

Thinking vs Feeling: Exploring the importance of information processing modes with regard to the effectiveness of experiential marketing

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ABSTRACT

In a world that is constantly changing, businesses are continuously competing for consumers' attention. Managers use different marketing strategies and tactics in order to reach specific goals and improve company performance. Over the past years, the marketing landscape has changed rapidly, while the economy has been shifting from service economy to experience economy. This requires businesses to integrate experiences into their marketing activities and operations and employ strategies such as experiential marketing for their brands. Although experiential marketing became more popular over the years, limited research has been conducted on its influence on brand recall and brand image. Moreover, the potential impact of individual differences in consumer information processing styles on the effectiveness of experiential marketing on online platforms has not been explored to date. Considering the potential moderating influence that information processing modes may have on experiential marketing, the research question of this study has been formulated as such: *To what extent does the effect of experiential marketing on brand recall and brand image for consumers with the experiential mode of information processing differ from those with predominantly rational mode?*

Using quantitative research method of a survey experiment, a 2x2 factorial posttest only experiment was conducted with a total of 158 participants that were randomly assigned to either experimental condition or control condition. Using the case of a French shoe brand named Heschung, two types of marketing materials were presented to subjects, namely an online, animated promotional story for the experimental condition and a text-based promotional brochure for the control condition. Brand recall and brand image were then measured with relevant scales, while participants' information processing modes were also identified through an external quiz.

Regression analyses and univariate analyses of variance were performed on reliable subscales. The results showed that experiential marketing had a positive effect on certain dimensions of brand recall and brand image, but not on all of them. Additionally, the moderating effect of information processing modes was found to be insignificant in this study. The conclusion was drawn that the main effect of experiential marketing on brand recall and brand image is applicable to all individuals regardless of their processing styles.

KEYWORDS: *experiential marketing, brand recall, brand image, information processing*

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1.0 Introduction

Creativity plays an important role in marketing and advertising and can positively impact business performance. Numerous studies conducted by Till and Baack (2005) show that creative advertising is more effective in terms of brand recall than non-creative advertising. One way of creatively advertising a brand is through experiential marketing, which refers to “strategies of staging and creating offerings for the purpose of facilitating extraordinary experiences” (Österle et al., 2018). Experiences create emotions and connections (Smith & Hanover, 2016, p.19), strengthening relationships between people, or, in our case, brands and consumers. Being based on a combination of creativity, strategy and structure (Smith & Hanover, 2016, p.117), experiential marketing aims to stimulate the audience’s reaction to a certain message that a brand conveys through their marketing campaigns. These reactions are often emotional responses, which play a crucial role in creative advertising (Van Dyck, 2014, p. 50). Previous research has shown that marketing campaigns where brands try to create experiences for their consumers are more easily recalled by audiences (Smith & Hanover, 2016, p. 14) and are more effective than passive mediums such as TV or radio (Heitzler et al., 2008). This is not surprising as digital media by itself exposes an average consumer to around 5000 advertisements (Durant, 2019), which challenges brands to think outside the box and put extra effort into standing out from the pool of brands with similar products and services. This is where experiential marketing comes into play for companies that are brave enough to go beyond traditional ways of advertising.

Although experiential marketing was initially associated with face-to-face marketing (Heitzler et al., 2008), nowadays, technologies allow us to create similar experiences on online platforms. For instance, in their Stratos campaign in 2012, Red Bull aired a live event of Felix Baumgartner, skydiver, jumping from the Earth’s stratosphere. Millions of people witnessed this record-breaking event, whilst Red Bull’s sales went up by 7% (Ngongang, 2017). By incorporating the company’s mission and values of “Red Bull gives you wings” into their marketing, the company managed to deliver an exclusive online experience to their target audience. Close attention to sensory-emotive desires of customers differentiates experiential marketing from traditional marketing (Schmitt, 1999).

When speaking of the effect of experiential marketing on brand recall we need to consider individual differences between people. According to the Cognitive-Experiential Self Theory (CEST), humans process information in two different ways: cognitive (rational) and experiential (emotional) (Idrogo & Yelderman, 2019). Given that one of the modes is often used more than the other (Shirzadifard et al., 2018), we could argue that individuals can be categorized into two groups: one with predominantly rational and the other with predominantly experiential mode of information processing. The first group is characterized by the slow, analytical and logical way of processing information, while the second group “is emotionally driven and adapts by experience rather than by logic” (Idrogo & Yelderman, 2019). Given that the experiential group’s mode of information processing is closely linked with emotions (Shirzadifard et al., 2018), we can assume that the effect

of experiential marketing will be stronger on this group compared to the rational group. Therefore, the aim of the study is to test whether consumers with experiential modes of information processing will be more prone to remember and have more positive associations with the brand after experiencing it. Thus, the research question of the study is formulated as such:

To what extent does the effect of experiential marketing on brand recall and brand image for consumers with the experiential mode of information processing differ from those with predominantly rational mode?

Given that the notion of experiential marketing is relatively new, limited research has been conducted in this area. Some of the branches explored within experiential marketing are the enhancement of customer involvement through adding experiential benefits to websites (Shobeiri et al., 2014), experiential marketing in B2B branding (Österle et al., 2018), the use of experiential marketing in public health campaigns (Heitzler et al., 2008), experiential marketing in arts (Petkus, 2002) and experiential marketing in tourism (Le et al., 2018). Moreover, information processing modes were scarcely ever considered in previous research. The only piece of literature which mentions the role of information processing modes on the influence of experiential marketing on the tourism business was by Le and colleagues (2018). However, this research was only intended for the tourism sector with a specific focus on offline experiential marketing. The role of information processing modes, as a factor that influences the relationship between experiential marketing and brand recall and brand image on online platforms, has not been explored to date. This study would therefore make scientific contributions by not only filling the existing gap in literature, but also by complementing it with more relevant empirical evidence.

From the societal point of view, if the effect of information processing modes is proven in this research, the findings would benefit businesses in terms of raising awareness of alternative ways of targeting customers. As the previous research into information processing modes (Stalinski & Schellenberg, 2013) shows, whether or not one understands and remembers information depends on the information processing mode that they predominantly use. Having an insight into the ratio of information processing modes of customers, businesses could make their marketing efforts more efficient by targeting certain groups of customers who have a specific processing mode with specific messages or ad campaigns. This would allow companies to save resources as well as potentially improve brand recall and brand image. Additionally, not only would companies benefit from more precise targeting, but they would also be able to shape their own target audiences such that it would reflect their brand's personality. This could be achieved through exploring the effect of experiential marketing on brand recall and brand image, namely the potential improvement in the recall and overall image of a brand. If information processing proves to be significant in this study, brands will be able to use experiential marketing as a strategy to attract customers with the experiential mode of information processing, who would be more likely to share the company's values and stay loyal in the long term.

2.0 Theoretical framework

2.1 What is experience?

In philosophy, the notion of experience and what it entails is often associated with its depiction by David Hume and Emmanuel Kant (Lash, 2006). Hume had an ontological view on experience and argued that experience is about sensory impressions and feelings, whilst Kant, having an epistemological view, claimed that experience is about senses and intellect (Lash, 2006).

According to Lash (2006), another prominent name in the exploration of the definition of experience is Walter Benjamin, who has two theories relating to experience. The first, 'metaphysical' theory of experience was influenced by Goethe and a German philosopher Hamman and is associated with creation and creativity. Benjamin's second 'materialist' theory of experience, influenced by surrealism, Karl Marx and Baudelaire, is based on destruction instead of creativity. Another idea of experience was presented in the works of Francisco Varela and Niklas Luhmann and is referred to as informational experience or informational sensemaking, which is a fusion of the epistemological and ontological views of this term and accounts for the experience of individual humans, societies, digital media and other organic or inorganic organisms (Lash, 2006). This goes to show that the notion of experience is very abstract, and its philosophical conceptualization or definition may be highly subjective.

Another philosophical interpretation of experience came from John Dewey, who was primarily focused on the concept of experience in the philosophy of education. He defined experience as something that humans do and a "combination of trying and undergoing" (Berding, 1997). For Dewey, experience is about the intertwining of humans and their environments (Brakus et al., 2009). He strongly critiqued the way Kant viewed experience as knowledge and argued that knowledge is only part of one's sense-making of the world, adding that experiences also include perception through senses, feelings and doings (Brakus et al., 2009).

In addition to the above-mentioned interpretation of experience, Hoch (2002) outlines certain aspects of experience which make it more attractive. One of those aspects is that the experience is engaging and vivid. The second aspect relates to independence in terms of interpreting everything that one may experience, making it personal and emotional. Lastly, experience is endogenous, or an internal phenomenon, the interpretation of which can be modified by people experiencing certain things or events (Hoch, 2002). Moreover, Hoch (2002) noted that experience affects beliefs since experience does not have an overt intention to persuade and is non-evaluative, which increases the potential effect of a specific experience on a subject.

The meaning of experience has also been explored within the field of psychoanalysis. As noted by Erlich (2003), the term experience is usually used in two senses: experience in terms of an individual's cumulative life experiences and events; and the second type of usage is in terms of "feeling subjectively 'connected' to what transpires, particularly in the affective sphere", referring to

the emotional and psychic realms. Erlich (2003) mentions that regardless of the events that we go through and things that we engage in, our experiences are singular and particular to us specifically. Nonetheless, it is possible to categorize similar experiences into broader categories. The author mentions three realms of experiences - real, imaginary and symbolic. The real refers to the ultimate and non-analyzed realm, the imaginary is about the correspondence between an object and its image, and the symbolic realm presents signifiers, such as signs and language (Erlich, 2003). In contrast, Brakus and colleagues (2009), in their study on brand experience, have identified five experience dimensions, including sensory, affective, intellectual, behavioral and social, which were also mentioned by Schmitt (1999). As claimed by authors, these dimensions are derived from brand-related stimuli, which includes colors, shapes, brand characters, slogans and so on. Although it is difficult to predict the value that products and services will deliver to consumers, it is still possible to set forth the effect by transmitting the appropriate stimulus to the target audience through the products and services (Carvalho de Rezende & Alberto Rodrigues Silva, 2013).

The same study by Brakus and colleagues (2009) tried to define the meaning of the concept of experience within marketing and consumer research. The scholars have divided the notion of experience into three categories. The first category is called product experience, which refers to the situation when customers interact with the product. The second category, namely shopping and service experience, considers the physical environment in the store, as well as salespeople and policies and practices of the brand. The last category being consumption experience takes place when a customer consumes a product and covers hedonic aspects, such as fun, fantasies and feelings (Brakus et al., 2009). These aspects also complement Schmitt's (1999) claims on experience dimensions and brand-related stimuli.

Moreover, Pine and Gilmore identified four realms of experience, such as education, aesthetic, entertainment and escapist (1999, as cited in Petkus, 2002). The education dimension involves *learning* and refers to experiences when the participant learns something new and/or improves their skills. The aesthetic realm involves *being* in the experience and is more about passive immersion into the experience where the sensory stimuli is more intense. Just like the aesthetic realm, the entertainment realm, which involves *sensing*, also involves passive observation, however the only difference is that the sensory stimuli are less intense in this dimension. Lastly, in the case of an escapist experience involving *doing*, the participant is actively involved in the experienced with the goal to 'escape' from reality. As Petkus (2002) mentioned, these realms are not mutually exclusive and should be used in combination to deliver a rich and memorable experience.

Schmitt (1996), in his turn, defines experiences as real, dream-like or virtual events that occur in response to a certain stimulation and result from participation in events or observations (Schmitt, 1999). Experiences are induced and are usually 'of' or 'about' something, therefore, in order for a certain desired experience to emerge, someone or something needs to create a setting or environment for it. Nowadays, this logic is being employed by marketers in order to manage

customer experiences. For the purpose of consistency of the current study, Schmitt's definition of experiences will be used and referred to in this paper. The following section will delve into the idea of experiential marketing and outline its main components.

2.2 Conceptualizing experiential marketing

The notion of experience economy became popular at the end of the 20th century. In their work, Pine and Gilmore (1999) explained the progression of economic value and the forms of it, which included commodities, goods, services and experiences. As mentioned by Pencarelli and Forlani (2018), marketing is currently shifting from service economy to the economy of experiences, in which functional benefits of products are no longer sufficient. In the experience economy, the attention is directed toward consumer sensations and sense-making, while the consumption has a social, symbolic, psychological and emotional significance (Pencarelli & Forlani, 2018). Additionally, Schmitt (1999) stated that the success of a business depends on its ability to stage memorable experiences for consumers. This, in essence, requires recognition that consumers create experience through social interaction, for which business transparency and provision of access to information is essential (Carvalho de Rezende & Alberto Rodrigues Silva, 2013). But what is experiential marketing by itself and how does it differ from traditional marketing?

Österle et al. (2018) define experiential marketing as “strategies of staging and creating offerings for the purpose of facilitating extraordinary experiences”. Experience in this case is co-created leading to an interaction between the experience provider, namely a company or brand, and a customer. These interactions result in positive, memorable and rewarding brand experiences, which customers tend to associate with that brand in the long term and contributing to the evidence that people desire experiences rather than products. Experiential marketing aims at forming impressions which entails the creation of sensory stimuli which is later linked to the description or a key takeaway from that experience in an individual's mind (Petkus, 2004). Experiential marketers focus on consumption as a holistic experience (Schmitt, 2010), and consider consumers as both rational and emotional beings. Moreover, Heitzler and colleagues (2008) define experiential marketing as an event or experience that allows the audience to see the product and experience it for themselves. Examples of experiential marketing include free product samples, free trial periods, organizing tours and events and other tactics that are based on delivering an experience to a target audience.

What differentiates experiential marketing from traditional marketing is the latter's focus on functional features and benefits of products, as well as the perception that customers make their decisions based on rationality (Schmitt, 1999). The methodologies of traditional marketing are analytical, verbal and quantitative and include tools such as regression models, positioning maps and conjoint analysis. Although strategic concepts found in traditional marketing are the backbone of any other type of marketing and are widely applicable in other areas of marketing as well, the analytical focus and the measurement precision does not allow the brands employing this type of marketing to

meet the actual needs of customers (Schmitt, 1999). Moreover, traditional marketing has been criticized for using misleading advertising and hard selling techniques (Lambin, 2013), which links back to Schmitt's (1999) claims that traditional marketing concept sees consumers as rational and unemotional creatures. On the contrary, as mentioned by Smith and Hanover (2016), experiential marketing transforms the passive model of traditional marketing into a platform where brands and customers can interact and have conversations. When consumers are engaged with products or services, they share their impressions with other people which ultimately leads to higher brand affinity (Smith & Hanover, 2016).

In order to understand how experiential marketing works, it is worth exploring the types of experiences that experiential marketing encompasses. According to Schmitt (1999), the experiential marketing framework consists of two aspects: strategic experiential models and experience providers. There are five types of customer experiences that make up the framework of experiential marketing, namely Strategic Experiential Modules (SEMs). These include Sense, Feel, Think, Act and Relate. *Sense* marketing is all about achieving sensory impact on customers, i.e., creating sensory experiences through sights, taste, sound, touch and smell. *Feel* marketing triggers customers' emotions and feelings, creating positive moods. This type of marketing works well when marketers have a deep understanding of which stimuli triggers which emotions, as well as when customers are ready to show empathy for the type of marketing used. *Think* marketing appeals to the intellect and creates challenges for customers to solve using their cognitive abilities. The important concepts within the Think marketing are surprise, intrigue and provocation. *Act* marketing is about experiences relating to body, lifestyles and interactions, which motivate and inspire customers for change. Finally, *Relate* marketing contains all the above-mentioned experiential modules while also extending beyond them and relating to an individual in a broader sense, such as the sub-culture or culture that they belong to. Schmitt (1999) mentions that, although each of the SEMs have their own goals, businesses should strive to combine two or more SEMs in order to create hybrid and holistically integrated experiences. All in all, these modules provide companies with a solid framework which can help integrate the experiential element of any product or service consumption (Musa et al., 2015).

The second aspect of experiential marketing are the experience providers (ExPros), which are considered to be the instantiation tools (Schmitt, 1999). These are the tactical implementation components, which include communication, visual and verbal identity, product presence, co-branding, spatial environments, electronic media and people. Communications include advertising, internal and external company communications and branded public relations campaigns, whilst Visual and verbal ExPros include logos, names and signage. Product presence is about product design, packaging and display, while co-branding can be utilized in the form of event marketing, sponsorship, partnerships, alliances and so on. Spatial environments include offices, buildings, retail and public spaces, trade booths and other branded spaces in offline realms, whilst electronic media

and websites are about the design of virtual realms of a company or brand. Finally, the People, such as salespersons, customer service providers and other company representatives can be very powerful experience providers (Schmitt, 1999). ExPros, together with SEMs, can be used as tools to create the desired impressions on the target audience. One of the important desired goals of experiential marketing is brand recall. As mentioned by Smith & Hanover (2016, p.14), recall increases remarkably as a result of an experiential marketing strategy. The authors also added that experiences generate short-term memory, of which significant ones convert into long-term stored memories, however it is important to know how a person learns in order for a company to provide them certain types of information within an experience. Previous research (Stalinski & Schellenberg, 2013) also supports this idea, claiming that recall of information depends on the way it is processed in one's mind, and not only stimuli provided by the experiential marketing, but also personal qualities of the individual undergoing an event or experience plays a role in the retrieval and recollection of memories. This hints at the potential that information processing modes in the human brain may have a moderating role in the effect of experiential marketing on brand recall. Before exploring relationships between these variables, let us first define and describe information processing modes.

2.3 Information processing

Information processing refers to the process through which consumers get exposed to certain information, comprehend it, remember it and retrieve it later (MacInnis & Price, 1987). Past research (Oliver et al., 1993) in this area has directed attention toward dual-process models of information processing. Although there are two schools of thought when it comes to information processing, namely automatic processing and cognitive control, both automatic and cognitive control are believed to work in a complementary manner and affect human behavior (Barret et al., 2004). Claypool et al. (2012) noted that the theoretical roots of these models can be traced back to the works of Sigmund Freud and William James, who postulated two types of reasoning: an associative and analytical. The models were explored in social psychology, particularly in the areas of persuasion and attitude change, and as they became popular with time, the conclusion of the existence of two processing modes has been strengthened by researchers (Claypool et al., 2012). One of the dual-process model theories, named the Cognitive-Experiential Self Theory (CEST) was developed by Seymour Epstein in 1996 (Björklund and Bäckström, 2008), which was an extension of the Need for Cognition theory and its respective scale developed by Cacioppo and Petty (1982, as cited in Björklund and Bäckström, 2008). In addition to Need for Cognition, which focuses on the measurement of the extent to which reasoning is used in one's information processing and relates to the rational mode, CEST includes an intuitive mode of processing as well, called Experientiality (Björklund and Bäckström, 2008). The theory and the respective Rational Experiential Inventory (REI) scale aim to explain the way people perceive information and how it influences their decision-making process (Idrogo & Yelderman, 2019). Being the only model that places information

processing within the context of the global theory of personality (Pacini & Epstein, 1999), CEST is widely used and is considered to possess satisfactory psychometric properties (Björklund and Bäckström, 2008), which is why this theory will be employed in the current study.

According to the Cognitive-Experiential Self Theory, humans process information in two different ways: cognitive (rational) and experiential (emotional) (Idrogo & Yelderman, 2019). These modes are interchangeably referred to by different scholars as analytical and holistic (Biswas, 2009), analytical and imagery (Kalro et al., 2013) or verbalizers and visualizers (Le et al., 2018). Although human behavior is guided by both processing modes jointly (Denes-Raj & Epstein, 1994), one of the modes is usually utilized more predominantly in information processing than the other (Shirzadifard et al., 2018). Given the predominance of one of the modes over another, it may be argued that individuals can be categorized into two groups: one with predominantly rational and the other with predominantly experiential mode of information processing. The first group is characterized by the slow, analytical and logical way of processing information, while the second group “is emotionally driven and adapts by experience rather than by logic” (Idrogo & Yelderman, 2019). Individuals primarily employing the analytical mode of information processing use semantics and reason, while those employing the experiential mode of processing use nonverbal and sensory representations (Kalro et al., 2013). Moreover, individuals with the analytical mode of processing perceive products and services based on their attributes, whilst for individuals with the experiential mode overall imagined experience with the product plays the greatest role (Kalro et al., 2013). When it comes to examples of situations when either of these modes can be used, solving technical issues or mathematical problems likely require analytical abilities, thus the use of the analytical or rational information processing (Denes-Raj & Epstein, 1994). On the other hand, interpersonal relations and situations that trigger emotions require the use of emotional or experiential mode of information processing. Additionally, as the degree of emotional involvement increases in response to certain situations, the greater will be the shift the proportional influence of the experiential system (Denes-Raj & Epstein, 1994). Considering that different people predominantly employ either of the two abovementioned processing systems, the importance of the information processing modes and its potential influence is considered and tested in the current study.

2.4 The effect of experiential marketing on brand recall and brand image

According to Hoch (2002) experience triggers more than once of the human senses and leads to multiple traces in the memory. According to Tulving (1979, as cited in Kim & Jang, 2014), there is semantic memory, which is related to our knowledge independent of the context, and episodic memory, which refers to events that make up our autobiography. Details of experiences or life events are stored in the episodic system, which supports recall and recognition functions of our brain (Kim & Jang, 2014). In the marketing and advertising context, brand recall refers to the consumers’ ability to retrieve a brand when given cues about it (Baumann et al., 2015), and is considered as desirable by

marketers. Brand recall is an important measure for marketing success (Jin, 2019) and should, therefore, be considered by managers and marketers in the case of implementing new marketing strategies such as experiential marketing. Moreover, Tsaur et al. (2007) suggest that a desirable experience will last long in consumers' minds and positively affect their consequent behavior. Considering that experiencing a brand can lead to better brand recall, the first hypothesis of this study are formulated as such:

H1: *Experiential marketing has more positive influence on short-term brand recall than traditional marketing*

In addition to brand recall, experiential marketing was positively associated with brand equity (Castañeda García et al., 2018), one of the components of which is brand image. Brand image refers to consumer's perception of and feeling for a brand (Wu & Chen, 2019). For marketers, brand image is an important indicator of consumers' feeling about a brand and measuring it can help managers identify and strengthen desirable brand associations, as well as address the undesirable brand associations through better branding and marketing activities and efforts (Plumeyer et al., 2017). In order to determine if there is a relationship specifically between experiential marketing and brand image, the following hypothesis was developed:

H2: *Experiential marketing has more positive influence on brand image than traditional marketing*

2.5 The influence of Information Processing Modes on the relationship between experiential marketing, brand recall and brand image

Businesses have been slowly shifting from traditional marketing strategies to creating experiences for their customers. According to Schmitt (1999), this shift was catalyzed by the advancement of technology, the supremacy of brand and the high demand in communication and entertainment. While traditional marketing views consumers as rational, experiential marketing sees them as both rational and emotional creatures that seek manifestation of their fantasies and pursue fun (Schmitt, 1999). At the same time, studies conducted by neuroscientists provide strong evidence for dual information processing modes (Le et al., 2018). Research suggests that people with predominant rational information processing mode are logical and reason-oriented, whilst those with experiential mode of processing are emotion-oriented and use non-verbal and sensory representation of information (Childers et al., 1985, as cited in Kalro et al., 2013). These modes of information processing are not mutually exclusive, however one of them usually predominates the other (Kalro et al., 2013). These individual differences in the way consumers process information could be the moderating factor in the potential causal relationship between experiential marketing and brand recall and brand image.

As noted by Stalinski and Schellenberg (2013), whether something is remembered or not depends on what is processed and how it is being processed. The scholars suggest that both external stimuli and personal qualities of the person play a role in the retrieval and recollection of memories. As mentioned earlier, the primary goal of experiential marketing is to evoke the target audience's emotions. At the same time, individuals with predominant experiential information processing mode (IPM) are emotionally driven (Biswas, 2009). Moreover, Idrogo and Yelderman (2019) stated that the experiential system is much slower to change due to associations developing gradually through exposure to emotional experiences. This leads to the idea that better brand recall can be achieved with individuals whose information processing mode is more experiential than rational, hence the next hypotheses:

H3a: *Experiential IPM leads to higher brand recall than rational IPM but only when exposed to experiential marketing and not traditional marketing.*

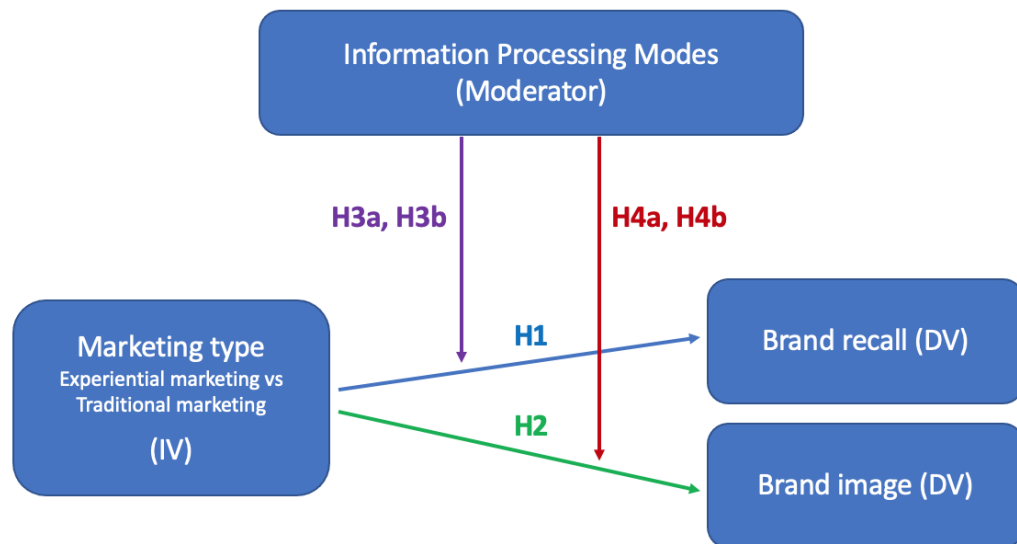
H3b: *Rational IPM leads to higher brand recall than experiential IPM but only when exposed to traditional marketing and not experiential marketing.*

Additionally, the emotionally driven nature of the individuals with experiential information processing modes would lead to a positive image of a brand. Moreover, experiential marketing uses visual stimuli to evoke emotional and imaginative responses during consumers' decision-making process (Le et al., 2018). Thus, the final hypotheses of this study related to brand image are formulated as follows:

H4a: *Experiential IPM leads to higher brand image than rational IPM but only when exposed to experiential marketing and not traditional marketing.*

H4b: *Rational IPM leads to higher brand image than experiential IPM but only when exposed to traditional marketing and not experiential marketing.*

Figure 1. The conceptual model of the relationships between experiential marketing, brand recall, brand image and information processing modes (Mammadzada, personal communications, 2022).



3.0 Method

3.1 Choice of method

Being deductive in nature, quantitative research methods were thought to be the most suitable for this study as they help translate abstract concepts into concrete variables. Out of the methods available within the quantitative approach, the experimental method is more useful in establishing cause-and-effect relationship between variables (Vargas et al., 2017). Given that this study aims to investigate a specific case, namely the effect of experiential marketing on brand recall and brand image of individuals with different information processing modes, an experiment would help test and show evidence for a causal relationship (Neuman, 2011). Although it may seem that experiments are artificial, Webster and Sell (2007, as cited in Neuman, 2011) mentioned that the “artificiality” of the experiments is the beauty of this method, i.e., it allows observation in an environment designed by researchers to investigate a specific phenomenon.

In the case of the current study, a posttest only 2x2 factorial design experiment (see Table 1) was conducted where experiential marketing was the independent variable (IV), brand recall and brand image were the dependent variables (DV) and the information processing mode was a moderating variable. The posttest-only design was chosen in order to avoid threatening the internal validity with the testing effect (Neuman, 2011).

Table 1. Conditions and groups of the 2x2 factorial posttest only experimental design.

Experimental condition		Control condition
Experiential IPM	Group 1: Participants are exposed to the manipulation with experiential marketing	Group 2: Participants are shown an example of traditional marketing
Rational IPM	Group 3: Participants are exposed to the manipulation with experiential marketing	Group 4: Participants are shown an example of traditional marketing

3.2 Study Materials

The below paragraphs outline the study materials for each of the groups.

The experimental condition contained participants who were asked to familiarize themselves with the Heschung brand by clicking on the link provided which took them to the Heschung website (Heschung, 2022). They then had to watch the experiential animation (see Appendix A), which was the manipulation in this experimental design, and continued filling in the questionnaire that was a part of the post-test. This group had two groups, namely individuals with rational processing style and those with experiential processing style.

The control condition contained participants in the control group, namely those who were not be exposed to the manipulation. Instead, these participants saw the same advertisement by the Heschung brand, however, this time, it was an example of traditional marketing, namely a text-based promotional brochure (see Appendix B). This advertisement contained text with the exact same content as in the experiential marketing case, in order to be able to make a fair comparison. However, this advertisement did not contain any interactive elements such as animations, sounds and the option to control the interaction, in order to qualify for the traditional marketing category. The participants had to report their reactions through the scales provided in the questionnaire.

As for the manipulation to be shown to the experimental condition, an example of an online experiential advertisement by a French shoe brand named Heschung was selected from one online article (Popovic, 2022) found through Google search using the keyword “Experiential marketing examples” and had a compilation of similar experiential examples. The experiential advertisements in the above-mentioned article were evaluated based on Schmitt’s (1999) proposed framework and the advertisement which contained most of the experiential elements was selected for the final experiment. What made the Heschung advertisement experiential were background sounds, text, and an animation that required the user to click and tap certain buttons on the keyboard in order to continue reading and watching the advertisement. Additionally, as mentioned in a paper by Petkus (2002), the more experiential dimensions are incorporated in an experience the richer it will be. As it can be seen from the Heschung experiential ad, the story tries to teach the viewers on the history and development of the Heschung brand, which fulfills the education dimension. Both entertainment and aesthetic dimensions are present in the Heschung brand, although the aesthetic dimension might be considered as more prominent in this case due to a more intense sensory stimuli created by the minimalist layout and design of the animated story. Lastly, the escapist realm, which relates to viewer’s active participation in the experience, is also observed in the Heschung story given that viewers must interact with the story through their keyboards to be able to continue reading and watching. Considering the information above, the decision was made to select the Heschung online animated ad as an example of experiential marketing to be used in the current study.

3.3 Sample

Within the total obtained responses ($N = 254$), 37.8% of responses were found to be incomplete, thus were excluded from further research. Within the recorded responses ($N = 157$) of clean data, 30.4% were males, 63.9% were females, 3.8% identified themselves as non-binary and 1.9% preferred not to disclose their sex. Sample consisted of respondents of various age groups, namely 18 – 24-year-olds (60.1%), 25 – 34-year-olds (32.3%), 35 – 44-year-olds (5.7%), 45 – 54-year-olds (1.3%) and 55+ year olds (.6%). The respondents represented 44 different countries, such as The Netherlands, United Kingdom, United States of America, Germany, Azerbaijan, Italy, Malaysia, Philippines, Nigeria and many other countries. The sample consisted of 6 education level categories, where the majority of the respondents were with a bachelor's degree (53.8%), followed by respondents with a master's degree (29.1%), some college (7.0%), high school graduates (4.4%), PhD or higher (4.4%), some high school or less (.6%), and other (.6%).

3.4 Procedure

The participants were recruited through various Facebook groups primarily populated by students from different parts of the world. A standard message was prepared for the recruitment of participants, and included information about the researcher, the purpose of the study, the duration of the survey experiment and the link to the actual survey. This message and the link were then distributed in the abovementioned groups.

A cover story was presented in the introductory section of the questionnaire in order to set the tone for the experiment. The cover story mentioned that the goal of the questionnaire was to explore the digital presentation of the Heschung brand, thereby using slight deception as a tool to strengthen the accuracy and reliability of the future data. The participants were randomly assigned to one of the groups and the online experiment was conducted. In the 1st part of the survey, the participants were assigned to one of the two conditions and were required to either read a brochure or watch an animation depending on which condition they were in. In the 2nd part, the participants had to respond to Likert scale-type of questions. In the 3rd part of the questionnaire, all respondents were asked to click on the link provided and take a publicly available quiz, namely the Rational Experiential Inventory (REI), on a separate webpage (see Appendix F) that would identify their information processing mode (Psychology Testing Online, 2022) and which they would need for the next question. The qualification of the participants was ensured through the inclusion of questions about demographics in the 4th part of the questionnaire.

After pilot-testing the experiment with 4 randomly assigned participants, the final survey experiment was distributed to volunteer participants randomly assigned to either the experimental or the control condition (see Table 1). The online survey experiment was conducted such that the participants would fill out the survey at any time convenient to them within a few weeks after its distribution and all the participants would use their own devices to access the required material for

the experiment. It was also ensured that the materials selected for the experiment were mobile-friendly.

3.5 Measurements

The post-test required the respondents in both groups to fill out the same questions with scales, in order to conduct the between-subject tests. Additionally, a 40-item quiz was presented after participants' exposure to either experiential or traditional marketing in order to determine their information processing mode (Psychology Testing Online, 2022). To determine whether a scale is reliable to use for further analyses, the initial criterium was set in line with the Methodological Guidelines Thesis Research (Janssen & Verboord, 2022) document, which states that a Cronbach's alpha that is between .60 and .80 is moderately reliable, while a Cronbach alpha of .80 and above have a high reliability. In this study, the below questions and scales will be used in the following order:

Emotional Quotient Scale and Reaction Profile. According to Wells (1964, as cited in Bearden & Netemeyer, 1999), emotional appeal is an important dimension of ad recall and recognition. Two scales, namely Emotional Quotient (EQ) scale and the Reaction profile, were developed by the same scholar to measure global emotional reaction towards ads and specific emotional reactions, respectively. Although initially the EQ scale consisted of 12 items which were 'Yes' or 'No' statements, with 6 favorably worded items and 6 unfavorably worded ones (Wells, 1964), the decision was made to keep the items but change the measurement scale into a 5-point Likert scale for the purpose of consistency and more accurate results. The Reaction profile scale aims to measure attractiveness, meaningfulness and vitality of the ad and consists of 10 items, condensed from previously 26 items, measured on a semantic differential scale (Wells, 1964). Each item was scored on an 8-point semantic differential (Wells, 1964). In order to simplify the process of scoring in this study, all items in the Reaction profile were reverse-coded apriori.

Emotional quotient scale

The 12 items which were based on a 5-point Likert scale were entered into exploratory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .81$, $\chi^2 (N = 158, 66) = 416.69$, $p < .001$. The resultant model explained 60.1% of the variance in Emotional Quotient scale of Brand recall. Given that all the items in the scale were positively worded, the relevant dimensions in a study on the differentiation of positive emotions (Shiota et al., 2014) were applied to the found factors. Initially, four factors were found, where the third factor had only one item which did not simultaneously load into any other factor. The 'I would not skip this type of advertising if I saw it online' item was eventually loaded into the second factor called 'Amusement', in order to discard the factor with one item, as well as since the above-mentioned item contextually was suited with the group of items in the second found factor. Factor

loadings of individual items onto three factors found as a result of factor analysis are presented in Table 2. The factors found were:

Enthusiasm. This factor included five items which related to positive emotions that are experienced during the process of anticipation of a reward, which then motivates appetitive behavior (Shiota et al., 2014).

Amusement. This factor included four items which related to positive emotions that facilitates play in a safe environment (Shiota et al., 2014).

Contentment. This factor included three items which related to positive emotions experienced after the consumption of a reward (Shiota et al., 2014).

Table 2. Factor analysis, explained variance and reliability of the three factors found for the Emotional quotient scale

Items	Enthusiasm	Amusement	Contentment
This is a fascinating ad.	.78		
This is a heart-warming ad.	.70		
This is the kind of ad you do not forget easily.	.66		
This is a wonderful ad.	.64		
This ad makes me want to buy the brand it features.	.50		
This ad does not leave me cold.		-.66	
This type of advertising is very appealing to me.		.66	
I never get tired of this kind of advertising.	(.48)	-.49	
I would not skip this type of advertising if I saw it online.		.94	
This ad makes me feel good.			-.87
I like this ad.			-.75
This ad has high interest for me.			-.36

R^2	.32	.11	.08
<i>Cronbach's α</i>	.73	.36	.59

Although three factors were eventually found, only one factor named Enthusiasm (Cronbach's $\alpha = .73$) with moderate reliability was used for further analyses.

Reaction profile

The 10 items which were based on a 8-point semantic differential scale were entered into confirmatory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .93$, $\chi^2 (N = 158, 45) = 1206.50$, $p < .001$. The resultant model explained 79.8% of the variance in the Reaction profile scale of Brand recall. Factor loadings of individual items onto 3 factors found are presented in Table 3. The factors found were:

Attractiveness. This factor included four items which related to how attractive the ad was.

Meaningfulness. This factor included three items which were about the extent to which the ad delivered a meaningful and personally significant message.

Vitality. This factor included three items which related to how vital the ad was to the respondent.

Table 3. Factor analysis, explained variance and reliability of the three factors found for the Reaction profile scale

Items	Attractiveness	Meaningfulness	Vitality
Unattractive - attractive	.93		
Ugly - beautiful	.91		
Unappealing - appealing	.76		
Uninteresting - interesting	.70		
Meaningless - meaningful		.91	
Unconvincing - convincing		.76	
Ordinary - different			-.90
Old - fresh			-.72
Lifeless - lively	(.37)		-.67
Not worth remembering - worth remembering		.40	(-.41)

R^2	.65	.09	.06
<i>Cronbach's α</i>	.92	.83	.87

This scale underwent a confirmatory factor analysis, the factors and item loadings of which aligned with the results in the original study (Wells, 1964). The reliability analysis verified that Attractiveness (Cronbach's $\alpha = .92$), Meaningfulness (Cronbach's $\alpha = .83$) and Vitality (Cronbach's $\alpha = .87$) are reliable factors and can be used in further analyses.

Brand image scale. A brand personality scale was developed by Aaker (1997) with the objective of making the scale reliable, valid and generalizable to measure five brand dimensions, such as sincerity, excitement, competence, sophistication and ruggedness. This study will use the brand personality scale from the customer perspective, measuring the image of the Heschung brand after the subjects have been exposed to either experiential or traditional marketing. The scale consists of 15 items in an adjective format and is measured on a 5-point Likert scale (1=not at all descriptive, 5=extremely descriptive).

The 15 items which were based on a 5-point Likert scale were entered into confirmatory factor analysis using Principal Components extraction with Direct Oblimin rotation based on Eigenvalues (> 1.00), $KMO = .90$, $\chi^2 (N = 158, 105) = 1275.76, p < .001$. The resultant model explained 75.4% of the variance in Brand image. Factor loadings of individual items onto 5 factors found are presented in Table 4. The factors found were:

Sincerity. This factor included four items which encompassed brand traits such as domestic, honest, genuine and cheerful.

Excitement. This factor included four items which encompassed brand traits such as daring, spirited, imaginative, up to date.

Competence. This factor included four items which encompassed brand traits such as reliable, responsible, dependable and efficient.

Sophistication. This factor included four items which encompassed brand traits such as glamorous, pretentious, charming and romantic.

Ruggedness. This factor included four items which encompassed brand traits such as tough, strong, outdoorsy and rugged.

Table 4. Factor analysis, explained variance and reliability of the five factors found for the Brand image scale

Items	Excitement	Sincerity	Sophistication	Ruggedness	Competence
Unique	.82				
Exciting	.82				
Cool	.81				
Up to date	.77				
Original	.70				
Wholesome		.84			
Down-to-earth		.78			
Honest		.78			
Upper class			.84		
Successful			.80		
Charming			.57		(-.37)
Outdoorsy				.81	
Strong/Resilient				.78	
Reliable		(.32)			.61
Intelligent			(.48)		.49
R^2	.46	.12	.08	.06	.04
<i>Cronbach's α</i>	.89	.83	.74	.73	.70

The confirmatory factor analysis conducted for the Brand image scale (Aacker, 1997) showed that the items loaded into the five factors as in the original study and that all the factors had a Cronbach's α value of .70 and above and therefore were considered for further analysis.

Rational-Experiential Inventory scale. A 40-item scale was developed by Pacini and Epstein (1999, as cited in Bearden & Netemeyer, 1999) in order to determine the respondent's predominant information processing mode. The items are ranked on a 5-point Likert scale ranging from 1 (definitely not true of myself) to 5 (definitely true of myself). There are four dimensions in this scale, namely Rational Ability, Rational Engagement, Experiential Ability and Experiential Engagement (Pacini & Epstein, 1999). Since this scale was used in a form of a quiz on a separate website (Psychology Testing Online, 2022) and respondents selected their IPM result, the responses to each item in the scale on the external website were not recorded, thus factor analysis and reliability analysis were not conducted. However, the original study of the REI scale development (Pacini &

Epstein, 1999) shows that the Cronbach's $\alpha = .90$ for the Rationality dimensions of REI and Cronbach's $\alpha = .87$ for the Experientiality dimensions of REI, which entails that REI is a reliable scale to use in this study.

Demographics. Questions related to age, sex, country of origin and level of education are presented in the first section of the questionnaire, in order to gather personal data and verify that the respondents meet the participation criteria in this survey.

Lastly, manipulation check questions were presented to participants in both conditions to check whether they have paid enough attention and noticed the manipulations. Participants in the experimental condition were required to answer the following question: "What type of sport was the character in the Heschung story involved in?", whilst the participants in the control condition were asked "How many chapters did the Heschung story contain in the text?". Additionally, debriefing information on the experiment will be shared at the end of the survey with all respondents after they had submitted their responses. Debriefing will inform them about the actual purpose of the questionnaire and provide researcher's contacts for any questions or concerns.

3.6 Research ethics

The survey experiment was designed and executed in line with the ethical guidelines stated in the Methodological Guidelines Thesis Research (Janssen & Verboord, 2022) document. The first page of the questionnaire provided a clear statement of consent, including the anonymity of research, confidentiality of the collected data and the right of the respondent to withdraw from the study at any time. Additionally, the number of parts and approximate completion time of the questionnaire, as well as the contact details of the researcher were presented to the respondents as additional information. Lastly, the respondents were asked to acknowledge that they have read and agree to voluntarily participate in the study by clicking "I consent, begin the study" and could then proceed with filling out the questionnaire.

The design of the survey itself adhered to the rules outlined in the ethical guidelines, that is: the name, logo or letter headings belonging to the Erasmus University Rotterdam (EUR) were not used and the survey clearly stated that the researcher is a student of EUR conducting research for the purposes of master thesis.

Debriefing information was also provided to the respondents at the end of the survey after all the necessary data was collected. Debriefing message included information about the manipulation implemented by the researcher and the different conditions that the participants could have been assigned to. The contact details of the researcher were once again provided in this section in case of questions or concerns from the participants' side.

4.0 Results

4.1 Manipulation checks

Given that the conducted experiment consisted of two conditions, the participants were subject to answering different manipulation check questions depending on which condition they were randomly assigned to. Respondents in the experimental condition were asked to select the type of sport that the character was involved in the animated Heschung story. Out of 67 participants in this condition, 74.6% of respondents answered 'Skiing', which was the correct answer. Respondents in the control condition were asked to select the number of chapters presented in the brochure that they had to read. Out of 91 participants in this condition, 33.0% selected the correct answer which was '3' chapters, while most of the respondents in this condition (41.8%) thought that the text contained 4 chapters. This could also be since the layout of the brochure was divided into 4 sections, although there were only 3 chapters, thus the choice of 4 in this question is understandable. Overall, it can be concluded that most of the respondents paid enough attention to the study and, therefore, the data is reliable and can be trusted to be used for further inferences.

4.2 The effect of experiential marketing on brand recall

Emotional Quotient Scale:

Enthusiasm

A linear regression analysis was conducted with the newly created Enthusiasm scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be insignificant, $F(1, 156) = .81, p = .368, R^2 = .005$. ($\neq H1$).

Reaction profile scale:

Attractiveness

A linear regression analysis was conducted with the newly created Attractiveness scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be significant, $F(1, 156) = 42.5, p < .001, R^2 = .21$. Marketing type was found to be a significant predictor ($\beta = .46, p < .001$) for the Attractiveness score (= H1).

Meaningfulness

A linear regression analysis was conducted with the newly created Meaningfulness scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be significant, $F(1, 156) = 11.2, p = .001, R^2 = .067$. Marketing

type was found to be a significant predictor ($\beta = .12, p = .013$), while time spent on Instagram was not significant ($\beta = .26, p = .001$) for the Meaningfulness score (= H1).

Vitality

A linear regression analysis was conducted with the newly created Vitality scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be significant, $F(1, 156) = 43.7, p < .001, R^2 = .22$. Marketing type was found to be a significant predictor ($\beta = .47, p < .001$) for the Vitality score (= H1).

Given that H1 was rejected in the case of Emotional quotient scale and was accepted in the case of the Reaction profile, it can be argued that experiential marketing does indeed positively affect memorability of an ad, however it largely depends on the dimension of brand recall. Therefore, it can be concluded that H1 is conditionally accepted.

4.3 The effect of experiential marketing on brand image

Excitement

A linear regression analysis was conducted with the newly created Excitement scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be significant, $F(1, 156) = 36.6, p < .001, R^2 = .19$. Marketing type was found to be a significant predictor ($\beta = .44, p < .001$) for the Excitement score (= H2).

Sincerity

A linear regression analysis was conducted with the newly created Sincerity scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be insignificant, $F(1, 156) = 2.23, p = .137, R^2 = .01$. (\neq H2).

Sophistication

A linear regression analysis was conducted with the newly created Sophistication scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be significant, $F(1, 156) = 9.0, p = .003, R^2 = .06$. Marketing type was found to be a significant predictor ($\beta = .23, p = .003$) for the Sophistication score (= H2).

Ruggedness

A linear regression analysis was conducted with the newly created Ruggedness scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or

traditional. The model was found to be significant, $F(1, 156) = 29.2, p < .001, R^2 = .16$. Marketing type was found to be a significant predictor ($\beta = .40, p < .001$) for the Ruggedness score (= H2).

Competence

A linear regression analysis was conducted with the newly created Competence scale as criterium (see Appendix D). The predictor was type of marketing, namely either experiential or traditional. The model was found to be insignificant, $F(1, 156) = .34, p = .562, R^2 = .002$ (\neq H2).

4.4 The moderating effect of Information Processing Modes

For univariate analysis of variance, the newly created variables which had an acceptable significance value were used for further analysis. The insignificant variables, namely Enthusiasm for Brand recall and Sincerity and Competence for Brand image were not considered for further analysis.

4.4.1 The effect of Information Processing Modes on the relationship between experiential marketing and brand recall

Attractiveness

A univariate analysis of variance was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Attractiveness as DV (see Appendix E). Although marketing type was a significant predictor ($p < .001$) in this model, IPM identity ($p = .394$) by itself and the interaction effect of marketing type and IPM identity ($p = .499$) were found to be insignificant (\neq H3a, \neq H3b).

Meaningfulness

A univariate analysis of variance was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Meaningfulness as DV (see Appendix E). Although marketing type was a significant predictor ($p < .001$) in this model, IPM identity ($p = .074$) by itself and the interaction effect of marketing type and IPM identity ($p = .727$) were found to be insignificant (\neq H3a, \neq H3b).

Vitality

A univariate analysis of variance, which included the test of between-subject effects, was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Vitality as DV (see Appendix E). Although marketing type was a significant predictor ($p < .001$) in this model, IPM identity ($p = .265$) by itself and the interaction effect of marketing type and IPM identity ($p = .713$) were found to be insignificant (\neq H3a, \neq H3b).

4.4.2 The effect of Information Processing Modes on the relationship between experiential marketing and brand image

Excitement

A univariate analysis of variance was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Excitement as DV (see Appendix E). Although marketing type was a significant predictor ($p < .001$) in this model, IPM identity ($p = .363$) by itself and the interaction effect of marketing type and IPM identity ($p = .751$) were found to be insignificant (\neq H4a, \neq H4b).

Sophistication

A univariate analysis of variance was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Sophistication as DV (see Appendix E). Although marketing type was a significant predictor ($p = .005$) in this model, IPM identity ($p = .342$) by itself and the interaction effect of marketing type and IPM identity ($p = .420$) were found to be insignificant (\neq H4a, \neq H4b).

Ruggedness

A univariate analysis of variance was conducted with Marketing type and Information Processing Mode (IPM) as IVs and Ruggedness as DV (see Appendix E). Although marketing type was a significant predictor ($p < .001$) in this model, IPM identity ($p = .693$) by itself and the interaction effect of marketing type and IPM identity ($p = .873$) were found to be insignificant (\neq H4a, \neq H4b).

4.5 Additional analyses

In order to verify the generalizability of the results, the additional univariate analyses were conducted for the demographic information as the independent variables. These demographic variables included age ($p = .495$), gender ($p = .821$), country of origin ($p = .283$) and level of education ($p = .682$). As a result of the analyses, none of these variables were found to have a significant effect on Attractiveness, Meaningfulness and Vitality variables for Brand recall, as well as no significant relationship was observed between demographic variables and Excitement, Sophistication and Ruggedness for Brand image.

5.0 Conclusion

5.1 General discussion of the results and study's contribution to the existing literature

The hypothesis testing revealed that a definite answer cannot be given to certain questions as a lot depends on different dimensions of variables at stake. The following few paragraphs will discuss general results and answer the central question of this study.

The regression analyses were conducted for the three scales selected for the purpose of this study. For the Emotional quotient scale, the regression analysis did not identify a significant effect of experiential marketing on Enthusiasm, thus H1 was rejected, and the given factor was not considered for univariate analysis. The second scale called Reaction profile was used to measure the effect of experiential marketing on brand recall, the regression analysis to which showed a positive relationship between experiential marketing and the three subscales in this scale, thus accepting H1 for each of these factors. Having positive Beta values as a result of measurement of brand recall entails that Vitality, Attractiveness and Meaningfulness are positively influenced by ads that employ experiential marketing techniques. Considering that experiential marketing is defined in this study as a type of creative marketing and advertisement, the findings for brand recall align with the current literature (Smith & Hanover, 2016; Till & Baack, 2005) that claims that creative ads are positively associated with brand recall and are not easily forgotten. Following from the conditional acceptance of H1, it can be argued that concepts such as brand recall, which are rather abstract and challenging to quantify, need to be looked at from as many dimensions as possible in order to arrive to well-rounded conclusions about the above-mentioned concept. This, in its turn, paves the way for new research opportunities.

For the Brand image scale (Aacker, 1997), the regression analyses for each of the newly created variables in this scale revealed that experiential marketing has a positive effect on three out of five brand image dimensions identified in this study, such as Excitement, Sophistication and Ruggedness subscales of brand image, whilst Sincerity and Competence subscales turned out to be insignificant. While three out of five subscales led to the acceptance of H2, the two remaining subscales rejected H2, which in this case can be interpreted in a similar fashion as the Brand recall results. The results may entail that experiential marketing leads to brands showcased in ads being seen as exciting, sophisticated and rugged. To be more exact, the words imaginative, daring, charming, upper-class and outdoorsy would be associated with the brand that uses experiential marketing. By contrast, sincerity and competence were found not to associate with brands using experiential marketing, which means that H2 is also conditionally accepted.

After testing the main-effect hypotheses, the subscales which performed well were further used in univariate analyses in order to conduct the between-subjects test and test the interaction hypotheses while introducing the potential moderating effect of the information processing modes. In this analysis, the newly created variables were entered into the analysis as dependent variables,

whilst IPM identity and marketing type, which consisted of experiential and traditional marketing, were used as independent variables. The univariate analyses have revealed that, although marketing type by itself was a significant variable, IPM identity and the interaction of IPM identity with marketing type were found to be insignificant in relation to brand recall and brand image. This would imply that, even though the positive main effect of experiential marketing on brand recall and brand image was observed in the regression analysis stage, information processing modes as a moderating variable is insignificant in this relationship.

The additional analysis performed for the demographic variables further strengthened the conclusions reached by showing that age, gender, country of origin and level of education were insignificant factors in determining the relationship between experiential marketing and brand recall and brand image. This goes to show that the research results are generalizable across groups of people with various backgrounds.

To answer the central research question of the study “To what extent does the effect of experiential marketing on brand recall and brand image for consumers with the experiential mode of information processing differ from those with predominantly rational mode?” - the effect of experiential marketing on brand recall and brand image does not differ for consumers with the experiential mode of information processing from those with a predominantly rational mode. This is because the Information Processing Modes were found to be an insignificant moderator, thus it can be concluded that the relationship between experiential marketing and brand recall and brand image is not affected by individual differences in consumers’ information processing styles. This study has contributed to the existing literature with empirical findings and the following few paragraphs will highlight this contribution.

The findings of this study in relation to the use of experiential marketing by brands has proven to align with the previous literature, as well as with the expectations of the current study. Brands using experiential marketing are believed to improve brand recall and brand image associations in customers. This study provides support to the existing literature by concluding that experiential ads have a positive influence on brand recall through attractiveness, meaningfulness and vitality. This means that experiential ads are perceived by consumers as more attractive, meaningful and vital, which leads to the memorization of the ad and the brand. Experiential marketing also improved brand image, making the brands seem more exciting, sophisticated and rugged in the minds of consumers. This is in line with the existing literature as Pine and Gilmore (1999) also claimed that the more an experience is sensory, which was the case with the Heschung animated ad, the higher the likeliness of it being remembered.

Moreover, the findings for the last set of hypotheses revealed that information processing mode does not influence the relationship between experiential marketing and brand recall and brand image. The underlying reason for this could be the salience of experiential marketing, or in other words – the applicability of the effectiveness of experiential marketing across groups of people with

different predominant information processing systems. This phenomenon was also observed for the hypothesized positive effect of traditional marketing on brand recall and brand image for individuals with a predominantly rational information processing mode, where the significance could not be proven either. This goes to show that information processing is not a strong enough predictor given the variables and conditions considered in this study.

The societal implications of these findings can be of great use to managers and marketers in many industries. Firstly, marketers should consider defining specific goals when it comes to improving brand image and/or brand recall of their companies. As it was concluded above, brand recall and brand image have various dimensions, and experiential marketing has proven to be effective on some dimensions and ineffective on others. If marketers are interested in their brands being seen as attractive, meaningful and vital, through which they could improve brand recall – experiential marketing could be a suitable solution. If the marketers' goal is for brand to be associated with excitement, sophistication and ruggedness, and make their consumers perceive the brand as such – experiential marketing could be seen as a good potential solution as well. When it comes to consumers' information processing modes, as the study concluded: marketers do not need to consider information processing in their decision-making process when it comes to the employment of the experiential marketing strategy.

5.2 Research limitations and recommendations for future research

This study was designed such that it would measure what it aimed to measure, making the results valid and reliable to a certain extent. The hypotheses were developed as a result of rich synthetization of similar empirical studies and prior theory and considered various views, interpretations and debate. When it comes to the experiment, the participants' response bias was reduced by the posttest only design and the selection of a less known shoe brand, in order to ensure that the respondents had approximately the same knowledge of and expectations from the study. However, this study could potentially be improved by considering the limitations which could have possibly affected the outcome of this research.

Firstly, the data was collected through the online survey experiment, which had both advantages and disadvantages. Online survey experiments are convenient in terms of allowing the respondents to participate in their free time and the ability of the researcher to recruit respondents from all over the world. They are also a safer solution given the ongoing pandemic and restrictions in place. However, experimental study design could be improved by increasing the control over as many external environments. This could be done by organizing on-site experiments, where respondents would start and finish the experiment at the same time and in the same environment. This would further decrease bias that could potentially be present in current results.

Secondly, the factorial experimental design was a posttest only design, which prevents testing effect from taking place (Neuman, 2011). However, including the pretest into the

experimental design would better illustrate the change observed in the dependent variable before and after the treatment of subjects. Considering both advantages and disadvantages of conducting a posttest only experiment, a potential solution would be the Solomon four-group design. This type of design would primarily address the challenges created by testing effect (Neuman, 2011) of the pretest designs and allow the research to have a deeper insight into subjects' behaviors.

Thirdly, the participants in the sample turned out to be unbalanced in some aspects, for instance there were twice as many females as males, 60% of participants were between 18-24 years old, and the respondents with experiential information processing mode made up only one third of all respondents. For a more balanced sample, cluster sampling method could be employed. This would require pre-determined groups of people which would fulfil the eligibility criteria and allow the researcher to randomly recruit and assign participants to conditions in equal amounts. However, it should also be noted that

Additionally, the sample size may have potentially affected the outcome of the research results. Although the minimum number of respondents requirement of 150 was met, a larger sample could have improved credibility and generalizability of the results. It could have also potentially helped to qualify more factors as dependent variables for the regression analyses. For instance, Cronbach's alpha value for the 'Contentment' factor ($\alpha = .59$) found as a result of the exploratory factor analysis in the Emotional quotient scale was slightly below the set threshold of .70. A larger sample size could have improved the performance of this scale in factor analysis, and perhaps even in the regression analysis, which would provide more insight into the effect of experiential marketing on brand recall. Another reason why a larger sample could be beneficial is the fact that IPM identity cannot be predetermined in this particular study design, given that the participants were required to fill in a separate survey to identify their processing mode at the end of the questionnaire. In order to ensure that both processing modes are equally represented in the study for further analysis, a larger sample would be needed.

Moreover, this study was only focused on one brand and its advertisement in two different forms. Although using one brand simplified the task of identifying the existence of a main effect of IV on DVs, the consistency of this effect could be checked by including multiple brands which have used experiential marketing. The proof of consistency would strengthen the validity and reliability of the findings and improve the generalizability of the research. It is also worth mentioning that using only one brand or one method leads to mono-operation bias and mono-method bias which generally decrease the generalizability of research (Vargas et al., 2017), therefore including multiple ways of testing variables would be more suitable for improving study's credibility.

Finally, the design of the survey could be improved for better results. For instance, considering adding information for respondents on the fact that they will see an animation or brochure and should engage with their full attention as they will be asked questions on these materials later could potentially improve the quality of participants' responses to survey questions.

Moreover, the results of the manipulation checks suggest that only 19% of the respondents in the control condition were able to correctly identify that there were only 3 chapters in the Heschung story. 24.1% of the respondents thought that the story had 4 chapters and looking back at the layout of the brochure and the length of the story, the conclusion can be reached that respondents either did not read the story carefully enough to notice the number of chapters or they might have been confused by the layout which makes it seem as if there were 4 chapters in the story. Therefore, taking into account the length and the layout of the visual materials to be read by the survey respondents could help improve the quality of the results. Lastly, although the total number of responses was 254, only 158 responses were fully completed. The insights from Qualtrics reveal that most of the incomplete responses were being completed up until the respondents were asked to take a separate quiz to identify their information processing mode. It can be suspected that respondents found the separate 40-item IPM survey to be too long and quit the study or they were redirected to the new link to take the IPM survey and could not return to the original survey to complete it. Thus, avoiding including external links to surveys or websites in a questionnaire could improve the response rates.

When it comes to recommendations for future research, it is important to keep the results of the current study in mind. Although, the positive relationship between experiential marketing and brand recall and brand image was found to exist for certain dimensions of the dependent variables, the consistency of this effect in the case of other brands is yet to be explored. Moreover, variables such as brand recall and brand image many have many different dimensions which were not considered in this study but can be explored in future research. Additionally, despite the fact that none of the univariate analyses performed were significant, some of the models, e.g., Meaningfulness (see Appendix E) were relatively close to the significance threshold, which may possibly hint at the existence of the moderating effect of information processing modes on the relationship between the independent variable and dependent variables. By contrast, marketing type was a significant predictor, and it can therefore be argued that the share of marketing type in this relationship between the variables is so strong that it overshadows the role of IPM in this relationship. In a study by Lee et al. (2021), the research was focused on the impact of information processing modes on consumers' moral judgements in the endorsement context. The empirical findings of the study showed that information processing modes in consumers does indeed lead to different moral judgements (Lee et al., 2021). This shows that individual differences in consumer processing systems can still be an important contributing factor. Therefore, further research is suggested in the same area or in exploring the potential relationship between one's information processing mode and brand recall and/or brand image.

In conclusion, this study aimed to explore the effect of experiential marketing on brand recall and brand image, as well as determine whether information processing modes of consumers have a moderating effect on the relationship between the independent variable and dependent variables. To answer the central question of the study, a survey experiment was conducted in a 2x2 factorial

posttest only experimental design. The collected data and the scales used were entered into exploratory and confirmatory factor analyses, followed by regression analyses for the factors with an acceptable reliability value. The univariate analyses of variance were also conducted to test the interaction hypotheses. As a result of the analyses, H1 and H2 were conditionally accepted, whilst H3a, H3b, H4a and H4b were rejected. The study was limited by the online and posttest only method, mono-operation and mono-method bias and the limited sample size. Future research in this area could further explore the relevance of the information processing modes to experiential marketing, brand recall and brand image.

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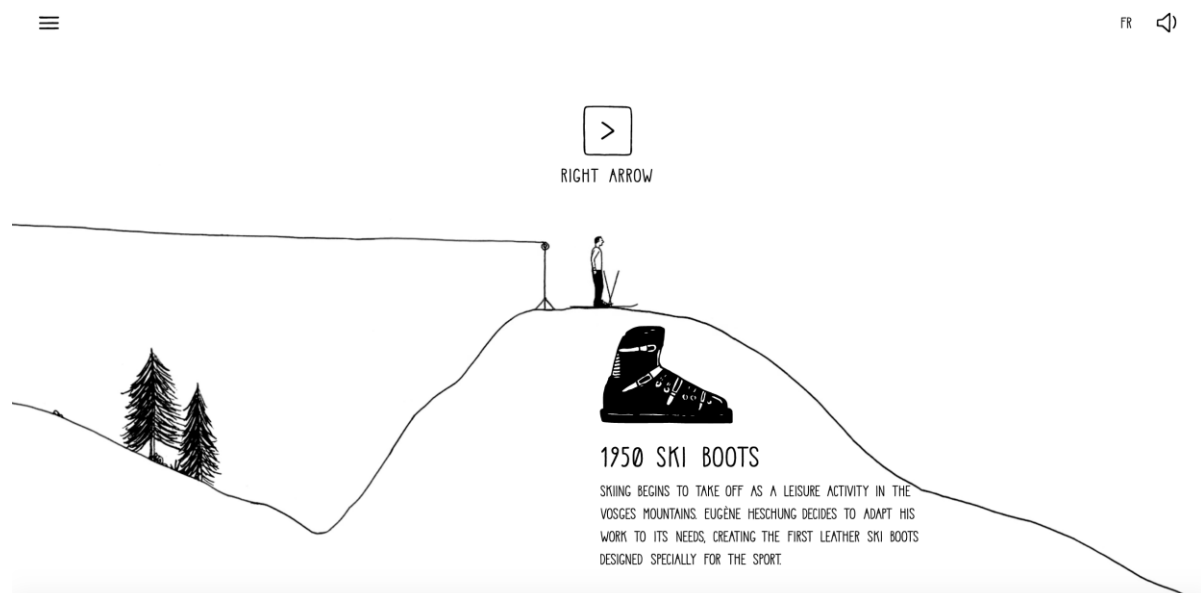
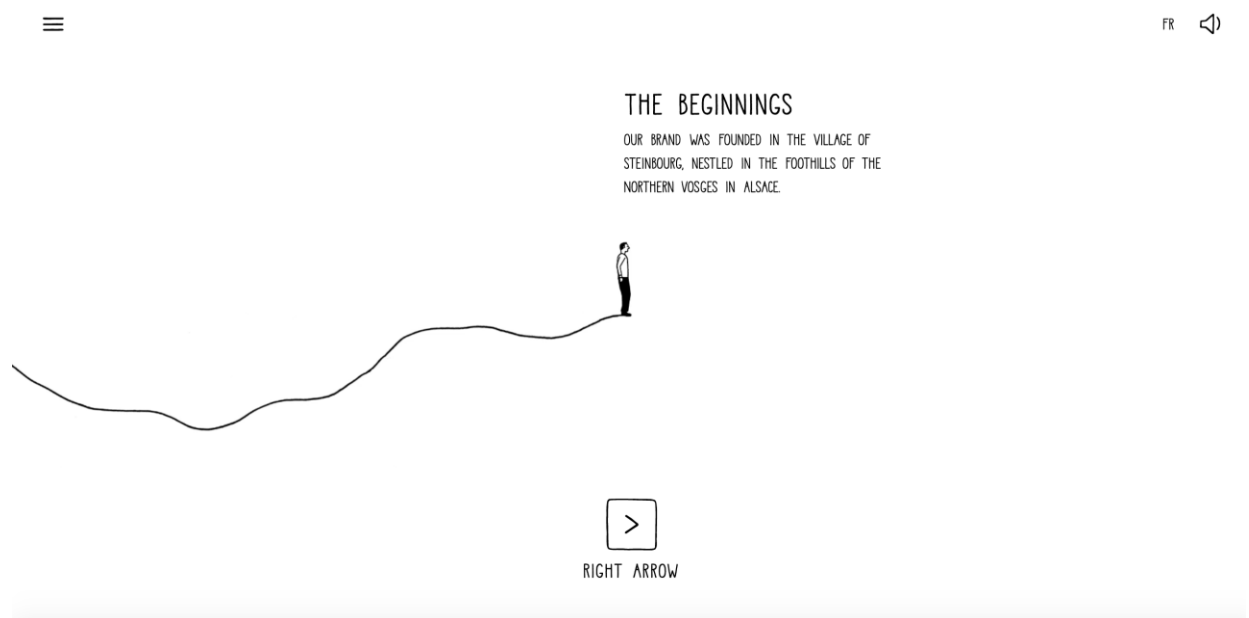
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Appendix A

Screenshots of the animated Heschung ad that participants in the experimental condition saw



Appendix B

Brochure of the Heschung story that participants in the control condition read

HESCHUNG

1934

Chapter 1

The beginning of the adventure

The beginnings

Our brand was founded in the village of Steinbourg, nestled in the foothills of the Northern Vosges in Alsace.

1934

The first shoes

Eugène Heschung, a shoe cutter, starts his own workshop and begins making work shoes and boots for local butchers, farmers and soldiers using the reverse welted stitching technique.

Reverse-welted construction

Identifiable by its visible external stitches used to fix the leather welt round the contour of the shoe, the genuine reverse-welted construction meets the most stringent requirements of strength, waterproofing and comfort.

Chapter 2

The ski years

1950

Ski boots

Skiing begins to take off as a leisure activity in the Vosges mountains. Eugène Heschung decides to adapt his work to its needs, creating the first leather ski boots designed specially for the sport.

Outfitting the professionals

Robert Heschung takes over from his father and sets his sights on supplying competition boots to the French ski team.

1968

Olympics

In 1965, Heschung becomes the official supplier to the French national ski team. The brand gains recognition in the Grenoble Winter Olympics of 1968, with Guy Périllat, Annie Famose, Marielle Goitschel and others bringing home Olympic medals in Heschung ski boots.

Chapter 3

Perpetuate the know-how

1992

Contemporary footwear

Pierre Heschung takes over the business. Deciding to place his bets on traditional expertise and quality, he brings out the Reverse and Goodyear welt machines from the attic. The first men's and women's contemporary footwear collections are launched in 1992.

A timeless, comfortable and elegant style

The brand promise is simple: creating original, timeless shoes in elegant, casual designs using the reverse welt technique that guarantees instant comfort to the wearer.

The story continues

We have been awarded the Entreprise Patrimoine du Vivant label, affirming our position as a living heritage company carrying forward this rare shoemaking expertise in our Steinbourg and Hungarian workshops.



Appendix C

Screenshots of the full questionnaire including the consent form and debriefing information

Survey Completion

0%100%

Dear participant,

This research is conducted as part of the thesis project by a master student of Media & Business at **Erasmus University Rotterdam**, with the goal of exploring **online storytelling techniques** used by a shoe brand named Heschung.

The survey consists of **4 parts** and takes approximately **15 minutes** to complete.

There are no right or wrong answers in this questionnaire and it is designed only to enquire your opinion. Your responses will be **fully anonymous**. The collected data will be used only for research purposes and will stay **strictly confidential**. Additionally, you reserve the right to withdraw from this research at any point.

If you have any questions or require additional information, please feel free to send an email to 611203gm@eur.nl

By clicking the consent button below, you acknowledge that you have understood the purpose of this study as described above and that you are voluntarily participating in this questionnaire.

☐ I consent, begin the study

→

PART I

Please take 3-4 minutes to familiarize yourself with the Heschung brand via the link below (opens in a new tab). Please make sure that you turn on your phone/laptop's volume for a better experience.

<https://noel.heschung.com/en/chapitre/les-debuts-de-l-aventure/>

Once you finish watching the animation, please return to this questionnaire to complete it.

PART I

Please take 3-4 minutes to read the below brochure and familiarize yourself with the Heschung brand.

Once you finish reading, please proceed with the questionnaire.

HESCHUNG

1934

Chapter 1
The beginning of the adventure

The beginnings
Our brand was founded in the village of Sherbourg, nestled in the foothills of the Northern Vosges in Alsace.

1968
Olympics

In 1968, Heschung becomes the official supplier to the French national ski team. The brand gains recognition in the Grenoble Winter Olympics of 1968, with Guy Périllat, Annie Farnose, Marielle Göttscher and others bringing home Olympic medals in Heschung ski boots.

Chapter 3
Perpetuate the know-how

PART II

On a scale from 1 to 5 (1 = strongly disagree, 5 = strongly agree), please rate the following statements in relation to the Heschung advertisement you have just seen.

	1 (strongly disagree)	2 (disagree)	3 (neither agree nor disagree)	4 (agree)	5 (strongly agree)
This type of advertising is very appealing to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not skip this type of advertising if I saw it online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a heart-warming ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me want to buy the brand it features.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad has high interest for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like this ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad makes me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a wonderful ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the kind of ad you do not forget easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a fascinating ad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I never get tired of this kind of advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad does not leave me cold.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the Heschung advertisement on below characteristics:

	1	2	3	4	5	6	7	8	
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful
Unattractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Uninteresting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Meaningless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Meaningful
Unconvincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Convincing
Not worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worth remembering
Old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fresh
Lifless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lively
Ordinary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Different

On a scale from 1 to 5 (1 = not at all descriptive, 5 = extremely descriptive), please rate the following adjectives in terms of their descriptiveness and relevance to the Heschung brand.

	1 (not at all descriptive)	2 (somewhat descriptive)	3 (quite descriptive)	4 (very descriptive)	5 (extremely descriptive)
Down-to-earth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wholesome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up-to-date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upper class	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoorsy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong/Resilient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART III

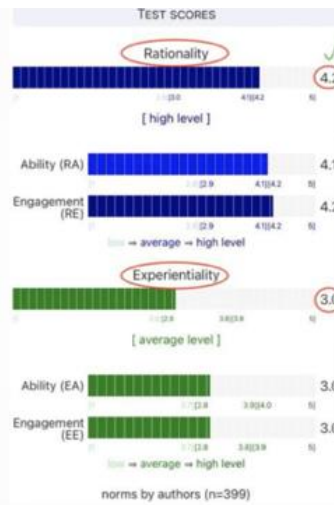
You're almost there!

Please take 5-6 minutes to complete the below quiz to accurately identify your information processing mode. Once you receive your quiz result, please return to this questionnaire and proceed with the next question.

Please use the following link to access the quiz (opens in a new tab):

<https://psytets.org/cognitive/reien-run.html>

As shown in the example below, you will receive two scores (Rationality and Experientiality scores). Please consider your highest score for the next question.



What is your information processing mode based on the result of the quiz?

- ☐ Rational Information Processing Mode
- ☐ Experiential Information Processing Mode

What type of sport was the character in the Heschung story involved in?

- ☐ Surfing
- ☐ Football
- ☐ Skiing
- ☐ Sky-diving
- ☐ Tennis

How many chapters did the Heschung story contain in the text?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ none of the above

PART IV

This is the final section of this questionnaire

How do you identify yourself?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

Age

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55+

Country of origin

What is the level of education or the highest degree you have obtained? If currently enrolled, please choose the prospective degree from the list below.

☐ Some high school or less

☐ High school graduate

☐ Some college

☐ Bachelor's degree

☐ Master's degree

☐ PhD or higher

☐ Other, namely:

Survey Completion
0%  100%

**Thank you for taking the time to complete this questionnaire! Your response has been recorded.
Please take a moment to read the debriefing information below.**

This section aims to inform participants about the manipulation used by the researcher in this experiment. The real purpose of this study is to investigate the relationship between experiential marketing, brand recall/brand image, and information processing modes.

The respondents in this survey were randomly assigned to one of the two groups: some had to follow an interactive story by tapping/clicking buttons on the Heschung website, thus 'experiencing' the brand; while others were asked to familiarize themselves with the Heschung brand by reading the same story on a brochure. Then, both groups were asked to respond to the same questions, the answers to which will be compared in the next stages of this study.

If you have any questions, comments or suggestions regarding this questionnaire or the research project as a whole, please reach out to me via 611203gm@eur.nl.

Thank you once again for your time and please feel free to share this questionnaire with your friends (without mentioning to them any of the debriefing details you have just read)! :)

Appendix D

Regression analysis for the Enthusiasm subscale of the Emotional quotient scale for Brand recall

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.072 ^a	.005	-.001	1.53394	.005	.814	1	156	.368

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.915	1	1.915	.814	.368 ^b
	Residual	367.062	156	2.353		
	Total	368.977	157			

a. Dependent Variable: Enthusiasm

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.578	.161		22.251	<.001
	marketing_type_exp	-.223	.247	-.072	-.902	.368

a. Dependent Variable: Enthusiasm

Regression analyses for the Attractiveness, Meaningfulness and Vitality subscales of the Reaction profile for Brand recall

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.463 ^a	.214	.209	2.59571	.214	42.505	1	156	<.001

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	286.387	1	286.387	42.505	<.001 ^b
	Residual	1051.082	156	6.738		
	Total	1337.469	157			

a. Dependent Variable: Attractiveness

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.970	.272		18.264	<.001
	marketing_type_exp	2.724	.418	.463	6.520	<.001

a. Dependent Variable: Attractiveness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.259 ^a	.067	.061	2.61714	.067	11.222	1	156	.001

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.865	1	76.865	11.222	.001 ^b
	Residual	1068.508	156	6.849		
	Total	1145.373	157			

a. Dependent Variable: Meaningfulness

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	5.648	.274		20.588	<.001
	marketing_type_exp	1.411	.421	.259	3.350	.001

a. Dependent Variable: Meaningfulness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.468 ^a	.219	.214	2.61115	.219	43.727	1	156	<.001

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	298.135	1	298.135	43.727	<.001 ^b
	Residual	1063.621	156	6.818		
	Total	1361.756	157			

a. Dependent Variable: Vitality

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4.385	.274		16.018	<.001
	marketing_type_exp	2.780	.420	.468	6.613	<.001

a. Dependent Variable: Vitality

Regression analyses for the Excitement, Sincerity, Sophistication, Ruggedness and Competence subscales of the Brand image scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.436 ^a	.190	.185	.89745	.190	36.554	1	156	<.001

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.442	1	29.442	36.554	<.001 ^b
	Residual	125.646	156	.805		
	Total	155.088	157			

a. Dependent Variable: Excitement

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.738	.094		29.108	<.001
	marketing_type_exp	.873	.144	.436	6.046	<.001

a. Dependent Variable: Excitement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.119 ^a	.014	.008	.87367	.014	2.231	1	156	.137

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.703	1	1.703	2.231	.137 ^b
	Residual	119.074	156	.763		
	Total	120.776	157			

a. Dependent Variable: Sincerity

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.392	.092		37.036	<.001
	marketing_type_exp	.210	.141	.119	1.493	.137

a. Dependent Variable: Sincerity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.234 ^a	.055	.049	.87860	.055	9.023	1	156	.003

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.965	1	6.965	9.023	.003 ^b
	Residual	120.422	156	.772		
	Total	127.387	157			

a. Dependent Variable: Sophistication

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.172	.092		34.442	<.001
	marketing_type_exp	.425	.141	.234	3.004	.003

a. Dependent Variable: Sophistication

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.397 ^a	.158	.152	.95497	.158	29.190	1	156	<.001

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.620	1	26.620	29.190	<.001 ^b
	Residual	142.266	156	.912		
	Total	168.886	157			

a. Dependent Variable: Ruggedness

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.819	.100		28.157	<.001
	marketing_type_exp	.831	.154	.397	5.403	<.001

a. Dependent Variable: Ruggedness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.047 ^a	.002	-.004	.94797	.002	.338	1	156	.562

a. Predictors: (Constant), marketing_type_exp

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.304	1	.304	.338	.562 ^b
	Residual	140.190	156	.899		
	Total	140.494	157			

a. Dependent Variable: Competence

b. Predictors: (Constant), marketing_type_exp

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.456	.099		34.778	<.001
	marketing_type_exp	.089	.153	.047	.581	.562

a. Dependent Variable: Competence

Appendix E

Univariate analysis of variance (Test of between-subjects effects) for the Brand recall subscales

Tests of Between-Subjects Effects

Dependent Variable: Attractiveness

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	294.600 ^a	3	98.200	14.501	<.001
Intercept	5263.695	1	5263.695	777.288	<.001
marketing_type_exp	281.805	1	281.805	41.614	<.001
IPM_identity	4.957	1	4.957	.732	.394
marketing_type_exp * IPM_identity	3.109	1	3.109	.459	.499
Error	1042.868	154	6.772		
Total	7264.938	158			
Corrected Total	1337.469	157			

a. R Squared = .220 (Adjusted R Squared = .205)

Tests of Between-Subjects Effects

Dependent Variable: Meaningfulness

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	99.886 ^a	3	33.295	4.904	.003
Intercept	5218.031	1	5218.031	768.614	<.001
marketing_type_exp	88.099	1	88.099	12.977	<.001
IPM_identity	22.029	1	22.029	3.245	.074
marketing_type_exp * IPM_identity	.828	1	.828	.122	.727
Error	1045.487	154	6.789		
Total	7311.000	158			
Corrected Total	1145.373	157			

a. R Squared = .087 (Adjusted R Squared = .069)

Tests of Between-Subjects Effects

Dependent Variable: Vitality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	307.734 ^a	3	102.578	14.987	<.001
Intercept	4358.715	1	4358.715	636.839	<.001
marketing_type_exp	289.194	1	289.194	42.253	<.001
IPM_identity	8.561	1	8.561	1.251	.265
marketing_type_exp * IPM_identity	.932	1	.932	.136	.713
Error	1054.022	154	6.844		
Total	6251.889	158			
Corrected Total	1361.756	157			

a. R Squared = .226 (Adjusted R Squared = .211)

Univariate analysis of variance (Test of between-subjects effects) for the Brand image subscales

Tests of Between-Subjects Effects

Dependent Variable: Excitement

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	30.190 ^a	3	10.063	12.408	<.001
Intercept	1346.757	1	1346.757	1660.564	<.001
marketing_type_exp	26.507	1	26.507	32.683	<.001
IPM_identity	.675	1	.675	.832	.363
marketing_type_exp * IPM_identity	.082	1	.082	.101	.751
Error	124.898	154	.811		
Total	1682.160	158			
Corrected Total	155.088	157			

a. R Squared = .195 (Adjusted R Squared = .179)

Tests of Between-Subjects Effects

Dependent Variable: Sophistication

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.154 ^a	3	2.718	3.511	.017
Intercept	1554.984	1	1554.984	2008.394	<.001
marketing_type_exp	6.339	1	6.339	8.187	.005
IPM_identity	.703	1	.703	.908	.342
marketing_type_exp * IPM_identity	.507	1	.507	.655	.420
Error	119.233	154	.774		
Total	1903.000	158			
Corrected Total	127.387	157			

a. R Squared = .064 (Adjusted R Squared = .046)

Tests of Between-Subjects Effects

Dependent Variable: Ruggedness

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	26.786 ^a	3	8.929	9.677	<.001
Intercept	1417.906	1	1417.906	1536.650	<.001
marketing_type_exp	23.007	1	23.007	24.933	<.001
IPM_identity	.145	1	.145	.157	.693
marketing_type_exp * IPM_identity	.024	1	.024	.026	.873
Error	142.100	154	.923		
Total	1757.500	158			
Corrected Total	168.886	157			

a. R Squared = .159 (Adjusted R Squared = .142)

Appendix F

Screenshot of the external website with 40-item quiz to identify information processing modes of participants

The screenshot shows the Rational Experiential Inventory (REI) quiz interface. At the top, there is a blue header with the 'psytests.org' logo and the text 'PSYCHOLOGY TESTING ONLINE'. Below the header, the breadcrumb trail reads 'PsyTests » English » Rational/Experimental REI'. The main title 'RATIONAL EXPERIENTIAL INVENTORY, REI' is centered. A navigation bar contains a 'GO BACK' button and a progress indicator 'QUESTION 1 OF 40 (3%)'. The question text is 'I am not very good at solving problems that require careful logical analysis.' Below the question, there are five response options in a vertical list: 'Definitely not true of myself', 'Somewhat not true of myself', 'Neither true nor untrue of myself', 'Somewhat true of myself', and 'Definitely true of myself'.

psytests.org PSYCHOLOGY TESTING ONLINE

PsyTests » English » Rational/Experimental REI

RATIONAL EXPERIENTIAL INVENTORY, REI

GO BACK QUESTION 1 OF 40 (3%)

I am not very good at solving problems that require careful logical analysis.

Definitely not true of myself

Somewhat not true of myself

Neither true nor untrue of myself

Somewhat true of myself

Definitely true of myself