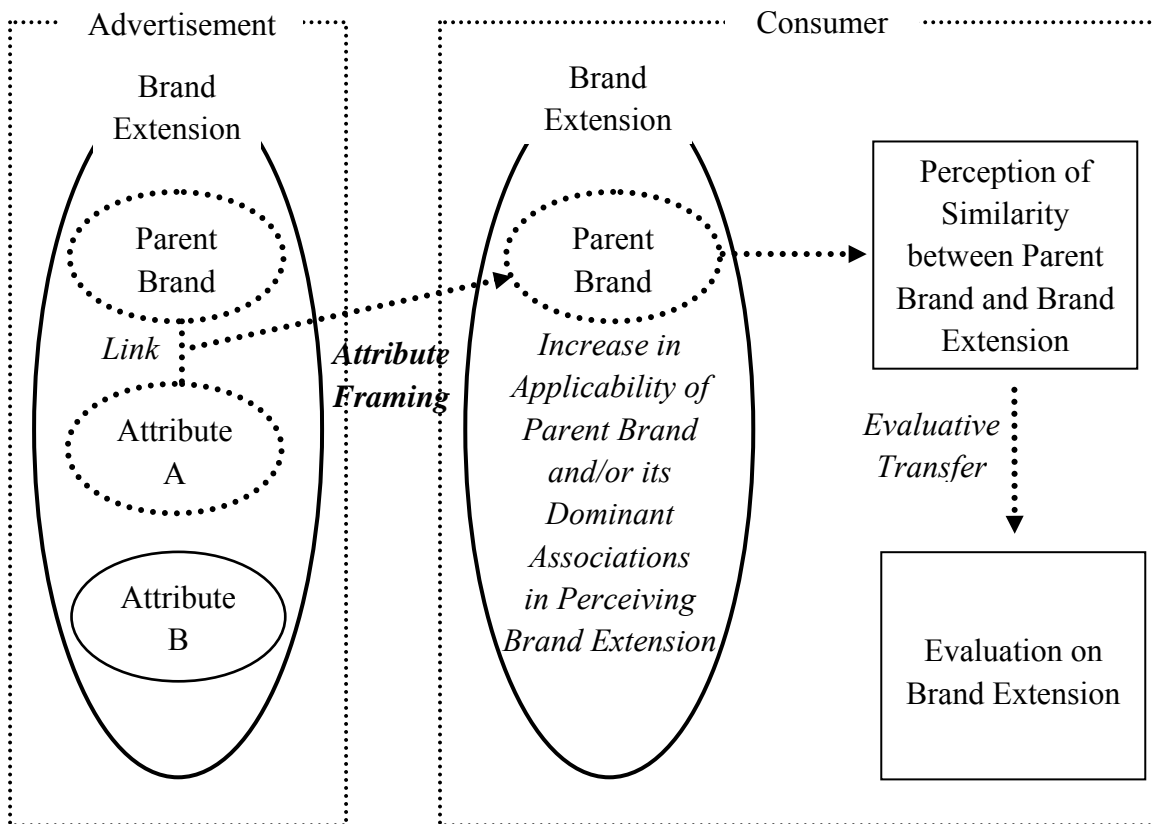


Figure 5. Effects of Brand Attribute Framing on Brand Extension Processing

2.6 Ad Framing Effects and the Elaborated Categorization Model

The categorization model elaborated in the previous sections suggests that a parent brand can have two types of dominant associations that can be rapidly activated in consumers when they encounter and think about that parent brand. These two types of dominant associations include: (1) product-feature related associations, which stem from consumer perception of the physical features and usage situations of a parent brand, and the like; and (2) parent-brand image specific associations, which can include such components as brand concept, brand user imagery, etc. When these two types of associations are used in advertising messages based on the attribute framing strategy, they could facilitate perceived similarity between a parent brand and its brand extension and the evaluation of the brand extension (Levin & Gaeth, 1988; Kuvaas & Selart, 2004; Levin et al., 1998). Brand image specific associations (e.g., brand concept, brand user imagery) of the parent brand can be viewed as more general and inclusive than the product-feature related associations (e.g., product usage situation, physical product features) of the parent brand (Bettman & Sujon, 1987; Meyers-Levy & Tybout, 1989). This is because consumers tend to develop the parent-brand image specific associations based on product-feature related associations of the parent brand (Faircloth et al., 2001). Hence, the message strategy to frame the parent-brand image specific associations can be applied to a wider variety of extension product categories, whereas the message strategy to frame the product-feature related associations of the parent brand may be limited to only those extension product categories that are most similar to the parent brand in terms of their physical features. For example, a parent brand “MARLBORO” has a dominant parent-brand image specific association “masculine” (Woo, 2010) and a dominant

product-feature related association “cigarette with a strong taste.” Advertisements that try to frame the parent-brand image specific association “masculine” can be easily applied to a different product category such as denim apparel for men (i.e., MARLBORO denim apparel). By contrast, advertisements that try to frame the product-feature related association “strong taste” may be limited to more similar extension product categories such as snus (i.e., MARLBORO snus) – a moist powder tobacco product.

The elaborated categorization model suggests that under the proposed hypothetical condition of a brand extension with either an HB/HP fit (i.e., a high-level cross-fit perception condition) or an LB/LP fit (i.e., a low-level cross-fit perception condition), consumers are expected to engage in category-based processing of the brand extension. Some studies indicate that for the brand extension requiring category-based processing, consumers are less likely to be influenced by the parent-brand image framing because the framing encourages them to compare a brand extension with its parent brand at the attribute-based level (Tewksbury & Scheufele, 2009; Chong & Druckman, 2007a, 2007b). This is because the attribute-by-attribute comparison discourages consumers to engage in category-based processing of the brand extension. Consequently, the framing technique used in ads may not help increase or decrease (1) perceived similarity between a parent brand and its brand extension and (2) consumer evaluation of a brand extension with either an HB/HP fit (i.e., a high-level cross-fit) or an LB/LP fit (i.e., a low-level cross-fit).

However, other studies implied that the parent-brand image framing could remind consumers of a parent brand through presenting positive dominant parent-brand image specific associations that can potentially activate consumer processing of the brand

extension as a parent-brand category (Kuvass & Selart, 2004; Dens & Pelsmacker, 2009; Boush, 1993b). For a brand extension with a high-level cross-fit (i.e., an HB/HP fit), strong cognitive activation of a parent brand as a category is more likely to increase the perceived similarity and assimilation effect of this parent brand's positive value on the evaluation of its brand extension. For example, when consumers are presented with an advertising message promoting "BMW motorcycle" (i.e., a high-level cross-fit perception condition) that highlights a predominant parent-brand image specific association (e.g., "excellent in driving performance"), they may be able to quickly recall the several related positive associations of the parent brand "BMW" such as "German engineering," "indisputable quality," "enduring style," etc. These brand image associations, when activated, can enhance consumer perception of the similarity between the brand extension "BMW motorcycle" and its parent brand "BMW" as well as consumer evaluation of the brand extension through an evaluative transfer of the parent-brand equity to the brand extension at the category-based level.

By contrast, for a brand extension with a low-level cross-fit (i.e., an LB/LP fit), the strong cognitive activation of a parent brand is more likely to increase the perceived dissimilarity and contrast effect of the parent brand's positive value on consumer evaluation of its brand extension at the category-based level (Kuvass & Selart, 2004; Bambauer-Sachse et al., 2011; Dens & Pelsmacker, 2009). For instance, framing the brand extension "COLGATE kitchen entrees" with a predominant "function-oriented" image association of its parent brand "COLGATE," which strongly adheres to "cavity protection" (Woo, 2010), may increase perceived dissimilarity between the brand extension and its parent brand. Moreover, these perceived increased dissimilarities may

also reduce the likelihood of consumer transfer of their perceived positive parent-brand values onto the brand extension itself.

As discussed above, consumers tend to do piecemeal-based processing for a brand extension with a perceived mixed-level cross-fit (i.e., either an HB/LP or an LB/HP fit) (Fiske & Pavelchak, 1986; Boush & Loken, 1991; Sujan, 1985). They may try to resolve the incongruity between a product-feature fit and a parent-brand image fit during piecemeal-based processing (Meyers-Levy et al., 1994). The parent-brand image framing effect can help frame consumer perceptions of a brand extension by presenting the relationship between consumer perceptions of a parent brand's dominant positive associations and its brand extension. As such, the framing effect may improve the piecemeal-based evaluation on the brand extension (Tewksbury & Scheufele, 2009; Chong & Druckman, 2007a, 2007b; Bridges et al, 2000). For instance, an ad message that frames a predominant "prestige-oriented" image specific association for a parent brand "PORSCHE" may encourage consumers to pay more attention to the attributes of its brand extension "PORSCHE sunglasses" (an example of a "prestige-oriented" "sunglasses" product category) that are associated with its parent brand image via piecemeal-based processing. As iterated above, such increased attention to the parent-brand attributes of "PROSCHE sunglasses" is more likely to enhance (1) the perceived "prestige-oriented" image similarity between the "PORSCHE sunglasses" and the "PORSCHE" brand and (2) the evaluative transfer of perceived positive "PORSCHE" brand value to its brand extension "PORSCHE sunglasses."

However, the parent-brand image framing effect on perceived similarity and brand extension evaluation may be different between a brand extension with an HB/LP fit

and a brand extension with an LB/HP fit. These differential effects may be determined by the degree to which the dominant parent-brand image specific associations of a parent brand used in an advertisement highlight the high fit or plays down the low fit between a parent brand and its extension product category (Bridges et al., 2000; Park et al., 1991; Boush, 1993b; Bambauer-Sache et al., 2011). For example, an ad message that frames a predominant “prestige-oriented” image specific association for the parent brand “PORSCHE” may encourage consumers to perceive its brand extension “PORSCHE sunglasses” (i.e., an HB/LP fit-perception condition) as similar to the parent brand through weighting a high brand-image fit perception. By contrast, framing a predominant “prestige-oriented” image specific association for the parent brand “MARRIOTT” in an ad message for its brand extension “Residence Inn by MARRIOTT” (i.e., an LB/HP fit-perception condition) may lead consumers to perceive the brand extension as being dissimilar to the parent brand through highlighting a low parent-brand image fit perception.

For consumer perception of both a brand extension with an HB/LP fit and a brand extension with an LB/HP fit (i.e., mixed-level cross-fit perception conditions), parent-brand image framing may encourage consumers to focus on the parent-brand image fit when responding to the brand extensions. Consumers may perceive a brand extension with an HB/LP fit as more similar to its parent brand, compared to a brand extension with an LB/HP fit. Consequently, the framing may enhance the evaluation of the brand extension with an HB/LP fit more than that of the brand extension with an LB/HP fit, when the positive relationship between perceived similarity and brand extension evaluation is assumed (Boush & Loken, 1991). By contrast, the framing can

increase the brand extension evaluation in an LB/HP fit-perception condition more than in an HB/LP fit-perception condition, when perceived similarity is assumed to be negatively associated with the brand extension evaluation due to the amount of cognitive efforts exerted to similarity evaluation (Meyers-Levy et al., 1994).

On the other hand, Kuvass and Selart's (2004) study indicates that the parent-brand image framing effect is less likely to help consumers resolve the incongruity between the parent-brand image fit and product-feature fit during piecemeal-based processing in two mixed-level cross-fit perception conditions (i.e., an HB/LP and an LB/HP fit-perception conditions), since the framing can increase only the category-based processing. Thus, the parent-brand image framing may not improve consumer evaluation of perceived similarity between a parent brand and its brand extension at the attribute-based level. It also may not improve the effect of piecemeal-based evaluation on the value of a brand extension.

In addition to the difficulty in predicting the parent-brand image framing effects on brand extension processing as discussed above, there is a difference in the framing manipulation used in previous studies. A study suggests that providing little information about the brand extension is effective to produce the attribute framing effects (Levin & Gaeth, 1988). However, other study indicates that presenting enough information about the brand extension is more effective for eliciting the framing effects of a parent brand's associations (Kuvass & Selart, 2004). The differential effects stemming from the different amount of brand extension information utilized in an attribute framing message strategy have yet to be empirically examined.

2.7 Hypotheses

As discussed above, perceived similarity between a parent brand and its brand extension and attitude toward the brand extension can be viewed as critical key variables in determining consumer perceptions and evaluations of brand extensions. However, it is clear that the literature review provided above shows conflicting results about the effects of parent-brand image framing on perceived similarity and attitude toward the brand extension for each of the four different fit-perception conditions (i.e., an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception conditions). The literature also reveals that there is insufficient research devoted to explaining how the amount of brand extension information provided may affect the parent-brand image framing effects.

Hence, Experiment 2 will explore the potential effects of two parent-brand image framing conditions (i.e., framing vs. no framing) – and two brand extension attribute description conditions (i.e., presence vs. absence) – on perceived similarity between a parent brand and its brand extension and attitude toward the brand extension. To increase the practical implication of study results, intention to purchase the brand extension will be added as a dependent variable as well. Specially, the following null hypotheses are tested:

H5: For a given brand extension with an HB/HP fit, perceived similarity between a parent brand and its brand extension, attitude toward the brand extension, and intention to purchase the brand extension will not differ significantly across study conditions with or without (a) parent-brand image framing or (b) brand extension attribute description.

H6: For a given brand extension with an HB/LP fit, perceived similarity between a parent brand and its brand extension, attitude toward the brand extension, and intention to purchase the brand extension will not differ significantly across study conditions with or without (a) parent-brand image framing or (b) brand extension attribute description.

H7: For a given brand extension with an LB/HP fit, perceived similarity between a parent brand and its brand extension, attitude toward the brand extension, and intention to purchase the brand extension will not differ significantly across study conditions with or without (a) parent-brand image framing or (b) brand extension attribute description.

H8: For a given brand extension with an LB/LP fit, perceived similarity between a parent brand and its brand extension, attitude toward the brand extension, and intention to purchase the brand extension will not differ significantly across study conditions with or without (a) parent-brand image framing or (b) brand extension attribute description.

In examining these hypotheses, several potential covariates need to be controlled for. Similar to Experiment 1, parent brand familiarity (Volckner & Sattler, 2006), parent brand loyalty (Martinez et al., 2009), parent brand attitude (Broniarczyk & Alba, 1994; Czellar, 2003) and involvement in an extension product category (Suh & Yi, 2006) can be viewed as confounds for the parent-brand image framing effects on brand extension processing. Need for cognition may also moderate the level of cognitive processing of a brand extension (Cox, 1967; Meyers-Levy & Sternthal, 1993) and the framing effects on

the processing of that brand extension (Zhang & Buda, 1999). In particular, consumers who are low in need for cognition are more likely to be influenced by the framing strategy than those who are high in need for cognition. This is because consumers who are low in need for cognition are less likely to do attribute-by-attribute processing of information presented in advertisements, while consumers who are high in need for cognition tend to do piecemeal-based processing. Hence, framing used in advertising messages is more likely to help encourage consumers who are low in need for cognition do piecemeal-based processing than those consumers who are high in need for cognition. It is worth noting that this assumption that framing can facilitate piecemeal-based processing instead of category-based processing contradicts the findings from some past studies (e.g., Kuvass & Selart, 2004). Lastly, Ad-evoked emotions (Holbrook & Batra, 1987) and attitudes toward advertisement (Dens & Pelsmacker, 2010, 2009) can directly moderate the brand extension evaluation.

Chapter 3: Methods

Study Population

Female consumers recently drew a lot of attention from many companies in a variety of industries in Korea (Lee, 2010, December). This increased attention to female consumers as core market targets is based on the recent demographic and socioeconomic trends. Korea National Statistical Office (2010, July) reports that the increase of birth rate of females outnumbered that of males at 4.3% and 3.7% between year 2000 and year 2010, respectively. It also shows that while the economically active population increased from 48.8% in year 2000 to 49.2% in year 2009 among females, there was a decrease from 74.4% in year 2000 to 73.1% in year 2009 among the economically active males. These statistics indicate that the female consumers can be regarded as an emerging market segment and their purchasing power have been expanding.

Specifically, young Korean female consumers in their twenties and thirties, who make up over 30% of the female consumers (Korea National Statistical Office, 2010, July), are viewed as the most valuable target population by Korean marketers (Koo, 2012, May 8; Mo, 2008). This is because young female consumers in this age group tend to freely spend a large proportion of their income on consumer goods and services on themselves, while their older counterpart tends to spend a majority of their income on their families (Mo, 2008). Moreover, brands can get a head start to cultivate and maintain a long-term relationship with these female consumers because they are still relatively young. Lastly, young women tend to lead the trends in consumption across a

variety of popular product categories, including apparel, accessories, entertainment services, food services, traveling and the like (Lee & Shin, 2012; Mo, 2008).

Pretests and Panel Discussion Sessions

Before starting Experiment 1 and Experiment 2, several pretests and pre-experiment panel discussion sessions were conducted. The goals of pretests and panel discussion sessions were to select an appropriate parent brand and its four hypothetical brand extensions with a combination of two types of parent-brand image fit (high vs. low) and two types of product-feature fit (high vs. low). They were also conducted to identify the dominant associations of the parent brand and its four extension product categories, as represented by the four hypothetical brand extensions. These dominant associations for the four hypothetical brand extensions served as the basis for developing a set of four product attribute descriptions (Experiment 1) and the sixteen mock ads (Experiment 2) used to promote them.

3.1 Pretest 1

Pretest 1 was designed to identify (1) product categories that were familiar to females in their twenties and thirties and (2) their preferred brands for each category. Seven native Korean females in their twenties and thirties participated in Pretest 1 via the Internet. These participants were undergraduate or graduate students majoring in psychology at a Korean university and were recruited by the researcher through convenience sampling.

Emails with a questionnaire in MS Word format sent from the researcher instructed participants to type the familiar product categories in their daily life and their

preferred brands for each category in responding to two open-ended questions.

Specifically, the questionnaire stated, “Please type the names of product categories that you frequently use in your daily life, e.g., laptop computer. Additionally, please type the brands for each category that you most prefer, e.g., SONY, SAMSUNG, LG, APPLE.”

Participants were instructed to turn in their completed questionnaire to a research assistant to maintain the anonymous nature of the data. Based on the categories provided by the participants, a list of 20 product categories (e.g., clothing, cosmetics, accessories, stationery) and the corresponding 157 brands (e.g., UNIQLO, MAC, SWAROVSKI, BIC) was generated.

3.2 Marketing/Advertising Expert Panel Discussion Session

After Pretest 1 was completed, an expert panel discussion session was conducted to select (1) a parent brand and (2) its hypothetical brand extensions that corresponded to the four possible perceived fit-perception conditions. These conditions included: (a) a high parent-brand image/high product-feature fit-perception condition (i.e., an HB/HP fit-perception condition), (b) a high parent-brand image/low product-feature fit-perception condition (i.e., an HB/LP fit-perception condition), (c) a low parent-brand image/high product-feature fit-perception condition (i.e., an LB/HP fit-perception condition), and (d) a low parent-brand image/low product-feature fit-perception condition (i.e., an LB/LP fit-perception condition).

This panel discussion session was held with the researcher and three marketing/advertising experts. These experts were invited to participate in this panel discussion by the researcher through sending personal invitation to them. One of these

experts was an advertising planner at a Korean advertising agency, another was a marketing researcher at a Korean research company, and the third was a brand manager at a Korean athletic shoes company.

The researcher moderated the panel discussion at a research laboratory of a Korean university. The discussion session lasted approximately 2 hours and consisted of two stages. In the first stage, panelists selected a casual wear brand (i.e., UNIQLO) as parent brand for the main experiments through a panel discussion after reviewing all 157 brand categories obtained from Pretest 1. In order to select the parent brand, the following criteria were used: (1) the parent brand was strongly preferred by females in their twenties and thirties, (2) the parent brand had salient associations that were built through marketing communications (e.g., TVC), (3) the parent brand had associations that enabled the brand to be differentiated from the other brands in its product categories, and (4) the parent brand had not been extended into too many other product categories in the past. For instance, “SAMSUNG” and “LG” were excluded for consideration because both parent brands have been extended into a wide variety of unrelated product categories in Korea (e.g., SAMSUNG fashion apparel and LG personal care products).

In the second stage, the panelists were instructed to assume that the parent brand “UNIQLO” would extend to all the 20 product categories, after reviewing the 20 product categories generated from Pretest 1. They were asked to classify each of the 20 product categories into one of the four possible perceived fit-perception conditions – i.e., an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception condition – through a panel discussion. The panelists utilized the following criteria to make their classifications, which were adopted from Bhat and Reddy’s (1997, 2001) studies. These criteria

included: (1) parent-brand image fit, which was operationalized as whether the panelist perceived that the product category (a) fit with a panelist's idea and image of the parent brand, (b) shared similar images with the parent brand, and (c) conveyed the same impressions as the parent brand; and (2) product-feature fit, which reflected whether the product category (a) was similar to, (b) was like, and (c) had a lot in common with the product categories of the parent brand.

To select the product categories that were appropriate for the four fit-perception conditions associated with the four hypothetical brand extensions of the parent brand, the panelists added several product categories (e.g., rain boots, carrier bag, digital camera) through the panel discussion. Consequently, a set of 10 hypothetical brand extensions was generated as follows: (1) "UNIQLO sneakers" and "UNIQLO rain boots" for an HB/HP fit-perception condition, (2) "UNIQLO carrier bag," "UNIQLO hair treatment," and "UNIQLO tumbler" for an HB/LP fit-perception condition, (3) "UNIQLO formal suit" and "UNIQLO bracelet" for an LB/HP fit-perception condition, and (4) "UNIQLO digital camera," "UNIQLO perfume," and "UNIQLO eye cream" for an LB/LP fit-perception condition.

3.3 Pretest 2

Pretest 2 was designed to (1) verify awareness for and attitude toward the parent brand and (2) test the homogeneity of the parent brand attitude between females in their twenties and thirties. A sample of 22 native Korean females in their twenties and 20 native Korean females in their thirties participated in Pretest 2 via the Internet. These participants were recruited by an online survey company, through sending email

invitations to randomly selected email addresses from the membership database. Those who agreed to participate in Pretest 2 received an email that linked them to a study webpage. None of the 42 recruits participated in Pretest 1.

All of them were aware of the parent brand “UNIQLO.” They were asked to rate their attitude toward the parent brand for nine pairs of adjectives adopted from past studies (Homer, 1990; Maoz & Tybout, 2002; Stuart, Shimp & Engle, 1987), on a seven-point semantic differential scale. An independent *t*-test showed that attitude toward the parent brand was marginally higher for participants in their thirties ($M = 4.69, SD = 1.20$) than for participants in their twenties ($M = 4.11, SD = 1.06$), $t(40) = 1.69, p < .10$ (two-tailed), Cohen’s $d = .52$. To eliminate the possibility that such marginal age difference in the parent brand attitude would affect (1) consumer perception of fit between the parent brand and its hypothetical extension product categories and (2) their attitude toward the brand extension (Czellar, 2003), the age group that scored higher in parent brand attitude (i.e., females in their thirties) was chosen as the target population for the study. Female consumers in their thirties have a stronger purchasing power in a wider variety of consumer products, relative to their younger counterpart (i.e., females in their twenties) (Park, 2012, October).

3.4 Female Graduate Student Panel Discussion Session

After Pretest 2 was completed, a panel discussion session was conducted with three female graduate students to verify the 10 hypothetical brand extensions generated from the marketing/advertising expert panel discussion session. These female graduate students, who majored in consumer/advertising psychology at a Korean university, were

selected to participate in this discussion session. The researcher moderated the panel discussion at the same aforementioned research laboratory at a Korean university for approximately 2 hours.

The three panelists were presented with the same criteria that were used in the marketing/advertising expert panel discussion session to determine the parent-brand image fit and the product-feature fit between a parent brand “UNIQLO” and its extension product categories of the 10 hypothetical brand extensions selected by the marketing/advertising expert panelists. The panelists also reviewed each of the 10 hypothetical brand extensions to determine whether each extension product category of the brand extensions was familiar to native Korean females in their thirties. Panelists generated 13 hypothetical brand extensions for the parent brand (i.e., “UNIQLO”) by selecting 6 hypothetical brand extensions obtained from the marketing/advertising expert panel discussion session and adding another 7 hypothetical brand extensions based on the panel discussion. The 13 hypothetical brand extensions that the panelists finalized included: (1) “UNIQLO sneakers” and “UNIQLO rain boots” for an HB/HP fit-perception condition, (2) “UNIQLO carrier bag,” “UNIQLO tumbler,” “UNIQLO lip balm,” “UNIQLO pen,” and “UNIQLO tooth paste and brush kit” for an HB/LP fit-perception condition, (3) “UNIQLO frill blouse,” “UNIQLO silk blouse,” “UNIQLO bracelet,” and “UNIQLO earrings” for an LB/HP fit-perception condition, and (4) “UNIQLO DSLR camera” and “UNIQLO eye shadow” for an LB/LP fit-perception condition.

3.5 Pretest 3

Pretest 3 was conducted to (1) obtain a parent brand's (i.e., "UNIQLO") dominant associations including the parent-brand image specific associations and its product-feature related associations and (2) select a set of four hypothetical brand extensions with an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit from a set of 13 hypothetical brand extensions finalized by the female graduate student panelists.

A sample of 62 native Korean females in their thirties participated in Pretest 3 via the Internet. These participants were recruited by the online survey company, through sending email invitations to randomly selected email addresses from the membership database. Those who agreed to participate in Pretest 3 received an email that linked them to the study webpage. None of the 62 recruits participated in Pretest 1 or 2.

The questionnaire used in Pretest 3 consisted of two parts. For Part 1, participants were instructed to provide (1) their feelings and thoughts that came to mind when thinking of the parent brand (i.e., "UNIQLO"), and (2) the attributes or features that they thought the parent brand possessed, by entering their responses on the designated webpage. In Part 2, participants were asked to evaluate both parent-brand image fit and product-feature fit between the parent brand and its 13 hypothetical brand extensions on two seven-point Likert-type scales adopted from Bhat and Reddy's (1997) study. The 13 hypothetical brand extensions were counterbalanced. The first scale measured the parent-brand image fit via three items that asked whether a hypothetical brand extension (1) fit with a participant's idea and image of the parent brand, (2) shared similar images with the parent brand, and (3) conveyed the same impressions as the parent brand. The other scale

measured the product-feature fit by using three items to ask whether a hypothetical brand extension (1) was similar to, (2) was like, and (3) had a lot in common with the product categories that the parent brand had produced.

Overall, 202 cognitive responses to the two open-ended questions in the first part of the questionnaire were collected and analyzed by two graduate assistants who majored in consumer/advertising psychology at a Korean university. These two assistants received coding training from the researcher before beginning their coding tasks as judges. In the first stage, these two judges were instructed to classify each response into one of the two categories adapted from Bhat and Reddy's (1997, 2001) studies: (1) the parent-brand image specific associations that was defined as the overall impression about a parent brand including brand concept, brand benefit, brand personality, brand quality, brand user image and the like and (2) the product-feature related associations of the parent brand that reflected salient characteristics of the actual product categories associated with the brand such as physical features or attributes of these products, functions and usage occasions of the products, etc. Any disagreements in coding for these cognitive responses were resolved by a discussion between the two judges. In particular, to resolve the 150 coding disagreements, the two judges discussed and resolved whether each of the disagreed responses should be classified into one of the two categories (i.e., parent-brand image specific associations and product-feature related associations).

In the second stage, cognitive responses coded into either parent-brand image specific or product-feature related associations were analyzed by the same two judges through discussion. The results showed that the predominant parent-brand image specific

associations with the parent brand “UNIQLO” were “youthful” (32 responses), “simple” (26 responses), “affordable” (17 responses), and “comfortable” (11 responses). The predominant product-feature related associations with the parent brand “UNIQLO” were “having practical functions” (19 responses), “inexpensive price” (17 responses), “made in Japan” (12 responses), “offering a variety of clothes” (11 responses), and “suitable for everyday use” (7 responses).

For participant evaluation on two types of fit from questions in Part 2 of the questionnaire, repeated-measure ANOVA tests were conducted to generate a set of four separate hypothetical brand extensions with an HB/HP, an HB/LP, an LB/HP or an LB/LP fit. Repeated-measure ANOVA tests were selected as the data analysis method here because the participants repeatedly evaluated both types of fit (i.e., parent-brand image fit and product-feature fit) for all 13 hypothetical brand extensions that were counterbalanced. Based on the differences between mean scores of the two types of fit, several different sets of four hypothetical brand extensions with an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit were selected. Separate repeated-measure ANOVA tests were conducted to test these sets of four hypothetical brand extensions. The tests identified a substantial difference in parent-brand image fit and product-feature fit across a set of three instead of four hypothetical brand extensions. These three brand extensions included: “UNIQLO rain boots” for an HB/HP fit-perception condition, “UNIQLO earrings” for an HP/LP fit-perception condition, and “UNIQLO eye shadow” for an LB/LP fit-perception condition.

To verify this difference across the three hypothetical brand extensions, two separate repeated-measure ANOVA tests were again conducted. One test found that

there was a significant difference in parent-brand image fit evaluation across these three hypothetical brand extensions, $F(2, 122) = 10.74, p < .01$, partial $\eta^2 = .15$. Bonferroni *post-hoc* tests further revealed that there was no significant difference of the fit evaluation between “UNIQLO rain boots” ($M = 4.27, SD = .96$) and “UNIQLO earrings” ($M = 3.93, SD = 1.24$), $p > .10$, whereas the fit evaluation of “UNIQLO eye shadow” ($M = 3.38, SD = 1.61$) was significantly lower than those of “UNIQLO rain boots” and “UNIQLO earrings,” $p < .01$ and $p < .05$, respectively. A second test indicated that there was a significant difference in product-feature fit evaluation across the same three hypothetical brand extensions, $F(1.76, 107.48) = 11.88$, sphericity was not assumed, $p < .01$, partial $\eta^2 = .16$. Bonferroni *post-hoc* tests showed that there was no significant difference of the fit evaluation between “UNIQLO earrings” ($M = 3.70, SD = 1.47$) and “UNIQLO eye shadow” ($M = 3.40, SD = 1.67$), $p > .10$, whereas the fit evaluation of “UNIQLO rain boots” ($M = 4.21, SD = .93$) was significantly higher than those of “UNIQLO earrings” and “UNIQLO eye shadow,” two p 's $< .01$. These results provided a set of three valid hypothetical brand extensions with an HB/HP (i.e., “UNIQLO rain boots”), an HB/LP (i.e., “UNIQLO earrings”), and an LB/LP (i.e., “UNIQLO eye shadow”) fit.

In order to supply a hypothetical brand extension for the LB/HP fit-perception condition, a hypothetical brand extension “UNIQLO scarf” was generated through panel discussion with the same two graduate assistants who coded and classified parent-brand image specific and product-feature related associations in this pretest. Consequently, a set of four hypothetical brand extensions was generated for Pretest 4: “UNIQLO rain

boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNIQLO eye shadow” for an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception condition, respectively.

3.6 Pretest 4

Pretest 4 was designed to verify two following components. The first component involved the perceived relevance between the parent brand and its associations, based on the four parent-brand image specific associations (i.e., “youthful,” “simple,” “affordable,” and “comfortable”) and five product-feature related associations (i.e., “having practical functions,” “inexpensive price,” “made in Japan,” “offering a variety of clothes,” and “suitable for everyday use”) obtained from Pretest 3. The second component concerned the perceived relevance between the nine parent brand’s associations (e.g., “youthful,” “having practical functions”) obtained from Pretest 3 and the four hypothetical brand extensions (i.e., “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNIQLO eye shadow”) in order to verify a final set of four hypothetical brand extensions with different combinations of two types of fit (i.e., an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception condition).

A sample of 31 native Korean females in their thirties participated in Pretest 4 via the Internet. These participants were recruited by the online survey company, through sending email invitations to randomly selected email addresses from the membership database. Those who agreed to participate in Pretest 4 received an email that linked them to the study webpage. None of the 31 recruits participated in Pretest 1, 2 or 3.

Participants were instructed to rate the perceived relevance between the nine predominant parent-brand associations and the parent brand itself on a seven-point

Likert-type scale (e.g., “Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand. The UNIQLO brand is youthful.”). Participants also rated the perceived relevance between the nine predominant parent-brand associations and the four hypothetical brand extensions (or four product categories) on a seven-point Likert-type scale (e.g., “Please indicate how strongly you agree or disagree with each of the following statements about the product category. The rain boots are youthful.”).

Using the midpoint value of 4 in the seven-point scales as the criterion to determine the results of “perceived relevance,” the results showed that the parent brand was found to be relevant to the four brand-image specific associations including “simple” ($M = 5.61, SD = .84$), “youthful” ($M = 5.23, SD = .92$), “comfortable” ($M = 5.00, SD = .89$), and “affordable” ($M = 4.71, SD = 1.24$). Likewise, based on the same midpoint value of 4, the parent brand was also deemed as relevant to the product-feature related associations, including “made in Japan” ($M = 5.32, SD = 1.19$), “having practical functions” ($M = 4.84, SD = .90$), “offering a variety of clothes” ($M = 4.81, SD = .98$), “suitable for everyday use” ($M = 4.58, SD = 1.31$), and “inexpensive price” ($M = 3.84, SD = 1.10$).

A descriptive analysis revealed that the mean score of perceived relevance between the four brand-image specific associations and the four hypothetical brand extensions was 4.36 ($SD = .66$). Another analysis showed that the mean score of perceived relevance between the five product-feature related associations and the four hypothetical brand extensions was 4.08 ($SD = .24$). These two mean scores were used as the criteria to determine which hypothetical brand extensions corresponded to the four

different fit-perception conditions (i.e., an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception conditions). The mean score “4.36” ($SD = .66$) for perceived relevance between the four brand-image specific associations and the four hypothetical brand extensions indicated that “UNIQLO rain boots” ($M = 4.51, SD = .79$) and “UNIQLO earrings” ($M = 4.77, SD = .72$) were viewed as hypothetical brand extensions with high parent-brand image fit, whereas “UNIQLO scarf” ($M = 3.82, SD = 1.07$) and “UNIQLO eye shadow” ($M = 4.35, SD = .92$) were seen as hypothetical brand extensions with low parent-brand image fit. Based on the mean score “4.08” ($SD = .24$) for perceived relevance between the five product-feature related associations and the four hypothetical brand extensions, “UNIQLO rain boots” ($M = 4.35, SD = .45$) and “UNIQLO scarf” ($M = 4.12, SD = .43$) were viewed as hypothetical brand extensions with high product-feature fit, compared to “UNIQLO earrings” ($M = 3.88, SD = .44$) and “UNIQLO eye shadow” ($M = 3.97, SD = .30$). In the end, brand extensions “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNIQLO eye shadow” were found to be hypothetical brand extensions with an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit, respectively (see Table 2).

Table 2. Means of Fit Evaluation for the Four Hypothetical Brand Extensions

		Parent-brand image fit ($M_1 = 4.36$)	
		High	Low
Product-feature fit ($M_2 = 4.08$)	High	UNIQLO Rain Boots ($M_1 = 4.51, M_2 = 4.35$)	UNIQLO Scarf ($M_1 = 3.82, M_2 = 4.12$)
	Low	UNIQLO Earrings ($M_1 = 4.77, M_2 = 3.88$)	UNIQLO Eye Shadow ($M_1 = 4.35, M_2 = 3.97$)

3.7 Pretest 5

Pretest 5 was designed to identify important product-feature related associations for each of the four hypothetical brand extensions (i.e., “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNIQLO eye shadow” for women) (Braun, Gaeth, & Levin, 1997). The purpose of identifying these associations was to develop product attribute descriptions (to be used in Experiment 1) and the body copies for the mock ads (to be used in Experiment 2) for the four hypothetical brand extensions. Before Pretest 5 was conducted, the same three female graduate students participated in the previous panel discussion session selected product attributes associated with each of the four product categories of the four hypothetical brand extensions through a panel discussion. The researcher moderated the panel discussion at the same aforementioned laboratory of a Korean university for approximately 2.5 hours. The final selection included 16 product attributes for rain boots, 11 product attributes for earrings, 11 product attributes for scarf, and 16 product attributes for eye shadow.

A sample of 36 native Korean females in their thirties participated in Pretest 5 via the Internet. These participants were recruited by the online survey company, through sending email invitations to randomly selected email addresses from the membership database. Those who agreed to participate in Pretest 5 received an email that linked them to the study webpage. None of the 36 recruits participated in Pretest 1, 2, 3 or 4.

Participants rated the importance of each product attribute (i.e., 16 product attributes for rain boots, 11 product attributes for earrings, 11 product attributes for scarf, and 16 product attributes for eye shadow) associated with each of the four product categories of the four hypothetical brand extensions on a seven-point Likert-type scale (e.g., “Please indicate how strongly you agree or disagree with each of the following statements about the rain boots. Accentuating leg shapes is important feature when I buy rain boots.”). They also evaluated the perceived relevance between the same sets of product attributes and the corresponding four hypothetical brand extensions on a seven-point Likert-type scale (e.g., “Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO rain boots. The UNIQLO rain boots for women can accentuate leg shapes.”). Brand extensions, its extension product categories, and their corresponding product attributes were all counterbalanced.

The mean scores for perceived importance of product attributes were as follows: (1) between 5.47 ($SD = 1.21$) and 6.50 ($SD = .81$) for “rain boots” (16 attributes); (2) between 4.72 ($SD = 1.41$) and 6.50 ($SD = .81$) for “earrings” (11 attributes); (3) between 5.36 ($SD = 1.27$) and 6.33 ($SD = .72$) for “scarf” (11 attributes); and (4) between 5.61 ($SD = 1.32$) and 6.39 ($SD = .90$) for “eye shadow” (16 attributes). Perceived product attribute relevance to the brand extensions was rated between 4.75 ($SD = 1.18$) and 5.44

($SD = .94$) for “UNIQLO rain boots,” between 4.67 ($SD = 1.31$) and 5.06 ($SD = 1.24$) for “UNIQLO earrings,” between 4.50 ($SD = 1.30$) and 5.25 ($SD = 1.13$) for “UNIQLO scarf,” and between 4.61 ($SD = 1.23$) and 5.19 ($SD = 1.17$) for “UNIQLO eye shadow.”

Based on the criterion of how much the evaluation of perceived relevance between each product attribute and the brand extension was close to the midpoint value of 4 in the seven-point scales, seven product attributes were selected for each of the four hypothetical brand extensions (see Table 3 for details). These attributes were those that were scored the closest to the midpoint value of 4, out of all the attributes for each brand extension.

To examine whether average relevance between selected seven product attributes and the corresponding hypothetical brand extension differed significantly across the four hypothetical brand extensions, a repeated-measure ANOVA test was conducted. This statistical test was chosen because each participant repeatedly rated all of the seven product attributes in terms of their relevance to their corresponding extension product category (e.g., “rain boots”) of brand extension (e.g., “UNIQLO rain boots”) that were counterbalanced. Results from the repeated-measure ANOVA test indicated that the means of perceived product attribute relevance to the brand extensions did not differ across the four product categories of the four hypothetical brand extensions, $F(3, 105) = 1.35, p > .10, \text{partial } \eta^2 = .04$. Another repeated-measure ANOVA test was also conducted, in order to examine whether average importance between the selected seven product attributes and the corresponding hypothetical brand extension differed significantly across the four hypothetical brand extensions. Findings from the repeated-measure ANOVA test showed that there was no significant difference in the mean values

for perceived product attribute importance associated with the four hypothetical brand extensions, $F(3, 105) = 2.52, p > .05, \text{partial } \eta^2 = .07$.

All product attributes for each of the four hypothetical brand extensions selected in this pretest are presented with their descriptive statistics in Table 3.

Table 3.1. *Selected Product Attributes for Brand Extensions*

Attribute	Relevance (<i>SD</i>)	Importance (<i>SD</i>)
<u><i>UNIQLO Rain Boots</i></u>		
· Accentuating leg shapes	4.75 (1.18)	5.75 (1.05)
· Containing a large percentage of natural rubber	4.78 (1.10)	5.69 (.98)
· Made of solid rubber	4.81 (1.31)	5.53 (1.13)
· Durable	4.86 (1.15)	5.92 (1.08)
· Moisture-proof	4.86 (1.25)	6.44 (.69)
· Airy	4.94 (1.01)	6.25 (.97)
· Preventing sweating	4.97 (.97)	6.39 (.87)
Mean	4.85 (.91)	6.00 (.66)
<u><i>UNIQLO Earrings</i></u>		
· Beautifully set ornaments	4.69 (1.31)	6.28 (.91)
· Perfectly sized earring stopper	4.81 (1.21)	5.56 (1.13)
· Match all kinds of fashions	4.83 (1.21)	5.83 (1.13)
· Hypoallergenic	4.83 (1.30)	6.50 (.81)
· Stainless	4.86 (1.17)	6.39 (.87)
· Lightweight	4.86 (1.31)	6.22 (.83)
· Easy on the eyes	4.92 (1.20)	5.25 (1.40)
Mean	4.83 (1.01)	6.00 (.69)

Table 3.2. *Selected Product Attributes for Brand Extensions (Continued)*

Attribute	Relevance (<i>SD</i>)	Importance (<i>SD</i>)
<i>UNIQLO Scarf</i>		
· Full and naturally flowing	4.50 (1.30)	5.53 (1.08)
· Made of high quality fabrics	4.56 (1.36)	5.89 (.95)
· Intricately knitted	4.86 (1.31)	5.72 (.97)
· Wrinkle free	4.89 (1.04)	5.81 (1.14)
· Finely and gently finished	5.00 (1.31)	6.22 (.96)
· Thermal	5.03 (1.23)	5.36 (1.27)
· Soft to the touch	5.11 (1.24)	6.22 (.83)
Mean	4.85 (1.03)	5.82 (.72)
<i>UNIQLO Eye Shadow</i>		
· Adds shape and form to the eyes	4.61 (1.23)	6.06 (1.09)
· No clumping	4.64 (1.22)	6.33 (.89)
· Has good pigmentation	4.64 (1.22)	6.14 (1.07)
· Made of natural materials	4.72 (1.39)	6.00 (1.24)
· Firmly stays on the skin	4.75 (1.27)	6.31 (.86)
· Remains soft for a long time	4.75 (1.23)	5.61 (1.32)
· Soft and gentle	4.75 (1.34)	5.94 (1.29)
Mean	4.69 (1.13)	6.06 (.83)

Experiment 1

An online experiment was used to explore the hypotheses one through four and the research questions one through three. Online experiments have been found as a reliable method for participants to perform complex experimental tasks, while offering a high degree of external validity (Dandurand, Shultz, & Onishi, 2008). There is a low possibility that selection bias could occur due to exceptionally low Internet usage rate of potential participants (i.e., native Korean females in their thirties). This is because the Internet usage rate of native Korean females in their thirties is 99.2% (Korea Communications Commission and Korea Internet & Security Agency, 2010, December).

3.8 Participants

The study recruited native Korean females, who were between 30-39 years old and were national panel members of a commercial online survey company in Korea, to participate in Experiment 1. These participants were recruited by the online survey company, through sending email invitations to randomly selected email addresses from the membership database. Those who had agreed to participate in Experiment 1 and reported that they were aware of the parent brand (i.e., “UNIQLO”) via a screening question (i.e., “Do you know of a brand named UNIQLO? (1) Yes, I know or (2) No, I don’t know”) received an email that linked them to a study webpage to initiate their participation in the experimental tasks. A sample of 120 participants who were aware of the parent brand completed Experiment 1 via the Internet. None of these recruits participated in any of the pretests.

Average participant age was 34 years old and 54.2% of the participants had four-year college degrees. In terms of participant occupation, 40.0%, 26.7%, and 22.5% were clerical workers, homemakers, and professional workers, respectively. Many participants reported that their monthly household income was over 5 million won (29.2%) or between 3 and 3.99 million won (23.3%). Approximately 83.3% of the sample had used products of the parent brand. On average, 81.7% of the sample indicated that they had used the product category represented by the hypothetical brand extension (i.e., “rain boots,” “earrings,” “scarf,” or “eye shadow”) presented in their particular experimental condition.

3.9 Experimental Stimuli

Based on seven important product attributes of each extension product category of four hypothetical brand extensions generated from Pretest 5, the researcher and two female graduate students who had participated in previous panel discussion session developed one product attribute description for each brand extension (see Appendix 1 for “UNIQLO rain boots” – an HB/HP fit-perception condition, Appendix 2 for “UNIQLO earrings” – an HB/LP fit-perception condition, Appendix 3 for “UNIQLO scarf” – an LB/HP fit-perception condition, and Appendix 4 for “UNIQLO eye shadow” – an LB/LP fit-perception condition). Four product attribute descriptions corresponding to four hypothetical brand extensions appeared to have reflected the similar number of Korean words (Janiszewski, 1993): 96 words for “UNIQLO rain boots,” 103 words for “UNIQLO earrings,” 97 words for “UNIQLO scarf,” and 96 words for “UNIQLO eye shadow.”

3.10 Experimental Procedure

The invitation emails to the willing participants, who had agreed to participate in Experiment 1 and were aware of the parent brand, contained a URL that would randomly link them to review a product attribute description associated with one of the four experimental conditions (i.e., an HB/HP, an HB/LP, an LB/HP, or an LB/LP fit-perception condition). Through this randomization procedure, thirty participants were randomly assigned to one of the four different study conditions for Experiment 1. Each of these four different study conditions contained a hypothetical brand extension as the stimulus, based on the final outcomes of Pretest 4. The match between these stimuli with the four study conditions was described, as follows: (1) an HB/HP fit-perception condition (or a high parent-brand image and high product-feature fit-perception condition) was matched with “UNIQLO rain boots;” (2) an HB/LP fit-perception condition (or a high parent-brand image and low product-feature fit-perception condition) was matched with “UNIQLO earrings;” (3) an LB/HP fit-perception condition (or a low parent-brand image and high product-feature fit-perception condition) was matched with “UNIQLO scarf;” and (4) an LB/LP fit-perception condition (or a low parent-brand image and low product-feature fit-perception condition) was matched with “UNIQLO eye shadow.”

Once the participants accessed the study URL that was randomly assigned to one of the four study conditions, they would encounter and be instructed to read a brief statement that described the study objective (i.e., examining consumer processing of brand extensions). Next, they were asked to evaluate the parent brand (i.e., “UNIQLO”)

in terms of their personal (1) brand familiarity, (2) brand loyalty, (3) brand attitude, and (4) brand usage experience.

Afterward, participants were asked to review the product attribute description of a brand extension associated with one of the four experimental conditions at their own pace. After reviewing the product attribute description, participants were instructed to respond to measurement items that were presented in four different parts. Part 1 measured the following variables related to consumer perception and evaluation of a given brand extension: (1) perceived similarity between the parent brand and its brand extension, (2) attitude toward the brand extension, (3) self-reported analytical thinking pattern, (4) attribute recall of the brand extension presented in the product attribute description, (5) level of confidence in estimating the accuracy of their own attribute recall, and (6) intention to purchase the brand extension. Part 2 required participants to report their past involvement and prior use experience associated with the particular product category associated with the hypothetical brand extension (i.e., “rain boots,” “earrings,” “scarf,” or “eye shadow”) that was unique to one of the four study conditions. Part 3 contained measurement items that gauged participant’s need for cognition. Lastly, Part 4 included demographic background questions.

3.11 Measures

The research instruments were independently translated into Korean and back translated into English by two bi-lingual graduate students studying at Yale University in the United State. The back translated English text was independently verified by the researcher and an English speaker, who received a master degree in English literature at a

Korean university and a master degree from Yale University, to ensure its semantic isomorphism. The research instruments used for Experiment 1 are provided in Appendix 5 (questionnaire for an HB/HP fit-perception condition – “UNIQLO rain boots”), Appendix 6 (questionnaire for an HB/LP fit-perception condition – “UNIQLO earrings”), Appendix 7 (questionnaire for an LB/HP fit-perception condition – “UNIQLO scarf”), and Appendix 8 (questionnaire for an LB/LP fit-perception condition – “UNIQLO eye shadow”).

“Parent brand familiarity” was measured by using three items adapted from Montaner and Pina’s (2009) study, on a seven-point Likert-type scale (computed $\alpha = .86$). “Parent brand loyalty” was gauged by using three items adopted from Yoo, Donthu, and Lee’s (2000) study, on a seven-point Likert-type scale (computed $\alpha = .93$). “Attitude toward the parent brand” was assessed by using nine pairs of adjectives taken from studies conducted by Homer (1990), Maoz and Tybout (2002) as well as Stuart et al. (1987), on a seven-point semantic differential scale (computed $\alpha = .95$). “Prior experience to use the parent brand” was measured by using a dichotomous item (“Yes, I have used it before” or “No, I have not used it before”).

“Perceived similarity between a parent brand and its brand extension” was assessed by using four items modified from Bhat and Reddy’s (1997) study, on a seven-point Likert-type scale (computed $\alpha = .92$). “Attitude toward the brand extension” was measured by using the same scale to assess attitude toward the parent brand (computed $\alpha = .97$). “Self-reported analytical thinking pattern” was gauged by using six items adopted from Mantel and Kardes’ (1999) study: two items were dropped from the scale because they were negatively associated with the other four items in terms of corrected item-total

correlations (computed $\alpha = .89$). “Attribute recall of the brand extension” was measured by using an open-ended question to ask participants to enter (or type) everything that they could remember in terms of the product attributes of a given brand extension based on the product attribute description that they had read at the beginning of the experiment. “Level of confidence in estimating the accuracy of participant’s own attribute recall” was measured by asking participants to estimate (1) the level of accuracy of their recalled attributes and (2) the level of confidence in the accuracy on a seven-point Likert-type scale (computed $\alpha = .91$). “Intention to purchase the brand extension” was measured by using an 11-point Likert-type item adopted from Stuart et al.’s (1987) study.

“Involvement with the product category,” referred to the product category represented by a hypothetical brand extension (i.e., “rain boots,” “earrings,” “scarf.” or “eye shadow”), was assessed by using seven items taken from Suh and Yi’s (2006) study, on a seven-point semantic differential scale (computed $\alpha = .97$). “Prior experience to use the product category” was measured by using a dichotomous item (“Yes, I have used it before” or “No, I have not used it before”). “Need for cognition” was gauged by using 15 items adopted from Gim’s (2007) Korean version of Need for Cognition (K-NfC-S), on a seven-point Likert-type scale (computed $\alpha = .89$).

“Demographic background” was measured by using the following social indicators. “Educational level” was represented by six categories, including “middle school,” “high school,” “two-year college,” “four-year college,” “graduate or post-graduate,” and “other.” “Occupation” was reflected by the classifications of “laborer,” “service worker,” “clerical worker,” “professional worker,” “student,” “homemaker,” and “other.” “Monthly household income” was gauged by using the following levels: “below

2 million wons;” “2 million – 2.99 million wons,” “3 million – 3.99 million wons,” “4 million – 4.99 million wons,” and “5 million wons or higher.”

Experiment 2

Experiment 2 was conducted via the Internet with a different sample. The experiment tested the hypotheses five through eight, which examined the effects of parent-brand image framing and product attribute description exposure on consumer processing of the same four hypothetical brand extensions (i.e., “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNIQLO eye shadow” for women) used in Experiment 1.

3.12 Participants

The study recruited native Korean females, who were between 30-39 years old and were national panel members of the commercial online survey company in Korea, to participate in Experiment 2. These participants were recruited by the online survey company, through sending email invitations to randomly selected email addresses from the membership database. Those who had agreed to participate in Experiment 2 and reported that they were aware of the parent brand (i.e., “UNIQLO”) to the same screening question used in Experiment 1 received email that linked them to the study webpage to begin their experimental tasks. A sample of 471 participants who were aware of the parent brand completed Experiment 2 via the Internet. None of these 471 participants took part in the previous pretests or Experiment 1.

Average participant age was 33.6 years old and 53.5% of the participants had four-year college degrees. In terms of participant occupation, 52.2%, 19.7%, and 15.5%

were clerical workers, homemakers, and professional workers, respectively. Nearly 50% of the participants reported that their monthly household income was over 5 million won (24.6%) or between 3 and 3.99 million won (23.1%). With regard to parent brand usage, 79.6% of the sample reported that they had used a product category associated with the parent brand “UNIQLO.” On average, 82.2% of the sample indicated that they had used the product category represented by the hypothetical brand extension (i.e., “rain boots,” “earrings,” “scarf,” or “eye shadow”) presented in their particular experimental condition.

3.13 Experimental Stimuli

A 4 X 2 X 2 between-subjects design was adopted for Experiment 2. The structure of this design can be described as follows: four hypothetical brand extensions X absence or presence of parent-brand image framing X absence or presence of product attribute description of brand extension. Accordingly, this study design was populated with 16 mock advertisements (to reflect 4 X 2 X 2 cells).

The four hypothetical brand extensions were “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf” and “UNIQLO eye shadow.” Four separate ad headlines for each of the four brand extensions were developed and used as stimuli to reflect the study conditions of “absence of parent-brand image framing.” These four ad headlines were also paired up with the four most cited parent-brand image specific associations (i.e., “youthful,” “simple,” “affordable,” and “comfortable”) obtained from Pretest 3 to be embedded in the study conditions of “presence of parent-brand image framing.” The two types (i.e., absence vs. presence of parent-brand image framing) of ad headlines for each extension brand are shown in Table 4. After translating the ad headlines into Korean, ad

headlines for the framing condition appeared to have reflected exactly the same number of Korean words across the four brand extensions (19 words), as have ad headlines for the no framing condition (6 words) (Janiszewski, 1993).

Table 4. *Advertising Headlines*

Condition	Advertising headline
HB/HP fit	<i>Framing conditions</i>
(UNIQLO Rain Boots)	Are you aware of the most important design features for rain boots? UNIQLO introduces the new UNIQLO RAIN BOOTS for women – YOUTHFUL, SIMPLE, COMFORTABLE, and AFFORDABLE.
	<i>No-framing conditions</i>
	UNIQLO introduces the new UNIQLO RAIN BOOTS for women.
HB/LP fit	<i>Framing conditions</i>
(UNIQLO Earrings)	Are you aware of the most important design features for earrings? UNIQLO introduces the new UNIQLO EARRINGS for women – YOUTHFUL, SIMPLE, COMFORTABLE, and AFFORDABLE.
	<i>No-framing conditions</i>
	UNIQLO introduces the new UNIQLO EARRINGS for women.
LB/HP fit	<i>Framing conditions</i>
(UNIQLO Scarf)	Are you aware of the most important design features for scarf? UNIQLO introduces the new UNIQLO SCARF for women – YOUTHFUL, SIMPLE, COMFORTABLE, and AFFORDABLE.
	<i>No-framing conditions</i>
	UNIQLO introduces the new UNIQLO SCARF for women.
LB/LP fit	<i>Framing conditions</i>
(UNIQLO Eye Shadow)	Are you aware of the most important design features for eye shadow? UNIQLO introduces the new UNIQLO EYE SHADOW for women – YOUTHFUL, SIMPLE, COMFORTABLE, and AFFORDABLE.
	<i>No-framing conditions</i>
	UNIQLO introduces the new UNIQLO EYE SHADOW for women.

Four product attribute descriptions for the four corresponding hypothetical brand extensions, developed for Experiment 1 (see Appendix 1, 2, 3, and 4), were used as ad body copies to represent the study conditions of “presence of product attribute

description.” By contrast, these four product attribute descriptions corresponding to the four hypothetical brand extensions were absent from the mock advertisements to reflect the study conditions of “absence of product attribute description.”

A professional graphic designer was employed to develop the 16 mock advertisements for the four brand extensions. These experimental advertisements contained (1) ad headlines containing or lacking parent-brand image framing, (2) ad body copies containing or lacking a product attribute description of the brand extension, and (3) product photos corresponding to each of the four hypothetical brand extensions. Photos for the four brand extensions were selected by the same three female graduate students, who had participated in an earlier panel discussion session, before the mock advertisements were developed. All of the 16 mock advertisements are shown in Appendix 9, 10, 11, and 12. Specifically, Appendix 9 presents the four mock ads for “UNIQLO rain boots,” matched with an HB/HP fit-perception condition. Appendix 10 illustrates the four mock ads for “UNIQLO earrings,” matched with an HB/LP fit-perception condition. Appendix 11 shows the four mock ads for “UNIQLO scarf,” matched with an LB/HP fit-perception condition. Appendix 12 posts the four mock ads for “UNIQLO eye shadow,” matched with an LB/LP fit-perception condition. The four mock ads for each hypothetical brand extension contain the following content. Mock ad #1 presents an ad headline with a framed message, a list of product attributes (of the brand extension) as an ad body copy, and an image of the brand extension. Mock ad #2 illustrates an ad headline without a framed message, a list of product attributes as an ad body copy, and an image of the brand extension. Mock ad #3 displays an ad headline

with a framed message and an image of the brand extension. Lastly, mock ad #4 presents an ad headline without a frame message and an image of the brand extension.

3.14 Experimental Procedure

Study participants entered the experiment by accessing a URL, which randomly linked them to one of the study conditions and was contained in the study invitation email. Once they were linked to one of the 16 experimental conditions (i.e., four brand extensions X two brand-image framing conditions X two product attribute description exposure conditions), they were instructed to review the mock ad affiliated with a particular study condition. This randomization process resulted in 115 participants for the HB/HP fit-perception conditions (i.e., “UNIQLO rain boots”), 119 participants for the HB/LP fit-perception conditions (i.e., “UNIQLO earrings”), 120 participants for the LB/HP fit-perception conditions (i.e., “UNIQLO scarf”), and 117 participants for the LB/LP fit-perception conditions (i.e., “UNIQLO eye shadow”). Table 5 describes the 16 experimental conditions and their matching with study participant distribution.

Table 5. *Sample Size in Each Experimental Condition*

			HB/HP fit	HB/LP fit	LB/HP fit	LB/LP fit	
Parent-brand image framing	No	Product attribute description	No	<i>n</i> = 27	<i>n</i> = 30	<i>n</i> = 30	<i>n</i> = 30
			Yes	<i>n</i> = 29	<i>n</i> = 29	<i>n</i> = 30	<i>n</i> = 29
	Yes	Product attribute description	No	<i>n</i> = 29	<i>n</i> = 30	<i>n</i> = 30	<i>n</i> = 28
			Yes	<i>n</i> = 30	<i>n</i> = 30	<i>n</i> = 30	<i>n</i> = 30

To begin the experiment, all participants were first directed to read the objective of the study (i.e., examining how consumers respond to brand extension advertisements). Next, they were asked to evaluate the parent brand (i.e., UNIQLO) in terms of their personal (1) brand familiarity, (2) brand loyalty, (3) brand attitude, and (4) brand usage experience.

Afterward, participants were asked to review the ad for a brand extension associated with one of the 16 experimental conditions at their own pace. After reviewing the advertisement for a brand extension, participants were instructed to complete a set of measurement items. These measurement items consisted of five parts. Part 1 contained measures for Ad-evoked emotions and attitudes toward the mock ad. Measures in part 2 assessed the following variables related to perception and evaluation of a given brand extension: (1) perceived similarity between the parent brand and its brand extension, (2) attitude toward the brand extension, and (3) intention to purchase the brand extension. Items in Part 3 measured consumer involvement and their prior usage experience with the

product categories (i.e., “rain boots,” “earrings,” “scarf,” or “eye shadow”) that were represented by the four hypothetical brand extensions. In Part 4, participants responded to items that gauged their need for cognition. Demographic items were presented in Part 5.

3.15 Measures

As with Experiment 1, the research instruments were independently translated into Korean and back translated into English by the same two bi-lingual graduate students mentioned earlier. The back translated English text was again independently verified by the same two English speakers to ensure its semantic isomorphism. The research instruments for Experiment 2 are included in Appendix 13 (questionnaire for an HB/HP fit-perception condition – “UNIQLO rain boots”), Appendix 14 (questionnaire for an HB/LP fit-perception condition – “UNIQLO earrings”), Appendix 15 (questionnaire for an LB/HP fit-perception condition – “UNIQLO scarf”), and Appendix 16 (questionnaire for an LB/LP fit-perception condition – “UNIQLO eye shadow”).

“Parent brand familiarity” (computed $\alpha = .90$), “Parent brand loyalty” (computed $\alpha = .91$), “Attitude toward the parent brand” (computed $\alpha = .96$), and “Prior experience to use the parent brand” were assessed by using the same scales used in Experiment 1. “Ad-evoked emotions” was measured by using 14 items adopted from Machleit and Wilson’s (1988) study, on a seven-point Likert-type scale. Consistent with their study, an exploratory factor analysis revealed that these items were grouped into two dimensions of positive (e.g., happy, cheerful, pleased) vs. negative (e.g., insulted, angry, irritated) Ad-evoked emotions; the scale reliability (i.e., computed α) was .91 for each of positive Ad-

evoked emotion and negative Ad-evoked emotion. “Attitudes toward the advertisement” was assessed by using four items adopted from Holbrook and Batra’s (1987) study, on a seven-point semantic differential scale (computed $\alpha = .90$).

“Perceived similarity between the parent brand and its brand extension” (computed $\alpha = .90$), “Attitude toward the brand extension” (computed $\alpha = .96$), “Intention to purchase the brand extension,” “Involvement with the extension product category” (computed $\alpha = .98$), “Prior experience to use the extension product category,” “Need for cognition” (computed $\alpha = .91$), and “Demographic background” were assessed by using the same scales used in Experiment 1.

Chapter 4: Results

The results from testing the eight hypotheses and three research questions are reported below. Specifically, Hypotheses one through four were tested by the measures associated with Experiment 1, so were Research Questions one through three.

Hypotheses five through eight were tested by the measures adopted by Experiment 2.

4.1 Experiment 1

Hypothesis 1 intends to determine whether perception of similarity between a parent brand and its brand extension will not be significantly different (a) between the high and low product-feature fit-perception conditions or (b) between the high and low parent-brand image fit-perception conditions. A two-factor ANCOVA test was conducted to control for five potential covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The test found only one main effect for the product-feature fit-perception conditions on perceived similarity (see Table 6). In particular, perceived similarity was significantly stronger in the high product-feature fit-perception conditions ($M = 4.64, SD = .93$) associated with “UNIQLO rain boots” and “UNIQLO scarf” than in the low product-feature fit-perception conditions ($M = 3.84, SD = 1.20$) associated with “UNIQLO earrings” and “UNIQLO eye shadow,” $F(1, 111) = 13.97, p < .01, \text{Partial } \eta^2 = .11$. Based on these results, Hypothesis 1 was rejected for the product-feature fit, but not for the parent-brand image fit and the interaction between them.

Table 6. *ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on Perceived Similarity between the Parent Brand and the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Product-feature fit (A)	1	13.97**	.11
Parent-brand image fit (B)	1	.53	.00
A X B	1	1.70	.02
Error	111		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 2 tests the assumption that there will not be a positive relationship between perceived similarity between a parent brand and its brand extension and consumer attitude toward the brand extension. A partial correlation analysis was conducted to control for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The correlation analysis indicated that perceived similarity between a parent brand and its brand extension was significantly and positively correlated with attitude toward the brand extension, Partial $r = .62$, two-tailed, $p < .01$. The findings then rejected Hypothesis 2.

Hypothesis 3 tests whether attitude toward the brand extension will not significantly differ (a) between the high and low product-feature fit-perception conditions as well as (b) between the high and low parent-brand image fit-perception conditions. A two-factor ANCOVA test was conducted by controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product

category involvement, and need for cognition (see Table 7). The test showed that the brand extension attitude was significantly stronger in the high product-feature fit-perception conditions associated with “UNIQLO rain boots” and “UNIQLO scarf” ($M = 4.80$, $SD = .98$) than in the low product-feature fit-perception conditions associated with “UNIQLO earrings” and “UNIQLO eye shadow” ($M = 4.10$, $SD = 1.17$), $F(1, 111) = 11.23$, $p < .01$, Partial $\eta^2 = .09$. The attitude toward the brand extension was also marginally more positive in the high parent-brand image fit-perception conditions associated with “UNIQLO rain boots” and “UNIQLO earrings” ($M = 4.47$, $SD = 1.16$) than in the low parent-brand image fit-perception conditions associated with “UNIQLO scarf” and “UNIQLO eye shadow” ($M = 4.43$, $SD = 1.11$), $F(1, 111) = 3.75$, $p = .06$, Partial $\eta^2 = .03$. However, interaction of the product-feature fit-perception conditions and the parent-brand image fit-perception conditions was insignificant and did not affect brand extension attitude. These results indicate that Hypothesis 3 was significantly and marginally rejected for the product-feature fit and the parent-brand image fit, respectively.

Table 7. *ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on Brand Extension Attitude*

Source	<i>df</i>	<i>F</i>	Partial η^2
Product-feature fit (A)	1	11.23**	.09
Parent-brand image fit (B)	1	3.75†	.03
A X B	1	.84	.01
Error	111		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 4 investigates whether (a) the product-feature fit-perception conditions or (b) the parent-brand image fit-perception conditions will not create a significant difference in consumer intention to purchase the brand extension. A two-factor ANCOVA test was conducted by controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The ANCOVA test did not find either the product-feature fit-perception conditions or the parent-brand image fit-perception conditions to have an independent effect on intention to purchase the brand extension (see Table 8). However, there was a marginal interaction effect between the two, $F(1, 111) = 3.56, p = .06, \text{Partial } \eta^2 = .03$. For the low product-feature fit-perception conditions, intention to purchase a given brand extension was stronger in the high parent-brand image fit-perception condition ($M = 5.83, SD = 2.18$) for “UNIQLO earrings” than in the low parent-brand image fit-perception condition ($M = 5.37, SD = 2.58$) for “UNIQLO eye shadow.” By contrast, for the high product-feature fit-perception conditions, intention to purchase a given brand extension was stronger in the low parent-brand image fit-perception condition ($M = 6.83, SD = 2.09$) for “UNIQLO scarf” than in the high parent-brand image fit-perception condition ($M = 6.27, SD = 2.23$) for “UNIQLO rain boots” (see Figure 6). These results marginally rejected Hypothesis 4 for the interaction between the two types of fit.

Table 8. ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on Intention to Purchase the Brand Extension

Source	df	F	Partial η^2
Product-feature fit (A)	1	2.74	.02
Parent-brand image fit (B)	1	1.45	.01
A X B	1	3.56†	.03
Error	111		

† $p < .10$, * $p < .05$, ** $p < .01$

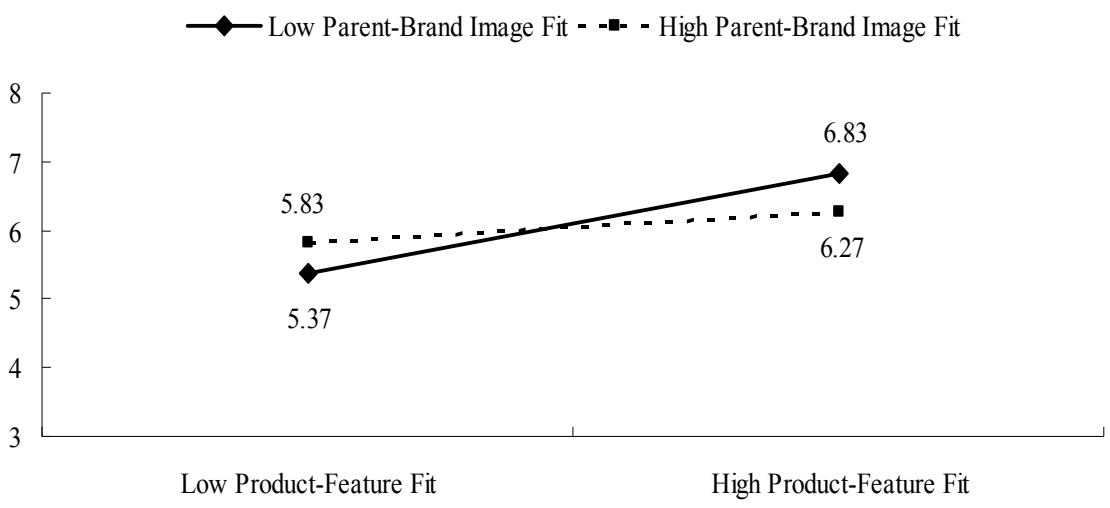


Figure 6. Interaction Effects between Product-Feature Fit and Parent-Brand Image Fit on Intention to Purchase the Brand Extension

RQ1 examines whether the level of self-reported analytical thinking will significantly differ (a) between the high and low product-feature fit-perception conditions and (b) between the high and low parent-brand image fit-perception conditions. A two-

factor ANCOVA test was conducted by controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The results revealed that the product-feature fit-perception conditions, the parent-brand image fit-perception conditions, and the interaction between them did not have any effect on self-reported analytical thinking pattern (see Table 9).

Table 9. *ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on Perceived Analytical Thinking Pattern*

Source	<i>df</i>	<i>F</i>	Partial η^2
Product-feature fit (A)	1	2.17	.02
Parent-brand image fit (B)	1	2.72	.02
A X B	1	.85	.01
Error	111		

† $p < .10$, * $p < .05$, ** $p < .01$

RQ2 investigates whether the percentage of correctly-recalled attributes of a given brand extension will be significantly different (a) between the high and low product-feature fit-perception conditions as well as (b) between the high and low parent-brand image fit-perception conditions. With regard to this research question, a total number of 292 different recalled attributes was collected from participants in Experiment 1 (an average of 2.4 recalled attributes per participant). To ensure the accuracy in coding the correctly-recalled attribute in the database, the same judges who received coding training

in Pretest 3 (and were blind to the experimental objective) coded all 292 responses. They were highly consistent in coding the recalled attributes, as reflected by an agreement rate of 93.5 percent. Disagreements were resolved by discussion between two judges. Specifically, to resolve the 19 coding disagreements, the two judges again determined whether each of the disagreed responses was in fact correct through discussion. For each participant, a proportion of correctly-recalled attributes of the brand extension relative to the total number of recalled attributes was calculated by the following formula: the proportion = the number of correctly-recalled attributes of the brand extension / the total number of recalled attributes of the brand extension. Arc-sin transformations for each proportion were performed to test research question related to the proportions (Meyers-Levy & Sternthal, 1993).

To test RQ2 after arc-sin transformations were completed, a two-factor ANCOVA test was conducted by controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The test indicated that there was only one main effect of the parent-brand image fit-perception conditions on the percentage of correctly-recalled attributes of the brand extension (see Table 10). In particular, the percentage of correctly-recalled attributes was significantly larger in the low parent-brand image fit-perception conditions ($M = 2.91$, $SD = .54$) for “UNIQLO scarf” and “UNIQLO eye shadow” than in the high parent-brand image fit-perception conditions ($M = 2.64$, $SD = .69$) for “UNIQLO rain boots” and “UNIQLO earrings,” $F(1, 88) = 5.81$, $p < .05$, Partial $\eta^2 = .06$.

Table 10. *ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on Correctly-Recalled Brand Extension Attributes*

Source	<i>df</i>	<i>F</i>	Partial η^2
Product-feature fit (A)	1	2.01	.02
Parent-brand image fit (B)	1	5.81*	.06
A X B	1	.02	.00
Error	88		

† $p < .10$, * $p < .05$, ** $p < .01$

Lastly, RQ3 queries whether (a) the product-feature fit-perception conditions and (b) the parent-brand fit-perception conditions will create a significant difference in the level of confidence in estimating the accuracy of participants' own recalled attributes. A two-factor ANCOVA test was conducted by controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition. The ANCOVA test showed that the product-feature fit-perception conditions, the parent-brand image fit-perception conditions, and the interaction between them did not have any effect on the level of participant confidence in estimating brand attribute recall accuracy (see Table 11).

Table 11. *ANCOVA Results: Effects of Product-Feature Fit and Parent-Brand Image Fit on the Level of Confidence in Estimating Brand Extension Attribute Recall Accuracy*

Source	<i>df</i>	<i>F</i>	Partial η^2
Product-feature fit (A)	1	1.46	.01
Parent-brand image fit (B)	1	.14	.00
A X B	1	.03	.00
Error	111		

† $p < .10$, * $p < .05$, ** $p < .01$

4.2 Experiment 2

Before Hypotheses 5 to 8 were tested, three three-factor ANCOVA tests were conducted by controlling for eight potential covariates – parent brand familiarity, parent brand loyalty, parent brand attitude, negative Ad-evoked emotion, positive Ad-evoked emotion, advertisement attitude, involvement with the extension product category, and need for cognition. These analyses were intended for investigating whether brand extension types and ad message conditions (i.e., framing conditions and product attribute description exposure conditions) significantly affected perceived similarity, brand extension attitude, and intention to purchase the brand extension at the aggregate level. All the tests consistently indicated that only the brand extension types – i.e., “UNIQLO rain boots,” “UNIQLO earrings,” “UNIQLO scarf,” and “UNQLO eye shadow” – led to a significant difference in perceived similarity, $F(3, 447) = 14.57, p < .01$, Partial $\eta^2 = .09$ (see Table 12), attitude toward the brand extension, $F(3, 447) = 13.07, p < .01$, Partial η^2

= .08 (see Table 13), and intention to purchase the brand extension, $F(3, 447) = 3.68$, $p < .05$, Partial $\eta^2 = .02$ (see Table 14). These results showed that brand extension characteristics influenced the three key dependent variables – perceived similarity, brand extension attitude, and intention to purchase the brand extension – instead of ad message manipulations via incorporating parent brand-image framing and product-feature attribute descriptions of the brand extension.

Table 12. *ANCOVA Results of Perceived Similarity for Brand Extension Types, Framing Conditions, and Product Attribute Description Conditions*

Source	<i>df</i>	<i>F</i>	Partial η^2
Brand extension (A)	3	14.57**	.09
Framing (B)	1	1.50	.00
Description Exposure (C)	1	3.32†	.01
A X B	3	.16	.00
A X C	3	.17	.00
B X C	1	.65	.00
A X B X C	3	.55	.00
Error	447		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 13. *ANCOVA Results of Brand Extension Attitude for Brand Extension Types, Framing Conditions, and Product Attribute Description Conditions*

Source	<i>df</i>	<i>F</i>	Partial η^2
Brand extension (A)	3	13.07**	.08
Framing (B)	1	1.64	.00
Description Exposure (C)	1	.13	.00
A X B	3	.46	.00
A X C	3	.73	.00
B X C	1	2.96†	.01
A X B X C	3	.09	.00
Error	447		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 14. *ANCOVA Results of Intention to Purchase the Brand Extension for Brand Extension Types, Framing Conditions, and Product Attribute Description Conditions*

Source	<i>df</i>	<i>F</i>	Partial η^2
Brand extension (A)	3	3.68*	.02
Framing (B)	1	3.26†	.01
Description Exposure (C)	1	.00	.00
A X B	3	2.01	.01
A X C	3	.36	.00
B X C	1	.00	.00
A X B X C	3	.91	.01
Error	447		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 5 queries the proposition that (a) the parent-brand image framing conditions and (b) the brand extension attribute description conditions will not lead to a significant difference in (1) perceived similarity between the parent brand and its brand extension, (2) attitude toward the brand extension, or (3) intention to purchase the brand extension for a brand extension with an HB/HP fit (i.e., “UNQLO rain boots”). Three separate two-factor ANCOVA tests were conducted by controlling for eight covariates – parent brand familiarity, parent brand loyalty, parent brand attitude, negative Ad-evoked emotion, positive Ad-evoked emotion, advertisement attitude, involvement with the extension product category, and need for cognition. Results of these tests consistently indicated that the parent-brand image framing conditions, the product attribute description exposure conditions, and the interaction between them did not have any effect on (1) perceived similarity between the parent brand and its brand extension (see Table 15), (2) brand extension attitude (see Table 16), and (3) intention to purchase the brand extension (see Table 17). Combined, these results supported Hypothesis 5.

Table 15. *ANCOVA Results for an HB/HP Fit-Perception Condition: Effects of Parent Brand Image Framing and Product Attribute Description on Perceived Similarity between the Parent Brand and the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.04	.00
Description Exposure (B)	1	.39	.00
A X B	1	.25	.00
Error	103		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 16. *ANCOVA Results for an HB/HP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Brand Extension Attitude*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.93	.01
Description Exposure (B)	1	.03	.00
A X B	1	.24	.00
Error	103		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 17. *ANCOVA Results for an HB/HP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Intention to Purchase the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.47	.00
Description Exposure (B)	1	.23	.00
A X B	1	.05	.00
Error	103		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 6 investigates the presumption that (1) perceived similarity between the parent brand and its brand extension, (2) brand extension attitude, or (3) intention to purchase the brand extension will not be significantly different (a) between the two parent-brand image framing conditions (i.e., framing vs. no framing) as well as (b)

between the two product attribute description conditions (i.e., presence vs. absence of product attribute description) for a brand extension with an HB/LP fit (i.e., “UNIQLO earrings”). Three separate two-factor ANCOVA tests were performed by controlling for eight covariates – parent brand familiarity, parent brand loyalty, parent brand attitude, negative Ad-evoked emotion, positive Ad-evoked emotion, advertisement attitude, involvement with the extension product category, and need for cognition. The first ANCOVA test found that perceived similarity between the parent brand and its brand extension was significantly stronger when the product-feature related attributes of the brand extension were absent ($M = 3.98$, $SD = 1.07$) than when they were present ($M = 3.96$, $SD = 1.01$), $F(1, 107) = 5.30$, $p < .05$, Partial $\eta^2 = .05$ (see Table 18). The other ANCOVA tests showed that the parent-brand framing conditions, the attribute description exposure conditions, and the interaction between them did not have any effect on (1) brand extension attitude (see Table 19) and (2) intention to purchase the brand extension (see Table 20). Hence, Hypothesis 6 was significantly rejected for only the effects of the product attribute description conditions on perceived similarity between a parent brand and its brand extension.

Table 18. *ANCOVA Results for an HB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Perceived Similarity between the Parent Brand and the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.03	.00
Description Exposure (B)	1	5.30*	.05
A X B	1	.06	.00
Error	107		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 19. *ANCOVA Results for an HB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Brand Extension Attitude*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.00	.00
Description Exposure (B)	1	.07	.00
A X B	1	.54	.01
Error	107		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 20. *ANCOVA Results for an HB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Intention to Purchase the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.56	.01
Description Exposure (B)	1	.07	.00
A X B	1	.36	.00
Error	107		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 7 tests the assumption that (1) perceived similarity between the parent brand and its brand extension, (2) attitude toward the brand extension, or (3) intention to purchase the brand extension will not significantly differ (a) between the two parent-brand image framing conditions (presence vs. absence of framing) and (b) between the two product attribute description conditions (i.e., presence vs. absence of product attribute description) for a brand extension with an LB/HP fit (i.e., “UNIQLO scarf”). To test this hypothesis, three separate two-factor ANCOVA tests were conducted by controlling for eight covariates – parent brand familiarity, parent brand loyalty, parent brand attitude, negative Ad-evoked emotion, positive Ad-evoked emotion, advertisement attitude, involvement with the extension product category, and need for cognition. One ANCOVA test did find that intention to purchase the brand extension was significantly higher when the parent-brand image specific associations were framed ($M = 6.70$, $SD = 2.23$) than when they were not framed ($M = 6.00$, $SD = 2.43$), $F(1, 108) = 4.66$, $p < .05$, Partial $\eta^2 = .04$ (see Table 23). The other two ANCOVA tests indicated that the framing

conditions, the product attribute description conditions, and the interaction between them did not have any effect on (1) perceived similarity between the parent brand and its brand extension (see Table 21) and (2) brand extension attitude (see Table 22). Therefore, Hypothesis 7 was significantly rejected for only the effects of the parent-brand image framing conditions on intention to purchase the brand extension.

Table 21. *ANCOVA Results for an LB/HP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Perceived Similarity between the Parent Brand and the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.05	.00
Description Exposure (B)	1	1.86	.02
A X B	1	.00	.00
Error	108		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 22. *ANCOVA Results for an LB/HP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Brand Extension Attitude*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.73	.01
Description Exposure (B)	1	.37	.00
A X B	1	1.90	.02
Error	108		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 23. *ANCOVA Results for an LB/HP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Intention to Purchase the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	4.66*	.04
Description Exposure (B)	1	.16	.00
A X B	1	.58	.01
Error	108		

† $p < .10$, * $p < .05$, ** $p < .01$

Hypothesis 8 intends to determine whether (1) perceived similarity between the parent brand and its brand extension, (2) attitude toward the brand extension, or (3) intention to purchase the brand extension will not be significantly different (a) between the two parent-brand image framing conditions (i.e., framing vs. no framing) and (b)

between the two product attribute description conditions (i.e., presence vs. absence of product attribute description) for a brand extension with an LB/LP fit (i.e., “UNIQLO eye shadow”). Three separate two-factor ANCOVA tests were conducted by controlling for eight covariates – parent brand familiarity, parent brand loyalty, parent brand attitude, negative Ad-evoked emotion, positive Ad-evoked emotion, advertisement attitude, involvement with the extension product category, and need for cognition. All the ANCOVA tests consistently showed that the framing conditions, the product attribute description conditions, and the interaction between them did not have any effect on (1) perceived similarity between the parent brand and its brand extension (see Table 24), (2) brand extension attitude (see Table 25), and (3) intention to purchase the brand extension (see Table 26). These findings failed to reject Hypothesis 8.

Table 24. *ANCOVA Results for an LB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Perceived Similarity between the Parent Brand and the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.93	.01
Description Exposure (B)	1	.68	.01
A X B	1	1.33	.01
Error	105		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 25. *ANCOVA Results for an LB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Brand Extension Attitude*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	.17	.00
Description Exposure (B)	1	1.61	.02
A X B	1	.97	.01
Error	105		

† $p < .10$, * $p < .05$, ** $p < .01$

Table 26. *ANCOVA Results for an LB/LP Fit-Perception Condition: Effects of Parent-Brand Image Framing and Product Attribute Description on Intention to Purchase the Brand Extension*

Source	<i>df</i>	<i>F</i>	Partial η^2
Framing (A)	1	1.29	.01
Description Exposure (B)	1	.68	.01
A X B	1	.27	.00
Error	105		

† $p < .10$, * $p < .05$, ** $p < .01$

Chapter 5: Discussion and Study Implications

5.1 Experiment 1

Experiment 1 empirically tested the conflicting predictions about the relationships between the key variables (e.g., the relationship between perceived similarity between a parent brand and its brand extension and attitude toward the brand extension) proposed by the elaborated categorization model proposed in Chapter 2.

The results related to perception and evaluation of the four hypothetical brand extensions with different combinations of the product-feature fit and the parent-brand image fit showed that the product-feature fit was significantly and positively associated with perceived similarity between a parent brand and its brand extension (Hypothesis 1) as well as attitude toward the brand extension (Hypothesis 3). These findings are consistent with past research that reported positive relationships between the product-feature fit and perceived similarity (Bhat & Reddy, 1997) as well as between the product-feature fit and brand extension evaluation (Aaker & Keller, 1990). However, parent-brand image fit was not correlated with perceived similarity between a parent brand and its brand extension (Hypothesis 1). The parent-brand image fit marginally and positively affected attitude toward brand extension ($p = .06$) (Hypothesis 3). These findings are inconsistent with the elaborated categorization model proposed in Chapter 2.

These inconsistencies with the elaborated categorization model might have been a result of a priming effect stemming from the large amount of information (i.e., seven

product-feature related attributes that were not strongly associated with the parent brand “UNIQLO”) about the brand extensions provided through product attribute descriptions in Experiment 1. Priming product-feature fit can discourage participants to attend to parent-brand image fit during their evaluation of self-reported measures (i.e., self-reported perceived similarity and attitude) related to the brand extensions. Hence, the priming effects might have reduced the difference in the effects of parent-brand image fit on perceived similarity and brand extension evaluation across the four brand extension conditions. It is worth noting that this priming effect probably did not influence consumer cognitive processing of the brand extensions. This is because the experiment found that the parent-brand image fit significantly affected participant recall of the brand extension attributes (RQ2), which resulted from cognitive elaboration on the brand extension information (Celsi & Olson, 1988).

With regard to the relationship between perceived similarity and brand extension evaluation, the study revealed that perceived similarity was positively correlated with brand extension evaluation at the aggregate level (Hypothesis 2). These findings provided direct evidence of the positive and linear relationship between the two, as suggested by Boush and Loken’s (1991) and Klink and Smith’s (2001) studies.

Experiment 1 also provided two interesting findings. First, intention to purchase the brand extension was marginally different across an HB/HP, an HB/LP, an LB/HP, and an LB/LP fit-perception conditions ($p = .06$) (Hypothesis 4). In particular, intention to purchase the brand extension was the highest in an LB/HP fit condition (i.e., a mixed-level cross-fit perception condition) than in the other conditions (see Figure 6). Second, although parent-brand image fit did not have a significant effect on (1) perceived

similarity between a parent brand and its brand extension (Hypothesis 1) and (2) attitude toward the brand extension (Hypothesis 3), parent-brand image fit significantly affected memorability of brand extension attributes that were embedded in the product attribute descriptions (RQ2). Participants exposed to brand extensions with the low parent-brand image fit reported a larger number of correctly-recalled attributes of the brand extensions than those who were exposed to brand extensions with the high parent-brand image fit ($p < .05$). These results suggest that the low parent-brand image fit between a parent brand and its extension product category encouraged participants to do piecemeal-based or attribute-by-attribute comparison between the parent brand and its brand extension, as proposed by the elaborated categorization model.

Contrary to the assumptions of the elaborated categorization model, self-reported analytical thinking pattern (RQ1) and confidence level in estimating the brand extension attribute recall accuracy (RQ3) did not differ between the product-feature fit-perception conditions, the parent-brand image fit-perception conditions, or the interaction between these two sets of conditions. According to Kuvaas and Selart (2004), asking participants to report their cognitive efforts devoted to processing brand extension information can trigger their social desirability bias across all the experimental conditions. Consequently, participants were more likely to avoid reporting extreme high level of intuitive thinking or extreme low level of confidence, even if they had intuitively evaluated the brand extension and they were not really confident in the accuracy of their recall of brand extension attributes. A possible explanation for the unexpected results related to research questions 1 and 3 indicates that (1) self-reported analytical thinking pattern and (2) confidence level in estimating the brand extension attribute recall accuracy may be

unreliable measures to capture cognitive processing patterns due to a social desirability bias.

With regard to self-reported analytical thinking pattern, past studies suggest that there is either a negative relationship (Fiske & Pavelchak, 1986) or an inverted U-shaped relationship (Meyers-Levy et al., 1994) between such self-reported analytical thinking pattern and perceived similarity. By contrast, the current study found that self-reported analytical thinking pattern was significantly and positively associated with perceived similarity between the parent brand and its brand extensions, after controlling for five covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition, partial $r = .44$, two-tailed, $p < .01$. These conflicting findings again support a possibility that self-reported analytical thinking pattern may be viewed as an unreliable measure to capture cognitive processing patterns.

According to Kuvaas and Kaufmann (2004), there is a negative linear relationship between the proportion of correctly-recalled brand extension attributes and level of confidence in estimating the accuracy of their brand extension attribute recall. However, the current experiment found that the level of participant confidence was not correlated with the percentage of correctly-recalled brand extension attributes, after controlling for five potential covariates – parent brand familiarity, parent brand loyalty, attitude toward the parent brand, extension product category involvement, and need for cognition, partial $r = .14$, two-tailed, $p > .10$. The reason for these contradictory results may be that the measure used to assess the level of confidence in estimating the brand extension attribute recall accuracy was unreliable.

In sum, Experiment 1 found that product-feature fit and parent-brand image fit between a parent brand and its extension product category each had a different influence on brand extension processing. Specifically, product-feature fit positively affected (1) perception of similarity between the parent brand and its brand extension (i.e., perceptual categorization) and (2) attitude toward the brand extension (i.e., evaluation). By contrast, parent-brand image fit was negatively associated with the recall of the brand extension attributes (i.e., memory). In addition, there was a positive linear relationship between the perceived similarity and brand extension attitude at the aggregate level.

5.2 Experiment 2

Experiment 2 examined whether parent-brand image framing and exposure to product-feature related attributes of the brand extension through advertising messages could affect (1) perception of similarity between a parent brand and its brand extension and (2) attitude toward and (3) purchase intention of the four hypothetical brand extensions, as proposed in the attribute framing theory. Study results indicated that for a brand extension with an HB/HP fit (i.e., a high-level cross-fit), the perceived similarity and the two types of evaluation (i.e., attitude and purchase intention) were not influenced by either the two parent-brand image framing conditions (i.e., framing vs. no framing) or the two product attribute description conditions (i.e., presence vs. absence of the description) (Hypothesis 5). Similarly, neither the two framing conditions nor the two product attribute description conditions presented in the experimental ad messages affected these three key dependent variables – perceived similarity (between the parent brand and its brand extension), brand extension attitude, and intention to purchase the

brand extension – for a brand extension with an LB/LP fit (i.e., a low-level cross-fit) (Hypothesis 8).

The psychological mechanism underlying these findings can be explained, as follows. The parent-brand image framing (Tewksbury & Scheufele, 2009; Chong & Druckman, 2007a, 2007b) or exposure to a large amount of information about the brand extension (Kuvaas & Selart, 2004) can motivate consumers to do piecemeal-based processing of a given brand extension. Otherwise, when exposed to brand extensions with an extremely high or low fit between the parent brand and its extension product category, consumers tend to do category-based or heuristic processing of the brand extensions (Boush & Loken, 1991; Meyers-Levy et al., 1994). Accordingly, both the parent-brand image framing and product attribute information are less likely to affect consumer perceptions and evaluations of these brand extensions.

Experiment 2 also found that parent-brand image framing and product attribute information used in advertisements could encourage participants, who were exposed to brand extensions with a mixed-level cross-fit (i.e., an HB/LP fit or an LB/HP fit), to do piecemeal-based processing of the brand extensions. For these brand extensions, the mock ads used in the experiment did influence either participant perception (i.e., perceived similarity) or evaluation (i.e., intention to purchase the brand extension) of the brand extensions.

In particular, the results indicated that for a brand extension with an LB/HP fit, the advertising message that was framed with the parent-brand image specific associations did increase participant intention to purchase the brand extension more than

the advertising message that did not frame these associations (Hypothesis 7). However, with regard to product-feature related brand extension attributes, their presence or absence in the advertising message did not affect participant purchase intention. It is possible that participants were able to easily perceive a brand extension with an LB/HP fit as similar to its parent brand at the category-based level on the basis of high product-feature fit. As such, they could be confused by the low parent-brand image fit of the brand extension when making a final decision of whether the brand extension was categorized as its parent brand. To make their final determination, participants may begin doing piecemeal-based comparison between the brand extension and its parent brand, focusing on parent-brand image fit. Consequently, participants were more likely to perceive the brand extension as a category of its parent brand when parent-brand image was framed in the ad. These framing effects then created a significant difference in participant intention to purchase the brand extension between the conditions that had parent-brand image framing and no parent-brand image framing.

For a brand extension with an HB/LP fit, the advertisement without product-feature related attributes of the brand extension was found to enhance perception of similarity between the brand extension and its parent brand more than the advertisement presented with these product attributes (Hypothesis 6). According to Kuvaas and Selart's (2004) study, presenting large amount of brand extension information through the advertisement can facilitate consumers to do attribute-by-attribute comparison between the brand extension and its parent brand. Hence, this type of product attribute presentation may encourage participants to compare the brand extension with its parent brand on the basis of product-feature related attributes. It is worth noting that the

product-feature related attributes of the brand extension presented in the advertisement were not strongly associated with the parent brand “UNIQLO,” as shown in Pretest 5. By implication, presenting these brand-extension attributes may thus help decrease the low product-feature fit of the brand extension with an HB/LP fit. Likewise, parent-brand image framing did not affect perceived similarity between the brand extension with an HB/LP fit and its parent brand because the framing was less likely to increase the high parent-brand image fit of the brand extension.

In sum, the advertising message that contained parent-brand image framing and product attribute description did create a difference in participant perception and evaluation of the brand extension across four different types of brand extensions. In particular, perception and evaluation of brand extensions with a high-level cross-fit (i.e., an HB/HP fit) or a low-level cross-fit (i.e., an LB/LP fit) were not influenced by the parent-brand image framing conditions (i.e., framing vs. no framing) and product-feature related attribute description conditions (i.e., presence vs. absence of the product attribute description). However, for a brand extension with a mixed-level cross-fit (i.e., an LB/HP fit), framing the parent-brand image increased intention to purchase the brand extension (i.e., evaluation) more than not framing the parent-brand image. By comparison, for a brand extension with a mixed-level cross-fit (i.e., an HB/LP fit), not presenting the product-feature related attributes of the brand extension in the ads enhanced perceived similarity between the brand extension and its parent brand (i.e., perceptual categorization) more than presenting these attributes in the ads.

5.3 Study Limitations

The present study has some methodological limitations. First, when participants engaged in self-administered online experiments in a less controlled setting, they could pay less attention to the experimental stimuli manipulated by the study design, relative to a more controlled laboratory experiment (Dandurand et al., 2008). A lower level of attentiveness to the experimental stimuli could impact participant ability to process and respond to subtle brand-image or product-feature related characteristics embedded in the study design. As study participants in Experiment 1 and Experiment 2 were exposed to the brand extension attribute description and the advertisement only once, the lack of repeated exposures could limit the potential effects of the experimental manipulations (i.e., presentation of brand extension attribute description for Experiment 1 and parent-brand image framing and presentation of product attribute description for Experiment 2), relatively (Klink & Smith, 2001; Lane, 2000). This study only adopted one parent brand in the apparel product category (i.e., “UNIQLO”) as the experimental stimulus. Using additional parent brands from different product categories (e.g., durables) may help validate the reliability of the effects of perceived fit between the parent brands and their extension product categories on consumer responses to the brand extensions (Broniarczyk & Alba, 1994; Boush & Loken, 1991). For example, perceived parent-brand image fit (i.e., the degree to which an extension product category shares the image of its parent brand) can play a more important role in shaping perceived similarity between a parent brand and its extension product categories than perceived product-feature fit (e.g., the degree to which an extension product category shares the major product attributes of its parent brand), which is contrary to the results of this study.

5.4 Study Implications

Based on set theory, the current study conceptually elaborated the categorization model (e.g., Fiske & Pavelchak, 1986) to examine brand extension processing. This elaborated categorization model proposed four types of brand extensions, including brand extensions with a high parent-brand image/high product-feature (an HB/HP) fit, a high parent-brand image/low product-feature (an HB/LP) fit, a low parent-brand image/high product-feature (an LB/HP) fit, and a low parent-brand image/low product-feature (an LB/LP) fit. Based on this elaborated categorization model, the present study tested and clarified the relationships between a parent brand, its extension product category and its brand extension, in addition to the relationship between the parent-brand image fit and the product-feature fit of a parent brand and its extension product category.

The elaborated categorization model proposed in the current study can help marketing researchers better understand the relationships among three possible brand-extension related categories – i.e., a parent brand, its extension product category and its brand extension – when studying consumer perception and evaluation of brand extensions. As most past studies examined brand equity transfer from the parent brand to its brand extensions via the product-feature fit, the present study findings can help guide marketing researchers to examine the transfer of parent brand equity onto its brand extensions by studying the parent-brand image fit as well.

Experiment 1 empirically examined a number of conflicting assumptions about the relationships between the key dependent variables (e.g., relationship between perceived similarity between a parent brand and its extension category and brand

extension attitude) related to brand extension perception and evaluation reported in the literature. The experiment found that perceived product-feature fit between a parent brand and its extension product category increased perceived similarity between the parent brand and its brand extension as well as attitude toward the brand extension. By contrast, perceived parent-brand image fit decreased consumer recall or memorability of brand extension attributes. Experiment 1 also indicated that perceived similarity between a parent brand and its brand extension enhanced consumer attitude toward the brand extension. These findings suggest that marketing practitioners should carefully consider the role of parent-brand image fit and product-feature fit between a parent brand and its extension product categories, when they attempt to extend their brands into new product markets.

However, Experiment 1 did not examine the psychological mechanism underlying differential effects of the two types of fit on brand extension perception, evaluation, and memory. This suggests that future research should further examine and validate the potential differences in psychological processing of brand extensions between these two types of fit. Ideally, these future studies can also answer the reason why product-feature related attribute description conditions (as opposed to parent-brand image framing conditions) manipulated in the mock ad message only influenced perceived similarity (but not intention to purchase the brand extension) for a brand extension with a high parent-brand image/low product-feature fit (instead of a low parent-brand image/high product-feature fit), as reported by the findings from Experiment 2.

Furthermore, Experiment 1 failed to find any differences through the use of self-reported analytical thinking pattern and self-reported perceived confidence level in

estimating the accurately-recalled brand extension attributes. As discussed above, these measures might have been vulnerable to a social desirability bias because they were based on participants' self-reported responses to their own cognitive processing pattern. Future research should develop behavioral measures that are less likely to be affected by a social desirability bias to assess the potential differences in consumer information processing patterns (Gawronski & Bodenhausen, 2006). For example, Boush and Loken (1991) asked participants to think aloud (by verbalizing their thinking process aloud) while evaluating a given brand extension and then rate their evaluation on a semantic differential scale. The response time required for evaluating the brand extension and verbalizing their evaluation via a think-aloud method was recorded by means of a video camera equipped with a stopwatch functions.

Experiment 2 found that brand extension types (i.e., brand extension with an HB/HP, an HB/LP, an LB/HP, or an LB/LP fit) can play a more important roles in consumer perceptual categorization, attitude toward the brand extension, and purchase intention of the brand extension than ad characteristics (i.e., parent-brand image framing or presentation of brand extension attributes) (see Table 12, Table 13, and Table 14). These findings indicate that market success of a brand extension may primarily depend on two types of fit-perception conditions – product-feature fit and parent-brand image fit – associated with the brand extension. Hence, marketing practitioners need to pay more attention to selecting the appropriate extension product categories that can fit with its parent brand via these two types of fit-perception conditions, when developing a new brand extension.

Based on the attribute framing theory (Levin et al., 1998), Experiment 2 investigated the potential effects of (1) framing brand-image specific associations of the parent brand and (2) presenting product-feature related attributes of its brand extension via advertisements on consumer perception and evaluation of each of four different brand extensions. The experimental results showed that the ad message strategy of parent-brand image framing or product-feature attribute presentation associated with a brand extension enhanced participant perception (i.e., perceived similarity) and evaluation (i.e., intention to purchase the brand extension) of the brand extension with a mixed-level cross-fit instead of a high-level or a low-level cross-fit. These results suggest that exposure to advertising messages that contain either parent-brand image framing or product-feature related attributes of a brand extension can facilitate piecemeal-based instead of category-based processing and evaluation of brand extension.

From a practical perspective, these findings from Experiment 2 imply that when marketing practitioners plan to launch their brand extensions with a low parent-brand image/high product-feature fit into new markets, parent-brand image framing via advertising messages can be effective for promoting evaluation of those brand extensions. Moreover, the advertising messages don't need to provide overly detailed information about product-feature related attributes for the brand extensions with a high parent-brand image/low product-feature fit, in order to successfully launch those brand extensions into new markets.

Practitioners should also note that parent-brand image framing and product-feature descriptions presented through advertising messages about brand extensions do not necessarily help facilitate market success of those brand extensions with a high

parent-brand image/high product-feature fit and a low parent-brand image/low product-feature fit. One way to enhance perception and evaluation of these brand extensions could be to use priming devices in ad messages or visuals at the category-based level (Ghanem, 1997; Wu & Coleman, 2009). For example, priming a parent brand through presenting salient photo of its flagship product can enhance category-based processing of brand extensions with an extreme high-level or low-level cross-fit. Additional studies could examine whether or how priming devices used in advertising messages or visuals will affect consumer processing of brand extensions in the four fit-perception conditions (i.e., an HB/HP, an HB/LP, and LB/HP, and an LB/LP fit-perception conditions) proposed by this study.

5.5 Conclusion

According to past research, the likelihood that brand extensions can succeed in the market is greater in an Eastern culture such as Korea than in a Western culture such as the United States. Easterners are more likely to accept brand extensions that appear to be distantly related to their parent brands than Westerners (Ahluwalia, 2008; Monga & John, 2007). This is because Easterners are more willing to try to find the significant relationships between the brand extensions and their parent brands than the Westerners (Ahluwalia, 2008). Easterners also tend to engage in more holistic thinking in perceiving and judging events or objects, whereas Westerners are more accustomed to engage in analytically thinking (Monga & John, 2007). Hence, consumers from an Eastern culture are more likely to be favorable to even brand extensions that are relatively dissimilar to their parent brands than consumers from a Western culture.

For example, the brand “SAMSUNG” has extended to a variety of product categories ranging from electronics to automobiles and apparel in Korea. These brand extensions have succeeded in the Korea market. Thus, it is reasonable to assume that brand extension strategies could be used in Eastern countries more successfully than in Western countries. The current study, which examined Korean consumer responses to four brand extensions representing strong (i.e., an HB/HP fit-perception condition), moderate (i.e., either an HB/LP fit-perception or an LB/HP fit-perception condition) and weak (i.e., an LB/LP fit-perception condition) similarity to their parent brand, can hence provide important theoretical and empirical implications for the marketing and advertising literature in a non-Western context.

Appendix 1. Description for Brand Extension with an HB/HP Fit Perception
(Experiment 1)

UNIQLO RAIN BOOTS

These **RAIN BOOTS** have the following features:

• **Shape accentuating**

These rain boots make your legs look slimmer and add a nice shape to your legs.

• **Mostly natural rubber**

Unlike synthetic materials, these rain boots are not harmful to your skin.

• **Solid rubber**

The surface of these rain boots does not easily cleave and crack.

• **Durable**

The shape and color of these rain boots are long-lasting and don't change easily.

• **Moisture-proof interior**

The inner soles of these rain boots always stay dry when it is raining.

• **Airy**

You will feel very comfortable with these rain boots even if you wear them all day long.

• **Perspiration proof**

These rain boots will keep your feet dry all day long.

Appendix 2. Description for Brand Extension with an HB/LP Fit Perception (Experiment 1)

UNIQLO EARRINGS

These **EARRINGS** have the following features:

- **Beautifully set ornaments**

The earring ornaments are firmly set with the finest touch.

- **Perfectly sized earring stopper**

The earring stoppers are perfectly sized and easy to wear.

- **Suitable for all kinds of fashions**

These earrings will go well with a wide variety of fashions.

- **Hypoallergenic**

Even those who are allergic to metal can safely wear these earrings.

- **Color stay**

The metallic color of these earrings would not be changed, no matter how long you wear these earrings.

- **Lightweight**

Your ears will never droop when you wear these earrings.

- **Easy on the eyes**

The easy designs will make you look beautiful in every sense of the word.

Appendix 3. Description for Brand Extension with an LB/HP Fit Perception (Experiment 1)

UNIQLO SCARF

This **SCARF** has the following features:

- **Naturally flowing**

When you wear the scarf, it flows naturally on your neck.

- **High quality fabrics**

The scarf is made of luxurious materials with vivid colors.

- **Intricately knitted**

The scarf is run-proof and will not wear out easily.

- **Wrinkle free**

You can twist the scarf anyway you wish without wrinkling it.

- **Finely finished**

The scarf is exceptionally well made and nicely furnished.

- **Thermal**

The scarf will keep you warm throughout the day in every season.

- **Soft to the touch**

The scarf is very comfortable to wear and it feels soft around your face and neck.

Appendix 4. Description for Brand Extension with an LB/LP Fit Perception (Experiment 1)

UNIQLO EYE SHADOW

This **EYE SHADOW** has the following features:

- **Depth sculpting**

The eye shadow sculpts your eyes and creates more depth to your eyelids.

- **No clumping**

The eye shadow does not crease and spreads evenly on your skin.

- **Matching color scheme**

The eye shadow delivers a perfect color to match your skin.

- **Natural materials**

The natural material in the eye shadow will not irritate your skin.

- **Firmness**

The eye shadow will last all day long without fading.

- **Long lasting**

The eye shadow will stay soft in the palette and last for a long time.

- **Gentle to your skin**

The eye shadow is very gentle and will not irritate your skin.

Appendix 5. Questionnaire for Brand Extension with an HB/HP Fit Perception
(Experiment 1)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
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Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO RAIN BOOTS for women – that you will see in a description. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO RAIN BOOTS for women is considered a brand extension of the original existing UNIQLO brand.

**CLICK HERE TO VIEW THE PRODUCT DESCRIPTION OF
UNIQLO RAIN BOOTS HERE**

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO RAIN BOOTS for women – that you have just seen in the description (1 = strongly disagree and 7 = strongly agree).

· Introducing the RAIN BOOTS from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO RAIN BOOTS seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO RAIN BOOTS will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO RAIN BOOTS will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO RAIN BOOTS for women – that you have just seen in the description?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the rain boots product category	-3	-2	-1	0	1	2	3	Better than most brands in the rain boots product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. Please indicate how strongly you agree or disagree with each of the following statements about the evaluation you have just provided above for the new product of UNIQLO – UNIQLO RAIN BOOTS for women (1 = strongly disagree and 7 = strongly agree).

· The evaluation on the UNIQLO RAIN BOOTS just came to me.	1	2	3	4	5	6	7
· In evaluating the UNIQLO RAIN BOOTS, I focused more on my personal impressions and feelings rather than on complex tradeoffs between product features.	1	2	3	4	5	6	7
· I tried to use as much product feature information as possible.	1	2	3	4	5	6	7
· I carefully examined the RAIN BOOTS product category and the original UNIQLO brand on several different product features.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO RAIN BOOTS was based on facts rather than on general impressions and feelings.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO RAIN BOOTS was based on careful thinking and reasoning.	1	2	3	4	5	6	7

4. If you plan to purchase new rain boots, how likely are you to purchase the new product of UNIQLO – UNIQLO RAIN BOOTS for women – if they become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

5. Please type everything that you can remember in terms of the product features of the UNIQLO RAIN BOOTS in that description. _____

6. Please indicate how confident you are in your recall of the product features of UNIQLO RAIN BOOTS that you have just typed in the above question (1 = very low and 7 = very high).

· The accuracy of my recall of these product features is	1	2	3	4	5	6	7
· The confidence in the accuracy of my recall of these product features is	1	2	3	4	5	6	7

Part 3. The following questions are about your general evaluations of the RAIN BOOTS product category appearing in the product description.

1. What is your instinctive reaction to the RAIN BOOTS product category that you have just seen in the product description?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	Needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any RAIN BOOTS from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 4. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 5. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	<ul style="list-style-type: none"> (1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	<ul style="list-style-type: none"> (1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	<ul style="list-style-type: none"> (1) Below 2 million won (2) 2 million – 2.99 million won (3) 3 million – 3.99 million won (4) 4 million – 4.99 million won (5) 5 million won and over

Appendix 6. Questionnaire for Brand Extension with an HB/LP Fit Perception
(Experiment 1)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
-----	----	----	----	---	---	---	---	------

Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO EARRINGS for women – that you will see in a description. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO EARRINGS for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE PRODUCT DESCRIPTION OF

UNIQLO EARRINGS HERE

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO EARRINGS for women – that you have just seen in the description (1 = strongly disagree and 7 = strongly agree).

· Introducing the EARRINGS from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO EARRINGS seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EARRINGS will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EARRINGS will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO EARRINGS for women – that you have just seen in the description?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the earrings product category	-3	-2	-1	0	1	2	3	Better than most brands in the earrings product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. Please indicate how strongly you agree or disagree with each of the following statements about the evaluation you have just provided above for the new product of UNIQLO – UNIQLO EARRINGS for women (1 = strongly disagree and 7 = strongly agree).

· The evaluation on the UNIQLO EARRINGS just came to me.	1	2	3	4	5	6	7
· In evaluating the UNIQLO EARRINGS, I focused more on my personal impressions and feelings rather than on complex tradeoffs between product features.	1	2	3	4	5	6	7
· I tried to use as much product feature information as possible.	1	2	3	4	5	6	7
· I carefully examined the EARRINGS product category and the original UNIQLO brand on several different product features.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO EARRINGS was based on facts rather than on general impressions and feelings.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO EARRINGS was based on careful thinking and reasoning.	1	2	3	4	5	6	7

4. If you plan to purchase new earrings, how likely are you to purchase the new product of UNIQLO – UNIQLO EARRINGS for women – if they become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

5. Please type everything that you can remember in terms of the product features of the UNIQLO EARRINGS in that description. _____

6. Please indicate how confident you are in your recall of the product features of UNIQLO EARRINGS that you have just typed in the above question (1 = very low and 7 = very high).

· The accuracy of my recall of these product features is	1	2	3	4	5	6	7
· The confidence in the accuracy of my recall of these product features is	1	2	3	4	5	6	7

Part 3. The following questions are about your general evaluations of the EARRINGS product category appearing in the product description.

1. What is your instinctive reaction to the EARRINGS product category that you have just seen in the product description?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	Needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any EARRINGS from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 4. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 5. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	(1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	(1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	(1) Below 2 million won (2) 2 million – 2.99 million won (3) 3 million – 3.99 million won (4) 4 million – 4.99 million won (5) 5 million won and over

Appendix 7. Questionnaire for Brand Extension with an LB/HP Fit Perception
(Experiment 1)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
-----	----	----	----	---	---	---	---	------

Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO SCARF for women – that you will see in a description. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO SCARF for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE PRODUCT DESCRIPTION OF

UNIQLO SCARF HERE

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO SCARF for women – that you have just seen in the description (1 = strongly disagree and 7 = strongly agree).

· Introducing the SCARF from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO SCARF seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO SCARF will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO SCARF will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO SCARF for women – that you have just seen in the description?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the scarf product category	-3	-2	-1	0	1	2	3	Better than most brands in the scarf product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. Please indicate how strongly you agree or disagree with each of the following statements about the evaluation you have just provided above for the new product of UNIQLO – UNIQLO SCARF for women (1 = strongly disagree and 7 = strongly agree).

· The evaluation on the UNIQLO SCARF just came to me.	1	2	3	4	5	6	7
· In evaluating the UNIQLO SCARF, I focused more on my personal impressions and feelings rather than on complex tradeoffs between product features.	1	2	3	4	5	6	7
· I tried to use as much product feature information as possible.	1	2	3	4	5	6	7
· I carefully examined the SCARF product category and the original UNIQLO brand on several different product features.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO SCARF was based on facts rather than on general impressions and feelings.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO SCARF was based on careful thinking and reasoning.	1	2	3	4	5	6	7

4. If you plan to purchase new scarf, how likely are you to purchase the new product of UNIQLO – UNIQLO SCARF for women – if it becomes available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

5. Please type everything that you can remember in terms of the product features of the UNIQLO SCARF in that description. _____

6. Please indicate how confident you are in your recall of the product features of UNIQLO SCARF that you have just typed in the above question (1 = very low and 7 = very high).

· The accuracy of my recall of these product features is	1	2	3	4	5	6	7
· The confidence in the accuracy of my recall of these product features is	1	2	3	4	5	6	7

Part 3. The following questions are about your general evaluations of the SCARF product category appearing in the product description.

1. What is your instinctive reaction to the SCARF product category that you have just seen in the product description?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	Needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any SCARF from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 4. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 5. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	<ul style="list-style-type: none"> (1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	<ul style="list-style-type: none"> (1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	<ul style="list-style-type: none"> (1) Below 2 million won (2) 2 million – 2.99 million won (3) 3 million – 3.99 million won (4) 4 million – 4.99 million won (5) 5 million won and over

Appendix 8. Questionnaire for Brand Extension with an LB/LP Fit Perception
(Experiment 1)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
-----	----	----	----	---	---	---	---	------

Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO EYE SHADOW for women – that you will see in a description. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO EYE SHADOW for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE PRODUCT DESCRIPTION OF

UNIQLO EYE SHADOW HERE

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO EYE SHADOW for women – that you have just seen in the description (1 = strongly disagree and 7 = strongly agree).

· Introducing the EYE SHADOW from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO EYE SHADOW seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EYE SHADOW will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EYE SHADOW will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO EYE SHADOW for women – that you have just seen in the description?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the eye shadow product category	-3	-2	-1	0	1	2	3	Better than most brands in the eye shadow product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. Please indicate how strongly you agree or disagree with each of the following statements about the evaluation you have just provided above for the new product of UNIQLO – UNIQLO EYE SHADOW for women (1 = strongly disagree and 7 = strongly agree).

· The evaluation on the UNIQLO EYE SHADOW just came to me.	1	2	3	4	5	6	7
· In evaluating the UNIQLO EYE SHADOW, I focused more on my personal impressions and feelings rather than on complex tradeoffs between product features.	1	2	3	4	5	6	7
· I tried to use as much product feature information as possible.	1	2	3	4	5	6	7
· I carefully examined the EYE SHADOW product category and the original UNIQLO brand on several different product features.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO EYE SHADOW was based on facts rather than on general impressions and feelings.	1	2	3	4	5	6	7
· My evaluation on the UNIQLO EYE SHADOW was based on careful thinking and reasoning.	1	2	3	4	5	6	7

4. If you plan to purchase new eye shadow, how likely are you to purchase the new product of UNIQLO – UNIQLO EYE SHADOW for women – if it becomes available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

5. Please type everything that you can remember in terms of the product features of the UNIQLO EYE SHADOW in that description. _____

6. Please indicate how confident you are in your recall of the product features of UNIQLO EYE SHADOW that you have just typed in the above question (1 = very low and 7 = very high).

· The accuracy of my recall of these product features is	1	2	3	4	5	6	7
· The confidence in the accuracy of my recall of these product features is	1	2	3	4	5	6	7

Part 3. The following questions are about your general evaluations of the EYE SHADOW product category appearing in the product description.

1. What is your instinctive reaction to the EYE SHADOW product category that you have just seen in the product description?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	Needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any EYE SHADOW from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 4. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 5. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	<ul style="list-style-type: none"> (1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	<ul style="list-style-type: none"> (1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	<ul style="list-style-type: none"> (1) Below 2 million won (2) 2 million – 2.99 million won (3) 3 million – 3.99 million won (4) 4 million – 4.99 million won (5) 5 million won and over

Appendix 9. Advertisements for Brand Extension with an HB/HP Fit Perception (Experiment 2)

		Parent-brand image frame	
		Presence	Absence
Extension product attributes	Presence	<p>테인부츠의 가장 중요한 디자인 포인트를 알고 계십니까?</p> <p>유니클로에서 최고, 신중하며, 편안하고, 부담없는 가격의 여성용 유니클로 레인부츠를 새롭게 출시했습니다.</p> <p>이 특별한 레인부츠는 최고급 원단 소재를 사용하며, 뛰어난 내수성을 자랑하는 '워터프루프' 기능을 갖추고 있습니다. 또한, 통풍이 잘 되는 '메쉬' 소재를 사용하여 쾌적한 착용감을 제공합니다. 그리고, 여성용 레인부츠의 디자인을 고민하여, 세련되고 아름다운 디자인을 선보입니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다.</p> <p>UNIQLO</p>	<p>유니클로에서 여성용 유니클로 레인부츠를 새롭게 출시했습니다.</p> <p>이 특별한 레인부츠는 최고급 원단 소재를 사용하며, 뛰어난 내수성을 자랑하는 '워터프루프' 기능을 갖추고 있습니다. 또한, 통풍이 잘 되는 '메쉬' 소재를 사용하여 쾌적한 착용감을 제공합니다. 그리고, 여성용 레인부츠의 디자인을 고민하여, 세련되고 아름다운 디자인을 선보입니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다.</p> <p>UNIQLO</p>
	Absence	<p>테인부츠의 가장 중요한 디자인 포인트를 알고 계십니까?</p> <p>유니클로에서 최고, 신중하며, 편안하고, 부담없는 가격의 여성용 유니클로 레인부츠를 새롭게 출시했습니다.</p> <p>이 특별한 레인부츠는 최고급 원단 소재를 사용하며, 뛰어난 내수성을 자랑하는 '워터프루프' 기능을 갖추고 있습니다. 또한, 통풍이 잘 되는 '메쉬' 소재를 사용하여 쾌적한 착용감을 제공합니다. 그리고, 여성용 레인부츠의 디자인을 고민하여, 세련되고 아름다운 디자인을 선보입니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다.</p> <p>UNIQLO</p>	<p>유니클로에서 여성용 유니클로 레인부츠를 새롭게 출시했습니다.</p> <p>이 특별한 레인부츠는 최고급 원단 소재를 사용하며, 뛰어난 내수성을 자랑하는 '워터프루프' 기능을 갖추고 있습니다. 또한, 통풍이 잘 되는 '메쉬' 소재를 사용하여 쾌적한 착용감을 제공합니다. 그리고, 여성용 레인부츠의 디자인을 고민하여, 세련되고 아름다운 디자인을 선보입니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다. 유니클로 레인부츠는, 여성용 레인부츠의 새로운 기준을 제시합니다.</p> <p>UNIQLO</p>
	Ad #1		
	Ad #2		

Appendix 10. Advertisements for Brand Extension with an HB/LP Fit Perception (Experiment 2)

		Parent-brand image frame	
		Presence	Absence
Extension product attributes	Presence		
	Absence		
	Ad #1		
	Ad #2		

Appendix 11. Advertisements for Brand Extension with an LB/HP Fit Perception (Experiment 2)

		Parent-brand image frame	
		Presence	Absence
Extension product attributes	Presence	<p>스카프의 가장 중요한 디자인 포인트를 알고 계십니까? 유니클로에서 찾고, 신중하여, 편안하고, 부담없는 가격의 아성용 유니클로 스카프를 새롭게 출시했습니다.</p> <p>이 특별한 스카프는 신중과 편안, 부드러움, 가벼움, 그리고 편안함을 지니고 있습니다.</p> <p>새로운 디자인인 스카프는 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다.</p>	<p>유니클로에서 아성용 유니클로 스카프를 새롭게 출시했습니다.</p> <p>이 특별한 스카프는 신중과 편안, 부드러움, 가벼움, 그리고 편안함을 지니고 있습니다.</p> <p>새로운 디자인인 스카프는 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다. 유니클로 스카프의 디자인은 유니클로 스카프의 디자인을 바탕으로 한 디자인입니다.</p>
	Absence	<p>스카프의 가장 중요한 디자인 포인트를 알고 계십니까? 유니클로에서 찾고, 신중하여, 편안하고, 부담없는 가격의 아성용 유니클로 스카프를 새롭게 출시했습니다.</p>	<p>유니클로에서 아성용 유니클로 스카프를 새롭게 출시했습니다.</p>
	Ad #1	Ad #2	
	Ad #3	Ad #4	

Appendix 12. Advertisements for Brand Extension with an LB/LP Fit Perception (Experiment 2)

		Parent-brand image frame	
		Presence	Absence
Extension product attributes	Presence	 <p>아이세도우의 가장 중요한 디자인 포인트를 알고 계십니까? 유니클로에서 최고, 신중하며 편안하고, 부담없는 가려의 여성용 유니클로 아이세도우를 새롭게 출시했습니다.</p> <p>UNIQLO</p>	 <p>유니클로에서 여성용 유니클로 아이세도우를 새롭게 출시했습니다.</p> <p>UNIQLO</p>
	Absence	 <p>아이세도우의 가장 중요한 디자인 포인트를 알고 계십니까? 유니클로에서 최고, 신중하며 편안하고, 부담없는 가려의 여성용 유니클로 아이세도우를 새롭게 출시했습니다.</p> <p>UNIQLO</p>	 <p>유니클로에서 여성용 유니클로 아이세도우를 새롭게 출시했습니다.</p> <p>UNIQLO</p>
	Ad #1	Ad #2	
	Ad #3	Ad #4	

Appendix 13. Questionnaire for Brand Extension with an HB/HP Fit Perception
(Experiment 2)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
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Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions ask you to express your opinions about the advertisement for a brand extension. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO RAIN BOOTS for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE ADVERTISEMENT OF

UNIQLO RAIN BOOTS HERE

1. What is your emotional reaction to the advertisement that you have just seen? (1 = strongly disagree and 7 = strongly agree).

· Insulted	1	2	3	4	5	6	7
· Good	1	2	3	4	5	6	7
· Angry	1	2	3	4	5	6	7
· Happy	1	2	3	4	5	6	7
· Cheerful	1	2	3	4	5	6	7
· Irritated	1	2	3	4	5	6	7
· Warmhearted	1	2	3	4	5	6	7
· Pleased	1	2	3	4	5	6	7
· Repulsed	1	2	3	4	5	6	7
· Amused	1	2	3	4	5	6	7
· Stimulated	1	2	3	4	5	6	7
· Calm	1	2	3	4	5	6	7
· Shocked	1	2	3	4	5	6	7
· Soothed	1	2	3	4	5	6	7

2. What is your evaluation of the advertisement that you have just seen?

I dislike the ad.	-3	-2	-1	0	1	2	3	I like the ad.
I react unfavorably to the ad.	-3	-2	-1	0	1	2	3	I react favorably to the ad.
I feel negative toward the ad.	-3	-2	-1	0	1	2	3	I feel positive toward the ad.
The ad is bad.	-3	-2	-1	0	1	2	3	The ad is good.

Part 3. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO RAIN BOOTS for women – that you have just seen in the advertisement.

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO RAIN BOOTS for women – that you have just seen in the advertisement (1 = strongly disagree and 7 = strongly agree).

· Introducing the RAIN BOOTS from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO RAIN BOOTS seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO RAIN BOOTS will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO RAIN BOOTS will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO RAIN BOOTS for women – that you have just seen in the advertisement?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the rain boots product	-3	-2	-1	0	1	2	3	Better than most brands in the rain boots product

category								category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. If you plan to purchase new rain boots, how likely are you to purchase the new product of UNIQLO – UNIQLO RAIN BOOTS for women – if they become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

Part 4. The following questions are about your general evaluations of the RAIN BOOTS product category appearing in the advertisement.

1. What is your instinctive reaction to the RAIN BOOTS product category that you have just seen in the advertisement?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant

Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me
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2. Have you ever used any RAIN BOOTS from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 5. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7

· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 6. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	(1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	(1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	(1) Below 2 million wons (2) 2 million – 2.99 million wons (3) 3 million – 3.99 million wons

	(4) 4 million – 4.99 million wons (5) 5 million wons and over
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Appendix 14. Questionnaire for Brand Extension with an HB/LP Fit Perception
(Experiment 2)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
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Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions ask you to express your opinions about the advertisement for a brand extension. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO EARRINGS for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE ADVERTISEMENT OF

UNIQLO EARRINGS HERE

1. What is your emotional reaction to the advertisement that you have just seen? (1 = strongly disagree and 7 = strongly agree).

· Insulted	1	2	3	4	5	6	7
· Good	1	2	3	4	5	6	7
· Angry	1	2	3	4	5	6	7
· Happy	1	2	3	4	5	6	7
· Cheerful	1	2	3	4	5	6	7
· Irritated	1	2	3	4	5	6	7
· Warmhearted	1	2	3	4	5	6	7
· Pleased	1	2	3	4	5	6	7
· Repulsed	1	2	3	4	5	6	7
· Amused	1	2	3	4	5	6	7
· Stimulated	1	2	3	4	5	6	7
· Calm	1	2	3	4	5	6	7
· Shocked	1	2	3	4	5	6	7
· Soothed	1	2	3	4	5	6	7

2. What is your evaluation of the advertisement that you have just seen?

I dislike the ad.	-3	-2	-1	0	1	2	3	I like the ad.
I react unfavorably to the ad.	-3	-2	-1	0	1	2	3	I react favorably to the ad.
I feel negative toward the ad.	-3	-2	-1	0	1	2	3	I feel positive toward the ad.
The ad is bad.	-3	-2	-1	0	1	2	3	The ad is good.

Part 3. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO EARRINGS for women – that you have just seen in the advertisement.

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO EARRINGS for women – that you have just seen in the advertisement (1 = strongly disagree and 7 = strongly agree).

· Introducing the EARRINGS from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO EARRINGS seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EARRINGS will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EARRINGS will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO EARRINGS for women – that you have just seen in the advertisement?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the earrings product category	-3	-2	-1	0	1	2	3	Better than most brands in the earrings product category

Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. If you plan to purchase new earrings, how likely are you to purchase the new product of UNIQLO – UNIQLO EARRINGS for women – if they become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

Part 4. The following questions are about your general evaluations of the EARRINGS product category appearing in the advertisement.

1. What is your instinctive reaction to the EARRINGS product category that you have just seen in the advertisement?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any EARRINGS from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 5. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7

· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 6. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	(1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	(1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	(1) Below 2 million wons (2) 2 million – 2.99 million wons (3) 3 million – 3.99 million wons (4) 4 million – 4.99 million wons (5) 5 million wons and over

Appendix 15. Questionnaire for Brand Extension with an LB/HP Fit Perception
(Experiment 2)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
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Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions ask you to express your opinions about the advertisement for a brand extension. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO SCARF for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE ADVERTISEMENT OF

UNIQLO SCARF HERE

1. What is your emotional reaction to the advertisement that you have just seen? (1 = strongly disagree and 7 = strongly agree).

· Insulted	1	2	3	4	5	6	7
· Good	1	2	3	4	5	6	7
· Angry	1	2	3	4	5	6	7
· Happy	1	2	3	4	5	6	7
· Cheerful	1	2	3	4	5	6	7
· Irritated	1	2	3	4	5	6	7
· Warmhearted	1	2	3	4	5	6	7
· Pleased	1	2	3	4	5	6	7
· Repulsed	1	2	3	4	5	6	7
· Amused	1	2	3	4	5	6	7
· Stimulated	1	2	3	4	5	6	7
· Calm	1	2	3	4	5	6	7
· Shocked	1	2	3	4	5	6	7
· Soothed	1	2	3	4	5	6	7

2. What is your evaluation of the advertisement that you have just seen?

I dislike the ad.	-3	-2	-1	0	1	2	3	I like the ad.
I react unfavorably to the ad.	-3	-2	-1	0	1	2	3	I react favorably to the ad.
I feel negative toward the ad.	-3	-2	-1	0	1	2	3	I feel positive toward the ad.
The ad is bad.	-3	-2	-1	0	1	2	3	The ad is good.

Part 3. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO SCARF for women – that you have just seen in the advertisement.

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO SCARF for women – that you have just seen in the advertisement (1 = strongly disagree and 7 = strongly agree).

· Introducing the SCARF from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO SCARF seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO SCARF will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO SCARF will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO SCARF for women – that you have just seen in the advertisement?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the scarf product category	-3	-2	-1	0	1	2	3	Better than most brands in the scarf product category

Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. If you plan to purchase new scarf, how likely are you to purchase the new product of UNIQLO – UNIQLO SCARF for women – if it become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

Part 4. The following questions are about your general evaluations of the SCARF product category appearing in the advertisement.

1. What is your instinctive reaction to the SCARF product category that you have just seen in the advertisement?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant
Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me

2. Have you ever used any SCARF from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 5. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7
· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7

· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 6. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	(1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	(1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	(1) Below 2 million wons (2) 2 million – 2.99 million wons (3) 3 million – 3.99 million wons (4) 4 million – 4.99 million wons (5) 5 million wons and over

Appendix 16. Questionnaire for Brand Extension with an LB/LP Fit Perception
(Experiment 2)

Part 1. The following questions are about your general evaluations of the UNIQLO brand.

1. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· The UNIQLO brand is familiar to me.	1	2	3	4	5	6	7
· The UNIQLO brand is thought to be a well-known brand.	1	2	3	4	5	6	7
· The UNIQLO brand can be easily recognized among competitors.	1	2	3	4	5	6	7

2. Please indicate how strongly you agree or disagree with each of the following statements about the UNIQLO brand (1 = strongly disagree and 7 = strongly agree).

· I consider myself to be loyal to the UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO brand would be my first choice, when compared to brands that make similar products.	1	2	3	4	5	6	7
· I will not buy other brands, if the UNIQLO brand is available at the store.	1	2	3	4	5	6	7

3. What is your evaluation of the UNIQLO brand?

Bad	-3	-2	-1	0	1	2	3	Good
-----	----	----	----	---	---	---	---	------

Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the same product category	-3	-2	-1	0	1	2	3	Better than most brands in the same product category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

4. Have you ever used any products of the UNIQLO brand?

(1) Yes, I have used. (2) No, I have not used.

Part 2. The following questions ask you to express your opinions about the advertisement for a brand extension. A brand extension refers to a new product that is created as an extension of an existing brand. In this case, UNIQLO EYE SHADOW for women is considered a brand extension of the original existing UNIQLO brand.

CLICK HERE TO VIEW THE ADVERTISEMENT OF

UNIQLO EYE SHADOW HERE

1. What is your emotional reaction to the advertisement that you have just seen? (1 = strongly disagree and 7 = strongly agree).

· Insulted	1	2	3	4	5	6	7
· Good	1	2	3	4	5	6	7
· Angry	1	2	3	4	5	6	7
· Happy	1	2	3	4	5	6	7
· Cheerful	1	2	3	4	5	6	7
· Irritated	1	2	3	4	5	6	7
· Warmhearted	1	2	3	4	5	6	7
· Pleased	1	2	3	4	5	6	7
· Repulsed	1	2	3	4	5	6	7
· Amused	1	2	3	4	5	6	7
· Stimulated	1	2	3	4	5	6	7
· Calm	1	2	3	4	5	6	7
· Shocked	1	2	3	4	5	6	7
· Soothed	1	2	3	4	5	6	7

2. What is your evaluation of the advertisement that you have just seen?

I dislike the ad.	-3	-2	-1	0	1	2	3	I like the ad.
I react unfavorably to the ad.	-3	-2	-1	0	1	2	3	I react favorably to the ad.
I feel negative toward the ad.	-3	-2	-1	0	1	2	3	I feel positive toward the ad.
The ad is bad.	-3	-2	-1	0	1	2	3	The ad is good.

Part 3. The following questions are about your general evaluations of a new brand extension of UNIQLO — UNIQLO EYE SHADOW for women – that you have just seen in the advertisement.

1. Please indicate how strongly you agree or disagree with each of the following statements about this new product of UNIQLO – UNIQLO EYE SHADOW for women – that you have just seen in the advertisement (1 = strongly disagree and 7 = strongly agree).

· Introducing the EYE SHADOW from the UNIQLO brand is a good way to offer consumers another product from the original UNIQLO brand.	1	2	3	4	5	6	7
· As a new product, the UNIQLO EYE SHADOW seem like a logical extension of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EYE SHADOW will be seen as typical of the original UNIQLO brand.	1	2	3	4	5	6	7
· The UNIQLO EYE SHADOW will be seen as a good example of the original UNIQLO brand.	1	2	3	4	5	6	7

2. What is your evaluation of the new product of UNIQLO – UNIQLO EYE SHADOW for women – that you have just seen in the advertisement?

Bad	-3	-2	-1	0	1	2	3	Good
Unpleasant	-3	-2	-1	0	1	2	3	Pleasant
Dislike	-3	-2	-1	0	1	2	3	Like
Poor quality	-3	-2	-1	0	1	2	3	High quality
Worse than most brands in the eye shadow product	-3	-2	-1	0	1	2	3	Better than most brands in the eye shadow product

category								category
Unappealing	-3	-2	-1	0	1	2	3	Appealing
Unfavorable	-3	-2	-1	0	1	2	3	Favorable
Negative	-3	-2	-1	0	1	2	3	Positive
Boring	-3	-2	-1	0	1	2	3	Interesting

3. If you plan to purchase new eye shadow, how likely are you to purchase the new product of UNIQLO – UNIQLO EYE SHADOW for women – if it become available?

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

Part 4. The following questions are about your general evaluations of the EYE SHADOW product category appearing in the advertisement.

1. What is your instinctive reaction to the EYE SHADOW product category that you have just seen in the advertisement?

Unimportant	-3	-2	-1	0	1	2	3	Important
Worthless	-3	-2	-1	0	1	2	3	Valuable
Uninterested	-3	-2	-1	0	1	2	3	Interested
Unwanted	-3	-2	-1	0	1	2	3	Wanted
Not needed	-3	-2	-1	0	1	2	3	needed
Irrelevant	-3	-2	-1	0	1	2	3	Relevant

Means nothing to me	-3	-2	-1	0	1	2	3	Means a lot to me
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2. Have you ever used any EYE SHADOW from another brand in the past?

(1) Yes, I have used. (2) No, I have not used.

Part 5. The following questions are about your general thinking style. Please indicate how strongly you agree or disagree with each of the following statements (1 = strongly disagree and 7 = strongly agree).

· I like to have discussions.	1	2	3	4	5	6	7
· I usually don't think about problems that other people think are tricky.	1	2	3	4	5	6	7
· I am good at solving complicated problems.	1	2	3	4	5	6	7
· When I am confronted with an unfamiliar task, I see it as something bothersome rather than something that should be solved.	1	2	3	4	5	6	7
· I enjoy leaning a new solution to a problem.	1	2	3	4	5	6	7
· When I am confronted with a complicated problem, I want to try analyzing it.	1	2	3	4	5	6	7
· I want to learn more about things I don't know well.	1	2	3	4	5	6	7
· I try as best as I can to solve problems that are difficult and time-consuming.	1	2	3	4	5	6	7
· I am enthusiastic for tasks that require a lot of thinking.	1	2	3	4	5	6	7
· I accept results as they are rather than try to understand why they turned out the way they did.	1	2	3	4	5	6	7

· I try to avoid situations where I have to think deeply.	1	2	3	4	5	6	7
· I like to challenge my thinking skills.	1	2	3	4	5	6	7
· People tell me that I am logical.	1	2	3	4	5	6	7
· I enjoy solving difficult problems.	1	2	3	4	5	6	7
· I like complicated problems more than simple problems.	1	2	3	4	5	6	7

Part 6. The following questions about you are for generating a statistical summary only.

· How old are you?	_____ years old
· What is your education level?	(1) Middle school (2) High school (3) Two-Year College (4) Four-Year College (5) Graduate or post-graduate (6) Other
· What is your profession?	(1) Laborer (e.g., factory worker, electrician, carpenter, construction worker, etc.) (2) Service work (e.g., retail sales, food service, etc.) (3) Clerical work (e.g., bookkeeper, office clerk, etc.) (4) Professional work (e.g., manager, teacher, lawyer, accountant, engineering, etc.) (5) Student (6) Homemaker (7) Other
· What is your monthly household income?	(1) Below 2 million wons (2) 2 million – 2.99 million wons (3) 3 million – 3.99 million wons

	(4) 4 million – 4.99 million wons (5) 5 million wons and over
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