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Brand and spokesperson congruence in product advertising

How the level of congruence affects the consumers brand attitude and purchase intention, and how brand involvement moderates this relationship.

Anette Askildt Skeie

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Preface

This paper is conducted as part of my master degree in Master of Science in Business and economics, with a specialization in Marketing, at Buskerud and Vestfold University College. The first part of this paper was written during my exchange at Texas Tech University in Lubbock, USA. The latter part of the paper was written while I was working full time as an accountant.

The years at Buskerud and Vestfold University College and my exchange at Texas Tech have provided me with valuable knowledge and experiences that have had a positive influence on me as a person. I have also learned how to better manage my time and how to prioritize between different tasks, both being a tremendous help while working on this paper.

The theme of this paper is how congruent versus non-congruent advertisements, in regard to a personality aspect, affect the consumers brand attitude and purchase intention, and how brand involvement moderates these relationships. I chose this topic because I found it interesting to investigate how the personality of a brand and a spokesperson can influence how a consumer perceives an ad and how it may affect their thoughts and behavior. Also, I wanted to contribute to the existing research by adding brand involvement as a moderator as well as not focusing on the spokesperson in the form of a celebrity, as have been done in previous studies.

I want to thank my parents for being great supporters and for doing what they could to make my life easier this year. Juggling a full time job and writing a master thesis has not been easy. Without their help I would have been overwhelmed and most likely starving. I also want to thank my fellow student Mari Pedersen, who has been of great help and an excellent discussion partner.

I want to thank my advisor, Professor Einar Breivik, who has helped me through difficult questions and analyses and with fast e-mail replies in my desperate times of need. I also want to thank Professor Kåre Sandvik who quickly answered my questions related to MiPro, which helped a lot.

Anette Askildt Skeie

Abstract

Marketers and advertisers are continuously trying to find new and better ways to reach and influence consumers. Brand and spokesperson personality congruence in product advertisements have been the focus of numerous studies. These studies have mainly focused on celebrities, endorsers or animated figures as spokespersons, while this study focused on unknown spokespersons. Previous research states that congruent advertisements are perceived more positively and will increase the consumers' brand attitude and purchase intention compared to non-congruent advertisements, which is believed to have a negative effect. Brand involvement is included as a moderator in the research model to supplement the existing research.

With the basis in relevant theory this study focused on the following variables; level of congruence, brand attitude, purchase intention and brand involvement.

Relevant theory and research was presented, before introducing the chapter covering the methodological aspect of the thesis. The experimental design, validity, reliability, development of measurement, data collection and research ethics was presented and discussed.

The next chapter covered the analyses of the data material. First a manipulation check was conducted, before the hypotheses were tested using ANOVA and UNIANOVA. An ANCOVA was also conducted to check for the effects of other variables. The final chapter covered a discussion of the findings complemented with theoretical implications before the study limitations and suggestions for future research was discussed. Last a conclusion of the study was presented.

The study was conducted as an experiment with two fictive ads presented as stimuli. The experiment was conducted online where a questionnaire was distributed through an online link and the respondents were randomly selected into three different groups containing the congruent ad (stimuli 1), non-congruent ad (stimuli 2) or the brand separately (control group). The questionnaire was accessible for 2 weeks and 143 questionnaires were collected.

The hypotheses received no support. Level of congruence when using an unknown spokesperson was found to have no effect on brand attitude or purchase intention. Brand involvement had a direct significant effect on brand attitude and purchase intention, but had no effect as a moderator.

Table and figure list

1. Introduction

Marketing departments and advertisers know the importance of creating good advertisements to peak the consumers' interest, increase their purchase intention and create a positive attitude toward the brand. In the later years there has been an increasing focus on brand personality and its impact on the consumer. How advertisers use various celebrities combined with suitable brands in advertising has been discussed in previous articles, but there is still a need for research on the effects of brand- and spokesperson personality congruence in product advertising (Mishra & Beatty, 1990). Congruence can be explained as the degree of compatibility or match between the brand and the spokesperson.

Research regarding the level of brand and spokesperson personality congruence is especially interesting in regard to what effect high congruence versus low congruence advertisements has on brand attitude and purchase intention. When studying these relationships it may be important to take into consideration the moderating effect of brand involvement. It will be interesting to find how the brand attitude and purchase intention of consumers with high brand involvement might differ from those with low brand involvement, when the consumer is exposed to congruent and non-congruent advertisements. Similar previous research has focused on an endorser or celebrity spokesperson. However, this study will focus on unknown spokespersons. This may eliminate the preconceptions the respondent might have toward that specific person and allows for a study of a different nature than those previously performed. Using an unknown spokesperson may also remove the effect of personal liking and familiarity, which is often difficult when using a celebrity well known to the consumer. It thereby allows for investigation on how the level of congruence affects brand attitude and purchase intention without personal liking and familiarity of the spokesperson being influential factors. The focus of this study will purely be on how the consumer perceives the personality of the spokesperson. This study aims to answer two research questions:

- *How does the level of brand- and spokesperson congruence in product advertisements affect consumers' brand attitude, and what is the effect of brand involvement?*

- *How does the level of brand- and spokesperson congruence in product advertisements affect consumers' purchase intention, and what is the effect of brand involvement?*

The first chapter contains the literature review discussing previous research regarding the level of brand and spokesperson congruence, brand involvement, brand attitude and purchase intention. The literature review is divided into multiple sections, each discussing the specific variables that will be the focus of this thesis. Next, a conceptual model is developed together with eight hypotheses that will be tested during the analysis chapter. In this part of the paper the rationale for the chosen hypotheses will be discussed and the relationship between the chosen variables are explained. In the following methodology chapter the study's research method and research design will be decided. In this section there will also be developed measures for each of the variables and data collection process will be discussed. Towards the end of the thesis the analysis chapter will contain the analyses and testing of hypotheses and a presentation of the results. Last, the results will be discussed, before concluding with theoretical and practical limitations and suggestions for future studies.

2. Literature review

This part of the paper focus on reviewing previous literature and theory that forms the basis for this study's conceptual model, research questions and hypotheses. First there is a brief overview of basic brand literatures to show the complexity of this subject. Then the literature review will focus on my chosen topic.

It will further clarify the definitions of brand- and spokesperson personality, congruent and non-congruent advertisements, brand involvement, brand attitude and purchase intention. The level of congruence between a brand and a spokesperson will be referred to as congruent or non-congruent, even though congruence is a continuous concept. This is to decrease the risk of any potential misunderstandings.

2.1 An overview

There are several influential factors to consider when researching brand and spokesperson congruence and the effect it has on the consumers' perception of the advertisement.

Consumers may perceive an advertisement differently from one another due to their individual personalities, interests and level of brand involvement. The process of perception is made up of three stages: exposure, attention and interpretation (Solomon, Bomossy, Askegaard & Hogg, 2006). Humans interpret what they see differently, often because they feel that some aspects are more relevant to them than others. The consumers' interpretation is not only influenced by what the advertisement is meant to focus on, but also by whom the consumer is as a person.

In addition, it has to be considered in which context the advertisement takes place. There has been numerous studies suggesting that ad context can influence the audience`s perception of the ad (Kirmani & Yi, 1991). Different media contexts, such as television ads, magazine ads or billboards ads might influence the consumers' perception. Another important context to consider is the affective state of the audience or the consumer.

2.1.1 The consumer

Consumers may have a very different perception of the same advertisement. Grumbein (2013) and Pandey (2009) discuss that people often prefer brands with personality traits in which they can relate. This indicates that not all advertisements will appeal equally to all consumers, giving reason to why there has been, and still is, a lot of research done on consumer behavior. The consumer might be influenced by a certain mood, an event that happened earlier that day or other factors that might play a role in their mindset and feelings. This will be further elaborated on in the next section.

As mentioned in the overview, there are three stages in the process of perception: exposure, attention and interpretation. Exposure refers to the degree people notice a stimulus within their range of sensory receptors. The consumer will only attend to a small portion of the stimuli they are exposed to. They consciously or unconsciously pick and choose among the stimuli so that they avoid being overwhelmed. Attention is the degree to which the consumers focus on stimuli within their range of exposure. Hence, two important aspect of perceptual selectivity are exposure and attention (Solomon et al, 2006). The final step is interpretation, which refers to the meaning that people assign to sensory stimuli. The perception of the same stimuli may vary between people, hence also their association to the same stimuli. This is why two people might see the same ad, but their interpretation of the ad might be very different. It is the consumers schema, their set of beliefs, that decide how they relate to the stimuli and what properties they assign to the stimuli. Marketers may however use a process called priming to evoke a certain schema or a certain interpretation (Solomon et al, 2006).

The consumers' level of brand involvement may also have an influence on how they perceive the ad. The level of involvement is related to the consumers' interest in the product/ad, and whether they can identify with what they see (Kim & Sung, 2009). Different levels of interest can affect how and in what degree the consumer perceive and understand the ad. A consumer with low brand involvement will require less product information and devote less attention to the advertisement, while highly involved individuals might be more critical and require more information (Zaichkowsky, 1985). Brand involvement will be discussed more deeply later in the theory part.

The surroundings of the consumer may further influence how they perceive the ad. For example, if the person is watching a television commercial and someone starts talking to them, they might not fully understand or perceive what the ad is trying to convey.

2.1.2 The context

Media context can be explained as the characteristics of the content in the medium applicable to the ad (Perry, Jenzowsky, King & Yi, 1997). Choosing the proper media context is important since some media contexts may be more suitable for certain types of advertisements than for others.

Situational factors, such as emotional context, also have the potential to influence the consumers' perception of ads. Perry et al (1997) found that advertising proved to be less effective if shown in a humorous context. However, this was not the case if the advertisements themselves were humorous. According to Herr (1989) this can partly be explained by the priming principle, stating that the consumers' judgements could be influenced by in which context they are made. This means that the context may be primed to emphasis a specific attribute elevating the meaning of the ad. The goal is often to help the consumer to understand ambiguous product information in the way planned by the advertisers.

Even though information can be interpreted in various ways, people subconsciously focus on what comes to mind first. It may therefore be effective to use priming as a tool to emphasize the attributes that are meant to be in focus. For example, when advertising a big car, you want the consumer to focus on driving comfort and security and not on potential low gas mileage, so you use priming to help guide their attention (Yi, 1990).

2.2 Brand personality

Brand personality is defined as "*the set of human characteristics associated with a brand*" (Aaker, 1997: 347). Just like you would describe a person as "fun", "cheerful" and so on, you can also assign these personality traits or characteristics to a brand. You might for example think that Coca Cola Zero is "tough" because of its visual appearance or because of the action filled commercials used together with the brand.

Advertisers have throughout history attempted to humanize and associate personality characteristics to brands and products. They have done this by using animism tactics, which is the process where inanimate objects are assigned characteristics that make them more personified (Aaker, 1997). During the 1980´s brand researchers started to shift their focus from consumer personality over to brand personality (Ogilvy, 1983). It is possible to think of a brand as having human personality characteristics since people anthropomorphize, which means to transfer human characteristics to inanimate objects. People actually do this on a regular basis (Bower, 1999). As an example, someone driving a new car might exclaim; "She´s pretty fast!"

Previous literature states that companies use brand personality as a way of positioning themselves in the market place. A solid brand personality can affect consumer perceptions in more ways than other types of marketing and communication strategies (Burke, 1994). Brand personalities allow the brand to differentiate from others, making it easier for the consumer to choose amongst several brands.

According to Plummer (2000) brand personality has *two faces*. A good understanding of these faces is essential for understanding the power of this strategic concept. Face one is *input*, which is what the marketers want the consumer to think and feel about the brand's personality image. The second face is *out-take.* This is what the consumer actually does think and feel about the brand's personality image (Plummer, 2000). The out-take often differ from the original input because the consumers view of a brand are influenced by many factors, such as for example personal experiences. Several of these factors are mentioned in the beginning of this chapter. The personality traits of a brand are a result from any direct or indirect contact the consumer has with the brand (Aaker, 1997). The individuals associated with the brand, such as endorsers, spokespersons and the typical user, transfer personality traits onto the brand. These are called direct source brand personality traits. Indirect brand personality traits on the other hand are information the consumer has attained through product attributes, product category, brand name, price, advertising approach and demographic characteristics (Aaker, 1999).

Brand personality can be conceptualized in several ways. The two most

commonly used approaches are the brand's user imagery and product category associations from Aaker (1997). Aaker (1997) suggests that there are 5 dimensions to brand personality: sincerity, (with traits such as honest, cheerful, down-to-earth and wholesome), excitement (daring, spirited, imaginative, up-to-date), competence (reliable, intelligent, successful), sophistication (upper class, charming) and ruggedness (outdoorsy, tough). Aakers (1997) overview can be found in attachment 2. Products and brands can even be thought of as having a gender, male or female (Aaker, 1997).

Brand personality is an important factor in the development of brand attitude (Aaker, 1999). Previous research actually indicates that brand personality often has a strong effect on brand attitude (Helgeson & Supphellen, 2004).

Keller (1993) states that brand image is seen as the perception of the brand as reflected by the brand associations in the consumers' memory. This means that brand personality, or in this case brand image, is perceived by the consumer as a reflection of their associations to the brand. Brand personality is highly connected to brand equity (Keller, 1993). The success of the brand is linked to brand personality since it can create a set of favorable characteristics based on the consumers' preferences. A distinct brand personality can lead to the consumer creating strong emotional ties to the brand, which is important to give the brand a competitive advantage (Siguaw, Mattila & Austin, 1999). Strong emotional ties are hard for competitors to copy (Aaker, 1996).

2.3 Spokesperson personality

Spokesperson personality is similar to "The big five" human personality traits: agreeableness, contentiousness, openness, extroversion and emotional stability. Agreeableness is similar to the brand personality sincerity, since they both include warmth and acceptance. Contentiousness and competence connote the notion of responsibility, dependability and security. Extroversion and excitement are both seen as sociable, energized and active. It is therefore only two brand personality traits that really stand out from "The big five": sophistication and ruggedness (Aaker, 1997). Spokesperson personality traits are defined as the attributes or characteristics; behavioral, temperamental, emotional and mental, that characterizes a unique individual (Folse, Burton & Netemeyer, 2013). However, in this study the same characteristics will be used for the brand and the spokesperson since this will contribute to clarify the level

of congruence in the advertisements. The definition used for spokesperson personality in this thesis is therefore *"the set of human characteristics associated with a spokesperson"*.

Studies have shown that if both the spokesperson and brand personality are perceived as sincere this may have a positive effect on brand attitude (Lee & Kang, 2013). A brand categorized under the dimension excitement, may on the other hand have a negative effect on brand attitude (Lee & Kang, 2013). Hence, researchers have found that consumers often prefer brands they can relate to. Grumbein (2013) and Pandey (2009) discuss a theory about the different levels of self: actual-, ideal- and social self. The theory suggests that people prefer brands where they feel they can fulfill their actual, ideal or social self. Actual self,- meaning who they really are, ideal self- meaning who they want to be and social self- meaning who others perceive them to be (Grumbein, 2013). "People choose their brands like they choose their friends, they simply like them as people" (Pandey 2009: 27).

These statements show that the personality traits of the spokesperson and the brand in advertisements are of great importance and why the trait "sincerity" could be linked to positive brand attitudes. The attractiveness of the ad is also of importance, since this is what captures the consumers' eye at first. Roy and Moorthi (2012) found that the spokespersons personality had an impact on how the brands personality was perceived in advertisements. Marketers should therefore be careful when choosing a spokesperson to avoid any negative impact on the brands personality.

2.4 Brand and spokesperson congruence

Brand and spokesperson congruence is said to consist of the fact *"that the highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand*" (Misra & Beatty, 1990: 161). Aligning the personality of the brand and the spokesperson has shown to improve advertising effectiveness and create a better recall of the ad (Misra & Beatty, 1990). This is also believed to influence the effectiveness of the spokesperson in a positive matter (Misra & Beatty, 1990). Kamins and Kamal (1994) found that increased congruence between spokesperson and brand personality resulted in higher believability, higher perceived spokesperson attractiveness and a more positive attitude towards the brand. This statement is also

supported by Desarbo, Wayne and Harshmans' (1985) findings stating that the effectiveness of the advertisement is affected by the relationship between the brand and the spokesperson. Previous research suggests that congruent advertisements, where the spokesperson- and brand personality is perceived as similar, will have a positive effect on brand attitude.

Sponsoring research focusing on spokesperson and brand alignment has found that there is a positive relationship between the alignment of brand and spokesperson personality and the recall of the ad, due to the fact that congruent information is remembered more easily than incongruent information (Gwinner & Eaton, 1999). This could be transferred into also being valid for the congruence between brand and spokesperson personality. A better recall of the ad might affect the consumers purchase intention and brand attitude.

Research has previously been performed on the alignment of brand personality and spokesperson personality, but mainly on the spokesperson as a named person or character, an animated figure or symbol for the brand. The previous research has also mainly focused on the spokesperson in the form of a celebrity. This paper will therefore focus on the spokesperson more like a personified image. That is a person you can assign different personality traits to because you have a general opinion about their personified image. For example, a typical Harley Davidson biker or a business man in a suit. This is not a named person in particular, but it is still possible to assign personality traits to their personified image.

This kind of spokesperson is often known as a lay endorser/spokesperson. A lay spokesperson is "initially unknown or fictitious individuals or characters used as spokesperson in an ad" (Tellis, 2004: 180).

2.5 Brand and spokesperson incongruence

In this study, advertisements having a high level of congruence will be referred to as congruent, while advertisements having a low level of congruence will be categorized as incongruent or non-congruent advertisements. There is little previous research on incongruent product advertisements. These kinds of advertisements are not very common.

Researchers have tested and found that incongruent advertisements sometimes, but not always, are more memorable (McCoy, Galetta, Everard & Polak, 2004). They argue that this is because the ads attract attention and makes the consumer look twice, since the ads are outside of the norm. This is sometimes referred to as the contrast effect, stating that the novelty and unexpectedness of the ads often lead to increased attention since the ad is perceived as interesting and innovative (Meyers-Levy & Tybout, 1997).

The Associative Network Model suggests that information not consistent with the individual consumers schema may be remembered better and processed more deeply because the information is new and informative (Craik & Lockhart, 1972). This further shows that incongruent information will be processed to a greater degree and remembered better than congruent information. However, the research in this field is two-sided. This result is different than what was found by Gwinner and Eaton (1999) as discussed in the previous section. Misra and Beatty (1990) further state that a greater aspect of attention does not necessarily ensure greater memorability. They also believe that a matchup between the personality of the spokesperson and brand in the ad will lead to greater advertising effectiveness than incongruent advertisement.

2.6 Brand attitude

Brand attitude is defined as *the consumers' overall evaluations of a brand* (Keller, 1993). Fishbein and Ajzen (1975: 222) state "A person's attitude is a function of his salient beliefs at a given point in time". Salient belief can be explained as the subjective associations activated from memory and considered by the consumer creating an opinion (Fishbein & Ajzen, 1975). Attitudes are often considered to be relative stable. They give an indication on how the consumer will behave toward a product (Mitchell & Olson, 1981).

The multi-attribute attitude model assumes that the consumer's attitude will depend on the beliefs he/she has of the attributes of the object (brand or product). The model specifies three elements; attributes, beliefs and importance weights. Attributes are characteristics of the object. Beliefs are cognitions about the object. In other words, to what extent the consumer thinks that the object possesses a particular attribute. The importance weights reflect the importance of an attribute to the consumer. These factors

together decide the consumers' attitude (Solomon et al, 2006). One of the most well-known multi- attribute models is the Fishbein model. The model measure three components of attitude; (1) salient beliefs; the beliefs that are considered when the consumer evaluates the object, (2) object-attribute linkages; the probability that the object has an important attribute and (3) evaluation of each of the important attributes (Solomon et al, 2006).

Even though the consumer has a positive attitude toward the brand it does not necessarily mean that they will buy the product. The previous findings of Kamins and Kamal (1994) and Desarbo, Wayne and Harshman (1985) give reason to believe that an alignment of brand- and spokesperson personality in advertisements will have a positive effect on the consumers' attitude towards the brand. Brand attitude contribute to forming the basis for consumer behavior and is therefore an important variable. Fishbein and Ajzen (1975) developed a model proposing that attitude leads to intentions and that intention leads to the actual behavior. For example, purchase intention and the act of actually buying the product.

2.7 Purchase intention

Purchase intention is the personal action tendencies that relate to the brand (Bagozzi & Burnkrant, 1979). Intentions may be different from attitudes. While attitudes are the consumers overall evaluation, intentions are "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken 1993: 168). Spears and Sing (2004: 56) state that "*Purchase intentions are an individual's conscious plan to make an effort to purchase a brand*".

Previous research has shown that purchase intention is related to the perceived expertise and the sincerity of the spokesperson (Ohanian, 1991; Folse, Netemeyer & Burton, 2012). This is an interesting aspect when analyzing for the effect of spokesperson-brand congruence and which personality traits that are present in the advertisement. Previous research has found a connection between the intention to purchase and source credibility, which is a combination of attractiveness, trustworthiness and expertise (Ohanian, 1991). Congruent advertisements are often perceived as more credible than incongruent advertisements. An alignment of spokesperson and brand personality often offers more trustworthiness than an ad where

the brand and the spokesperson clearly do not belong together. Also, this could affect the ads attractiveness and the perception of the spokespersons' expertise.

Research by MacKenzie and Lutz (1989) found a strong relationship between the attitude toward the ad and the attitude toward the brand. They also found a direct causal link between attitude toward the ad and purchase intention. Further the research showed strong support for the fact that attitude toward the ad influences attitude toward the brand, which again influences the consumers purchase intention. Purchase intention is also influenced by the brands personality; that is the specific associations of the brand (Craciun & Madden, 2002).

The extended Fishbein model take into consideration that uncontrollable factors may affect the consumers actual behavior. The consumer might intend to purchase the product, but the store might be out of stock, preventing the consumer to actually purchase the intended product. Social pressure is also a factor to be considered. Friends and family might influence the consumer and thereby changing their behavior from what they initially intended. Also, the consumer might have a specific attitude towards the act of buying. Some products might be embarrassing to buy or have a negative connotation, leaving the consumer hesitant and possibly changing their intended behavior (Solomon et al, 2006).

2.8 Brand involvement

Traylor and Benoy (1984) state that involvement is a response that reflects an individual's sense of self or identity, and that it is activated or provoked by external stimuli. Involvement could further be seen as a general level of the consumers' interest, the linkage to the consumers' important values and as a reflection of their sense of individual self-identity (Kim & Sung, 2009). This means that if the consumer does not feel connected to the brand in a way of interest, self-identity, their values or other similar aspects, their involvement level in the brand or product may be low. Involvement is seen as a motivational state that may help explaining consumer attitudes towards products or brands (Guthrie & Kim, 2009). Rothschild defines involvement as "an unobservable state of motivation, arousal, or interest" (Rothschild, 1984: 127). This means that consumers who feel highly involved with a brand are more likely to have a higher motivation, arousal and interest in regard to the brand advertisement, than

consumers with less involvement. There are multiple definitions of involvement amongst researchers, but they often agree on that the concept refers to the degree or intensity of interest a buyer shows for a certain product or brand (Park & Young, 1983). Zaichowsky (1985) defines involvement as *a person´s perceived relevance of the object based on inherent needs, values and interests.* This is the definition that will be used in this research.

To achieve a better understanding of the consumers' thoughts and behavior it is important to understand the perceived personal relevance of a product or brand from their perspective. Research shows that the consumers' brand involvement has its base in the consumers mind and feelings (Srivastava & Kamdar, 2009). The consumers combine their new and existing knowledge about the product or brand, and form new opinions or feelings towards the brand in their minds. Laurent and Kapferer (1985) state that the level of brand involvement determines the depth, complexity and extensiveness of the consumers' thoughts and actions during the choice process.

Involvement as a concept can also be split into rational and emotional involvement, in this paper also referred to as cognitive and affective involvement. Rational involvement is related to the information processing and reasoning when interacting with a product/ brand, while emotional involvement is related to the feelings that arise during the interaction (Laurent & Kapferer, 1985). People also perceive the same product or brand differently, and can therefore have very different levels of involvement towards the same product (Zaichkowsky, 1985).

The consumers' level of brand involvement could affect their brand attitude and purchase intention differently in regard to congruent and incongruent advertisements. This will be discussed and looked at further during the rationale for the hypotheses. Brand involvement is just one of many factors that may have an influence on how the consumer perceives an advertisement. Other factors may be individual characteristics of the consumer, like preference, and situational factors like if someone is talking to you while you are looking at the ad, taking focus from you perceiving the ad (De Pelsmacker, Decock & Geuens, 1998). There are discussed in the beginning of this chapter.

2.9 Conceptual model and hypotheses

With basis in the previous research a conceptual model was developed. The model is meant to provide a visual description of the research questions, before the hypotheses and rationale are presented.

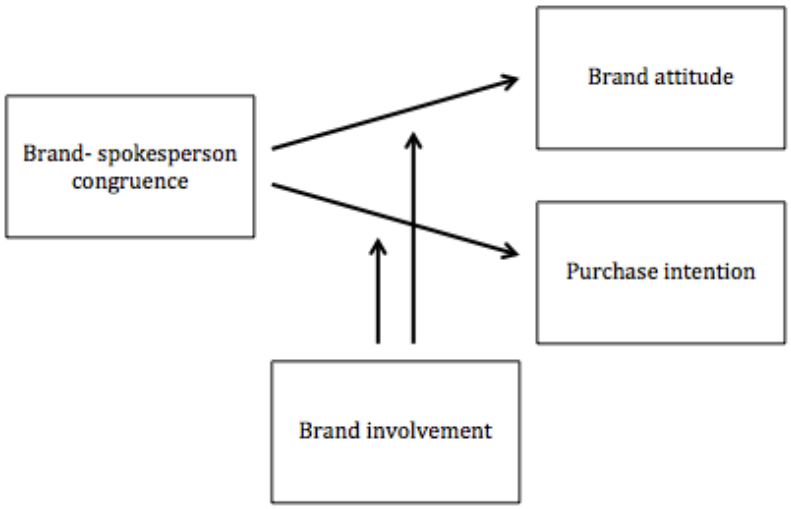

Figure 1- Conceptual model

Research question 1: *How does the level of brand and spokesperson congruence in product advertisements affect consumers' brand attitude, and what is the effect of brand involvement?*

The previously discussed research of Kamins and Kamal (1994) and Desarbo, Wayne and Harshmans' (1985) states that brand- and spokesperson personality congruence in advertisements have a positive effect on brand attitude because consumers find congruent advertisements more believable and thereby more trustworthy. Congruent information is also perceived to be more memorable than non-congruent information, indicating that a congruent ad will have greater memorability and therefore a more influential effect on the consumers brand attitude (Gwinner & Eaton, 1999) Hence, I propose the following hypothesis:

- ***H1a:*** *Congruent product advertisements will have a positive effect on brand attitude.*

Non-congruent ads may capture the consumers' attention, but not necessarily in a good way. As stated above, Kamins and Kamal (1994) found that increased congruence between spokesperson and brand personality resulted in a higher believability, perceived spokesperson attractiveness and a more positive attitude towards the brand. This gives reason to believe that incongruent advertisements could have the opposite effect since they might not be perceived as believable. The research on this area is two-sided. While McCoy et al (2004) states that incongruent advertisements are more memorable since they are outside the norm and could therefore be perceived as interesting, Misra and Beatty (1990) believes that greater attention does not ensure greater memorability and that congruent advertisements are more effective. I propose the following hypothesis:

- ***H1b:*** *Non- congruent advertisements will have a negative effect on brand attitude.*

Kim and Sung (2009) stated that brand involvement could be seen as a level of the consumers' interest. This indicates that if a consumer is highly involved with the brand they will have a greater degree of interest, and probably be more critical and analyzing towards the ad than a consumer who is less involved in the brand. Laurent and Kapferer (1985) state that the level of brand involvement determines the depth, complexity and extensiveness of the consumers' thoughts and actions during the choice process. If the consumer is involved and interested in the brand, they might have seen multiple advertisements and know the general spokesperson that belong in these ads. Therefore, an incongruent advertisement may not make much sense to them. Traylor (1981) explains this by stating that the more involved a consumer is, the narrower their acceptance is for characteristics they do not see fit with the brand. The consumer will be able to see the flaws in the ad and see that the spokesperson and brand does not naturally belong together. Based on the previous discussion I suggest the following hypotheses:

- ***H2a:*** *The level of brand involvement will moderate the relationship between congruent product advertisements and brand attitude.*

- ***H2b:*** *The level of brand involvement will moderate the relationship between non-congruent product advertisements and brand attitude.*

Research question 2: *How does the level of brand and spokesperson congruence in product advertisements affect consumers' purchase intention, and what is the effect of brand involvement?*

Ohanian (1991) and Folse, Netemeyer and Burton (2012) state that the perceived expertise and sincerity of the spokesperson are related to the consumers purchase intention. As previously discussed, Kamins and Kamal (1994) found that increased congruence between spokesperson and brand personality resulted in higher believability of the ad, which is strongly related to sincerity. This means that the lower the level of congruence between the spokesperson and brand personality in the ad, the less likely it is that the ad will be perceived as believable. MacKenzie and Lutz (1989) found a strong relationship between the attitude toward the ad and the attitude toward the brand. Further they found a direct causal link between attitudes toward the ad and purchase intention. The research showed strong support for the fact that attitude toward the ad influences attitudes toward the brand, which again influences consumers purchase intention. I therefore propose the following hypotheses:

- ***H3a:*** *Congruent product advertisements will have a positive effect on purchase intention.*
- ***H3b:*** *Non- congruent advertisements will have a negative effect on purchase intention.*

Fishbein and Ajzen (1975) has developed a multi-attribute model that describes the consumers' expectations and thoughts of a product in light of their evaluation of the product, before deciding to buy or not. The consumer will evaluate the product differently if they are highly involved in the brand in contrast to if they have a low degree of brand involvement. Since brand involvement can be seen as the consumers' interest in the brand, it is likely that consumers who are involved in the brand will have a higher purchase intention than those not involved in the brand (Kim & Sung, 2009).

Further the consumers highly involved in the brand will be more aware of the level of brand- and spokesperson personality congruence. I therefore propose the following hypothesis:

- ***H4a:*** *The level of brand involvement will moderate the relationship between congruent product advertisements and purchase intention.*

Traylor (1981) states that, as the consumers' involvement in a brand increases, the lower their acceptance will be related to characteristics they do not see fit with the brand. With this in mind, I find reason to believe that brand involvement will also have an effect in regard to incongruent advertisements. Based on this I propose the following hypothesis:

- ***H4b:*** *The level of brand involvement will moderate the relationship between non-congruent product advertisements and purchase intention.*

Summary of hypotheses	
H1a	*Congruent product advertisements will have a positive effect on brand attitude.*
H1b	*Non- congruent advertisements will have a negative effect on brand attitude.*
H2a	*The level of brand involvement will moderate the relationship between congruent product advertisements and brand attitude.*
H2b	*The level of brand involvement will moderate the relationship between non-congruent product advertisements and brand attitude.*
H3a	*Congruent product advertisements will have a positive effect on purchase intention.*
H3b	*Non- congruent advertisements will have a negative effect on purchase intention.*
H4a	*The level of brand involvement will moderate the relationship between congruent product advertisements and purchase intention.*
H4b	*The level of brand involvement will moderate the relationship between non-congruent product advertisements and purchase intention.*

Table 1- Summary of hypotheses

3. Methodology

This paper aims to study the effect of brand- and spokesperson personality congruence in product advertising on brand attitude and purchase intention. It also aims to study the effect of brand involvement as a moderator on these relationships. In the previous chapter relevant literature was reviewed and formed the base for the development of the study's research model and hypotheses. This chapter will focus on the methodology of this research. The choice of the research design will be explained, validity and reliability will be touched upon, as well the instrumentation and development of measurements, data collection process and choice of scale and research ethics.

3.1 Causal design

Research design can be explained as a logical sequence that connects the empirical data to the research question of the study. Gripsrud, Olsson and Silkoset (2010:38) explain that the research design is an "overall structure for how a study is to be conducted". The research design involves a description on how the entire analysis process will be conducted in order to answer the research question. Research design involves all the different stages in the research process (Gripsrud et al, 2010). When choosing the appropriate research design it is important to consider the research question of the study, what kind of data to be collected, how the data will be collected and the process of analyzing the data. The two research questions for this study are, as stated earlier:

How does the level of brand and spokesperson congruence in product advertisements affect consumers' brand attitude, and what is the effect of brand involvement?

How does the level of brand and spokesperson congruence in product advertisements affect consumers' purchase intention, and what is the effect of brand involvement?

Gripsrud et al. (2010) states that there are three main types of research design. These are: (1) exploratory design, (2) descriptive design and (3) causal design.

An exploratory design is often suitable if the research problem is unclear and there has been little previous research. The descriptive design is suitable if the research question is well structured and the aim is for example to describe the characteristics of the population that are being studied (Grønhaug, 1985).

A causal design is chosen when the researcher aims to study possible causality through an experiment. The aim of this study is to see how the level of congruence between the personality of a brand and a spokesperson in product advertising affects consumers' brand attitude and purchase intention. Also, how the consumers' brand involvement may act as a moderator on this relationship. The research questions presented in the study indicate that a causal design is the most suitable choice for this study.

The research questions involve a causal relationship since it is predicted that a change in the independent variable will cause an effect on the dependent variable. When the aim is to show that an incident X causes the incident Y under a set framework Z, then it must first be shown that there is a correlation between X and Y (Gripsrud et al. 2010). It must also be shown that X precedes Y in time and that there are no other possible causes for correlation (non-spuriousness). In causal design the independent variable may be manipulated to check if it affects the dependent variable, and if so, in what way (Gripsrud et al, 2010). A laboratory experiment or a field study may be performed. A laboratory experiment allows manipulation of the independent variable and a use of randomized sampling (Mcintyre, 1982).

Causal design is the proper choice, first and foremost because the goal of this thesis is to study how one variable affects another. Also, there has been sufficient previous research on brand- and spokesperson congruence, brand attitude, purchase intention and brand involvement to provide an understanding of the topic in this study. The goal is therefore not to explore these variables from basic, as it would have been done in an exploratory design, but to study the cause and effect.

3.2 Quantitative method

After deciding on the research design, it is important to determine the method

approach to be used in the study. There are two approaches. These are; (1) quantitative method and (2) qualitative method (Ringdal, 2009). Ringdal (2009) states that a quantitative method often is theory driven, and hence is deductive. This means that logical conclusions from one or more statements are drawn to individual cases. Deduction starts out with a general statement, for example a hypothesis, and examines the possibility of reaching a logical conclusion. With deductive reasoning, what is true for the whole group in general is also true for each member of that group. For this to be valid, the hypothesis must be true (Ringdal, 2009).

When conducting a quantitative study the researcher will have a certain distance towards what is being studied and the sample is often of greater size than in qualitative studies. Experiment is a typical quantitative research method and is rarely used in qualitative research (Ringdal, 2007). Further, the wording of the research questions in this study and the fact there are eight hypotheses to be tested, indicate that a quantitative method is the most suitable for this study. Qualitative research will therefore not be elaborated on, since it is not applicable for this study.

3.3 Experimental design

The main goal, when conducting an experiment, is to study the effect a manipulation of the independent variable may have on the dependent variable. A laboratory experiment allows for better control of the assignment of the stimuli than a field experiment. Based on the above, a laboratory experiment was found to be the most suitable choice for this study. Further, there are two types of experiments, quasi experiment and true experiments. While quasi experiments have no randomization and rarely a control group, true experimental design allows for randomizing. True experiments also often have a pre- and post-test and control group (Mitchell & Jolley, 2012). A true experiment was conducted in this study because of the need for randomization and the control group. At least two groups are needed when conducting a simple experiment. These groups should preferably be homogenous. This can be achieved by randomly assigning the respondents into groups. The respondents need to have an equal chance at ending up in either of the groups (Mitchell & Jolley, 2012). In a true experiment there are one or more experiment groups, and a control group. The experiment groups will receive a stimulus, while the control group will not. The

experiment in this study consists of three groups. These will be explained further in the next section.

It may be interesting to later check for influential factors such as age, level of education and gender to see to what degree the groups can be classified as homogenous. The experiment has a between-groups approach, meaning that the different groups are tested simultaneously (Babbie, 2013).

3.3.1 True/classical experiment

A true experiment has four criteria for control: (1) randomization, (2) manipulation of the experiment group, (3) post-test of experiment and control group and (4) potential pre-test before introducing stimuli (Gripsrud et al. 2010: 46). The strength of an experiment is in the internal validity, allowing the researcher to make inferences about the causal relationships. However, when increasing the internal validity- the external validity may suffer (Ringdal, 2007). Internal and external validity will be discussed in detail in the analysis chapter.

In the experiment of this study the respondents were randomly selected into three groups: two experimental groups and one control group. The two experiment groups received different forms of stimuli. This will be elaborated on in the next section. There was a posttest only, partly due to the timeframe of the study, but also because this was considered to be sufficient for testing the hypotheses. The experiment is visualized in figure 3.

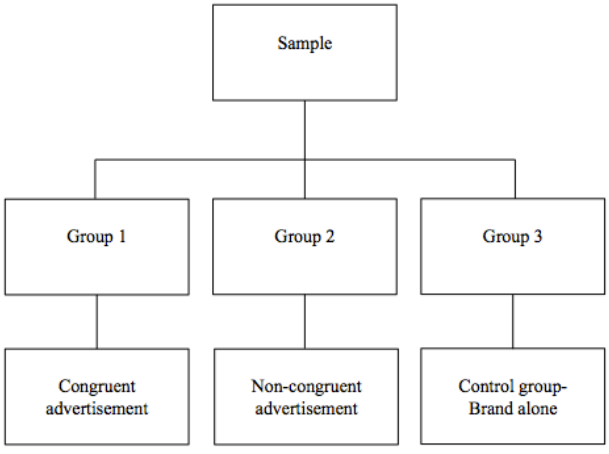

Figure 2- Two experimental groups and one control group

3.4 Development of stimuli

The process of combining a spokesperson and a brand to create a congruent and non-congruent advertisement was time consuming and complicated. In this process fellow students, friends and family helped to discuss and brainstorm different ideas. The ideas were then tested in a questionnaire through MiPro to decide if the selected combinations of brand and spokesperson could be used in the experiment.

The first idea was tested and discarded since it focused on two brands and one spokesperson, which could make it difficult to measure the effect of level of congruence on brand attitude and purchase intention. Using one common brand and two spokespersons instead allowed for a more equal base when measuring brand attitude and purchase intention, as well as brand involvement.

The criteria when deciding on a brand was that students and most people in general had to be aware of it. It had to be in a realistic price-range and it should be possible to find two different spokespersons where one held the same characteristics as the brand and the other opposite characteristics. Well-known brands such as Apple were initially considered, but put aside since a lot of people have preconceptions about the brand. It was difficult to find a brand where there were no preconceptions present, but it was important to avoid this as much as possible. Preconceptions may lead to the respondent already having decided on an opinion, making them immune to the stimuli. Other brands that came up were Gillette, Nixon watches and Nespresso. After discussing suitable spokespersons to create a congruent and a non-congruent advertisement, Nespresso was decided to be the most suitable brand.

For the non-congruent ad a typical biker persona with long beard, leather west and a rugged look were chosen. Finding the congruent ad proved to be harder. Various pictures of the type of spokesperson assumed to have the best fit were shown to friends and family. They were then asked to assign personality traits from Aaker's (1997) overview of 15 personality traits to three carefully selected alternative spokespersons. The three alternatives are shown in attachment 5. There was agreement on that alternative 1 suited the brand best. The measurements and explanation of how to decide what was a congruent ad versus non-congruent ad will be further explained during the section "development of measures".

The final choices were put together in a pretest in MiPro and analyzed to assure that they were suitable for the experiment. The questionnaire for the pretest can be found in attachment 4.

After analyzing the results and deciding that the study could continue with the chosen brand and spokespersons, two fictive ads were created in Photoshop with the help of a friend. The ads were using the same background as in already existing Nespresso ads. The only change made was to switch the spokesperson and the Nespresso machine in the ad to the ones decided on in this study. To make them look as authentic as possible, no other changes were made. The two ads, congruent and non-congruent are illustrated on the next page.

Figure 3- Congruent ad

Figure 4- Non-congruent ad

3.5 Validity

The validity and reliability of the measurements will be discussed in more depth in the analysis chapter. Validity refers to what degree you measure what the item is meant to measure (Babbie, 2013).

Internal validity is the accuracy of conclusions drawn from a study. This is to what extent the independent variable causes a variation in the dependent variable, without the variation being due to other external factors (Babbie, 2013). There are several threats that may influence on the internal validity. Cook and Cambell (1979) list thirteen threats to internal validity. These are history, maturation, testing, instrumentation, statistical regression, selection, mortality, interactions with selection, ambiguity about direction of causal influence, diffusion or imitation of treatment, compensatory equalization of treatment, compensatory rivalry and resentful demoralization. Several of these refer to changes between the pretest and posttest. Since this study was conducted with a posttest only, not all of these threats have the same relevance. Selection could be a threat. This means that there could be initial differences between the treated groups and the control group (Cook & Cambell, 1979). Another threat may be the unintentional expectancy effect, where the researcher inadvertently let the participants know the desired outcome of the experiment (Babbie, 2013). It is therefore important not to give out too much information about the experiment. The true experiment has reduced threat to the internal validity, since the treatment and control group are randomized and thereby controlled for selection bias.

External validity concerns the generalizability of the findings from a study (Babbie, 2013). Unfortunately internal and external validity are somewhat conflicting. A laboratory experiment creates a situation that is isolated from "the reality". Hence, it is not as easy to generalize the results as one would if it was a realistic situation (Babbie, 2013). Yet, Mitchell and Jolley (2012) state that the internal validity should be established first.

3.6 Instrumentation and measurements

Bollen describes measurement (1989: 180-182) as a process in which a term is linked to one or more latent variables, which again are linked to observable variables.

Latent variables are referred to as items. The observable variables can be seen, for example the respondents answer to a question in the questionnaire.

The process begins with a concept. Latent and unobservable variables will represent the selected concept in the measurement model and the core of developing measurements is to gain access to these unobservable variables. There are four different stages in the process of developing measurements (Bollen, 1989).

- Establish a theoretical definition
- Clarify the concept dimensions
- Designing measurements
- Specify a structured model

Establishing a theoretical definition

Step one has focus on developing a theoretical definition explaining the meaning of the concept. The definition should be as simple and precise as possible. Bollen (1989) states that it is necessary to define the concept in a way that makes it easy to understand what exactly is wanted to measure. Defining the concept is useful because the definition connects the term and the concept together by describing the factual content. The concept is how observable facts and events are described. They can both be very abstract or concrete. The concept unites several facts or events together into a single concept. Also, the definition is useful because it exposes the dimensionality of the concept. This is important since many concepts have several possible dimensions and it is critical that the numbers of dimensions used are limited early in the process of developing measurements. Lastly, defining the concept is important to help guide the selection of targets and measurements to be used (Bollen 1989: 180-182).

Clarify the concept dimensions

The second step in Bollens (1989) process of developing measurements is to define the various dimensions. According to Bollen (1989) a dimension is a distinctive aspect of a concept, and a concept can therefore have more than one possible dimension. By defining the dimensions the concept may be refined into something more concrete.

Designing measurements

The third step explains how to develop a measurement, often referred to as the operational definition (Bollen, 1989). Giving operational definitions to the concepts helps refine the phenomenon to be studied. Through the operationalization a clarification in what way the dimensions are to be measured are done, which indicates how to best measure the concept. Bollen (1989) states that an operational measure creates an observable variable that correlates with the meaning of the concept.

It is important that the questions in the questionnaire are clear and concise. Using several questions might help to measure different dimensions. During this part of the process it could be valuable to compare with measurements in previous research within the same subject. It is often best to use scales already validated in previously published research since this will increase the possibility to collect solid, usable data. Also, it is important to adapt the measures to the specific setting where the study is being conducted. During this process it can be useful to talk to someone who is an expert within the field (Bollen, 1989).

Specify a structured model

The last step of Bollens (1989) process of developing measures is to specify the relationship between the dimensions and the measurements by creating a measurement model. This model specifies how the various items are to be connected to the observable variables. There are two types of measurement models, formative and reflective. Figure 4 shows (a) reflective measurements and (b) formative measurements (Bollen & Lennox, 1991).

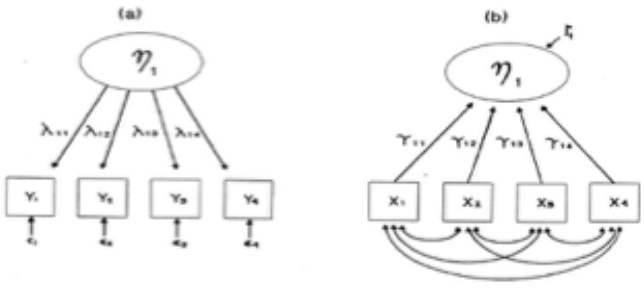

Figure 5- Reflective (a) and Formative (b) measures (Bollen, 1991).

The reflective measurement model (a) shows that the arrows point from the items, or latent variable, towards the indicators. The model thereby illustrate that the

indicators are effects of the items. Therefore, they are referred to as effect-indicators. This gives reason to believe that the questions in a reflective measurement model will correlate, since they all measure the main concept. In the formative measurement model (b) the arrows point from the indicators, towards the latent variable, and are therefore called causal indicators. They are the cause of the latent variable (Bollen, 1989)

After the theoretical basis for developing proper measurements has been established, the next section will go through these four steps to identify the dimensions and items of the variables of this study, before choice of scale will be discussed.

3.7 Development of measures

Bollen´s (1989) four steps to develop measurements for the variables in this study will be reviewed for each of the variables individually. In the literature review part of this paper the definition of each of the variables is stated. Still, an overview is presented in table 2.

Concept	Definition	Source
Brand and spokesperson congruence	*That the highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand.*	Misra & Beatty (1990: 61)
Brand attitude	*The consumers overall evaluations of a brand.*	Keller (1993)
Purchase intention	*An individual's conscious plan to make an effort to purchase a brand.*	Spears & Singh (2004)
Brand involvement	*A person´s perceived relevance of the object based on inherent needs, values and interests.*	Zaichkowsky (1985)

Table 2- Summary of the definitions

3.7.1 Manipulation check

Before the experiment could be conducted, a manipulation check was performed to determine if the brand and spokespersons in the fictive advertisements actually were perceived as congruent and non-congruent. The manipulation check was created using Aakers (1997) 15 personality characteristics. As mentioned during the literature review the characteristics can be categorized into 5 dimensions. The dimensions with

characteristics are shown in figure 6. The main characteristic is shown in bold text, while synonyms are shown below.

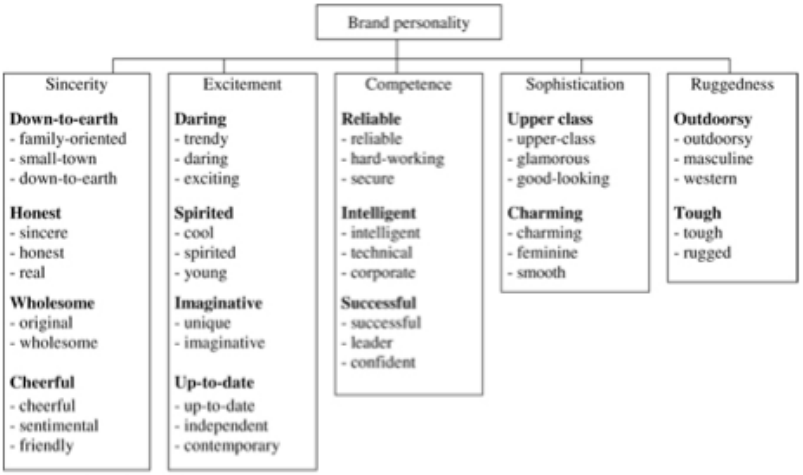

Figure 6- Brand personality dimensions (Aaker, 1997).

Since this experiment was to be done on a Norwegian speaking population the characteristics were translated from English to Norwegian as exact as possible. It was important to ensure that the characteristics did not lose their meaning when translated. To ensure correct translation I used online dictionaries and rechecked the translations with fellow students.

The respondents stated to what degree they believed the spokesperson and the brand held each of the characteristics, shown in table 3.

Brand and spokesperson measures

Norwegian	***English***	***Dimension***
Jordnær	Down-to-earth	Sincerity
Ærlig	Honest	Sincerity
Naturlig	Wholesome	Sincerity
Munter	Cheerful	Sincerity
Trendy	Trendy	Excitement
Entusiastisk	Spirited	Excitement
Fantasifull	Imaginative	Excitement
Moderne	Up-to-date	Excitement
Pålitelig	Reliable	Competence
Intelligent	Intelligent	Competence
Suksessfull	Successful	Competence
Overklasse	Upper class	Sophistication

Sjarmerende	Charming	Sophistication
Maskulin	Masculine	Ruggedness
Røff	Rugged	Ruggedness

Table 3- Brand and spokesperson measures

Level of agreement on each of the characteristics was measured on a 7-point likert scale, ranging from 1 *(strongly disagree)* to 7 *(strongly agree)*. By using this scale the respondent had a neutral response option, which was favorable for increasing the chance of truthful answers. A 7-point likert scale was chosen because it provided more nuances to the answers than a 5-point scale would. This will be elaborated on in the choice of scale section. The respondents assigned personality traits to two spokespersons and one brand, with the idea being that they would assign the same traits to one of the spokespersons, as the brand Nespresso.

3.7.2 Brand and spokesperson congruence

Brand and spokesperson congruence is defined as *"the highly relevant characteristics of the spokesperson being consistent with the highly relevant attributes of the brand"* (Misra & Beatty, 1990:61). The operational definition is: to what degree the person believes there is a fit between the spokespersons and the brands personality. The process of measuring level of congruence in this study was a 2-step process to ensure that the stimuli ads were actually perceived as one being congruent and the other non-congruent.

First the respondent answered questions regarding how well the spokesperson and brand fit together. Close to the end of the questionnaire they assigned characteristics to the brand and the spokesperson again, as was done in the first questionnaire to check for level of congruence.

However, to prevent the questionnaire from becoming too long and hence hopefully also reducing the number of dropouts, the focus of the control questions were only on the relevant characteristics, established during the manipulation check. This measure was to act as a control only, confirming that the spokesperson and brand actually did or did not inhabit the same personality characteristics. In other words, deciding the level of congruence in the advertisement. These measures showed if the highly relevant characteristics (scored high on the scale) of the spokesperson and the brand were the same or not. The measures of level of congruence have already been

tested by Speed and Thompson (2000) and proven to provide a proper indication of fit/congruence between a spokesperson and a brand.

This construct may be divided into multiple dimensions. Question 1 relates to the dimension image compliance. This dimension gives insight to what degree the respondent perceives the image of the spokesperson and the brand as a natural fit. That is if they believe the spokesperson and brand to be a suitable combination for an ad. The next dimension is compliance. Question 2 and 3 reveals if the respondent recognizes a connection between the spokesperson and the brand. Here they might not have focused on one specific characteristic, but more on the overall perception whether they perceive there to be congruence between the brand and the spokesperson or not. The next dimension is value compliance. By including this dimension in question 4 it was possible to measure congruence between the values of the spokesperson and the brand. If they inhabit the same values, it might be more likely that they are perceived as congruent. The last dimension, covering question 5, is logical choice. If the respondent finds it logical that the spokesperson and the brand fit together in the same ad, this could be a good indicator of congruence.

The measures for level of brand and spokesperson congruence were adapted from the study by Speed and Thompson (2000). A conscious choice was made to write *the brand Nespresso* throughout the questionnaire to eliminate any doubt regarding if the question is referring to the brand Nespresso or the product Nespresso. It could be that some people would only think of the coffee itself and not of the brand as a whole. The items were measured on a 7-point likert scale ranging from 1 *(very low degree)* to 7 *(very high degree)*. The measures were reliable with a α of 0,95 (Speed & Thompson, 2000).

Brand and spokesperson congruence measures

Norwegian	***English***	***Dimension***
1. I hvilken grad mener du at koblingen mellom talspersonen på bildet og merket Nespresso er naturlig?	1. To what degree do you think the connection between the spokesperson in the picture and the brand Nespresso is natural?	Image compliance

2. I hvilken grad mener du det er overenstemmelse mellom talspersonen på bildet og merket Nespresso?	2. To what degree do you think there is compliance between the spokesperson in the picture and the brand Nespresso?	Compliance
3. I hvilken grad mener du at talspersonen på bildet og merket Nespresso passer sammen?	3. To what degree do you think there is a fit between the spokesperson in the picture and the brand Nespresso?	Compliance
4. I hvilken grad mener du at talspersonen på bildet og merket Nespresso har de samme verdiene?	4. To what degree do you think that the spokesperson in the picture and the brand Nespresso has the same values?	Value compliance
5. I hvilken grad mener du at det er logisk at talspersonen på bildet er med i reklamen for merket Nespresso?	5. To what degree do you think that it is logical that the spokesperson in the picture is presented in the ad for the brand Nespresso?	Logical choice

Table 4- Brand and spokesperson congruence measures

The control questions measured the respondents' level of agreement on each of the relevant characteristics. The respondent was shown a picture of the spokesperson and stated to what degree they believed the spokesperson held the different characteristics. They then did the same with the brand. The items were measured on a 7-point likert scale, ranging from 1 *(very low degree)* to 7 *(very high degree)*.

Control question measures

Norwegian	***English***	***Dimension***
Pålitelig	Reliable	Competence
Intelligent	Intelligent	Competence
Suksessfull	Successful	Competence
Maskulin	Masculine	Ruggedness
Røff	Rugged	Ruggedness

Table 5- Control question measures

3.7.3 Brand attitude

Brand attitude is defined as *"The consumers overall evaluations of a brand"* (Keller, 1993). The operational definition is to what degree the respondent agrees or disagrees with positive statements about the brand. Brand attitude has three distinct dimensions: Affective, cognitive and conative (Hieke, 2010). The items for measuring the overall brand attitude were based on the ABC model of attitudes: affect, behavior and cognition. Affect relates to the personal evaluations and emotions that take place when the consumer interacts with the brand. Behavior describes the consumers' intentions when they act according to their attitude. Lastly, cognition refers to the total assessment of and the beliefs regarding a specific product or brand (Hieke, 2010).

The items were measured on a 7-point likert scale, ranging from 1 *(strongly disagree)* to 7 *(strongly agree)*. Questions 1-3 measured the respondents' affective stance towards the brand, in other words their evaluations and emotions. Questions 4-6 measured the cognitive stance: the assessment and beliefs of the brand. Question 7 measured the conative stance: the respondents' behavior. Question 8 was a control measure to help support the previous measures of brand attitude. These questions were collected from various studies on brand attitude summarized by Hieke (2010) and adapted to this study. The measures were reliable with a α of 0,903 (Hieke, 2010).

Brand Attitude measures

Norwegian	***English***	***Dimension***
1. Merket Nespresso gjør meg glad 2. Jeg finner merket Nespresso attraktivt 3. Jeg liker merket Nespresso sitt design	1. The brand Nespresso makes me happy 2. I find the brand Nespresso attractive 3. I like the brand Nespresso's design	Affective
4. Min holdning til merket Nespresso er positiv 5. For meg er Nespresso unikt 6. Kvaliteten på merket Nespresso er veldig god	4. My attitude towards the brand Nespresso is positive 5. To me, Nespresso is unique 6. The quality of the brand Nespresso is very good	Cognitive

7. Det er sannsynlig at jeg kommer til å anbefale Nespresso til mine venner	7. It is likely that I will recommend Nespresso to my friends.	Conative
8. Jeg liker merket Nespresso	8. Overall, I like the brand Nespresso	

Table 6- Brand attitude measures

3.7.4 Purchase intention

Purchase intention is defined as "*an individual's conscious plan to make an effort to purchase a brand"* (Spears & Singh, 2004). The operational definition is the consumer's stated likelihood that they will buy the brand. Purchase intention was in this study uni-dimensional, consisting of one question only. After reading various studies on purchase intention, this was decided to be a suitable measure. The item was measured on a 7-point likert scale ranging from 1 *(Very unlikely)* to 7 *(Very likely)*. The measure for purchase intention was based on the study of Spears and Singh (2004) with a α of 0,97.

Purchase Intention measure

Norwegian	***English***
Hvor sannsynlig er det at du kommer til å kjøpe merket Nespresso?	How likely is it that you will buy the brand Nespresso?

Table 7-Purchase intention measure

3.7.5 Brand involvement

Brand involvement is defined as *a person´s perceived relevance of the object based on inherent needs, values and interests* (Zaichkowsky, 1985). Brand involvement can be understood as having three dimensions: personal, physical and situational. The personal dimension is the inherent interests, values, or needs that motivate the person towards the brand. The physical dimension is the characteristics of the brand that cause differentiation and increase interest, and the situational dimension is something that temporarily increases relevance or interest towards the object (Zaichkowsky, 1985). The operational definition is to what degree the person perceives the brand to be relevant based on needs, values and interests. Zaichkowsky (1985) suggested measuring brand involvement with the use of a semantic differential scale ranging from 1-7, with for example Not important- Important as anchors. The scale developed by Zaichowsky was reliable with a α of 0,97. Brand involvement was believed to be a moderator in this

research model. Sharma, Durand and Gur-Arie (1981) state that there are three types of moderators: (1) Pure moderator, (2) quasi moderator and (3) homologizer. Pure- and quasi moderators change the form of the relationship between the independent and dependent variable, while a homologizer affects the strength of the relationship between the independent and the dependent variable. In the analysis chapter the moderator will be analyzed after the four steps provided by Sharma et al. (1981) and the steps will be explained in more detail.

Brand involvement measures

Norwegian	***English***	***Dimension***
Uviktig - Viktig	Not important - Important	Personal
Irrelevant - Relevant	Irrelevant - Relevant	Situational
Betyr ingenting for meg - Betyr mye for meg	Means nothing to me - Means a lot to me	Personal
Ubrukelig - Fantastisk	Useless - Fantastic	Physical
Lite attraktivt - Attraktivt	Unattractive - Attractive	Physical
Ugunstig - Gunstig	Unfavorable - Favorable	Personal
Ikke ønskelig - Ønskelig	Not wanted - Wanted	Personal

Table 8- Brand involvement measures

3.8 Control variables

The following control variables were included since they could be alternative explanations for observed effects, or lack thereof.

The questionnaire of this experiment included a control question regarding if the respondent *drinks coffee or not*. This was simply because if they do not drink coffee this could affect their purchase intention of a Nespresso machine and possibly also their brand attitude and brand involvement.

Gender was also included as a control variable. This was for statistical reasons, but also because it may be interesting to investigate if women and men perceive the

congruent and non-congruent ads differently, and if so, in what way this may affect their answers in the questionnaire.

Age was another variable that was included, both for statistical reasons and to check if the stimulus works differently on different age groups.

The last control variable was *level of education*. This was added to check if the respondents' level of education affected their perception of the ads and their answers throughout the questionnaire.

3.9 Choice of scale

The most common use of scales are those in which the respondent have to state their level of agreement towards various statements, for example in regard to their attitudes or feelings towards a brand or a product. The types of scales used in this questionnaire were semantic differential scales and likert scales. These scales are most commonly used when the respondent have to consider various verbal statements. A semantic differential scale consists of two opposites, such as for example *Attractive* versus *Non-attractive*, often with a scale of 7 choice options altogether. A likert scale is often used to establish to what degree the respondent agrees or disagrees with various statements. A likert scale could for example range from *Strongly disagree* to *Strongly agree*, and often has a neutral middle point; *Neither agree nor disagree* (Babbie, 2013). There is a choice to either use a 5-point or 7-point likert scale. A 7-point likert scale provides more nuances to the respondents' answers than a 5-point scale, and was therefore found to be the best choice for this study.

3.10 Data collection

As a background for the investigation of the hypotheses, a sample was collected from fellow students and acquaintances. In this section of the paper the sampling procedure and the procedure of the experiment will be explained.

3.10.1 Sampling procedure, setting and population

The next step was to determine how the selection process would be conducted. By this, determine which population to sample from, wanted sample size and sample method. The study's research question and design has to be considered when deciding

on which sampling process that is most suitable. The research questions of this study did not require the respondent to inhabit any specific competence or knowledge, except that they had to be familiar with the brand. All people familiar with the brand in the experiment were eligible to answer the questions. Since this was a study on brand and spokesperson congruence in regard to product advertisement, it was most natural to choose a setting involving the consumer market. The main goal of this study was to identify an effect of level of congruence on brand attitude and purchase intention, but because this study had limited financial resources and thereby a limited sample, it might not be possible to generalize the results.

Due to the limited time frame and limited financial recourses the sample for this study was a convenient sample, meaning that the subjects were easily accessible to the researcher. A convenient sample is a non-probability sample, which means that the results cannot be generalized for the entire population (Babbie, 2013). The sample for this study was fellow students and other acquaintances. An event on Facebook was created where fellow students and acquaintances were invited to take part in the experiment. The link to the questionnaire was posted there.

3.10.2 Procedure for the experiment

The experiment was conducted by distributing a link to an online questionnaire through the computer program MiPro. The questionnaire contained three main sections: two sections working as experimental group 1 and 2, while the last section was the control group. Section 1 and 2 contained a stimulus (a congruent ad and a non-congruent ad), while section 3 contained a control ad with the brand only. To ensure that each respondent had an equal chance of receiving any of the 3 sections, a randomization formula in MiPro was used.

There was some debate whether the *answer control* should be removed, or whether the answer option of *do not know/do not wish to answer* should be added to the questionnaire instead. The alternative *do not know/ do not wish to answer* as an answer option is often seen as an easy-way-out, which could affect the validity and reliability of the study. However, it is important not to force the respondent to have an opinion, as this could have an effect on the reliability of the study. Therefore, in the questionnaire *answer control* was removed on most questions, leaving the respondent the option to

skip the questions they were unsure of. It was likely that the people who voluntarily clicked on the link to join the experiment answered as best they could, which meant that they probably would not skip questions unless they did not know or did not wish to answer.

A lot of effort was made into placing the questions in an order where no previous question would affect the respondents' opinion of the next. The questionnaire can be found in attachment 13.

3.11 Pretest

Before launching the questionnaire a pretest was conducted to make sure the questionnaire worked as intended. Grønmo (2004) state that this is crucial in order for the data collection to be successful. The questionnaire was first tested on a few friends and family. It was tested multiple times to make sure that all 3 sections of the questionnaire (experiment group 1, experiment group 2 and control group) were tested. Feedback regarding the phrasing and order of the questions were given and used to improve the questionnaire.

The goal was to control that the questionnaire was precise, easy to understand and that the respondent was able to find an answer alternative suitable for their preference (Mitchell & Jolley, 2012). The comments and feedback helped to reveal spelling errors and indicated that a change in the order of questions could be beneficial. Also, since the questionnaire was separated into 3 sections the progression line function was found to be distracting to some people. For the people that entered directly into section 2 the progression line was already on 40%, which was confusing. As a result, the progression line was removed not to misguide the respondents on their status regarding the completion of the questionnaire. After making the necessary changes the questionnaire was tested again until there were no further comments. It was estimated that it took approximately 5 minutes to answer the questionnaire.

3.12 Research ethics

This section of the paper focuses on the important guidelines in regard to research ethics when dealing with people. Both literature and own thoughts are used to provide rationale for these guidelines. Potential challenges that may be encountered

while collecting data for this study and required or recommended measures to overcome these challenges are also discussed.

The research ethics law §1 states "research done in public and private regime shall be conducted in accordance to recognized ethical norms" *(translated from Norwegian)* (Web 1). Ethics is a concept that for many people may differ in meaning and understanding. Ringdal (2007) explains that ethics is the doctrine of morality- of what is right and wrong. The Norwegian National Research Ethics Committees explains through their webpage that research ethics refers to a diverse set of values, norms and institutional arrangements that helps constitute and regulate scientific activity (Web 2).

It is the responsibility of the researcher to follow the ethical principles when conducting a study. According to Babbie (2013) there are 3 principles to be considered when conducting research; (1) the participation in the study must be completely voluntary and based on a full understanding of what is involved, (2) the subjects must not be harmed by the research and (3) benefits or burdens of the research should be shared fairly. The National Research Ethics committee of social science and the humanities provided 47 guidelines to help the researcher make informed choices during the process of data collection. In regard to this study the focus was on the most important guidelines referring to research ethics when the subjects are humans.

Ringdal (2007) specifies that 7 of these principles are highly important. (1) The obligation to prevent harm and serious strain, (2) the obligation to inform the subject, (3) requirement of informed and free consent, (4) licensing and notification, (5) consideration for third-parties (6) requirement to respect the individuals' privacy and close relationships and (7) claim for confidentiality (Web 3).

The first guideline seeks to ensure that the subject does not get harmed or hurt during the study. The researcher must consider that subjects could have after-effects of a study and that it may be difficult to see or define potential harm right away. However, the first guideline is more relevant to studies within the medical field. Based on the aim of this study and chosen research method it was concluded that this study was not in breach with this guideline.

The researcher also has to inform the subject about the purpose of the study and the subjects' role. The information has to be conveyed in a matter that is easy to understand to make sure that the subject is fully informed. The more information the

subject has about the study, the greater the chance they will participate. Participation also has to be completely voluntary and the subject has to give their free consent to be a participant in the study. According to Ringdal (2007) the researcher should prior to the study inform the subject of the reason for why the study is being conducted and of potential consequences being a part of the study. Free consent is often given through the respondents chosen participation in the study, while more advanced surveys might demand a written consent. For respondents under the age of 16, parent or guardian consent is required. This is called a vicarious consent. The same rule accounts for groups or individuals with mental problems (Ringdal 2007).

Still, this study did not encounter any problems with these guidelines since the subjects were informed that the survey was anonymous and of the reason for the study. They were also informed that participation was completely voluntary. The subject gave consent to take part in the study by accepting to answer the questionnaire. This was clearly stated in the information section before they entered the questionnaire.

The fourth guideline concerns notification and licensing, which means that if the study contains personal information, such as name or other pieces of information that can directly or indirectly may be linked to a specific person, the study has to be reported. This is a very important aspect to consider since pieces of personal information, especially if put together, can reveal the respondents identity, breaking with the promise of anonymity. After thoroughly reading through the Data Protection Official for Research's webpage it was concluded that the best would be to report this study (Web 4). The only personal information the respondent can provide is age, level of education and gender, but because the questionnaire was distributed over the Internet, the respondent could hypothetically be identified through their IP address. It was therefore decided to report the study and apply for permission to send out the questionnaire through the NSD. Feedback and answer from NSD can be found in attachment 3. NSD stated that there was no need to report this study since little personal information was collected.

Further, the researcher must ensure that the study does not affect potential third parties. The individuals' privacy should be highly considered to prevent any leak of information. Lastly, there is the claim for confidentiality, which means that the

researcher will keep the collected data secure and only use the data for the informed study (Ringdal, 2007).

The information given by the researcher should leave no doubt that participation is voluntary and that there will be no consequences if the participant chooses not to participate or if they wish to quit during the study. During the study it is important that the participant does not feel offended or uncomfortable answering questions, causing any strain to the participant. The collected data has to be stored in a safe place, preferably in a password locked computer. One way to make sure the confidentiality is maintained is to present the data as statistical numbers, not showing the individual answers (Ringdal, 2007).

4. Analysis and results

4.1 Analysis to determine level of congruence in stimuli ads

A manipulation check was conducted to determine if the brand and the spokespersons could be used in the experiment. There were 22 respondents in this test, which was believed to be satisfactory to indicate the level of congruence.

The data was analyzed in PASW Statistics (SPSS), through descriptive statistics. Attachment 6 shows the full descriptive statistics. In the results from descriptive statistics the most interesting value was the mean value. This value determined the respondents' perception of what was perceived to be a congruent and a non-congruent ad. The mean values for the relevant characteristics/ dimensions interesting to measure are shown in table 9. The full table showing descriptive statistics for all characteristics can be found in attachment 7.

Personality characteristic	Spokesperson 1- "The biker"	Spokesperson 2- "Man in suit"	Brand- Nespresso
Reliable (Pålitelig)	2,36	**5,00**	**5,27**
Intelligent (Intellegent)	2,86	**5,32**	**4,86**
Successful (Suksessfull)	2,23	**5,82**	**5,68**
Masculine (Maskulin)	**6,18**	4,50	3,14
Rugged (Røff)	**6,55**	2,55	2,77

Table 9- Descriptive statistics to determine level of congruence.

As illustrated in the table above, Spokesperson 2 "man in suit" had very similar mean values as the brand Nespresso. They both had a mean value of approximately 5 on the characteristics *reliable, intelligent and successful*, while spokesperson 1 had a much lower mean value of 2 to 3. This information was sufficient to continue with Spokesperson 2 "man in suit" and Nespresso as the congruent ad. It also indicated that future respondents would score the spokesperson and brand equally on these characteristics. Spokesperson 1 "the biker" further scored high on *masculine* and *rugged*, separating himself further from spokesperson 2 and the brand Nespresso. It was

assumed that both spokespersons would have a moderate to high score on the characteristic *masculine* since they are both male. Still, there was a noticeable difference even here.

It is also interesting to discuss the skewness and kurtosis shown in the descriptive statistics. An overview of skewness and kurtosis for the relevant personality characteristics can be found in table 10.

	Spokesperson 1- The biker		**Spokesperson 2- Man in suit**		**Brand- Nespresso**	
	Skewness	Kurtosis	Skewness	Kurtosis	Skewness	Kurtosis
Reliable (Pålitelig)	.953	-.306	-1.260	1.408	-.351	-.648
Intelligent (Intellegent)	-.206	-1.238	-1.631	2.498	-.608	1.266
Successful (Suksessfull)	.951	.231	-1.988	5.146	-1.608	3.800
Masculine (Maskulin)	-.977	1.306	-.409	-.460	1.020	1.337
Rugged (Røff)	-2.121	5.725	.954	-.459	.443	-1.165

Table 10- Skewness and Kurtosis

Skewness is a measure of asymmetry. If there is a negative skewness, the respondents have chosen to answer mainly on the right side of the scale (in this specific case- close to the value 7 on the liker scale). If there is a positive skewness the respondents have answered in the lower range of the scale. Kurtosis is a measure of how the answers are spread across the scale. That is, where the on the scale there is a peak. It is preferred that the values are as close to 0 as possible, to indicate that we have a normally distributed sample. However it is stated that the values should not be lower than -3 or higher than 3 (Berry, 1993).

Some values in table 10 were high, which must be expected when measuring level of agreement on personality characteristics. First of all "the biker" had a low value for skewness of -2.121. This means that a majority of the respondents scored spokesperson 1 high on the characteristic *rugged,* but skewness was still within the

prerequisite. The value for kurtosis was high (5.725), and might have to be controlled when conducting the manipulation check for the experiment. This value was not within the prerequisite and therefore has to be considered as a limitation. This could be due to the limited number of respondents in the pretest. The study continued with the characteristic, since this was needed in the experiment. However, it was considered to be a limitation.

Spokesperson 2 "man in suit" also had a high value for kurtosis of 5.146 for the characteristic *successful.* This was also an extreme value that must be considered to be a limitation. This could be due to the low number of respondents. The kurtosis value for the brand Nespresso was 3.800, which was higher than the prerequisite. To sum up, no characteristics were disregarded, keeping in mind that this may be a limitation to the study. These characteristics were crucial for my study and could therefore not be disregarded. Also, since the level of congruence was control tested during the experiment it was believed that this would only be a minor limitation.

4.2 Description of the experiment sample

The questionnaire was accessible for two weeks. After one week a reminder was posted on Facebook and in the event group, encouraging those who had not yet replied to do so. The dataset consisted of 143 completed questionnaires. These formed the basis for the analysis. Three different sections of the questionnaire were distributed through an online link. The distribution of the questionnaires was randomized. Table 11 shows the distribution of the three groups.

Experiment groups	N= 143	Female	Male
Experiment group 1	47	30	17
Experiment group 2	41	25	16
Control group	55	33	22

Table 11- Distribution of questionnaires

The numbers of respondents in each group were not exactly even. The control group did get more respondents than the two experiment groups. There were a greater number of female than male respondents. During the analysis it is possible to check if there are any differences in the answers from female and male respondents. The

respondents were born from 1941- 1994. Age can therefore also be an interesting variable to consider when analyzing the data. Further description of the sample will be provided in the data-screening section.

4.3 Data screening

Before analyzing the data it is important to conduct a data screening to check the dataset for missing values, outliers or other errors. Refraining from doing a data screening before starting to analyze may lead to great errors in the results and hence wrong conclusions. There are 3 main types of errors to be especially aware of (Gripsrud et al, 2010).

First, a check for coding errors, that is if there are illogical values in the dataset, must be performed. The problem is more relevant if the data is coded manually by the researcher, due to potential human error (Gripsrud et al, 2010). Since the data in this study was coded by MiPro and directly exported to SPSS it was unlikely that there were any coding errors. Regardless, the dataset was checked for coding errors and none were found.

Next, a check for extreme observations, also called outliers, must be performed. Gripsrud et al (2010) explain this as observations that differ significantly from what is typical. The scales used in this study ranged only from 1-7, which should decrease the effect of any potential outliers. Any removal of outliers should only be done after careful consideration; hence none were removed at this point. However, 3 cases in the dataset were found, where the respondent had given the same value to all questions within a section. This could be an indication that these respondents had checked all boxes in a row and not answered the questions truthfully. These cases were investigated more closely later in the analysis part.

Last, a check for missing values must be performed. This means that there may be "holes" in the dataset due to missing number values for one or more variables (Gripsrud et al, 2010). This is especially relevant to my study since answer control was removed in the questionnaire. The missing values could be due to the fact that the respondent chose not to answer or because they missed filling in the answer box by accident. The dataset did have a few missing values, most likely due to the respondent missing the answer box by accident, since all other questions had been answered.

Gripsrud et al (2010) state that there are four ways to handle a missing value: (1) Omit observations that include missing values, (2) enter a neutral value, (3) enter a replacement value or (4) treat the missing value as "do not know". For this study alternative 1 was used, since tempering with the results should be avoided. Entering a neutral value or replacement value could affect the end result. Observations that include missing values were omitted from the study.

4.4 Validity and reliability

Construct validity is defined as "the compliance between the theoretical construct and the operational measure" (Reve, 1985: 53). That is how well the measures actually measure what they claim (Mitchell & Jolley, 2013). Construct validity is a prerequisite for the research results to be meaningful, interpretable and generalizable. It has five dimensions: (1) content validity, (2) convergent validity, (3) civergent validity, (4) nomological validity and (5) reliability (Reve, 1985). Reliability will be explained in a separate section.

Content validity is, according to Mitchell and Jolley (2013), to what extent the measures represent an appropriate level of dimensions, skills and knowledge that are relevant to the construct. One way to ensure validity in the study is to use measuring scales already developed and validated by prior researchers. A pretest of the questionnaire should also be conducted to help ensuring a satisfactory degree of content validity, as well as using multiple items when measuring a construct (Reve, 1985). For this study, previously developed and validated scales, adapted to fit the experiment, have been used. Hence, it was concluded that the content validity for this study was satisfactory.

Convergent validity can be explained as to what degree the items of the construct correlate with each other (Mitchell & Jolley, 2013). If the questions are highly correlated the prerequisite for convergent validity is satisfied (Gripsrud et al, 2010). A factor analysis and a correlation analysis can be used to confirm convergent validity (Reve, 1985). A factor analysis shows if the items load on the same factor. The loadings should be >.3, but is preferred to be >.5. This analysis was conducted at the same time as the analysis for divergent validity.

Divergent validity shows to what extent the items load toward the correct construct. That is, that the items are not measuring other constructs than they are supposed to (Mitchell & Jolley, 2013). The factor analysis is used as a basis, and the approved items will be checked using a divergent analysis (Mitchell & Jolley, 2013). To assess convergent and divergent validity a factor analysis with maximum likelihood extraction method and direct oblimin rotation was conducted. The variables tested for convergent and divergent validity were congruence, attitude and involvement. Purchase intention was a unidimentional measure and was therefore not included in the factor analysis. The control questions for congruence were not included, since they work as a control through their descriptive statistics and are not part of the hypotheses. All variables showed good convergent validity of .5 or higher, except Attitude_All6 and Involvement_All4. These were removed and the analysis was conducted again, providing satisfactory results (attachment 8). Involvement somewhat surprisingly split into two factors, likely a cognitive and an affective dimension, and was treated as two factors from that point. The next step to ensure convergent validity was to calculate the average square factor loadings (λ) and to conduct a Cronbach's alpha reliability analysis. Calculations can be found in attachment 8. The items were then indexed into new variables. The items belonging to the same construct, based on the results from the convergent analysis, were added and divided by the number of items.

Indexing variables:

New variable name	Indexing and procedure
Congruence	=(Congruence_All1 + Congruence_All2 + Congruence_All3 + Congruence_All4 + Congruence_All5)/5
Attitude	=(Attitude_All1 + Attitude_All2 + Attitude_All3 + Attitude_All4 + Attitude_All5 + Attitude_All7 + Attitude_All8)/7
Involvement_Affect	=(Involvement_All1 + Involvement_All2 + Involvement_All3)/3
Involvement_Cognitive	=(Involvement_All5 + Involvement_All6 + Involvement_All7)/3

A new variable for purchaseintention_All was not created since this was a unidimentional variable. After indexing the variables a correlation analysis was conducted. The correlations should be no higher than 0.8 to ensure divergent validity, but preferably no higher than 0.6 (Mitchell & Jolley, 2013). The correlation analysis showed some high values, as seen in attachment 8, but none above 0.8, which means that the prerequisite for divergent validity was met.

Nomological validity can be explained as to what degree predications from a theoretical network containing a construct can be confirmed. *"If a theory that contains construct A, predicts a correlation with the constructs X and Y, and empirical correlations have been demonstrated in other studies, you have to expect that construct A- as measured in our study-will act the same way"* (Reve, 1985: 55). Since previously validated measurements scales were used in the study the nomological validity was considered to be satisfactory. This also increased the construct validity.

Reliability is explained as to what degree the same results will be obtained, doing multiple measures with the same instruments at different points in time (Ringdal, 2007). A consistency of measurement/ item scales over time is hence essential (Mitchell & Jolley, 2013). Reliability and validity are closely connected. Valid measures has to be reliable, but not the other way around (Mitchell & Jolley, 2013). According to Bollen (1989) reliability is the consistency of the measures. Reliability testing can be conducted in multiple ways. Cronbach's Alpha is the most common test of reliability. If Cronbach's Alpha is >0.7 then the measure is considered to be reliable (Ringdal, 2007). Cronbach's Alpha might increase when more items are added. A test-retest may also be conducted, meaning that the same variables are measured twice to study the correlation or variation between the two rounds of testing (Ringdal, 2007). Due to the time frame of this thesis I was not able to do a test-retest of the questionnaire. Reliability was tested through the level of Cronbach's Alpha. The prerequisite for reliability of >0.7 was met for all analyzed variables, as illustrated in attachment 8.

4.5 Manipulation check

To ensure that the stimuli/ manipulation had an effect it was important to conduct a manipulation check. The analysis is shown in attachment 9. The aim was to

check whether the manipulation was perceived by the respondent as intended or not (Mitchell & Jolley, 2013). The manipulation in this study was the level of congruence in the ads presented to the respondent. The manipulation check was conducted through a one-way ANOVA with post hoc Tukey.

Indicator	Group	N	Mean	St. dev
Congruence	Congruent	47	3,82	1,46
	Non congruent	41	1,69	1,06

Table 12- Manipulation check congruence

Indicator	F	Sig
Congruence	59,484	.000

Table 13- Manipulation check congruence

The manipulation check showed satisfying results where the group presented with the congruent ad had a higher average ($M_{congruent}$=3,82) than the group presented with the non-congruent ad ($M_{non\text{-}congruent}$=1,69). The manipulation indicator was significant $F_{(1,86)}$=59.484, p=.000.

The mean value of the congruent ad was lower than expected. This might indicate that some respondents did not perceive the manipulation as intended. An explorative analysis was conducted for a further check and 4 outliers was found that did not perceive the congruent ad as congruent and 2 outliers that did not perceive the non-congruent ad as non-congruent. Cases 9, 18, 27, 46, 64 and 87 were removed. These respondents had not perceived the ads as intended and was therefore removed from the data set. They had also assigned the same score to several questions, indicating that they might not have answered as best they could and might have taken an "easy way out". A new manipulation check was conducted.

Indicator	Group	N	Mean	St. dev
Congruence	Congruent	43	4,07	1,25
	Non congruent	39	1,05	0,622

Table 14- Manipulation check after removing cases

Indicator	F	Sig
Congruence	133,948	.000

Table 15- Manipulation check after removing cases

After a removal of the cases, where the manipulation was not perceived as intended, the variance increased to a higher mean for the congruent ad ($M_{congruent}$=4,07) and a lower mean for the non-congruent ad ($M_{non\text{-}congruent}$=1,05).

4.6 ANOVA

ANOVA is short for analysis of variance, and is an analysis conducted to check for significant statistical differences between two or more groups. It is important to check the statistical quality of the data material before testing the hypotheses. Four assumptions should be met in order to conduct an ANOVA: statistical independence, interval data, normal distribution and homogeneity (Field, 2009).

Assumption 1: The assumption of statistical independence means that respondents cannot influence each other in regard to the study (Field, 2009). Since this questionnaire was distributed through an online link it is hard to control for all potential influence. However, the respondent was free to respond to the questionnaire at their own chosen time, which could decrease the chance of distractions. Also the questionnaire was randomized, which means that if two people happened to sit next to each other when answering the questionnaire, they would probably still not get the same version of it. The instructions at the start of the questionnaire was meant to be clear and concise, leaving no room for confusion, all intended to prevent the respondent from conferring with someone else. The reasoning above give reason to believe that assumption 1 is satisfied.

Assumption 2: The second assumption states that data should be measured with interval scales, and consist of equal intervals throughout the scale (Field, 2009). In this study a 7-point likert scale and semantic differential scale have been used for all questions except the demographics. Both the likert- and the sematic differential scale have equal spacing between the intervals. The assumption is thereby met.

Assumption 3: This assumption state that there must be a normal distribution of

the data (Field, 2009). A descriptive analysis was conducted for the indexed variables. Skewness and kurtosis was found to be within the prerequisite of +/- 1 for all variables except Purchaseintention_All, where the kurtosis was 1,130 (see attachment 9). Still, this is not believed to be a problem, and an ANOVA can be conducted regardless of this.

Assumption 4: The last assumption states that there must be homogeneity across the data material in regard to the dependent variable (Field, 2009). To check for homogeneity a *Levene's test* can be conducted. To satisfy assumption 4 the Levene's test should not be significant (>0.05). If the groups tested are approximately of the same size a violation of assumption 4 will not necessarily mean an ANOVA cannot be used (Field, 2009). A Levene's test was conducted for all hypotheses, none of which showed significant values. Assumption 4 is thereby met.

4.7 Hypothesis testing

The hypotheses were tested in pairs since the level of congruence (congruent versus non-congruent), was measured on one variable. The analyses can be found in attachment 10.

4.7.1 Hypotheses 1a and 1b

Hypothesis 1a suggested that congruent product advertisements would have a positive effect on brand attitude. Hypothesis 1b suggested that non-congruent product advertisements would have a negative effect on brand attitude. Level of congruence was measured through one variable: Congruence. The manipulation of the congruent and non-congruent advertisement was illustrated through two different fictive ads. The results from comparing the groups using a one-way ANOVA did not provide support for the hypotheses, $F_{(2,125)}$ =.88, p=.417. The brand attitude did not differ significantly when exposed to a congruent versus non-congruent advertisement ($M_{congruent}$=4.90), non-congruent ($M_{non\text{-}congruent}$= 4.70) and the control group ($M_{control}$= 5.02). Hypotheses 1a and 1b were rejected.

4.7.2 Hypotheses 2a and 2b

Hypothesis 2a suggested that the level of brand involvement would moderate the relationship between congruent product advertisement and brand attitude. Hypothesis 2b suggested that the level of brand involvement would moderate the relationship between non-congruent product advertisement and brand attitude. Even though hypothesis 1a and 1b were rejected, indicating that the level of congruence in product advertisement does not have an effect on brand attitude, hypotheses 2a and 2b were still tested. The concept of involvement was during the divergent validity testing separated into two variables: Involvement_Affect and Involvement_Cognitive. These were analyzed separately. The results from the UNIANOVA on Involvement_Affect did not provide support for the hypotheses, $F_{(2,82)}$ =.924, p=.568. The brand attitude did not differ significantly when adding Involvement_Affect as a moderator on the relationship between level of congruence and brand attitude; $M_{congruent}$= 4.90, $M_{non\text{-}congruent}$=4.67 and $M_{control}$=5.02. Involvement_Affect was not found to have a significant effect on the relationship between congruent or non-congruent product advertisements and brand attitude. The proposed moderator Involvement_Affect did however have a significant effect on the dependent variable brand attitude $F=_{(2,82)}$ =6.607, p=.000. This is an interesting observation.

The results from Involvement_Cogntive did not give support for the hypotheses, $F=_{(2,85)}$ =.837, p=.667. With $M_{congruent}$=4.89, $M_{non\text{-}congruent}$=4.70 and $M_{control}$= 5.02. In this case also the proposed moderator Involvement_Cognitive was found to have direct significant effect on brand attitude $F_{(2,85)}$ =7.910, p=.000. Still, hypotheses 2a and 2b were rejected.

4.7.3 Hypotheses 3a and 3b

Hypothesis 3a suggested that congruent product advertisements would have a positive effect on purchase intention. Hypothesis 3b suggested that non-congruent product advertisements would have a negative effect on purchase intention. The manipulation of the congruent and non-congruent advertisement was, as previously stated, measured with the use of two different fictive ads. The results from the comparison of the groups using a one-way ANOVA did not give support for the hypotheses, $F_{(2,133)}$ =.634, p=.532. Purchase intention did not differ significantly when exposed to a congruent versus non-congruent advertisement ($M_{congruent}$=3.86), non-

congruent ($M_{non\text{-}congruent}$= 3.56) and the control group ($M_{control}$= 4.04). Hypotheses 3a and 3b were rejected.

4.7.4 Hypotheses 4a and 4b

Hypothesis 4a suggested that the level of brand involvement would moderate the relationship between congruent product advertisement and purchase intention. Hypothesis 4b suggested that the level of brand involvement would moderate the relationship between non-congruent product advertisement and purchase intention. A test of hypotheses 4a and 4b were performed even though hypotheses 3a and 3b were rejected, indicating that the level of congruence in product advertisement did not have an effect on purchase intention. The results from the UNIANOVA on Involvement_Affect showed that there was no significant effect of Involvement_Affect as a moderator on the relationship between level of congruence and purchase intention, $F=_{(2,90)}$ =1.399, p=.133. $M_{congruent}$= 3.86, $M_{non\text{-}congruent}$= 3.50 and $M_{control}$= 4.02. However, there was a significant effect of Involvement_Affect directly on purchase intention $F=_{(2,90)}$ =5.774, p=.000.

The results from Involvement_Cogntive did not show a significant effect on the relationship between level of congruence and purchase intention. $F=_{(2,92)}$ =.794, p=.725. $M_{congruent}$= 3.82, $M_{non\text{-}congruent}$= 3.56 and $M_{control}$=4.04. There was however a significant effect of Involvement_Cognitive directly on purchase intention $F=_{(2,92)}$ =6.120, p=.000. Still, hypotheses 4a and 4b were rejected.

4.8 Other analyses

Even though none of the hypotheses were supported it was still interesting to control for covariates to find the effect of these variables on the results. This was especially applicable to H2a, H2b, H4a and H4b where the moderator was present. As the hypotheses were rejected I did not control for all covariates as first planned, but focused on gender and if the respondent drinks coffee or not because these were believed to be the most influential. A moderator analysis was also conducted to check if the variable involvement was a pure- or quasi moderator, homologizer or simply an independent variable.

4.8.1 Analysis of covariance

An analysis of covariance, also known as ANCOVA, allows controlling for the effect of other continuous variables (Mitchell & Jolley, 2013). The full ANCOVA can be found in attachment 11. As no support was found for any of the hypotheses it was found interesting to check whether the results would differ when controlling for the effect of gender and for the effect of if the respondent drinks coffee or not.

The results from the ANCOVA showed that even when controlling for the effect of the respondent drinking coffee or not there was no significant effect of Involment_Affect on the relationship between level of congruence and brand attitude $F=_{(1,81)}$ =.913, p=.581. Controlling for the effect of gender $F=_{(1,81)}$ =.961, p=.522, or for the effect of both gender and the respondent drinking coffee or not still provided no significant effect $F=_{(1,80)}$ =.948, p=.538. The analysis was also conducted for the effect of Involvement_Cognitive on the relationship between level of congruence and brand attitude. Controlling for the effect of the respondent drinking coffee or not had no significant effect $F=_{(1,84)}$ =.834, p=.672. Neither was there a significant effect when controlling for the effect of gender $F=_{(1,84)}$ =.827, p=.680 or the effect of both gender and of the respondent drinking coffee or not $F=_{(1,83)}$ =.827, p=.680.

When controlling for the effect of the respondent drinking coffee or not, no significant effect of Involment_Affect on the relationship between level of congruence and purchase intention was found $F=_{(1,89)}$ =1.425, p=.122. There was however a significant effect when controlling for the effect of gender on the relationship between level of congruence and purchase intention, since this was a two-tailed hypothesis $F_{(1,89)}$ = 1.484, p=.097. There was also a significant effect when controlling for the effect of both gender and the respondent drinking coffee or not $F=_{(1,88)}$ =1.531, p=.082. The same analysis was also conducted for Involvement_Cognitive. There was no significant effect of Involvement_Cognitive on the relationship between level of congruence and purchase intention when controlling for if the respondent drinks coffee $F=_{(1,91)}$ = .763, p=.761, the effect of gender $F=_{(1,91)}$ =.785, p=.735 or both of them together $F=_{(1,90)}$ =.754, p=.771.

4.8.2 Moderator analysis

The moderator analysis was conducted as planned, even though the previous analyses showed no support for the hypotheses. The first step in a moderator analysis is,

according to Sharma et al (1981), to compute a new variable, also called an interaction term between the moderator and the independent variable. Since the moderator variable spilt into two variables during the divergent validity analysis, an interaction term was created for both moderator variables: Involvement_Affect and Involvement_Cognitive. Next a regression analysis was conducted to vindicate if a significant interaction was present. The regression analysis showed that no significant interactions were present between the variables. As a result, the next step was step three, which was to check if the moderator were related to the independent variable and/or the dependent variable. Skipping step two also meant that the moderator was neither a pure- nor a quasi moderator. After conducting a bivariate correlation analysis the results showed that the moderator was related to the independent and/or the dependent variable. This means that the variable was not a moderator, but an independent, overlapping or intervening variable (Sharma et al, 1981). The moderator analysis can be found in attachment 12.

Summary of hypotheses testing results		F	Sig.	Conclusion
H1a	*Congruent product advertisements will have a positive effect on brand attitude.*	.881	.417	Not supported
H1b	*Non- congruent advertisements will have a negative effect on brand attitude.*	.881	.417	Not supported
H2a	*The level of brand involvement will moderate the relationship between congruent product advertisements and brand attitude.*	(I_A).924 (I_C).837	.568 .667	Not supported
H2b	*The level of brand involvement will moderate the relationship between non-congruent product advertisements and brand attitude.*	(I_A).924 (I_C).837	.568 .667	Not supported
H3a	*Congruent product advertisements will have a positive effect on purchase intention.*	.634	.532	Not supported
H3b	*Non- congruent advertisements will have a negative effect on purchase intention.*	.634	.532	Not supported
H4a	*The level of brand involvement will moderate the relationship between congruent product advertisements and purchase intention.*	(I_A)1.399 (I_C).794	.133 .725	Not supported
H4b	*The level of brand involvement will moderate the relationship between non-congruent product advertisements and purchase intention.*	(I_A)1.399 (I_C).794	.133 .725	Not supported

Table 16- Summary of results from hypotheses testing

5. Discussion

In this chapter the results from the analysis will be discussed. I will also discuss the theoretical and practical implications of the results, and limitations and weaknesses of the thesis. Last, suggestions for further research will be presented.

The purpose of this study was to answer *how the level of congruence between a brand and its spokesperson in product advertisements affect brand attitude and purchase intention and also how brand involvement moderates the relationship between level of congruence and brand attitude, as well as purchase intention.*

5.1 Discussion and theoretical implications

In the following section I will discuss the results from the hypotheses testing, as well as the theoretical implications that follow. After reviewing previous literature eight hypotheses were developed and tested in an experiment. First the hypotheses will be discussed in pairs since two hypotheses were tested simultaneously. Then there will be a discussion of the results from the ANCOVA, which was conducted to check for the effect of other variables.

5.1.1 Level of congruence's effect on brand attitude

Hypotheses 1a and 1b were tested through a one-way ANOVA. The analysis tested if the level of congruence between the spokesperson- and brand personality in product advertisements had an effect on brand attitude. The hypotheses proposed that congruent product advertisements would have a positive effect on brand attitude (H1a), and that non-congruent product advertisements would have a negative effect on brand attitude (H1b). Kamins and Kamal (1994) and Desarbo, Wayne and Harshmans' (1985) found that increased congruence between spokesperson and brand resulted in higher believability and a positive attitude towards the brand. McCoy et al. (2004) stated that non-congruent advertisements are more memorable since they are outside the norm and could therefore be perceived as interesting, while Misra and Beatty (1990) believed that greater attention did not ensure greater memorability and that congruent advertisements are more effective. Even though previous research shows two-sided results it was still somewhat surprising that neither H1a nor H1b were supported (sig. 0.417).

There is a minor variety in the mean value of the congruent advertisement ($M_{congruent}$=4.90), non-congruent ($M_{non\text{-}congruent}$= 4.70) and the control group ($M_{control}$= 5.02). The respondents that were shown the congruent ad scored somewhat higher on brand attitude than the respondents that were shown the non-congruent ad. The control group scored even higher. Since the variance is minor and not significant it cannot be proposed that there was an effect, but it is still interesting to observe that there is some variety, and that this is in partly compliance with the proposed hypotheses. If the results had shown a significant effect, the mean value would be an indicator of in which direction the relationship would have been. The control group would have to be used as the neutral point, and the congruent and non-congruent ad would have to be compared to the mean value of the control group.

Following, the possible reasons for lack of support for H1a and H1b will be discussed:

The stimulus was perceived as intended and there was a significant difference between how the groups perceived the congruent ad versus the non-congruent ad. Only 6 cases were removed because they did not perceive the stimuli as intended. This does not necessarily mean there was anything wrong with the stimulus itself, but rather that there is a possibility for improving the experiment. Most previous research have used celebrities or named animated figures when studying the level of congruence between brand- and spokesperson personality, while this study focused on unknown persons. This could also have affected the results of the study. A control test of the stimulus was performed to ensure that the majority would perceive the spokesperson and the brand in the two ads similarly. This is also why the control questions were added to the end of the survey. In case the stimulus was not perceived as intended, this was a way of checking what went wrong. However, the mean value of the congruent advertisement was only 4,07, which is not high on a 1-7 scale. Even though there was a significant difference between the congruent and the non-congruent ad, it would have been interesting to see if the results would have been different if the congruent ad had obtained a higher level of congruence. If the congruent advertisement had a mean value closer to 7, which would have indicated that there was a high level of congruence this might have had a different effect.

The fact that the total sample of 143 cases were split into three groups resulted in each group sample became quite limited in size which could have made it difficult to get significant results. The acceptable sample size is known to be 125 cases, which means that the total sample size of this study was satisfactory. However, for the testing of these hypotheses 128 cases were included in the analysis. When split into groups this left 40 cases to be tested towards the congruent ad (rotation 1-stimuli 1), 38 cases to be tested towards the non-congruent ad (rotation 2- stimuli 2) and 50 cases to be tested towards the control ad (rotation 3-control group). Hair, Black and Babin (2010) suggest that there should be a minimum of 20 cases in a group sample. The sample size of this study is within the prerequisite of Hair et al (2010), but may still be a limitation.

Since the experiment was conducted online it was difficult to ensure that the respondent actually looked closely at the ad before answering the questions. It may have been better to conduct the experiment in three different classrooms, showing the ads on a screen and having the respondent answering a few questions about the ad itself first, ensuring that they really looked at it.

The order of questions in the questionnaire might have had an influence on each other. Even though a great amount of time was spent on ensuring that this would not happen, it might still be a problem. The questions regarding brand involvement could have been presented closer to the beginning of the questionnaire and the stimuli ad not shown there, since this was meant to be a moderator not needing the effect of a stimuli.

If the changes presented above were made, the experiment conducted again and the results still showed no support for the hypotheses it could be that the level of congruence between spokesperson- and brand personality in product advertisement, when using unknown spokespersons does not have an effect on the consumers' brand attitude.

5.1.2 Level of congruence's effect on brand attitude moderated by brand involvement

Hypothesis 2a and 2b were tested through an UNIANOVA. H2a suggested that the level of brand involvement would moderate the relationship between congruent product advertisement and brand attitude. Hypothesis 2b suggested that the level of brand involvement would moderate the relationship between non-congruent product advertisement and brand attitude. Kim and Sung (2009) stated that brand involvement could be seen as a level of the consumers' interest in a brand and it was believed that

they therefore would perceive and feel differently about a congruent versus a non-congruent advertisement. It would however be surprising if a significant effect was found since H1a and H1b was rejected, stating that there was no significant effect of level of congruence on brand attitude.

As previously stated, level of brand involvement split into two separate factors during the divergent analysis and were renamed Involvement_Affect and Involvement_Cogntive. The questions indicated that three measures were connected to the affective aspect of involvement, while three measures were connected to the cognitive aspect. Even though both H2a and H2b were rejected, it was interesting to see that both Involvement_Affect and Involvement_Cognitive had a significant effect on brand attitude, but not on the relationship between level of congruence and brand attitude. There was found a minor variety in partly compliance with the hypotheses for Involvement_Affect; $M_{congruent}$= 4.90, $M_{non\text{-}conguent}$= 4,67 and $M_{control}$=5.02. The mean values were very similar for Involvement_Cognitive; $M_{congruent}$=4.89, $M_{non\text{-}congruent}$= 4.70 and $M_{control}$= 5.02. These minor differences in mean value indicate that even though the results are not significant it is likely that the non-congruent advertisement does have some negative effect on brand attitude compared to the congruent ad and to the control ad with the brand only.

During the moderator analysis it was proven that brand involvement was not a moderator variable, but an independent, overlapping or intervening variable. This may also explain why there was a significant effect of involvement on brand attitude.

The ANCOVA, which controlled for the effect of the respondent drinking coffee or not, gender and both the effect of gender and the respondent drinking coffee or not, did not provide any significant results. This indicates that the respondents' gender and whether they drink coffee or not, does not affect their brand attitude in regard to congruent versus non-congruent ads moderated by brand involvement. This mean that even if a person do not personally use or consume a product or brand he/she might still have a meaning and attitude toward it, regardless if it is good or bad.

Possible reasons for lack of support for hypotheses H2a and H2b may be:

First of all the fact that H1a and H1b was rejected plays a major role. It would be surprising if these hypotheses were supported when there was no significant effect of level of congruence on brand attitude.

The sample size in each group was quite small. For Involvement_Affect there was a total of 132 cases; 47 cases got the congruent ad, 37 cases got the non-congruent ad and 48 cases got the control ad. Involvement_Cogntive had a total of 126 cases; 38 cases got the congruent ad, 38 cases got the non-congruent ad and 50 cases got the control ad. The distribution of respondents between the ads was also somewhat uneven. Unfortunately this may happen when randomizing the distribution through MiPro. This unevenness might not have been so evident with a greater sample size.

The fact that the moderator proved to be an independent, intervening or overlapping variable could have affected the results. Even if there were a significant effect between level of congruence and brand attitude, there would not have been a significant moderating effect of brand involvement on this relationship.

Additional reasons for lack of significant results are the same as for H1a and H1b stated in section 5.1.1.

A possible conclusion from the above is that a consumers' brand involvement might not decide how critically they perceive an ad. In this case, if their brand attitude would be affected differently by the congruent or non-congruent ad. Even though this was indicated by Traylor (1981) stating that the more involved a consumer is, the narrower their acceptance is for characteristics they do not see fit with the brand.

5.1.3 Level of congruence's effect on purchase intention

In hypothesis 3a it was expected that a congruent ad would have a positive effect on the consumers purchase intention. While hypothesis 3b predicted that a non-congruent ad would have a negative effect on the consumers purchase intention. The results showed no significant effect on purchase intention regardless whether the respondent was shown a congruent ad or a non-congruent ad (sig 0,532). However, even if the results were not significant, there were minor varieties in the mean values that are interesting to discuss. The mean values showed that the respondents seeing a non-congruent ad scored lower on purchase intention than the ones who saw the congruent ad or the control ad with only the brand. $M_{congruent}$=3.86, $M_{non\text{-}conrguent}$=3.56 and $M_{control}$= 4.04. The differences are too small to state that there is an effect, but it is still an interesting observation indicating that with a greater sample size and the aforementioned changes made to the methodological part of the paper the results could have been significant.

Ohanian (1991) and Folse et al (2012) stated that the perceived expertise and sincerity of the spokesperson is related to the consumers purchase intention. While Kamins and Kamal (1994) found that increased congruence between spokesperson and brand personality resulted in higher believability of the ad, which is strongly related to sincerity. However, the highest scores on personality traits, for the brand and spokesperson in the congruent ad, were under the dimension called competence and not sincerity. This could be a reason for lack of support for the hypotheses.

The possible reasons for lack of significant results are the same as for H1a and H1b stated in section 5.1.1. The sample size of these groups were 42 cases that got the congruent ad, 39 cases that got the non-congruent ad and 55 cases that got the control ad with the brand only. A total of 136 cases were included in the analyses for these hypotheses. The distribution showed to be somewhat uneven, which could have affected the results.

There are a lot of other factors besides the level of congruence in the ad affecting the consumers purchase intention. Two of these factors, also called covariates, will be discussed in the next section, These covariates could also be a reason for lack of support since level of congruence alone might not have a direct effect.

To conclude, since purchase intention, according to Ohanian (1991), is closely related to sincerity, it may be that the effect of an unknown spokesperson will be minor regardless if the unknown spokesperson is placed in a congruent or a non-congruent advertisement. This may lead to the assumption that the use of unknown spokespersons in advertisement is not the best choice if the goal is to have the consumer purchase your brand.

5.1.4 Level of congruence's effect on purchase intention moderated by brand involvement

A UNIANOVA was conducted to test H4a and H4b. Hypothesis 4a suggested that the level of brand involvement would moderate the relationship between congruent product advertisement and purchase intention. Hypothesis 4b suggested that the level of brand involvement would moderate the relationship between non-congruent product advertisement and purchase intention. As stated during the discussion in section 5.1.3, finding a significant effect would have been surprising, since H3a and H3b was

rejected, stating that there was no significant effect of level of congruence on purchase intention.

As previously, both Involvement_Affect (I_A) and Involvement_Cognitive (I_C) had a significant effect on purchase intention, but not on the relationship between level of congruence and purchase intention; Involvement_Affect; $M_{congruent}$= 3.86, $M_{non-conguent}$= 3.50 and $M_{control}$=4.02. The mean values were very similar for Involvement_Cognitive; $M_{congruent}$=3.82, $M_{non-congruent}$= 3.56 and $M_{control}$= 4.04. These minor differences in mean value indicate that even if the results are not significant they indicate that the non-congruent advertisement could have some negative effect on purchase intention compared to the congruent ad and to the ad with the brand only. It results show however that the brand only, with no spokesperson scores the highest on purchase intention, which is interesting. This may be because more cases got the control ad (I_A N53, I_C N55), while there was N42 (I_A) and N40 (I_C) that got the congruent ad and N38 (I_A) and N39 (I_C) that got the non-congruent ad. It could also be that the respondent simply preferred the ad with the brand only. After all, the brand gets more attention when presented separately.

An ANCOVA was conducted, which controlled for the effect of the respondent drinking coffee or not, gender and both the effect of gender and the respondent drinking coffee or not. Controlling for the effect of covariates did actually affect the results of Involvement_Affect on the relationship between level of congruence and purchase intention. Since involvement proved to be an independent, overlapping or intervening variable it cannot be seen as a moderator, but the interaction may still be discussed.

When controlling for the effect of gender there was found to be a significant effect $F=_{(1, 89)}$=1.484, p=.097. Also, when controlling for the effect of both gender and of the respondent drinking coffee or not, the significance increased $F=_{(1,88)}$=1.531, p=.082. This indicates that the respondents' gender affects their purchase intention with regard to congruent versus non-congruent ads influenced by brand involvement. The design of the fictive ads in the experiment may be perceived as more preferable to one gender than the other. After all there were only male spokespersons in the ads and a generally masculine theme. It could also be that one gender is more influenced by affect rather than rationality to purchase than the other gender. Controlling for the effect of the respondent drinking coffee or not together with gender gave significant results. This is

quite interesting since there was no significant effect when only controlling for if the respondent was drinking coffee or not $F=_{(1,89)}=1.425$, $p=0.122$. It seems like gender is the variable with the greatest influence, which is somewhat surprising. I would believe that a person not drinking coffee would be less likely to purchase Nespresso than their purchase intention being influenced by gender, regardless if shown a congruent or a non-congruent ad.

The reasons for lack of support, described in section 5.1.1, are also applicable here.

As a conclusion, there is no support for involvement working as a moderator on the relationship between level of congruence in product advertisements and purchase intention. However, an interaction effect was found while controlling for the effect of gender and for the effect of gender together with the effect of the respondent drinking coffee or not. This is an indication that many other factors may influence on the consumers purchase intention, and that it is not as easy as just separating between the effect of congruent versus non-congruent ads.

5.2 Practical implications

The lack of significant results means that there are minimal practical implications that can be drawn from this study. The lack of support for the hypotheses may indicate that advertisers should not use unknown spokespersons if the goal is to create a matchup between brand and spokesperson personality.

5.3 The limitations and weakness of the study

The greatest weakness of this study is the **sample size**. As there were three groups in the experiment the sample size in each group was low, even though the total sample of 143 respondents was above the general prerequisite of needed sample size. It is very difficult to get significant results when the analysis is only based on 30-50 cases.

In addition, there are some limitations to the chosen **research design**. The experiment finds its strength in the causality, internal validity and the control aspect. High internal validity decreases the external validity, which makes it hard to generalize the results of the study. The study would only be applicable in regard to the product chosen and the population that was part of the experiment.

The **experiment being conducted online** may also be a limitation. This

decreases the control of the respondent being influenced by other factors during the experiment, as well as it is hard to know if they have really looked carefully at the advertisement before answering the questions.

Another weakness is that the group was **not necessarily homogeneous**. Since the sampling method was a convenient sample combined with the snowball effect, homogeneity could not be guaranteed even if it was controlled for during the analysis. However, the Levene's test was not significant, indicating homogeneity.

The **order of the questions** presented during the experiment may also be a limitation. This process was thought through carefully, but still there could have been a better order for increasing the effect of the stimuli and decrease the chance of previous questions influencing how the respondent would answer the next.

In addition, the **chosen stimuli**, the spokespersons and brand, could be a limitation. The respondents might have preconceptions toward either the perceived personality type of the spokespersons or toward the brand. This would however be a limitation regardless of any chosen spokesperson or brand. The congruent ad should ideally have received a higher score on congruence. This thesis provided a low- versus an above medium congruent ad, but ideally it should have been a low- versus a highly congruent ad.

Another limitation may be that purchase intention was measured through only **one indicator.** This indicator may not successfully have captured the underlying concept of purchase intention, which may have affected the results of the study.

5.4 Further research

The previous studies on this subject have mainly focused on the endorser and celebrity spokesperson aspect in regard to brand- and spokesperson personality congruence in product advertisements. Hence, it is interesting to expand the research to unknown spokespersons having a perceivable personality, which allows for assigning them personality traits. It is also interesting to continue to study the effect of brand involvement on this matter, since marketers always aim to increase the brand involvement of their consumers. High brand involvement often means increased customer loyalty, which is extremely valuable.

The manipulation was perceived as intended in this study. It was evident that the respondents perceived one ad as congruent and the other as non-congruent. However, due to the lack of significant results in this study the focus of future studies should still be on the methodological part. One idea could be to perform an experiment where the respondents were actually shown the ads in person, before they answered the questions. This allows for a higher focus on the ad, and it might have a greater effect than quickly glancing at it on a screen. A lot of effort should also be put in creating a highly congruent ad, making sure that the ad receives a mean value of 6 or higher.

The order of the questions should also be questioned. It is crucial that the order does not influence on how the respondent choose to answer the next question. The question of brand involvement should perhaps have been more separated and the respondent should not have been shown any stimuli when answering these questions.

It is also possible to do a replica study focusing on having a greater sample size, which is believed to be the main limitation of this study.

6. Conclusion

The goal of this thesis was to study how the level of congruence between an unknown spokesperson- and brand-personality affected the consumers' brand attitude and purchase intention. Brand involvement was also included as a moderator to further supplement existing research in this area. The research questions were as following:

RQ1: How does the level of brand- and spokesperson congruence in product advertisements affect consumers' brand attitude, and what is the effect of brand involvement?

RQ2: How does the level of brand- and spokesperson congruence in product advertisements affect consumers' purchase intention, and what is the effect of brand involvement?

It was expected that congruent advertisements would have a positive effect on brand attitude and purchase intention, and that non-congruent advertisements would have a negative effect on brand attitude and purchase intention. Further it was expected that brand involvement would moderate the relationship between congruent advertisements and brand attitude and purchase intention, as well as between non-congruent advertisements and brand attitude and purchase intention. Since there are little previous research on this, there was no expectation of the direction of the proposed effect.

The hypotheses were tested through an experiment where the respondents were randomized into three groups. Group one got the congruent ad, group two got the non-congruent ad and group three got the control ad.

However, none of the hypotheses were supported. The lack of support could be due to limited sample size, methodological issued in regard to how the experiment was conducted, the stimuli or the order of the questions in the questionnaire. Further research are therefore needed to investigate the effect of level of congruence in product advertisements when using a unknown spokesperson in regard to the effect on brand attitude and purchase intention.

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8. Attachments

Attachment 1- Literature search

This thesis is based on previous research and articles regarding brand and spokesperson congruence in advertising. The process of finding previous literature on this subject has been time consuming and somewhat complicated and I realized that I had to base my search of information on the references of a chosen number of main articles to find what I was looking for. I mainly used the library databases EBSCO Host (Business Source Elite) and Web of Science (Web of Knowledge). I created this table to show how I searched for relevant articles.

Variables	Search words
Brand and spokesperson congruence	"Brand and spokesperson congruence", "Brand personality", "Spokesperson personality", "Congruent advertisements" "Brand- and spokesperson personality"
Brand attitude	"Brand attitude", "Attitude towards the brand", "Brand feelings", "Brand loyalty"
Purchase intention	"Purchase intention", "Purchase involvement", "Consumer behaviour", "Intention to buy"
Brand involvement	"Brand involvement", "Brand loyalty", "Product involvement" "Brand interest" "Brand engagement"

Table 17-Literature search

The variables I searched for has been researched numerous times, so a lot of my time went into sorting out which articles were relevant for this study. I also used synonyms when searching for articles to broaden my search. The search words were grouped together to check if the relationship between these variable had already been covered by previous research studies.

The articles by Aaker helped me with the basis of my study and I found several interesting articles I could use in their reference list. I did have some trouble finding

research on brand and spokesperson congruence and the effect it has on my chosen variables. This can however mean that my study will be useful and that there has not been a lot of previous research on this exact research question.

In addition to the articles I found through the data bases EBSCO Host and Web of Science, I have also used books that I found through the school's library search; BIBSYS Ask. I feel that the literature I have collected provided me with a good understanding of the subject and was of great help throughout this thesis.

Attachment 2- Brand personality dimensions

Aaker´s brand personality dimensions (Pandey, 2009).

Figure 1: Aaker's Five Dimensions of Brand Personality

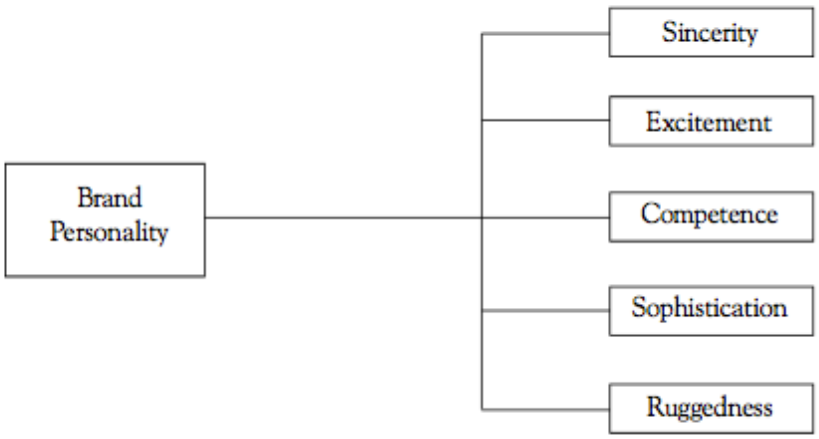


Table 1: Aaker's Brand Personality Scale and the Psychological Five Factors Model

Authors	Dimensions	(**) Facets or (***) Items
Aaker	Sincerity	(**) Down-to-earth, honest, wholesome and cheerful
	Excitement	Daring, spirited, imaginative and up-to-date
	Competence	Reliable, intelligent and successful
	Sophistication	Upper class and charming
	Ruggedness	Outdoorsy and tough

Attachment 3- NSD feedback

Norsk samfunnsvitenskapelig datatjeneste AS
NORWEGIAN SOCIAL SCIENCE DATA SERVICES

Harald Hårfagres gate 29
N-5007 Bergen
Norway
Tel: +47 55 58 21 17
Fax: +47 55 58 96 50
nsd@nsd.uib.no
www.nsd.uib.no
Org.nr: 985 321 884

Kåre Sandvik
Institutt for strategi og økonomi Høgskolen i Buskerud og Vestfold
Postboks 164 Sentrum
3502 HØNEFOSS

Vår dato: 30.01.2015 Vår ref: 41720 / 3 / MSS Deres dato: Deres ref:

TILBAKEMELDING PÅ MELDING OM BEHANDLING AV PERSONOPPLYSNINGER

Vi viser til melding om behandling av personopplysninger, mottatt 20.01.2015. Meldingen gjelder prosjektet:

41720	*Brand and spokesperson congruence in product advertising- the moderating effect of brand involvement on brand attitude an purchase intention*
Behandlingsansvarlig	*Høgskolen i Buskerud og Vestfold, ved institusjonens øverste leder*
Daglig ansvarlig	*Kåre Sandvik*
Student	*Anette Skeie*

Etter gjennomgang av opplysninger gitt i meldeskjemaet og øvrig dokumentasjon, finner vi at prosjektet ikke medfører meldeplikt eller konsesjonsplikt etter personopplysningslovens §§ 31 og 33.

Dersom prosjektopplegget endres i forhold til de opplysninger som ligger til grunn for vår vurdering, skal prosjektet meldes på nytt. Endringsmeldinger gis via et eget skjema, http://www.nsd.uib.no/personvern/meldeplikt/skjema.html.

Vedlagt følger vår begrunnelse for hvorfor prosjektet ikke er meldepliktig.

Vennlig hilsen

Katrine Utaaker Segadal

Marie Strand Schildmann

Kontaktperson: Marie Strand Schildmann tlf: 55 58 31 52
Vedlegg: Prosjektvurdering
Kopi: Anette Skeie skeieanette@gmail.com

Personvernombudet for forskning

Prosjektvurdering - Kommentar

Prosjektnr: 41720

Vi kan ikke se at det behandles personopplysninger med elektroniske hjelpemidler, eller at det opprettes manuelt personregister som inneholder sensitive personopplysninger. Prosjektet vil dermed ikke omfattes av meldeplikten etter personopplysningsloven.

Det ligger til grunn for vår vurdering at alle opplysninger som behandles elektronisk i forbindelse med prosjektet er anonyme.

Med anonyme opplysninger forstås opplysninger som ikke på noe vis kan identifisere enkeltpersoner i et datamateriale, verken:
- direkte via personentydige kjennetegn (som navn, personnummer, epostadresse el.)
- indirekte via kombinasjon av bakgrunnsvariabler (som bosted/institusjon, kjønn, alder osv.)
- via kode og koblingsnøkkel som viser til personopplysninger (f.eks. en navneliste)
- eller via gjenkjennelige ansikter e.l. på bilde eller videoopptak.

Personvernombudet gjør oppmerksom på at mange databehandlere i sin innsamling av spørreskjema via internett vil ha en kobling mellom IP-adresse og besvarelser. En slik løsning vil betraktes som en behandling av personopplysninger. I informasjonsskriv til utvalget presiseres det at undersøkelsen er anonym og det må derfor benyttes en løsning som ikke innebærer kobling mellom IP og besvarelse. Dersom databehandler vil ha en slik kobling må vi få en tilbakemelding på dette slik at prosjektet kan gis rett behandlingsgrunnlag. Undersøkelsen må i så tilfelle ikke omtales som anonym i informasjonen til de som forespørres.

Attachment 4- Questionnaire- Manipulation check for congruence vs. non-congruence

Initially I did a pretest with two brands and one spokesperson to vindicate a level of congruence. I was planning to use photoshop to create fictive ads with the spokesperson and brands in the survey. After distributing the survey and collecting data I started to think that it might be a better idea to find one brand, and two different spokespersons. Having two different brands would make it hard for me to study the effect on purchase intention and brand attitude with everything else staying the same. Still, just by looking at the topline results in MiPro I could see that the choice of brands and spokesperson gave promising congruence vs non-congruence results. But because my dependent variables are brand related, I therefore created a new survey with 2 spokespersons and one brand, which also provided satisfactory results. The questionnaire is illustrated below.

Information

Velkommen til denne undersøkelsen. Denne undersøkelsen er et ledd i mitt mastergradarbeid ved Høyskolen i Buskerud og Vestfold. Formålet med undersøkelsen er å teste forutsetninger som kommer til å brukes videre i arbeidet med masteroppgaven. I undersøkelsen vil du bli bedt om å tilegne personlighetstrekk til to talspersoner og til et merke. Dette er en anonym undersøkelse. Resultatene vil kun bli brukt i forbindelse med denne masteroppgaven. Det er frivillig å delta i undersøkelsen og du kan når som helst avslutte uten å oppgi grunn. Undersøkelsen vil ta ca 2 minutter. Evenuelle spørsmål kan sendes til anette.a.skeie@hbv.no. Tusen takk for at du tar deg tid til å svare.

Spokesperson _1

Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under

*** range:***

	Svært uenig	Uenig	Litt uenig	Hverken enig eller uenig	Litt enig	Enig	Svært Enig	
	1	2	3	4	5	6	7	
Jordnær	O	O	O	O	O	O	O	1
Ærlig	O	O	O	O	O	O	O	2
Naturlig	O	O	O	O	O	O	O	3
Munter	O	O	O	O	O	O	O	4
Trendy	O	O	O	O	O	O	O	5
Entusiastisk	O	O	O	O	O	O	O	6
Fantasifull	O	O	O	O	O	O	O	7
Moderne	O	O	O	O	O	O	O	8
Pålitelig	O	O	O	O	O	O	O	9
Intelligent	O	O	O	O	O	O	O	10
Suksessfull	O	O	O	O	O	O	O	11
Overklasse	O	O	O	O	O	O	O	12
Sjarmerende	O	O	O	O	O	O	O	13
Maskulin	O	O	O	O	O	O	O	14
Røff	O	O	O	O	O	O	O	15

Spokesperson_2

Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under

*** range:***

	Svært uenig	Uenig	Litt Uenig	Hverken enig eller uenig	Litt enig	Enig	Svært Enig	
	1	2	3	4	5	6	7	
Jordnær	O	O	O	O	O	O	O	1
Ærlig	O	O	O	O	O	O	O	2
Naturlig	O	O	O	O	O	O	O	3
Munter	O	O	O	O	O	O	O	4
Trendy	O	O	O	O	O	O	O	5
Entusiastisk	O	O	O	O	O	O	O	6
Fantasifull	O	O	O	O	O	O	O	7
Moderne	O	O	O	O	O	O	O	8
Pålitelig	O	O	O	O	O	O	O	9
Intelligent	O	O	O	O	O	O	O	10
Suksessfull	O	O	O	O	O	O	O	11
Overklasse	O	O	O	O	O	O	O	12
Sjarmerende	O	O	O	O	O	O	O	13
Maskulin	O	O	O	O	O	O	O	14
Røff	O	O	O	O	O	O	O	15

Brandpersonality	 **Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under**

* range:*

	Svært uenig	Uenig	Litt uenig	Hverken enig eller uenig	Litt enig	Enig	Svært Enig	
	1	2	3	4	5	6	7	
Jordnær	O	O	O	O	O	O	O	1
Ærlig	O	O	O	O	O	O	O	2
Naturlig	O	O	O	O	O	O	O	3
Munter	O	O	O	O	O	O	O	4
Trendy	O	O	O	O	O	O	O	5
Entusiastisk	O	O	O	O	O	O	O	6
Fantasifull	O	O	O	O	O	O	O	7
Moderne	O	O	O	O	O	O	O	8
Pålitelig	O	O	O	O	O	O	O	9
Intelligent	O	O	O	O	O	O	O	10
Suksessfull	O	O	O	O	O	O	O	11
Overklasse	O	O	O	O	O	O	O	12
Sjarmerende	O	O	O	O	O	O	O	13
Maskulin	O	O	O	O	O	O	O	14
Raff	O	O	O	O	O	O	O	15

Age	**Hvilket årstall er du født?**
* range:1930:2000	
Fødselsår	□□□□ 1

Gender	**Vennligst oppgi kjønn**	
* range:*		
Kvinne	O	1
Mann	O	2
Ønsker ikke å svare	O	3

Attachment 5- Spokesperson alternatives for congruent advertisement

Alternative 1

Alternative 2

Alternative 3

Attachment 6- Descriptive statistics pretest

Spokesperson 1- rugged biker spokesperson

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Jordnær	22	1	7	3.05	1.704	1.003	.491	.003	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Ærlig	22	1	7	2.77	1.744	1.035	.491	.196	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Naturlig	22	1	7	3.59	1.843	.369	.491	-.695	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Munter	22	1	6	1.86	1.283	1.913	.491	4.119	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Trendy	22	1	4	1.77	.973	1.184	.491	.607	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Entusiastisk	22	1	5	1.91	1.342	1.481	.491	.995	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Fantasifull	22	1	6	2.41	1.436	.784	.491	-.049	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Moderne	22	1	5	2.09	1.231	1.329	.491	1.192	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Pålitelig	22	1	6	2.36	1.706	.953	.491	-.306	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Intelligent	22	1	5	2.86	1.246	-.206	.491	-1.238	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Suksessfull	22	1	5	2.23	1.152	.951	.491	.231	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Overklasse	22	1	3	1.45	.596	.933	.491	.025	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Sjarmerende	22	1	5	1.86	1.207	1.358	.491	.954	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Maskulin	22	4	7	6.18	.795	-.977	.491	1.306	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Røff	22	4	7	6.55	.739	-2.121	.491	5.725	.953
Valid N (listwise)	22								

Spokesperson 2- Spokesperson in suit

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Jordnær	22	1	6	3.68	1.460	-.194	.491	-1.070	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Ærlig	22	1	6	4.23	1.541	-.505	.491	-.698	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Naturlig	22	1	6	3.82	1.500	-.032	.491	-.915	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Munter	22	2	6	4.23	1.193	-.297	.491	-.646	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Trendy	22	1	7	5.18	1.790	-1.341	.491	1.297	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Entusiastisk	22	1	6	4.36	1.329	-.882	.491	.577	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Fantasifull	22	1	6	3.77	1.378	-.272	.491	-.662	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Moderne	22	1	7	5.45	1.535	-1.645	.491	3.037	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Pålitelig	22	1	7	5.00	1.480	-1.260	.491	1.408	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Intelligent	22	1	7	5.32	1.673	-1.631	.491	2.498	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Suksessfull	22	1	7	5.82	1.435	-1.988	.491	5.146	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Overklasse	22	1	7	5.59	1.333	-2.072	.491	6.028	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Sjarmerende	22	2	7	5.18	1.468	-.940	.491	.206	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Maskulin	22	1	7	4.50	1.793	-.409	.491	-.460	.953
Se på talspersonen på bildet. Vennligst vurder i hvilken grad du mener personen på bildet innehar personlighetstrekkende under Røff	22	1	7	2.55	1.969	.954	.491	-.459	.953
Valid N (listwise)	22								

Brand-Nespresso

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Jordnær	22	1	6	3.86	1.457	-.046	.491	-.746	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Ærlig	22	1	6	4.36	1.255	-.772	.491	.905	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Naturlig	22	2	6	4.14	1.125	-.292	.491	-.462	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Munter	22	3	6	4.55	.912	-.147	.491	-.586	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Trendy	22	1	7	5.73	1.316	-2.340	.491	7.570	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Entusiastisk	22	2	6	4.45	1.299	-.678	.491	-.306	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Fantasifull	22	2	7	4.36	1.465	-.104	.491	-.883	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Moderne	22	1	7	5.86	1.424	-2.022	.491	5.604	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Pålitelig	22	3	7	5.27	1.077	-.351	.491	-.648	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Intelligent	22	1	7	4.86	1.424	-.608	.491	1.266	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Suksessfull	22	1	7	5.68	1.460	-1.608	.491	3.800	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Overklasse	22	1	7	4.95	1.362	-1.030	.491	2.148	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Sjarmerende	22	2	7	4.64	1.177	.218	.491	.696	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Maskulin	22	1	7	3.14	1.390	1.020	.491	1.337	.953
Tenk på merket Nespresso som om dette merket skulle ha en personlighet. Vennligst vurder i hvilken grad du mener Nespresso innehar personlighetstrekkende under Røff	22	1	6	2.77	1.744	.443	.491	-1.165	.953
Valid N (listwise)	22								

Attachment 7- Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
RespondentID	143	1	143	72.00	41.425	.000	.203	-1.200	.403
ResponseDate	143	06-MAR-2...	06-MAR-2...	06-MAR-2...	00:00:00,...	.	.	.	.
Weight	143	1	1	1.00	.000	.	.	.	.
MI Pro Alternative Id (numeric)	143	0	0	.00	.000	.	.	.	.
Aware_All	143	1	1	1.00	.000	.	.	.	.
Randomvariabel Fylles inn automatisk	143	1	999	521.76	301.888	-.057	.203	-1.343	.403
Rotasjonsnummer. Fylles inn automatisk	143	1	3	2.06	.846	-.107	.203	-1.598	.403
Congruence_All1	88	1	7	2.65	1.857	.863	.257	-.493	.508
Congruence_All2	88	1	7	2.85	1.897	.610	.257	-.867	.508
Congruence_All3	88	1	7	2.93	1.892	.506	.257	-.999	.508
Congruence_All4	88	1	7	2.95	1.538	.291	.257	-.695	.508
Congruence_All5	88	1	7	2.75	1.937	.751	.257	-.755	.508
Attitude_All1	142	1	7	5.08	1.402	-.607	.203	.058	.404
Attitude_All2	142	1	7	4.12	1.371	-.236	.203	.574	.404
Attitude_All3	142	1	7	4.95	1.268	-.372	.203	-.009	.404
Attitude_All4	141	1	7	5.53	1.245	-.986	.204	1.449	.406
Attitude_All5	142	1	7	5.20	1.258	-.610	.203	.054	.404
Attitude_All6	141	1	7	3.72	1.537	.045	.204	-.655	.406
Attitude_All7	139	1	7	4.94	1.387	-.507	.206	.250	.408
Attitude_All8	141	1	7	4.40	1.728	-.325	.204	-.642	.406
Involvement_All1	143	1	7	3.41	1.684	-.017	.203	-.833	.403
Involvement_All2	141	1	7	3.59	1.665	-.030	.204	-.696	.406
Involvement_All3	142	1	7	3.08	1.736	.322	.203	-.950	.404
Involvement_All4	141	1	7	4.48	1.144	-.054	.204	.354	.406
Involvement_All5	142	1	7	4.63	1.461	-.282	.203	.080	.404
Involvement_All6	142	1	7	4.14	1.247	.108	.203	.462	.404
Involvement:_All7	143	1	7	4.51	1.574	-.305	.203	-.203	.403
Purchaseint_All	142	1	7	3.82	2.006	.074	.203	-1.127	.404
Control_congruence1SP	88	1	7	3.15	1.505	.219	.257	-.506	.508
Control_congruence2SP	88	1	7	3.70	1.562	-.140	.257	-.488	.508
Control_congruence3SP	88	1	7	3.94	1.663	-.061	.257	-.882	.508
Control_congruence4SP	88	2	7	5.12	1.211	-.761	.257	.571	.508
Control_congruence5SP	88	1	7	4.83	1.763	-.623	.257	-.578	.508
Control_congruence1B	88	2	7	5.02	1.124	.054	.257	-.045	.508
Control_congruence2B	88	1	7	4.42	1.354	-.354	.257	.357	.508
Control_congruence3B	88	1	7	5.09	1.219	-.255	.257	.206	.508
Control_congruence4B	88	1	7	3.49	1.373	.174	.257	.145	.508
Control_congruence5B	88	1	7	3.16	1.553	.200	.257	-.650	.508
Coffe_All	143	1	2	1.19	.393	1.607	.203	.591	.403
Age_All	143	1941	1994	1984.30	8.901	-2.697	.203	7.444	.403
Gender_All	143	1	2	1.38	.488	.479	.203	-1.796	.403
Education_All	143	2	5	3.16	.709	-.120	.203	-.742	.403
Valid N (listwise)	79								

Attachment 8- Convergent and divergent analysis

Convergent and divergent validity analysis for congruence, attitude and involvement.

Pattern Matrix[a]

	Factor			
	1	2	3	4
Attitude_All5	.864			
Attitude_All8	.859		-.225	-.209
Attitude_All1	.793			.150
Attitude_All7	.717		-.178	
Attitude_All3	.690			.172
Attitude_All2	.633		-.110	.133
Attitude_All4	.603			
Attitude_All6	.353		-.327	
Congruence_All3		-.966		
Congruence_All2		-.931		
Congruence_All5		-.891		
Congruence_All1		-.870		
Congruence_All4		-.778		
Involvement_All2	-.131		-.894	
Involvement_All1			-.890	
Involvement_All3	.247		-.683	.124
Involvement_All6				.810
Involvement:_All7	.201	.117	-.200	.611
Involvement_All5	.223			.603
Involvement_All4	.178		-.425	.434

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Goodness-of-fit Test

Chi-Square	df	Sig.
155.336	116	.009

Attitude_All6 and Involvement_All4 are not valid and were therefore removed.

New analysis:

Pattern Matrix[a]

	Factor			
	1	2	3	4
Attitude_All5	**.860**			
Attitude_All8	**.836**		-.223	-.178
Attitude_All1	**.803**			.158
Attitude_All7	**.735**		-.169	-.116
Attitude_All3	**.665**			.215
Attitude_All2	**.626**		-.130	.151
Attitude_All4	**.611**			
Congruence_All3		**-.968**		
Congruence_All2		**-.929**		
Congruence_All5		**-.893**		
Congruence_All1		**-.869**		
Congruence_All4		**-.781**		
Involvement_All1			**-.932**	
Involvement_All2	-.102		**-.877**	
Involvement_All3	.255		**-.691**	
Involvement_All6				**.857**
Involvement_All5	.250			**.572**
Involvement:_All7	.243	.107	-.209	**.559**

Extraction Method: Maximum Likelihood.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Goodness-of-fit Test		
Chi-Square	df	Sig.
113.858	87	.028

Checking the validity on a measurement level, before indexing the variables.

Factor Matrixa

	Factor	
	1	
Congruence_All3	0,969	0,938961
Congruence_All2	0,942	0,887364
Congruence_All1	0,882	0,777924
Congruence_All5	0,869	0,755161
Congruence_All4	0,788	0,620944

Extraction Method: Maximum Likelihood.
a 1 factors extracted. 5 iterations required.

Gj.sn. Kvardert varians 0,7960708

Reliability Statistics

Cronbach's Alpha	N of Items
.951	5

Factor Matrixa

	Factor	
	1	
Attitude_All8	0,868	0,753424
Attitude_All1	0,852	0,725904
Attitude_All5	0,847	0,717409
Attitude_All3	0,835	0,697225
Attitude_All7	0,771	0,594441
Attitude_All2	0,763	0,582169
Attitude_All4	0,644	0,414736

Extraction Method: Maximum Likelihood.
a 1 factors extracted. 4 iterations required.

Gj.sn kvadrert varians 0,64075829

Reliability Statistics

Cronbach's Alpha	N of Items
.922	7

Factor Matrixa

	Factor	
	1	
Involvement_All1	0,997	0,994009
Involvement_All2	0,852	0,725904
Involvement_All3	0,834	0,695556

Extraction Method: Maximum Likelihood.
a 1 factors extracted. 22 iterations required.

Gj. sn. Kvadrert varians 0,80515633

Reliability Statistics

Cronbach's Alpha	N of Items
.921	3

Factor Matrixa

	Factor	
	1	
Involvement:_All7	0,855	0,731025
Involvement_All5	0,797	0,635209
Involvement_All6	0,739	0,546121

Extraction Method: Maximum Likelihood.
a 1 factors extracted. 4 iterations required.

Gj. Sn. Kvadrert varians 0,63745167

Reliability Statistics

Cronbach's Alpha	N of Items
.836	3

Divergent validity

Correlations

		Congruence	Attitude	Involvement_ Affect	Involvement_ Cognitive	Purchaseint_ All
Congruence	Pearson Correlation	1	.155	.206	.146	.166
	Sig. (2-tailed)		.158	.055	.181	.125
	N	88	84	87	86	87
Attitude	Pearson Correlation	.155	1	.693**	.688**	.699**
	Sig. (2-tailed)	.158		.000	.000	.000
	N	84	134	131	132	133
Involvement_Affect	Pearson Correlation	.206	.693**	1	.669**	.703**
	Sig. (2-tailed)	.055	.000		.000	.000
	N	87	131	140	138	139
Involvement_Cognitive	Pearson Correlation	.146	.688**	.669**	1	.653**
	Sig. (2-tailed)	.181	.000	.000		.000
	N	86	132	138	141	140
Purchaseint_All	Pearson Correlation	.166	.699**	.703**	.653**	1
	Sig. (2-tailed)	.125	.000	.000	.000	
	N	87	133	139	140	142

**. Correlation is significant at the 0.01 level (2-tailed).

Attachment 9- Manipulation check

Descriptives

Congruence

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rotasjon1	47	3.8213	1.46390	.21353	3.3915	4.2511	1.00	7.00
Rotasjon2	41	1.6878	1.06682	.16661	1.3511	2.0245	1.00	6.60
Total	88	2.8273	1.67392	.17844	2.4726	3.1819	1.00	7.00

ANOVA

Congruence

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	99.672	1	99.672	59.484	.000
Within Groups	144.103	86	1.676		
Total	243.775	87			

Explorative analysis to detect potential outliers that did not perceive the manipulation as intended:

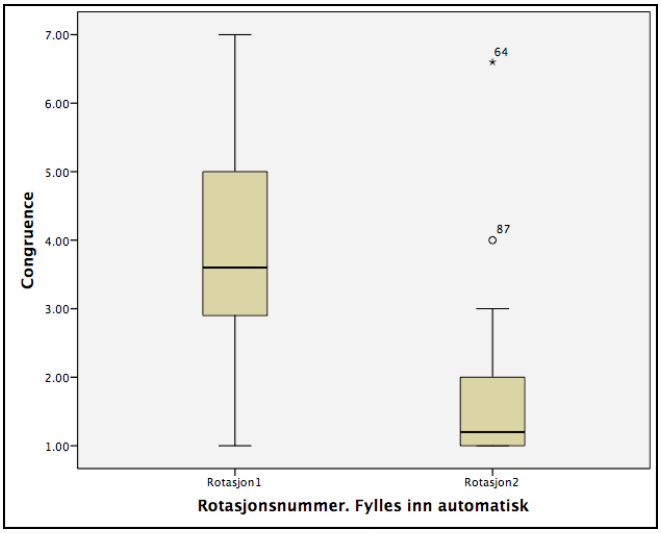
Stem-and-Leaf Plots

```
Congruence Stem-and-Leaf Plot for
Rotasjon_All= Rotasjon1

 Frequency    Stem &  Leaf

     4,00        1 .  0004
     8,00        2 .  02466888
    15,00        3 .  000222224466688
     5,00        4 .  00668
    12,00        5 .  000022224688
     2,00        6 .  22
     1,00        7 .  0

 Stem width:      1,00
 Each leaf:       1 case(s)
```




```
Congruence Stem-and-Leaf Plot for
Rotasjon_All= Rotasjon2

 Frequency    Stem &  Leaf

    24,00        1 .  000000000000000002222444
     6,00        1 .  668888
     5,00        2 .  00224
     2,00        2 .  68
     2,00        3 .  00
     2,00 Extremes    (>=4,0)

 Stem width:      1,00
 Each leaf:       1 case(s)
```

Removed cases 9, 18, 27, 46, 64 and 87 since these respondents did not perceive the manipulation as intended.

New manipulation check:

Descriptives

Congruence

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rotasjon1	43	4.0744	1.25434	.19129	3.6884	4.4604	2.00	7.00
Rotasjon2	39	1.5026	.62217	.09963	1.3009	1.7042	1.00	3.00
Total	82	2.8512	1.63324	.18036	2.4924	3.2101	1.00	7.00

Test of Homogeneity of Variances

Congruence

Levene Statistic	df1	df2	Sig.
28.181	1	80	.000

ANOVA

Congruence

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	135.273	1	135.273	133.948	.000
Within Groups	80.792	80	1.010		
Total	216.065	81			

Descriptive statistics for indexed variables- ANOVA assumption 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Congruence	82	1.00	7.00	2.8512	1.63324	.595	.266	-.686	.526
Attitude	128	1.86	7.00	4.8929	1.12600	-.213	.214	-.254	.425
Involvement_Affect	134	1.00	7.00	3.3881	1.53227	.045	.209	-.761	.416
Involvement_Cognitive	135	1.00	7.00	4.4469	1.22045	-.319	.209	.402	.414
Purchaseint_All	136	1	7	3.85	2.000	.047	.208	-1.130	.413
Valid N (listwise)	74								

Attachment 10- Hypothesis testing

H1a and H1b

Descriptives

Attitude

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rotasjon1	40	4.9000	1.03077	.16298	4.5703	5.2297	2.00	7.00
Rotasjon2	38	4.7068	1.14572	.18586	4.3302	5.0834	1.86	7.00
Rotasjon3	50	5.0286	1.18473	.16755	4.6919	5.3653	2.29	7.00
Total	128	4.8929	1.12600	.09953	4.6959	5.0898	1.86	7.00

Test of Homogeneity of Variances

Attitude

Levene Statistic	df1	df2	Sig.
.962	2	125	.385

ANOVA

Attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.239	2	1.119	.881	.417
Within Groups	158.782	125	1.270		
Total	161.020	127			

H2a and H2b

Descriptive statitistics

Group	Mean	N
Congruent	4.90	40
Non-congruent	4.67	37
Control	5.02	48

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	2036.003	1	2036.003	579.556	.000
	Error	66.694	18.985	3.513[a]		
Rotasjon_All	Hypothesis	.317	2	.158	.231	.795
	Error	24.361	35.524	.686[b]		
Involvement_Affect	Hypothesis	76.844	17	4.520	6.607	.000
	Error	22.703	33.183	.684[c]		
Rotasjon_All * Involvement_Affect	Hypothesis	15.530	23	.675	.924	.568
	Error	59.921	82	.731[d]		

a. .735 MS(Involvement_Affect) + .070 MS(Rotasjon_All * Involvement_Affect) + .195 MS(Error)

b. .810 MS(Rotasjon_All * Involvement_Affect) + .190 MS(Error)

c. .839 MS(Rotasjon_All * Involvement_Affect) + .161 MS(Error)

d. MS(Error)

Descriptive statistics

Group	Mean	N
Congruent	4.89	38
Non-congruent	4.70	38
Control	5.02	50

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	1542.071	1	1542.071	475.516	.000
	Error	63.131	19.467	3.243[a]		
Rotasjon_All	Hypothesis	.819	2	.410	.698	.503
	Error	27.475	46.799	.587[b]		
Involvement_Cognitive	Hypothesis	77.282	17	4.546	7.910	.000
	Error	19.873	34.577	.575[c]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	11.620	21	.553	.837	.667
	Error	56.163	85	.661[d]		

a. .666 MS(Involvement_Cognitive) + .063 MS(Rotasjon_All * Involvement_Cognitive) + .271 MS(Error)

b. .686 MS(Rotasjon_All * Involvement_Cognitive) + .314 MS(Error)

c. .801 MS(Rotasjon_All * Involvement_Cognitive) + .199 MS(Error)

d. MS(Error)

H3a and H3b

Descriptives

Purchaseint_All

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rotasjon1	42	3.86	2.102	.324	3.20	4.51	1	7
Rotasjon2	39	3.56	1.789	.286	2.98	4.14	1	7
Rotasjon3	55	4.04	2.072	.279	3.48	4.60	1	7
Total	136	3.85	2.000	.171	3.51	4.18	1	7

Test of Homogeneity of Variances

Purchaseint_All

Levene Statistic	df1	df2	Sig.
.833	2	133	.437

ANOVA

Purchaseint_All

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.097	2	2.549	.634	.532
Within Groups	534.660	133	4.020		
Total	539.757	135			

H4a and H4b
Descriptive statistics

Group	Mean	N
Congruent	3.86	42
Non-congruent	3.50	38
Control	4.02	53

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	1401.967	1	1401.967	118.100	.000
	Error	223.650	18.840	11.871[a]		
Rotasjon_All	Hypothesis	.230	2	.115	.043	.958
	Error	82.466	31.041	2.657[b]		
Involvement_Affect	Hypothesis	262.713	17	15.454	5.774	.000
	Error	79.577	29.732	2.676[c]		
Rotasjon_All * Involvement_Affect	Hypothesis	64.575	23	2.808	1.399	.133
	Error	180.557	90	2.006[d]		

a. .730 MS(Involvement_Affect) + .068 MS(Rotasjon_All * Involvement_Affect) + .202 MS(Error)

b. .812 MS(Rotasjon_All * Involvement_Affect) + .188 MS(Error)

c. .836 MS(Rotasjon_All * Involvement_Affect) + .164 MS(Error)

d. MS(Error)

Descriptive statistics

Group	Mean	N
Congruent	3.82	40
Non-congruent	3.56	39
Control	4.04	55

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	936.170	1	936.170	98.770	.000
	Error	193.146	20.378	9.478[a]		
Rotasjon_All	Hypothesis	.287	2	.144	.065	.937
	Error	109.562	49.837	2.198[b]		
Involvement_Cognitive	Hypothesis	220.648	17	12.979	6.120	.000
	Error	70.913	33.438	2.121[c]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	44.788	22	2.036	.794	.725
	Error	235.844	92	2.564[d]		

a. .667 MS(Involvement_Cognitive) + .052 MS(Rotasjon_All * Involvement_Cognitive) + .281 MS (Error)

b. .692 MS(Rotasjon_All * Involvement_Cognitive) + .308 MS(Error)

c. .839 MS(Rotasjon_All * Involvement_Cognitive) + .161 MS(Error)

d. MS(Error)

Attachment 11- Analysis of covariance

H2a and H2b
Control for the effect of drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	184.027	1	184.027	192.493	.000
	Error	87.687	91.721	.956[a]		
Coffe_All	Hypothesis	.016	1	.016	.021	.884
	Error	59.905	81	.740[b]		
Rotasjon_All	Hypothesis	.327	2	.163	.238	.790
	Error	24.636	35.820	.688[c]		
Involvement_Affect	Hypothesis	68.372	17	4.022	5.865	.000
	Error	22.744	33.168	.686[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	15.536	23	.675	.913	.581
	Error	59.905	81	.740[b]		

a. .066 MS(Involvement_Affect) + .006 MS(Rotasjon_All * Involvement_Affect) + .928 MS(Error)

b. MS(Error)

c. .808 MS(Rotasjon_All * Involvement_Affect) + .192 MS(Error)

d. .840 MS(Rotasjon_All * Involvement_Affect) + .160 MS(Error)

Control for the effect of gender

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	285.847	1	285.847	283.087	.000
	Error	80.778	79.998	1.010[a]		
Gender_All	Hypothesis	2.184	1	2.184	3.064	.084
	Error	57.736	81	.713[b]		
Rotasjon_All	Hypothesis	.198	2	.099	.143	.867
	Error	23.909	34.651	.690[c]		
Involvement_Affect	Hypothesis	69.460	17	4.086	5.927	.000
	Error	22.727	32.966	.689[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	15.751	23	.685	.961	.522
	Error	57.736	81	.713[b]		

a. .088 MS(Involvement_Affect) + .008 MS(Rotasjon_All * Involvement_Affect) + .904 MS(Error)

b. MS(Error)

c. .814 MS(Rotasjon_All * Involvement_Affect) + .186 MS(Error)

d. .836 MS(Rotasjon_All * Involvement_Affect) + .164 MS(Error)

Control for the effect of gender and for drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	141.228	1	141.228	165.317	.000
	Error	83.231	97.427	.854[a]		
Gender_All	Hypothesis	2.169	1	2.169	3.006	.087
	Error	57.736	80	.722[b]		
Coffe_All	Hypothesis	.001	1	.001	.001	.972
	Error	57.736	80	.722[b]		
Rotasjon_All	Hypothesis	.195	2	.098	.141	.869
	Error	24.272	35.117	.691[c]		
Involvement_Affect	Hypothesis	63.306	17	3.724	5.396	.000
	Error	22.794	33.026	.690[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	15.733	23	.684	.948	.538
	Error	57.736	80	.722[b]		

a. .044 MS(Involvement_Affect) + .004 MS(Rotasjon_All * Involvement_Affect) + .952 MS(Error)

b. MS(Error)

c. .811 MS(Rotasjon_All * Involvement_Affect) + .189 MS(Error)

d. .837 MS(Rotasjon_All * Involvement_Affect) + .163 MS(Error)

Control for the effect of drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	142.778	1	142.778	157.389	.000
	Error	80.075	88.269	.907[a]		
Coffe_All	Hypothesis	.100	1	.100	.149	.700
	Error	56.064	84	.667[b]		
Rotasjon_All	Hypothesis	.651	2	.326	.550	.581
	Error	28.682	48.392	.593[c]		
Involvement_Cognitive	Hypothesis	73.482	17	4.322	7.468	.000
	Error	20.139	34.794	.579[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	11.687	21	.557	.834	.672
	Error	56.064	84	.667[b]		

a. .066 MS(Involvement_Cognitive) + .006 MS(Rotasjon_All * Involvement_Cognitive) + .928 MS(Error)

b. MS(Error)

c. .674 MS(Rotasjon_All * Involvement_Cognitive) + .326 MS(Error)

d. .799 MS(Rotasjon_All * Involvement_Cognitive) + .201 MS(Error)

Control for the effect of gender

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	222.626	1	222.626	225.164	.000
	Error	74.452	75.301	.989[a]		
Gender_All	Hypothesis	.147	1	.147	.221	.640
	Error	56.016	84	.667[b]		
Rotasjon_All	Hypothesis	.842	2	.421	.716	.494
	Error	27.804	47.285	.588[c]		
Involvement_Cognitive	Hypothesis	70.513	17	4.148	7.211	.000
	Error	20.267	35.235	.575[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	11.584	21	.552	.827	.680
	Error	56.016	84	.667[b]		

a. .093 MS(Involvement_Cognitive) + .009 MS(Rotasjon_All * Involvement_Cognitive) + .899 MS(Error)

b. MS(Error)

c. .684 MS(Rotasjon_All * Involvement_Cognitive) + .316 MS(Error)

d. .795 MS(Rotasjon_All * Involvement_Cognitive) + .205 MS(Error)

Control for the effect of gender and for drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Attitude

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	101.997	1	101.997	123.739	.000
	Error	81.379	98.727	.824[a]		
Gender_All	Hypothesis	.176	1	.176	.261	.611
	Error	55.888	83	.673[b]		
Coffe_All	Hypothesis	.129	1	.129	.191	.663
	Error	55.888	83	.673[b]		
Rotasjon_All	Hypothesis	.663	2	.331	.557	.577
	Error	29.065	48.839	.595[c]		
Involvement_Cognitive	Hypothesis	68.314	17	4.018	6.919	.000
	Error	20.487	35.276	.581[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	11.694	21	.557	.827	.680
	Error	55.888	83	.673[b]		

a. .045 MS(Involvement_Cognitive) + .004 MS(Rotasjon_All * Involvement_Cognitive) + .950 MS(Error)

b. MS(Error)

c. .672 MS(Rotasjon_All * Involvement_Cognitive) + .328 MS(Error)

d. .795 MS(Rotasjon_All * Involvement_Cognitive) + .205 MS(Error)

H4a and H4b

Control for the effect of drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	103.673	1	103.673	36.802	.000
	Error	246.991	87.677	2.817[a]		
Coffe_All	Hypothesis	1.408	1	1.408	.699	.405
	Error	179.149	89	2.013[b]		
Rotasjon_All	Hypothesis	.130	2	.065	.024	.976
	Error	83.905	31.011	2.706[c]		
Involvement_Affect	Hypothesis	234.381	17	13.787	5.060	.000
	Error	81.315	29.844	2.725[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	65.982	23	2.869	1.425	.122
	Error	179.149	89	2.013[b]		

a. .068 MS(Involvement_Affect) + .006 MS(Rotasjon_All * Involvement_Affect) + .926 MS(Error)

b. MS(Error)

c. .809 MS(Rotasjon_All * Involvement_Affect) + .191 MS(Error)

d. .832 MS(Rotasjon_All * Involvement_Affect) + .168 MS(Error)

Control for the effect of gender

2. Rotasjonsnummer. Fylles inn automatisk

Dependent Variable: Purchaseint_All

Rotasjonsnummer. Fylles inn automatisk	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Rotasjon1	4.023[a,b]	.260	3.505	4.540
Rotasjon2	3.580[a,b]	.255	3.072	4.088
Rotasjon3	4.460[a,b]	.226	4.011	4.910

a. Covariates appearing in the model are evaluated at the following values: Gender_All = 1.40.

b. Based on modified population marginal mean.

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	239.474	1	239.474	77.676	.000
	Error	219.721	71.269	3.083[a]		
Gender_All	Hypothesis	5.965	1	5.965	3.041	.085
	Error	174.592	89	1.962[b]		
Rotasjon_All	Hypothesis	.098	2	.049	.018	.982
	Error	82.842	30.261	2.738[c]		
Involvement_Affect	Hypothesis	239.983	17	14.117	5.126	.000
	Error	80.993	29.410	2.754[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	66.946	23	2.911	1.484	.097
	Error	174.592	89	1.962[b]		

a. .092 MS(Involvement_Affect) + .009 MS(Rotasjon_All * Involvement_Affect) + .900 MS(Error)

b. MS(Error)

c. .818 MS(Rotasjon_All * Involvement_Affect) + .182 MS(Error)

d. .835 MS(Rotasjon_All * Involvement_Affect) + .165 MS(Error)

Control for the effect of gender and for drinking coffee or not

2. Rotasjonsnummer. Fylles inn automatisk

Dependent Variable: Purchaseint_All

Rotasjonsnummer. Fylles inn automatisk	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Rotasjon1	3.989[a,b]	.262	3.468	4.510
Rotasjon2	3.590[a,b]	.255	3.083	4.098
Rotasjon3	4.496[a,b]	.229	4.042	4.950

a. Covariates appearing in the model are evaluated at the following values: Gender_All = 1.40, Coffe_All = 1.19.

b. Based on modified population marginal mean.

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	96.408	1	96.408	39.065	.000
	Error	249.967	101.288	2.468[a]		
Coffe_All	Hypothesis	2.139	1	2.139	1.092	.299
	Error	172.453	88	1.960[b]		
Gender_All	Hypothesis	6.696	1	6.696	3.417	.068
	Error	172.453	88	1.960[b]		
Rotasjon_All	Hypothesis	.070	2	.035	.012	.988
	Error	84.781	30.215	2.806[c]		
Involvement_Affect	Hypothesis	219.605	17	12.918	4.577	.000
	Error	83.146	29.462	2.822[d]		
Rotasjon_All * Involvement_Affect	Hypothesis	68.991	23	3.000	1.531	.082
	Error	172.453	88	1.960[b]		

a. .046 MS(Involvement_Affect) + .004 MS(Rotasjon_All * Involvement_Affect) + .950 MS(Error)

b. MS(Error)

c. .814 MS(Rotasjon_All * Involvement_Affect) + .186 MS(Error)

d. .829 MS(Rotasjon_All * Involvement_Affect) + .171 MS(Error)

Control for the effect of drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	87.700	1	87.700	27.630	.000
	Error	329.213	103.717	3.174[a]		
Coffe_All	Hypothesis	3.534E-006	1	3.534E-006	.000	.999
	Error	235.844	91	2.592[b]		
Rotasjon_All	Hypothesis	.285	2	.142	.066	.937
	Error	113.449	52.229	2.172[c]		
Involvement_Cognitive	Hypothesis	201.131	17	11.831	5.693	.000
	Error	71.170	34.243	2.078[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	43.504	22	1.977	.763	.761
	Error	235.844	91	2.592[b]		

a. .063 MS(Involvement_Cognitive) + .005 MS(Rotasjon_All * Involvement_Cognitive) + .932 MS(Error)

b. MS(Error)

c. .683 MS(Rotasjon_All * Involvement_Cognitive) + .317 MS(Error)

d. .836 MS(Rotasjon_All * Involvement_Cognitive) + .164 MS(Error)

Control for the effect of gender

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	128.464	1	128.464	37.363	.000
	Error	313.411	91.154	3.438[a]		
Gender_All	Hypothesis	.001	1	.001	.000	.987
	Error	235.843	91	2.592[b]		
Rotasjon_All	Hypothesis	.288	2	.144	.065	.937
	Error	110.713	50.161	2.207[c]		
Involvement_Cognitive	Hypothesis	201.052	17	11.827	5.555	.000
	Error	72.772	34.184	2.129[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	44.784	22	2.036	.785	.735
	Error	235.843	91	2.592[b]		

a. .092 MS(Involvement_Cognitive) + .007 MS(Rotasjon_All * Involvement_Cognitive) + .901 MS (Error)

b. MS(Error)

c. .692 MS(Rotasjon_All * Involvement_Cognitive) + .308 MS(Error)

d. .832 MS(Rotasjon_All * Involvement_Cognitive) + .168 MS(Error)

Control for the effect of gender and for drinking coffee or not

Tests of Between-Subjects Effects

Dependent Variable: Purchaseint_All

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	58.007	1	58.007	19.526	.000
	Error	319.218	107.455	2.971[a]		
Coffe_All	Hypothesis	2.814E-007	1	2.814E-007	.000	1.000
	Error	235.843	90	2.620[b]		
Gender_All	Hypothesis	.001	1	.001	.000	.988
	Error	235.843	90	2.620[b]		
Rotasjon_All	Hypothesis	.286	2	.143	.065	.937
	Error	114.610	52.556	2.181[c]		
Involvement_Cognitive	Hypothesis	186.627	17	10.978	5.263	.000
	Error	72.887	34.941	2.086[d]		
Rotasjon_All * Involvement_Cognitive	Hypothesis	43.484	22	1.977	.754	.771
	Error	235.843	90	2.620[b]		

a. .042 MS(Involvement_Cognitive) + .003 MS(Rotasjon_All * Involvement_Cognitive) + .955 MS(Error)

b. MS(Error)

c. .683 MS(Rotasjon_All * Involvement_Cognitive) + .317 MS(Error)

d. .830 MS(Rotasjon_All * Involvement_Cognitive) + .170 MS(Error)

Attachment 12- Moderator analysis

Involvement_Affect as moderator on the relationship between level of congruence and attitude

Frequencies

Statistics

		Congruence	Involvement_ Affect
N	Valid	88	140
	Missing	55	3
Mean		2.8273	3.3524

Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.023	1	.023	.019	.891[b]
	Residual	99.480	81	1.228		
	Total	99.503	82			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Congruent_InvolvementAffect

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.799	.124		38.825	.000
	Congruent_InvolvementAffect	.006	.042	.015	.137	.891

a. Dependent Variable: Attitude

Correlations

Correlations

		Congruence	Attitude	Involvement_ Affect
Congruence	Pearson Correlation	1	.155	.206
	Sig. (2-tailed)		.158	.055
	N	88	84	87
Attitude	Pearson Correlation	.155	1	.693**
	Sig. (2-tailed)	.158		.000
	N	84	134	131
Involvement_Affect	Pearson Correlation	.206	.693**	1
	Sig. (2-tailed)	.055	.000	
	N	87	131	140

**. Correlation is significant at the 0.01 level (2-tailed).

Involvement_Cognitive as moderator on the relationship between level of congruence and attitude

Frequencies

Statistics

		Congruence	Involvement_ Cognitive
N	Valid	88	141
	Missing	55	2
Mean		2.8273	4.4374

Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.545	1	.545	.442	.508[b]
	Residual	98.519	80	1.231		
	Total	99.063	81			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Congruent_InvolvementCognitive

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.799	.124		38.770	.000
	Congruent_InvolvementCognitive	.034	.051	.074	.665	.508

a. Dependent Variable: Attitude

Correlations

Correlations

		Congruence	Attitude	Involvement_Cognitive
Congruence	Pearson Correlation	1	.155	.146
	Sig. (2-tailed)		.158	.181
	N	88	84	86
Attitude	Pearson Correlation	.155	1	.688**
	Sig. (2-tailed)	.158		.000
	N	84	134	132
Involvement_Cognitive	Pearson Correlation	.146	.688**	1
	Sig. (2-tailed)	.181	.000	
	N	86	132	141

**. Correlation is significant at the 0.01 level (2-tailed).

Involvement_Affect as moderator on the relationship between level of congruence and purchase intention

Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.985	1	13.985	3.771	.056[b]
	Residual	311.550	84	3.709		
	Total	325.535	85			

a. Dependent Variable: Purchaseint_All

b. Predictors: (Constant), Congruent_InvolvementAffect

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.579	.211		16.968	.000
	Congruent_InvolvementAffect	.140	.072	.207	1.942	.056

a. Dependent Variable: Purchaseint_All

Correlations

Correlations

		Congruence	Involvement_ Affect	Purchaseint_ All
Congruence	Pearson Correlation	1	.206	.166
	Sig. (2-tailed)		.055	.125
	N	88	87	87
Involvement_Affect	Pearson Correlation	.206	1	.703**
	Sig. (2-tailed)	.055		.000
	N	87	140	139
Purchaseint_All	Pearson Correlation	.166	.703**	1
	Sig. (2-tailed)	.125	.000	
	N	87	139	142

**. Correlation is significant at the 0.01 level (2-tailed).

Involvement_cognitive as moderator on the relationship between level of congruence and purchase intention

Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.812	1	.812	.212	.646[b]
	Residual	317.611	83	3.827		
	Total	318.424	84			

a. Dependent Variable: Purchaseint_All

b. Predictors: (Constant), Congruent_InvolvementCognitive

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.669	.214		17.125	.000
	Congruent_InvolvementCognitive	.042	.090	.051	.461	.646

a. Dependent Variable: Purchaseint_All

Correlations

Correlations

		Congruence	Purchaseint_ All	Involvement_ Cognitive
Congruence	Pearson Correlation	1	.166	.146
	Sig. (2-tailed)		.125	.181
	N	88	87	86
Purchaseint_All	Pearson Correlation	.166	1	.653**
	Sig. (2-tailed)	.125		.000
	N	87	142	140
Involvement_Cognitive	Pearson Correlation	.146	.653**	1
	Sig. (2-tailed)	.181	.000	
	N	86	140	141

**. Correlation is significant at the 0.01 level (2-tailed).

Attachment 13- Questionnaire

ID:Aware_All

Information

Velkommen til denne undersøkelsen. Denne undersøkelsen er et ledd i mitt mastergradarbeid ved Høyskolen i Buskerud og Vestfold. Formålet med studien er å kartlegge hvordan ulike former for reklame påvirker konsumenten. Respondenter er valgt på bakgrunn av tilgjengelighet og kjennskap til merket.
I undersøkelsen vil du bli bedt om å vurdere i hvilken grad du er enig eller uenig i ulike utsagn knyttet til et merke og en talsperson. Du vil også bli vist fiktive annonser. Dine svar vil bli behandlet anonymt. Det er helt frivillig å delta i undersøkelsen og du kan når som helst avslutte uten å oppgi grunn. Resultatene vil kun bli brukt i forbindelse med denne masteroppgaven. Opplysningene vil bli lagret elektronisk og all rådata vil bli slettet når oppgaven er ferdigstilt Ved å starte undersøkelsen godtar du deltakelse. Undersøkelsen vil ta ca. 3-5 minutter. Dersom du har spørsmål om undersøkelsen, ta gjerne kontakt på epost: anette.a.skeie@ hbv.no. Studien er meldt til Personvernombudet for forskning, Norsk samfunnsvitenskapelige datatjeneste AS. Tusen takk for at du tar deg tid til å svare. Med Vennlig Hilsen Anette Skeie

Aware_All1	**Kjenner du til merket Nespresso?**
◆ **range:***	
Ja	○ 1
Nei	○ 2

Information

◆ **exit:**yes
◆ **filter:**(\Aware_All1.a=2)
◆ **redirect:**http://www.hbv.no
◆ **status:**NOT APPLICABLE

Du er dessverre utenfor målgruppen for denne undersøkelsen. Tusen takk for at du tok deg tid til å svare.

ID:Rotasjonsvariabel

random	**Randomvariabel**
◆ **range:***	
◆ **afilla:**sys_random c Fylles inn automatisk	☐☐☐☐ 1

rotasjon	**Rotasjonsnummer. Fylles inn automatisk**
◆ **range:**1 when \random.a.1=0:333 2 when \random.a.1=334:666 else 3	
Rotasjon1	○ 1
Rotasjon2	○ 2
Rotasjon3	○ 3

ID:Rotasjon1_1
filter:\rotasjon.s=1

Information

Congruence_C	Se nøye på annonsen. Vurder deretter påstandene under fra Svært liten grad til Svært stor grad.							
	Svært liten grad 1	Ganske liten grad 2	Liten grad 3	Hverken stor eller liten grad 4	Stor grad 5	Ganske stor grad 6	Svært stor grad 7	
I hvilken grad mener du at koblingen mellom talspersonen på bildet og merket Nespresso er naturlig?	○	○	○	○	○	○	○	1
I hvilken grad mener	○	○	○	○	○	○	○	2

Congruence_C	Se nøye på annonsen. Vurder deretter påstandene under fra Svært liten grad til Svært stor grad.							
du det er overenstemmelse mellom imaget til talspersonen på bildet og merket Nespresso?								
I hvilken grad mener du at talspersonen på bildet og merket Nespresso passer sammen?	○	○	○	○	○	○	○	3
I hvilken grad mener du at talspersonen på bildet og merket Nespresso har de samme verdiene?	○	○	○	○	○	○	○	4
I hvilken grad mener du at det er logisk at talspersonen på bildet er med i reklamen for merket Nespresso?	○	○	○	○	○	○	○	5

ID:Rotasjon1_2
filter:\rotasjon.a=1

Information

Attitude_C	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.							
	Svært uenig	Uenig	Litt uenig	Hverken enig eller uenig	Litt enig	Enig	Svært enig	
	1	2	3	4	5	6	7	
Jeg liker merket Nespresso	○	○	○	○	○	○	○	1
Merket Nespresso gjør meg glad	○	○	○	○	○	○	○	2
Jeg finner merket Nespresso attraktivt	○	○	○	○	○	○	○	3

Attitude_C	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.							
Jeg liker merket Nespresso sitt design	○	○	○	○	○	○	○	4
Min holding til merket Nespresso er positiv	○	○	○	○	○	○	○	5
For meg er Nespresso unikt	○	○	○	○	○	○	○	6
Kvaliteten på merket Nespresso er veldig god	○	○	○	○	○	○	○	7
Det er sannsynlig at jeg ville anbefalt Nespresso til mine venner	○	○	○	○	○	○	○	8

ID:Rotasjon1_3
filter:\rotasjon.a=1

Information

Involvement_1 C	Se nøye på annonsen. Vurder deretter påstandene på skalaen under.							
	Uviktig						Viktig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_2 C								
	Irrelevant						Relevant	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_3 C								
	Betyr ingenting for meg						Betyr mye for meg	
	1	2	3	4	5	6	7	
Nespresso	○	○	○	○	○	○	○	1

Involvement_4 C								
	Ubrukelig						Fantastisk	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_5 C								
	Lite attraktivt						Attraktivt	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_6 C								
	Ugunstig						Gunstig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_7 C								
	Ikke ønskelig						Ønskelig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

ID:Rotasjon1_4
filter:\rotasjon.a=1

Information

Purchaseint_C	Se nøye på annonsen før du svarer på spørsmålet.							
	Svært usannsynlig	Ganske usannsynlig	Usannsynlig	Hverken sannsynlig eller usannsynlig	Sannsynlig	Ganske sannsynlig	Svært sannsynlig	
	1	2	3	4	5	6	7	
Hvor sannsynlig er det at du kommer til å kjøpe merket Nespresso?	○	○	○	○	○	○	○	1

ID:Control1_5
filter:\rotasjon.s=1

Information

ControlC_SP	Se nøye på bildet. Vurder deretter i hvilken grad du mener personen på bildet innehar de følgende personlighetstrekkene							
	Svært liten grad	Ganske liten grad	Liten grad	Hverken stor eller liten grad	Stor grad	Ganske stor grad	Svært stor grad	
	1	2	3	4	5	6	7	
Pålitelig	○	○	○	○	○	○	○	1
Intelligent	○	○	○	○	○	○	○	2
Suksessfull	○	○	○	○	○	○	○	3
Maskulin	○	○	○	○	○	○	○	4
Røff	○	○	○	○	○	○	○	5

ID:Control1_6
filter:\rotasjon.s=1

Information

ControlC_B	Se på bildet over. Vurder deretter i hvilken grad du mener merket Nespresso innehar de følgende personlighetstrekkene							
	Svært liten grad	Ganske liten grad	Liten grad	Hverken stor eller liten grad	Stor grad	Ganske stor grad	Svært stor grad	
	1	2	3	4	5	6	7	
Pålitelig	○	○	○	○	○	○	○	1
Intelligent	○	○	○	○	○	○	○	2
Suksessfull	○	○	○	○	○	○	○	3
Maskulin	○	○	○	○	○	○	○	4
Røff	○	○	○	○	○	○	○	5

ID:Coffee1_7
filter:\rotasjon.s=1

Coffee1_C	Drikker du kaffe?	
* range:*		
Ja	○	1
Nei	○	2
Ønsker ikke å svare	○	3

ID:Demographics1_8
filter:\rotasjon.a=1

Age_C	Vennligst oppgi ditt fødselsår
• range:1930:2000	
Fødselsår	☐☐☐☐ 1

Gender_C	Vennligst oppgi kjønn
• range:*	
Kvinne	○ 1
Mann	○ 2
Ønsker ikke å svare	○ 3

Education_C	Hva er din høyeste fullførte utdanning?
• range:*	
Grunnskole	○ 1
Videregående	○ 2
Bachelorgrad	○ 3
Mastergrad	○ 4
Doktorgrad	○ 5
Ønsker ikke å svare	○ 6

ID:Rotasjon2_1
filter:\rotasjon.a=2

Information

Congruence_NC	Se nøye på annonsen. Vurder deretter påstandene under fra Svært liten grad til Svært stor grad.							
	Svært liten grad	Ganske liten grad	Liten grad	Hverken stor eller liten grad	Stor grad	Ganske stor grad	Svært stor grad	
	1	2	3	4	5	6	7	
I hvilken grad mener du at koblingen mellom talspersonen på bildet og merket Nespresso er naturlig?	○	○	○	○	○	○	○	1

Congruence_NC	Se nøye på annonsen. Vurder deretter påstandene under fra Svært liten grad til Svært stor grad.							
I hvilken grad mener du det er overenstemmelse mellom imaget til talspersonen på bildet og merket Nespresso?	○	○	○	○	○	○	○	2
I hvilken grad mener du at talspersonen på bildet og merket Nespresso passer sammen?	○	○	○	○	○	○	○	3
I hvilken grad mener du at talspersonen på bildet og merket Nespresso har de samme verdiene?	○	○	○	○	○	○	○	4
I hvilken grad mener du at det er logisk at talspersonen på bildet er med i reklamen for merket Nespresso?	○	○	○	○	○	○	○	5

ID:Rotasjon2_2
filter:\rotasjon.a=2

Information

Attitude_NC	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.							
	Svært uenig	Uenig	Litt uenig	Hverken enig eller uenig	Litt enig	Enig	Svært enig	
	1	2	3	4	5	6	7	
Jeg liker merket Nespresso	○	○	○	○	○	○	○	1
Merket Nespresso gjør meg glad	○	○	○	○	○	○	○	2
Jeg finner merket Nespresso attraktivt	○	○	○	○	○	○	○	3

Attitude_NC	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.							
Jeg liker merket Nespresso sitt design	○	○	○	○	○	○	○	4
Min holding til merket Nespresso er positiv	○	○	○	○	○	○	○	5
For meg er Nespresso unikt	○	○	○	○	○	○	○	6
Kvaliteten på merket Nespresso er veldig god	○	○	○	○	○	○	○	7
Det er sannsynlig at jeg ville anbefalt Nespresso til mine venner	○	○	○	○	○	○	○	8

ID:Rotasjon2_3
filter:\rotasjon.a=2

Information

Involvement_1 NC	Se nøye på annonsen. Vurder deretter påstandene på skalaen under.							
	Uviktig						Viktig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_2 NC								
	Irrelevant						Relevant	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_3 NC								
	Betyr ingenting for meg						Betyr mye for meg	
	1	2	3	4	5	6	7	
Nespresso	○	○	○	○	○	○	○	1

Involvement_4 NC								
	Ubrukelig						Fantastisk	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_5 NC								
	Lite attraktivt						Attraktivt	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_6 NC								
	Ugunstig						Gunstig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_7 NC								
	Ikke ønskelig						Ønskelig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

ID:Rotasjon2_4
filter:\rotasjon.a=2

Information

Purchaseint_NC	Se nøye på annonsen før du svarer på spørsmålet.							
	Svært usannsynlig	Ganske usannsynlig	Usannsynlig	Hverken sannsynlig eller usannsynlig	Sannsynlig	Ganske sannsynlig	Svært sannsynlig	
	1	2	3	4	5	6	7	
Hvor sannsynlig er det at du kommer til å kjøpe merket Nespresso?	○	○	○	○	○	○	○	1

ID:Control2_5
filter:\rotasjon.a=2

Information

ControlNC_SP	Se på bildet over. Vurder deretter i hvilken grad du mener personen på bildet innehar de følgende personlighetstrekkene							
	Svært liten grad	Ganske liten grad	Liten grad	Hverken liten eller stor grad	Stor grad	Ganske stor grad	Svært stor grad	
	1	2	3	4	5	6	7	
Pålitelig	○	○	○	○	○	○	○	1
Intelligent	○	○	○	○	○	○	○	2
Suksessfull	○	○	○	○	○	○	○	3
Maskulin	○	○	○	○	○	○	○	4
Røff	○	○	○	○	○	○	○	5

ID:Control2_6
filter:\rotasjon.a=2

Information

ControlNC_B	Se på bildet over. Vurder deretter i hvilken grad du mener merket Nespresso innehar de følgende personlighetstrekkene							
	Svært liten grad	Ganske liten grad	Liten grad	Hverken liten eller stor grad	Stor grad	Ganske stor grad	Svært stor grad	
	1	2	3	4	5	6	7	
Pålitelig	○	○	○	○	○	○	○	1
Intelligent	○	○	○	○	○	○	○	2
Suksessfull	○	○	○	○	○	○	○	3
Maskulin	○	○	○	○	○	○	○	4
Røff	○	○	○	○	○	○	○	5

ID:Coffee2_7
filter:\rotasjon.a=2

Coffee2_NC	Drikker du kaffe?	
* range:*		
Ja	○	1
Nei	○	2
Ønsker ikke å svare	○	3

ID:Demographics2_8
filter:\rotasjon.a=2

Age_NC	Vennligst oppgi ditt fødselsår
• range:1930:2000	
Fødselsår	☐☐☐☐ 1

Gender_NC	Vennligst oppgi kjønn
• range:*	
Kvinne	○ 1
Mann	○ 2
Ønsker ikke å svare	○ 3

Education_NC	Hva er din høyeste fullførte utdanning?
• range:*	
Grunnskole	○ 1
Videregående	○ 2
Bachelorgrad	○ 3
Mastergrad	○ 4
Doktorgrad	○ 5
Ønsker ikke å svare	○ 6

ID:Rotasjon3_1
filter:\rotasjon.a=3

Information

Attitude_B	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.							
	Svært uenig	Uenig	Litt uenig	Hverken enig eller uenig	Litt enig	Enig	Svært enig	
	1	2	3	4	5	6	7	
Jeg liker merket Nespresso	○	○	○	○	○	○	○	1
Merket Nespresso gjør meg glad	○	○	○	○	○	○	○	2
Jeg finner merket Nespresso attraktivt	○	○	○	○	○	○	○	3
Jeg liker merket Nespresso sitt design	○	○	○	○	○	○	○	4
Min holding til merket Nespresso er positiv	○	○	○	○	○	○	○	5
For meg er Nespresso unikt	○	○	○	○	○	○	○	6
Kvaliteten på merket Nespresso er veldig god	○	○	○	○	○	○	○	7
Det er sannsynlig at	○	○	○	○	○	○	○	8

Attitude_B	Se nøye på annonsen. Vurder deretter påstandene under fra Svært uenig til Svært enig.
jeg ville anbefalt Nespresso til mine venner	

ID:Rotasjon3_2
filter:\rotasjon.a=3

Information

Involvement_1 B	Se nøye på annonsen. Vurder deretter påstandene på skalaen under.							
	Uviktig						Viktig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_2 B								
	Irrelevant						Relevant	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_3 B								
	Betyr ingenting for meg						Betyr mye for meg	
	1	2	3	4	5	6	7	
Nespresso	○	○	○	○	○	○	○	1

Involvement_4 B								
	Ubrukelig						Fantastisk	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_5 B								
	Lite attraktivt						Attraktivt	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_6 B								
	Ugunstig						Gunstig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

Involvement_7 B								
	Ikke ønskelig						Ønskelig	
	1	2	3	4	5	6	7	
Nespresso er	○	○	○	○	○	○	○	1

ID:Rotasjon3_3
filter:\rotasjon.a=3

Information

Purchaseint_B	Se nøye på annonsen før du svarer på spørsmålet.							
	Svært usannsynlig	Ganske usannsynlig	Usannsynlig	Hverken sannsynlig eller usannsynlig	Sannsynlig	Ganske sannsynlig	Svært sannsynlig	
	1	2	3	4	5	6	7	
Hvor sannsynlig er det at du kommer til å kjøpe merket Nespresso?	○	○	○	○	○	○	○	1

ID:Coffee3_4
filter:\rotasjon.a=3

Coffee3_B	Drikker du kaffe?	
* range:*		
Ja	○	1
Nei	○	2
Ønsker ikke å svare	○	3

ID:Demographics3_5
filter:\rotasjon.a=3

Age_B	Vennligst oppgi ditt fødselsår
• range:1930:2000	
Fødselsår	☐☐☐☐ 1

Gender_B	Vennligst oppgi kjønn
• range:*	
Kvinne	○ 1
Mann	○ 2
Ønsker ikke å svare	○ 3

Education_B	Hva er din høyeste fullførte utdanning?
• range:*	
Grunnskole	○ 1
Videregående	○ 2
Bachelorgrad	○ 3
Mastergrad	○ 4
Doktorgrad	○ 5
Ønsker ikke å svare	○ 6