



How can the Chinese electric car brands establish name and brand awareness among Dutch car buyers to enable the successful market introduction of their car brands on the Dutch electrical car market?

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Executive Summary

In this thesis, research towards the decision-making of the Dutch consumer is done, focused on the adoption of electric vehicles. The Dutch government has set the goal of achieving the Paris agreements and wants to achieve this, among other projects, by stimulating the sale of electric vehicles. This makes the country an interesting market for suppliers of electric vehicles, and opens up opportunities for new suppliers. However, current sales are mainly dominated by brands that have already build up brand awareness and trust among consumers with their petrol cars. Because more and more brands are announcing that they will partially or even completely switch to electric vehicles, this problem seems to be becoming increasingly relevant for new providers, as it becomes harder to introduce their vehicles to the market. Thereby, this raised the question of how these new providers can best introduce their vehicles in order to be able to compete. In this study, the new suppliers were represented by the Chinese suppliers of electric vehicles, which are new to the Dutch market. Research is done by using the following research question:

“How can the Chinese electric car brands establish name and brand awareness among Dutch car buyers to enable the successful market introduction of their car brands on the Dutch electrical car market?”

The literature study was done based on the theoretical sub-questions 1. What is a brand? 2. What is brand awareness? 3. What is a market introduction? 4. What are market stages? and 5. What entails the consumer-decision-making process? Based on academic sources and the resulting conclusions, the following hypotheses have been formulated:

Hypothesis 1: The brand-related themes that relate to the value systems ("value system", "personality" and "image") have significantly more meaning for consumers than the other themes that relate to the function of the brand. These include a) a logo b) a legal instrument c) a company d) a risk reducer e) an identity system f) a relationship g) adding value and i) an evolving entity.

Hypothesis 2: There is a significant relationship between the degree of brand awareness and the purchase intention among consumers.

Hypothesis 3: There is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest.

Hypothesis 4: Consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards".

Hypothesis 5: In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

The hypotheses were tested on the basis of an online questionnaire completed by 184 Dutch respondents, who were approached by mail. The data was then tested for validity and reliability on the basis of SPSS. Functions used for this were Cronbach's alpha, one-sided t-test and multiple regression.

From the data analysis, it was concluded that the results of both the literature and this thesis are largely in agreement. Hypotheses 2, 3, 4 and 5 agreed to each other. This means that a) there is a significant relationship between the degree of brand awareness and the purchase intention among consumers b) there is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest c) consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards and d) In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

Hypothesis 1 was the only hypothesis that did not agree with the literature, because the sample largely saw a brand as a "risk reducer", which was against the hypothesis.

To answer the central research question, this thesis showed that a Chinese supplier of EVs should have a good introduction position if a) the brand is combined with a product that can meet the risk aversion that the customer usually has b) the brand awareness of the brand has penetrated significantly in the target group c) the product offered is clearly distinctive in terms of innovation d) attention is paid in marketing-related campaigns to target the first adoption groups and e) the company realizes that the customer judges the quality of its products primarily on the basis of price and brand reputation.

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Chapter 1: Introduction

1.1 Preface

In recent years, electric cars, also known as EVs, have seen a significant growth in sales around the world. Between 2005 and 2016, the global number increased from approximately 2,000 to 750,000 vehicles, and by 2020 global sales were already well above the 2016 total (IEA, 2021). Many governments see the electric car as an asset that can make a significant contribution in order to achieve various energy- and climate-related goals (IEA, 2021). Tax benefits and other forms of stimulation are expected to increase the number of electric vehicles worldwide from 4 million in 2018 to 120 million in 2030 (Bank of Canada, 2019).

The Netherlands is not lagging behind in this trend. The country is one of the top five European countries with the highest number of sales and availability of charging stations (ANWB, 2020). The government has set the goal of achieving the Paris agreements and wants to achieve this, among other projects, by stimulating the sale of electric vehicles. This makes the country an interesting market for suppliers of electric vehicles, and opens up opportunities for new suppliers. However, introducing these vehicles to the Dutch market is not an easy task. Current sales are mainly dominated by brands that have already build up brand awareness and trust among consumers with their petrol cars (BOVAG, 2021). Because more and more brands are announcing that they will partially or even completely switch to electric vehicles in 2021, this problem seems to be becoming increasingly relevant for new providers.

In this study, the new suppliers are represented by the Chinese suppliers of electric vehicles. Many brands have been established in the country by the government with the aim of increasing global economic power while reducing domestic dependence on oil, which is mainly supplied by foreign countries. It is expected that this group of providers will be an example of new providers that have to compete with the traditional providers.

The aim of this study is to generate scientifically based insight into related consumer behavior based on the decision-making process. The data obtained is used to determine what makes a consumer switch product and what the influence of certain factors, such as brand awareness, is on the purchase intention.

1.2 The current Dutch (electrical) car market

In 2020 there were approximately 8.7 million registered passenger cars in the Netherlands, which was 1.7 percent more than a year earlier. Since 2010, the total amount of passenger cars in the Netherlands has increased by 14 percent. 80 percent of the total amount of cars ran on petrol, 14 percent on diesel and electric cars accounted for two percent. The rest ran on gas or other fuels (CBS, 2021).

In the Netherlands, the cars have access to approximately 140,000 kilometers of public roads, of which 5,500 kilometers are highways maintained by the government (CBS, 2021). The Dutch driver travels an average of 13,000 kilometers per year (CBS, 2021), but there are also studies that indicate higher numbers. Rijkswaterstaat (Dutch ministry responsible for infrastructure) speaks of 22,800 kilometers. According to the same study, the average journey distance was 47 kilometers, with the caveat that this study was conducted among respondents who were spotted on the highway and approached afterwards (Rijkswaterstaat, 2015).

Over the years, the sales of electric vehicles have significantly increased in the Netherlands. In December 2020, 144,876 electric cars were driving in the country, a doubling compared to 2019 (ANWB, 2020). In 2019, sales had already significantly increased with more than 50 percent compared to 2018 (CBS, 2020). In 2020, the electric car achieved a market share of 13.9 percent in general sales. (BOVAG, 2021). In that year, more than 70,000 electric cars were sold out of a total of 356,000 newly registered vehicles, which is roughly 20 percent (BOVAG, 2021).

In 2020, these cars were supported by 58,379 (semi-or complete public) charging stations. With a concentration of one charging station per 2.48 car, this is the highest ratio in Europe (ANWB, 2020). The Netherlands is also one of the five countries in the world where more than 1.5 percent of the cars are electric (IEA, 2021).

1.2.1 Dutch consumer profile

The national government has launched an investigation into the (potential) buyer of electric cars. Based on the opinions of 1,700 respondents, who are all active EV users, insight has been gained into Dutch consumers (Rijksoverheid, 2021). The most striking features were that a) 58 percent of the buyers is between 41 and 60 years old. b) that 88 percent of the respondents earn above average. c) 59 percent of the respondents earns more than twice the Dutch modal wage. d) 91 percent of the respondents were male, the report stated that this was due to the predominance of men in this segment and e) the customer group is one of the early adopters, as the share of EVs is still small.

According to research by the ANWB, the Dutch consumer has the following reasons to buy or avoid an electric car:

REASONS TO BUY	REASONS TO NOT BUY
For the environment (65%)	Too expensive (50%)
Never refuel again (32%)	Weak range (30%)
profitable to use (31%)	Shortage charging stations (27%)
prepared for the future (27%)	No car replacement needed (27%)
Good driving characteristics (27%)	Battery quality/lifespan (23%)

Figure 1: Reasons to adapt of avoid the electric car for Dutch consumer. Source: (ANWB, 2020)

With these data, and other findings, an image of the current Dutch consumer is sketched. According to the data, the typical Dutch consumer of electric vehicles is a) male b) middle aged (41-60 years old) c) highly educated d) in possession of a high level of income e) claiming that subjects like nature, the environment and climate are urgent topics and f) actively involved with environmental sustainability.

1.2.2 The role of the Dutch government for electrical cars

The Dutch government sees the switch to electric driving as an important measure in order to achieve the agreements from the Paris climate agreement. In this agreement, it was decided that CO2 emissions had to be drastically reduced, but each country can determine this on its own initiative (Briggs, 2021). The Netherlands decided to set the target of generating 49 percent less CO2 emissions by 2030 in comparison to 1990, and to become completely CO2 neutral in 2050 (Rijksoverheid, 2021). The Directorate-General for Public Works and Water Management (Rijkswaterstaat) wants to achieve this goal in 2030 already by saving electricity on road lighting and stimulating electric public transport (Rijkswaterstaat, 2021). Given the fact that mobility was responsible for 19 percent of emissions in 2019 (CBS, 2020), the government has introduced measures to promote electric driving instead of traditional fuels like diesel and petrol.

The government is aware that costs are currently the biggest obstacle for Dutch consumers. As a result, a number of measures have been taken to make electric cars cheaper. In the first place, the government has been granting subsidies for electric cars for private individuals since 1 July 2020. This involves an amount of 4000 euros for a new car and 2000 for a second-hand one. In addition, the electric car is exempt from motor vehicle tax and an advantageous additional tax rate of 8% is linked to the vehicles (Ministerie van Infrastructuur en Waterstaat, 2021). These subsidies can be higher per

city than the national ones, because municipalities are free to invest in them themselves. For example, the subsidy per car can be up to 5000 euros and some municipalities offer a free charging station (RVO, 2021).

Another aspect that should help significantly is the availability of public charging points. The government therefore has the ambition to increase the number of charging stations from around 55,000 in 2020 to 1.9 million in 2030 (Ministerie van Infrastructuur en Waterstaat, 2021). These should be visible for a wide public by placing a significant number near the highways (Rijkswaterstaat, 2021).

Finally, the Dutch government can bring the business community into contact with various subsidies from the European Union, which mainly focuses on stimulating R&D in the field of electric driving and developing clean alternatives for fossil fuels. The Horizon 2020, Eurostars and LIFE projects have been set up for this purpose (RVO, 2021).

1.2.3 Expected future Dutch market for electrical cars

The Dutch government expects the demand for electric vehicles to rise steadily in the coming years. The government expects 1.9 million fully electric cars to be on the road in the Netherlands by 2030, which would be a market share near to 20 percent because it is expected that there will be a total amount of 9,4 million cars in the country (Ministerie van Infrastructuur en Waterstaat, 2021). This would mean that the sales of electric vehicles should increase by 29,35 percent each year. Given the fact that the government aims to increase the number of charging points to 1,7 million, the ratio between car and charging point will be almost equal to 1.

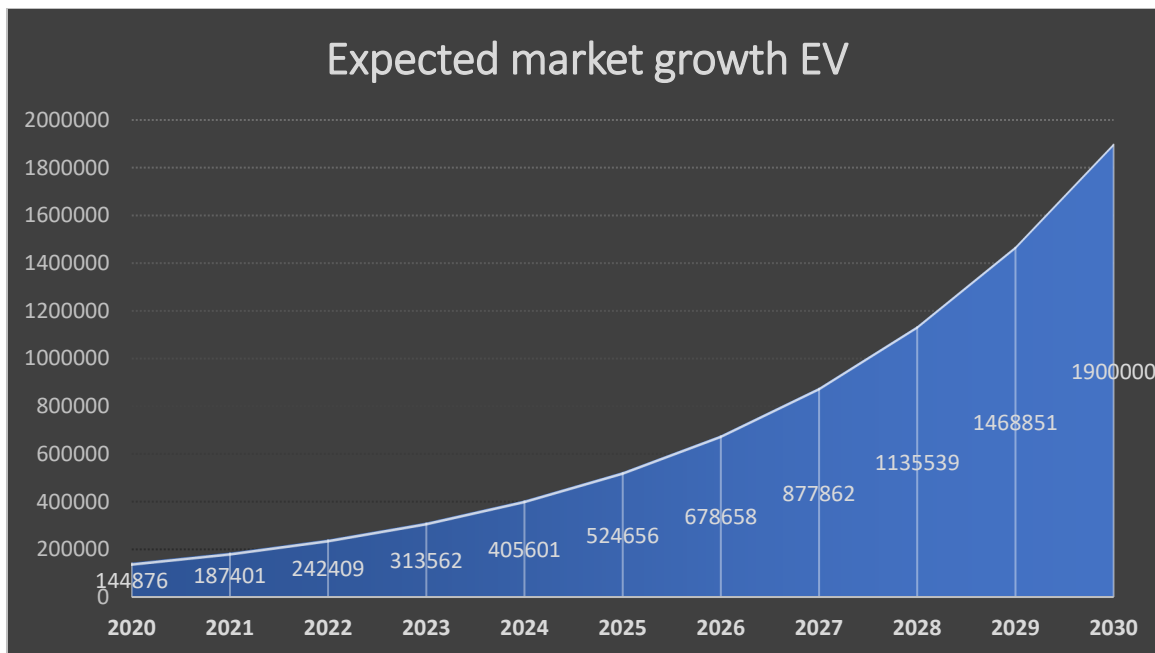


Figure 2: The expected growth to meet the target by 2030. A growth factor of 1,2935 is required.

1.2.4 Chinese electrical car exporters to the Netherlands

There are dozens of brands in China that produce electric cars, these brands differ greatly in size and are therefore not all suitable for export. Seven of these brands are exporting (in the near future) to the Netherlands, see the table below. This is the group of brands that will mainly be discussed during the study.

BRAND	NUMBER OF CARS (ASSORTMENT)	AVAILABLE IN THE NETHERLANDS?	NUMBER SOLD 2020
AIWAYS	1	Yes	428
BYTON	3	No (expected in November 2021)	0
JAC	1	Yes	0
LUCID	4	No (expected in June 2022)	0
MG	1	Yes	2.206
POLESTAR	1	Yes	2.961
SERES	1	Yes	0

Figure 3: Chinese EV brands with export to the Netherlands. Sources: (EV-database, 2021); (BOVAG, 2021)

With the total sales of these brands being 5.589 cars, a quick calculation shows that this group of providers currently accounts for an estimated 3.9 percent of the Dutch electric vehicle market in 2020.

In the Netherlands, these brands are partly sold through separate used dealers and by dealers owned by the brand (EV-database, 2021). In the first case, a customer can order a car from these dealers and it will be delivered by the relevant brand. This type of selling is being used by Aiways. Polestar and MG both have a handful of stores (four and three respectfully) in bigger cities like Rotterdam and Eindhoven.

It is therefore clear that this group of brands is still in a starting phase to introduce their cars in the Netherlands.

1.3 Regarding Chinese electrical car brands

Despite the fact that the Chinese brands supply solid vehicles to the Dutch market, they have not yet succeeded in gaining a significant market share in a fast-growing market (3.9 percent for the total group). It is true that the brands have not been available on the Dutch market for too long, but the providers are likely to encounter more problems as time goes on.

Expert Eric Geers from the PR agency GBPRC develops strategic marketing plans for global car brands. He has investigated this problem and explained the problems he and his company encountered in an interview with a Dutch newspaper.

Although Chinese brands do a lot of things well, they invariably run into a number of things, says Geers. That is first of all building a good name, in order to gain the confidence of the consumer for whom a low price is not the most important thing. "Trust is the keyword in the automotive industry, and this is especially true for Chinese brands that have betrayed trust several times in the past."

That trust requires a clear communication and distribution strategy, says Geers. "In principle, new brands are marketed without any coordinated form of PR and marketing through a local dealer or car group, who then try to market the cars with three key messages: 100 percent electric, price and immediate availability. takes a risk, of course. Who is behind the brand? And what exactly are the long-term plans? "

"Establishing a brand takes time, money and effort. Even if you can offer an electric car for little money. Nobody knows what Seres or Xpeng stand for, except that they are low-priced electric crossovers from China. if so, how is it in the rest of Europe? "

As a result, Geers expects, despite the fact that a whole series of Chinese newcomers now appears to be on the way, that it will be a while before these brands become established. "Many new Chinese brands will gain a foothold in Europe, but due to the lack of a professional, centrally managed organization that introduces and delivers the brand with a clear strategy, it will take much longer than it needs to be."

Source: (NU.nl, 2020)

Based on the article, the Chinese brands are experiencing the following problems. At first, the average Dutch consumer has little to no knowledge about these brands and their performance. This means that it is unlikely that these brands have a useful amount of consumer trust, which makes a market introduction harder. And last but not least, the Marketing and PR of the brands are not optimally centralized, which means that it will take more time to get potential customers into contact with the brands.

These are significant issues; most competitors have been supplying electric cars for years or new models are being supplied by brands that can rely on their reputation within the gasoline segment.

There is time to build brand awareness as the market is in its early stages, but as it grows rapidly there is little room for time-consuming mistakes. Within ten years, the Dutch market will grow to 1.9 million fully electric vehicles and that timeframe will strongly determine the further market development.

Insights into this specific situation are likely to be applicable to other related issues as well, as entrants often face related problems.

These matters lead to a central research question that reads:

“How can the Chinese electric car brands establish name and brand awareness among Dutch car buyers to enable the successful market introduction of their car brands on the Dutch electrical car market?”

To get an answer to the central research question, the following sub-questions have to be answered first. These will be (divided in theoretical and empirical sub-questions):

Theoretical sub-questions:

- 2.1 What is a brand?
- 2.2 What is brand awareness?
- 2.3 What is a market introduction?
- 2.4 What are market stages?
- 2.5 What entails the consumer-decision-making process?

Empirical sub-questions:

1. What is a Chinese electrical car brand as perceived by Dutch consumers?
2. What entails a successful introduction of Chinese electrical car brands on the Dutch market?

1.4 Chapter descriptions

Chapter 1: Introduces the subject and explains the objectives of the study. It provides a representation of the structure and insight into the relevance of the thesis.

Chapter 2: Reviews the sub questions based on the extant literature. Discusses the definitions of a brand, brand awareness, a market introduction and the market stages. Furthermore, it describes the factors that entail substitution.

Chapter 3: Discusses the selected research methodology. Explains the chosen data collection method, provides relevant details of the research sample and discusses how, where and when the data is collected.

Chapter 4: Presents the outcome of the research and analyses. Presents the key findings.

Chapter 5: Discusses and compares the key findings from literature and research to answer the central research question and accept or reject the hypotheses. Provides recommendations and reflects the study.

Chapter 2: Literature review

2.1 What is a brand?

The first question mark within research regarding establishing name and brand awareness is the need to clarify what a brand is. Brands have been around since the Classical Greek / Roman / Byzantine period to guarantee the authenticity of a provider. The name “brand”, comes from the ancient Nordic word “Brandr”, which means burning and refers to the markings given to cattle (Batey, 2008). Therefore, brands have shown their value for centuries. However, the idea of adding attractive packaging etc. dates back to the late 19th century (George Low, 1994). This development required a new description. Initially, according to the American Marketing Association (AMA), the actual definition of a brand used to be: *“A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors”* (AMA, 1960)

This early definition of the brand soon became controversial. According to several experts, too little account would be taken of immaterial brand attributes, this definition would be just a description of a logo with the focus on her legal value. In addition, it became clear that this definition represents too much the perspective of the manufacturer, the classic definitions would place too much focus on tracing a provider, while brands and its associations began to represent more and more value for the consumer themselves. (Maurya, 2012). According to early critics, a brand would rather be “a complex symbol that represents a variety of ideas and attributes” (Burleigh Gardner, 1955) or an “image in people’s minds” (Boulding, 1956).

As a result of these insights, the definition by the ADA has been adjusted by adding “any other feature” to the attributes that might differentiate, reflecting the developments in brand theory (AMA, 1995). However, the debate has not diminished due to the open-endedness of the meaning of the brand (Avis, 2009). According to experts, this would still fall short of the immaterial attributes that a brand has to offer. For years, the number of different perspectives and definitions is growing (Cohen, 2011). Many academics, experts and professors give their own meaning to the brand, it has reached the level where “Each expert comes up with his or her own definition of brand or nuances of definition” (Kapferer, 2004).

For example, experts believe that brands: “are shorthand marketing messages that create emotional bonds with consumers” (Cohen, 2011), “are an image people have of your company or product.” (Ann Hanley, 2012), “are an expression for the relationship a consumer has with a product, where

personality is required to create a bond between the customer and the brand” (McKenna, 1991) or “are a bundle of touchable and untouchable features that increase the attractiveness of a product or service, separate from the functional utility that a product or service provides to its consumer” (Farquar, 1989).

This discussion has been researched by several experts, like Riley and Chernatony. Based on hundreds of articles, they identified twelve main themes which they thought were an accurate categorization of the broad range of definitions of the brand.

The functions of the brand described are: a) as a logo b) as a legal instrument c) as a company d) as a risk reducer e) as an identity system f) as an image in peoples mind g) as a value system h) as a personality i) as a relationship j) as adding value and k) as an evolving entity. Various academic disciplines, such as consumer behavior (Assael, Consumer Behavior and Marketing Action, 1997), strategy (Hamal, Gary, & Prahalad, 1994) and marketing management (Kotler, 1996) (Balmer, 1995) support these functions of the brand. However, Riley and De Chernatony (Chernatony & Riley, 1998) emphasized that there is some degree of overlap between some of the themes.

Riley and De Chernatony (Chernatony & Riley, 1998) used these functions of the brand to interview experts in an attempt to attribute a definitive understanding to the brand (Chernatony & Riley, 1998). Twenty experts were interviewed by using focus interviews, the experts had to describe their definition and purpose of a brand based on the twelve meanings of a brand described. The definitions of the experts differed greatly and every theme was mentioned at least once by an expert. From this research it can be concluded that a) every theme contributes at a certain level to the brand definition b) the AMA definition is too restrictive and therefore hinders the potential of brands and c) the brands play an important role as value systems, as the different definitions of experts tend towards the themes of "value system", "personality" and "image".

To answer the question "what is a brand", Riley and De Chernatony (Chernatony & Riley, 1998) indicate that this remains an open discussion and therefore various interpretations are possible without this necessarily being wrong. This definition may therefore differ per company, and there will also have to be internal consultation on how to define the brand within their company. However, it is important that companies understand that brands are seen more as value systems and that the definition of their brand should therefore be defined mainly from the customer's perspective.

These insights are widely accepted and some brand definitions are based on these insights. For example, Hankinson and Cowking (Cowking & Hankinson, 1995) have defined the brand, based on the results, as "A product or service made distinctive by its positioning, relative to the competition, and by its personality. Positioning defines the brand's point of reference either by price or by usage. Personality consists of a unique combination of functional attributes and symbolic values with which the target consumer identifies." (Cowking & Hankinson, 1995). De Chernatony (Cowking & Hankinson, 1995) himself would later describe the brand as: "A cluster of functional and emotional values that enable organizations to make a promise about a unique and welcomed experience" (Chernatony, Wallace, & McDonald, 2013).

2.1.1 Conclusion

Literature seems to struggle heavily with the question what a brand exactly is. Due to the large differences that people personally experience with regard to a brand, experts say that it is hard to give the brand a universal definition. However, many experts agree that a brand consists of the themes a) as a logo b) as a legal instrument c) as a company d) as a risk reducer e) as an identity system f) as an image in peoples mind g) as a value system h) as a personality i) as a relationship j) as adding value and k) as an evolving entity. These themes have been used in studies to define the brand and the conclusions were that a) every theme contributes at a certain level to the brand definition b) the AMA definition is too restrictive and therefore hinders the potential of brands and c) the brands play an important role as value systems for consumers, as the different definitions of experts tend towards the themes of "value system", "personality" and "image". It should be mentioned in advance that there is some overlap between the terms. For example, the factors "adding value" and "identity system" are very similar to the three themes mentioned.

In general, literature concludes that it is not possible to create a universal definition of the brand and should be made based on individual circumstances, but it is proven that the brand does entail these twelve themes. Also, the impact of immaterial attributes is so high that the original AMA definition of the brand no longer satisfies and should therefore not be seen as the standard.

To test the conclusions of the literature, a hypothesis must be formulated that can test the findings. Based on the conclusions, the hypothesis should test whether the consumer recognizes himself in the eleven themes of the brand and, especially, whether the themes related to the "value systems" ("value system", "personality" and "image"). play a major role in this. The hypothesis is:

Hypothesis 1: "The brand-related themes that relate to the value systems ("value system", "personality" and "image") have significantly more meaning for consumers than the other themes that relate to the function of the brand. These include a) a logo b) a legal instrument c) a company d) a risk reducer e) an identity system f) a relationship g) adding value and i) an evolving entity"

2.2 What is brand awareness?

The second question mark within research regarding establishing name and brand awareness is the need to clarify what brand awareness is. According to Dr. Larry Percey, visiting professor of the University of Oxford and Copenhagen Business School, brand awareness is *"the extent to which customers are able to recall or recognize a brand under different conditions."* (Percey, 1987). Other experts describe brand awareness as "the accessibility of the brand in memory" (Chandon, 2003) and "the customer's ability to recognize and recall the brand when provided a cue" (Berry, 2000). Berry also provides a practical example: "The percentage of customers in New York City who mention Dial-A-Mattress when asked "what companies to mind if you need to buy a mattress?" Is a measure of the company's brand awareness in the market". This means that there is little disagreement among experts about the definition of brand awareness.

Brand awareness, together with the brand image, forms the brand knowledge of a (potential) customer. Brand awareness, together with the Brand image, forms a general assessment of a brand, the brand knowledge. Insight is needed into the extent to which the associations are positive or negative and to what extent the brand is useful to satisfy a need. This is known as the brand image.

Brand awareness in turn also consists of two components, brand recall and brand recognition. Both terms indicate to what extent a brand is recognized by a person. However, the brand recall mainly focuses on memory and brand recognition more on the physical aspect of the product that a brand offers (Percey, 1987).

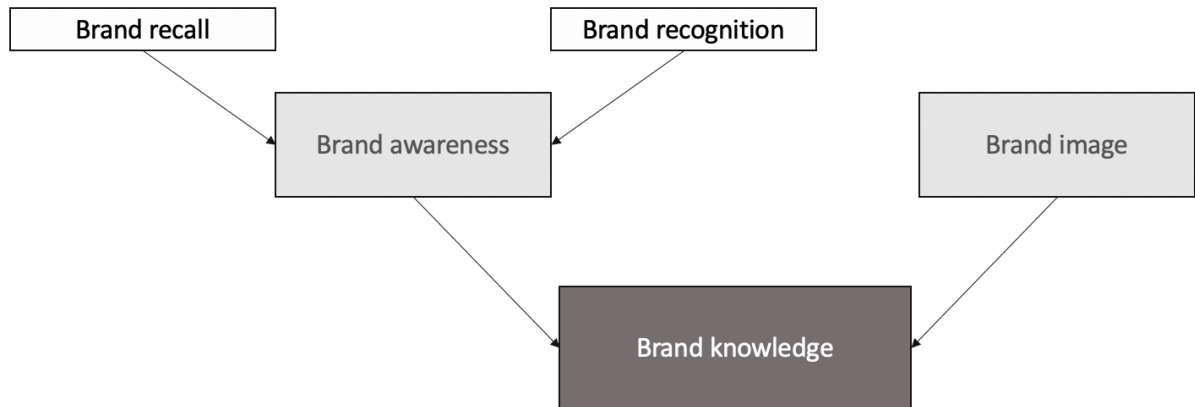


Figure 4: The structure of brand knowledge, with the components of brand awareness.

However, brand awareness is often confused with brand equity. Wrongly, because "Brand awareness precedes brand equity. The brand name provides the memory nodes in consumers' minds", and "consumers link the brand knowledge to the brand name, which culminates in brand equity" (Aaker, 1991). Also, the amount of brand awareness is often, wrongly, automatically translated to the reliability (possesses expertise, trustworthiness, and attractiveness/likeableness) of the brand. For example, a brand with a low amount of brand awareness is often automatically described as an unreliable brand, while the product might be very solid but is just available in a specific region (Wang & Yang, 2010).

Despite the fact that most experts agree on the definition on brand awareness, there is discussion about the purpose of brand awareness and the general effects of a high rate of brand awareness on the purchasing intention. On one hand, a study of consumers' encounter of brands in their daily life indicates that the frequency of exposure to brands, think about ads/commercials etc., significantly increases the probability of the brand being chosen, even if consumers are not aware of the amount of exposure (Ferraro, 2009). Faroudi states that the awareness of a consumer towards a company or brand can be seen as one of various important "stepping-stones" in the purchasing process. The higher amount of awareness can improve the buying possibility significantly. Therefore, it can provide the company with an important competitive advantage (Faroudi, 2014). Yang and Wang describe that "brand awareness plays a moderating role between brand credibility and brand purchase intention" and because of that: "companies must strive to achieve strong brand awareness". Macdonald and Sharp stated that customers tend to adopt products they recognize as products that are familiar are more likely to be favored. They concluded that awareness is critical to have a significant impact on the behavior in purchase decisions. The higher levels of consumers brand awareness make the brand more

well-known which in turn improves the likability that the brand is kept in mind in purchase situations (MacDonald & Sharp, 2000).

On the other hand, the literature that links brand awareness to market outcome is scarce. The direction of causality between brand awareness and market outcome has therefore not been studied optimally. Experts claim that the influence of brand awareness on the conversion process has mainly been studied in the lab at an individual level (MacDonald & Sharp, 2000). In addition, the relationship between brand awareness and market results is said to have been mainly studied at the service level, while the primary and secondary sector are undervalued (Kim & Kim, The relationship between brand equity and firms' performance in luxury hotels and chain restaurants., 2005). As a result, there are various experts who criticize the alleged impact of brand awareness.

For example, Mowen and Minor (Mowen & Minor, 2001) have stated that the alleged correlation between brand awareness and purchase intent should not apply to all product groups. After all, there is a big difference between products with a low financial risk and little time to think (fast moving consumer goods) and products with a high financial risk and a lot of time to think about. After all, in the first case, the consumer does not have to go through the "cognition-affection-action" procedure and the impact of brand awareness will therefore be significantly less (Mowen & Minor, 2001). In addition to this difference in cognitive process, experts believe that studies have omitted many factors that, in turn, can significantly influence the purchasing process. After all, the purchasing process can also be significantly influenced by, for example, the structure of the store, local promotion and product placement (Olshavsky & Granbois, 1979). In addition to Olshavsky and Granbois, Srinivasan states that the impact of price promotions on purchase intention is often omitted (Srinivasan, 2008).

Finally, Huang and Sarigöllü (Huang & Sarigöllü, 2014) point out that the earlier studies did not focus on causality, but on correlative associations. This is a big difference, in the case of causality, brand awareness would guarantee results, while in the case of correlative associations it would only be a factor with limited impact. Their research into this question concluded that there is a correlative relationship and that brand awareness is therefore certainly an important factor in the purchasing process, but there is no causal relationship because many other factors have had a significant influence (Huang & Sarigöllü, 2014).

2.2.1 Conclusion

There is virtually no discussion in the literature about the definition of brand awareness. From a neutral perspective this is logical. After all, there is not much to discuss about "the extent to which customers

are able to recall or recognize a brand under different conditions" because this concept does not really offer the space for this. Determining brand awareness is simply calculating what percentage of a certain population has some degree of recognition with a brand.

However, experts do grapple with the question of what the influences of brand awareness is on the purchasing process. The results of various papers and other studies are clear and state that there is a significant correlation between brand awareness and the purchase intention of consumers. This means that various studies have proven that a high degree of brand awareness is positive for a brand. However, this does not mean that there is a causal relationship between the two variables. Experts have stated that factors like pricing and promotion have a significant impact on the purchase intentions and these statements have been proven by various studies.

Overall, literature concludes that a) brand awareness has a correlational relationship with the purchasing intention and b) the impact of other factors like pricing and promotion can't be neglected, which means that there is no causal relationship and that a high amount of brand awareness cannot guarantee higher purchase intentions for consumers.

In order to formulate a hypothesis, it will have to be tested to what extent there is a correlative relationship between brand awareness and purchase intention. If this is rejected, a causal relationship is no longer possible, but this is possible upon acceptance. However, according to the literature, this should not be the case. The hypothesis is:

Hypothesis 2: "There is a significant relationship between the degree of brand awareness and the purchase intention among consumers."

2.3 What is a market introduction?

The third question mark within research regarding establishing name and brand awareness is the need to clarify what a market introduction is.

Market introduction, also known as product introduction, is a concept in marketing that often occur in business activities. According to Dr. Manish Govil, expert in Supply Chain Management, product introduction: *"Includes those decisions and activities that are necessary to present a product to its target market and begin generating income from sales of the new product."* (Govil, 2002). According to Kuester, Homburg and Hess, a market introduction is "the sustainable development and

introduction of new products" (Kuester, Homburg, & Hess, 2012). There is not much discussion among experts about the definition of the subject, as the concept cannot be interpreted broadly. Product introductions have two major activities, the development of the product and the actual activities in relationship of the launch (Bowersox, 1999).

Product introductions have different functions for both the producer and consumer. For manufacturers, "new products are a common way through which organizations diversify, adapt and reinvent themselves in changing market and technical conditions" (Schoonhoven, 1990). Research also gave insight in how "new products improve market share, value and business survival" (Banbury & Mitchell, 1995). For consumers, product introductions increase variety and additional competition can cause price drops. As a result, these factors indirectly influence the consumer's overall well-being (Hausman & Leonard, 2002).

The impact of a successful product introduction is undisputed, it has been proven by various experts that a good product introduction is essential for the further success of a product (Bendetto, 2003). However, experts agree that it is not yet known to what extent data from successful product launches can be applied by new entrants. There is a lack of empirical evidence to show the generalizability of successful launch decisions. And it doesn't help that most of the related information on this topic is derived from industrial markets (Hultink, 2000). Research, based on Griffin & Page's success indicators (Griffin & Page, 1993), showed that the applicability of the core success indicators mainly depends on a) type of market b) the time frame c) the business strategy and d) the innovativeness of the product (Hultink & Griffin, 1998). These experts also agree that there are two kinds of decisions that should be separated in the process of introduction, the strategic and tactical decisions.

Hultink (Hultink, 2000) four types of strategic decisions are a) product strategy b) market strategy c) positioning and d) business strategy. Hultink's four types of tactical decisions are a) product tactics b) distribution tactics c) promotion tactics and d) price tactics.

Hultink (Hultink, 2000) used the described different type of decisions to show the differences between consumer and industrial goods in terms of the tactical and strategic decisions to determine to what extent the research into industrial goods and its results can be applied to consumer goods. He concluded that there is strong empirical support that a different set of decisions is needed for consumer goods in contrast to industrial markets. Due to the differences in competition, among other things, it is concluded that consumer goods are launched more defensively than industrial products and this requires a significantly different approach towards product launch.

The bottom line is that the product launch process is largely built around these decisions and introductions may differ in terms of factors like price tactics etc. The structure of strategic and tactical decisions is widely accepted, the applicability of the core success indicators as well. The studies of Bendetto (Bendetto, 2003), Griffin (Hulting & Griffin, 1998), Kwaku (Kwaku, 2004) and Bowersox (Bowersox, 1999) are mainly based on these assumptions.

One point of criticism comes from Gultinan (Gultinan, 1999), who points out that the structure, and success, of this study depends to a large extent on the assumption that all industries, besides the distinction between consumer or industrial products, are more or less the same. He emphasizes that: "A core assumption of the framework is that the fundamental process underlying market acceptance is essentially the same, regardless of the nature of the product".

Determining the structure of product launching is one thing, but determining what makes a product launch successful is something else. According to Cooper (Cooper, 1979), success is mainly dependent on a) the competitive environment b) the internal environment of the firm c) the product development process and d) the competitive advantage of the product. Balachandra and Friar (Balachandra & Friar, 1997) divide the success factors in search, namely based on a) market b) technology c) environment and d) organization. A study by Weiss (Weiss, 1994) showed that each of these factors still has significant influences in the introduction process of a product, based on a study consisting of 47 introductions.

Many experts agree with the impact these factors have on success. For example, Balachandra and Hopkins (Balachandra & Friar, 1997) (Hopkins, 1981) see the importance of a strong market. A strong market eases processes and makes a good market analysis possible. Experts also recognize the importance of a strong organization in order to be able to execute the planning optimally. Chocran and Thompson (Chocran & Thompson, 1964), among others, recognize this, but Frohman also emphasizes the importance of a strong organization (Frohman, 1982).

On the other hand, there was also some criticism of some factors, Mansfield and Wagner found a negative correlation between the use of quantitative techniques and product success. With which these experts criticized the factor organization (Mansfield & Wagner, 1975).

Hultink (Hultink, 2000) also researched the factors of a successful product introduction based on statistical research among more than a thousand launches, and concluded that the degree of success

is strongly determined by the degree of innovativeness that the product displays (Hultink, 2000). This conclusion is shared by many experts, including Cochran and Thompson (Cochran & Thompson, 1964), Mahajan and Wind (Mahajan & Wind, 1992), and finally Maidique and Zirger (Maidique & Zirger, 1984). However, there are also experts who argue the contrary and assume that innovative products have a higher chance of failure than non-innovative products (Mansfeld, 1981), but these are in the minority.

2.3.1 Conclusion

Within the literature, there are two clear issues surrounding product introductions. On the one hand, experts wonder to what extent data and strategies from successful launches can be applied to new introductions. Research has mainly been done on this in the field of industrial goods that are traded from business to business, leaving a gap with regard to consumer goods. On the other hand, experts wonder which factors have the most influence on a successful launch of a product.

With regard to the possibility of applying data and previous product releases to other releases, the conclusions are first of all that the applicability depends on a) the type of market b) the time frame c) the business strategy and d) the innovativeness of the product. In view of the fact that industrial products are considerably in majority in the literature, the question arose whether the approach with these products can also be applied to consumer products. It can be concluded that no link has been found that supports this hypothesis. The consumer goods need a clearly different approach to an introduction than industrial goods.

Regarding the success factors of a product introduction, literature concludes that the successes are largely determined by the factors (or strongly related to this) a) the competitive environment b) the internal environment of the firm c) the product development process and d) the competitive advantage of the product. We can also conclude that the degree of innovativeness plays a significantly greater role, given that this hypothesis and associated research is supported by a large group of experts.

When forming a hypothesis, the role that innovativeness plays as a success factor in a product launch should be considered. After all, according to the literature, the degree of innovativeness should have a significant influence on the success of a product launch because it gains interest. The hypothesis is:

Hypothesis 3: "There is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest".

2.4 What are the market stages?

The fourth question mark within research regarding establishing name and brand awareness is the need to clarify what the market stages are and what purpose they have.

Marketers use overviews of market placements trying to make predictions about how sales will develop in the future. These are known as the market stages or the stages in the product life cycle. The theory states that every product goes through a certain pattern of growth levels until it disappears from the market. According to investment expert Jason Fernando, the development stage is the first in this cycle, and it is followed by periods of market introduction, growth, maturity, and decline (Fernando, 2018). Furthermore, Cox described that the product life cycle: “basically describes the evolution of a product, as measured by its sales over time. Every product pass through a series of stages in the course of its life, with the total of the stages considered as the product life cycle” (Cox W. , 1967).

The construction of the theory has the first signs of discussion. For example, the afore mentioned four phases can be found in almost every model of product life cycle, including those of experts Levitt and Day. However, some experts believe that more stages should be added to provide a more complete structure. For example, Kotler believes that the development of a product shouldn't be neglected in the overview (Kotler P. , 2015) and Verhage believes that the growth phase should be divided into a phase of fast and slow growth, because the slow growth phase shows the first signs of maturity. (Verhage, 2013). Research by Cao and Folan showed that from 32 academic papers, 15 use the four stages (Cao, 2009). Because of the wide variety of mentioned phases, it is clear that most experts still use the four phases.

The big question, however, is to what extent this model can be used. The model dates back to the 1950s, and a lot has changed since then. It did not take long before the discussion arose about the usefulness and applicability of the model.

Some experts think that the product life cycle is insufficiently applicable in practice. In 1976 a well-known argument by Dhalla and Yuspeh was published in which they shared their points of criticism (Dhalla & Yuspeh, 1976). First of all, there are thousands of products that fail at the beginning and therefore never leave the introduction phase. In addition, not all products will follow the same pattern, as some products never leave their growth phase and others quickly enter a phase of decline and then a revival. It is therefore impossible for many products to determine in which phase of the product life

cycle they are now. This criticism is supported by Cox (Cox, 1967) and a joint study by Polli and Cook (Polli & Cook, 1969), who investigated to what extent the phases can be supported quantitatively. They concluded, based on data from more than 5,000 companies, that the percentage change in distribution of companies does not follow the same pattern as the model would make people believe.

Secondly, Dhalla and Yuspeh (Dhalla & Yuspeh, 1976) noted that the life cycle of a product is presented in the model as an independent variable, to which companies should align their strategy. This is not justified, because the life cycle of a product is a dependent variable because it depends on factors such as marketing campaigns.

Subsequently, the model learns that turning points are crucial, since this is where a strategy change has to be implemented. However, in practice this turning point is not so easy to recognize because sales can fluctuate a lot. The model gives the impression that the turning point becomes visible in the event of, for example, a complete stagnation (Dhalla & Yuspeh, 1976).

According to Verhage (Verhage, 2013), the usability of the model depends on the type of product that is analyzed. Sales can be analyzed at the following three levels a) product category b) product type and c) brand.

Verhage then describes that the brand level is the least useful, as there are brands that are clearly market leader and therefore never clearly have a declining phase. In terms of product class, the model is also not very useful, horse-drawn wagons, for example, have been in the maturity phase for thousands of years. In terms of product variant, the model is extremely usable, because product variants such as SUVs lose preference more quickly as time goes on and more luxurious alternatives emerge (Verhage, 2013).

Thoben also criticized the model (Thoben, 2001), arguing that the model is no longer applicable due to the wide variety of companies in the value chain. According to Thoben, the model cannot simply be applied to, for example, a service.

Due to this early discussion, the model was "downgraded" by most experts to a reference framework, but not a guiding model. Despite this, the model was still interpreted by many as a leading model, especially because of its simplicity.

Proponents of the model argued that the lack of empirical evidence does not mean that this model is of no use in developing new products. Hayes and Wheelwright are an example of this, they still support the function of the model (Hayes & Wheelwright, Link manufacturing process and product life cycles, 1979). After all, the question whether the model should be generally accepted or can be used in specific cases is irrelevant, because the overview offers a useful and provocative framework to think about during brainstorming. There were also several experts who had the opinion that the amount of quantitative research was not sufficient to completely reject the model. For example, Wood and Grantham stated that the model cannot be completely rejected, but should be used to a limited extent (Wood, 1990) (Grantham, 1997). Using the model should have limitations, by anticipating the next phase of the market and thus working backwards through qualitative research.

Within the literature, a relationship has been found between the phase a product is in and the type of consumer who adopts the product in that phase. Communication theorist Everett Rogers became a well-known expert because of his publications in his book "Diffusion of Innovation" (Rogers E. , 1962), where he described the types of consumers that are likely to adopt the product per phase. According to Rogers, consumers could be classified into a) innovators b) early adopters c) early majority d) late majority and e) laggards (Rogers E. , 1962). The basic idea behind this is that some consumers have a much faster adoption speed than others. In addition, consumers who are generally inclined to buy new products quickly are generally the first customers when a product is in the introduction phase.

Several experts state that convincing the innovators and early adopters is a good indicator of future success. This is partly due to the assumption that individuals influence each other through interpersonal communication (Rogers & Cartano, 1962). The degree of influence is generally not evenly distributed, someone with a high degree of influence is called an opinion leader. These individuals can spread their influence by a) acting as role models b) disseminating information through word of mouth and c) providing advice within the search and purchase process. A study by Goldsmith and Flynn showed that these factors have a significant influence in the relationship between communication of ideas and new product adoption diffusion (Goldsmith, 1991). The strength of this communication comes from the fact that consumers generally consider the opinions and knowledge of other consumers to be more useful than marketing sources (Turnbull & Meenaghan, 1980). Empirical studies have shown that there is a negative relationship between negative reactions to a product and subsequent purchase (Thompson & Higgins, 1980).

Management expert Simon Sinek mentioned the early adopting groups in his "Golden Circle" theory in a Ted-Talk (Sinek, 2014). Partly because of the insights of literature, companies often try to convince

these two groups (innovators) of adoption. Verhage also states that the successful launch of a product has a direct correlation with convincing the early adopters. According to Verhage, these early buyers are mainly interested in technical details, scientific information and test data (Verhage, 2013). However, according to the same experts, this division can give a wrong picture, because there are enough people who are an innovator at one time and a laggard at the other.

2.4.1 Conclusion

The model of market stages is used by many marketers with the intention to predict expected sales to a certain extent. However, various experts believe that this model is hardly applicable in practice because a) many products do not survive their introduction phases b) there are thousands of examples of products that follow a completely different pattern and can therefore get stuck in one phase c) the times when stagnation and/or rapid growth appear are very difficult to determine in practice and d) the product life cycle is being presented like an independent variable, while it is clearly a dependent variable.

We can conclude, based on various studies, that there is no empirical evidence that completely covers the structure of the market stages, which means that the model can't be used for quantitative research and that the model shouldn't be used by entrepreneurs to predict the future of their product sales. On the other hand, the structure can't be completely denied because of the lack of studies, which means that the model shouldn't be completely rejected, but can be used for qualitative research and brainstorming.

The literature shows that it is important for a new product to convince the so-called innovators and early adopters of adoption. Various studies have shown that the success of a product largely depends on these groups. This is because of the role in the communicative process they play, people are more likely to gather information from other experiences than corporate communication.

Hypothesis 4: "Consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards"."

2.5 What entails the consumer-decision-making process?

The sixth question mark within research regarding establishing name and brand awareness is the need to clarify which factors entail the consumer-decision making process, with the focus on relatively

expensive goods and new technology. First of all, a brief discussion will be given of what the decision-making process consists of and what the literature has to say. Subsequently, it is discussed which insights the literature has gathered regarding relatively expensive goods and new technology.

Consumer-decision making is a multiple-stage process (Bettman, 1979) (Bruyn & Lilien, 2008) (Lavidge & Steiner, 1961). According to Kotler and Keller (Kettler & Kotler, 2016), the consumer goes through five decision-making stages until the buying process is completed. These stages are a) need recognition b) information search (internal and-or external) c) evaluation of alternatives d) purchase e) post-purchase behavior.

The choice made by the consumer is, according to Reynolds and Olson (Reynolds & Olsen, 2001), driven by the anticipated consequences expected at their own discretion. Consequences include a) experience outcomes b) need satisfaction and c) goal or value achievement. The bottom line is that not the attributes of a product, but the consequences are the main concern of the consumer. Finally, in order to make a choice, the consumer should have access to the following types of information a) the evaluative criteria for the solution of a problem b) the existence of various alternatives and c) the characteristics of each alternative on each of the evaluative criteria (Pizam & Mansfeld, 1999).

Consumer-decision making models have been harshly criticized, the models are said to be too generalizing and mainly based on the assumption that the consumer makes rational choices for every type of product (Erasmus, Boshoff, & Rousseau, 2001). Adopting a fixed decision-making pattern would mean that the consumer invests a lot of time in matters such as researching the product, while various studies suggest that the consumer shows little conscious behavior in the decision-making process (Solomon, 1996) and that the consumer in most cases doesn't have a certain type of structure in the decision-making process (Hayes & Roth, Opportunism in consumer re- search, 1982). The role of external factors would also be overestimated, while the models pay little or no attention to emotional factors (Ratchford & Vaughn, 1989).

However, the literature sees clear differences in the decision-making process when the degree of financial risk is higher than a fast-moving consumer good. Products with a high financial risk include cars and high technology products. A more complex decision-making process due to greater social and financial risks is accompanied by a greater demand for external information and a well-considered structured decision-making process (Plessis & Rousseau, 1991) (Assael, 1989). This is due to the assumption that the consumer tries to avoid risk and uncertainty at all times (Folkes, 1988). For example, one study found that consumers use different information sources when making a riskier

purchase. The study showed that the consumer attaches more value to the information of a sales employee for these types of purchases than for products with a lower financial risk (Hugstadt, Taylor, & Bruce, 1987). In practice, however, it appears that consumers often still lack information when attempting to assess quality, and according to various studies, consumers are therefore inclined to overcome their uncertainty by selecting factors themselves. Several studies have revealed these clues, it concerns a) country of origin (Eliot & Cameron, 1994) (Peterson & Jolibert, A meta-analysis of country-of-origin effects, 1995) b) price (Shapiro, 1973) (Brooker, Wheatley, & Chiu, 1986) c) product composition (Olson & Jacoby, 1972) d) brand name (Dodds, 1991) and e) store name (Dodds, 1991). In addition to selecting "own" factors, psychological research suggests that the consumer often estimates the probability of an outcome before making judgments under uncertainty by creating mental scenarios. This is more likely to happen with products with new technological functionalities. The ease with which these scenarios emerge provides a basis for assessing the performance of a product (Kahneman, 1997).

Because the consumer demands a higher demand for relevant information in high-risk purchases like new technology, the discussion has arisen among researchers to what extent a larger amount of information reduces consumer uncertainty. Two studies by Jacoby et al. (Jacoby, Jacob, Jaccard, & James, 1994) explicitly examined the impact of more information on the uncertainty about new product performance. They concluded that there is a decreasing function, which means that uncertainty decreases as the consumer has more information at his or her disposal. However, the study noted that there may be situations where additional information is counterproductive. A large amount of information could lead to confusion, according to the study, but it could not prove this possibility (Jacoby, Jacob, Jaccard, & James, 1994). Ziamou's research (Ziamou, 2002) partly contradicts these claims, the benefit of more information would depend on some other important variables. Novelty of the functionality would be an important variable. When a new interface is coupled with a new functionality, more information increases the uncertainty about the performance of the new product and the interest decreases. The consumer will therefore make more cognitive effort to imagine failure scenarios, which has a negative effect. If the new interface is combined with an existing function, more information has the result that the uncertainty decreases.

The increased information needs of consumers with technical products mainly relate to the attributes of the product. Attributes are an important part of technical products for consumers. After all, technical products are described as objects with multiple attributes, with which the combination of the attributes creates a different effect (Keller & McGill, 1994). Research by Rindova and Petkova (Rindova & Petkova, 2007) suggests that the attributes can be divided under three dimensions, namely

a) functional (technological novelty/ congruity) b) symbolic (visual similarity) and c) esthetic (product appealing). Based on, among other things, this study, three domains could be formed that could be a significant indicator in shaping consumer evaluation for technology products. These domains are a) performance b) appearance and c) communication. According to this study, two dimensions have some sub-components. Performance includes the sub-components of usability, ease of use and innovation, while appearance includes the sub-components of visual appeal and prototypicality (Rindova & Petkova, 2007).

The attributes discussed have an influence on the cognitive state, also known as the attitude that consumers experience towards technical products (Fishbein & Ajzen, 1975). Mehrabian and Russell (Mehrabian & Russel, 1974) categorize the affective state according to the dimensions of pleasure, arousal and dominance. Dominance refers to the degree of self-confidence and appearance, pleasure to the degree to which a consumer feels satisfied with the products used and arousal refers to the degree to which a consumer is stimulated.

A study by Lee et al. (Lee, Ha, & Widdows, 2011) showed that the attributes of a technically innovative product influence consumer attitudes at the cognitive level. All tested attributes were found to have a significant influence. The attributes were (a) usefulness, (b) ease of use, (c) innovativeness of technology, (d) visual appeal, (e) prototypicality, and (f) self-expression. These attributes were tested on their impact on attitude, visual apparel and pleasure. Some attributes had outstanding effects. The study concluded that the degree of innovativeness and self-expression has a crucial effect in creating attitude, visual apparel and pleasure.

2.6.1 Conclusion

A lot of research has been done within the literature into the decision-making processes that consumers go through. In general, it is assumed that the consumer follows the following pattern: a) need recognition b) information search (internal and-or external) c) evaluation of alternatives d) purchase e) post-purchase behavior. However, these models have been heavily criticized. Despite this, it can be concluded that the higher the general risk of the purchase, the more likely the consumer will follow a similar pattern in order to reduce the risk. The literature teaches us that this is due to the risk aversion of the consumer, which can be explained by the fact that consumers are generally more likely to be guided by the possible consequences than the attributes that a technical product offers.

There is therefore a direct link between the complexity / risk of the product and the information need of the consumer. Technical products therefore distinguish themselves from other products by means

of the information need that the consumer needs when making a decision. This mainly concerns external information because this is mainly attribute-related information. A striking phenomenon is the fact that when there is a lack of information, the consumer tends to judge the product on the basis of factors that do not necessarily have a relationship with the overall quality of the product itself. According to the literature, the consumer then weighs the decision based on a) country of origin b) price c) product composition d) brand name and e) store name.

The main attributes of technical products that consumers find important in their decision-making are (a) usefulness, (b) ease of use, (c) innovativeness of technology, (d) visual appeal, (e) prototypicality, and (f) self-expression. These in turn can be divided into categories, namely functional b) symbolic and c) esthetic. Various studies have tested the extent to which these attributes influence the cognitive dimensions, these are a) pleasure b) arousal and c) dominance. The studies showed that all attributes have a significant effect on the value of the cognitive dimensions.

Hypothesis 6: "In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name"

Answering this hypothesis can provide interesting insights. For example, it would be interesting for the central sub-question to know to what extent the consumer takes the country of origin into account in the case of an information shortage.

2.6 Hypotheses and conceptual research model.

Hypothesis 1: The brand-related themes that relate to the value systems ("value system", "personality" and "image") have significantly more meaning for consumers than the other themes that relate to the function of the brand. These include a) a logo b) a legal instrument c) a company d) a risk reducer e) an identity system f) a relationship g) adding value and i) an evolving entity.

Hypothesis 2: There is a significant relationship between the degree of brand awareness and the purchase intention among consumers.

Hypothesis 3: There is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest.

Hypothesis 4: Consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards".

Hypothesis 5: In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

2.7.1 Conceptual research model

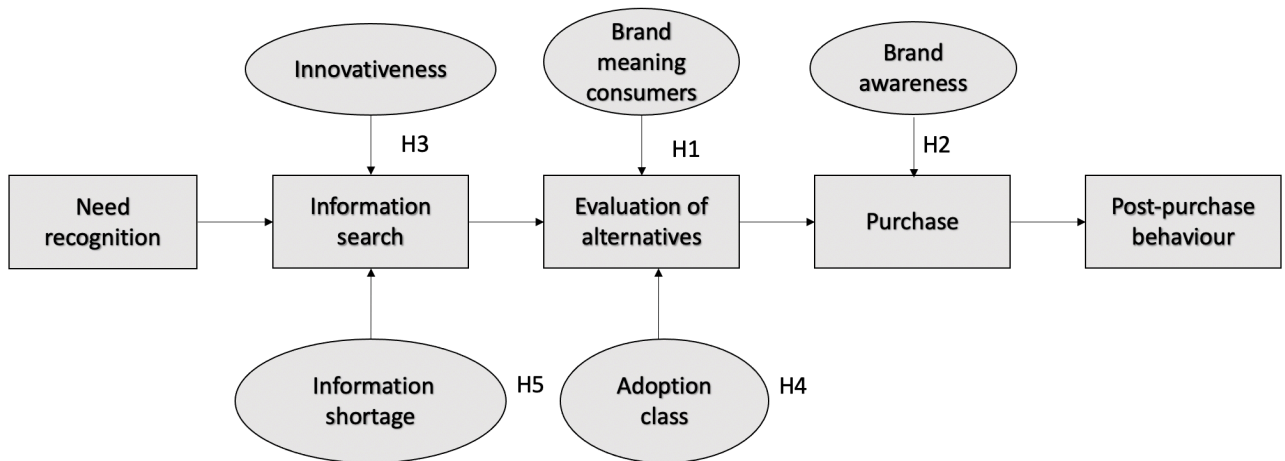


Figure 5: conceptual research model

Chapter 3: Research Methodology

3.1 Research justification and research objectives

3.1.1 Research justification

This research provides useful information for various interest groups. For example, little to none research has been done into the attitude of Dutch consumers towards Chinese products and brands. Most studies focus more on differences between Dutch and Chinese consumers or on attitudes to political events. There are some studies that address this topic from the perspective of the American consumer (Villar, Ai, & Segev, 2012). Insight in this area could be useful not only to the automotive industry, but probably to several other technology product providers as well.

Quite a lot of research has been done on the factors influencing the adoption of electric vehicles. However, a large part of this is aimed at the total market or a country other than the Netherlands. A significant number of these Dutch studies date from before 2016. Examples of these studies are published by Steg (Bockarjova & Steg, Can Protection Motivation Theory predict pro-environmental behavior? Explaining the adoption of electric vehicles in the Netherlands, 2014), Rietveld (Bockarjova, Rietveld, & Knockaert, 2014) and Knockaert (Bockarjova, Rietveld, & Knockaert, 2013). As mentionable, significant proportion of the studies were therefore also published by the same researchers. Due to the rapid changes in the market, these studies benefit from regular testing of the results at that time. Thus, the findings gradually adapt to the opinion of the Dutch consumer, which is required to achieve the growth factor (29.35%) needed to reach the 1.9 million electric vehicles in the Netherlands by 2030 that the government has in mind (Ministerie van Infrastructuur en Waterstaat, 2021). This may be useful for other countries, as most countries do not meet their targets related to EV adoption (Bernstein & Wee, 2016).

3.1.2 Research objectives

As discussed in the preface, the main aim of this study is to generate scientifically based insight into related consumer behavior based on the decision-making process. The data obtained is used to determine what makes a consumer switch product and what the influence of certain factors, such as brand awareness, is on the purchase intention.

In addition to general insights into the decision-making process, the intention is to gain insights into more specific areas, in this case the adoption of electric vehicles. This will make clear which factors have the most influence on the adoption of electric vehicles compared to traditional petrol cars.

Examples of these factors are the price of petrol, the price of the electric vehicles, the charging time of the battery and the range on one full battery of the electric vehicle.

Finally, the aim is to gain insight into the attitude of the Dutch consumer towards Chinese products and brands. This study focuses on the introduction of electric vehicles of Chinese brands in the Netherlands, therefore it is important to determine to what extent this attitude could be an obstacle for the Dutch consumer and therefore set up an advice.

3.2 Research methodology

3.2.1 The benefits of quantitative research

Research is generally divided into two forms, namely qualitative and quantitative research. Quantitative research aims to find out facts that can be expressed in figures. This is usually done on the basis of surveys, experiments or longitudinal research. Qualitative research tries to find out the facts through descriptive forms of studies, the results can mainly be expressed in words and the aim is to gain insight into people's meanings and personal interpretations. Within qualitative research, the involvement of the researcher is greater, because he or she usually comes into contact with the respondents when conducting focus groups, in-depth interviews. In summary, quantitative research is limited to what can be measured or quantified, and qualitative research looks for 'the rest' in the form of the unquantifiable, individual, profound, descriptive and social aspects of the population (Winter, 2000). In order to be able to answer the central research question, it was decided to generate the data through quantitative research.

Quantitative research was chosen because in the first place, the main aim of the hypotheses was to find significant relationships between several variables, which makes quantitative research practical. It is difficult to test significance with qualitative research (Howe & Eisenhart, 1990). Secondly, within the research, there was little need for extensive information and/or new factors that influence variables like the speed of adoption and choice. The literature has already done extensive research on these issues, like discussed in the literature section. For example, it was not necessary to find out what the customer considers important when purchasing an electric vehicle, because it has been known in the literature for some time that these are mainly factors such as price, etc. In this case, the real issue was to determine to what extent the consumer thinks that these variables are important. Finally, it seemed practically difficult to test the hypotheses by means of qualitative research. After all, in that case it would have to be done on the basis of a focus group, in-depth interview or another related method. The data would have to be generated on the basis of direct questions, which seems difficult

to link to the hypotheses of the research. This is partly due to the fact that the consumer has a lot of choice with some hypotheses (see Hypothesis 1 and 6), which can lead to confusion which negatively influences the results. Some prior knowledge of the consumer was also required before these types of questions could be asked directly. In addition, some hypotheses are sensitive to unwanted guidance from the interviewer, see hypotheses 2, 3, 4 and 5. As an example, asking the consumer directly whether he/she buys a product because he/she already knows it can appear as if it is strange not to have this connection.

It was decided to use an online questionnaire as the data collection method for this research. The reasons are as follows. Online questionnaires offer some useful advantages over other data collection methods. First of all, this method offers the possibility to acquire more respondents in a relatively accessible way than with interviews, at a lower price in money and time. Second, relatively little knowledge and expertise is required to build and disseminate the questionnaire than with alternative methods such as in-depth interviews and focus groups, reducing the chance of significant errors that could influence the results. Lastly, the respondents generally have to meet fewer conditions than with methods like experiments, which improves the overall accessibility (Selm & Jankowski, 2006).

However, there are also some disadvantages that should be taken into account. The disadvantage with the most impact is the fact that the researcher generally has no connection with his/her respondents, or significantly less than with other data collection methods. This will make it more likely that the response rate is on the low side and that the surveys have not been completed truthfully (Selm & Jankowski, 2006). However, research by Descombe found that the response rate to online questionnaires is not lower than their paper counterparts, and that respondents are more likely to complete an online survey because it is more accessible (Descombe, 2007). Research by James, among others, has shown that many respondents to online questionnaires have the idea that they can be identified, which can influence the quality of the answers. (Jones, Murphy, Edwards, & James, 2008) In addition, the researcher will have to arrange a few things to prevent problems, such as incomplete surveys.

3.3 Data collection methodology

3.3.1 Data collection methodology selection

An important part in research is choosing a data collection method that provides valid and reliable results based on the issue. Some forms of quantitative research are longitudinal research, experiments and questionnaires (Goertzen, 2017). It needs little explanation that within quantitative

research, longitudinal research and experiments were not practical for testing the hypotheses. Testing a hypothesis from this study by means of an experiment would probably have become very complicated, which is beyond the capabilities of the research. There was therefore little time required for any consideration.

The hypotheses were therefore tested on the basis of a questionnaire, and made accessible by converting it into an online survey. Surveys were practical in this case because they are accessible on several fronts. From the respondent's point of view, participation is accessible and there is therefore a low participation threshold. It is accessible from the researcher's point of view because the generated data can be processed and analyzed quite swift on the basis of various software. Linking the hypotheses to a survey is also interesting because there was no specialized sample required. After all, the hypotheses are linked to the consumer-decision model and relate to general Dutch consumers. The respondents did not need to have a link with electric vehicles, they only needed to be able to imagine what they would find important when they would consider switching. However, the respondents needed to be Dutch because the study was aimed on the Dutch consumer.

Some disadvantages of online questionnaires were described in the previous chapter, but these can be reduced with effective measures. For example, the research is structured in such a way that incomplete surveys cannot be submitted and the recruitment of respondents was partly outsourced, so that the concerns about response rate and quality of the answers were less applicable to this research. In addition, an attempt was made to make the survey as clear as possible, and also to limit the time frame required to complete the survey. Limiting the time frame was done to try to optimize the quality of the answers, as research has shown that longer surveys generally lead to less truthful answers (Galesic & Bosnjac, 2009).

The survey largely consisted of statements, in order to make the hypotheses measurable and at the same time more accessible to the respondents. The questions are represented in the questionnaire, which is put in the appendices.

3.3.2 Online questionnaire

3.3.2.1 preparation of the online questionnaire

To gain insight into the consumer decision process, the attitude towards Chinese products and brands and the attitude towards electric vehicles, an online questionnaire was used in this thesis. This questionnaire was structured and contained predefined closed questions and/or statements

with the focus on the hypotheses and therefore the central research question. The questionnaire was built on the basis of the so-called funnel structure, which meant that the questionnaire started with the specific questions and ended with the general (and somewhat more sensitive) questions about things like age. Based on a few examples, a draft version could be drawn up that was checked. After these improvements, the improved draft version was forwarded to a few people who could test the accessibility of the questionnaire. After this action, the questionnaire was sent. To make sure that the respondents were Dutch, the survey was only available in Dutch and not in English. However, the survey was translated to English for use in the appendices.

3.3.2.2 Testing and improving the interview questionnaire

After the first version of the questionnaire had been drawn up, it was sent to the supervisor in June 2021 to check the structure, etc. of the questionnaire. Initially, a number of improvements were discussed. For example, it was recommended to make the questions more accessible and to use the so-called funnel method in order to put the general questions at the back. In addition, the role of attitudes towards Chinese brands and companies was underexposed, which should be given more attention. After implementing these improvements, it was reviewed again after which the draft version could be sent out to a few people. The feedback mainly resulted in an adjustment of the question to make it accessible, which would benefit the external validity. Finally, the survey was checked by a CHJ Internet employee who has experience in the field of online questionnaires. After this check, the survey was sent out on June 16, 2021.

3.4.2.3 General information regarding the online surveys

The surveys were sent out in 2021 from June the 16th until the first half of September mainly by mail and partly by social media channels like Whatsapp. The respondents obtained via approaching through Whatsapp were mainly known to the researcher, such as acquaintances, but especially fellow students. It is estimated that about 40 respondents have been acquired in this way, out of the 75 people that have been approached. 150 respondents were obtained via CHJ Internet, which approached its circle of respondents by e-mail with the request to complete the survey. It is not known how many respondents have been approached for this, a response rate is therefore hard to suggest.

The survey could be made for respondents via a link that referred to Qualtrics, the questionnaire has been made accessible on this platform. This approach allowed the survey to remain as accessible as possible, which was necessary because a significant number of respondents was required. This was not at the expense of the quality of the respondent's sample, because the only real requirement was

that they were Dutch and this was guaranteed because the questionnaire was only drawn up in Dutch.

The researcher's goal was to obtain 200 respondents, or at least approach this number as a minimum requirement. This is to stimulate the significance of the research, which benefits from a fairly large sample. Despite the fact that the recommended sample size can vary greatly from study to study and is not a guarantee of significance (Khalilzadeh, Jalayer, Tasci, & D.A., 2017), this number has been used as a benchmark.

3.3.2.4 Ethical issues regarding the data collection

The possible ethical risks of the research were determined beforehand on the basis of the document "ethical issues in research" by Behi and Nolan (Behi & Nolan, 1995). It became clear that the online questionnaire could come into contact with issues of anonymity and confidentiality. In addition, the respondent had to be provided with some relevant information before starting the questionnaire.

In order to guarantee anonymity, it has been decided that the database will be deleted after completion of the thesis. This was communicated to the respondents at the beginning of the questionnaire by means of a text in the landing page. It is also stated that the answers will be treated confidentially and that they will not be shared just like that.

In relation to information consent, the respondent was informed in the same landing page with the reason and purpose of the survey. That way they knew what their data was needed for. If they did not agree with this, they could simply click away the online questionnaire. Finally, the respondents were given access to the researcher's email so that they could contact him if they had any questions about the purpose of the study or any other question that might have occurred to the respondent.

The questionnaire contained a number of questions that could have been experienced as sensitive, such as age, income and education level. For some questions such as gender, the respondent was given the option to indicate that they would rather not share this information.

3.3.3 Limiting researcher bias

Avoiding research bias (to what extent this is possible) had a high priority within the research because this is an ethical duty for the researcher. The different forms of bias described by Smith and Nobly (Smith & Nobly, 2014) were examined and the limitation of bias was based on these forms. Smith and Nobly distinguish the following forms:

1. Design bias
2. Selection/participant bias
3. Data collection bias and measurement bias
4. Analysis bias
5. Publication bias

According to Smith and Nobly, bias in quantitative studies can be reduced in several ways.

Design bias refers to "poor study design and incongruence between aims and methods". In this research, this was avoided in particular in this research by having the questionnaire checked by various independent persons for matters such as structure and accessibility. This was done by both people with an academic background and without, so that not only the correctness etc. was checked, but also the comprehensibility for the respondents. With the feedback, the questionnaire was regularly adjusted before it was sent.

Selection bias "relates to both the process of recruiting participants and study inclusion criteria" and is generally avoided by the random selection of participants. During the data collection, this was done by outsourcing a significant part of the respondent recruitment (see "research participants search process"), in this way the impact of the researcher was reduced and it was not possible to build a population according to preference.

Data collection bias occurs when "a researcher's personal beliefs influence the way information or data is collected". In the research, this is especially avoided by having the data collection method checked by different people, like the avoidance of design bias. In this way,

Analysis bias refers to the fact that researchers naturally look at the results that seem to confirm their hypothesis, while overlooking the ones that doubt their hypothesis. The most common way to avoid this is by involving more people in the results, which is done in the research. For example, a number of respondents were contacted to ask to what extent the results corresponded with their opinion. If this deviated seriously in several cases, the way in which the results were interpreted could be examined.

Publication bias refers to the potential bias that may be present in a publication. After all, a publication with a significant outcome has a higher chance of being published, while dozens of

studies can be countered with no significant outcome. However, this form of bias is not (yet) relevant for this study.

3.4 Research participants

192 Dutch persons participated in the survey, of which 184 have completed the survey. 8 surveys were incomplete. It is not entirely known how this was possible, because the respondents were obliged to complete the questions. According to Qualtrics, some surveys did not show all questions in these cases, but the few questions that were answered were saved. In all probability, something went wrong in these cases when displaying the survey or processing the answers. The responses were analyzed and it appeared that in all cases only a small part of the survey was completed, which greatly reduced the usefulness of this data. These 8 responses have therefore been removed, so the number of 184 has been used.

Of these individuals, 102 were male, 80 were female and two identified themselves as transgender, non-binary etc. The bottom line is that 55.4 percent of the respondents were male, 43.5 percent female, and 1.1 percent transgender, non-binary etc. This ratio is not entirely representative (there are slightly more women than men in the Netherlands), but this is not an excessively distorted ratio (CBS, 2018).

Of the respondents, 70.7 percent was older than 40 years. Most respondents belonged to the categories 40-55 (36.4 percent), 55-65 (20.7 percent) and 18-30 (15.2 percent). Only 1.1 percent belonged to the category under 18, but that isn't harmful for the research because this group generally doesn't really have experience with driving. This age structure cannot be related correctly to the Dutch population. For example, the number of people over 40 is actually about 53 percent and, as mentioned earlier, the group under 18 is underrepresented. However, most age groups (with the exception of under 18) are represented by a significant percentage of the population.

Figure 6 summarizes the demographic characteristics of the respondents.

		Survey	
Sex	Male	102	55,43%
	Female	80	43,48%
	Other	2	1,09%
	Total	184	100%
Age	<18	2	1,09%
	18-30	28	15,21%

	30-40	24	13,04%
	40-55	67	36,41%
	55-65	38	20,65%
	>65	25	13,59%
	Total	184	100%

Figure 6: demographic distribution of the respondents

Of the respondents, 57,1 percent were highly educated (completed HBO/Bachelor or higher). 31 percent have completed secondary vocational education (MBO) and 11.9 percent did not continue after primary and/or secondary school. The income distribution was fairly even, with each category being close to a third. 32 percent said they earned less than the average income, 40.7 percent said it was average and 27.3 percent said it was above the average income. However, it is possible that this distribution is not entirely correct in practice, since the respondents had to judge for themselves to what extent they earned and there is a chance that they chose a class higher out of shame.

3.4.1 Research participants search process

In order to generate the respondents, the researcher's own circle was partly used. This circle includes a number of friends, but especially fellow students. It is estimated that this group makes up for about a quarter of the total number of respondents. However, most of the respondents were obtained through a portal where respondents could be acquired (CHJ Internet). This had the advantage that the respondents had no link with the researcher and could therefore share the answers more freely, which also helped to prevent bias from the perspective of the researcher. In addition, it turned out to be difficult in practice to come up with 200 respondents, so something had to be done in order to gain the remaining respondents. The survey was done between June the 16th and September the 10th.

3.5 Data analysis method

SPSS was used to analyze the data. The reason for this is that this is generally the most common software within statistics, making the results interpretable for a wide audience. In addition, the software is quite easy to obtain and install. Finally, converting the data to SPSS was not complicated because there was already some experience with the software.

Because both the dependent and independent variables are categorical, the options in SPSS had to be chosen wisely. In this case, SPSS offered a number of options. Unsurprisingly, descriptive statistics could be used to run the basic overviews. In addition, there was the possibility to use the chi-square, the t-test and linear regression. The chi-square didn't prove to add much to the research because

there was no need to show significant differences between populations. In that respect, linear regression could offer more.

Within SPSS, a number of functions have been used to gain insight into the results. For example, the descriptive statistics were used to obtain general insights such as the mean and standard deviation. A reliability analysis was done in order to determine the Cronbach's alpha. Also, factor analysis was used to calculate the composite reliability (CR) and average variance extracted (AVE).

The Cronbach's alpha was used to determine the reliability, because the hypotheses often contain several questions that had to be tested among each other. The Cronbach's alpha describes the extent to which a test measures the same construct or concept, expressed as a number between 0 and 1. In addition to the Cronbach alpha, the composite reliability was also calculated in order to be able to test the reliability several times, because the Cronbach alpha is regularly criticized because it only shows a minimum value and therefore underestimates the real reliability (Peterson & Kim, 2013). In order to be able to calculate the composite reliability (and average variance extracted), a factor analysis had to be done. The values of the component matrix (see appendix 4) were used as the base of the values of the CR and AVE. The AVE was calculated in order to determine validity. The values of CR and AVE had to be calculated separately from SPSS, which is done with the use of an Excel file.

Finally, the significance of the results was tested by linear regression with bootstrapping, also known as the bootstrapping resampling procedure, and a one-sample t-test. The t-test was used to weigh the means of the questions against each other, so that the weight could be determined in a positive or negative sense. A solution could be made about the results. A one-sample t-test was sufficient because no different groups had to be compared with each other, after all, it concerned the total population.

Finally, multiple regression was applied to some constructs to gain additional insight into the impact of the questions. The multiple regression offered the opportunity to gain insight into the relationship between the variables and to what extent the impact of the independent variables was significant.

Chapter 4: Research Outcome

This research is focused on the central research question: "How can the Chinese electric car brands establish name and brand awareness among Dutch car buyers to enable the successful market introduction of their car brands on the Dutch electrical car market?" In order to formulate an answer to the central research question, the hypotheses had to be tested. The results are known on the basis of a survey among 184 respondents. The SPSS output can be found in appendix 5.

4.1. Measurement model

4.1.1 Reliability

The first step within the research is to determine the reliability and validity of the measurement model, in order to determine to what extent, the research is reproducible and whether the research method is actually the most appropriate one. This is required because reliability and validity are ways to demonstrate and communicate the accuracy of the research process and the reliability of the research results. Therefore, the reliability and validity are important foundations of the whole research. In summary, according to Robert, Priest and Taylor, "If research is to be useful, it must avoid misleading those who use it" (Roberts, Priest, & Traynor, 2006).

The hypotheses were first of all divided into constructs. These constructs each contain the questions asked that are related to the hypothesis. On the basis of the results of the questions from these constructs, the means between values 1 and 5 were calculated with the corresponding standard deviation, in order to be able to compare the results per hypothesis before heading to the reliability and validity.

To determine the reliability of the set of questions per construct, the Cronbach alpha was calculated. Cronbach's alpha is a measure of internal consistency between 0 and 1 based on the number of questions in the construct and the mean covariance and variance of the data (Brown, The Cronbach alpha reliability estimate, 2002). The Cronbach alpha is generally the most common method to measure internal coherence. Besides the Cronbach alpha, the composite reliability (CR) was determined, an alternative of the Cronbach alpha that also measures internal consistency but more on the basis of factor loadings. The Cronbach alpha has been regularly criticized as being a lower bound and hence underestimating true reliability and the composite reliability is often mentioned as the best alternative because construction loads are allowed to vary more here (Kim & Peterson, 2013). Therefore, it is included in order to be able to test the reliability several times (Peterson &

Kim, 2013). The composite reliability has been calculated with the following formula based on a factor analysis, the raw data can be seen in appendice 4:

$$CR = \frac{(\sum\lambda)^2}{(\sum\lambda)^2 + (\sum\epsilon)}$$

The outcome of the analysis can be seen below.

Construct	Items	Mean	Std. deviation	Range	Cronbach alpha	Composite Reliability
Hypothesis 1	4	3.425	1.022	1-5	0.751	0.8769
Hypothesis 2	1	3.55	0.892	1-5	-	_*
Hypothesis 3	3	2.956	1.067	1-5	0.802	0.8829
Hypothesis 4	2	3.250	0.994	1-5	0.281	0.669
Hypothesis 5	5	3.568	0.936	1-5	0.692	0.759
Chinese brands	4	2.56	0.889	1-5	0.776	0.855

*Cronbach alpha and Composite Reliability are missing because of the fact that there is 1 item for construct "hypothesis 2"

When looking at the Cronbach's alpha and composite reliability, certain values should be taken into account. Usually, a value of 0.700 is used for both coefficients as a minimum standard to judge the internal consistency as acceptable or good. In that case, the value is close enough to 1, the score that indicates perfect internal consistency (Tavakol & Dennick, 2011). However, some papers suggest that a value between 0.600 and 0.700 is acceptable as well, while others consider this value as being questionable (Nor, Isa, Yusof, & Ghazi, 2018).

With this rule of thumb in mind, it becomes clear that the hypotheses 1, 3 and the Chinese brands score sufficiently on the Cronbach's alpha, and that the score of hypotheses 6 can be considered as acceptable with a score of 0.692. It was especially striking that hypothesis 4 scored very low, with a

score of only 0.281, and can thereby surely be classified as unacceptable. However, the composite reliability score was close to 0.700, with 0.669. The other scores on composite reliability were all above 0.759, which is well above the desirable 0.700. This shows that the internal coherence of the questions, and thus the reliability, can be regarded as acceptable.

4.1.1.2 Validity

In addition to measuring reliability, it was required to determine to what extent the constructs are valid. The general concept of validity is defined as "the extent to which a test measures what it claims, or claims to measure" (Brown, What is construct validity?, 1996). There are different forms of validity, but in this study the emphasis is on construct validity. This is done by checking whether the results of the questions from each construct, that should be related, are actually related.

Validity was measured using the so-called "average variance extracted", also known as "AVE". The "average variance extracted" measures the amount of variance that is captured by the construct in relation to the amount of variance due to measurement error based on the factor loadings from the factor analysis. The factor loadings represent the correlation between the factor and the variable. Usually, an AVE value of less than 0.500 means that the variance due to measurement error is greater than the variance due to the construct, which means that the validity is at least questionable. Therefore, the AVE should be at least 0.500 to classify the construct as acceptable. A value of above 0.700 is generally classified as "very good" (Alarcon, Sanchez, & Olavide, 2015). These data have been calculated on the basis of a factor analysis and the corresponding formula, which is:

$$AVE = \frac{(\sum\lambda)^2}{n}$$

The raw data and SPSS output be seen in appendice 4.

Construct	AVE	Factor loading Q1	Factor loading Q2	Factor loading Q3	Factor loading Q4	Factor loading Q5
Hypothesis 1	0.641	0.806	0.746	0.853	0.794	-
Hypothesis 2	-	-	-	-	-	-
Hypothesis 3	0.717	0.751	0.905	0.876	-	-
Hypothesis 4	0.415	0.609	0.465	0.812	-	-

Hypothesis 5	0.358	0.570	0.552	0.667	0.846	0.743
Chinese brands	0.605	0.51	0.889	0.817	0.837	-

Taking this desired number into account, it can be seen that hypotheses 1, 3 and the Chinese brands achieve solid scores. Hypothesis 3 scores above 0.700, which means that the score can be seen as “very good”. However, hypotheses 4 and 6 have a score that is less than 0.500, which means that the validity of these constructs are questionable. However, the validity of hypotheses 4 and 6 can still be defended when compared with the composite reliability. Fornell and Larcker stated that if the AVE is less than 0.500, but the composite reliability is higher than 0.600, the convergent validity of the construct is still solid (Fornell & Larcker, 1981). Given that hypothesis 4 has a composite reliability of 0.669 and hypothesis 6 0.759, these hypotheses satisfy the requirement of Fornell and Larcker. In summary, the constructs score either solid or good in terms of validity. This means that the questions measure what is intended to be measured.

4.2 Structural model

After examining the measurement model, the proposed hypotheses/constructs were tested on significance, in order to determine whether the hypotheses should be accepted or rejected. Significance was tested for all hypotheses by means of a one-sided t-test and in some cases supplemented by a multiple regression.

With the One-Sample T Test, the sample mean of one variable is calculated and compared with a mean, in this case the combined mean of the questions per construct. Based on the comparison between these two numbers, it can be calculated to what extent they differ significantly from each other and whether their impact is positive or negative. Typically, a significance level below 5 percent means it is significantly different from the mean. The one sample t test is useful because the hypotheses mainly had the purpose to know the impact of certain variables compared to others. By comparing these variables in a one-sample t-test with the average, the impact per variable could be determined quite simply and thus, the hypotheses could be accepted or rejected (Hsu & Lachenbruch, 2014).

To gain additional insight into the influence of the independent variables, and thus the effect in relation to the hypothesis, a multiple regression was also applied to some constructs if this was possible. The multiple regression analysis analyzes whether, based on the correlation of several independent variables with the dependent variables, there is a significant relationship and can be used to test a hypothesis (Iwasaki, 2020).

4.2.1 Hypothesis 1

Hypothesis 1 suggested the higher impact some aspects of the brand would have on consumers compared to other aspects. Some of the themes from this turned out not to be testable for the "ordinary" consumer. The hypothesis was as follows:

Hypothesis 1: The brand-related themes that relate to the value systems ("value system", "personality" and "image") have significantly more meaning for consumers than the other themes that relate to the function of the brand. These include a) a logo b) a legal instrument c) a company d) a risk reducer e) an identity system f) a relationship g) adding value and i) an evolving entity.

The impact of these themes was measured by means of statements and subsequently analyzed using the one sample t-test. The results are shown in the table below, the themes that should have more meaning to consumers, according to the hypothesis, are marked. A significance level of $\alpha = 0.05$ is assumed.

Factor/brand theme	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Adding value*	3.41	-0.258	179	0.797	-0.019
Risk reducer	3.77	5.208	179	<0.001	0.347
Relationship*	3.47	0.523	179	0.602	0.042
Identity system*	3.06	-4.504	179	<0.001	-0.364

**Brand theme that should have more meaning for consumers*

From the results, it can be read that two themes have a significance level below 0.05, "risk reducer" and "identity system" respectively, and therefore differ significantly from the combined average of 3.452. The themes "adding value" and "relationship" have significance scores of 0.797 and 0.602, respectively, meaning they are not significantly different from the mean. The significant themes ("risk reducer" and "identity system") score 0.347 and -0.364, while the non-significant themes ("adding value" and "relationship") only score -0.019 and 0.042. This means that the themes "risk reducer" and "identity system" have significantly more impact on the overall average. However, with "identity system" this impact is negative and with "risk reducer" it is positive.

These numbers mean that the respondents identified themselves most in the brand functions as "risk reducer" and least in those as "identity system". In addition, people may also recognize brands slightly more in the function of the brand as "relationship", but this cannot be said with certainty because the average does not differ significantly.

4.2.2 Hypothesis 2

The second hypothesis suggested that there is a significant relationship between brand awareness and consumer purchase intention. The full hypothesis has been described in previous chapters as:

Hypothesis 2: There is a significant relationship between the degree of brand awareness and the purchase intention among consumers.

The hypothesis was tested by asking respondents to what extent they would rather buy a product from a brand they already know. Practically speaking, this covered the load on its own, but made analyzing more difficult. However, the results were analyzed using a one-sided t-test, which brought opportunities. In the absence of other questions, the data for this question was linked to the overall mean of all hypotheses to check whether there was a significant difference.

Factor/statement	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Buy intention familiar products	3.55	5.033	183	<0.001	0.331

The t-test shows that the results of the hypothesis, in a positive sense, differ significantly from the overall mean. Because the mean of brand awareness is significantly higher, with 0.331, the results show that the consumer does find brand awareness important. In other words, the brand awareness of a product contributes to a higher purchase intention.

4.2.3 Hypothesis 3

Hypothesis 3 suggested that there is a significant relationship between the degree of innovativeness of a product and the degree of consumer interest. The full hypothesis was as follows.

Hypothesis 3: There is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest.

The respondents had to answer a few statements that articulate the extent to which they thought innovation was important. The results were analyzed using a one-sided t-test.

Factor/statement	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Level of interest in innovative product	3.50	7.845	182	<0.001	0.547
Will to have the newest of the newest	2.55	-4.872	182	<0.001	-0.410
Willingness to pay extra for latest products	2.81	-1.707	182	0.089	-0.142

The analysis shows that only the "willingness to pay extra" does not differ significantly from the average. The "will to have the newest of the newest" scores a significant, but negative score. However, the main focus of the hypothesis is the "level of interest in innovative product", which scores a significant score and clearly distinguishes itself with an average of 3.5 from the other questions and even the overall mean of all questions combined. The mean difference here is 0.547 in relation to the other two questions and 0,282 from all questions combined, which means that the level of interest in innovative products is clearly higher than the scores for the other questions. Therefore, the data tells that the degree of innovativeness clearly has a positive impact on consumer interest.

4.2.4 Hypothesis 4

Hypothesis 4 suggested that consumers are more likely to follow product-related advice from people "higher" in the adoption curve, e.g., the so-called innovators. The full hypothesis was as follows.

Hypothesis 4: Consumers are more likely to take product-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards."

The respondents were asked to what extent they consider it important that an innovator (worded in the question as someone who "among the first to try out new technical products") helps them and whether they ever ask for advice at all.

Factor/statement	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Asking information	3.20	-0.742	181	0.459	-0.052
Importance of innovators	3.30	0.606	181	0.546	0.047

The one-sided t-test offers few supportive results. Both statements are far from significant. This can be explained by the fact that both means are close to each other and the differences in means therefore largely cancel each other out. As an additional control, it was considered to compare the results of this hypothesis in a t-test with the mean of all hypotheses together. However, the significance scores are still not close to the desired level. This means that the one-sample t test does not bring enough evidence to make any conclusions.

In addition to a one-sample t-test, a multiple regression was also used to gain insight into the potentially significant relationship of the variables. The respondents were asked to what extent they see themselves as an innovator (read: to what extent they are among the first to purchase new technical products) and an attempt was made to see whether the outcome could be predicted on the basis of the previously discussed factors. The results can be seen below.

R	Adjusted R Square	F	Sig.
0.212	0.034	4.220	0.016

The regression shows that there is a significant model, but with a significantly low correlation. This means that the independent variables are correlated with the dependent variable, but they do not adequately explain the variability in the dependent variable. The model will be able to predict to some extent whether the consumer is an innovator based on these factors, but the predictions will be less precise.

Factor	B	T	Sig.
Constant	2.340	7.365	<0.001
Asking information	-0.069	-0.892	0.373

Importance of innovators	0.202	2.874	0.005
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After calculating the regression values, it can be read that “importance of innovators” has a significant positive influence on the regression equation, while “asking information” has the exact opposite. This means that the consumer clearly sees added value in the innovator's advice compared to someone who does not belong to this adoptive class.

4.2.5 Hypothesis 5

Hypothesis 5 suggested that, in the event of a lack of information, the consumer would judge the quality of a product based on a number of other factors. The full hypothesis was as follows:

Hypothesis 5: In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

Respondents were asked on the basis of statements to what extent they considered/would find these matters important. The results were then analyzed with a one-sample t-test. The results can be seen in the table below. A significance level of $\alpha = 0.05$ is assumed.

Factor	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Country of origin	3.12	-5.410	183	<0.001	-0.448
Price	4.08	8.211	183	<0.001	0.508
Product composition	3.37	-2.678	183	0.008	-0.198
Brand name	3.82	4.217	183	<0.001	0.247
Store name	3.45	-1.731	183	0.085	-0.117

It can be concluded from the t-test that only "store name" respectively does not achieve a significant score below 0.05, which means that these results do not differ significantly from the overall mean. The other factors all score significantly, and this is because the factors partly cancel each other out in the mean difference. For example, "country of origin" clearly scores the least, with -0.448, while "price" overrides this with its 0.508. "Product composition" and "brand name" also achieved significant scores, scoring -0.198 and 0.247 on the mean difference, respectively.

Overall, the data says that price and brand name are the most important factors to judge by consumers. However, the hypothesis states that the consumer looks at all these factors, and this cannot be assumed because, for example, "country of origin" scores significantly lower than the other options.

In addition to a one-sample t-test, multiple regression was also used. By using multiple regression, a prediction of the dependent variable may be made. The dependent variable in this case is the question of whether information shortages are encountered on a regular basis. This is linked to the factors where one might be used to judge the quality of a product. The results can be seen in the table below.

R	Adjusted R Square	F	Sig.
0.203	0.014	1.529	0.183

The results of the multiple regression show that there is a weak correlation between the extent to which people experience information deficits and the factors described in the hypothesis. The R-square teaches that the described dependent variable is explained for only 1.4 percent by the independent variables. In addition, the proposed comparison is not significant. It is therefore not possible to make a reliable prediction on the basis of the regression equation about the extent to which people experience information deficits.

4.2.6 Chinese brands

Beyond the hypotheses, the respondents were asked some questions about their perception of Chinese brands in order to gain insight into the "prejudice" consumers have with regard to Chinese brands. This was necessary to get data with regards to the empirical sub-questions, which should be answered with the central research question.

The respondents were asked what they thought of Chinese brands in terms of price, quality, delivery and reliability. The results are detailed below, a significance level of 0.05 has been assumed.

Factor	Mean	T-value	DF	Significance (two-sided p)	Mean Difference
Price	2.04	-9.108	180	<0.001	-0.521
Quality	2.62	0.940	180	0.348	-0.064
Delivery	2.83	3.887	180	<0.001	0.269

Reliability	2.72	2.380	180	0.018	0.164
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It can be seen from the results that only the mean of "quality" does not deviate significantly from the mean. Considering that the difference in average is lowest here, this makes sense. The other three variables all differ significantly from the mean. It is striking here that "price" scores considerably lower than the average. This can be explained by the fact that it was possible to indicate to what extent the price of Chinese brands was generally considered to be high or low, and the consumer therefore judges that it is generally low in their perception. Delivery and reliability score significantly higher than the average, which means that these factors had significantly positive impact on the overall mean.

However, it should be mentioned that all hypotheses/constructs scored an average of 3.218, while this construct scored only 2.56. This means that this construct did not score high.

Besides a one-sample t-test, multiple regression was also used to test the significance of the impact of the variables. The respondents were asked to what extent they buy Chinese products, and an attempt was made to predict whether the respondent buys Chinese products based on the factors mentioned above. The results can be seen below.

R	Adjusted R Square	F	Sig.
0.402	0.143	8.488	<0.001

The regression shows that there is a combination of a significant model, but with a low correlation. This means that the independent variables are correlated with the dependent variable, but they do not explain much of the variability in the dependent variable. The model will therefore be able to predict to a certain extent whether consumers ever buy Chinese products on the basis of these factors, but making an exact numerical prediction is not realistic.

Factor	B	T	Sig.
Constant	3.675	15.617	<0.001
Price	0.251	2.978	0.003
Quality	-0.164	-1.648	0.101
Delivery	-0.144	-1.719	0.087

Reliability	-0.140	-1.497	0.136
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The calculation of the regression values shows that only the price has a significant influence on the outcome of the equation, it is also the only one with a positive influence. This clearly distinguishes price from the other factors.

4.3 Summary key points

The results from the statistical analysis in this thesis provide the opportunity to answer the hypotheses. These are detailed below for each hypothesis.

Hypothesis 1: The brand-related themes that relate to the value systems ("value system", "personality" and "image") have significantly more meaning for consumers than the other themes that relate to the function of the brand. These include a) a logo b) a legal instrument c) a company d) a risk reducer e) an identity system f) a relationship g) adding value and i) an evolving entity.

The one-sided t test showed that the variables "risk reducer" and "relationship" have the highest means and differ significantly from the combined mean. Thereby, it can be concluded that the brand-related themes "risk reducer" and "relationship" have the most meaning to the consumers. In other words, the consumer sees the brands mainly as a tool that reduces their doubt about the quality etc. of the product and as a symbol that they feel a certain connection with. The ironic part is that the theme that should have had the lowest meaning ("risk reducer") scored noticeably, and significantly, better than the themes that do have a relationship with the function as value system. From this, it can be concluded that there is no reason to assume that the hypothesis is correct because therefore the theme "risk reducer" should have scored significantly lower. This means that the hypothesis is rejected.

Hypothesis 2: There is a significant relationship between the degree of brand awareness and the purchase intention among consumers.

Despite the fact that comparative material was scarce, the one-sided t test showed that the results of the variable "buy intention familiar products" scored significantly better than the average of all questions combined. This means that respondents clearly indicated that they are generally more likely to buy a product they already know, which supports the hypothesis and is thereby accepted.

Hypothesis 3: There is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest.

The results of the variables “level of interest in innovative product”, “will to have the newest of the newest” and “willingness to pay extra for latest products” were analyzed with a one-sided t-test and besides the fact that a significant majority indicated that they would be more interested in an innovative product (variable “level of interest in innovative product”), the corresponding statement scored significantly better than the other two variables and even all variables/constructs combined. As a result, it is at least plausible that the respondents regard innovation as an important USP for a recently introduced product, which means that the hypothesis is accepted.

Hypothesis 4: Consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards."

The one-sided t test already showed that the variable “importance innovators” did not underscore, but still showed no significant deviation from the variable “asking information”. As a result, no referral or acceptance could take place on the basis of the one-sided t test. Fortunately, an additional multiple regression provided more insight. The regression analysis shows that the opinion of the innovators (“interest of innovators”) has a significant and positive influence on the regression equation and clearly has more impact than the variable “asking information”. This establishes that the impact of the innovators on consumers cannot be underestimated and that the hypothesis thereby should be accepted.

Hypothesis 5: In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

The results of the study showed that consumers see clear differences between the variables “country of origin”, “price”, “product composition”, “brand name” and “store name”. The variables “price” and “brand name” differed significantly in the one-sided t test and also had the highest scores when compared to the other variables, indicating that the perceived quality mainly depends on the price of the product and their personal references to the producing brand. It is striking that consumers pay relatively little attention to the country of origin. When comparing the results with the hypothesis, the results do show that each factor has a role in the consumer's decision to a certain extent. This

can be concluded because no factor scored lower than 3, which would indicate that a majority would not recognize themselves in this factor. It must therefore be established that the consumer certainly makes a distinction within the relevance of the factors from the hypothesis, but that they are all relevant for a majority, and that is why the hypothesis is thereby accepted.

Chinese brands

Within the Chinese brands it was measured what the reputation of Chinese brands is for Dutch consumers in a number of areas, without a clear hypothesis. This concerned the prestige in relation to the variable's "price", "delivery", "quality" and "reliability". The data shows that Dutch consumers associate Chinese brands mainly with cheap products. The price category differed significantly from the mean and had the most impact on the equation in the regression.

Chapter 5: Conclusions and Recommendations

5.1 Summaries literature and thesis

5.1.1 Summary literature study

The literature review provided insights that served as the basis for the hypotheses. First of all, the literature review has shown that brands fulfill different functions for consumers and that some functions are of more value to these consumers, especially those that are related to the functions as a value system. Second, it has been found that the purchase intention of the consumer is higher for products with a higher brand awareness. In other words, consumers are more likely to buy something from a brand they already know. Another conclusion is that consumer interest in a new product largely depends on the degree of innovativeness that the product entails. It has also been concluded that consumers attach great value to personal advice, such as advice from acquaintances. Within this advice, consumers would prefer those of people higher up on the adoption curve, i.e., the so-called "innovators" and "early adopters". Last but not least, the literature has concluded that if the consumer lacks essential information about a product, he or she is inclined to judge the quality of the product on the basis of other factors that are not necessarily directly related to quality. These include a) country of origin b) price c) product composition d) brand name and e) store name.

5.1.2 Summary field research

After research, in which the hypotheses were tested, the insights of this thesis were described. These were as follows. At first, this research showed that the themes that relate to the value systems don't necessarily have more impact than the other brand related themes. Second, the analysis showed that brand awareness has a significant impact on the purchase intention of the Dutch consumer. Third, according to this research, Dutch consumers have a significantly higher interest in a product that is clearly innovative. Another conclusion was that the Dutch consumer prefers products-related advice from people who belong to the higher classes of the adoption curve, like the innovators and early adopters. As last, this research concluded that the consumer judges the quality of a product based on a) country of origin b) price c) product composition d) brand name and e) store name. However, despite the fact that each factor had an impact, it became clear that they all do not have as much impact. For example, the price had significantly more impact compared to the other factors.

The table below shows which hypotheses have been accepted or rejected.

Hypothesis	Accepted/rejected?
Hypothesis 1	Rejected
Hypothesis 2	Accepted
Hypothesis 3	Accepted

Hypothesis 4	Accepted
Hypothesis 5	Accepted

5.1.3 Comparison literature and field research

As can already be seen from the table, it is clear that the results of both the literature and this thesis are largely in agreement. Hypotheses 2, 3, 4 and 5 agreed to each other. This means that a) there is a significant relationship between the degree of brand awareness and the purchase intention among consumers b) there is a significant relationship between the degree of innovativeness of a new product and the degree of consumer interest c) consumers are more likely to take project-related advice from someone who belongs to the "innovator" or "early adopter" class, than from someone who belongs to the "early majority", "late majority" or the "laggards and d) In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of a) country of origin b) price c) product composition d) brand name and e) store name.

The only disagreement between the literature and the thesis related to hypothesis 1, the hypothesis stating that brand functions related to the value systems (functions "value system", "personality" and "image") have significantly more meaning for the consumer than other themes like the themes "risk reducer" and "relationship". However, this study has come to the conclusion that this cannot simply be stated because the questionnaire showed that the (Dutch) consumer rather sees the brand as a risk reducer. In other words, the literature sees a brand more as a tool in which the consumer sees something of him/herself and this study more as a tool with which the consumer can reduce the perceived risk.

The explanation for this difference probably depends largely on the different samples on which the results are based. The results from the literature that served as the basis for the hypothesis (read: (Chernatony & Riley, 1998)) are based on in-depth interviews with 20 (American) experts in the field of branding, while the results of this thesis are based on an online questionnaire with 184 (Dutch) respondents. Two aspects can already be extracted here that may influence the results. First of all, the experts and respondents differ considerably in terms of knowledge and perception, it seems plausible that their brand meaning differs significantly from each other because of this. In addition, there may be cultural dimensions to a certain extent because the samples differ in terms of nationality, but this factor is not likely to have the same influence. Eventually, it has become clear from this study that the themes from the hypothesis certainly have a large influence, but the hypothesis clearly stated that these had to be far above the other themes and that was not the case.

For now, it is clear that these themes certainly have a major impact, but that the function as a risk reducer should not be forgotten.

With these insights in mind, the central research question can be answered, which was:

“How can the Chinese electric car brands establish name and brand awareness among Dutch car buyers to enable the successful market introduction of their car brands on the Dutch electrical car market?”

The direct answer is that a Chinese supplier of EVs should have a good introduction position if a) the brand is combined with a product that can meet the risk aversion that the customer usually has b) the brand awareness of the brand has penetrated significantly in the target group c) the product offered is clearly distinctive in terms of innovation d) attention is paid in marketing-related campaigns to target the first adoption groups and e) the company realizes that the customer judges the quality of its products primarily on the basis of price and brand reputation.

On the basis of the empirical sub-questions, which were formulated in chapter 1, the central research question is discussed in more detail.

What is a Chinese electrical car brand as perceived by Dutch consumers?

When it comes to the perceived function of brands, it should be noted that the results have caused some discussion, so a one-sided answer is not possible. According to the literature, consumers see a brand primarily as an expression of themselves and a symbol with which they have certain emotional associations. In the case of the Chinese EVs, this would mean that consumers would primarily rank the brands based on their affiliation and references to the brand and how well the cars would match them. It could be said that the focus here is more on a piece of status and self-expression, which can be satisfied for the consumer with a suitable brand. However, this research came to the conclusion that consumers mainly use the brand to remove some risk (in their belief), which creates more confidence about the purchase. In the case of the Chinese EVs, this means that consumers buy the brand in the first place because, for them, it has a proven track record and guarantees a certain level of quality. The latter is not unimportant, after all, it is by no means a routine purchase.

What entails a successful introduction of Chinese electrical car brands on the Dutch market?

Based on the thesis, it was already concluded that a) a higher degree of brand awareness increases the purchase intention b) the consumer is more interested in products that are clearly distinctive in terms of innovation c) consumers are more likely to take product related advice from people who belong to the innovator or early adopter class and d) In the event of an information shortage, the consumer is inclined to judge the quality of a product on the basis of 1) country of origin 2) price 3) product composition 4) brand name and 5) store name. This shows first of all that increasing name and brand awareness should be a major priority for the providers of electric vehicles.

When it comes to increasing the brand awareness, the results showed that innovative products are more likely to attract the attention of consumers, which increases the overall brand awareness. Having a clearly distinctive vehicle in terms of innovation therefore clearly influences brand awareness. In addition, it appears that the innovators and early adopters exert significantly more impact on consumers, and can therefore make a significant contribution to the brand awareness of the new entrants to the market. Finally, it is known that, in the event of a lack of information, consumers tend to judge quality on the basis of some alternative factors. So, it is clear that these factors can make or break the general associations about the company, but they all have a significant impact on brand awareness. A positive association will therefore have to be worked out, which is of course logical, but this shows that these factors do have a significant impact.

5.3 Recommendations

5.3.1 Recommendations to Chinese EV suppliers

This thesis shows that a Chinese supplier of EVs should have a good introduction position if a) the brand is combined with a product that can meet the risk aversion that the customer usually has b) the brand awareness of the brand has penetrated significantly in the target group c) the product offered is clearly distinctive in terms of innovation d) attention is paid in marketing-related campaigns to target the first adoption groups and e) the company realizes that the customer judges the quality of its products primarily on the basis of price and brand reputation.

First of all, it is clear that brand awareness has to be built and the only way to achieve this is simply to set up an effective marketing campaign that brings the target group in contact with the things the brand stands for. This is obviously not an enlightening recommendation, because this was already known in advance, but the results of this thesis can provide structure and guidance for setting up such a campaign and the general introduction. For example, on the basis of this research it has become clear that it is certainly useful to use the first adoption classes as a target group for these

campaigns and that it is useful to promote the innovative aspects of the product. These adoption classes are now known for their preference for distinctive products in the field of innovation, so there are certainly opportunities for a new provider that wants to make a name for itself. Besides, it becomes clear that the campaign should be more focused on aspects like safety and quality, rather than more status related aspects, because this study concluded that the consumer uses a brand in the first place to avoid risks. Outside the promotions, it will have to be ensured that there is something to promote in the field of innovation. That is certainly not the easiest task and requires a significant number of recourses, but given that we are talking about a "relatively new" market with a lot of growth potential, there is still a lot to gain, and possibly lose, in the field of innovation.

To conclude, the following general actions are recommended. Firstly, it will have to be determined by management how the activities should be prioritized and what the required number of resources is. This includes money, labor, personnel and perhaps raw materials. In addition, concrete (SMART) objectives should be formulated that serve as a guideline for assessing progress, followed by a step-by-step schedule. The objectives set will have to be checked regularly, in the sense of whether they have been achieved and whether the following objectives may need to be adjusted on the basis of this. Finally, it is important to ensure that people internally understand the purpose of these objectives, and that they remain motivated to achieve these objectives.

5.3.2. Recommendations to future researchers

The aim of this research was to gain insight into the decision-making process of Dutch consumers, and despite the fact that this research has obtained various insights, it also raises gaps in our knowledge that may serve as inspiration for further research. The following gap would benefit from further research:

1. The results of this research are based on the opinion of the Dutch consumer, who in general is already quite familiar with electric vehicles (see chapter 1, preface). Now the question arises to what extent these results can be applied to the total market. Presumably, consumers from comparable countries in terms of cultural and economic similarities (think of Norway, Germany and Belgium) will share roughly the same opinion, but it would be interesting to gain insight into this opinion in more developing countries. It seems obvious that a different approach will be needed there when electric vehicle providers want to enter the market here, but it may not even have to differ so drastically from developed countries. However, this is something that cannot be stated with certainty, and therefore requires additional research.

5.4 Reflection

5.4.1 Research limitations

Despite the contributions of this study, there have been a number of limitations that may have adversely affected the full potential of the study.

First of all, the study is based on the results of a group of 184 respondents, while the goal in quantitative research is usually to get 200 respondents. Despite the fact that the actual number came close to the intended number, close to 92 percent, it might be that the results would have been different if the full number had been achieved. A number of hypotheses were accepted or rejected because some variables scored a narrow majority. It seems plausible that the distribution among the last 16 respondents would have been about the same as with the 184, but this cannot simply be accepted as the truth.

In addition, the questions in the online questionnaire could have been more optimized in some areas. When analyzing the data, it appeared that certain questions and the type of asking could have strengthened the insights, but it was difficult to determine in advance which questions were needed to get "perfect" insight into the hypotheses. For example, the respondents were asked whether they considered a certain number of factors related to electric driving important in a possible switch to electric driving, such as the price of the car and the price of electricity compared to gasoline. Instead of a Likert scale, respondents were allowed to choose four factors that they considered important, which was not ideal for statistical analysis with SPSS. In this way, the asking in the questionnaire could have been better, which offers options for future research to contribute to the accuracy of the findings of this study.

5.4.2 Reflection thesis

Writing the thesis was not always easy, as it was quite a new experience for me. Finding suitable sources requires a lot of time and patience and collecting the data is also a profession in its own right. In hindsight, I would have done some things differently. In the beginning I could have prepared myself better for the structure and content of a master's thesis by reading a number of master's theses, these are available in large numbers, but I did not know to what extent they would also be applicable to my own thesis and research questions. In retrospect, it turns out that they had been

useful. I noticed that I found it difficult to keep an overview and was mainly working step by step, while it then became difficult to think a few steps ahead. However, while working you notice that you are getting better and better at it, and that is ultimately what you do it for.

Overall, writing this master thesis has taught me a lot that I can apply in practice. Critical thinking, gathering information from scientific sources and assessing issues such as reliability and validity are skills that were not only required for writing this thesis, but seem more relevant today than ever.

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Appendix I: Chinese electric vehicle market

Like the Netherlands, China is a country where the sale of electric cars is growing exponentially. At the beginning of 2020, there were more than 2.3 million EVs in the country, about the same number as the US and EU combined (EV-Volumes, 2021). In addition, sales also grew steadily. In 2020 1.3 million cars were sold and in 2021 this is expected to be 1.8 million.

As in the Netherlands, the government is largely responsible for growth. However, the Chinese government has other motives for stimulating this market. The country wants to become less dependent on oil (Paraskova, 2020), scrap its lagging gasoline engine production and increase its economic power by having a global presence in the market.

The latter aspect is important because it would give China a competitive advantage over the West. However, this requires a significant export figure, and from a Chinese point of view this can best be

started in countries that have favorable policies for the electric car (Schenk, 2020). The Netherlands is therefore an important export country.

Appendix II: Technical comparison Chinese car brands

Now that the brands are known, it is necessary to consider the overall performance of the related electric cars compared to a counterpart. A Tesla car will be chosen for this, because it currently represents the highest market value and is generally the best-known brand in Europe (Ariaga, 2021). Tesla is represented by the "model Y", a vehicle that will be introduced in the course of 2021 and therefore sets the bar in terms of performance.

When the performance is weighed against each other, this is reflected in the following overview:



Performance Chinese EV's VS Tesla Model Y				
Brand	Standard Price (in euros)	Range (in KM)	Charging duration (in hours)	Power (in HP)
Aiways U5	39.950	400	10.5	204
MG ZS EV	30.985	232	13.5	143
Polestar 2	59.800	470	8 to 10	400
Tesla Model Y	65.015	505	10	351

Figure 5: benchmark EV brands. Sources: (EV-database, 2021)

A number of things should stand out from this overview. First of all, it is clear that the vehicles from MG and Aiways are actually not serious competitors to the Tesla and represent a completely different target audience. Nevertheless, the price / quality ratio of the Aiways is very interesting when weighed against the Tesla.

Most striking is the fact that the Polestar Model 2 is a serious competitor to the Tesla Model Y from a technical point of view and even dominates this model in several areas. The price and charging time are lower and the power is significantly higher. Despite the fact that this table does not cover the full

range of specifications, it does seem that Polestar is a serious competitor from a technical point of view.

Appendice III questionnaire

Introduction

Block 1: Hypothesis 3 & 6

Hypothesis 3

Question 1: Answer the following statements

1. I am more interested in a product if this is innovative.
2. I feel a certain urgency to have the newest of the newest
3. I am willing to pay extra for the latest product

- a) Strongly disagree
- b) Slightly disagree
- c) Disagree / Disagree
- d) Somewhat agree
- e) Strongly agree

Type of scale	Ordinal
Information	Degree of interest when product is innovative
Dependent/Independent variable of	Hypothesis 3
Measuring method/ statistical method	Chi-square

Hypothesis 6

Question 2: Do you sometimes miss important information about a product?

- a) Yes, regularly
- b) Yes, sometimes
- c) Rarely or never
- d) Don't know/no opinion

Type of scale	Nominal
Information	Distribution of the number of respondents who experience a lack of information
Dependent/Independent variable of	Control question of Hypothesis 6
Measuring method/ statistical method	Chi-square

Question 3: Suppose you lack information to make a decision, would you look at the following features of a product as a substitute?

- 1) Country of origin
- 2) The price of the product
- 3) The number of gadgets/extras of a product
- 4) The brand that makes the product
- 5) The retail chain that sells the product

- a) Very unlikely
- b) Somewhat unlikely
- c) Not likely/ Not unlikely
- d) Somewhat likely
- e) Very likely

Type of scale	Ordinal
Information	Degree of importance of factors for consumer during orientation process in case of information shortage
Dependent/ Independent variable of	Hypothesis 6
Measuring method/ statistical method	Chi-square

Block 2: Hypothesis 1 & 4

Hypothesis 4

Question 4: How would you describe yourself compared to other people you know?

- a) I am generally the last to try a new technological product
- b. I am generally one of the last to try a new technological product,
- c. I'm generally in the middle when it comes to trying out a new technology product.
- d. I am generally one of the first to try a new technology product
- e. I am generally the first to try a new technology product

Type of scale	Ordinal
Information	Respondent adoption rate
Dependent/ independent variable of	Control question hypothesis 4
Measuring method/ statistical method	Chi-square

Question 5: Do you ever ask someone for information when you want to purchase a certain product?

- a) Very rare
- b) Somewhat rarely
- c) Not infrequently/ Not often
- d) Somewhat often
- e) Very often

Type of scale	Ordinal;
Information	To what extent respondents gather information externally through contacts
Dependent variable of	Hypothesis 4
Measuring method/ statistical method	Chi-square

Question 6: If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products?

- a) Very unimportant
- b) Somewhat unimportant

- c) Not important/Not unimportant
- d) Somewhat important
- e) Very important

Type of scale	Ordinal
Information	Level of importance of early adopters' advice to consumers
Independent variable of	Hypothesis 4
Measuring method/ statistical method	Chi-square

Hypothesis 1

Question 7: answer the following statements

- 1) Buying a well-known brand has real added value for me
 - 2) When I buy something from a well-known brand, I have less doubts about its quality
 - 3) There are brands that I really bond with
 - 4) I recognize myself in a number of brands
-
- a) Strongly disagree
 - b) Slightly disagree
 - c) Disagree / Disagree
 - d) Somewhat agree
 - e) Strongly agree

Type of scale	Ordinal
Information	Brand features for consumers
Independent variable of	Hypothesis 1
Measuring method/ statistical method	Chi-square

Block 3: Hypothesis 2

Question 8: Answer the following statements

1) I'd rather buy something from a brand I already know than try a new one.

- 1) Strongly disagree
- 2) Slightly disagree
- 3) Disagree / Disagree
- 4) Somewhat agree
- 5) Strongly agree

Type of scale	Ordinal
Information	Influence of brand awareness on purchase intention
Dependent variable of	Hypothesis 2 and 1
Independent variable of	Hypothesis 2 and 1
Measuring method	Chi-square

2) If a product is cheaper, I don't care much anymore whether I know the brand or not.

- 1) Strongly disagree
- 2) Slightly disagree
- 3) Disagree / Disagree
- 4) Somewhat agree
- 5) Strongly agree

Type of scale	Ordinal
Information	Influence of price on effect of brand awareness
Dependent/independent variable of	Hypothesis 1 and control of hypothesis 2
Measuring method/ statistical method	Chi-square

Block 4: Chinese brands

Question 9: Do you ever buy Chinese products?

- a) Yes, very often
- b) Yes, regularly
- c) Yes, but sometimes
- d) No, never
- e) Don't know/no opinion

Type of scale	Nominal (multiple choice)
Information	Proportional distribution consumers Chinese products.
Dependent/independent variable of	Hypothesis 6
Measuring method/ statistical method	Descriptive statistics

Question 10: What do you think about the price of Chinese products?

- a) Very cheap
- b) Fairly cheap
- c) Not cheap/not expensive
- d) Fairly expensive
- e) Very expensive

Type of scale	Ordinal (bipolar matrix)
Information	The extent to which consumers view Chinese products as expensive.
Dependent/independent variable of	Hypothesis 6
Measuring method/ statistical method	Chi-square

Question 11: what do you think of the quality of Chinese products?

- a) Very poor quality

- b) Fairly poor quality
- c) Not bad/not good
- d) Fairly good quality
- e) Very good quality

Type of scale	Ordinal (bipolar matrix)
Information	The extent to which consumers view Chinese products as relatively good in terms of quality.
Dependent/independent variable of	Hypothesis 6
Measuring method/ statistical method	Chi-square

Question 12: What do you think of the delivery of Chinese products?

- a) Very bad delivery
- b) Fairly bad delivery
- c) Not bad/not good
- d) Fairly good delivery
- e) Very good delivery

Type of scale	Ordinal (bipolar matrix)
Information	The extent to which consumers view Chinese products as well delivered.
Dependent/independent variable of	Hypothesis 6
Measuring method/ statistical method	Chi-square

Question 13: To what extent do you think Chinese brands are reliable?

- a) Very unreliable
- b) Somewhat unreliable
- c) Not reliable/not unreliable

d) Somewhat reliable

e) Very reliable

Type of scale	Ordinal (bipolar matrix)
Information	Distribution of respondents who find Chinese brands reliable.
Dependent/independent variable of	Hypothesis 6
Measuring method/ statistical method	Chi-square

Block 4: Hypothesis 5

Question 14: To what extent are you interested in electric driving?

a) Very uninterested

b) Somewhat uninterested

c) Not interested/not uninterested

d) Somewhat interested

e) Very interested

Type of scale	Ordinal
Information	Degree of interest in electric driving
Dependent variable of	Hypothesis 5
Measuring method/ statistical method	Chi-square

Question 15: If you were to switch to electric driving, what would be most important to you? You may choose up to four options.

1. Vehicle price

2. Vehicle range

3. Availability of charging stations

4. The price of petrol/diesel compared to electricity

5. Several friends/family members already own an electric vehicle

Type of scale	Ordinal
Information	Degree of importance factors electric driving
Independent variable of	Hypothesis 5
Measuring method/ statistical method	Chi-square

General questions

Question 16: What is your gender?

- a) man
- b) Woman
- c) Other
- d) I'd rather not say it

Type of scale	Nominal
Information	General gender distribution
Measuring method/ statistical method	Descriptive statistics

Question 17: What is your age class?

- a) Under 18
- b) 18-30
- c) 30-40
- d) 40-55
- e) 55-65
- f) 65 plus

Type of scale	Ordinal
Information	General age class distribution
Measuring method/ statistical method	Descriptive statistics

Question 18: What is your highest-level education you participated?

- a) Primary education

- b) Secondary education
- c) Secondary vocational education (MBO)
- d) Bachelor's degree (HBO/WO)
- e) Master's degree
- f) PhD degree

Type of scale	Ordinal
Information	General education level distribution
Measuring method/ statistical method	Descriptive statistics

Question 19: What is your monthly income?

- a) Less than modal
- b) Probably equal to modal
- c) More than modal

Type of scale	Ordinal
Information	General income distribution
Measuring method/ statistical method	Descriptive statistics

Appendice IV: Dataset

Raw data

1	Q1-1	Q1-2	Q1-3	Q2	Q3-1	Q3-2	Q3-3	Q3-4	Q3-5	Q4	Q5	Q6	Q7-1	Q7-2	Q7-3	Q7-4	Q8-1	Q8-2	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	
2																														
3	4			2	4	5	2	3	2	4							4	5	1	4				4	1,2,3,6	1	2	5	1	
4	2	3	4	3	4	3	1	4	5	1		3	1	2	2	2	2	5	4	3			4	4	2,4	1	2	5	1	
5	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3			3	3	2,3,6	3	1	6	5	
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183	2	1	1	1	4	4	3	4	5	2	4	4	4	4	3	2	4	2	3	1	2	3	2	2	1,2,4,6	2	4	3	2
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186	4	2	1	2	4	4	4	4	4	3	4	3	4	5	3	3	4	2	3	2	2	3	3	2	1,2,3,6	2	4	4	2

Complete dataset, output per question

Question 1: Answer the following statements

1. I am more interested in a product if this is innovative.

Answer the following statements – I am more interested in a product if this is innovative.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.3	3.3	3.3
	Somewhat disagree	21	11.4	11.4	14.7
	Agree nor disagree	50	27.2	27.2	41.8
	Somewhat agree	88	47.8	47.8	89.7
	Strongly agree	19	10.3	10.3	100.0
Total		184	100.0	100.0	

2. I feel a certain urgency to have the newest of the newest

Answer the following statements – I feel a certain urgency to have the newest of the newest.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	43	23.4	23.5	23.5
	Somewhat disagree	45	24.5	24.6	48.1
	Agree nor disagree	51	27.7	27.9	76.0
	Somewhat agree	40	21.7	21.9	97.8
	Strongly agree	4	2.2	2.2	100.0
	Total		183	99.5	100.0
Missing	System	1	.5		
Total		184	100.0		

3. I am willing to pay extra for the latest product

Answer the following statements – I am willing to pay extra for the latest product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	28	15.2	15.3	15.3
	Somewhat disagree	44	23.9	24.0	39.3
	Agree nor disagree	52	28.3	28.4	67.8
	Somewhat agree	52	28.3	28.4	96.2
	Strongly agree	7	3.8	3.8	100.0
	Total	183	99.5	100.0	
Missing	System	1	.5		
	Total	184	100.0		

Question 2: Do you sometimes miss important information about a product?

Do you sometimes miss important information about a product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, regularly	33	17.9	17.9	17.9
	Yes, but sometimes	114	62.0	62.0	79.9
	Rarely or never	26	14.1	14.1	94.0
	Don't know/ no opinion	11	6.0	6.0	100.0
	Total	184	100.0	100.0	

Question 3: Suppose you lack information to make a decision, would you look at the following features of a product as a substitute?

1) Country of origin

Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? – Country of origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	20	10.9	10.9	10.9
	Somewhat unlikely	30	16.3	16.3	27.2
	Not likely/ not unlikely	58	31.5	31.5	58.7
	Somewhat likely	60	32.6	32.6	91.3
	Very likely	16	8.7	8.7	100.0
	Total	184	100.0	100.0	

2) The price of the product

Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? – The price of the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	3	1.6	1.6	1.6
	Somewhat unlikely	6	3.3	3.3	4.9
	Not likely/ not unlikely	22	12.0	12.0	16.8
	Somewhat likely	96	52.2	52.2	69.0
	Very likely	57	31.0	31.0	100.0
	Total	184	100.0	100.0	

3) The number of gadgets/extras of a product

Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? – The number of gadgets/extras of a product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	9	4.9	4.9	4.9
	Somewhat unlikely	23	12.5	12.5	17.4
	Not likely/ not unlikely	64	34.8	34.8	52.2
	Somewhat likely	67	36.4	36.4	88.6
	Very likely	21	11.4	11.4	100.0
	Total	184	100.0	100.0	

4) The brand that makes the product

Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? – The brand that makes the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	3	1.6	1.6	1.6
	Somewhat unlikely	5	2.7	2.7	4.3
	Not likely/ not unlikely	45	24.5	24.5	28.8
	Somewhat likely	101	54.9	54.9	83.7
	Very likely	30	16.3	16.3	100.0
	Total	184	100.0	100.0	

5) The retail chain that sells the product

Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? – The retail chain that sells the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	7	3.8	3.8	3.8
	Somewhat unlikely	14	7.6	7.6	11.4
	Not likely/ not unlikely	71	38.6	38.6	50.0
	Somewhat likely	73	39.7	39.7	89.7
	Very likely	19	10.3	10.3	100.0
	Total	184	100.0	100.0	

Question 4: How would you describe yourself compared to other people you know?

How would you describe yourself compared to other people you know?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am generally the last to try a new technological product	25	13.6	13.6	13.6
	I am generally the last to try a new technological product	35	19.0	19.0	32.6
	I'm generally in the middle when it comes to trying out a new technology product	84	45.7	45.7	78.3
	I am generally one of the first to try a new technological product	35	19.0	19.0	97.3
	I am generally the first to try a new technology product	5	2.7	2.7	100.0
	Total	184	100.0	100.0	

Question 5: Do you ever ask someone for information when you want to purchase a certain product?

Do you ever ask someone for information when you want to purchase a certain product? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very rare	11	6.0	6.0	6.0
	Somewhat rarely	23	12.5	12.6	18.7
	Not infrequently/ not often	78	42.4	42.9	61.5
	Somewhat often	59	32.1	32.4	94.0
	Very often	11	6.0	6.0	100.0
	Total	182	98.9	100.0	
Missing	System	2	1.1		
Total		184	100.0		

Question 6: If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products?

If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unimportant	12	6.5	6.6	6.6
	Somewhat unimportant	25	13.6	13.7	20.2
	Not important/ not unimportant	61	33.2	33.3	53.6
	Somewhat important	67	36.4	36.6	90.2
	Very important	18	9.8	9.8	100.0
	Total	183	99.5	100.0	
Missing	System	1	.5		
Total		184	100.0		

Question 7: answer the following statements

1) Buying a well-known brand has real added value for me

Answer the following statements - Buying a well-known brand has real added value for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.9	4.9	4.9
	Somewhat disagree	24	13.0	13.2	18.1
	Agree nor disagree	53	28.8	29.1	47.3
	Somewhat agree	77	41.8	42.3	89.6
	Strongly agree	19	10.3	10.4	100.0
	Total	182	98.9	100.0	
Missing	System	2	1.1		
Total		184	100.0		

2) When I buy something from a well-known brand, I have less doubts about its quality

Answer the following statements - When I buy something from a well-known brand, I have less doubts about its quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.6	1.6	1.6
	Somewhat disagree	14	7.6	7.7	9.3
	Agree nor disagree	42	22.8	23.1	32.4
	Somewhat agree	85	46.2	46.7	79.1
	Strongly agree	38	20.7	20.9	100.0
	Total	182	98.9	100.0	
Missing	System	2	1.1		
Total		184	100.0		

3) There are brands that I really bond with

Answer the following statements – There are brands that I really bond with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	5.4	5.5	5.5
	Somewhat disagree	24	13.0	13.1	18.6
	Agree nor disagree	50	27.2	27.3	45.9
	Somewhat agree	70	38.0	38.3	84.2
	Strongly agree	29	15.8	15.8	100.0
	Total	183	99.5	100.0	
Missing	System	1	.5		
	Total	184	100.0		

4) I recognize myself in a number of brands

Answer the following statements – I recognize myself in a number of brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	19	10.3	10.4	10.4
	Somewhat disagree	30	16.3	16.5	26.9
	Agree nor disagree	66	35.9	36.3	63.2
	Somewhat agree	54	29.3	29.7	92.9
	Strongly agree	13	7.1	7.1	100.0
	Total	182	98.9	100.0	
Missing	System	2	1.1		
	Total	184	100.0		

Question 8: Answer the following statements

1) I'd rather buy something from a brand I already know than try a new one.

Answer the following statements – I'd rather buy something from a brand I already know than try a new one

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.6	1.6	1.6
	Slightly disagree	18	9.8	9.8	11.4
	Agree nor disagree	61	33.2	33.2	44.6
	Slightly agree	79	42.9	42.9	87.5
	Strongly agree	23	12.5	12.5	100.0
	Total	184	100.0	100.0	

2) If a product is cheaper, I don't care much anymore whether I know the product or not.

Answer the following statements – If a product is cheaper, I don't care much anymore whether I know the brand or not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	7.1	7.1	7.1
	Slightly disagree	50	27.2	27.2	34.2
	Agree nor disagree	73	39.7	39.7	73.9
	Slightly agree	38	20.7	20.7	94.6
	Strongly agree	10	5.4	5.4	100.0
	Total	184	100.0	100.0	

Question 9: Do you ever buy Chinese products?

Do you ever buy Chinese products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very often	7	3.8	3.8	3.8
	Yes, regularly	41	22.3	22.3	26.1
	Yes, but sometimes	98	53.3	53.3	79.3
	No, never	27	14.7	14.7	94.0
	Don't know/ no opinion	11	6.0	6.0	100.0
Total		184	100.0	100.0	

Question 10: What do you think about the price of Chinese products?

What do you think about the price of chinese products? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very cheap	46	25.0	25.0	25.0
	Fairly cheap	86	46.7	46.7	71.7
	Not cheap/ not expensive	47	25.5	25.5	97.3
	Fairly expensive	5	2.7	2.7	100.0
	Total		184	100.0	100.0

Question 11: What do you think about the quality of Chinese products?

What do you think of the quality of Chinese products? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad quality	20	10.9	11.0	11.0
	Fairly bad quality	59	32.1	32.6	43.6
	Not bad/ not good	75	40.8	41.4	85.1
	Fairly good quality	23	12.5	12.7	97.8
	Very good quality	4	2.2	2.2	100.0
	Total		181	98.4	100.0
Missing	System	3	1.6		
Total		184	100.0		

Question 12: What do you think about the delivery of Chinese products?

What do you think of the delivery of Chinese products? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad delivery	18	9.8	9.9	9.9
	Fairly bad delivery	38	20.7	21.0	30.9
	Not bad/ not good	86	46.7	47.5	78.5
	Fairly good delivery	35	19.0	19.3	97.8
	Very good delivery	4	2.2	2.2	100.0
	Total		181	98.4	100.0
Missing	System	3	1.6		
Total		184	100.0		

Question 13: To what extent do you think Chinese brands are reliable?

To what extent do you think Chinese brands are reliable? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unreliable	17	9.2	9.3	9.3
	Somewhat unreliable	54	29.3	29.5	38.8
	Not reliable/ not unreliable	77	41.8	42.1	80.9
	Somewhat reliable	31	16.8	16.9	97.8
	Very reliable	4	2.2	2.2	100.0
	Total		183	99.5	100.0
Missing	System	1	.5		
Total		184	100.0		

Question 14: To what extend are you interested in electric driving?

To what extent are you interested in electric driving? - .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very uninterested	31	16.8	16.8	16.8
	Somewhat uninterested	21	11.4	11.4	28.3
	Not interested / not uninterested	40	21.7	21.7	50.0
	Somewhat interested	67	36.4	36.4	86.4
	Very interested	25	13.6	13.6	100.0
	Total	184	100.0	100.0	

Question 15: If you were to switch to electric driving, what would be most important to you? You may choose up to four options.

1. Vehicle price

If you were to switch to electric driving, what would be most important to you? You may choose up to four options. Charging time of the battery of the car

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Charging time of the battery of the car	125	67.9	100.0	100.0
Missing	System	59	32.1		
	Total	184	100.0		

2. Vehicle range

If you were to switch to electric driving, what would be most important to you? You may choose up to four options. Availability of charging stations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Availability of charging stations	101	54.9	100.0	100.0
Missing	System	83	45.1		
	Total	184	100.0		

3. Availability of charging stations

If you were to switch to electric driving, what would be most important to you? You may choose up to four options. The price of petrol/diesel compared to electricity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The price of petrol/diesel compared to electricity	52	28.3	100.0	100.0
Missing	System	132	71.7		
	Total	184	100.0		

4. The price of petrol/diesel compared to electricity

If you were to switch to electric driving, what would be most important to you? You may choose up to four options. Several friends/family members already own an electric vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Several friends/family members already own an electric vehicle	8	4.3	100.0	100.0
Missing	System	176	95.7		
	Total	184	100.0		

5. Several friends/family members already own an electric vehicle

If you were to switch to electric driving, what would be most important to you? You may choose up to four options. Vehicle range (amount of kilometers per battery charge)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vehicle range (amount of kilometers per battery charge)	136	73.9	100.0	100.0
Missing	System	48	26.1		
Total		184	100.0		

Question 16: What is your gender?

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	102	55.4	55.4	55.4
	Female	80	43.5	43.5	98.9
	Other	2	1.1	1.1	100.0
	Total	184	100.0	100.0	

Question 17: What is your age class?

What is your age class?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	2	1.1	1.1	1.1
	18-30	28	15.2	15.2	16.3
	30-40	24	13.0	13.0	29.3
	40-55	67	36.4	36.4	65.8
	55-65	38	20.7	20.7	86.4
	65 plus	25	13.6	13.6	100.0
	Total	184	100.0	100.0	

Question 18: What is your highest-level education you participated?

What is your highest level education you participated?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary education	3	1.6	1.6	1.6
	Secondary education	19	10.3	10.3	12.0
	Secondary vocational education (mbo)	57	31.0	31.0	42.9
	Bachelor's degree (hbo)	52	28.3	28.3	71.2
	Bachelor's degree (wo)	23	12.5	12.5	83.7
	Master (MSc)	26	14.1	14.1	97.8
	PHD degree (PhD)	4	2.2	2.2	100.0
	Total	184	100.0	100.0	

Question 19: What is your monthly income?

What is your monthly income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than modal	59	32.1	32.1	32.1
	Probably equal to modal	74	40.2	40.2	72.3
	More than modal	50	27.2	27.2	99.5
	5	1	.5	.5	100.0
	Total	184	100.0	100.0	

Calculations AVE and CR

	λ	λ^2	ϵ		
	0,51	0,2601	0,7399		$AVE = \frac{(\sum \lambda)^2}{n}$
	0,889	0,790321	0,209679		
	0,817	0,667489	0,332511		
	0,837	0,700569	0,299431		
					$CR = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + (\sum \epsilon)}$
Count	4	4	4		
Sum	3,053	2,418479	1,581521		
Square	9,320809				
AVE	0,60461975				
CR	0,85493734				

Output of Hypothesis 4, the lambda symbol (λ) stands for the factor loadings from the factor analysis, which can all be seen per hypothesis in Appendice V under "factor analysis".

Appendice V: SPSS-data

SPSS-output Hypothesis 1

Means and Cronbach's alpha

		Statistics			
		Answer the following statements – Buying a well-known brand has real added value for me	Answer the following statements – When I buy something from a well-known brand, I have less doubts about its quality	Answer the following statements – There are brands that I really bond with	Answer the following statements – I recognize myself in a number of brands
N	Valid	182	182	183	182
	Missing	2	2	1	2
Mean		3.40	3.77	3.46	3.07
Std. Deviation		1.007	.922	1.078	1.080

Reliability Statistics

Cronbach's Alpha	N of Items
.751	4

Factor analysis

Component Matrix^a

	Component 1
Answer the following statements – Buying a well-known brand has real added value for me	.806
Answer the following statements – When I buy something from a well-known brand, I have less doubts about its quality	.746
Answer the following statements – There are brands that I really bond with	.853
Answer the following statements – I recognize myself in a number of brands	.794

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

T-test

One-Sample Test

Test Value = 3.425

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Answer the following statements – Buying a well-known brand has real added value for me	-.258	179	.398	.797	-.019	-.17	.13
Answer the following statements – When I buy something from a well-known brand, I have less doubts about its quality	5.028	179	<.001	<.001	.347	.21	.48
Answer the following statements – There are brands that I really bond with	.523	179	.301	.602	.042	-.12	.20
Answer the following statements – I recognize myself in a number of brands	-4.504	179	<.001	<.001	-.364	-.52	-.20

SPSS-output Hypothesis 2

Means and Cronbach's alpha

Statistics

Answer the following statements – I'd rather buy something from a brand I already know than try a new one

N	Valid	184
	Missing	0
Mean		3.55
Std. Deviation		.892

SPSS-output Hypothesis 3

Means and Cronbach's alpha

Statistics

	Answer the following statements – I am more interested in a product if this is innovative.	Answer the following statements – I feel a certain urgency to have the newest of the newest.	Answer the following statements – I am willing to pay extra for the latest product.
N	Valid 184	183	183
	Missing 0	1	1
Mean	3.51	2.55	2.81
Std. Deviation	.941	1.137	1.123

Reliability Statistics

Cronbach's Alpha	N of Items
.802	3

Factor analysis

Component Matrix^a

	Component 1
Answer the following statements – I am more interested in a product if this is innovative.	.751
Answer the following statements – I feel a certain urgency to have the newest of the newest.	.905
Answer the following statements – I am willing to pay extra for the latest product.	.876

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

One sample t-test

One-Sample Statistics

	Statistic	Bias	Std. Error	Bootstrap ^a 95% Confidence Interval	
				Lower	Upper
Answer the following statements – I am more interested in a product if this is innovative.	N	183			
	Mean	3.50	.00	.07	3.36 3.64
	Std. Deviation	.943	-.003	.048	.841 1.031
	Std. Error Mean	.070			
Answer the following statements – I feel a certain urgency to have the newest of the newest.	N	183			
	Mean	2.55	.00	.08	2.37 2.70
	Std. Deviation	1.137	-.005	.040	1.050 1.212
	Std. Error Mean	.084			
Answer the following statements – I am willing to pay extra for the latest product.	N	183			
	Mean	2.81	.00	.08	2.64 2.97
	Std. Deviation	1.123	-.005	.043	1.039 1.205
	Std. Error Mean	.083			

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

One-Sample Test

Test Value = 2.956

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Answer the following statements – I am more interested in a product if this is innovative.	7.845	182	<.001	<.001	.547	.41	.68
Answer the following statements – I feel a certain urgency to have the newest of the newest.	-4.872	182	<.001	<.001	-.410	-.58	-.24
Answer the following statements – I am willing to pay extra for the latest product.	-1.707	182	.045	.089	-.142	-.31	.02

SPSS-output Hypothesis 4

Means and Cronbach's alpha

Statistics

	How would you describe yourself compared to other people you know?	Do you ever ask someone for information when you want to purchase a certain product? – .	If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? – .
N	Valid 184	182	183
	Missing 0	2	1
Mean	2.78	3.20	3.30
Std. Deviation	.995	.949	1.038

Reliability Statistics

Cronbach's Alpha	N of Items
.281	3

Factor analysis

Component Matrix^a

	Component	
	1	2
How would you describe yourself compared to other people you know?	.609	-.638
Do you ever ask someone for information when you want to purchase a certain product? – .	.465	.789
If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? – .	.812	.026

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

One sample t-test

One-Sample Statistics

		Statistic	Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
Do you ever ask someone for information when you want to purchase a certain product? - .	N	182				
	Mean	3.20	.00	.07	3.05	3.34
	Std. Deviation	.949	-.007	.051	.833	1.043
	Std. Error Mean	.070				
If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - .	N	182				
	Mean	3.30	.00	.08	3.14	3.45
	Std. Deviation	1.041	-.006	.050	.940	1.136
	Std. Error Mean	.077				

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

One-Sample Test

Test Value = 3.250

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Do you ever ask someone for information when you want to purchase a certain product? - .	-.742	181	.229	.459	-.052	-.19	.09
If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - .	.606	181	.273	.546	.047	-.11	.20

Multiple regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.212 ^a	.045	.034	.971

a. Predictors: (Constant), If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - ., Do you ever ask someone for information when you want to purchase a certain product? - .

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.953	2	3.977	4.220	.016 ^b
	Residual	168.689	179	.942		
	Total	176.643	181			

a. Dependent Variable: How would you describe yourself compared to other people you know?

b. Predictors: (Constant), If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - ., Do you ever ask someone for information when you want to purchase a certain product? - .

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.340	.318		7.365	<.001
	Do you ever ask someone for information when you want to purchase a certain product? - .	-.069	.077	-.066	-.892	.373
	If you were to ask someone for advice, to what extent do you think it is important that they are among the first to try new technical products? - .	.202	.070	.213	2.874	.005

a. Dependent Variable: How would you describe yourself compared to other people you know?

SPSS-output Hypothesis 6

Means and Cronbach's alpha

Statistics

	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extr as of a product	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product
N	Valid 184	184	184	184	184
	Missing 0	0	0	0	0
Mean	3.12	4.08	3.37	3.82	3.45
Std. Deviation	1.124	.839	1.005	.795	.916

Reliability Statistics

Cronbach's Alpha	N of Items
.692	5

Factor analysis

Component Matrix^a

	Component 1
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin	.570
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product	.552
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extras of a product	.667
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product	.846
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product	.743

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

T-test

One-Sample Test

Test Value = 3.568

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin	-5.410	183	<.001	<.001	-.448	-.61	-.28
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product	8.211	183	<.001	<.001	.508	.39	.63
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extras of a product	-2.678	183	.004	.008	-.198	-.34	-.05
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product	4.217	183	<.001	<.001	.247	.13	.36
Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product	-1.731	183	.043	.085	-.117	-.25	.02

Multiple regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.203 ^a	.041	.014	.740

a. Predictors: (Constant), Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extras of a product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.190	5	.838	1.529	.183 ^b
	Residual	97.587	178	.548		
	Total	101.777	183			

- a. Dependent Variable: Do you sometimes miss important information about a product?
- b. Predictors: (Constant), Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extras of a product, Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.655	.338		7.844	<.001
	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - Country of origin	-.098	.053	-.148	-1.837	.068
	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The price of the product	-.058	.073	-.066	-.798	.426
	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The number of gadgets/extras of a product	-.051	.063	-.069	-.812	.418
	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The brand that makes the product	.101	.096	.107	1.047	.296
	Suppose you lack information to make a decision, would you look at the following features of a product as a substitute? - The retail chain that sells the product	-.070	.078	-.086	-.900	.369

- a. Dependent Variable: Do you sometimes miss important information about a product?

SPSS-output Chinese brands

Means and Cronbach's alpha

Statistics

		What do you think about the price of chinese products? - .	What do you think of the quality of Chinese products? - .	What do you think of the delivery of Chinese products? - .	To what extent do you think Chinese brands are reliable? - .
N	Valid	184	181	181	183
	Missing	0	3	3	1
Mean		2.06	2.62	2.83	2.73
Std. Deviation		.784	.920	.930	.925

Reliability Statistics

Cronbach's Alpha	N of Items
.776	4

Factor analysis

Component Matrix^a

	Component 1
What do you think about the price of chinese products? - .	.510
What do you think of the quality of Chinese products? - .	.889
What do you think of the delivery of Chinese products? - .	.817
To what extent do you think Chinese brands are reliable? - .	.837

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

One sample t-test

One-Sample Test

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
			Test Value = 2.56				
What do you think about the price of chinese products? - .	-9.108	180	<.001	<.001	-.521	-.63	-.41
What do you think of the quality of Chinese products? - .	.940	180	.174	.348	.064	-.07	.20
What do you think of the delivery of Chinese products? - .	3.887	180	<.001	<.001	.269	.13	.41
To what extent do you think Chinese brands are reliable? - .	2.380	180	.009	.018	.164	.03	.30

Multiple regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.402 ^a	.162	.143	.798

a. Predictors: (Constant), To what extent do you think Chinese brands are reliable? - ., What do you think about the price of chinese products? - ., What do you think of the delivery of Chinese products? - ., What do you think of the quality of Chinese products? - .

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.638	4	5.409	8.488	<.001 ^b
	Residual	112.163	176	.637		
	Total	133.801	180			

a. Dependent Variable: Do you ever buy Chinese products?

b. Predictors: (Constant), To what extent do you think Chinese brands are reliable? - ., What do you think about the price of chinese products? - ., What do you think of the delivery of Chinese products? - ., What do you think of the quality of Chinese products? - .

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.675	.235		15.617	<.001
	What do you think about the price of chinese products? - .	.251	.084	.224	2.978	.003
	What do you think of the quality of Chinese products? - .	-.164	.100	-.175	-1.648	.101
	What do you think of the delivery of Chinese products? - .	-.144	.084	-.155	-1.719	.087
	To what extent do you think Chinese brands are reliable? - .	-.140	.094	-.150	-1.497	.136

a. Dependent Variable: Do you ever buy Chinese products?