The drivers of perceived brand authenticity and their impact on consumer engagement.

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Abstract

Even though the appliance of brand authenticity in the business world, the concept of authenticity is still not clearly defined in academic literature, therefore research opportunities to make PBA an addition to the branding theory are open. This paper pays attention to the four drivers of perceived brand authenticity and the relationship of this concept with consumer engagement. The four drivers are brand heritage, brand country of origin, brand extensions and brand consistency. This research founds that these drivers are positively related to brand authenticity except for brand heritage. Furthermore perceived brand authenticity has a significant effect on consumer engagement. The drivers of brand authenticity also have a positive effect on consumer engagement but these drivers are mediated by PBA.

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Theory

Marketing is a world full of trends, innovation and development, this eventually applies to branding as it is part of marketing. In the branding world are recent developments like brand building, brand communities, co-creation, online worth of mouth etc. These are all ways to interact, connect and engage with the consumer to make them satisfied and loyal. However, it all starts with a clear and honest positioning which is often seen as a manner to create competitive advantage (Schallehn M, 2014).

Although, this sounds obvious it is often more difficult than it looks like, as consumers nowadays have full access to a lot of brand and manufacturer information. Hence, any inconsistency will lead to distrust and then the brand will be perceived as a money chasing company.

Perceive Brand Authenticity (PBA) is a recent and new trending research topic in consumer psychology, marketing and especially branding. It is a topic future research is recommend by researchers (Sprott D. E., 2016). Also, some might say that Brand Authenticity is more important for the consumer life time value and brand value than brand equity (Sprott D. E., 2016). Some international known brands such as Adidas, use brand authenticity as a brand building tool to design credibility and trust (Schallehn M, 2014). As brand authenticity is a new research topic it does not yet have a clear definition or concept.

Although, the exact definition or use of brand authenticity is not described yet it is being used by brands to gain competitive advantage. Therefore there is a rise in the need for authenticity as authentic brands lead to more profits because it has an effect on the level of consumer engagement with the brand.

Consumer engagement consists of all experiences the consumers have with the brand, it is important to measure as it has brand consequences such as usage, affect, and responses to advertising (Calder, 2009). As one other branding trends is that brands act like persons and consumers tend to see brands as persons, authenticity and engagement are assumed to be related in a positive way. An explanation for this is the fact that people do not engage with people who are copying other people all the time, because this results in inconsistency of this person. Hence, people prefer relationships with authentic people as their behaviour is more predictable, and humans are always in a search for security (Roderick J. Brodie, 2011).

The main product category that will be used to research the relationship between perceived brand authenticity and consumer engagement with a brand is the chocolate category. The chocolate category provides many known brands in the fast moving consumer goods sector. Furthermore, this product category will be used because it often contains brands everyone knows which makes the research population broader.

Also, since respondents know more brands in this category it will be easier to compare or imagine brands for them. Moreover, the chocolate category contains brands with different positioning these makes it possible to ask different questions in the conjoint analysis. In addition it is possible for this product category to design a survey and manipulate product attributes as many attributes play a role for the positioning of particular chocolate brands.

Conceptual framework

The conceptual framework is designed to give a systematic overview of the thesis statement and the related constructs, it shows the research expectations and assumptions. The model shows that PBA is expected to have a significant positive effect on consumer engagement. However, PBA is expected to be significantly positive influenced by brand heritage, brand country of origin, brand extensions and brand consistency. The plusses in the framework indicate the assumption of a positive relationship. Under the framework are academic literature based explanations provided for each of the constructs in the model.
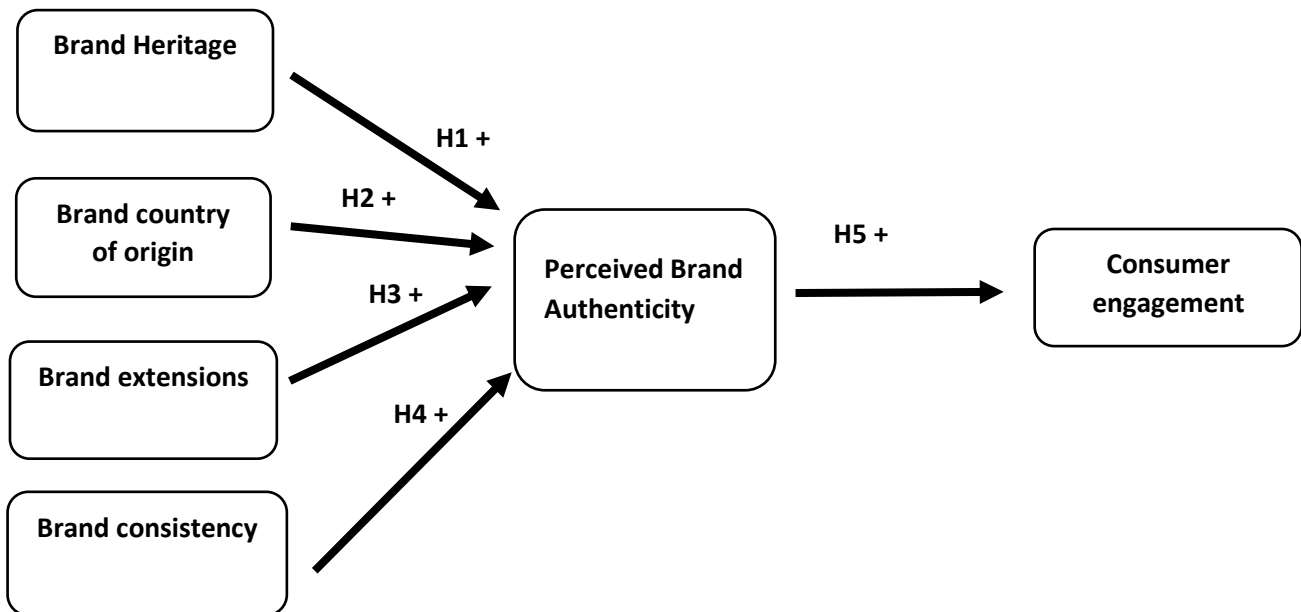

Figure 1: Conceptual model of thesis statement, overview of the drivers of PBA and the expected effect on PBA and CE.

Brand authenticity

Brand authenticity is becoming a more and more interesting topic as it is possible to use this construct as a tool to boost the brand credibility and trust. There are already companies which are using brand authenticity as a marketing tool in ways like story telling whereby the origin and the past of the brand play a central role. As creating a true identity and staying true to this identity as a brand is the most important marketing move.

The relevance of this topic is rising nowadays because consumers are more and more looking for truthful information and trustworthy brands, the construct is also the driver of brand trust (Schallehn M, 2014). One of the reasons for the rise in the need for trustworthy brands and information is the fact that everything in the society is getting adapted to be accepted by the crowd. As a result, true identities of people are being ignored by themselves with the fear of not fitting in to the environment, meaning that people get in a never ending search of what is ``real`` and what is ``fake``.

The rise of the need for trustworthy information is seen by the fact that the most trusted medium since 2013 is social media (Edelman Public Relations, 2013). Furthermore, Schallehn, Burmann and Riley explain Brand Authenticity as the extent to which personal identity is naturally related to individual behaviour. This means that consumers relate the behaviour of the brand to its identity, to define the identity because consumers belief what they see. In other words, consumers tend to relate frequently seen actions to the personality of a brand just like they do with the actions of regular people and this leads to trusting and believing the person or brand (Schallehn M, 2014).

According to the same authors, brand authenticity is an upcoming possibility to build brand trust and brand credibility. Trust is a concept which is defined by risk, authentic people are easier to trust because future behaviour of these people are more likely to be in line and persistent with their past, this also applies for brands. Hence, having a relationship with an authentic person or brands is less risky as actions of this person continuously depend on his or her own identity. In addition, authentic people pursue certain behaviour codes, therefore, the future of the relationship is predictable. Besides, authentic people take full-filling their assurance seriously as this assurance is part of their identity, bringing it into reality is strongly positively related to self-fulfilment of this person (Walumbwa, 2005).

To conclude, given the theory the behaviour of an authentic brand is comparable to the behaviour of an authentic person. Furthermore, perceived brand authenticity plays a huge role in creating a profitable, trustworthy and durable brand identity. Since a brand identity which is not authentic involves a positioning which does not ensue the identity of the brand. As the brand promise is based on external factors instead of internal true brand identity factors.

In contradiction to if a brand identity is highly loaded with brand authenticity than this brand creates a positioning which clearly reflects what the brand is symbol for. The contrast between these two factors makes the difference in perceived brand authenticity in the mind of the consumer, as a brand which is authentic does not need external influences to create an identity.

Even though there is a strong operation of brand authenticity in the business world, the concept has not yet been investigated in detail in academic marketing research. For instance Beverland´s exploration of brand authenticity as a major part of brand trust, but his investigation is limited to explanatory, qualitative research, a framework that can be tested falls outside Beverland's study (Beverland, 2010). The authenticity theory consists of the comparison between the "fake" and the "real" (Peterson, 2005). A Real Madrid shirt signed by Cristiano Ronaldo himself is real. The copies of this signed shirt are fake, this is an example of objective authenticity.

However, Schallehn, Burmann and Riley claim in their paper that they provide a socio-psychological point of view for the concept of brand authenticity by saying that authenticity from this point of view is self-fulfilment. So, the extent to which a person or brand stays true to its self-image is authenticity, but the current community we live in provides external influences to change this self-image because of the illusion of fitting in. Moreover, when a person or a brand is fitting in, in a society it is becoming in-authentic (Hartmann, 2002).

For this research paper brand authenticity will be defined in to four constructs which all are drivers of authenticity in their own way. These are brand heritage, brand country of origin, brand extensions and brand consistency. All of these constructs will be explained and described why it is a driver of authenticity.

Brand Heritage
Brand Heritage consists of the history that the brand has built during its existence. It is a connection to the past that can establish an emotional connection with the brands target group or stakeholders (Renbarger, 2012). The past of the brand is the identity and the positioning the brand created by staying true to its identity or copying to fit in. Thus, brand heritage is a driver of authenticity because it is a relevant part of the brands true identity.

Furthermore, Brand Heritage creates nostalgia and it makes the brand more believable for its stakeholders, as this concept is a combination of what the brand has accomplished during its existence.

This is a reason to buy for consumers because it is a way for them to reflect their own identity by using the brand (Wiedmann K. P., 2011). So, brand heritage is an important linkage to the identity of the brand. This makes brand heritage a way to ask a premium price for the manufacturers. Also, brand heritage offers an important base line for future brand actions as it influences the emotional connection consumers have with the brand.

This makes brand heritage a relevant storytelling tool as consumers search on the internet and find out what is real and what is fake, so brand heritage and especially its truth influences authenticity (Renbarger, 2012). Therefore, the assumption is being made in H1 that brand heritage is positively related to PBA (Wiedmann K. P., 2011).

Brand country of origin
Brand country of origin is an important factor which is expected to be positively related to brand authenticity, as consumers perceive brands as persons (Schallehn M, 2014). In addition as country of origin is a factor which influences the credibility and perceived quality of the brand, it should be considered when exanimating brand authenticity.

A favourable country of origin effect appears when the perceived strengths of the origin country match with relevant product attributes (Metin Camgöz S, 2008). Therefore well-developed countries are often the adored country of origin for technological products. Moreover, country of origin plays a role in decision making as it has a great effect on perceived quality, many consumers associate the "made in" label of a product with quality (Mohd Yasin N, 2007). COO plays a big role when a brand is born until it settles down a reputation. As a certain COO influences the perceived quality of the brand, it will provide reasons to use to consumers when they do not know the brand yet.

Brand Extensions
Brand Extensions are additions of the parent brand in to new product categories. This means that the existing brand identity is being used to market new products in new product categories. The name of the parent brand is used in these categories to leverage existing brand heritage, image and associations. Hence, the main advantage of this approach is that there is no need to build a new brand name in this new category (MSG Experts, 2016).

For the parent brand these actions could be perceived as behaviour that is shown by great manufacturer brands (Whan Park, 1991); (Völckner F, 2006). Even though, brand extensions are more than just brand behaviour, it is still an action perceived by consumers. Also, the fit of the extension with the parent brand is important and will effect authenticity. When a product category which is not a logical subcategory for the current image of the parent brand is used, consumers will have difficulties with understanding and will perceive the move as copying other brands. As a result, the parent brand will be perceived as in-authentic.

Brand consistency
Brand consistency is the extent to which consumers are counting on a brand. In other words, when a brand shows consistent behaviour the consumers know what they can expect from the brand. This assumption is in line with brand authenticity since authenticity means credible and real. Brand consistency leads to brand authenticity as consumers are able to have trustful relationships with this brand. This is because the actions of the brand are predictable based on past actions (Schallehn M, 2014). As trust increases when risk decreases consistent brands are less risky in relationships and

therefore easier to trust. Moreover, consistent brands are perceived more authentic because authentic brands continuously fulfil their brand promise.

So, when a brand is consistent in making the brand promise reality, than the consumers will rely on the fact that future actions of this brand will be the same and consistent as in the past. In other words, brand consistency has an important effect on brand trust and therefore on perceived brand authenticity (Walumbwa, 2005).

Consumer engagement

Consumer engagement is a frequently used term in marketing especially when considering branding. As consumer engagement is a way to create a strong brand because engaged consumers are loyal consumers and brands are built by their consumer. The loyalty of consumers is important because loyal consumer make repeated purchases which have an important contribution to a company's profits. Other effects of engagement on consumers are commitment, satisfaction, empowerment, connection, emotional bonding and trust to or with the brand (Roderick J. Brodie, 2011).

Moreover, consumer engagement is seen as an indicator of business performance and a tool to have increased profits. Also, this term is seen as a driver of improving and creating consumer relationships (Roderick J. Brodie, 2011).

In fact, like it is known for decades, having a sustainable relationship with consumers leads to loyal consumers who rebuy the brands products. Gambetti and Graffigna define consumer engagement in their research as a construct which consists of 3 factors. These factors are consumer related, media related and company related (Gambetti R.C, 2010).

Nowadays consumers pay more attention to the ability of the products to evoke pleasure and fun, they want to identify themselves with the brand and engage with brand related emotions and fantasies (Hirschman, 1982).

These consumers also create positive worth of mouth which attracts new consumers, therefore methods to improve consumer engagement should be explored by searching for factors which influence this concept. Hence, consumer engagement is a more mature concept in comparison to brand authenticity but brand authenticity has a certain and assumable positive effect on the engagement of consumers. Which means that it is important to research this effect with H5.

Research questions and relevance

Nowadays authenticity is a way for brands to distinguish themselves and by doing so the brands are able to position themselves different than the competitors. Also, this could lead to more or less consumer engagement but researchers do not know yet what this level of engagement is and how this exactly could be influenced (Morhart F, 2014). Moreover, the importance of authenticity for consumer engagement is not researched and the presence of the influence is not clear yet.

Therefore the research questions to be mentioned are relevant to existing literature as those will clear up theory by explaining the effects of brand heritage, brand country of origin, brand extensions and brand consistency on perceive brand authenticity and also the effect of PBA on consumer engagement.

The research of Leibniz University of Hannover by the team of Wiedmann gives support to the assumption in H1 that brand heritage is positively related to PBA. As the research says that brand heritage is positively related to brand strength it is possible to assume that brand heritage will have a positive effect on brand authenticity in relation to consumer engagement with the brand (Wiedmann K. P., 2011).

Moreover, brand heritage includes past experiences consumers had with the brand which recalls emotions, emotions result in connection and the feeling that the brand is real. Since brand heritage is an important tool that helps brands to be perceived real.

H1: Brand heritage has a significant positive effect on PBA.

Relying on the findings of Norjaya Mohd Yasin from University Kebangsaan in Malaysia there is support for H2 that states that Brand country of origin has a positive significant effect on PBA (Mohd Yasin N, 2007). As the authors of this article claim that consumers associate products and brands with their country of origin and that country of origin has a positive effect on brand equity.

The reason that is given for this finding is that consumers have stereotypical associations with countries. This associations are positive for some countries for example Switzerland, Germany and Japan but negative for other countries for instance China, Poland and Thailand. This associations have to do with the industrialization and national quality reputation of these countries (Srikatanyoo N, 2002).

According to other researches the country image is influenced by the perception and experiences of consumers with products made in the country (Han, 1988). The country of origin expresses the country a company is established in, sometimes it is the country that consumers assume from brand name (Han, 1988). Therefore, it is possible to assume that country of origin will have a positive effect on brand authenticity.

H2: Brand country of origin has a significant positive effect on PBA.

Depending on the findings of the American Marketing Association in 2006 there is support for H3 that states that brand extensions have a positive effect on PBA (Völckner F, 2006). As the authors of this article talk about factors that influence the success rate of a brand extension, it is possible to assume that successful brand extensions will have a positive effect on brand authenticity. Since the success of brand extensions is according to the article, related to history of pervious brand extension and also to parent brand success.

Though, the success of brand extension is risky, as its success depends on many factors like parent brand success, quality and image. This means that the susses of an extension is related to the image of the parent brand this give support for the hypotheses.

However, failure rates of brand extensions in many fast-moving consumer good are close to 80% (ACNielsen, 1999). For this reason, the success factors of brand extension success have risen as relevant point of interest for marketing research to give information to managers to make them able to reduce the failure rates of brand extensions (Aaker, 1990).

Anyhow, the success of a brand extension does not only apply for the extension but it is also extremely important for the image of the parent brand and that is closely related to perceived brand authenticity. Therefore, the assumption is made that brand extensions have a significant positive effect on PBA.

H3: Brand extensions have a significant positive effect on PBA.

According to Schallehn, Burmann and Riley brand consistency has a positive effect on brand authenticity as consistency has to do with predictability of a brands behaviour. Hence, the authors emphases that if a brand frequently shows the same actions then the consumers will link these actions to the identity of the brand. Furthermore, they will be more willing to have a relationship with this brand as they can trust the brand.

As a result of this consistent behaviour the consumer know what the brand stands for and who the brand is because consumers perceive brand as persons (Schallehn M, 2014). For this reason H4 states the positive relationship between brand consistency and PBA.

H4: Brand consistency has significant positive effect on PBA.

Based on the information in the articles (Roderick J. Brodie, 2011) & (Morhart F, 2014) there is support for H5 the general hypothesis of this research. As the authors of these articles claim that consumers relate the behaviour of the brand to the identity of the brand and by doing so consumers define the identity of the brand this happens because consumers belief what they see.

In other words consumers tend to relate frequent seen actions to the personality of a brand just like they do with the actions of regular people and this leads to trusting and believing the person or brand, this results in perceived authenticity.

Furthermore having a sustainable relationship with consumers leads to loyal consumers who rebuy the brand or products and these consumers also create positive worth of mouth which attracts new consumers, these happenings occur as a result of consumer engagement. Based on this findings it is possible to assume that PBA will have positive effect on consumer engagement.

H5: Perceived brand authenticity has a positive effect on the level of consumer engagement.

Research Methodology

In this section the methodology of the thesis research will be described. First, there will be an explanation of how the respondents of the survey are reached than the type of question that is asked will be described. Also, there will be a table provided which explains how each variable will be measured, manipulated and what analysis will be run with the collected data. Furthermore, an explanation of the conjoint analysis theory will be given.

As brand authenticity is a topic in consumer psychology it is important to get in touch with a great amount of consumers. This means that a known product category is needed. Therefore, the chocolate category is used. There are questions asked about imaginary chocolate brands to the respondents. As the chocolate category is a known product category the consumers were expected to be able to imagine these brand as real brands. The chocolate category is a relevant choice for this type of study since respondents will be able to compare this brands and they will be able to imagine using the product.

The research consist of an online consumer survey, which is a conjoint study followed by a conjoint analysis, to contact the respondents Facebook, Instagram and Whatsapp are used.

To conduct the survey a conjoint design is used, conjoint studies are often used in marketing research. There are two types of conjoint analysis. The first one is the choice based conjoint study, in this study respondents are asked to choice the attribute combination that gives them the highest utility.

The second conjoint study is based on linear regression because it is measured on a likert scale, this analysis technique asks the respondents to show their agreement or disagreement with a statement based on attribute combinations. The most mention reason for the use of this technique is the fact that it combines attributes in order to analyse constructs. This applications allows collecting data which gives insights in consumer psychology with regards to certain product categories. Also, the conjoint analysis shows utilities of consumers by analysing which attribute they value most.

Furthermore, the analysis makes it possible to make combination with this attributes and measure by using likert scales what the preferences are. The results of this analysis are useful for product management, marketing, positioning, research and development, new product designs but also in psychological questions like brand image, engagement and utility creation. Finally, the data collected gives statistical insight in psychological preferences about certain product categories that are analysed. Sometimes conjoint studies lead to new product designs or repositioning. The data is most of the time analysed with linear regression analysis or binary regression analysis.

Now this application will be applied for perceived brand authenticity its drivers and their effect on consumer engagement in the chocolate category. The main idea for the questions in the conjoint study is to describe an imaginary chocolate brand and then manipulate the constructs by providing a description of this imaginary brand.

There will be two conjoint studies, the first conjoint study will measure brand authenticity and consumer engagement based on the four constructs: brand heritage, brand country of origin, brand extensions and brand consistency. The second conjoint study will measure the effect of brand authenticity on consumer engagement. In other words, this design will look at to which extend consumers will engage with authentic and in-authentic brands, based on authenticity levels created by the four constructs.

Now, the design of the first conjoint study will be explained. To measure the effect of brand heritage, brand country of origin, brand extensions and brand consistency on brand authenticity a 7 point likert scale is used.

The independent variables which are manipulated during measurement are brand heritage, brand country of origin, brand extensions and brand consistency. There are questions made in which these independent variables are manipulated for imaginary chocolate brands. There is a 7 point likert scale used to measure authenticity and a 7 point likert scale to measure engagement, the complete survey is attached in appendix 1. Figure 2 gives an example of the conjoint survey questions.

Figure 2: example question of conjoint analysis 1.

Story 1

Imagine a new chocolate brand that just entered the market last year. The company is founded in Switzerland and the chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets air freshening spray with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statements:

1. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

2. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

The brand heritage element in the sorties was a year indication namely 1825 which was the strong element or no element by saying that the brand is new which was the weak element. The country of origin effect is tested with 2 countries namely Switzerland and Poland, the first country is famous for good quality chocolate with great taste (Garg, 2014) and therefore chosen as the strong element. The second country is not famous for chocolate since it is not on the list with 10 countries famous for chocolate published by Listdose.com in 2014 and is therefore used as weak element.

Furthermore, the effect of brand extensions is added to the stories by giving some of the chocolate brands, extensions like chocolate covered cookies and others extensions like air freshening spray to test the fit. While chocolate covered cookies symbolise strong fit and air freshening spray indicates weak brand fit.

Finally, the brand consistency element is integrated in to the stories by talking about consistent and in consistent behaviour of the brand. This is done by telling the respondents that the packaging and taste of the chocolate was inconsistent and nothing like they would expect every time, this indicated in consistent behaviour and is the weaker element. The strong element is created by telling the respondent that the taste and the packaging do not differ and it the brand satisfies their expectations.

Moreover, to measure authenticity in all of the questions in this conjoint, the extent of believe, perceived realness, perceived genuineness of a brand is used. The statement that is used based on literature is "The brand makes a genuine impression" (Bruhn, 2012). Whereby a 7 point likert scale is

used. The likert scale will be designed as follows: 1 will be "Strongly agree " and 7 will be "Strongly disagree".

Table 1: Design conjoint study 1 brand authenticity and consumer engagement are dependent variable.

Independent variables	Measurement Dependent	Manipulation	Type of analysis
Brand Heritage	7 point likert scale; Agreement with authenticity statement and engagement statement	Story about authenticity which includes a strong or a weak element of brand heritage.	Linear regression
Brand country of origin	7 point likert scale; Agreement with authenticity statement and engagement statement	Story about authenticity which includes a strong or a weak element of Brand country of origin.	Linear regression
Brand extensions	7 point likert scale; Agreement with authenticity statement and engagement statement	Story about authenticity which includes a strong or a weak element of Brand extensions.	Linear regression
Brand consistency	7 point likert scale; Agreement with authenticity statement and engagement statement	Story about authenticity which includes a strong or a weak element of Brand consistency.	Linear regression

The second conjoint study will measure the effect of brand authenticity on consumer engagement like H1 stated. Now, the design of the second conjoint study will be explained.

To measure the effect of brand authenticity on consumers engagement also a 7 point likert scale is used, the independent variable that will be manipulated during measurement is brand authenticity. Moreover, to manipulate brand authenticity there two stories are developed which tell about an imaginary and authentic or in authentic chocolate brand. The stories consist of brand heritage, brand country of origin, brand extensions and brand consistency as these constructs together influence brand authenticity. Than to measure how the respondents engage with an authentic brand there is a 7 point likert scale provided to measure the emotional connection. The statement used based on literature is "I am passionate about this brand'' (King, 2014). The likert scale is designed as follows: 1 will be "Strongly agree " and 7 will be "Strongly disagree".

Table 2: Design conjoint study 2 brand authenticity is independent variable and consumer engagement is dependent variable.

Independent variable	Measurement Dependent variable	Manipulation	Type of analysis to run
Brand authenticity	7 point likert scale; Agreement with engagement statement	Tell a story of an imaginary authentic brand and a story about a not authentic brand.	Linear regression

To test the independent variables there are questions in the survey to measure the effect of the manipulation of brand heritage, brand extensions, brand country of origin and brand consistency on brand authenticity a 7 point likert scale. This is described in table 3, an example manipulation test conjoint question will be shown in figure 3.

Figure 3: example question of the manipulation test in conjoint analysis 1.

Imagine a chocolate brand of which the company is founded in Poland and the chocolate bars are also manufactured in Poland.

1. This is a brand of good quality.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Table 3: Manipulation test independent variable conjoint study 1

Manipulation	independent variable	Measurement Dependent variable	Type of analysis to run
1 weak and 1 strong Story about brand history.	Brand Heritage	7 point likert scale; Agreement with heritage statement	T-test
1 weak and 1 strong country of origin for the same imaginary brand.	Brand country of origin	7 point likert scale; Agreement with CoO statement	T-test
1 weak and 1 strong Imaginary brand extension.	Brand extensions	7 point likert scale; Extention fit statement	T-test
1 weak and 1 strong consistent behaviour.	Brand consistency	7 point likert scale; Agreement with consistency statement	T-test

Results

This section will discuss the survey results with regards to linear regression analysis in SPSS, the results of the analysis will be interpreted by using the outputs from SPSS. Finally, the following hypotheses will be accepted or rejected.

H1: Brand heritage has a significant positive effect on PBA.
H2: Brand country of origin has a significant positive effect on PBA.
H3: Brand extensions have a significant positive effect on PBA.
H4: Brand consistency has significant positive effect on PBA.
H5: Perceived brand authenticity has a positive effect on the level of consumer engagement.

The online survey is conducted by asking friends and family to fill out and share the survey. In the end 80 respondents participated in the survey, 46% of these respondents is male and 56% is female. The age of the respondents varies between 12 and 52, the average age is 24,5, the standard deviation of age is 5,885. Furthermore, the educational level of 78% of the respondents is university level. In addition 46% of the respondents consume chocolate once a week and 28% once a day.

To test if the manipulation worked a one sample t-test is conducted, the means of the eight questions which were designed to check of the weak and strong attributes worked are tested.

One-Sample Test				
	t	Sig. (2-tailed)	Mean	Std. Deviation
The brand makes a historic impression.	15,14	,000	2,89	1,69
This is a brand of good quality	21,32	,000	3,56	1,48
This other product the brand markets fits the brand.	13,66	,000	2,32	1,51
The brand makes a reliable impression	12,61	,000	2,81	1,98
The brand makes a historic impression	36,41	,000	5,67	1,38
This is a brand of good quality.	34,47	,000	5,39	1,39
This other product the brand markets fits the brand.	42,73	,000	5,62	1,17
The brand makes a reliable impression	35,84	,000	5,61	1,39

Table 4: t-test, to test if the manipulation of the independent variables worked.

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The first four statements in table 4 represent the first four manipulation questions descriptions which were asked in the survey like it is shown in figure 3 in the previous chapter. These descriptions had the opposite description of the statement provided. Therefore the average number given on the likert scale is under three. The second four manipulation question description did have the same description of quality, heritage, consistency or brand extension as the statement that is provided in the survey. Therefore the number given on the likert scale is close to six. So the mean of the second set of four manipulation test questions is almost twice as high as the first set of manipulation questions asked, which is a significant difference.

H0: $\mu_0 = \mu_1$, H1: $\mu_0 \neq \mu_1$. The t-test is significant as 0,000 < 0,05. So, reject H0, the means of the questions are significantly different from each other which means that the manipulation worked.

To test the first 4 hypotheses a linear regression analysis of brand heritage, CoO, extensions and consistency on PBA is conducted.

Dependent Variable: PBA

Independent	B	sig.
Brand Heritage	0,190	0,118
Country of Origin	0,800	0,000
Brand Extensions	0,904	0,000
Brand Consistency	0,812	0,000

Table 5: linear regression analysis to test the effect of the four attributes on PBA.

The regression analysis model shows the effects of the four attributes on PBA. The attributes are expected to be positive related to PBA. According to the significance level of brand heritage in the model we can reject H1 since 0,118 > 0,05. So, it does not make a difference whether a brand has built up heritage during its existence or just entered the market for the perceived authenticity of this particular brand. This means that the chocolate brand is not necessarily perceived authentic if the chocolate brand exists since 1825. Also, it is not perceived less authentic if the brand just entered the market last year.

According to the significance level of country of origin, brand extensions and brand consistency, it is possible to accept H2, H3 and H4 since 0,000 < 0,05. This means that brand country of origin, brand extensions and brand consistency have a significant positive effect on PBA. In other words when a chocolate brand is from Switzerland, the brand is automatically perceived more authentic. If a brand is from Switzerland it is perceived +0,8 more authentic than a brand from Poland.

Also, when a brand has chocolate covered cookies, which makes more sense and fits as a brand extension in case of a chocolate brand, the brand is perceived +0,9 more authentic than a chocolate brand with air freshening spray as an extension. In addition, the chocolate brand is also perceived more authentic when it shows consistent behaviour. In this case when the chocolate brand is creating a reliable image by having the same chocolate taste and packaging every time, this will lead to a positive effect on PBA, consistent behaviour leads to +0,8 more authenticity than inconsistent behaviour.

Beside the general hypothesis which defines the conceptual framework it is also interesting to look if there is an effect of the frequency with which someone consumes chocolate on perceived brand authenticity and the four attributes. To analyse this a linear regression has been generated.

Dependent Variable: PBA

Independent	B	sig.
Brand Heritage	0,190	0,117
Country of Origin	0,798	0,000
Brand Extensions	0,904	0,000
Brand Consistency	0,811	0,000
Consume Chocolate freq	0,116	0,070

Table 6: linear regression analysis to test the effect of the four attributes and consume freq of chocolate on PBA.

The coefficients model shows that the consume frequency of chocolate has no significant effect on perceived brand authenticity. In other words it does not matter how much chocolate someone consumes for whether consumers perceive a brand authentic or not. PBA still depends on brand extensions, consistency and country of origin.

Dependent Variable: PBA

Independent	B	sig.
Brand Heritage	0,191	0,116
Country of Origin	0,798	0,000
Brand Extensions	0,904	0,000
Brand Consistency	0,811	0,000
Consume Chocolate freq	0,127	0,049
Gender	0,144	0,241

Table 7: linear regression analysis to test the effect of the four attributes, gender and consume freq of chocolate on PBA.

When gender is added to the model the frequency of chocolate consumptions suddenly becomes significant, but this significance is very little 0,049 < 0,05. So, it is possible to say that consume frequency and gender are a little correlated. Also, when consumers consume chocolate they tend to perceive a chocolate brand authentic sooner. Although, there is no significant difference between the authenticity perception for men or for women.

To test H5 a linear regression analysis is needed which tests the effect of the four attributes of authenticity on consumer engagement and the effect of PBA on consumer engagement in a model which includes the four attributes as well to check on mediation effects. To see if there is a mediation effect, first the effects of the four attributes on engagement are tested with a linear regression model, then PBA is added to the model. If the levels of significance change after adding PBA than there is a mediation effect found.

Dependent Variable: Consumer Engagement 1

Independent	B	sig.
Brand Heritage	0,263	0,048
Country of Origin	0,623	0,000
Brand Extensions	0,921	0,000
Brand Consistency	0,526	0,000

Table 8: linear regression analysis to test the effect of the four attributes on consumer engagement 1.

The model shows that the four attributes of authenticity have a significant effect on consumer engagement 1. The first attention point is that brand heritage suddenly becomes significant with consumer engagement. Although, it is not significant on PBA, this significance is little 0,048 < 0,05 but it is possible to say that brand heritage has a significant positive effect on consumer engagement. In other words when a brand has built heritage consumers tend to engage a little bit sooner than when the brand has not built heritage.

The other 3 attributes remain significant, just like on PBA. So, it is possible to say that consumers engage with a chocolate brand when the country of origin of the brand is Switzerland. This engagement is +0,6 higher than the engagement with a chocolate brand from Poland. Also, consumers tend to engage more with a chocolate brand when the brand extension fits the other products of the brand, so in this case chocolate covered cookies as brand extension leads to a +0,9 higher consumer engagement than air freshening spray which does not fit a chocolate brand. In addition when a chocolate brand shows consistent behaviour consumers tend to engage with this brand, in this case when the brand always has the same chocolate taste and packaging which leads to reliability and causes consumer engagement. This caused engagement is +0,5 higher than when the brand shows inconsistent behaviour.

Dependent Variable: Consumer Engagement 1

Independent	B	sig.
Brand Heritage	0,136	0,187
Country of Origin	0,064	0,551
Brand Extensions	0,303	0,005
Brand Consistency	-0,037	0,730
PBA	0,688	0,000

Table 9: linear regression analysis to test for mediation effects.

The model shows that when authenticity is added to the model 3 of the four attributes become insignificant, only brand extensions remain significant, while before only brand heritage was almost insignificant. Furthermore, the effect of PBA on Consumer engagement 1 is significant. This means that the effect of some attributes on CE 1 are mediated by PBA. In other words brand extensions are partly mediated by PBA, brand country of origin and brand consistency are fully mediated by PBA. Furthermore, brand heritage is insignificant and remains insignificant after adding PBA to the model.

So, brand heritage has no effect on consumer engagement and PBA has no mediation effect on brand heritage.

The other 3 attributes remain significant, just like before. So, it is possible to say that consumers engage with a chocolate brand when the brand is perceived authentic, the effect of country of origin is Switzerland on engagement decreases to +0,06. Also, consumers still tend to engage more with a chocolate brand when the brand extension fits the other products of the brand, so in this case chocolate covered cookies as brand extension leads to a +0,3 higher consumer engagement than air freshening spray which does not fit a chocolate brand. Though, the positive effect decreases because the effect is partly mediated by PBA. In addition when a chocolate brand shows consistent behaviour consumers tend to engage -0,03 less with this brand when this brand is perceived authentic.

Dependent Variable: Consumer Engagement 1

Independent	B	sig.
PBA	0,716	0,000

Table 10: linear regression analysis to test the effect of PBA on consumer engagement 1.

The regression analysis model shows that the effect of perceived brand authenticity on consumer engagement which was measured in conjoint 1 is significant. In other words consumers tend to engage more with a chocolate brand when it is perceived authentic. When a chocolate brand has a higher authenticity score, the engagement with this brand rises by +0,7. Based on this analysis we can accept H5 since 0,000 < 0,005. However, a test of PBA 2 on consumer engagement 2 is needed to decide, as that test needs to be significant as well.

To be able to use a linear regression analysis on conjoint 2, authenticity scores for the 2 stories in this conjoint analysis were calculated, using a regression equation. The reason for this calculation is the fact that in conjoint 2 the stories needed to reflect 1 authentic chocolate brand and on in-authentic chocolate brand and the effect of this authenticity on consumer engagement was measured. Since this authenticity was created with the four attributes of authenticity, the authenticity scores needed to be calculated.

Two regression equations are used, 1 for story 1 and 2 for story 2 in conjoint analysis 2.

Authenticity score$= \beta_0 + \beta_1 \times$ brand heritage $+ \beta_2 \times$ brand CoO $+ \beta_3 \times$ brand extensions $+ \beta_4 \times$ brand consistency

Authenticity score story 1 $= 2,715+0,190+0,8\times1+0,904\times1+0,812\times1= 5,231$

Authenticity score story 2 $= 2,715+0,190+0,8+0,904\times1+0,812= 3,619$

So, story 1 is more authentic in comparison to story 2, the effect of this authenticity on consumer engagement 2 is tested.

Dependent Variable: Consumer Engagement 2

Independent	B	sig.
PBA 2	0,799	0,000

Table 11: linear regression analysis to test the effect of PBA 2 on consumer engagement 2.

This model tested the effect of PBA on consumer engagement measured in conjoint 2 here we can see that the effect of PBA on consumer engagement 2 is significant. Using the results of this analysis it is possible to say that consumers tend to engage with a chocolate brand when it is perceived authentic. When a chocolate brand has a higher authenticity score, the engagement with this brand rises by +0,8. Based on this analysis and the previous analysis we can accept H5 since this analysis is also significant 0,000 < 0,005.

In short H2,H3,H4 and H5 are accepted and H1 is rejected, so Brand heritage has no a significant positive effect on PBA. However, Brand country of origin, Brand extensions and Brand consistency have a significant positive effect on PBA. Also perceived brand authenticity has a positive effect on the level of consumer engagement.

General discussion

In this section the most important and relevant conclusion from the previous section will be discussed. This will be done by referring back to theory described and used in the introduction. In addition the conclusions of each hypotheses will be discussed.

The expected effect of brand heritage on PBA is insignificant. So, H1 is rejected, a possible explanation for the insignificant effect of brand heritage on PBA is the fact that brand heritage includes past experiences consumers had with the brand which recalls emotions, emotions result in connection and the feeling that the brand is real. Since brand heritage is an important tool that helps brands to be perceived real (Wiedmann K. P., 2011).

In the case of the brand heritage which was described in the survey by giving an existence indication to the respondents, it is not possible for consumers to have clear, strong and emotional past connections with the imaginary brands because they do not know them enough. This means that brand heritage could possibly not be measured correctly as consumers cannot have a connection with a brand they do not know. Another reason for the this insignificant effect could be a category effect, which means that brand heritage is not important for the perceived brand authenticity of chocolate but it may be effective for brand authenticity of brands in different categories.

H2 is accepted. So, it is possible to say that when Switzerland is given in the survey as country of origin for a particular chocolate brand than consumers automatically perceive the brand as a brand of more quality and that influences the perceived authenticity of this brand in a positive way like expected. The consumers also match Switzerland as country of origin to chocolate brands as a known and logical country for chocolate, therefore the authenticity level of the brand rises.

Since consumers believe that Switzerland produces products of good quality the brand gains trust and authenticity. Another explanation for country of origin to be significant is that CoO plays a big role when a brand is born until it settles down a reputation, like explained in relevant literature (Metin Camgöz S, 2008); (Mohd Yasin N, 2007).

Furthermore, the findings support the sources which claim that CoO influence perceived quality and believability (Mohd Yasin N, 2007). As a certain country, Switzerland in this case influences the perceived quality of the brand, it will provide reasons to use to consumers when they do not know this brand yet because consumers are at least able to trust the country of origin. Also, consumers tend to engage sooner with a brand when they can match the country of origin to the product. This is because this logical match builds up authenticity and like mentioned earlier consumers prefer relationships with brand which are authentic because this means that the same quality of the product will be provided over and over again.

This conclusion is relevant for the marketing world because marketing and brand managers should pay attention to associations the country of origin brings to their brand. Especially, when the brand is already international or entering new and foreign markets because CoO leads to certain brand associations, like brand quality, but it also provides reasons to buy or not to buy when the brand is not settled yet in the market.

So, it is an art to decide whether to communicate the country of origin of a brand or not, a favourable country of origin effect appears when the perceived strengths of the origin country match with relevant product attributes (Metin Camgöz S, 2008). This is also seen in this research as Switzerland is preferred more than Poland as chocolate country and the reason for this noticeable outcome is the fact that Switzerland is a famous chocolate country. Besides chocolate is often a luxe product the price of chocolate varies from really cheap to really expensive. In addition, Switzerland is

a developed western country which stands for high quality products and this combination of chocolate and Switzerland has led to a favourable country of origin for the imaginary brand of the survey.

H3 is accepted, this means that brand extensions have a significant positive effect on PBA. In this case consumers think of chocolate covered cookies as a more relevant extension for a chocolate brand than an air freshening spray as brand extension. In addition consumers find an extension that fits more real and logical, this leads to an authentic brand. Also, when the chocolate brand has a brand extension that fits the parent brand, consumers perceive this as a success factor or a logical fit which pleases their expectations, this is an explanation for the significant effect on consumer engagement.

Accordingly, extension success has an effect on the parent brand like previous research indicated because for the parent brand these actions could be perceived as behaviour that is shown by great manufacturer brands (Whan Park, 1991); (Völckner F, 2006).

Even though, brand extensions are more than just brand behaviour it is still an action perceived by consumers and the fit of the extension to the parent brand is important and will effect authenticity. It is possible to say that when managers want their brand to be perceived authentic by their consumers than they should pay attention to the believability, relevance and logic of their brand extensions. Since association of the brand extension are linked back to the parent brand by the consumers.

H4 is accepted, this means that when a brand shows consistent behaviour the perceived authenticity of the brand increases. The reason why consumers perceive consistent brands authentic is the fact that it is consistently fulfilling the expectations of the consumers, these result in trust of the consumer in the brand because the actions of the brand become predictable.

In other words consistency leads to trust and trust is an important pillar in building brand authenticity, therefore brand consistency leads to consumer engagement (Morhart F, 2014). As trust increases when risk decreases consistent brands are less risky in relationships and therefore easier to trust. Moreover, consistent brands are perceived more authentic because authentic brands continuously fulfil their brand promise. That is the reason why brand consistency has a positive and significant effect on brand authenticity like expected.

Using the results of the linear regression analysis of PBA on consumer engagement, it is possible to say that consumers tend to engage with a chocolate brand when it is perceived authentic, so, H5 is accepted.

Authenticity is the extent to which personal identity is naturally related to individual behaviour based on credibility and trust. Those are the most important factors which can lead to a reliable and durable relationship with a brand, that is why this effect of PBA on consumer engagement is significant. Perceived brand authenticity plays a huge role in creating a profitable, trustworthy and durable brand identity. The profitability is actually created by the trustworthiness and durability of this the brands identity as this factors cause consumer engagement with the brand.

This supports the theory of an authentic and in-authentic brand identity, authenticity is caused by internal factors and therefor reliable. While in-authenticity is caused by external factors and therefore unreliable. This finding is also logical because if a brand identity is highly loaded with brand authenticity than this brand creates a positioning which clearly reflects what the brand is symbol for. The contrast between these two factors makes the difference in perceived brand authenticity in the

mind of the consumer, as a brand which is authentic does not need external influences to create an identity.

Knowing that brand authenticity has an important effect on creating a profitable, trustworthy and durable brand identity, brand managers should take brand authenticity in to account when building a brands identity.

Also, perceived brand authenticity has a significant positive effect on consumer engagement using brand authenticity as a brand building tool in marketing strategies by marketing and brand managers is highly recommend. PBA helps with creating consumer engagement and engagement influences commitment, satisfaction, empowerment, connection, emotional bonding and trust to or with the brand.

Besides, it is seen as an indicator of business performance and a tool to have increased profits. Also, this term is seen as a driver of improving and creating consumer relationships (Roderick J. Brodie, 2011). By finding that the effect of PBA on consumer engagement is significant, it is possible to conclude that there is a new way the influence this relationships with the consumers of the brand.

Mediation effects
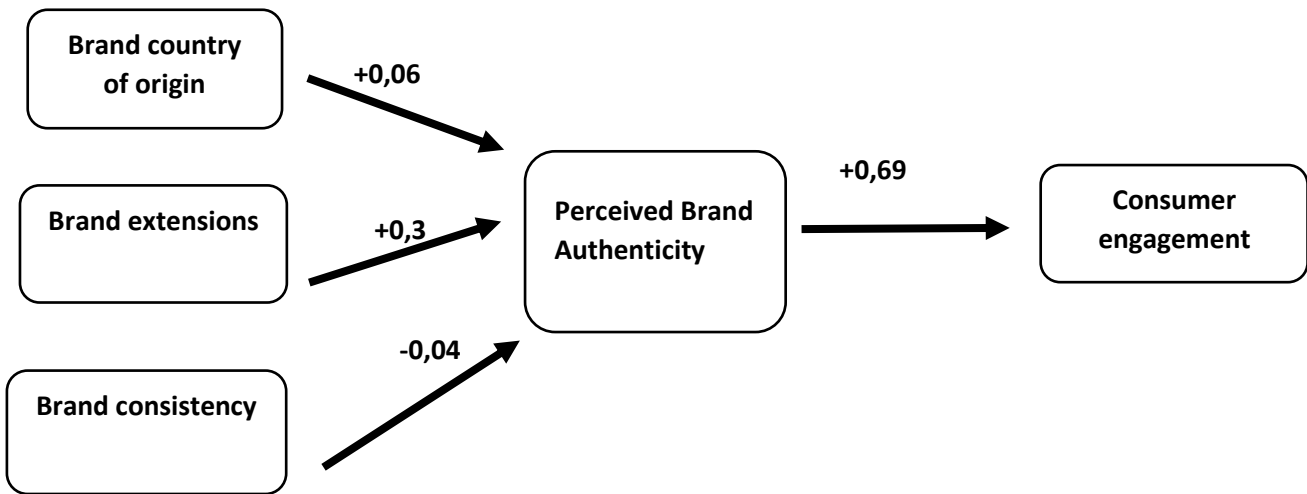
Figure 4: conceptual model after the regression analysis showing the coefficients the partial mediation effects.
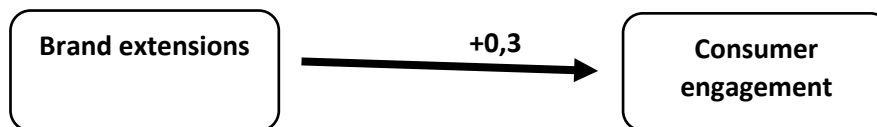
Figure 5: showing the mediation effect between brand extension and consumer engagement.

Even though, the effect of brand heritage on PBA is not significant, the effect of brand heritage on consumer engagement1 is close to significant. This means that consumers engage with brands that have built heritage but they do not necessarily perceive them authentic which is logical as heritage has links with emotions and engagement is emotional. To be able to tell if this effect is significant a bigger survey sample is needed, then the close to significant effect of brand heritage on consumer engagement 1 will be significant.

From a marketing perspective it is possible to say that marketing and brand managers should use brand heritage to engage with their consumers but heritage is not useful to create authenticity. More importantly, brand heritage could give consumers reasons to stay with a brand but it does not influence the believability and reliability of the brand.

However, consumers tend to engage sooner with a brand when they can match the country of origin to the product but consumers would not engage if the brand is not authentic because CoO has an important influence on PBA. In addition the effect of CoO on consumer engagement is influenced by PBA. When considering country of origin only, it is possible to engage with a brand for consumers but when the brand has no authenticity than CoO cannot lead to engagement.

Moreover, the effect of brand extensions on consumer engagement is partly mediated by brand authenticity. So, brand managers should take in account, that they can influence consumer engagement with brand extensions and that authenticity plays a role in this engagement.

Noticeably, brand extensions still have an effect on engagement, even though PBA is added to the model the reason for this is the fact that brand extension are perceived as actions of the parent brand. This means that consumers engage with the brand extension because they are already engage to the parent brand. However, consumers only engage with brand extensions that fit the parent brand. An extension that does not fit has an negative effect on the PBA and on the consumer engagement of both brands.

The name of the parent brand is used in this new product categories to leverage existing brand heritage, image and associations. Notice that PBA consists of these factors which are being used in this leverage process and that is the most vital reason why brand extensions are partly mediated and not fully by PBA in their effect on consumer engagement.

In other words brand extensions take everything the brand has and copies it into new brand that also has its own actions but these actions will forever be linked to the parent brand. When parent brands actions are logical, believable and relevant, consumers engage with the parent brand because they believe that they need this brand in their live. As it is an logical brand which takes it chances in different product categories and that makes sense. It is just like people do not want to be in touch with people who do not make sense, that is why consumers engage with brands who have relevant actions.

Particularly, Schallehn, Burmann and Riley explain brand authenticity as the extent to which personal identity is naturally related to individual behaviour. This means that consumers related the behaviour of the brand to its identity to define the identity, consumers belief what they see (Schallehn M, 2014). In addition predictability is important in relationships as it leads to trust and consumers tend to see brands as persons, people engage with people they can trust, that is why brand consistency can lead to engagement. However, this engagement will always be influenced by brand authenticity because authentic brands create a rise in trust and a decrease in risk and make engagement possible.

It is also useful to notice that the effect of brand consistency on consumer engagement is mediated by brand authenticity because brand consistency itself is an important attribute in brand authenticity. Remember that consumers believe what they see, the consistency of a brand is based on repeated actions of the brand. These are things like using the same brand colours on the packaging but also using the same taste for the chocolate bar. As when these factors are consistent the consumers perceive authenticity of the brand. Therefore the effect of brand consistency on consumer engagement is fully mediated by PBA.

Conclusion

To conclude this papers explorations it is important to notice that consumer engagement is certainly influenced by brand authenticity. This finding is relevant because the ability of manipulating consumer engagement will have positive effect on company earning in the long term. In addition brand authenticity arises when the brand is showing consistent behaviour and when the brand is staying true to its identity.

This means that brands can improve the relationships with their consumers by paying attention to their behaviour and giving accent to the positive associations the country of origin can bring. While brand heritage has no influence on PBA, the country of origin, brand extensions and consistency of the brand have certain effects on brand authenticity. Moreover, there is a medication effect of PBA on the effect of these drivers on consumer engagement. Noticeably brand heritage has a close to significant effect on consumer engagement while it has no effect on brand authenticity and there is no mediation effect with PBA.

In short brand country of origin, brand extensions and brand consistency create perceived brand authenticity and PBA has positive effect on consumer engagement because the most vital pillar of a relationship is trust.

Future research

This research focused on the use of perceived brand authenticity as a tool to boost brand credibility and trust. In this context the constructs that influence PBA are analysed. Also, the expected relationship between PBA and consumer engagement is tested. This research is conducted with regards to chocolate brands.

Future research should investigate the insignificant effect of brand heritage on PBA it is relevant to know if there is a category effect in the relationship between brand authenticity and brand heritage. As brand heritage is not important for the perceived brand authenticity of a chocolate brand but it may be effective for brand authenticity of brands in different categories.

Since this investigation is achieved by a conjoint analysis which is executed with a survey, there were certain limitations in measuring the variables. As the indication of existence of the brand in the stories of the survey questions (1825 or just entered the market) were supposed to give the respondents a feeling of nostalgia or no feeling of nostalgia. Apparently, this indication is not enough to create emotional connection. This means that brand heritage, which is based on nostalgia and emotional connections with the past of the brand may need a more detailed research to define the effect on PBA or consumer engagement. At least a bigger sample size is needed to be able to talk about the effect of this driver, as a bigger sample size may lead to a highly significant effect of brand heritage on consumer engagement and maybe the effect of Brand heritage on PBA could also become significant.

In addition, the design of conjoint 2 should be done differently in the survey. Now, there are two stories given again with the four attributes (just like in conjoint 1) but the first one has a strong degree of authenticity which is created with the combination of the attributes and the second one has a low degree. The authenticity in the stories should be created with authenticity scores, this could be done by giving the respondents information about the degree of authenticity of the imaginary brands. Or the measurement could be done with stories of real and known brands and see if the effect differs. Noticeably, authenticity should be measured more experimentally to define the effect on enjoyment this could be done by showing adds real or created add or news articles to participants.

Be that as it may, as perceived brand authenticity is a recent and new trending research topic in consumer psychology, marketing and especially branding. This concept does not have a clear definition or integration in a marketing strategy yet. However, I expect a growth in research that take this topic in to account and to design a more defining framework. Also, future research that explores other drivers of perceived brand authenticity is needed. So it would be clarifying to look at perceived brand authenticity in a context with other mature branding concepts like, brand value, brand image, positioning and brand equity.

Furthermore, as the need for trust in news, in information, companies and future grows, need for authenticity will also grow. After all this indicates that brand authenticity will be a topic managers certainly need to pay attention to and consider to integrate in their marketing strategies. Moreover, consumer engagement is influenced by PBA and since consumer engagement will lead to more profits other ways to improve the use of this approach should be explored.

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Appendix 1 Survey questions

This survey is about imaginary chocolate brands in which you will read different scenarios about different chocolate brands. Please, imagine that every scenario is about a new chocolate brand while reading the scenarios. You are asked to evaluate this imaginary chocolate brands based on the impressions you get from the scenarios that will be presented to you. Thank you in advance for your participation!

Now, you will read short product descriptions and show your agreement or disagreement to the following statements.

Manipulation test

Description 1
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that just entered the market last year.
Based on this product description, to which extend do you agree with the following statement:

    1. The brand makes an historic impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 2
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand of which the company is founded in Poland and the chocolate bars are also manufactured in Poland.
Based on this product description, to which extend do you agree with the following statement:

    1. This is a brand of good quality.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 3
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that besides the chocolate bars, also markets air freshening spray with the same brand name.
Based on this product description, to which extend do you agree with the following statement:

    2. The other product the brand manufactures fits the brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 4
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that every time you buy this chocolate bar it has a different packaging and taste.

Based on this product description, to which extend do you agree with the following statement:

    3. The brand makes a reliable impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 5
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that is historic and entered the market years ago in 1825.
Based on this product description, to which extend do you agree with the following statement:

4.   The brand makes an historic impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 6
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand of which the company is founded in Switzerland and the chocolate bars are also manufactured in Switzerland.
Based on this product description, to which extend do you agree with the following statement:

5.   This is a brand of good quality.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 7
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that besides the chocolate bars, also markets chocolate covered cookies with the same brand name.
Based on this product description, to which extend do you agree with the following statement:

6.   The other product the brand manufactures fits the brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Description 8
Read the following description about this chocolate brand and answer the question.

Imagine a chocolate brand that every time you buy this chocolate bar it has the same packaging and taste.
Based on this product description, to which extend do you agree with the following statement:

7.   The brand makes a reliable impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Conjoint study 1

Now, you will read little stories about different brands and show your agreement or disagreement to the following statements. Every story is about a different brand!

Story 1

Imagine a new chocolate brand that just entered the market last year. The company is founded in Switzerland and the chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets air freshening spray with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statements:

3. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

4. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 2

Imagine a new chocolate brand that just entered the market last year. The company is founded in Poland and the chocolate bars are also manufactured in Poland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has a different packaging and taste.

To which extend do you agree with the following statements:

5. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

6. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 3

Imagine a new chocolate brand that just entered the market last year. The company is founded in Switzerland and the Chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statements:

7. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

8. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 4

Imagine a chocolate brand that is historic and entered the market years ago in 1825. The company is founded in Switzerland and the chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has a different packaging and taste.

To which extend do you agree with the following statements:

9. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

10. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 5

Imagine a new chocolate brand that just entered the market last year. The company is founded in Poland and the chocolate bars are also manufactured in Poland. Besides the chocolate bars, this chocolate brand also markets air freshening spray with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has a different packaging and taste.

To which extend do you agree with the following statements:

11. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

12. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 6

Imagine a chocolate brand that is historic and entered the market years ago in 1825. The company is founded in Poland and the chocolate bars are also manufactured in Poland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statements:

13. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

14. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 7

Imagine a chocolate brand that is historic and entered the market years ago in 1825. The company is founded in Poland and the chocolate bars are also manufactured in Poland. Besides the chocolate bars, this chocolate brand also markets air freshening spray with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statements:

15. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

16. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Story 8

Imagine a chocolate brand that is historic and entered the market years ago in 1825. The company is founded in Switzerland and the Chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets air freshening spray with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has a different packaging and taste.

To which extend do you agree with the following statements:

17. The brand makes a genuine impression.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

18. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○

Demographics

What is your age?

……………………….

What is your educational level?

- o   No educational level
- o   Primary school
- o   High school
- o   University

What is your gender?

- o   Male
- o   Female

How often do you consume chocolate?

- o   Once a day
- o   Once a week
- o   Once a month
- o   Once a year
- o   Never

Conjoint study 2

Story 1
Imagine a new chocolate brand that just entered the market last year. The company is founded in Switzerland and the chocolate bars are also manufactured in Switzerland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has the same packaging and taste.

To which extend do you agree with the following statement:

19. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
o	o	o	o	o	o	o

Story 2
Imagine a chocolate brand that is a new chocolate brand that just entered the market last year. The company is founded in Poland and the chocolate bars are also manufactured in Poland. Besides the chocolate bars, this chocolate brand also markets chocolate covered cookies with the same brand name. Furthermore, imagine that every time you buy this chocolate bar it has a different packaging and taste.

To which extend do you agree with the following statement:

20. I am passionate about this brand.

1. Strongly disagree	2. Disagree	3. Somewhat disagree	4. Neither agree or disagree	5. Somewhat agree	6. Agree	7. Strongly agree
○	○	○	○	○	○	○